



## ROCKY CLARK'S LISTENING POST

Television is affecting theaters and night clubs, but not sports events, according to a survey made public last week by Hofstra College, Hempstead, L.I. The survey, covering 137 television-owning families and 137 non-television families, was supervised by Dr. Thomas E. Coffin, chairman of the psychology department.

Heads hit to television families, too. In radio listening, the survey showed it dropped off 26 per cent in the daytime and 68 per cent at night. Attendance at night clubs and dance-and-dine spots declined 42 per cent, and television fans have curtailed their movie-going by 20 per cent. Their attendance at baseball, boxing and other sport events has not been affected, the survey revealed.

The amount of time devoted to reading by television families showed an 18 per cent drop. The television set was in use an average of 24.75 hours per week, and the average, for each individual set averaged 3.56 hours. Of those interviewed, 91 per cent preferred commercials shown on television to those offered on the radio. The novelists' hit had little time to wear off, it would seem.

The debut of WJZ-TV, key station of ABC's television network, gave the video audience further fare to choose from last week. WJZ-TV offers Candid Microphone, Sunday at 8 p.m.; Walter Klemm, Sunday at 8:30 p.m.; Irene Wicker, "The Singing Lady," Tuesday and Thursday at 5:30; The Fitzgeralds, Tuesday at 8:15 p.m.; "Critic at Large," with John Mason Brown, Wednesday at 7:30 p.m., and other features new to television.

**MAN WITH AN IDEA**

From Natchez, Miss., the United Press reports that a radio repairman answered a call for repair service last week and found that the "man of the house" had put load of buckshot right through the loudspeaker. His explanation: "My wife keeps the set running day and night, and I was fed up with those soap operas."

### PROGRAM NOTES

Diane Courtney takes over "Glam & Glam" while Irene Bentley goes on a two-week vacation tomorrow at 11:30 a.m. in over WCBW. Bob Shepard's new giveaway show, "Golden Hope Chest," begins over WICC-MBS tomorrow at 2:30, followed at 3 by Red Benson's Movie Matinee. Usley Boone, executive secretary of the American Sunbathing Assn., debates with Andre Michalopoulos on "Are Clothes Necessary" over WCBW tomorrow at 6:15 p.m. Stanley Parker, 18-year-old Stamford winner of the Fisher Body Craftsman's Guild national competition, will be Margo Whiteman's guest on "Tomorrow's Tops" over WNAB-ABC Monday at 9 p.m. Previews of the All Star Football game, to be broadcast Friday night at 9:30, are scheduled on WICC-MBS Monday night at 10:30 and Thursday at 11:30.

"Why Husbands Beat Their Wives" will be the subject of Quin Howe's "Frontiers of Science" on WCBW Tuesday at 6:15 p.m. Dick Haynes and Grace Hartman at 12:05; Dick Haynes and Irene Hartman at 5:30; Wednesday, Arnold Stang at 12:05; Robert Gottschall at 5:30; Thursday, Arnold Stang at 12:05; Dick Barnes at 5:30; Friday, Dick Paul and Cliff Hall at 12:05; Robert Merrill at 5:30 Saturday, Sid Caesar at 12:05; and Saturday, 5:30.

**NEWS AND GOSPY BITS**

Pete and Wilson on Bridgeport's "I'm a Winner" is listed as a winner in the contest to pick new name for Tom Flynn and Marlene. She gets a four-fronter for \$5,000 jackpot in the winning name, "Best Years." A "73 will be "Kate Yester Day" at 10:30. "The Better Half" at 12:05; "The Better Half" at 5:30; "The Better Half" at 8:30, with "Talent Jackpot" moving to 8 p.m.; Charlotte Adams home-making expert, beginning a new WOR series Saturday at 10:15 a.m.

### CHARLES FERRETT

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**60 MINUTE RELIEF**  
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BRIGHTEN, protect, and last... on walls, woodwork, furniture... and make it look glowing colors and beaded-like finish resist alcohol, alkalis, heat, and moisture! Try **LARCOLOID**! It's dry and ready to use 60 minutes after you finish the job.

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## SUNDAY RADIO TIMETABLE:

S.A.M.	8:30	9:00 A.M.	9:00
Off the Air		9:00 Revival Hour	9:00 Revival Hour
News: Organ: 10:30	WNAB	Church, Frank Era	Music Hall
Clips: Letters: 10:30	WLIZ	String Quartet	Classical Music
Organ	WNBG	Concert	Comics: Quartet
A.A.P. Show	WOR	Opera Concert	Radio Chapel
News: Folk Notes	WJZ	Story Time News	Men's Page
Weather	WNYO	Carolina Calling	Children's Hour
Kiddies	WCBG	Church	Masterworks
News: Organ	WBNR	Playhouse	News: Sermon
New: Music	WMCN	Musicland	Music
News: Symphony	WQXR	Balkt. Symphony	Organ: Choir
			Bible Auditorium
10:00			Italian Music
Polka Time	WNAB		Tommy Dorsey
News: Melodies	WLIZ		Riskit
Radio Club	WICG		W.C. Fields
Big Highlights	WNBG		W.H. Dickey
Message of Israel	WJZ		Masterworks
News: Jubilees	WLAD		News: Organ
Opera Scenes	WCBG		Tommy Dorsey
News: Air	WINS		Riskit
Bible Class	WNYO		W.C. Fields
Music in the Air	WCBG		W.H. Dickey
Music: Air	WATW		Masterworks
News: Bea. Anders	WMDA		News: Organ
Plants	WQXR		Tommy Dorsey
			Riskit
11:00			W.C. Fields
Polka Time	WNAB		W.H. Dickey
News: Melodies	WLIZ		Masterworks
Radio Club	WICG		News: Organ
Big Highlights	WNBG		Tommy Dorsey
Message of Israel	WJZ		Riskit
News: Jubilees	WLAD		W.C. Fields
Opera Scenes	WCBG		W.H. Dickey
News: Air	WINS		Masterworks
Bible Class	WNYO		News: Organ
Music in the Air	WCBG		Tommy Dorsey
Music: Air	WATW		Riskit
News: Bea. Anders	WMDA		W.C. Fields
Plants	WQXR		W.H. Dickey
			Masterworks
11:15			News: Organ
Polka Time	WNAB		Tommy Dorsey
News: Melodies	WLIZ		Riskit
Sunday Service	WICG		W.C. Fields
Sunday Symphony	WNBG		W.H. Dickey
Children's Hour	WJZ		Masterworks
Music in the Air	WLAD		News: Organ
Music: Air	WCBG		Tommy Dorsey
News: Bea. Anders	WINS		Riskit
Plants	WNYO		W.C. Fields
			W.H. Dickey
11:30			Masterworks
Polka Time	WNAB		News: Organ
News: Melodies	WLIZ		Tommy Dorsey
Sunday Service	WICG		Riskit
Sunday Symphony	WNBG		W.C. Fields
Children's Hour	WJZ		W.H. Dickey
Music in the Air	WLAD		Masterworks
Music: Air	WCBG		News: Organ
News: Bea. Anders	WINS		Tommy Dorsey
Plants	WNYO		Riskit
			W.C. Fields
12:15			W.H. Dickey
Gypsy Airs	WNAB		Masterworks
News: Melodies	WLIZ		News: Organ
Polka Party	WICG		Tommy Dorsey
Music in the Air	WNBG		Riskit
News: Bea. Anders	WJZ		W.C. Fields
Plants	WLAD		W.H. Dickey
			Masterworks
12:30			News: Organ
Gypsy Airs	WNAB		Tommy Dorsey
Polka Party	WLIZ		Riskit
Music in the Air	WICG		W.C. Fields
News: Bea. Anders	WNBG		W.H. Dickey
Plants	WJZ		Masterworks
			News: Organ
12:45			Tommy Dorsey
Gypsy Airs	WNAB		Riskit
Polka Party	WLIZ		W.C. Fields
Music in the Air	WICG		W.H. Dickey
News: Bea. Anders	WNBG		Masterworks
Plants	WJZ		News: Organ
			Tommy Dorsey
1:45			W.C. Fields
Italian Melodies	WNAB		W.H. Dickey
Radio Row	WLIZ		Masterworks
Cards: United	WICG		News: Organ
Michael O'Dwyer	WNBG		Tommy Dorsey
Snow: Pettigrew	WJZ		Riskit
Comics: Music	WLAD		W.C. Fields
Straw Hat Concert	WCBG		W.H. Dickey
Music in the Air	WINS		Masterworks
News: Bea. Anders	WNYO		News: Organ
Plants	WCBG		Tommy Dorsey
			Riskit
2:15			W.C. Fields
Guest Star	WNAB		W.H. Dickey
Music in the Air	WLIZ		Masterworks
News: Bea. Anders	WICG		News: Organ
Plants	WNBG		Tommy Dorsey
			Riskit
2:30			W.C. Fields
Mr. President	WNAB		W.H. Dickey
Music in the Air	WLIZ		Masterworks
News: Bea. Anders	WICG		News: Organ
Plants	WNBG		Tommy Dorsey
			Riskit
2:45			W.C. Fields
Mr. President	WNAB		W.H. Dickey
Music in the Air	WLIZ		Masterworks
News: Bea. Anders	WICG		News: Organ
Plants	WNBG		Tommy Dorsey
			Riskit
3:15			W.C. Fields
Ted Malone	WNAB		W.H. Dickey
Baseball Game	WLIZ		Masterworks
Music in the Air	WICG		News: Organ
News: Bea. Anders	WNBG		Tommy Dorsey
Plants	WJZ		Riskit
			W.C. Fields
3:30			W.H. Dickey
Treasury Band	WNAB		Masterworks
Baseball Game	WLIZ		News: Organ
Music in the Air	WICG		Tommy Dorsey
News: Bea. Anders	WNBG		Riskit
Plants	WJZ		W.C. Fields
			W.H. Dickey
3:45			W.C. Fields
Treasury Band	WNAB		W.H. Dickey
Baseball Game	WLIZ		Masterworks
Music in the Air	WICG		News: Organ
News: Bea. Anders	WNBG		Tommy Dorsey
Plants	WJZ		Riskit
			W.C. Fields
4:00			W.C. Fields
Thinking Allowed	WNAB		W.H. Dickey
Baseball Game	WLIZ		Masterworks
Music in the Air	WICG		News: Organ
News: Bea. Anders	WNBG		Tommy Dorsey
Plants	WJZ		Riskit
			W.C. Fields
4:15			W.C. Fields
Johnny Thompson	WNAB		W.H. Dickey
Baseball Game	WLIZ		Masterworks
Music in the Air	WICG		News: Organ
News: Bea. Anders	WNBG		Tommy Dorsey
Plants	WJZ		Riskit
			W.C. Fields
4:30			W.C. Fields
Open House	WNAB		W.H. Dickey
Music in the Air	WLIZ		Masterworks
News: Bea. Anders	WICG		News: Organ
Plants	WNBG		Tommy Dorsey
			Riskit
4:45			W.C. Fields
Open House	WNAB		W.H. Dickey
Music in the Air	WLIZ		Masterworks
News: Bea. Anders	WICG		News: Organ
Plants	WNBG		Tommy Dorsey
			Riskit
5:00			W.C. Fields
Opera Albums	WNAB		W.H. Dickey
Radio Row	WLIZ		Masterworks
Music in the Air	WICG		News: Organ
News: Bea. Anders	WNBG		Tommy Dorsey
Plants	WJZ		Riskit
			W.C. Fields
5:15			W.C. Fields
Personal Autograph	WNAB		W.H. Dickey
Music in the Air	WLIZ		Masterworks
News: Bea. Anders	WICG		News: Organ
Plants	WNBG		Tommy Dorsey
			Riskit
5:30			W.C. Fields
Counters	WNAB		