

# ROCKY CLARK'S LISTENING POST

Radio is receiving more and more criticism over its giant-jackpot giveaway shows, and network officials have been quoted as saying they'd like to curtail this "bank night" routine but they don't dare because sponsors are too well satisfied with the Hooperatings they achieve. So what are they doing about it? Adding more and more of the same.

Tomorrow night at 9:30 Get Rich Quick starts off over WYAB-ABC with Johnny Olsen an announcer phoning people throughout the country offering them a giant jackpot if they know the answer.

NBC's new host is working out a new format for "Take It or Leave It" so that Garry Moore will have a sizeable array of fool for some lucky jackpot winner each Sunday night.

Arlene Francis' "What's My Name?" is coming up with a new telephone "gimmick" Saturday nights at 9:30—and this one is certainly going to tie up long distance telephone lines unless we miss our guess. Here's how it works:

Each week listeners of a different ABC station will be invited to identify the voice of a famous personality. But instead of the voice being "scrambled" as heretofore it will be presented "straight." If a listener thinks he knows the voice, he calls Miss Francis—collect at a number to be given by the announcer. She will answer the calls on a first-come first-served basis, accepting as many as possible in the time allotted to the jackpot question.

Imagine what's going to happen some week when a couple of thousand listeners in the "honor city" think they know the voice. Say a prayer for the poor long distance telephone girls.

Meanwhile, the jackpots on "Stop the Music" and other giveaway shows are piling up. Readers inform us that the current mystery tune is the new record titled "World Events" plural, not singular as we've been telling you. O. K., maybe we lost an "s" in the shuffle, but remember you read it here first.

**"BRIGHTER BREAKFAST"**  
Local dealers of Swift & company products will be guests at a "Don McNeill Brighter Breakfast" Tuesday morning at 8:15 at the Plaza Diner, 118 State street. Host will be the Swift concern, which sponsors part of McNeill's popular "Breakfast Club" show. After the breakfast, the well-filled dealers will sit around and listen to the broadcast.

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marriage to "Marceline Brand" eliminated a three-year courtship which began when the little lady became his secretary living, living. Tommy and the Patrons, whose squareheads, waltzes and moderns made a hit at the Ritz last season have been booked into Diamond Beach Ballroom by Jan Barry starting Wednesday night. Jane Webb star of "Lonesome Websters" has become Miss Trunk Edwards, in Martin Block is giving up his Hollywood career and moving back to New York. "I Remember Mama," starring PEGGY Wood, is being considered as a replacement for Mr. and Mrs. North.

Don't expect to hear Ginny Simms on the air for at least six months, the doctor having ordered a complete rest. Two of Jack Benny's writers, MIL Losenberg and John Mackberry are working up a family comedy series, "Elmer and Fido," for a network spot in the fall. Al Wilderson's "Stuntling Sam Rothbone" is to be the "Theater Guild's curtain-raiser" in the fall. John B. Kennedy will be sponsored by Doubleday publishers on Mutual Sundays at 1:35 starting Sept. 12. "Supernatural" will have a candy sponsor Aug. 30. Norman Ross has replaced Lee Damon as Dr. Reed Bannister, in the CBS serial "Big Sister."

**NEGRO SHOW HITS SNAG**  
Radio's long-awaited all Negro show, scheduled to start on NBC two weeks ago as Dennis Day's replacement has been held up because the National Association for the Advancement of Colored People objects to the word "minstrel" in the title and considers the Mr. Bones type of endman offensive to the colored race. Efforts are now being made to revise the show into a straight revue featuring Negro acts.

**PROGRAM NOTES**  
Jay Johnson's poem "Unhandy Handsman", and his comedy script on summer quarters will be features of the Fred Waring show on WNBC tomorrow and Tuesday at 10 a m. Several "Talent Scout" winners will pinch-hit for vacationing Janette Davis on Arthur Godfrey's WGBS show, starting tomorrow at 11 a m. Ted Malone's WYAB-ABC program moves ahead to 11:30 a m., with Walter Kleiman following at 11:45 Monday through Friday. Eva Ardon stars in "Out Like Brooks" new CBS comedy series with Jeff Chandler and Dick Crenna starting Monday at 9 p m. Bennett Cerf, Morley Amsterdam and several businessmen compete on Jack Benny's satellite quiz "You Can Lose Your Shirt" over WNEW Monday at 9 p m.

Dr. Vera Michel's Deal 'Em by Me Williams and Adm. Richmond K. Turner discuss "Does Military Preparedness Mean Security?" on the WYAB-ABC Town Meeting at 8:30 Tuesday night. "County Talk" becomes an evening feature on CBS Wednesday at 8 p m. "On Trial" resumes over WYAB-ABC Wednesday night at 10:30, with Paul A. Porter and John Hadden Amen quizzing political leaders on party platform planks. James Hilton presents A. J. Cronin's modern classic "The Citadel" on CBS Playhouse Thursday at 10 a m. "Helen Frost" ends its 15th year on CBS Friday at 12:30 p m. Henry J. Taylor begins a series of reports on the Oak Ridge atomic plant over WYAB-ABC Friday at 7:30 p m. Atty Gen Tom Clark will "Meet the Press" on WYAB-ABC Friday at 10 p m. "Slapsie Maxie" Rosenbloom starts his new NBC comedy series with Benny Rubin and Patricia Bright Friday at 10 p m.

## SUNDAY RADIO

- Spots**  
12:10—Sam Tark with Ray Rogers Robinson Irving Jeffes and Dan Realy—WYBY  
1:35—Baseball Doubleheader: Red Sox vs St. Louis—WYMO  
2:00—Yankess vs Detroit—WYNS  
2:35—Doubleheader: Braves vs Cincinnati St. Louis—WYMO  
3:00—Doubleheader: Dodgers vs St. Louis Cardinals—WYBY  
3:45—Sh. Connelley Interviewing Olympic team from mid Atlantic—WYAB

- Variety**  
8:15 A M—Uncle Bill Reads the Sunday Post Column—WYBY  
10:00 A M—M and Mrs. Music! Hot Wails and Andra Hargach—WYMA  
11:00 Noon—Tex and Tex with James A Farley—WYMO  
3:00—Life Begins at 40—WYCO WOR  
4:00—Practical Anthropology: Carlo Haines and Anita O Day with Tim Amoses and Din Loo Myers—WYAB  
4:30—Tom Pickett Show—WYCO  
5:15—At the Opera with Distinguished Musician: Monte Lux Lewis, Dolores and Alan Gray. Murray Allen as orchestra—WYCS  
7:00—Let's Talk Hollywood: Ray Milland and Douglas Sierster—WYCO  
8:00—"Stop the Music! Best Parks and Harry Saltzer's Music—WYAB  
8:30—My Best Records: Sketch Henderson—WYMA  
9:30—T. F. D. America's Quiz with New Mexico Farmers—WYCO  
9:00—Winny Take All with Bill Callan—WYNS  
9:15—Betty Hutton Interviewed by Max Holt—WYAB  
9:30—It's a Living with Don Dickerson and others—WYCO WOR  
10:00—Mickey Rooney's Hollywood Show cast Arline Burke guest—WYCS  
10:30—Hereso Holda's Talent Show: John Kenneth, Irish tenor—WYCO

- Drama**  
12:00—National Night: "Tart" and "Joe"—WYCO  
1:30—Toll 71: "Agnis" Joan of Arc—WYCS  
2:00—"Nation Engagement": "The Friend and Peter Stuyvesant"—WYCS  
4:30—Ronald Colman Presents "Wilkie Collins Mystery: "The Moonstone"—WYCS  
5:30—Hollywood Star Theater: John Hubbard and Gertrude Quinlan—WYCO  
7:00—"Mystery Playhouse: "The Weight of the Evidence"—WOR  
7:30—Pat O'Brien as "Dan O'Connell" with Virginia Brown—WYCO  
7:30—Blondie Meets a Widow—WYCS  
8:30—Ava Marie Years: "History of Blessed John Berchard"—WYMA  
9:00—PREMIER: "Secret Missions" with "Amber" Ellis K. Kacharia: "Story of Tompkins"—WYCO WOR  
9:30—"Supernatural Drama: "WYAB  
10:00—Premiere: T. R. Buckley's "Habit"—WYNS  
10:45—Mrs. Fern Sam Jones in "Prophecy"—WYAB

- Music**  
8:00 A M—Masterworks: Brahms' Symphony No. 1 in D Minor—WYNY  
8:15 A M—E. Power Biggs, organ—WYCS  
10:00 A M—Scenes from Massenet's Opera, "Werther"—WYNY  
11:30 A M—Ball Lake: "Eubernacia" Choir and Organ—WYCS  
12:00 Noon—Holiday Symphony: "Ministry Karamoff" s "Schonson"—WYNY  
12:30—Piano Playhouse: Richard Taubert, Kardos and Skilah Henderson—WYCS  
1:00—PREMIER: Michael O'Duffy, Irish Tenor—WOR  
1:00—Midday: "Symphony: Beethoven's Symphony No. 1 in C—WYCS  
1:30—Contemporary Music: By van Lewin introducing Dr. Norman M. Parish "Hospital Suite"—WYCO WOR  
2:00—First Place Quartet—WYCS  
2:30—Robert Merrill, baritone, Cecilia Williams soprano—WYCS  
3:00—PREMIER: Hollywood Bowl symphony: "Symphony: Beethoven's 5th Symphony and "Kavaliers"—WYCS  
3:00—Gilbert & Sullivan: "Madama Butterfly"—WYNY  
3:00—Opera House: Verdi's "Aida"—WYCS  
3:00—Family Hour: "Fiesta" (Classical) Earl Wellington, baritone—WYCS  
3:00—Bertha (Soprano) Carroll Glenn, violin; Eugene Lutz, piano—WYCS  
3:30—Martha Texas sings with Dora Henderson Trio—WYCS  
7:00—Collector: Tompkins, Farnock and Mary Lina Binfonietta—WYCS  
8:00—Robert Shaw Chorale—WYCS  
8:00—Symphony Hall: Hayden Symphony No. 103 in E Flat—WYCS  
8:30—Huggenlohe Memorial Concert by Goldman Band: "Aida" Excerpts—WYNY  
9:00—Concert Hour: Featuring Gregor Pia Hirscky, violin—WYCS  
9:30—Album of Music: Donald Dennis Lee a "Marschall" and Tom Dickerson soprano, Evelyn MacGregor, contralto—WYCS

- Public Affairs**  
11:30 A M—Northwestern U. Enlowing Blind Robert K. Kurlough and Prof. Deakett Mason on "The Democratic Party and 1948 Election"—WYCS  
12:30 Noon—Invitation to Learning: Eugene O'Neill, Jr. Andra Michalopoulos and Clifton Friedman on "Alice in Wonderland"—WYCS  
12:30—People's Platform: The "Democratic Candidates and Their Platform" Mayor Humphrey of Minneapolis and Rex Owen Brewster—WYCS  
1:00—America United: Is Federal Aid to Education Needed? Dr. Y. T. Sanders Dr. John F. Miller, Normil Eby—WYCS  
1:45—Simon Roger Analyzing Reaction to Conventions—WYAB  
2:30—Living—1948: Wisdom in the Streets with George Gallup—WYCS  
3:00—Author Meets Critics: Robert Smith's "Baseball" with Bill Tuck and J. A. Sell Maloney—WYCS  
3:00—Catholic Hour: Fulton Oursler on "The Fight on the Home Front"—WYCS  
11:00—Post Telegram Local News—WYAB  
11:30—Chicago: "Annals of Politics" of Kenning Raymond D. Smith, Jr. in WYCS and "Sh. Connelley" WYCO

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