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Ringo, of course, in a mad moment in "A Hard Day's Night." The Beatles film is set for tonight.

## Gleason's Mature

## BOLLXWOOD (AP) - Why pop music acts, which I don

 do people llke Ed Bullivan, La-cille. Ball, Red Skeltion and miynelf itay on the air year after year?" aaked Jnclie Glenson. He suppled his own answer:
"Bocause we appeal to the mature auafence." The. giobe-shaped comiedian Whis in an amalytioal mood as he
attacked his fimple lunch of attacked his simple lunch of
prime ribn ot beof und two botprime riba of beot and two bot
flea of beer. He asked for a tall glass, but all the Paramount commiseary could peowlde waa
a glase for foe cream nodas. Hie a glase for fee cream nodas. Hie
accepted it uncomplainingly, commenting, "I have drunk veisel."
versol.
Gleasion was at the studio for filming of his second movie in a row, "How to Commit Mar rlage:" He was working solo prlor to the return of costar
Hope, aldelined at the pleture' Hope, secauned at the plecture of this eye ailment.
Renecting on TV longevity Gleason obeerved that the way to aurvive ts to appeal to the
older follcs: "They're alweys at older toilcs: and they'll tune you in home, and hoyln tune you can
becrase they know they can count on a regular standard of
entertannment. "When we do "The Honeymooners, we get both the kasa and the aduits. For the variety
ahows, the audience is mostly adult-unless I put on one of the

## Patti Page: On Growing Old <br> By PATTI PAGE

EDITOR'S NOTE-A woman performing, particularly a sing.
or, who admits to her 30th birthday, is rarer than a puisenger ptgeon. Patts page,
one of the well-catabished mumone of the well-established mush-
cal stara, explning franily that cal stars, explnins franikly that vation.

HOLLYWOOD (AP) $-I^{\prime}$ m gratefol for thlo opportunlty to
thank those of you who naw me on the Ed Sullivan Show, Musto Hall and other televiston series
and wrote how pleased you were and wrote how pleased you were that I
ment.

| GOLF |
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Appreciative as $I$ am, $I$ must ate club ainger from a star-ine- a confession. I did not ro- they were being rushed from nonth you call seven one TV guest shot to another. cluba on the road in night A few of the girls who had big and and recording two albums tirement.
It was the other way around V retired from mo- and from wuch taiented female wingers as Roale Clooney, Kay Star, Jo Stattord, Polly Bergen and, to a lesser. extent, Dinah shore and
Pegry Lee, These singers not peggy Lee, These singers not only dominated the record in-
duatry's "charts" in the 1050's but televiation as well. Most of us had our own TV sertes, In
fact, Dinah and I had our own fact, Dlnah and I had our
shows for several teasons
shows for several seasons.
Then momething aykul hapThen momething ayful happened. We became oider giris.
In an Indtustry where ever.
one was suddeniy competing to one was suddeniy competing to
appeal to the "youth market," we were guiny of the mont dertous sin of all-having past our
30th birthdays. It seemed 'a though the only way to be seen though the ondy way to be seen,
on television, until last year,
was to be a long-halred, shortwas to be a long-hatred, whortskirted toenle boppet who ether
gurved with a guru or went "up gurued with a guru or we Rolling
up and awas, with the Stones.
The result, unfortunately, was
that a lot of giris in micromini that a lot of giris in micromint sldirts were rovealed to have ml. cromini talents as well. Spirited
away from the electronic sane away from the electronic nanctwary of and thruit before the TV cameras, they oonld do Hittle but took nexy gs they frugged and bugalooed and derperately
synched their lateot "hilta." synched their latest "hista" tial, were puibed too far to fast. At a time when they mhould have been loarning how to create that delicate rapport betwoen performer and audienoe

- which distingulahes an adequ

A few of the girls who had big hite turned out to be genuinely talented. They could have done sensational in this or any other ra. Dlonne Warwick and Aretha Franklin are two lovely ex amples.
But two
But two or three performers cannot make all of the guest ap-
pearances by giri singers on pearances by gir singers on
eelevision. And while my reaction to the Loilta psychology of network variety abows was adimiftedly personnl, it was objecthee, as well. If I'd lost my votce or been involved in some dreadtelevision's disinterest philotelevision's disinterest philoIf thought, for example, of Kay starr who, over a span of yeara had sold millions of records. I
couldr't belleve that the people couldr't belleve that the people and made Kay a star - had suddenly deserted her en masse. The public is more loyal than that. There are quite a few folkn pait the age of musical sentiment affer dimner as well as "Yeah, Yeah, Yeah," TV procucers have begum to sense this. The teenteboppera
still leid the big parade, but still leãd the bly parade, but
we're seetng more and more of we're seetng the veterant.
Dinah Shore made weveral guest appearanoes last season. Viewers also saw more of Peg.
gy Lee. And Ella Fitzgeraldgy Lee. And Eila Fitzgeraldwho's the first to sdmit dinat her slyse-was one of TV's burs. her sizo-wast ingratiating personallest, mont
ilties,
Noxt Noxt year, I sumpect, you'll
hear even more from us hear oven more from us older
girls." I have atways enjoyed girls," I have alwa
television; I stin do.

ABOHE MOORE GUEST Archle Moore, former light heavyweight boxing champion boxing instructor in a fall epl bode of "Family Attatr," a Mon day night neries on CBs.

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pop music
inte to do. "I think ItI tough to last when you atm at the spunger audtence only. Take Laughth.' Don't get me wrong-I think
Than Howan and Dick Martin have done a terrific job with that show: They've used the Theltrapoppin' great advantage techinigue to "But how are they gotng to keep at up! these ldday nowadays
are so sharp, so quick to catch on, that every-gag, every geo ture registers in their minds. They can repeat all the jokes and they do. But how soon are they going to tire of thone
things and want something things and want something lines."
elsel"
Gleason tumaole is planning no imnovations for the coming genson, although he ts niming for strong names as suent stars. It will be more of the same, and
fudging from his consitatently Judging from his consistently
high ratings, there's no need to change.
The Gleason technique, as he escoribes 1t, appears to be even more canal than Dean Marin's, Dino amased his fellow Janury here for tilms: Next stars by devoting no more than Lucille Bell in 'Dlamond 3 im one day to hif variety hour. Brady;" to be filmed in Florida


Lulu, of "To Sir, With Love," is a bright guest on CBS "Summer Brothers Smothers Show" Sunday at 9 p.m.
Playing a Nun
Can Be Fattening
NEW YORK (AP)-Actresses ove to play nuns. The habiti are dramatic and women look marvelous in them.
Marge Redmond, however, lan't all that crazy about the fowing robes and the white,
starched headdress. They are, starched headaress,
whe has found, an effective are, dis: gulse-too effective, in fact. "The robes are loose, and they practically invite you to be careleas about desserts and
ralding the ice box." she reflectraiding the ice box," she reflectpounds." A candidate for an Emmy this season for her work as Slster Jnequeline in ABC's "The By Ing Nun," Marge reporta sadly streat and can in any store any (See Fage Four)

rV-Radio, Sales and Servic





Frank Sinatra Jr. gets some help from his friends on NBC's "The Golddiggers" Thursday 10 to 11 p.m.

## What's So Great About 'Laugh-in'

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TV-Radio Sales and Service

## By BOB THOMAS

 HOLLYWOOD (AP) - It hap pened just as Rowan and Martthpredicted: "Laugh $\mathrm{In}^{\prime}$ is the biggest thing to hit television inge. Well, almost. Certainly the Monday night frolic has cap
tured the public's tancy in manner rarely seen in televi sion. It also captured Emmies defied Tiny Tim, immortalize beautiful downtown Burbank,
loosed a spate of imitative 'TV loosed a spate of imitative TV
and rawio commercials and inand raco commercials and intial candidates to taxi drivers to say "Sock it to me" and "Here
comes the fudge.
I must confess I played the I must contess I played the
Doubting Thomas when I lis tened to Dan Rowan and Dick Martin glow about the pro gram's chances before it went
on the aitr. There has never been on the alr. There has never been
anything like it, they inslated, anything whe countless stars of other now-forgotten series.
But they were right, and now
they are enfoying the results of They are emjoying che results of
their sucees. They are not talk-
 ing it big; 17 years as a comedy
team have made them realista. team have made them realista.
They can be excused if they en joy a few "I-told-you-so'a" " 'Laugh-fn' is simply ap plying to television some of the
things that Marahall McLuhan thinga that Marahall Mcluihan Dan Rowan, referring to the auMer of "The Medium is th message" and
"I don't think aryyone has renlly dealt with the impset of
the visual medium before he- visual medium belore. Now
you are beginning to see com mercials in which the visual uppermast. But many of the
commericals are still using the commericals aro still using th eame tried-and-true method of printing the message on the
screen and having an announcer
repeat it vocally",
"RIght"" sald Dick Martin. These two seldom disagree, ex eept in their blckering comedy MeCarthy man; Dick was for Kennedy.
"It was the same in the TV variety ahow," continued Rowan, the straight man of the able hosts go on introducing format was carrited intact from radio, which in tum had merely

## THURSDAY JU PROGRAM



## FRIDAY JU PROGRAM



## On A Summer Day

## Globe Hollow

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oventry, England Drops in on Our Coventry

Evます



Statement from an
AIR CONDITIONNG
EXPERT

-

paoz pourtren
Herald Angle sumpor


Football Ownèrs Sound Alarm Button, Sport Faces Long, Disasterous Strike






