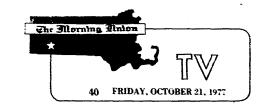
BEST BET - CPO SHARKEY returns to tv at 8 with a new captain (Richard X. Slattery) ordering Sharkey (Don Rickles) to shape up as an example to his men. What shapes up on 🕰 🤁 is a half hour of gag lines for Rickles, and some of them are funny. The sardonic Chief Sharkey saunters into a second season expecting smooth sailing when he discovers that gruff Capt. "Buck" Buckner an "Old Navy man" - has been installed as his new commanding officer. Sharkey brims with good cheer when he learns that a fellow old salt has taken over the helm as his naval superior. His bliss is rudely terminated when the bellowing Buckner orders the portly chief to jettison his ample beer belly in 10 days. What was once ecstasy is now agony as Sharkey jogs, rows and even chants in order to measure up to his new cantain's "Old Navy."

For landlubbers - those who are-



n't all-at-sea with CPO Sharkey, there are two alternatives at 8. DONNY AND MARIE welcome Glen Campbell and Bernadette Peters to (5) (1) in a tribute to the World Series. Donny, as the suave spy James Bland, takes on the notorious Rhinestone Finger (Glen .WONDER WOMAN (Lynda Carter) has a hum-dinger assignment on THE NEW ADVENTURES OF WONDER WOMAN. The hum on (6) comes from the high - frequency music used by rock star Hamlin (as in Pied Piper) Rule (Martin Mull) to hypnotize his female fans into carry-

ing out his evil deeds. It's a cute comicbook story.

Chico-Raul (Gabriel Melgar) trades in Ed's (Jack Albertson) old bed at 8:30 for a newer model on CHICO AND THE MAN. The trouble on 22 30 is that the new bed is much lighter than the old one because it doesn't contain Ed's savings as the old one did. An entertaining show.

Too many GOOD choices at 9.

A two-hour version of SWITCH has Pete (Robert Wagner) and Mac (Eddie Albert) heading to the Nevada desert to investigate the death of a veteran pilot.

Friday's television highlights Their search on (3) leads them to a tribe of angry Indians, a Las Vegas swindler, and such guest stars as Wayne Newton, Dionne Warwick, George Maharis, Chuck McCann and Foster Brooks. A good show. Pete and Mac to go to Las Vegas to help a young woman determine the cause of her pilot-father's fatal crash. During a flight over the crash site, Pete is literally dumped out of the airplane. But Mac, on the ground, follows up leads that uncover a potential Indian uprising. With the solution of their puzzle lying in the Nevada badlands, Pete and Mac discover that a trail of killings points to a treasure that can save either the land for the Indians or the empire of a crooked Las Vegas businessman,

depending on who gets there first.

Jim (James Garner) can't even find

privacy on (2) (1) in group therapy, where he meets a woman (Joanne Nail) who insists she is being followed. She is, of course. So, THE ROCKFORD FILES open to an investigation that includes the CIA and the Mafia. A story spiced with topical politics. . .THE ABC FRIDAY NIGHT MOVIE on (5) 419 repeats the Burt Reynolds tongue - in - check adventure W.W. AND THE DIXIE DANCE KINGS. Art Carney co-

DAYTIME MOVIES

9:00 53 "THE TWO MRS. CARROLLS" Starring Humphrey Bogart, Barba-

ra Stanwyck
12:30 W "YOUNG AND WILLING" Would-be actors and actresses sharing community apartment, try to interest a producer in their show.

Eddie Bracken

EVENING MOVIES 8:00 @ "THEM"

(S) 49"W.W. AND THE DIXIE DANCEKINGS" Burt Reynolds stars as an easygoing con artist who loves country music, robbing gas stations and a singer called Dixie - three loves that keep him in the kind of trouble he enjoys.

11:30 C "HOTEL" The owner of a fashionable hotel in New Orleans finds himself in a crisis when he cannot meet overdue mortgages and a ruthless hotel tycoon attempts to get the hotel for his plush line by devising a scheme to hurt the hotel

11:30 8 "THE GO-BETWEEN" Starring Julie Christie, Alan Bates

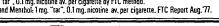
Smokers of CARLTON Filter Kings, lowest in tar of all cigarettes

have asked for the same blend, the same gentle taste, in a longer length. Here it is—CARLTON 100's—with only 5 mg. of tar—half as much as these leading low-tar 100's.

	rat and a codes sage	Uncopies and Ambinisties
T 100's	13	0.8
M 100's	12	0.9
V 100's	11	0.9
CARLTON 100's	5	0.5
Of all brands lowest	CARITON Boy: 1 mg, tar	

:0.1 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



Evening programs

5:00 (11)TOM AND JERRY HOUR

13 HIGH ADVENTURE 22 30 32 EMERGENCY ONE!

24 57 MISTERROGERS NEIGH-

BORHOOD 22 SUPERMAN "The Man Who Could Read Minds"

@NANNY AND THE PROFES-

40 MY THREE SONS "Fly Away 5:30 MARY TYLER MOORE SHOW

THE ODD COUPLE 13 CHRIST THE LIVING WORD 23 57 THE ELECTRIC COMPA-

27 THE LONE RANGER "Thieves

Money' THE GHOST AND MRS. MUIR

40 NEWSBEAT NEWS GO THE BRADY BUNCH

3 8 22 30 NEWS

(9) HOLLYWOOD CONNECTION (11)THE ODD COUPLE "The

Frog"
BOZO 29 57 ZOOM

THE FBI "The Runaways" STAR TREK
HOGAN'S HEROES

40 THE CROSSWITS 55 THE ROOKIES "Journey To Oblivion"
6:30 8 22 30 NEWS

(9) JOKER'S WILD

24 MUNDO REAL ADAM_12

40 I LOVE LUCY "Lucy Wants To Move To The Country" **57** AS WE SEE IT

6:55 40 NEWSBEAT NEWS 3 22 32 40 NEWS CONCENTRATION

(9)BOWLING FOR DOLLARS (11)THE ROOKIES "Margin For TE FESTIVAL OF FAITH

23 THE MACNEIL/LEHRER RE-TARZAN "Jai's Amnesia"

THE CROSS-WITS 33 THE ODD COUPLE

63 MARY TYLER MOORE SHOW PAINT ALONG WITH NANCY KOMINSKY

7:30 3 THE DAILY NUMBERS 8 FAMILY FUED (9)NEWLYWED GAME

22 22 NAME THAT TUNE **22** CONNECTICUT THE HOLLYWOOD SQUARES

3 DICK VAN DYKE SHOW 40 THE MUPPETS SHOW THE MACNEIL/LEHRER RE-

7:31 3 MATCH GAME 8:00 WONDER WOMAN Wonder

Woman struggles against the power of a popular rock musician who uses special frequency music to hypnotize young women fans into stealing for him

8 40 DONNY AND MARIE OS-MOND SHOW (9)NEW YORK ISLANDERS HOCKEY

(11)DINAH! 22 30 CPO SHARKEY 29 57 WASHINGTON WEEK IN REVIEW

MOVIE "Them" ED FEATURE FILM "The Sea Shall Not Have Them" Starring Michael Redgrave, Dirk Bogard WELBY, 63 MARCUS "Taste Of Salt"

CHICO AND THE MAN 24 57 WALL STREET WEEK

FRIDAY NIGHT (a) ABC MOVIE "W.W. And The Dixie Dan-(11)MEDICAL CENTER

22 OD THE ROCKFORD FILES The Dog And Pony Show" Jim agrees to help a frightened young woman overcome a mental problem and finds himself embroiled in a bizarre investigation involving the

THE FORSYTHE "Afternoon At Ascot"

MOVIE "The FBI Story"
REPORTS N **57** 57 MASSA-CHUSETTS

9:30 57 BEST OF ERNIE KOVACS 10:00 (11) ACTION NEWS

GERMANY 7 NEWS FUGITIVE

10:30 (9) CELEBRITY BOWLING

11:00 3 8 22 30 40 NEWS, WEATH. 7:30 3 Treehouse

(9)LIFE OF RILEY Saved My Life'

22 57 THE DICK CAVETT SHOW 8:25 10 Morning Report

27 MOVIE "Trade Winds" НІТСНОСК 9:00 Mike Douglas PRESENTS "The Impossible

11:30 3 MOVIE "Hotel" The Go Between

(9)THE LATE MOVIE "Mr. Sardonicus'' Starring Oscar Homolka, 9:25 10 Jerry's Weather Audrey Dalton

Comes The Bride' 22 60 62 THE JOHNNY CARSON 9:55

Death'

'Em Like They Used To' **53** THE NIGHT GALLERY

NEWS 12:00 (11)THE TWILIGHT

'Deaths Head Revisited' 12:30 (11)THE FBI "Journey Into Night" 12:37 40 THE PROTECTORS "Pocketful

Of Posies 1:00 22 60 62 THE MIDNIGHT SPE 11:00 (3 40 Happy Days

10 NEWS, WEATHER

1:45 B GREAT EIGHT, ALL NIGHT, 11:30 S Love of Life NON-STOP MOVING PICTURE

2:00 22 30 NEWS

(11)BIOGRAPHY "Eamon De Val-

EVENING SPORTS (9) NEW YORK ISLANDERS

63 MOVIE "Red River"

3 SWITCH

THE PTL CLUB

CIA and the mafia.

22 (D) QUINCY 20 57 SOCCER MADE

55 LOVE, AMERICAN STYLE 27 JACK WOOLNER'S OUT- 7:25

(11)THE ODD COUPLE "You 8:00 Capt. Kangaroo 1 LIVING FAITH

FI FLASH GORDON 8 MILLION DOLLAR MOVIE

(11) THE HONEYMOONERS "Here

SHERLOCK HOLMES THEA-TER "Sherlock Holmes Faces

40 BARETTA "They Don't Make

57 CAPTIONED ABC EVENING ZONE

1:30 (9) JOE FRANKLIN SHOW

SHOW "Lord Jim" Starring Peter O'Toole, James Mason ® NEWS, WEATHER

MOVIE "Hellcats Of The Navy" Starring Ronald Reagan, Nancy Davis

HOCKEY New York Islanders vs. Atlanta Flames

Critical focus

As the dial turns-

By RUTH DANCKERT Union Staff

WSPR Radio ran a trivia contest last Sunday that told more about the station's current case of programming schizophrenia than it did about music buffs in Springfield.

The question - "What female singer/song writer was influenced by Fats Domino?" drew responses ranging from Pearl Bailey to Dinah Shore.

But the correct answer — Christine McVie, vocalist with recording superstars Fleetwood Mac, - is indicative of the station's quandry. How to attract people who buy Fleetwood Mac albums when your listeners are fixed on Dinah Shore.

Jeff Fisher, young and eager new owner of WSPR, thinks the answer is a mix of "adult contem-

porary music" and disc jockeys with pizzazz. His biggest problem at this point is bringing the station up from sixth place into the light of higher ratings and higher advertising revenue.

In any city he would have his work cut out for him. But in the Springfield radio market the task promises to be monumental. For years WHYN-AM has been way out in front

with a limited play list of Kiss, the Bay City Rollers, Donnie and Marie and the like. WHYN-FM has tied up second place with a blend of "beautiful music" a la Muzak. The big battle in the Springfield radio market

has been for third place, a bitter race that has seen formats change like the weather and a dark horse progressive rock station from Hartford blow WHYN's competition off the map in one year.

Fisher's biggest weapon right now is his

A radio nut from way back ("I was hanging around radio stations in my early teens") he was a radio newsman for 10 years then decided that ownership was the Way.

With a family corporation in back of him, he purchased WFTN, a small AM radio station in Franklin, N.H. They made programming changes, upped the station's signal strength, and began cutting into the markets (read that advertising dollars) of nearby Laconia and Concord.

Daytime programs

(11) Banana Splits

40 Good Morning

22 New England

(9)The PTL Club

(11) Mighty Mouse

3 Good Morning

(11) Tom And Jerry

(11) Wacky Races

3 22 Donahue

(9) Joe Franklin

Merv Griffin

(11)Make A Deal

10 The Flintstones

Weather View

Rvan's Hope

(9)Romper Room

⋘ Kitty Today

The PTL Club

👀 Strum-Drums

Edge of Night

(11)Divorce Court

Edge of Night

(9)Straight Talk

(11)Dick Van Dyke

22 30 Fortune Whl

8 40 F'mly Feud

(11)The 700 Club

22 50 Knockout

The Better Sex

(11) Action News

22 30 Chico-Man

Ryan's Hope

Matinee Movie

The

12:00 1 News

Least

12:39 (3) Search

News

22 30 Say

(9)Topper

22 30 H'd Squares

30 Sanford-Son

10:25 (10) Heritage Corner

10:30 Here's Lucy

Eat

(11)Don't

Beaver

27 Bernard

10:00 Corsair & Com.

(11)Gambit

Daisies

8:30 (9) Medix

Morning Report

22 (10) Today

IN 7:00 3 CBS News 12:55 **22 60** News Cartoons 1:00 3 Tattletales (9)News

(8) My Children (11)Open Mind

22 30 Gong Show 3 As World Turns 22 30 Our Lives 2:00 8 40 \$20,000 Py'd (11) Magic Garden 2 Adventure

Movie Guiding Light (11)Popeye Show 27 Adventure! 8 40 One Life

22 30 The Doctors 3:00 S All in Family (9)Tronside (11) The Jetsons 22 60 An'r World

3:15 (3) (40) Hospital Mickey Mouse (11)Banana Split 3 Dinah!

8 22 32 Brady Bunch (9)Movie (11)Dastardly 29 57 Sesame St. Abbott-Costello The Flintstones

40 Little Rascals Star Trek (11)Heckle And Jeckle

2 Bugs Bunny 1 Partridges Petticoat Jct.

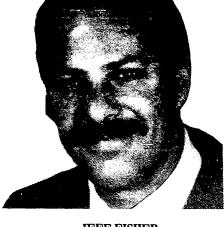
ROCK WOOL

FIBER GLASS

CAPITAL

CLASS 1 CELLULOSE

*NEW or OLDER HOMES



JEFF FISHER

He has since purchased two stations in Gardiner-Augusta, Me.; on Oct. 1 signed final papers for SPR and obviously hopes to do the same here.

His plans include an expanded news department (news director Sy Becker is one of the few staffers retained from the old ownership); return of Sportsline from 6 to 8, the popular sports show hosted for years by Kevin Kelly, new jingles and a promotional campaign built around the theme, "Springfield begins with S-P-R."

The station is now broadcasting 24 hours a day, carried the World Series, will carry the Boston Celtics; in January will add Paul Harvey as part of a contract for national news with ABC Entertainment Radio Network, and has already purchased badly needed new equipment that will improve effective

signal strength between 15 and 17 percent. Fisher has added all new on-air talent, among them Dennis Lee, familiar to Springfield listeners from WHYN and WMAS.

The format, Fisher says, will be softer than Top 40 with a "tasteful, pleasing and popular music mix. Typical artists might include James Taylor, Helen Reddy, Seals and Crofts, Linda Ronstadt, and the Captain and Tenile."

The station, one of the oldest in Springfield, has been continuously owned by the same family since it went on the air in 1936, notes former owner Alan Tindal of Longmeadow.

WSPR has had a local news operation since the Springfield Newspapers' strike in the '40s and has picked up its share of news awards for the effort. In the '40s there were three special citations from the George Foster Peabody Radio Awards Foundation for public affairs programming and in the early '60s Keith Silver and Durham Caldwell (now news directors at Channels 22 and 40) picked up awards from the UPI Broadcasters Association of Massachusetts

for news coverage. To be fair, the new WSPR has been on the air less than three weeks and deserves time to "shake down" its new format, in much the same way that actors in a new television series deserve time to

"shake down" their new characters But the radio business is a terribly "iffy" one. It's easier to turn a radio dial than a television dial and in the car it's only a matter of punching a button. There's not a whole lot of room here for trial and

To be successful in this market, WSPR's new sound will have to be distinctive from and competitive with at least six other commercial radio stations beaming some brand of music into Springfield, not to mention the high quality sound emanating out of

WTCC just up the hill from them. Once they get their sound together they have a mammoth task attracting listeners, listeners who don't give a hoot about WSPR's once fine reputation or a track record in New Hampshire. The only sounds that have been at all successful in Springfield this year have been bland, mellow, progressive or very loud. And WSPR is none of the above. I wish them luck.

INSULATION COMPANY, Inc.

*WHITE OF BROWN HEAVY GAUGE

TODAY IN HISTORY By The Associated Press Today is Friday, Oct. 21, the 294th day of

1977. There are 71 days left in the year. Today's highlight in history:

On this date in 1879. Thomas Alva Edison in-

vented a workable electric lamp at his laboratory in Menlo Park, N.J.

to the Allies.

The Morning Ilnion

In 1797, the U.S. Navy frigate Constitution known as Old Ironsides - was launched at Boston.

In 1805, an English fleet under Lord Nelson defeated French and Spanish fleets off Spain's Cape of Trafalgar, ending Napoleon's power on the seas

In 1938, the Japanese captured the Chinese city of Canton. In 1944, in World War II, U.S. soldiers captured Aachen, the first large German city to fall

In 1945, women voted for the first time in France. In 1964, President Charles De Gaulle threatened that France would withdraw from the

European Common Market unless agreement was reached on its agriculture program. Ten years ago . . . Thousands of demonstrators against the Vietnam War stormed the Pentagon in Washington and at least 250 were ar-

rested. Five years ago . . . President Richard Nixon, in a broadcast address, set forth his vision of the nation's moral values and he pledged to cham-

One year ago . . . The Cincinnati Reds won the fourth and final game of the World Series to complete a sweep of the New York Yankees and retain their world championship.

pion those values in a second term.

philosopher Will Durant.

Today's birthday: Former New York Yankee pitcher Whitey Ford is 49 years old. Thought for today: Civilization begins with order, grows with liberty and dies with chaos -

achieved in the early part of the year you'd better plan for a quieter time of minimal activity in the last to you to declare yourself, stick to what you say. Today's natives are stubborn in promoting ideas or

social action they see as constructive. ARIES (March 21-April 19): See VIPs with meticulous proposals, but don't get in a dither. Stock

definite that progress is difficult. Try to make the deal more palatable to others. Tactful examples help GEMINI (May 21-June 20): Enough complica-

sociates create. Check where you stand on accounts; if ahead, you can make a favorable investment. CANCER (June 21-July 22): Pay attention to money without letting it build into such a flap you

tions exist: don't add more or mix into messes as-

lose out on opportunity. Seek new contacts, marketing areas, those who like what you produce. LEO (July 23-Aug. 22): Because people are obstinate is no reason for failing to cope with them. Find common ground, work intensively on matters

that count. Have a night out. VIRGO (Aug. 23-Sept. 22): Assume whatever you do is noticed, be proud of it. Put in for advantages, raises before noon, then taper off. Decline

overtime. Take great care in getting home.

LIBRA (Sept. 23-Oct. 22): Nobody is going to volunteer endorsement, but it won't matter, provided you keep good records. Let intuition sort out problems you face at home, away from work. SCORPIO (Oct. 23-Nov. 21): Deal on a confiden-

tial basis. Avoid legal maneuvers or filing formal papers. A rush job differs from the main line. Above all else, health care takes priority. SAGITTARIUS (Nov. 22-Dec. 21): Reconsideration occurs impetuously. Announce your new decisions promptly so everybody concerned knows what

to do. Hopefully, all will accept in good grace. CAPRICORN (Dec. 22-Jan. 19): An urge to spend comes on just as it's time to repay obligations, defend yourself against claims. Sidestep new group ventures, anything beyond your control.

AQUARIUS (Jan. 20-Feb. 18): Impulse is to seek greener pastures. Hold on through the weekend. Savor the satisfaction of seeing issues resolved your way-if you use your talents properly. PISCES (Feb. 19-March 20): Nice things happen

in the morning; get finished before confusion sets in.

Pace your efforts, avoid fatigue. Skip the social

scene if you can without embarrassment.

733-7547 115 WAYSIDE AVENUE, WEST SPRINGFIELD, MASS

DON'T BE MISLED — CALL THE EXPERTS

FULLY INSURED • FREE ESTIMATES

JEANE DIXON

YOUR BIRTHDAY TODAY: So much change is quarter. Your values evolve, so what you previously took for granted now becomes precious, while seemingly important matters dwindle. Relations are sensitive, subject to make-or-break incidents. It's up

up early on supplies needed for smooth operations over the weekend. TAURUS (April 20-May 20): Your plans are so