



Editor-in-Chief: Anthea Disney

Executive Editor: Barry Golson

(National)

Editor: Roger Youman

(Programming)

NATIONAL EDITORIAL

Managing Editor: Jack Curry

Senior Editors: Larry Closs (Cable), Neil Hickey,

Janice Kaplan, Michael Morris

Assistant Managing Editor: Kerrin Griffith

Critic: Jeff Jarvis

Senior Writer: Myles Callum

Staff Editor: Amy Paulsen-Nalle

Reporters: David Lieberman, Ileana Rudolph

Associate Editors: Greg Fagan, Howard Gensler

Art Director: Jerry Alten

Associate Art Directors: Ken Feisel,

Andrew Steigmeier

Picture Editor: Anastasia Pleasant

Los Angeles Bureau: James Bellows (Chief),

Julie True (Photos), Timothy Carlson, Mary Murphy,

Mark Schwed, Deborah Starr Seibel

Special Correspondent: Peter Ross Range

Contributing Editors: Annie Flanders, Michael

Logan, Rick Marin, David Rensin, Harry Stein

Color Quality Consultant: Phillip Cassidy

Assistant to Editor-in-Chief: Julie Mendoza

Publicity Director: Rachel Breinin

Publicity Manager: Heather Borden

PROGRAMMING

Executive Editor: Patrick Murphy

Managing Editor: Elisabeth Bacon

Programming Editor: Renée Kline

Programming Manager: John F. Haines

Editions Manager: Beryl Shive

Operations Manager: Patricia Gallagher

Bureau Chiefs: Judy L. Mastrianni (New York),

Lawrence P. Carrington Jr. (Los Angeles)

BUSINESS STAFF

Vice President/Associate Publisher:

Mary G. Berner

Vice President/Finance and Administration:

Wayne P. Campanelli

Vice President/Operations: Terry Materese

Vice President/Subscriptions: Charles M. Davis

Vice President/Single Copy Sales: John Amann

Vice President/Information Technology:

Brian Robbins

Eastern Advertising Director: Suzanne Grimes

Western Advertising Director: Rob Margolis

Corp. Research Director: Bruce Gershfield

Research Director: Mary Madden

Promotion Director: Jacki Gordetsky

Production Director: Jim Marks

A News America publication

Philadelphia Edition

TV GUIDE/41

LETTERS

Fed-up viewers say logos are low blows

Thank you! A million times, thank you! I'm so glad "Cheers 'n' Jeers" [June 26] had the bravery and alertness to Jeer the totally unnecessary yet very trendy practice of networks having their logos on constant display except during commercials. It is an awful practice. Very annoying.

Robert L. Boyer
Bensalem, Pa.

Generally speaking, one would have to be some kind of idiot not to know what channel one was watching, so I must conclude that the recent addition of the Fox and ABC logos superimposed on our television screens serves to accommodate the aforementioned intellectual capacity of these two networks' executives.

My wife and I, however, do not need these intrusive, distracting, irrelevant, and unwanted graphics. They have no bearing on the content of the broadcast and do not enhance the photography or the plots. If this is the best decision network executives can make, I stand available to take their place at half the salary in order to at least double the quality of their decision-making.

The ABC logo appears on our TV screen at just slightly over three inches in diameter and represents 28.27 square inches of unviewable area denied from us as viewers. At a cost of \$2.99/sq. inch for our TV set, we estimate that ABC owes us the sum of \$84.54 for the amount of television space they are now denying us. A billing to that amount has been sent to ABC.

Dr. R.F. Sun
Moreno Valley, Cal.

Marge-ing to the beat of a new drum

In the article "Marge Simpson Has a Good Hair Day," you showed six new hairstyles for

Continued on page 110

I FOR ONE HAVE QUIT
WATCHING C-SPAN
FOR REASON ABOVE -
LOGO-SUBTITLES -

THIS Week

SPORTS

TV SPORTS HIGHLIGHTS

SATURDAY, July 17

British Open (CC) 10 A.M. (6, 7) From Sandwich, England.
World University Games 12 noon (ESN) Telecast from Buffalo.
Baseball (CC) 1 P.M. (10, 2) Athletics at Yankees.
Tennis 1 P.M. (SC) U.S. Pro Championships.
Auto Racing 1 P.M. (TBS) Arca 150.
Bowling (CC) 3 P.M. (6, 7) El Paso Open.
Hydroplane Racing 3 P.M. (ESN) Indiana Governor's Cup.
Auto Racing 3:30 P.M. (TNN) NASCAR Goodwrench Delco Battery 200.
Women's Golf 4 P.M. (3, 40, 4) Big Apple Classic.
Auto Racing 4 P.M. (ESN) IMSA GTP Grand Prix of Road America.
Boxing 4 P.M. (SC)
Wide World of Sports (CC) 4:30 P.M. (6, 7) Roller skating; Harlem Globetrotters.
Senior Golf (CC) 4:30 P.M. (10, 2) Ameritech Senior Open.
U.S. Olympic Gold 5 P.M. (TNT) Wrestling: U.S. Nationals.
Baseball 7:05 P.M. (TBS) Pirates at Braves.
Tennis 7:30 P.M. (SC) U.S. Pro Championships.
Saturday Night Thunder 8 P.M. (ESN) Sprint-car competition.
Baseball 10 P.M. (17) Phillies at Padres.

SUNDAY, July 18

British Open (CC) 9:30 A.M. (6, 7) From Sandwich, England.
World University Games 12:30 P.M. (ESN) Telecast from Buffalo.
Auto Racing 1 P.M. (SC) The Gohn Memorial.
Auto Racing 1 P.M. (TBS) Miller Genuine Draft 500.
Sports Cavalcade 2 P.M. (TNN) Swamp Buggy Classic.
Senior Golf (CC) 3:30 P.M. (10, 2) Ameritech Senior Open.
Women's Golf 4 P.M. (3, 40, 4) Big Apple Classic.
Auto Racing 4 P.M. (6, 7) Indy Toronto.
Baseball 4 P.M. (17) Phillies at Padres.
Baseball 4 P.M. (9) Mets at Giants.
Auto Racing 4:30 P.M. (ESN) SCCA competition.
Sports Cavalcade 7 P.M. (TNN) NHRA Western Auto Nationals.
Tennis 7:30 P.M. (SC) U.S. Pro Championships.
Baseball 8 P.M. (ESN) Athletics at Yankees.

MONDAY, July 19

Roller Hockey 4:30 P.M. (ESN)
Kickboxing 7 P.M. (SC) ISKA competition.
Baseball 7:30 P.M. (11) Mariners at Yankees.
Baseball 7:35 P.M. (TBS) Cardinals at Braves.
Baseball 8 P.M. (ESN)
Soccer 9 P.M. (SC) Ecuador vs. Venezuela.
Baseball 10 P.M. (9) Mets at Padres.

Baseball 10:30 P.M. (17) Phillies at Dodgers.

TUESDAY, July 20

Roller Hockey 4:30 P.M. (ESN)
Water Skiing 7:30 P.M. (ESN) Budweiser World Tour.
Baseball 7:35 P.M. (TBS) Cardinals at Braves.
Team Tennis 8 P.M. (SC) Atlanta at Minnesota.
Volleyball 8:30 P.M. (ESN) Four-woman beach tour competition.
Boxing 9 P.M. (USA) Segura-Amparo (featherweights).
Baseball 10 P.M. (9) Mets at Padres.
Baseball 10 P.M. (ESN)
Baseball 10:30 P.M. (17) Phillies at Dodgers.

WEDNESDAY, July 21

Rotterdam Marathon 1:30 P.M. (ESN) Taped in Holland.
Roller Hockey 4:30 P.M. (ESN)
Equestrian Competition 8 P.M. (SC) USET Festival of Champions.
Baseball 8:30 P.M. (ESN)
Baseball 10:30 P.M. (SC) Phillies at Dodgers.

Continued on page 141

Program Note

Senate Confirmation Hearings: Scheduled programming on PBS stations may be pre-empted this week by coverage of hearings on the nomination of Ruth Bader Ginsburg to the Supreme Court.

Home Team Telecasts

Saturday July 17	Sunday July 18	Monday July 19	Tuesday July 20	Wednesday July 21	Thursday July 22	Friday July 23
PHILLIES						
At Padres	At Padres	At Dodgers 10:30 17	At Dodgers 10:30 17	At Dodgers 10:30 SC	At Giants 4:00 17	At Giants 10:30 17

7-17-93

C-SPAN

I HOPE YOU READ THE INCLOSED.
I PAY FOR CABLE - NOT TO HAVE
IT CLUTTERED THE SCREEN
WITH THAT DISTRACTING Red
and white Logo And The
BLUE PATRIOTIC SUB-TITLE -
only an IDIOT would not know
He is Looking AT C-SPAN
NOT EVEN public TV (PBS) would
Waste There Time Showing a Vacant
House With Some Congress man/woman
Talking To Themselves Trying To make
Points With God Knows Whom -
Get Rid of Logo - Sub Popping Titles
and let us once again View TV

I FOR ONE HAVE Quit
Watching C-Span
For Reason ABOVE -
Logo-SUBTITLES -