

**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 **23 60** 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 captain'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 40** in a tribute to the World Series. Donny, as the suave spy James Bland, takes on the notorious Rhinestone Finger (Glen Campbell). **WONDER WOMAN** (Lynda Carter) has a hum-dinger assignment on **THE NEW ADVENTURES OF WONDER WOMAN**. The hum on **5** 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 comic-book 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 60** 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 **5** 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 **22 60** 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 40** repeats the Burt Reynolds tongue-in-check adventure *W.W. AND THE DIXIE DANCE KINGS*. Art Carney co-stars.

### DAYTIME MOVIES

9:00 **59** "THE TWO MRS. CARROLLS" Starring Humphrey Bogart, Barbara Stanwyck  
12:30 **60** "YOUNG AND WILLING" Would-be actors and actresses sharing community apartment, try to interest a producer in their show.

William Holden, Susan Hayward, Eddie Bracken  
**EVENING MOVIES**  
8:00 **60** "THEM"  
9:00 **59** "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 **60** "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 **60** "THE GO-BETWEEN" Starring Julie Christie, Alan Bates

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### Evening programs

- 5:00 (11) **TOM AND JERRY HOUR**
- 13 **HIGH ADVENTURE**
- 22 60 62 **EMERGENCY ONE!** "The Exam"
- 24 57 **MISTER ROGERS NEIGHBORHOOD**
- 27 **SUPERMAN** "The Man Who Could Read Minds"
- 33 **NANNY AND THE PROFESSOR**
- 40 **MY THREE SONS** "Fly Away Home"
- 5:30 3 **MARY TYLER MOORE SHOW**
- 5 **THE ODD COUPLE**
- 13 **CHRIST THE LIVING WORD**
- 24 57 **THE ELECTRIC COMPANY**
- 27 **THE LONE RANGER** "Thieves Money"
- 33 **THE GHOST AND MRS. MUIR**
- 40 **NEWSBEAT NEWS**
- 6:00 3 3 22 60 **NEWS**
- (9) **HOLLYWOOD CONNECTION**
- (11) **THE ODD COUPLE** "The Frog"
- 13 **BOZO**
- 24 57 **ZOOM**
- 27 **THE FBI** "The Runaways"
- 33 **STAR TREK**
- 33 **HOGAN'S HEROES**
- 40 **THE CROSSWITS**
- 55 **THE ROOKIES** "Journey To Oblivion"
- 6:30 3 22 60 **NEWS**
- (9) **JOKER'S WILD**
- 13 **LASSIE**
- 24 **MUNDO REAL**
- 33 **ADAM-12**
- 40 **I LOVE LUCY** "Lucy Wants To Move To The Country"
- 57 **AS WE SEE IT**
- 6:55 40 **NEWSBEAT NEWS**
- 7:00 3 22 60 **NEWS**
- 3 **CONCENTRATION**
- (9) **BOWLING FOR DOLLARS**
- (11) **THE ROOKIES** "Margin For Error"
- 13 **FESTIVAL OF FAITH**
- 24 **THE MACNEIL/LEHRER REPORT**
- 27 **TARZAN** "Jai's Amnesia"
- 30 **THE CROSS-WITS**
- 33 **THE ODD COUPLE**
- 57 **MARY TYLER MOORE SHOW**
- 57 **PAINT ALONG WITH NANCY KOMINSKY**
- 7:30 3 **THE DAILY NUMBERS**
- 3 **FAMILY FUED**
- (9) **NEWLYWED GAME**
- 22 62 **NAME THAT TUNE**
- 24 **CONNECTICUT**
- 30 **THE HOLLYWOOD SQUARES**
- 33 **DICK VAN DYKE SHOW**
- 40 **THE MUPPETS SHOW**
- 57 **THE MACNEIL/LEHRER REPORT**
- 7:31 3 **WATCH GAME**
- 8:00 3 **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.
- 3 40 **DONNY AND MARIE OS- MOND SHOW**
- (9) **NEW YORK ISLANDERS HOCKEY**
- (11) **DINAH!**
- 22 60 **CPO SHARKEY**
- 24 57 **WASHINGTON WEEK IN REVIEW**
- 27 **MOVIE "Them"**
- 32 **FEATURE FILM** "The Sea Shall Not Have Them" Starring Michael Redgrave, Dirk Bogard
- 33 **MARCUS WELBY, M.D.** "Taste Of Salt"

- 63 **MOVIE "Red River"**
- 8:30 22 60 **CHICO AND THE MAN**
- 24 57 **WALL STREET WEEK**
- 9:00 3 **SWITCH**
- 3 40 **ABC FRIDAY NIGHT MOVIE** "W.W. And The Dixie Dancekings"
- (11) **MEDICAL CENTER**
- 13 **THE PTL CLUB**
- 22 60 **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 CIA and the mafia.
- 24 **THE FORSYTHE SAGA** "Afternoon At Ascot"
- 33 **MOVIE "The FBI Story"**
- 57 57 **REPORTS MASSACHUSETTS**
- 9:30 57 **BEST OF ERNIE KOVACS**
- 10:00 (11) **ACTION NEWS**
- 22 60 **QUINCY**
- 24 57 **SOCCER MADE IN GERMANY**
- 27 **NEWS**
- 32 **FUGITIVE**
- 55 **LOVE, AMERICAN STYLE**
- 10:30 (9) **CELEBRITY BOWLING**
- 27 **JACK WOOLNER'S OUTDOORS**
- 11:00 3 8 22 60 40 **NEWS, WEATHER, SPORTS**
- (9) **LIFE OF RILEY**
- (11) **THE ODD COUPLE** "You Saved My Life"
- 13 **LIVING FAITH**
- 24 57 **THE DICK CAVETT SHOW**
- 27 **MOVIE "Trade Winds"**
- 32 **ALFRED HITCHCOCK PRESENTS** "The Impossible Dream"
- 55 **FLASH GORDON**
- 11:30 3 **MOVIE "Hotel"**
- 3 **MILLION DOLLAR MOVIE** "The Go Between"
- (9) **THE LATE MOVIE** "Mr. Sardonicus" Starring Oscar Homolka, Audrey Dalton
- (11) **THE HONEYMOONERS** "Here Comes The Bride"
- 22 60 62 **THE JOHNNY CARSON SHOW**
- 33 **SHERLOCK HOLMES THEATER** "Sherlock Holmes Faces Death"
- 40 **BARETTA** "They Don't Make 'Em Like They Used To"
- 55 **THE NIGHT GALLERY**
- 57 **CAPTIONED ABC EVENING NEWS**
- 12:00 (11) **THE TWILIGHT ZONE** "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 SPECIAL**
- 1:07 40 **NEWS, WEATHER**
- 1:30 (9) **JOE FRANKLIN SHOW**
- 1:45 3 **GREAT EIGHT, ALL NIGHT, NON-STOP MOVING PICTURE SHOW** "Lord Jim" Starring Peter O'Toole, James Mason
- 2:00 3 **NEWS, WEATHER**
- 2:30 22 60 **NEWS**
- (11) **BIOGRAPHY** "Eamon De Valera"
- 4:30 3 **MOVIE "Hellcats Of The Navy"** Starring Ronald Reagan, Nancy Davis
- 8:00 **EVENING SPORTS**
- (9) **NEW YORK ISLANDERS 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 contemporary 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 WHY-AM has been way out in front with a limited play list of Kiss, the Bay City Rollers, Donnie and Marie and the like. WHY-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 WHY-FM's competition off the map in one year.

Fisher's biggest weapon right now is his enthusiasm.

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

- 7:00 3 **CBS News**
- 3 **Cartoons**
- (9) **News**
- (11) **Banana Splits**
- 22 60 **Today**
- 40 **Good Morning**
- 7:25 22 **New England**
- 30 **Morning Report**
- 7:30 3 **Treehouse**
- (9) **THE PTL CLUB**
- (11) **Mighty Mouse**
- 8:00 3 **Capt. Kangaroo**
- 3 **Good Morning**
- (11) **Tom And Jerry**
- 8:25 30 **Morning Report**
- 8:30 (9) **Medix**
- (11) **Wacky Races**
- 9:00 3 **Mike Douglas**
- 3 22 **Donahue**
- (9) **Joe Franklin**
- (11) **Don't Eat Daisies**
- 30 **Merv Griffin**
- 40 **Beaver**
- 9:25 40 **Jerry's Weather**
- 9:30 27 **Bernard**
- (11) **Make A Deal**
- (9) **The Flintstones**
- 9:55 40 **Weather View**
- 10:00 3 **Corsair & Com.**
- 3 **Ryan's Hope**
- (9) **Romper Room**
- (11) **Gambit**
- 22 **Kitty Today**
- 27 **The PTL Club**
- 30 **Sanford-Son**
- 40 **Strum-Drums**
- 10:25 40 **Heritage Corner**
- 10:30 3 **Here's Lucy**
- 3 **Edge of Night**
- (11) **Divorce Court**
- 22 60 **H'd Squares**
- 11:00 3 **Happy Days**
- (9) **Straight Talk**
- (11) **Dick Van Dyke**
- 22 60 **Fortune Whl**
- 11:30 3 **Love of Life**
- 3 40 **F'mly Feud**
- (11) **The 700 Club**
- 22 60 **Knockout**
- 12:00 3 **News**
- 3 **News**
- (9) **News**
- 22 60 **Say The Least**
- 40 **The Better Sex**
- 12:30 3 **Search for Tm'w**
- (11) **Action News**
- 22 60 **Chico-Man**
- 27 **Matinee Movie**
- 40 **Ryan's Hope**



JEFF FISHER

He has since purchased two stations in Gardiner-Augusta, Me.; on Oct. 1 signed final papers for WSPR 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 WHY 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 Tenille."

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 error.

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 bearing 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.

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

On this date:

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 to the Allies.

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 arrested.

Five years ago... President Richard Nixon, in a broadcast address, set forth his vision of the nation's moral values and he pledged to champion those values in a second term.

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.

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 — philosopher Will Durant.

## JEANE DIXON

**YOUR BIRTHDAY TODAY:** So much change is achieved in the early part of the year you'd better plan for a quieter time of minimal activity in the last 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 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 up early on supplies needed for smooth operations over the weekend.

**TAURUS** (April 20-May 20): Your plans are so definite that progress is difficult. Try to make the deal more palatable to others. Tactful examples help in some cases.

**GEMINI** (May 21-June 20): Enough complications exist; don't add more or mix into messes associates 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 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 confidential 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.

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