

ROCKY CLARK'S LISTENING POST

Bob Hope, "Cavalcade of America" and college football are among the additions to the new season's radio schedule this week. Hope, whose own show starts on NBC Tuesday night, is warming up today by doing a guest appearance on CBS' new "Skyway to the Stars" program at 4:30. "The Shadow" and "Sherlock Holmes" are resuming on WICC-MBS today at 6 and 7 p.m., respectively. "Greatest Story Ever Told" returns via WNAB-ABC at 6:30, and "Theater Guild on the Air" at 9:30.

Dave Eiman's "Hobby Lobby," being revived on WOR tonight at 10, is starting out with one of those stunts that may well create an uproar. Howard Klein, a printer whose hobby is hypnotism, is going aloft in an airplane from which he will attempt to hypnotize a portion of Eiman's studio audience.

"Cavalcade," back on NBC Monday at 8 p.m., starts off its new season with Dick Powell, as the Voice of History, introducing heroes that history overlooked in the battle of Gettysburg. Portraying the heroes will be Joan Loring, Stefan Schnabel, Dennis King, Jr., Les Damon, Jimmy McCallion, Horace Braham and others.

The Bob Hope show returns Tuesday night with a new cast, new sponsor and new time—9 o'clock instead of 10. Not only are Jerry Colonna and Vera Vague off the payroll, but so are the eight gag-writers responsible for his shows in the past. Bob has six new writers who are to turn out situation comedy scripts, rather than the straight gag Bob used previously. A dip in his Hooperating last year prompted him to revamp the show. Doris Day and Bill Farrell will share vocal honors. Les Brown's band will be back.

"Big Town," starring Edward Fawley and Frank Carlon, inherits Hope's former 10 o'clock spot on NBC Tuesday night.

Football Resumes

College football begins over two networks next Saturday. ABC will cover the Texas A. & M. clash with Villanova from Philadelphia at 7:45. CBS will do the Louisiana State-Texas game from Austin, Texas, at 4 p.m.

NBC starts its football coverage Sept. 25 with the Notre Dame-Purdue clash. Mutual begins the same day with Army vs. Villanova.

Meanwhile, professional football games are being covered by independent stations. WHN will cover the Giants' games starting the 23rd

in Boston and will also broadcast the benefit game between the Giants and the Chicago Bears next Tuesday at 8:30 p.m.

LONG HAIR DISC JOCKEY

Geema Taylor, who knows his music and appears capable of making it popular among the masses by witty commentary, begins a nightly half-hour program over the Yankee network tomorrow night at 10:30. Presenting selections of the world's great classic music masterpieces, Mr. Taylor frequently will interview famous musicians and singers as his guests. Gladys Swarthout appears on the opening program. Some of the programs are to be carried by WICC, starting Tuesday.

NEWS AND GOSSIPY BITS

Russ Hodges and Jay Jackson have been signed to announce the boxing doubleheader (Walcott-Lernevich and Zale-Cerdan) over WICC-MBS Sept. 21 at 9:30 p. m. Ted Malone, recently back from a tour of Europe, leaves Wednesday for a 20-day junket through the U. S., stopping off in various cities long enough to tell his daily WNAB-ABC audience at 11:30 a. m. what he's seeing. . . . A radio version of "Li'l Abner" is being offered the networks. It's called "Dogpatch, U.S.A." . . . While last Monday's "Big Sister" episode was being aired by CBS, Grace Matthews, star of the series, was presenting hubby Court Benson with a daughter, Andrea. . . . Barbara Eiler, who portrays "Susan Collins" in "The Guilding Light", will marry Ozzie Nelson's younger brother Don, next Friday.

Besides his Wednesday night ABC show which resumes Sept. 21, Bing Crosby has signed for a day time series via recording. The arrangements included Bing's rele-

(Continued on Page Seven)