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ROCKY CLARK'S LISTENING POST

The business of determining the popularity of radio programs is becoming more and more complicated as various new techniques are introduced in the field first pioneered by Norwalk's C. E. Hooper. Latest entry is CBS' newly developed IAMS (Instantaneous Audience Measurement Service), conceived by New Canaan's Dr. Peter C. Goldmark, Columbia's director of engineering research and development.

Utilizing the wartime radar principle, a cross-section of different types of radio homes in CBS service areas will be equipped with a special device that will automatically and continuously report back to the transmitter while their radio sets are turned on. The device will show not only what sets are in use but also what program is being listened to, minute-by-minute, in the various homes.

Whether this will have any effect upon the Hooper Rating service remains to be seen. It will probably make the popularity rating picture even more confusing than it is at present. No two current surveys seem to agree.

Surveys Disagree

Bob Hope and Fibber McGee have been battling it out for first place in the various Hooper reports for a long time, but the competitive Nielsen Radio Index shows Columbia's Monday night Radio Theater in first place, with the McGees second and Hope third. Following, in order, are Amos 'n' Andy, "Mr. D. A.," "My Friend Irma," "Aldrich Family," "Screen Guild," Red Skelton, Edgar Bergen, Life of Riley, Jack Benny, "Big Town," "Truth or Consequences," Burns and Allen, Godfrey's Talent Scouts, Lone Ranger, Fred Allen, Inner Sanctum and Johnson's Music Hall.

Perhaps Mr. Hooper will explain some of the discrepancies between the competing surveys when he is interviewed by Nancy Craig on her WJZ program tomorrow at 12:35 p.m.

Another Fairfield county expert in the research field is Elmo Roper of West Reading who conducts the public opinion polls for Fortune magazine. Mr. Roper is to be interviewed today by Howard and Margaret Taylor on their informative Sunday program, "These Are Your Neighbors," over WLAD, Danbury, at 1:05 p.m.

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ABC BUYING CAPITOL?

Trade papers report negotiations nearing completion for the purchase of Capitol Records, Inc., by the American Broadcasting Company. This merger, if completed, will put ABC on a par with NBC and CBS which are affiliated, respectively, with RCA-Victor Records and Columbia Records. Now, if Decca and Mutual could only get together.

BUSY WEEK IN SPORTS

With local interest at a high pitch over the planned coverage of two major high school football games in greater Bridgeport on Thanksgiving Day, the Army-Navy game is also an important item on the weeks broadcasting schedule. The big game in Philadelphia will be covered by Harry Wismer and Bill Corum over Mutual stations Saturday at 3:15 and will also be televised by NBC.

The Central-Harding game will be broadcast by WJCC Thursday at 10:30 a.m., and the Basick-Harding game will be on WNAB at 11 a.m. The Penn-Cornell game will also be on the Thanksgiving schedule — over WOR at 1:15 p.m.

Joe Louis and "Jersey Joe" Wolcott will be on "We the People" over WJCC Tuesday at 9 p.m. And, on the same night at 11:15, Joe Louis will turn sports announcer to interview members of his camp staff at Pompton Lakes, N. J., during Joe Hazel's WJZ program.

FINANCIAL WJZ

Network officials began negotiations with James C. Petrillo last week in anticipation of the expiration of their contract with the musicians' union Jan. 31, but the meetings were adjourned until Dec. 3. Then along came the American Federation of Radio Artists with the announcement that it would seek a 10 per cent "cost-of-living" increase for its radio performers in January.

PROGRAM NOTES

"Morning Devotions", on WNAB at 7:45 a. m., is conducted by the Rev. Edward R. Merrill of St. Peter's Episcopal church, Monroe, Monday through Wednesday; Adjutant Caleb Ronander of the Salvation Army, Thursday through Saturday. . . . Ralph Johnson, superintendent of Bethel schools, speaks on WLAD's "Civic Spotlight" Monday at 1:15 . . . With Hattie McDaniel taking on the title role, "Beulah" returns as a five-week CBS feature Monday at 7 p. m. . . . Lucius Beebe is prosecutor of Cleveland Amory's "The Proper Bostonians," with Bernard DeVoto as defense attorney, on WHN's "Books on Trial" Monday at 8 p. m. . . . Harold E. Stassen is heard over WNAB-ABC at 9:30 Monday night addressing the Milwaukee "Stassen-for-President Club."

America's Town Meeting, at 8:30 Tuesday night on WNAB-ABC, offers Herbe Alphonse of the French Foreign Ministry and Robert J. G. Boothy, Member of Parliament, speaking from London on "What Future for Europe," with Sen. Carl A. Hatch and Konni Zilliacus speaking from New York . . . Mrs. Eleanor Roosevelt receives an award from the National Conference of Christians and Jews over WOR at 11:30 Tuesday night . . .

(Continued on Page Seven)

SPORTS

12:30—Pro Football: N.Y. Giants vs. Green Bay Packers—WJZ.

2:00—Pro Football: N.Y. Giants vs. Green Bay Packers—WJZ.

2:30—Pro Football: N.Y. Giants vs. Green Bay Packers—WJZ.

Sunday Radio Timetable:

Notes: (*) indicates program heard on WJZ and WELI.

8:00 A.M.	8:15	8:30	8:45	
Chapel in Sky News; Organ Choir's Concert News Farm News Song Service Easy Listening News; Parade	Chapel in Sky Organ Choir's Concert News Farm News Song Service Easy Listening News; Parade	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Radio Carols String Quartet Waltz Coffee Concert Organ Recital Radio Chapel White Red Cross Agricultural Science Organ Recital John Galt Trio Church of Christ News; Story Italian Music Tommy Dorsey Bkfst. Symphony	News String Quartet Don O'Connell Coffee Concert Organ Recital Radio Chapel White Red Cross Agricultural Science Organ Recital John Galt Trio Church of Christ News; Story Italian Music Tommy Dorsey Bkfst. Symphony
9:00	9:15	9:30	9:45	
Revival Hour Youth's Church Omnibus Red Hook 21 Men's Page Protestant News Good Old Days Children's Play News; Ital. pgn. News; Symphony	Revival Hour Youth's Church Omnibus Red Hook 21 Men's Page Protestant News Good Old Days Children's Play News; Ital. pgn. News; Symphony	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Revival Hour Youth's Church Omnibus Red Hook 21 Men's Page Protestant News Good Old Days Children's Play News; Ital. pgn. News; Symphony	
10:00	10:15	10:30	10:45	
Polka Bible Class Radio Pulpit News; Gospel Message of Israel News; Music Church of Air News; Gospel Bible Music in the Air News; Sea, And News; G. & S.	Polka Bible Class Radio Pulpit News; Gospel Message of Israel News; Music Church of Air News; Gospel Bible Music in the Air News; Sea, And News; G. & S.	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Polka Bible Class Radio Pulpit News; Gospel Message of Israel News; Music Church of Air News; Gospel Bible Music in the Air News; Sea, And News; G. & S.	
11:00	11:15	11:30	11:45	
Polka Time United Church Children's Hour News; Lytle Van The Fitzgerald Church of Christ Great Opera College Choir News; Gospel Back to God Music in the Air News; Sea, And News; Talk	Polka Time United Church Children's Hour News; Lytle Van The Fitzgerald Church of Christ Great Opera College Choir News; Gospel Back to God Music in the Air News; Sea, And News; Talk	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Polka Time United Church Children's Hour News; Lytle Van The Fitzgerald Church of Christ Great Opera College Choir News; Gospel Back to God Music in the Air News; Sea, And News; Talk	
Noon	12:15	12:30	12:45	
Gypsy Air Pilgrim Hour Hill Jinx Show Shop Henry J. Kaiser News; Gospel Invitation to Learning Synagogue WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Gypsy Air Pilgrim Hour Hill Jinx Show Shop Henry J. Kaiser News; Gospel Invitation to Learning Synagogue WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Gypsy Air Pilgrim Hour Hill Jinx Show Shop Henry J. Kaiser News; Gospel Invitation to Learning Synagogue WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	
1:00	1:15	1:30	1:45	
Italian Melodies News; Gospel America United Canary Show News; Gospel Your Neighbors One More River People's Forum Singing Battle Yiddish Swing News; Gospel News; Parade News; Symphony	Italian Melodies News; Gospel America United Canary Show News; Gospel Your Neighbors One More River People's Forum Singing Battle Yiddish Swing News; Gospel News; Parade News; Symphony	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Italian Melodies News; Gospel America United Canary Show News; Gospel Your Neighbors One More River People's Forum Singing Battle Yiddish Swing News; Gospel News; Parade News; Symphony	
2:00	2:15	2:30	2:45	
Sam Flin Pop Music Robert Merrill Five Mysteries News; Gospel Concert Robert G. Lewis Church Hour Ball: Football Football Game Football Game News; Opera	Sam Flin Pop Music Robert Merrill Five Mysteries News; Gospel Concert Robert G. Lewis Church Hour Ball: Football Football Game Football Game News; Opera	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Sam Flin Pop Music Robert Merrill Five Mysteries News; Gospel Concert Robert G. Lewis Church Hour Ball: Football Football Game Football Game News; Opera	
3:00	3:15	3:30	3:45	
Lamie Theater of Song Theater of Song Better Half Quiz News; Spotlight N.Y. Philharmonic Football Game Johnny Burnette Band Showcase Opera House	Lamie Theater of Song Theater of Song Better Half Quiz News; Spotlight N.Y. Philharmonic Football Game Johnny Burnette Band Showcase Opera House	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Lamie Theater of Song Theater of Song Better Half Quiz News; Spotlight N.Y. Philharmonic Football Game Johnny Burnette Band Showcase Opera House	
4:00	4:15	4:30	4:45	
Our Children? House of Mystery Gail Kins Our Children? Frick Concert N.Y. Philharmonic Football Game Johnny Burnette Band Showcase Opera House	Our Children? House of Mystery Gail Kins Our Children? Frick Concert N.Y. Philharmonic Football Game Johnny Burnette Band Showcase Opera House	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Our Children? House of Mystery Gail Kins Our Children? Frick Concert N.Y. Philharmonic Football Game Johnny Burnette Band Showcase Opera House	
5:00	5:15	5:30	5:45	
1450 Club The Shadow Theater of Song Bill Lane Drama Famous Conductors Family Hour Sunday Matinee Recorded Music Children's Theater News; Let's Dance News; Old Vienna	1450 Club The Shadow Theater of Song Bill Lane Drama Famous Conductors Family Hour Sunday Matinee Recorded Music Children's Theater News; Let's Dance News; Old Vienna	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	1450 Club The Shadow Theater of Song Bill Lane Drama Famous Conductors Family Hour Sunday Matinee Recorded Music Children's Theater News; Let's Dance News; Old Vienna	
6:00	6:15	6:30	6:45	
Drew Pearson Those Webers Catholic Hour Theater Hour Ossie and Harriet Sacred Heart Old Fash. Revival N. Y. Night Life News; My Best News; Quartet	Drew Pearson Those Webers Catholic Hour Theater Hour Ossie and Harriet Sacred Heart Old Fash. Revival N. Y. Night Life News; My Best News; Quartet	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Drew Pearson Those Webers Catholic Hour Theater Hour Ossie and Harriet Sacred Heart Old Fash. Revival N. Y. Night Life News; My Best News; Quartet	
7:00	7:15	7:30	7:45	
Child's World Sherlock Holmes Jack Benny Show Sherlock Holmes Masterwork Hour Gene Aubrey Show Concert Hour Bible Hour Hall of Fame St. Francis News; Churches News; Y's Yacks	Child's World Sherlock Holmes Jack Benny Show Sherlock Holmes Masterwork Hour Gene Aubrey Show Concert Hour Bible Hour Hall of Fame St. Francis News; Churches News; Y's Yacks	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Child's World Sherlock Holmes Jack Benny Show Sherlock Holmes Masterwork Hour Gene Aubrey Show Concert Hour Bible Hour Hall of Fame St. Francis News; Churches News; Y's Yacks	
8:00	8:15	8:30	8:45	
Evening Hour Jimmie Fidler Fred Allen Show Great Masters Man of the Week Lutheran League Calvary Church News; Grid Show N. H. Churches Am. Pantheon Collectors Items	Evening Hour Jimmie Fidler Fred Allen Show Great Masters Man of the Week Lutheran League Calvary Church News; Grid Show N. H. Churches Am. Pantheon Collectors Items	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Evening Hour Jimmie Fidler Fred Allen Show Great Masters Man of the Week Lutheran League Calvary Church News; Grid Show N. H. Churches Am. Pantheon Collectors Items	
9:00	9:15	9:30	9:45	
Walter Winchell Moe & F. F. & M. Merry Go Round Great Masters Corliss Archer Baltimore Gospel Xavier Cugat Music You Want News; Nt. Club News; Composers Concert Hour	Walter Winchell Moe & F. F. & M. Merry Go Round Great Masters Corliss Archer Baltimore Gospel Xavier Cugat Music You Want News; Nt. Club News; Composers Concert Hour	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Walter Winchell Moe & F. F. & M. Merry Go Round Great Masters Corliss Archer Baltimore Gospel Xavier Cugat Music You Want News; Nt. Club News; Composers Concert Hour	
10:00	10:15	10:30	10:45	
Theater Guild Voices of Strings Take or Leave it Harriet Beecher Christopher Wells Religious Program News; Y's Yacks Music You Want Dinah Shore Concert Hour	Theater Guild Voices of Strings Take or Leave it Harriet Beecher Christopher Wells Religious Program News; Y's Yacks Music You Want Dinah Shore Concert Hour	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Theater Guild Voices of Strings Take or Leave it Harriet Beecher Christopher Wells Religious Program News; Y's Yacks Music You Want Dinah Shore Concert Hour	
11:00	11:15	11:30	11:45	
Post-T. UP News Yankoo News News; D. F. Elliott News; Tomorrow News; Comment Bethel Gospel News; News Music to Read by Lamie News; Music	Post-T. UP News Yankoo News News; D. F. Elliott News; Tomorrow News; Comment Bethel Gospel News; News Music to Read by Lamie News; Music	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Post-T. UP News Yankoo News News; D. F. Elliott News; Tomorrow News; Comment Bethel Gospel News; News Music to Read by Lamie News; Music	
12:00	12:15	12:30	12:45	
Leighton Noble Or. News; Koblars News; Pop Music News; Clinton Or. News; Moon River Music to Read by Lamie News; Music	Leighton Noble Or. News; Koblars News; Pop Music News; Clinton Or. News; Moon River Music to Read by Lamie News; Music	WJCC WJCC WJCC WJCC WJCC WJCC WJCC WJCC	Leighton Noble Or. News; Koblars News; Pop Music News; Clinton Or. News; Moon River Music to Read by Lamie News; Music	
1:00	1:15	1:30	1:45	
Larry Clinton Or. Art Green	Larry Clinton Or. Art Green	WJCC WJCC	Larry Clinton Or. Art Green	

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