

WHO CARES?

## WE CARE - THAT'S WHOI

WE CARED ABOUT 14,935 OF YOU IN THE LAST YEAR ALONE!
Help Us To Care Even More - - - By Supporting The 1969 Annual Appeal You'll Give Us The Facilities To Do An Even Better Job of Caring.
If It Were Just For Us We Wouldn't Ask.
We Know That You Or Your Child May Be One Of Thej 14,935 plus That We'll Be Seeing This Year.


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The Weather Cowe Weather





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Killed by Assassin
Party Split
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Churches $-2 x^{2}=-5=5$
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Area Churches





Booming Service Age
Passing Laver Claims


13 Innings Prove Unlucky Again As Legion Loses Game and Lead


Takes Full Year To Work Together $=5$


Complete'Wash Out'
Buick Open May Die
Buick Open May Die






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## Audience

 Drops For
## Reruns

By CYNTHIA LOWRY NEW YORK (AP), The in trepid agents of ABC" "the $F$. nignt-tor the pecond time-that embezzlement doea not pay. The first time the fight of the thieving banker was broadcast, It was seen in 12 million or 13 million homes-by almost twice thar number of people. On Sumdropped, in claselic fashion, to 8 million or 9 milition homes and 14 million or 15 milion viewers. The statistica are based on a comprehersive study of summer and winter viewing hapita
made a couple of seanona back by the A. C. Nlelsen researoh orgenimation.
Nielsen studled one typical entertalmment program, and although it was not/idertitifed, it had a mid-winter rating which
was approximately that racked up during the past season by "The F. B. I/" It pin-pointed the composition of the hot-weather TV audienoe.
When/the anonymous program was first run in winter, it was cuned in by 22 per cent of
the nation's 57 -million TV. equipped homes. When it was ferun, it was seen in 14.8 per cent of the homes.
The rorun was being seen in 8.1 per cent of the homes for the first time
3 for the first time, and 6.7 per Bent for the second time. Juss one factor in re-runs.
"It is not physically possible for a creative groups-writers, actors, directors-to work the year around," added Michael charge of progremming. "And it in too expensive. Its costs an average of 594,000 to make a hfl-hour show today, and an avrage of $\$ 207,000$ to make an hour show. Unless some shows could be repeated, it would be
absolutely prohibitive to make them."
Studies adso have shown, that the average TV set was in use 6 hours and 28 minutes dafly during heavy viewing months through 1968, but dropped in the hours and 10 minutes.

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ELECTRONICS laboratories 277 BROAD

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STEREO
TAPES
FOR
CARS
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## The Season for Child Viewers

By OYNTHIA LOWRY work efforta to upgrade the- By next mason, NBC's morn-
NEW YORK (AP) - The past broadoasters is a resporase to the ing lineup will lean heavily on NEW YORK (AP) - The past which the seommercial one in criticism, vied to bring original "mean'ng. ful drama" to the adult audsence. Next seazon, it appears, will be the one in which they will share the
child viewers. Whatever the Whatever the." boen, at lenst by CRS and prand for-seven special pro- NBC a marked change in the grams, each an original with a type of shows seen by upwarda
sizeable budgot. CBS, which set of 15 million children up a "Children's Hour" as a age of is who watch televidion eort of son ob "CBs Playhouse". Saturkay mornings unnounced Mondry detills for three Saturday morning spe-
chals and there may even be one more if suitable original material can be found.
By now it is well entablished that Saturday morning on the networks is kiddy time. For a
considerable period, each of the three networka filled the hours with solid blocks of cartoonsmostly old short aubjects orig1. rally made for theatres and more recently with new eutimated programs.
The generally thoddy quality of those old. TV programs tor
chillien has been increantingly a matter of criticism. It to logical to presume that currem nel.
TV-Radio Sales and Servico

fantany. CBs will go in, as it has this meatan for comedy. Not ong ago, the oartoons that were run and rerun ware in that cate. gory euphemtetically called "atventure," but they were crituctiod for thetr violence. One saturdiay morning mat
March, an extimated 14 milion helevision riets were tuned to rtationses affilituted wth one or an "Archie" and NPCorkn, CBs's "The Flintatorves" were comp itg with ABC's "Fpiderman" That reproperte a lat of ctill. dren, even if there had been only one child watcharg each bet It adds up to an audience discovered long ago by manuloya, corcels, candy peunit butter and dairy producter:

Rubenstein Show
Set for Sept. 5
A so-minute NBC Nows pro-
sram exploring the life and art of the renowned planive Arthur Rubinutetn will be presenten Sept. 5

Rubunsten himmelt nurmite the program. "Arthur Rubien. reten," filmed at many locntions incluting Iarnet, Iren France Bpain and the Unitied Beates.


MINI-MOTORS

## GOLF <br> OPEN <br> FOR THE SEASON

DAY AND NIGHT

- Par 3
- DRIVING RANGE - MINIATURE GOLF GO CARTS

Tee Spoon Resfurant
Full Time Goits Provtemitenal
A1 Gayser, Pro
Golf 0 Tron
ExTr is trocn 1-a4
page two
MANCHESTER EVENANG HERALD, MANCHESTER, CONN., SATURDAY, JULY 5,1969


SUNDAY JU PROGRAM



MONDAY JU PROGRAM




James Franciscus in love with Genevieve Page in film, "Youngblood Hawke," Friday' 9 p.m. on CBS.

## David Frost Gets

## Merv Griffin Spot

NEW YORK - (NEA) - several interviews in England. David Frost, the laconic En- "Prince Chraries finds it dif-
ghishman with the antl-Estab- ficult to travel," he says. "So lishment accent, takes over the for a different reason, does Merv Griffin spot on the Group Joim Lennon., $90-$ minute talk show. There's nothing trite a bout apollo 11 uitt-oif the guents David has lined up An Incistive interviewer, Da
for his first week: Prince tor his first week: Prince vid believes in involving the
Charleas the newly invested audience: "For instance, if a Charlea the newly Anvested, audience: "For instance, if a
Prince of Wales; Ed Sulivan, Rex Harrison, who has never guest makes a statement and done a talk thow; Britain's says everyone is sading so, I
Frime Minditer Harold Wilmon want to ask the audience if they Prime Minister Harold Whison want to
and Mrn. Wilson, John Lennon, agree. and Mra. Wiison, John Lennon, agree.
the Rolling Stones, Goldn Mel. "TV is seetng things hapthe Rolling Stanes, Goldn Mel- "TV is weetng things hap-
or'and Monhe Dayan. The Little Theatre has been sparkiling. It's a quastion of redecorated for David's show, drawing people out and the with his name in rod and blue whole art is to listen. Actually, on a white marquee atudded in London, I bave had people with atars. Most of the ahowa relax so much during a chat
will be taped trom there. atwill be taped from there, at- that they have as much as suid,
though David has arready taped Lhsten, what r'm about to tell you, us just between us.' "


## Highlights

 TODAY:: "Smioking, A Dead-ly Habit," a report on the dan gers. 9 p.m. on Cre on the da gara. ${ }^{9}$ p.m. on Channel 18 . . "The Johnay Cuah Show," Bur1y sainte-Marke is a guest, 9:30-
10:30, p.m. on ABC.
sunbAY. suINDAY: "Lamp Dito My
Feet" Peto Fees, poto Seeger singe tolk
songa, 10-10:30 p.m. on OBS. "Take Her, She's MIne," fulm
conicty of a father vs, nis teenconicdy of a father va nis teenagn daughter, with James Stewart land Sandra Dee, 9-11 p.m.
NOONDAY: "Operation Breadbasket," study of a black sel-
help profect, $7: 30-8: 30 \mathrm{p} . \mathrm{m}$. on ABC "The Warren Years," so-minute review of Earl Warren'c impact on Supreme Cour $8: 30$ p.m. on Chunnel 24.
TV-Radio Salen and Service

## THURSDAY JU PROGRAM





4:00 8 紘


Cher (of Sonny and) on ABC's "This Is Tom Jones," Thursday 9-




(8) Truth or Consequenees (o)




8:30 (c)









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## FRIDAY JU PROGRAM



