

Men And Women Match Wits On 'What's My Name?' Program

Females Know Their Stuff, Broadcast Survey Shows; Gen. Hugh Johnson To Sub For Dave Elman

Men contestants from the studio audience will have one of their last chances of the summer to overtake the women in tests of mental agility when Arlene Francis and Budd Hulick take to the air with "What's My Name?" Wednesday at 9 p. m. over the NBC-Red network.

Psychologists may say that men in general are quicker thinkers than women, but it's worked out just the opposite on "What's My Name?" according to Arlene and Budd.

Since "What's My Name?" has been substituting for Fred Allen, the average prize for the women contestants has been \$8.74, showing that most of the women have found the answer on the second clue of possible four given each to help identify personalities. The average earnings of the men, on the other hand, has been \$7.12, since most of them don't get the answer until the final clue.

During the summer, 63 contestants from the studio audience have faced the microphone, thirty-nine men, and twenty-four women. The contestants are chosen by lot from the studio audience. There have been more men chosen than women. So maybe, as a consolation, that proves men are at least luckier!

General Hugh S. Johnson will pinch-hit for Dave Elman as conductor of "Hobby Lobby" Wednesday at 8:30 p. m. over the NBC-Blue Network.

Columnist, commentator, and keen military strategist, he will give a last-minute comment and analysis of the European situation as it exists at that time.

Elman was due to rejoin the program this week, but has decided to take one more week of rest after an emergency appendectomy which has already prolonged his vacation longer than intended.

Among the hobbyists whom General Johnson will interview is Alice Marble, American woman's tennis titleholder. Following a variety of hobbies in her spare time, Miss Marble does everything from design her own clothes to sing in night clubs.

Tranquillity descends on the Barbour household as the exciting events of the past few weeks subside and the family gathers at the sky ranch for an old-fashioned houseparty during the episode of One Man's Family on Wednesday at 8:00 p. m. over the NBC-Red Network. The death of Mort Barnwell is explained by Tracy Baker.

Benny Goodman, king of swing, will make the first of five appearances from the band shell in the New York World's Fair Amusement Area on Wednesday at 5:15 p. m. over the NBC red network. The Goodman band will be heard over the NBC Blue network on Sept. 7 at 5:15 p. m.; Sept. 10 at 5:30 p. m., and Sept. 11 and 12 at 5:00 p. m.

A famed dancer, a night club singer and a tennis player will be interviewed by George Jessel on the Celebrity program over the

BEST BETS WEDNESDAY

P. M.

- 5:00 — Human Relations Talk, WEAf
- 6:00—F. Waring Time, WEAf.
- 7:00 — "One Man's Family," WEAf.
- 7:00—Phil Baker, Beetle, Orchestra, WAEC.
- 7:30—Tommy Dorsey, WEAf.
- 7:30—Dave Elman Hobby Lobby, WJZ.
- 7:30—Paul Whiteman and Band, WAEC.
- 8:00—What's My Name Quiz, WEAf.
- 9:00 — Kay Kyser's College, WEAf.

NBC Red network Wednesday at 9:30 p. m. They are Irene Castle McLaughlin, Hope Emerson and Bobby Riggs. Music is under the baton of Peter van Steeden with vocals by the Stardusters.

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 elm kyw wben wcae wesh wdel weeu wfor wgy wjar wpaq wrc wraw wtag wtam wtc wwj; **Midwest:** ksd kstp wdaf who wire wky wmaq wow wtmj. **South:** kprc kltb kark ktoo wbaq wbre wfaa wjdx wmbg wmc wof wsb wsmb. **Mountain:** kdyl koa

NBC-WJZ (BLUE): BASIC—East: wjz cfcf kdka waby wbal wbz-wbz wcan webr wll wham whk wlee wjtn wleu wmal wnff wnc wnpd wsr wyz. **Midwest:** kma kso kwk wbcn well wfar wfdl wfm wjm wls wnt wovo wren wten. **South:** kgko kltb ktok kxyz waga wdsu wjbo wisp wrtd wsgn. **Mountain:** klo kuta kvod. **NBC OPTIONAL STATIONS** (operate interchangeably RED or BLUE chains) **East:** cbl cmx wbre wcol wfca wgal wkbo wlbz wlv work wrdo wsal wsan. **Midwest:** cbl kans kelo kfam kfyf kgbx koam kroo ksoo kysm wbow wfi wky wday wbc wgt wgl wiba wood. **South:** kfsm krgv kris kism wapo wala wava wcaa wcc wde wde wfa wlad wis wjax wlk wntf wrol wsm wsoo wsun wtar. **Mountain:** kghf kghl kgir kido kob kpfa ksol ktar ktf kvou.

CBS-WABC-BASIC — East: wabc woko wcoa weel wgr wkbw wbre wgar wite weau wjs wpro wfbl wjs. **Midwest:** wbln knt wfsm kmbe kfah wias kmoa. **OTHER STATIONS:** East: wdc wpg wahi wntf wms wno wjr wseg whp cfb