

NEWS

You can give the headlines in a minute. Do a quick fill-in in five.

Or you can give New York the kind of a news show the big city deserves. The Big News. One solid hour, every weekday, 6-7 PM.

Not just the top of the news. Not just the outline. But all the news in all its dimensions. The first complete report of the day. International, national, metropolitan news. Sports and weather.

And not just the words either, delivered by a stand-up announcer. But the sights and sounds brought to you by news reporters and brought to life by features and personalities.

Which is why The Big News is hour news.

If you haven't caught it, do so. You'll agree, we think, with the N.Y. Herald Tribune's appraisal: "...fairly bubbled with urgency, impact and interest."

As well it should. Bill Beutel and Jim Burnes, a

most personable new news team, do the metropolitan news. Ron Cochran does the international and national news. Howard Cosell is on sports. Rosemary Haley on the weather.

Again from the Herald Tribune: "...most exciting new contribution to the local TV scene we've seen in months."

From this kind of excitement smart New Yorkers get to be smarter. Smart sponsors happier.

THE BIG NEWS, 6-7 PM WEEKDAYS, WABC-TV CHANNEL 7

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