ROCKY CLARK'S LISTENING POST

Although Ralph Edwards is launching a "Mr. and Mrs. Hush" contest, it began to look last week as though the public is starting to get a little fed up with giveaway programs. Mutual dropped its "Three for the Money" show, and "Stop the Music" descended to sixth place in the new Hooperatings. What's more, only two other giveaway shows—"Take It or Leave It" and "Break the Bank" were among Hooper's top 15.

Meanwhile, it's being breezed about on Radio Row that Fred Allen is planning to do a real job on giveaway programs on his first NBC broadcast of the new season, Oct. 3. Allen, you recall, is the fellow who suffered the most severe Hooper blow when "Stop the Music" became his ABC opposition last season.

Comedian Henry Morgan, thus far unable to find a sponsor this season, is also planning a take-off on musical give-away shows next Wednesday night when he is guest of "Tex and Jinx" on NBC at 9 p. m. Kay Armen, songstress of "Stop the Music," will help him out in his parody titled "Stop the Opera."

The giveaway shows are still giving away fabulous jackpots though. A Philadelphia veterinarian won $15,000 in prizes last Tuesday night on "Hit the Jackpot" by identifying the secret sentence as "Hitch your wagon to a star." And a short-order cook collected $2,500 in prizes by naming "Western Union" as the mystery film on Red Benson's Movie Matinee.

"Stop the Music" will carry on over WNAB-ABC tonight at 8 with the most baffling mystery melody yet presented. If Bert Parks should call us, we'd cross our fingers and identify it as "Turkeys in the Treetops."

BOXING THIS WEEK

Although the Walcott-Louis bout is off because Gus broke his toe, it is expected that the scheduled co-feature, middleweight champ Tony Zale vs. the European titleholder Marcel Cerdan, will be broadcast as planned over WICC-MBS Tuesday night at 9:30. Fight fans will also hear the lightweight championship bout, between Ike Williams and Jesse Flores, over WNAB-ABC Thursday at 10 p.m. Thus far no arrangements to televise either fight have been announced.

FOOTBALL BROADCASTS

Dat ole debil, Needless Duplication, will be back with us next Saturday when all four networks begin coverage of college football games. NBC and ABC will both carry the Notre Dame game against Purdue. CBS will cover the Ohio State-Missouri clash, while Mutual will have its mike at West Point for the Villanova game, which WICC will carry.

Rather than relay the Mutual schedule, WOR will broadcast important regional contests on its own, starting next Saturday with the Naval Academy vs. California's Golden Bears. WOR also lists Pittsburgh-Notre Dame for Oct. 2; Yale-Columbia, Oct. 9; Navy-Missouri, Oct. 16; Army-Cornell, Oct. 23; Yale-Dartmouth, Oct. 30; Princeton-Harvard, Nov. 6; Yale-Princeton, Nov. 13; Yale-Harvard, Nov. 20, and Penn-Cornell, Nov. 25. Station WNHC in New Haven

(Continued on Page Seven)

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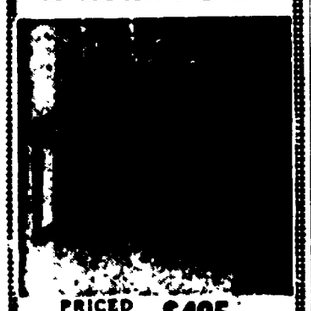

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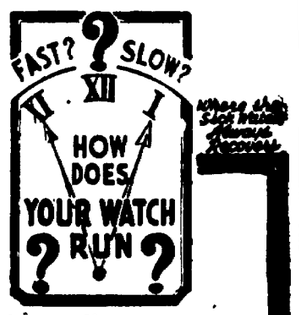

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SUNDAY RADIO TIMETABLE:

Note: (*) indicates program is heard on WJZ and WELI.

DIAL SETTINGS

WNAB—1450	WMCA—570
WLIZ—1300	WELI—960
WICC—600	WINS—1010
WNBC—660	WTIC—1080
WOR—710	WNEW—1130
WJZ—770	WAVZ—1260
WLAD—880	WNHC—1340
WNYC—830	WNLK—1350
WCBS—880	WSTC—1400
WMGM—1050	WQXR—1560

Sports

1:45—National Tennis Championships from Forest Hills—WNYC (continued over WNEW at 8; WQXR at 8:05; WNYC at 8:30)
1:55—Baseball Doubleheader: Giants vs. St. Louis Cardinals—WLIZ, WMCA
1:55—Braves vs. Cincinnati—WINS
2:00—Dodgers vs. Chicago Cubs—WMGM
2:25—Doubleheader: Yankees vs. St. Louis—WINS

Variety

9:15 A.M.—Uncle Bill Reads the Sunday Post Comics—WLIZ
10:05 A.M.—'Mr. and Mrs. Music'—WMCA
12:00 Noon—Tex and Jinx, with Ted Atkinson, jockey, and Jacqueline Cochran, aviatrix—WNBC
3:30—'Life Begins at 80' with Jack Barry—WOR, WICC
4:30—Skyway to the Stars' with Tex McCrary and Kay Armen; Joe E. Brown, guest—WCBS
5:30—'Quick as a Flash' with 'Mr. and Mrs. North'—WICC, WOR
5:30—'At the Chase' with Buddy Lester, comic; Clifford Guest, impressionist; Barclay Allen orchestra—WCBS
6:30—Hollywood Star Theater; Ozzie and Harriet introducing Ray Montgomery, new actor—WNBC
7:00—Let's Talk Hollywood; Rosalind Russell and Jack Carson—WNBC
8:00—'Stop the Music' with Kay Armen and Dick Brown—WNAB*
8:30—'R.F.D. America' Quiz with Idaho Farmers—WNBC
9:15—Louella Parsons show, with Jo Stafford and Virginia Mayo—WNAB*
9:30—'Strike It Rich' with Todd Russell—WCBS
10:00—Dave Elman's Hobby Lobby—WOR
10:30—Horace Heidt's Talent show—WNAB

Drama

12:30—Eternal Light: 'Tsipporah' starring Charlotte Holland—WNBC
1:00—Return Engagement: 'Never Come Monday'—WCBS
1:30—Tell It Again: Jules Verne's 'Mysterious Island'—WCBS
2:00—You Are There: 'Ratification of the U.S. Constitution'—WCBS
4:00—House of Mystery: 'The Fingers of the Anjou'—WICC, WOR
4:30—Favorite Story: 'Marco Polo' with Roland Merrie—WJZ
5:00—'Quiet Please', Wyllis Cooper mysteries, at new time—WNAB*
6:30—Greatest Story Ever Told: 'Man with the Mark'—WNAB*
7:00—Sherlock Holmes: 'The Black Guardsman of Braddock Castle'—WICC, WOR
7:30—Dan Carson Story, Pat O'Brien and Virginia Bruce—WNBC
7:30—'Blondie's Husband Keeps House—WCBS
8:00—Sam Spade Adventure: 'Cherches La Femme'—WCBS
8:30—Ave Maria House: Story of St. Irene—WMCA
9:00—'Secret Missions', Admiral Zacharias' Story of Spies—WICC, WOR
9:30—Theater Guild: Jean Caulfield and John Loder in 'For Love or Money'—WNAB*
10:00—'Our Miss Brooks' starring Eve Arden, at new time—WCBS
10:30—Escape: 'The Man Who Would Work Miracles'—WCBS

Music

9:00 A.M.—Masterworks: Beethoven Symphony No. 8 in E Flat Major—WNYC
9:15 A.M.—E. Power Biggs, organ, with Daniel Pinkham, harpsichord—WCBS
10:00 A.M.—Scenes from Great Operas: D'Albert's 'Tiefland'—WNYC
11:30 A.M.—Salt Lake Tabernacle choir and organ—WCBS
12:00 Noon—Midday Symphony: Brahms Piano Concerto No. 2 in B Flat Major—WNYC
12:30—Piano Playhouse; Earl Wild and Shitch Henderson—WJZ
1:00—Music for the Connoisseur: Rust Suite for Viola D'Amore—WNYC
1:05—Midday Symphony Brahms' Double Concerto in A minor—WQXR
2:00—Opera Concert: Irene Jordan, mezzo-soprano; Glenn Burris, tenor; Sylvan Levin conducting—WOR
2:30—Robert Merrill, baritone; Russ Case conducting—WNBC
3:00—Michael O'Duffy, Irish tenor; Sylvan Levin conducting—WOR
3:00—CBS Symphony, Alfredo Antonini conducting; Soulima Stravinsky, piano—WCBS
3:00—Choral Masterpieces: Haydn's 'The Seasons'—WNYC
3:30—Surprise Serenade; Norman Cloba-naff, violin; Edward Davies, baritone; Joseph Gallicchio orchestra—WNBC
6:00—Family Hour: Frances Greer, soprano; Earl Wrightson, baritone; Dudley King, conductor, and Bernie Leighton, pianos—WCBS
6:30—Percy Faith conducting; Jane Freman, vocalist—WCBS
7:05—Collectors Items: Berlioz' 'Damnation of Faust', Part 1—WQXR
8:00—Robert Shaw Chorale—WNBC
9:05—Concert Hour featuring Artur Schnabe, pianist—WQXR
9:30—Album of Music; Donald Dame, tenor; Margaret Daum and Jean Dickenson, sopranos; Evelyn MacGregor, contralto—WNBC
10:00—'Are You a Musician?' Chamber Music with One Part Missing for Listeners to Fill in at home—WNEW
11:07—World of Music; Brahms' 'German Requiem'—WQXR

Public Affairs

12:00 Noon—Invitation to Learning: Harold Taylor, Merle Miller and Lyman Bryson on Kenneth Grahme's 'The Wind in the Willows'—WCBS
12:30—People's Platform: 'The Stakes in Berlin' with Brooks Emeny, Wallace R. Duel and Joseph Barnes—WCBS
1:00—America United: 'What Must Be Done to Stabilize the National Economy?' Roger Fleming, Emerson P. Schmidt and Stanley Rattenberg—WNBC
2:30—'Call to Prayer for Success of UN Assembly' from First Presbyterian Church, Stamford; Eugene Exman, Rep. Ralph W. Gwynn and Rev. Donald F. Campbell, with Raymond Randall at Carillon — WNAB, WSTC
4:35—Living—1948: 'Danger, School Zone' documentary on school problems—WNBC
5:00—Author Meets Critics: Stefan Heym's 'The Crusaders' with Margaret Bourke-White and Merle Miller—WNAB
6:00—Catholic Hour: Rev. Dr. Edmond D. Barnard of Catholic University—WNBC
11:00—Post-Telegram Local News—WNAB
11:30—Chicago Round Table: 'A United States of Europe', R. W. G. Mackay, Alan Bullock and Walter Johnson—WNBC

8 A.M.	8:30	9:00 A.M.	9:30
Off the Air	Off the Air	WNAB	Revival Hour
News, Organ; H'd	Church, Frank Era.	WLIZ	News; Trio; Comic
Chapel In Sky	Carolers; News	WICC	Music; Adventist
News; Organ	String Quartet	WNBC	News; Comic Man
A.A.F. Show	Sherwood; Comics	WOR	News; Sermon
News, Folk Songs	Coffee Concert	WJZ	Men's Page
News; Sacred Ht.	Organ Reveries	WLAD	News; Waltzes
Weather; Kiddies	Story Time; News	WNYC	Masterwork Hour
News; Organ	Carolina Calling	WCBS	News; Organ
Farm News; Mus.	Bible Study	WMGM	Youth's Church
Living Bible	News; Playhouse	WNEW	Child's Playhouse
News; Music	N. H. Churches	WNHC	News; Ital. Pgm.
News; Music	Musicland	WMCA	News; T. Dorsey
News; Symphony	Bkfst. Symphony	WQXR	News; Symphony

10:00	10:15	10:30	10:45
Polka Time	Polka Time	WNAB	Polka Time
News; Melodies	Hungarian Music	WLIZ	Hungarian Music
Radio Bible Class	Radio Bible Class	WICC	Voice of Prophecy
Bible Hight'ts	Bible Highlights	WNBC	Children's Hour
News; Gladstone	Handyman, Show	WOR	A. L. Alexander
Message of Israel	Message of Israel	WJZ	Southernaires
News; Jubalaires	Baptist Church	WLAD	Baptist Church
Opera Scenes	Opera Scenes	WNYC	Opera Scenes
Church of Air	Church of Air	WCBS	Church of Air
News	Guest Star	WINS	Al Goodman Or.
Bible Class	Bible Class	WMGM	Voice of Prophecy
Music in the Air	Music in the Air	WNEW	News; Music
Polish Hour	Polish Hour	WNLK	Polish Hour
News; Bea. Andre	Mr & Mrs Music	WMCA	Mr. & Mrs Music
News; Concert	Book Concert	WQXR	Book Concert

11:00	11:15	11:30	11:45
Polka Time	Polka Time	WNAB	Polka Time
News; Service	Sunday Services	WLIZ	Sunday Service
United church	United Church	WICC	United Church
Children's Hour	Children's Hour	WNBC	C. M'Carthy; News
News; Lyla Van	Dorothy and Dick	WOR	Dorothy and Dick
The Fitzgeralds	The Fitzgeralds	WJZ	Hour of Faith
News; Church	Church Service	WLAD	Church Service
Opera Scenes	Opera Scenes	WNYC	Young Artists
News; H. Smith	The Newsmakers	WCBS	Salt Lake Choir
Tom Sugrue	Guest House	WINS	Penthouse Party
Ch. Reform Church	Ch. Reform Church	WMGM	Baptist Church
Music in the Air	Music in the Air	WNEW	News; Bing Crosby
News; Bea. Andre	Mr & Mrs Music	WMCA	Mr & Mrs Music
News; Ch. Science	Christian Science	WQXR	Christian Science

Noon	12:15	12:30	12:45
Gypsy Airs	Gypsy Airs	WNAB	Gypsy Airs
News; Polkas	Let's Polka	WLIZ	Polka Party
Back to God	Back to God	WICC	Lutheran Hour
Hil Jinx	H. Jinx	WNBC	Eternal Light
Show Shop	Show Shop	WOR	News M. Elliott
Geo. Putnam	UN Reporter	WJZ	Piano Playhouse
News	Sunday Serenade	WLAD	Danbury Frolics
Midday Symphony	Midday Symphony	WNYC	Symphony; News
Invite to Learn'g	Invite to Learn'g	WCBS	People's Platform
Voice of Army	News	WELI	Gasoline Alley
Singing Battle	Singing Battle	WINS	Singing Battle
Baptist Church	Baptist Church	WMGM	Hour of Champs
Junior Legion	Junior Legion	WTIC	Ranger Joe
Bing Crosby	Vaudeville Show	WNEW	News; Records
Italian Hour	Italian Hour	WNLK	Italian Hour
News; Song	King of Song	WMCA	News
Christian Science	Symph. Varieties	WQXR	Orch. Melodies

1:00	1:15	1:30	1:45
Italian Melodies	Italian Melodies	WNAB	Italian Melodies
News; Melody	Symph. of Melody	WLIZ	Symph. of Melody
Wm. L. Shirer	John B. Kennedy	WICC	Alibis
America United	America United	WNBC	Silver Strings
Wm. L. Shirer	John B. Kennedy	WOR	Music Box
Sam Pettengill	Editor at Home	WJZ	National Vespers
News; Showtime	Showtime	WLAD	Showtime
Connoisseur Music	Connoisseur Music	WNYC	Connoisseur Music
Return Engagem't	Return Engagem't	WCBS	Tell It Again
Yiddish Swing	Wm. S. Gallmor	WMGM	You Name 'em
News	Cote Glee Club	WTIC	Box at Opera
New Voices	Sunday Revue	WNEW	News; Fiesta
Hungarian Hour	Hungarian Hour	WNLK	Hungarian Hour
News; Polkas	Polka Parade	WNHC	Baseball Game
News; Music Talk	Let's Talk Music	WMCA	Ought To Be Done
News; Symphony	Midday Symphony	WQXR	Midday Symphony

2:00	2:15	2:30	2:45
Sam Pettengill	Guest Star	WNAB	Call to Prayer
Baseball Game	Baseball Game	WLIZ	Baseball Game
News	Catholic Truth	WICC	Bill Cunningham
Hungry Dollar	Hungry Dollar	WNBC	Robert Merrill
Opera Concert	Opera Concert	WOR	News; Hennessy
Around the World	Around the World	WJZ	Mr. President
News; Music	Concert Hour	WLAD	Concert Hour
Tennis Tourn'm'nt	Tennis Tourn'm'nt	WNYC	Tennis Tourn'm'nt
You Are There	You Are There	WCBS	Joseph C. Harsch
Church Hour	Church Hour	WELI	Mr. President
Battle Royal	Battle Royal	WINS	Baseball Game
Baseball Game	Baseball Game	WMGM	Baseball Game
Perfect Pgm.	Perfect Program	WNEW	News; Monroe Or.
Baseball Game	Baseball Game	WNHC	Baseball Game
Baseball Game	Baseball Game	WMCA	Baseball Game
News; Echoes	Footlight Echoes	WQXR	Americana

3:00	3:15	3:30	3:45
Marine Corps Band	American Almanac	WNAB	Treasury Band
Baseball Game	Baseball Game	WLIZ	Baseball Game
B. A. Rolfe	B. A. Rolfe	WICC	Life Begins at 80
Eliot Lawrence Or	Eliot Lawrence Or	WNBC	One Man's Family
Michael O'Duffy	Michael O'Duffy	WOR	Life Begins at 80
Harrison Wood	American World	WJZ	Treasury Show
News; Rob Sherle	John Gart Trio	WLAD	Fair City Found'n
Choral M'sterp'ces	Choral M'sterp'ces	WNYC	Choral M'sterp'ces
CBS Symphony Or.	CBS Symphony Or.	WCBS	CBS Symphony Or.
Baseball Game	Baseball Game	WMGM	Baseball Game
Tennis Tourn'm'nt	Tennis Tourn'm'nt	WNEW	Tennis Tourn'm'nt
Baseball Game	Baseball Game	WMCA	Baseball Game
News; Tennis	Tennis Tourn'm'nt	WQXR	Tennis Tourn'm'nt

4:00	4:15	4:30	4:45
Thinking Allowed	Johnny Thompson	WNAB	Opera Albums
Baseball Game	Baseball Game	WLIZ	Baseball Game
House of Mystery	House of Mystery	WICC-OB	True Detective
Quiz Kids	Quiz Kids	WNBC	News; Living—'48
Cal Tinney	Johnny Thompson	WJZ	Favorite Story
News; Chorals	Choral Group	WLAD	Yesteryear Songs
Choral M'ster'p'ces	Choral M'ster'p'ces	WNYC	Chamber Music
CBS Symphony Or.	CBS Symphony Or.	WCBS	Skyway to Stars
Baseball Game	Baseball Game	WINS	Baseball Game
Baseball Game	Baseball Game	WMGM	Baseball Game
Tennis Tourn'm'nt	Tennis Tourn'm'nt	WNEW	Tennis Tourn'm't
Baseball Game	Baseball Game	WMCA	Baseball Game
Tennis Tourn'm'nt	Tennis Tourn'm'nt	WQXR	Tennis Tourn'm'nt

5:00	5:15	5:30	5:45
Quiet Please	Quiet Please	WNAB*	Counterspy
Baseball Game	Baseball Game	WLIZ	Baseball game
The Shadow	The Shadow	WICC-OB	Quick as a Flash
Author & Critics	Author & Critics	WNBC	Surprise Serenade
News; Sinatra	Frank Sinatra	WLAD	The Avenger
Library Concert	Library Concert	WNYC	Tennis Tourn'm'nt
Make Mine Music	Make Mine Music	WCBS	At the Chase
Baseball Game	Baseball Game	WINS	Andre Kostelanetz
Dinah Shore	Charlie Spivak	WMGM	News
Hollyw'd Newsreel	Hollyw'd Newsreel	WNEW	News; P. Como
Baseball Game	Baseball Game	WMCA	Baseball Game
News; Music	Old Vienna	WQXR	Ballet Music

6:00	6:15	6:30	6:45
Drew Pearson	Morning Headlines	WNAB*	Greatest Story
News; Jazz	Just Jazz	WLIZ	Just Jazz
Roy Rogers Show	Roy Rogers Show	WICC-OB	Nick Carter
Catholic Hour	Catholic Hour	WNBC	Hollywood Theater
Folksong Festival	Folksong Festival	WNYC	Story of Folklore
Family Hour	Family Hour	WCBS	Refreshing Music
Xavier Cugat	Xavier Cugat	WINS	Meet your Congress
Bing Crosby	King Cole Trio	WMGM	Xavier Cougat
N.Y. Night Life	N.Y. Night Life	WNEW	Xavier Cugat
News	South of Border	WNHC	Guest Star
News; Sports	Sunday Salon	WMCA	Sunday Salon
News; Quartet	String Quartet	WQXR	String Quartet

7:00	7:15	7:30	7:45
Personal Autog'ph	Personal Autog'ph	WNAB*	Buzz Adlam Or.
Sherlock Holmes	Sherlock Holmes	WICC-OB	G Heatter Show
Hollywood Quiz	Hollywood Quiz	WNBC	Summer Theater
Gene Autry Show	Gene Autry Show	WCBS	Blondie
Concert Hour	Concert Hour	WELI	Concert Hall
Bible Hour	Bible Hour	WINS	Bellerose Church
Today's Baseball	Today's Baseball	WMGM	Voice of Prophecy
St. Francis Hour	Sacred Heart	WNEW	News; Children
News; Churches	N. H. Churches	WNHC	N. H. Churches
News; Showcase	Bdwy. Showcase	WMCA	Favorite Album
News; Music	Collector's Items	WQXR	Collector's Items

8:00	8:15	8:30	8:45
Stop the Music	Stop the Music	WNAB*	Stop the Music
A. L. Alexander	Mediation Board	WICC-OB	Jimmie Fidler
R. Shaw Corale	R. Shaw Corale	WNBC	R.F.D. America
Keyboard Masters	Keyboard Masters	WNYC	Night of Stars
'Sam Spade'	'Sam Spade'	WCBS	Man Called X
Bellerose Church	Bellerose Church	WINS	Lutheran League
Calvary Church	Calvary Church	WMGM	Calvary Church
Piano Rhapsody	Piano Rhapsody	WNEW	News; Piano
News; Records	Best Records	WMCA	Ave Maria
News; Symphony	Symphonic Hall	WQXR	Symphony Hall

9:00	9:15	9:30	9:45
Walter Winchell	Louella Parsons	WNAB*	Theater Guild
Secret Missions	Secret Missions	WICC	Under Arrest
Merry Go Round	Merry Go Round	WNBC	Album of Music
Secret Mission	Secret Mission	WOR	Box 13
Night of Stars	Night of Stars	WNYC	Irish Music
Winner Take All	Winner Take All	WCBS	Strike It Rich
Baltimore Gospel	Baltimore Gospel	WINS	Baltimore Gospel
Old Fash. Revival	Old Fash. Revival	WMGM	Old Fash Revival
Music You Want	Music You Want	WNEW	News; Music
News; Composer's	Composer's Book	WMCA	Rhythm Cafe
News; Concert	Concert Hall	WQXR	Concert Hall

10:00	10:15	10:30	10:45
Theater Guild	Theater Guild	WNAB*	Jimmy Fidler
Voices of Strings	Voices of Strings	WICC	N. E. Theater
Take or Leave It	Take or Leave It	WNBC	Horace Heidt show
Hobby Lobby	Hobby Lobby	WOR	Twin Views
Concert Hall	Concert Hall	WNYC	Concert Hall
Our Miss Brooks	Our Miss Brooks	WCBS	Escape
Israel Message	Frank and Ernest	WINS	Christ's Soldiers
Word of Life	Word of Life	WMGM	Sports Final
Are You a Musician	Are You a Musician	WNEW	News; Dancing
News; Shore	Dinah Shore	WMCA	Ethical Issues
News; Song	Wings of Song	WQXR	Just Music

11:00	11:15	11:30	11:45
Post-Tel.; UP news	Ritz Ballroom Or.	WNAB	Ritz Ballroom Or.
News	William Hillman	WICC	Dance Orch.
News; Bob Trout	Clifton Utley	WNBC	Chi Round Table
News, M. Elliott	News; Weather	WOR	Noro Morales Or.
News; Tomorrow	Vera Massey	WJZ	Jan Savitt Or.
News; Comment	U.N. in Action	WCBS	Buddy Moreno Or.
Bethel Gospel	Bethel Gospel	WINS	Church of God
Newsreel	Newsreel	WMGM	Newsreel
Music til Midnight	Music til Midnight	WNEW	News; Music
News; Bandbox	Unity Viewpoint	WMCA	South of Border
News; Music	World of Music	WQXR	World of Music

Mid.	12:15	12:30	12:45
Paul Sparr Or.	Lawrence Welk Or	WICC	Jack Fina Or.
News; Smith Or.	Beasley Smith Or	WNBC	Henry Russell Or.
News; Randor Or.	George Paxton Or.	WOR	Dell Trio
News; Pop Music	Music Shop	WJZ	Music Shop
News; Allen Or.	Barclay Allen Or.	WCBS	Art Mooney Or.
News; Music	Moon River	WINS	At the Copa
Music to Read By	Music to Read By	WMGM	Music to Read By
Milkman's Mat.	Milkman's Mat.	WNEW	News; Music
News; Salamag'di	Sun. Salmagundi	WMCA	Sun. Salmagundi

1:00	1:15	1:30	2:00
Count Basie Or.	Count Basie Or.	WOR	A Trini Or.
Bee Kalmus show	Bee Kalmus show	WMGM	Bee Kalmus show
Milkman's Mat.	Milkman's Mat.	WNEW	News; Milkman

2:00	2:15	2:30	2:45
Milkman's Mat.	Milkman's Mat.	WICC	Fina Dr.; News
Jack Leacenlie	Jack Eigen	WNBC	Russell Or.; News
Off the Air	Music; News	WOR	Bill McCune Or.
	Milkman's Mat.	WJZ	Records; News
	Sun. Salmagundi	WCBS	Art Mooney Or.
		WINS	Jack Eigen
		WMGM	Music; News
		WNEW	Milkman's Mat.
		WMCA	Sun. Salmagundi

Tele-Views

Network rivalry is carrying over into television. Newest indication was the dispute over which would be first to open the new midwest network, NBC or ABC. The relay circuit, which opens tomorrow, is so constituted that only one network can use it at a time.

Here's how the matter was finally settled. NBC will get first crack at the relay, putting on a half-hour show at 7 p.m., Chicago time. ABC will take over at 7:30 for an hour and a half. NBC will come back at 9 to finish the evening.

NBC's midwest network has five stations — WBEN-TV, Buffalo; WSPD-TV, Toledo; WWJ-TV, Detroit; KSD-TV, St. Louis and WTMJ-TV, Milwaukee. The Milwaukee, Buffalo and Toledo outlets are likewise on the ABC chain which also includes WENR-TV, Chicago, and WEWS, Cleveland. CBS is also lining up stations for a midwest network.

The World Series is to be sponsored again on television this year, at a cost reported to be $175,000, but details cannot be worked out until the participating teams are known. If two eastern teams win, the video audience hereabouts will see all the games. But if Pittsburgh or St. Louis should win, the midwest network would get the games from those cities. There's no link, as yet, between the eastern and midwest chains.

FLAKES: "The United Nations Case Book", depicting the worldwide impact of UN actions, becomes a weekly CBS-TV feature tonight at 7 o'clock, with Orson Welles and Benjamin A. Cohen of the U. N. participating....It's tonight at 9 that Ed Sullivan's popular "Toast of the Town" variety series wins a CBS-TV sponsor, with Benny Rubin, the Arnaut brothers, Louis Jordan's band and others....Jean Jones, understudy for Kyle MacDonnell in "Make Mine Manhattan", makes her television debut on WNBT's "Musical Miniatures" tomorrow night at 7:30...."Lucky Pup" is now scheduled on WCBS-TV Monday through Friday at 6:30 p. m.... Johnny Farrell's golf lesson will become a part of Dumont's "Swing into Sports" Mondays at 8:30 p. m....Comedian Zero Mostel starts a Dumont series Tuesday at 7 p. m.

Milton Berle becomes permanent emcee of the WNBT Star Theater, Tuesday at 8 p. m., presenting Phil Silvers, Evelyn Knight, comics Smith and Dale, and other acts... The Veterans Administration starts a Dumont series, "Operation Success", Tuesday at 8 p. m., with cartoonist Milton Caniff as its first guest....Mary Margaret McBride begins her weekly NBC television show Tuesday at 9 p. m...Maxine Barratt, dancer, will visit Dumont's "Photographic Horizons" Wednesday at 8 p. m....Valerie Cossart portrays the hypochondriac wife of Charles Campbell, with Romola Robb as the other woman, in "Her Husband's Wife", NBC Television Theater drama, Wednesday at 9 p. m.... "Portrait of a Madonna", starring Jessica Tandy, will open the Actors' Theater series over WJZ-TV next Sunday night at 8:30....Kaiser Frazer will sponsor election returns over the ABC television network on the night of Nov. 2.

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