

ROCKY CLARK'S LISTENING POST

Radio is receiving more and more criticism over its giant-jacket 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.

Tomorrow night at 9:30 Get Rich Quick starts off over WNAZ-ABC with Johnny Olsen as emcee phoning people throughout the country offering them a last jackpot if they know the answer.

Arlene Francis' "What's My Name?" is coming up with a new telephone "gimmick" Saturday night 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, according as many as possible in the time allotted to the jackpot question.

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

Meanwhile, the jackpot 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 Beats 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 A 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.

Closed Mondays During July and August OPEN THURSDAYS TILL 7 P.M. WET WATCHES REPAIRED

Bridgeport WATCH HOSPITAL 618 MAIN ST. TEL. 5-1267

Finé Pianos Mason & Hamlin STORY & CLARK FISCHER 'Minipiano' JANSSEN SOLD EXCLUSIVELY BY Whiting's INC

HEARING REPRESENTATIVE EXPLAINS NEW TINY ALL-IN-ONE INSTRUMENT

Speaking at a recent demonstration of Western Electric's smallest All-in-one hearing aid, the new Model 65, Mr. Allan M. Dublin, the Western Electric Hearing Aid representative, stated "Every hard-of-hearing person who desires a compact, comfortable, wearable hearing aid should try Model 65. Call at the above address or phone me at 5-8995 for an appointment. These demonstrations are for a select few. Do your friends a favor by telling them they too may have a free demonstration of this remarkable hearing aid!" -ADV.

SUNDAY RADIO TIMETABLE: Notes (\*) indicates program is heard on WJZ and WELI

Table with columns for Spots, Variety, Drama, and Television Programs, listing times and station call letters.

Fairfield Selectman Honored



Edgar L. Haines for 28 years with the Travelers Insurance company here, with a television set presented to him by his associates following his recent retirement from the company.

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Radio Guest Book

Monday July 13 DAWN on Jerry Wayne show (WJZ) 7:30. BUCKLE UP! on the radio (WJZ) 7:30. MARIAN HIPPON on radio (WJZ) 7:30.

WURTLITZER KIMBALL KRANICH-BACH PIANOS

IMMEDIATE DELIVERY A Complete Line of Sheet Music - Records - Radios and Musical Instruments

PIQUETTE MUSIC STORE

1277 MAIN STREET Bridgeport's Oldest Music Store

IDEAL GIFT RADIOS \$9.95

Maresco Music Academy 215 Fairfield Ave.

HEARING AID USERS! Enjoy Comfort and BETTER HEARING!!

JULY - AUGUST SPECIAL!

Take Advantage of This Offer and Save Money! Own the BEST and SMALLEST Hearing Aid On The Market

the NEW-1948 BELTONE

With The MAGIC SILVER CIRCUIT - Trouble Free - Moisture Proof - Tamper Proof

Unusual allowance on your present aid for months of July-August. INVESTIGATE HEAR BETTER with tiny BELTONE. Free hearing test and demonstration.

You can also save money by joining our Battery Club

We are a reliable, long-established firm and understand the problems that confront the Hard-of-Hearing. Consult us and be assured of correct fitting and courteous service.

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