

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 bressed 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. 2. 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 Tree-tops."

BOXING THIS WEEK

Although the Walcott-Leonevich 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 the 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

Dot ole debl, 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)

SUNDAY RADIO

DIAL SETTINGS

WNAB—1450	WMCA—570
WLIZ—1300	WELI—960
WICC—800	WINS—1010
WNBC—660	WTIC—1080
WOR—710	WNEW—1130
WJZ—770	WAVZ—1260
WLAD—880	WNHC—1340
WNYC—930	WNLK—1380
WCBS—880	WBTC—1400
WMGM—1060	WQXR—1660

Sports

- 1:45—National Tennis Championships from Forest Hills—WNYO (continued over WNEW at 9; WQXR at 8:05; WNYO at 8:30)
- 1:55—Baseball Doubleheader: Giants vs. St. Louis Cardinals—WLIZ, WMOA
- 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 Column—WLIZ
- 10:00 A.M.—"Mr. and Mrs. Music"—WMCA
- 10:00 Noon—Tex and Jinx, with Ted Atkinson, Jokey, and Jacqueline Cochran, aviatrix—WMOA
- 2:00—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—WOB
- 5:00—'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—WOB
- 6:30—Hollywood Star Theater: Osmo 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—'E.F.D. America's' Quiz with Mike Farmers—WNBC
- 9:15—Louella Parsons show, with Jo Stafford and Virginia Mayo—WNAB
- 9:30—'Strike It Rich' with Todd Russell—WOB
- 10:00—Dave Eiman's Hobby Lobby—WOR
- 10:30—Kerace Heidt's Talent show—WNAB

Drama

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

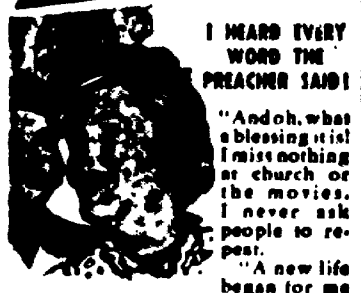
Music

- 9:00 A.M.—Masterworks: Beethoven Symphony No. 3 in E Flat Major—WNYO
- 9:15 A.M.—E. Power Biggs, organ, with Daniel Pinkham, harpsichord—WOB
- 10:00 A.M.—Scenes from Great Operas: D'Albert's 'Tisland'—WNYO
- 11:30 A.M.—Salt Lake Tabernacle choir and organ—WOB
- 12:00 Noon—Midday Symphony: Brahms Piano Concerto No. 2 in B Flat Major—WNYO
- 12:30—Piano Playhouse: Earl Wild and Shute Henderson—WJZ
- 1:00—Music for the Connoisseur: Rust Suite for Viola D'Amore—WNYO
- 1:05—Midday Symphony Brahms' Double Concerto in A minor—WQXR
- 2:00—Opera Concert: Irene Jordan, mezzo-soprano; Glenn Harris, tenor; Sylvia Levin conducting—WOR
- 2:30—Robert Merrill, baritone; Russ Case conducting—WNBC
- 3:00—Michael O'Duffy, Irish tenor; Sylvia Levin conducting—WOR
- 3:00—CBS Symphony, Alfredo Antonini conducting; Soulima Stravinsky, piano—WOB
- 3:00—Choral Masterpieces: Haydn's 'The Seasons'—WNYO
- 3:30—Surprise Serenade: Herman Gleboff, violin; Edward Davies, baritone; Joseph Gallicchio orchestra—WOB
- 4:00—Family Hour: Frances Graer, soprano; Earl Wrightson, baritone; Dudley King, conductor, and Bernie Leighton, pianos—WOB
- 4:30—Percy Faith conducting; Jane Freeman, vocalist—WOB
- 7:00—Collectors Items: Neelien 'Damsel of Faust', Part 1—WQXR
- 8:00—Robert Shaw Choral—WNBC
- 9:00—Concert Hour featuring Artur Schnabel, pianist—WQXR
- 9:30—Album of Music: Donald Dame, tenor; Margaret Daum and Joan 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 Grahame's 'The Wind in the Willows'—WOB
- 12:30—People's Platform: 'The Stakes in Berlin' with Brooks Emery, Wallace R. Duell and Joseph Barnes—WOB
- 1:00—America United: 'What Must Be Done to Stabilize the National Economy?' Roger Fleming, Emerson F. Schmidt and Stanley Luttenberg—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, WFTO
- 4:35—Living—1948: 'Danger, School News' documentary on school problems—WNBC
- 5:00—Author Meets Critics: Stefan Heym's 'The Crusaders' with Margaret Burke-White and Merle Miller—WNAB
- 6:00—Catholic Hour: Rev. Dr. Edmond D. Bernard of Catholic University—WOB
- 11:00—Post-Telegram Local News—WNAB
- 11:30—Chicago Round Table: 'A United States of Europe', E. W. G. Mackay, Alan Bullock and Walter Johnson—WNBC

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