## B-4 PRESS-HERALD

FEBRUARY 8, 1967

## A DESCRIPTION OF THE OWNER OF THE Assignment TV By TERRENCE O'FLAHERTY

the second second second The flow of creative juices ute gossip-and-music pro-at the network executive level is a source of constant will they find the guest par-twonderment to me. Many years ago Steve Allen worked out a format called the "To-nag Buddy Hackett just so night" show which has been far ...

passed down to Johnny Car-son practically intact, a com-

. .

SEVERAL years ago ABC devised its own late night marathon, with Les Crane at the throttle. Its amphitheater setting was refreshing, but in addition to the Look maga-in addition to the Look maga-fringe benefits — I begin to the late night field with The realize the truth of ABC Joey Bishop Show in April. Statement to me: "Tonight" show. the throttle. Its amphitheater "Tonight" show.

"Tonight" show. Okay, that's three running together with the same sort of show — Merv, Joey and Johnny. Johnny

Johnny. Network, a new collection of stations called the Overmyer Network, operating on the Las Vegas-Miami circuit, an-ounced its late night show originating in Las Vegas. It will start in April alongside the Joey Bishop Show-making four. This work OES start is the state of the Start is the state of th

Boost

from

**5.39**%

annual

5.25% to

earnings

This week CBS came up

This week CBS came up with a great new idea. You guessed it — a late night, 90-ins, son of Mr. and Mrs. J. minute program to run Collins of 2132 W. 169th against Johnny, Joey, Merv Place, has completed the and Overmyer! It will not be Radio Telegraph Operator's on the air until the spring Course at the Marine Corps feeruit Depot San Diego of next year Recruit Depot, San Diego, So that makes five 90-min- Calif.

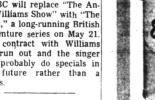
MY FRIEND Peter Hurd bination of interviews, per-sonal advertisements, a house band and an occasional en-works discussed in bath Time band and an occasional en-tertainer larded with constant commercial interruptions. Thus the first plug-and-malaver show was born and has survived.

palaver show was born and has survived. After several short starts with "PM." Regis Philbin and Allen himself, the Westing-house network and its sub-scribers now have an exact copy of the "Tonight" show the host, and it has been successful. The two shows are now running simultaneously, and the talent, at times, runs pretty thin. since the controversy arose over his book.

> WITH THE author's book certain to be a best seller-

. . .

NBC will replace "The An







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