

### Unworried Therapist Best for Patients

Stanford University, Calif. — human anxiety for his experi-  
 ment — fear of dependency on  
 (U.P.) — The psychotherapist who  
 worries least is the one best qual-  
 ified to make his patients forget  
 their own worries, says a Stan-  
 ford psychologist.  
 Prof. Albert Bandura released  
 his findings after tests with 42  
 practicing psychotherapists. He  
 chose three common types of

## Gleason-Como Video Battle Moves Into Seventh Round; Perry Narrowing Margin

New York — (U.P.) — Tele-  
 vision's hottest battle — Jackie  
 Gleason versus Perry Como —  
 moves into its seventh round  
 this Saturday.  
 Since Oct. 1, when the two  
 performers faced each other  
 across the channel stretch for

the first time, they have been  
 waging a see-saw battle for au-  
 dience favor.  
 Gleason ran away with the  
 most of the marbles the first  
 week. Como piled up a 15.8  
 Trendex rating in his first half-  
 hour segment, but Gleason's  
 "stage show" showed a 26.0.  
 Gleason's "Honeymooners" did  
 even better — the Kramdens  
 grabbed 37.2 of the televiewing  
 audience while Como was sink-  
 ing to a lowly 13.5.

But then something happened  
 to Gleason—his audience began  
 falling away.  
**Sudden Slip**  
 In fact, it slipped so badly  
 that only two weeks ago, on  
 Oct. 29, Gleason was leading  
 Como in his second half hour  
 by only 1.7 points. On that date,  
 "The Honeymooners" showed a  
 24.5 share of the audience;  
 Como's second half hour, a 22.8.  
 You can take your pick of  
 reasons for the Gleason plum-

met. Some say it's because he  
 switched to film — that his new  
 sketch lacks the spontaneity of  
 his old show. But Gleason's per-  
 sonal manager, George Durgom,  
 pooh-poohs this.  
 Another reason given for the  
 Gleason slip is Como himself.  
 "Mr. Nice Guy" has the most  
 relaxed hour show on TV. And  
 he has managed to corral some  
 of the top guest talent around  
 to support him — Rosemary  
 Clooney, Fred Allen, Frankie

Laine, Jean Simmons and off-  
 beat visitors like Gino Prato.  
**Perfect Timing**  
 The producers of the Como  
 hour have been timing their ef-  
 forts skillfully, too. Approxi-  
 mately at 26 after the hour, they  
 will try to spot their best guests  
 so viewers won't switch over to  
 the opening of "The Honey-  
 mooners."  
 NECTV officials, of course,  
 are licking their chops over the  
 situation. They've been trying

for years to cut into Gleason's  
 CBS-TV audience. ©New York  
 columnists report each week on  
 the situation and the sponsors  
 for both sides are talking it up,  
 too.

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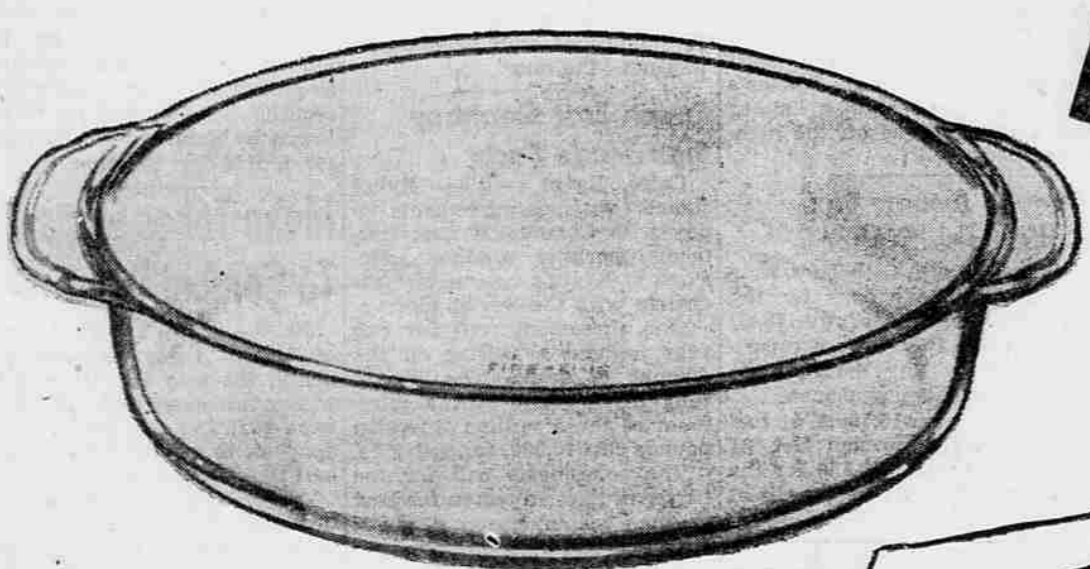


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