

Find Depriving Kids Of TV Popular Form Of Punishing

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NEW YORK (AP)—A research firm recently took a poll of 1,400 parents and found that almost 40 per cent punish their children under 13 by forbidding them to watch television.

This fairly new weapon in a parent's armory now is second only to the old fashioned spanking. Apparently it has been found more effective than scoldings, banishment to rooms or withholding allowances.

As a matter of fact, television has grown rapidly into a tool of many uses quite apart from its value as an entertainment or time-killing medium for adults.

The set itself may be used to cover a worn spot in the carpet or conceal a crack in the wall, to hold flower arrangements or family photographs.

Programs can be used effectively to slip gracefully out of awk-

ward situations: "I'd love to come, Lorna, to see the movies of your trip through Yellowstone, but the Mets are playing the Pirates—and you know Charlie and his baseball."

It provides entertainment for the children on rainy days; permits the adults to have some uninterrupted conversation while the kids are quiet and happy in another room, and—perhaps most important—is more efficient than a sleeping pill if the viewer is in a comfortable prone position.

So television, in spite of all the attacks on it recently, isn't all bad. A lot of us who watch it consistently can also vouch that much of it is entertaining and sometimes even stimulating.

Frank Blair of NBC's "Today" show went into the hospital a few days ago and a false report started that he had suffered a heart

attack. His heart is fine, NBC reports, but he is suffering from exhaustion, brought on by a combination of overwork and traveling. He'll be back on the show next week.

Meanwhile, NBC has brought in Jean Shepherd, a New York radio broadcaster, as his temporary replacement. It was a happy choice—Shepherd is a funny man with a bright, off-beat style of his own. A touch of lightness is something that show can use.

Meanwhile, NBC is still trying to find a replacement for "Today's" John Chancellor, heading back to news coverage soon.

On the other end of NBC's long daily scheduled this week is Jack Carter, host this week on the "Tonight Show." Carter is a competent comic and an incredibly energetic one—he told jokes, danced, sang and made faces for almost two hours the other night, seeming to feel that he had to carry the whole program single-handed. He worked so hard it was exhausting to watch him.

Now that the program has so few sponsors, can't the network stop breaking the show into little