
The Weather cate wixisum

| vol. LxxxxIx, No. 169 | (sixteme Pagrs-tv smction) | manchistren, conn, saturday, APRLL 18,1970 |  | Price max cin |
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Cambodians Deny Murder of Viets

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Youth Tells Of Slaughter Ranow reagh acerouna



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| NOTICE <br> Flushing of the Water Mains of the Town of Manchester Water Department will hegin April 21, 1970. Flushing will continue Tuestays through Fridays until completed. TOWN OF MANECHESTER WATER DEPARTMENT |
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Some men can do anything with great style.
Slip into something...
New and Smart Slip into a JARMAN SHOE REGAL MEN'S STORE Marven of mann stre
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$\mathbf{1 0 0 \%}$ cotton，long serviee Hie，shrinkage con trolled，holds＇its mhape dries suickily．In solld


The Flaming Youth rock group in "It's a Man's World" Friday 10-11 p.m. on NBC.

## Who Won the Ratings Race?

By JERRY Buck and exits. Unexpectedly, it issued only its NESW YORK (AP) - The an- It has for years been played own season Nielsen ratings. The NESW YORK (AP) - The an- to the hilk, with the networks figure was 20.2 , It declined to nual television rach ngs race as a milking publolty from every fa. report the ratings for ABC and
contest which each year reaches
vorable turn. It is of no small CBS. conteat which each year reaches
the significance and auspense of a soap opera. Further, it is as intricate and as complex as one of those long-running stories, with all the
subplots, the ploys, the intriguen, and ali the entrances vorable turn. It is of no small
importance that a statistician importance that a statistician thing short of an unmittigate

I think what we're dolng is saster Paul Klein, NBCls affable vice Last look hike a triumph, prealdent for research. "We're L in a year's ratings race end- just not hoiding the top watch and CBS. NBC sald it was a tie. Hike us keeping their running and CBS. NBC sald it was a tie. Ilke us keping their rumning
CBS sald tit had won for the 14th time and we don't Hke them stratght year. Loot in the cross- keeping oura." giraght year. wast that the differ- Is it simply one more twist in ence was within the margin of the plot? Probably, but even so error. the contest gues on, Klein mald, The battle this year appeared "We're sumiling. That's a fact of headed for another showdown. Mfe."
But suddenly, this week, NBC
The March 22 ending is someBut suddenly, this week, NBC The March 22 ending is some-
decided to de-escalate. As expected, NBC declared thing new, announced a fow the aeason over as of March 22 . mieres its ahows ahead of ABC MIVIMOTORS $\begin{aligned} & \text { earlier. Traditionally, the sea- } \\ & \text { son has ended at the beginning }\end{aligned}$ smatl meaine SPECLALISTS LAWN MOWERS REPAIRED

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## Syndicated TV Gets New Image

NEWW YORK (AP) -Increas, work," after the old practice of ingly, syndicated television is blcyoling the prints around. changing its image from that of Among that top syndicated
a "bleycle service" offertng programs are "The Mike Doug-a "bleycle service" offering programs are "The Mike Doug-
fourth reruns of network cast. las Show," "The David Erost offs. show," "To Tell the Truth," Many advertisera, including "Girl Talk," "Beat the Clock," some of the brgest, now are "He Bald, she sald," "The Galproductng firat-run programs loping Gourmet," and "The tor symairan Mo sta. Movle Game."
thons across the country. reaching the audience they of ors also have their eyes on careach at rates lower than they de-ble television, which has been offered by the networks. A common practice among originate tts own programming advertisers in to produce the and to sell advertising show and offer it free to the sta. The syndicators could recelve show and offer it free to the sta. a shot in the arm from a pro-
tions in return for three comn. mercial minutes. The atations ponal under consideration by the can make a profit by selling an- FCC to hmit the networks to other three minutes to locak three hours of non-news pro"pponsors. "A preit and 11 pm . each night
one producer, "Is that ofe the The proposal is designed to one producer, "Is that off the stime proposat is diesigned on ings a year rather than the Another means of getting proweekly ratings. You're not Hv - grama to the stationa, other ing and dying by the old ratings than maing out tapes, is game," Rating tervices sample Network. local stations' auajences twice Since Howard Hughes took
yearly. early.
Firstrinn syndication ts a 890 over the old Sports Televiaion milion a year business of up Network, its programming has talk and variety shows, which One such program ba a merlea makes it an eftective fourth net. of apectals produced by Lite work. Magazine, the to survival," was Varlety calle it "the beyce net.


Butfy Sainte-Marie sings of the beauties of the land on ABC's "NOw" Monday night, 10:80 to 11.

SATURDAY JU PROGRAM Educational

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SUNDAY JU PROGRAM




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THURSDAY JU PROGRAM
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## FRIDAY JU PROGRAM



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