

Videotown Survey Finds Trend to Viewing Sanity

Cunningham & Walsh, the advertising agency, has published a report on the first decade of television in that medium and a terribly average community which it calls Videotown and which its inhabitants call New Earth.

It's heartening to note that the trend, after 10 years, is toward less and less electricity and away from hysteria. In 1948, when Cunningham & Walsh established the "Videotown" laboratory, we found excitement about this new medium, television, rampant at fever pitch. Interest was so intense in every home with a television set that it could be compared only with reaction to a world-shaking event.

Today, Videotown is much more matter of fact about TV. This has had a healthy effect on the activities of people there. For instance, the excitement of visiting went up sharply in the early days when practically no one had TV sets. In other words, you went visiting to look at someone else's TV set.

Radio-TV Programs

KFAR, Nebraska's largest, affiliated The Journal-The Star clear channel, 50,000 watts. NBC programs. Programs are furnished by stations and are subject to change by stations.

KMTV Channel 7 WOLVT Channel 10 KLIN Channel 11 KLIN 1216 KLIN 1215

Sunday

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Table with 4 columns: Time, Station, Program Name, and Location. Includes programs like 'The News', 'The Sportsman', 'The Music Show'.

Television And Radio

By John Crosby

ner and dancing rose in both '56 and '57. "People have begun to return to a more active rather than a passive role for some of their leisure time activities," say the researchers. This is good news for the people who syndicate TV shows of other people's making.

The thickness of the public is best illustrated by the movie attendance figures in Videotown. When people first got the sets, movie-going fell by 77 per cent. By 1953 the trend had reversed and in 1955 moviegoing, while still up off, was at least about pre-TV days. Then in 1956 when old and fairly new movies were released by the hundreds to TV, moviegoing plummeted again.

Magazine reading and reading in general have both been hard hit by television and still are. Although the news is some improvement. Newspaper reading was never affected much and still isn't by TV. Newspaper circulation has steadily risen (probably proportionate to population rises) and the amount of time the individual spends reading his paper remains steady with a matter of a few minutes over the years.

Radio listening, of course, was devastated in the early years. The percentage of evening listeners dropping from 60 per cent to 5 per cent but it has bounced back to 40 per cent.

All these slight increases in visiting, moviegoing, reading, radio listening, had to be made up by a decrease in average viewing time—and they were. But it was slight. New Brunswick people had theorized that all of this would mean a lot of evening hours looking at television—7½ hours for children, 9½ for teenagers, thirteen hours for husbands, fourteen for wives. "It would seem that a peak has been reached in the number of hours the average individual in each category spends in front of the TV set, and that from now on there will be small changes (up and down) from year to year. It would take a major change in programming to upset this trend."

McNeill Says Credit Due Midwest

NEW YORK (UP) — Don McNeill is a performer who has roots in the Midwest. He also roots for it.

For 24 years McNeill has emceed radio's "Breakfast Club," a one-hour klatch that ABC beams out of Chicago.

"I'm a Windy City man from way back," said McNeill on a recent visit to Manhattan. "I don't think there's any doubt that one of the big reasons for the success of 'Breakfast Club' is that we've kept it in Chicago."

McNeill, born in Galena, Ill., and raised in Sheboygan, Wis., launched the "Breakfast Club" on Oct. 21, 1933, more than a thousand breakfasts ago. The show, a mixture of music and chatter, has helped launch such future stars as Johnny Desmond, Flibber McGee and Molly, The Merry Macs, Johnny Johnston, Betty Johnson, Alice Long and Fran Allgood.

Program Top Authorities Appear on 'Missile Men'

Sunday Music

Albert Schweitzer, famed organist, author and medical missionary, will be featured on the Classical Hours from 8 to 11 p.m. over KLMs. Highlights include recordings of Schweitzer playing compositions by Johann Sebastian Bach and a recorded interview with Schweitzer.

Documentary "War in Spain," story of the rise of Generalissimo Franco and of the Spanish Civil War, including Communist powers at a festing group for World War II, will be chapter 19 in "The Twentieth Century" series at 5:30 p.m. over WOW-TV.

Public Affairs Three top authorities on the nation's missile effort from the Army, Navy and Air Force, including Lt. Gen. James M. Gavin, will

participate in "Missile Men" over KMTV at 3 p.m.

"What About Discipline?" will be discussed by University High students on Teen Talk over KOLN-TV at 12 noon.

Students from the Foreign Language department at Lincoln High School will discuss "Why Study Foreign Languages?" on the Voice of the Young Citizens at 6:30 p.m. over KFOP.

Dr. Vanover Bush, noted electrical engineer, administrator and role in the international competition for science leadership on "Wisdom" over KMTV at 1:30 p.m.

Leo Clinch of Burwell, executive secretary of the Nebraska State School Boards Assn., will discuss school restructuring over KOLN-TV at 11:30 a.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Program Top Authorities Appear on 'Missile Men'

Sunday Music

Albert Schweitzer, famed organist, author and medical missionary, will be featured on the Classical Hours from 8 to 11 p.m. over KLMs. Highlights include recordings of Schweitzer playing compositions by Johann Sebastian Bach and a recorded interview with Schweitzer.

Documentary "War in Spain," story of the rise of Generalissimo Franco and of the Spanish Civil War, including Communist powers at a festing group for World War II, will be chapter 19 in "The Twentieth Century" series at 5:30 p.m. over WOW-TV.

Public Affairs Three top authorities on the nation's missile effort from the Army, Navy and Air Force, including Lt. Gen. James M. Gavin, will

participate in "Missile Men" over KMTV at 3 p.m.

"What About Discipline?" will be discussed by University High students on Teen Talk over KOLN-TV at 12 noon.

Students from the Foreign Language department at Lincoln High School will discuss "Why Study Foreign Languages?" on the Voice of the Young Citizens at 6:30 p.m. over KFOP.

Dr. Vanover Bush, noted electrical engineer, administrator and role in the international competition for science leadership on "Wisdom" over KMTV at 1:30 p.m.

Leo Clinch of Burwell, executive secretary of the Nebraska State School Boards Assn., will discuss school restructuring over KOLN-TV at 11:30 a.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Program Top Authorities Appear on 'Missile Men'

Sunday Music

Albert Schweitzer, famed organist, author and medical missionary, will be featured on the Classical Hours from 8 to 11 p.m. over KLMs. Highlights include recordings of Schweitzer playing compositions by Johann Sebastian Bach and a recorded interview with Schweitzer.

Documentary "War in Spain," story of the rise of Generalissimo Franco and of the Spanish Civil War, including Communist powers at a festing group for World War II, will be chapter 19 in "The Twentieth Century" series at 5:30 p.m. over WOW-TV.

Public Affairs Three top authorities on the nation's missile effort from the Army, Navy and Air Force, including Lt. Gen. James M. Gavin, will

participate in "Missile Men" over KMTV at 3 p.m.

"What About Discipline?" will be discussed by University High students on Teen Talk over KOLN-TV at 12 noon.

Students from the Foreign Language department at Lincoln High School will discuss "Why Study Foreign Languages?" on the Voice of the Young Citizens at 6:30 p.m. over KFOP.

Dr. Vanover Bush, noted electrical engineer, administrator and role in the international competition for science leadership on "Wisdom" over KMTV at 1:30 p.m.

Leo Clinch of Burwell, executive secretary of the Nebraska State School Boards Assn., will discuss school restructuring over KOLN-TV at 11:30 a.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Program Top Authorities Appear on 'Missile Men'

Sunday Music

Albert Schweitzer, famed organist, author and medical missionary, will be featured on the Classical Hours from 8 to 11 p.m. over KLMs. Highlights include recordings of Schweitzer playing compositions by Johann Sebastian Bach and a recorded interview with Schweitzer.

Documentary "War in Spain," story of the rise of Generalissimo Franco and of the Spanish Civil War, including Communist powers at a festing group for World War II, will be chapter 19 in "The Twentieth Century" series at 5:30 p.m. over WOW-TV.

Public Affairs Three top authorities on the nation's missile effort from the Army, Navy and Air Force, including Lt. Gen. James M. Gavin, will

participate in "Missile Men" over KMTV at 3 p.m.

"What About Discipline?" will be discussed by University High students on Teen Talk over KOLN-TV at 12 noon.

Students from the Foreign Language department at Lincoln High School will discuss "Why Study Foreign Languages?" on the Voice of the Young Citizens at 6:30 p.m. over KFOP.

Dr. Vanover Bush, noted electrical engineer, administrator and role in the international competition for science leadership on "Wisdom" over KMTV at 1:30 p.m.

Leo Clinch of Burwell, executive secretary of the Nebraska State School Boards Assn., will discuss school restructuring over KOLN-TV at 11:30 a.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Program Top Authorities Appear on 'Missile Men'

Sunday Music

Albert Schweitzer, famed organist, author and medical missionary, will be featured on the Classical Hours from 8 to 11 p.m. over KLMs. Highlights include recordings of Schweitzer playing compositions by Johann Sebastian Bach and a recorded interview with Schweitzer.

Documentary "War in Spain," story of the rise of Generalissimo Franco and of the Spanish Civil War, including Communist powers at a festing group for World War II, will be chapter 19 in "The Twentieth Century" series at 5:30 p.m. over WOW-TV.

Public Affairs Three top authorities on the nation's missile effort from the Army, Navy and Air Force, including Lt. Gen. James M. Gavin, will

participate in "Missile Men" over KMTV at 3 p.m.

"What About Discipline?" will be discussed by University High students on Teen Talk over KOLN-TV at 12 noon.

Students from the Foreign Language department at Lincoln High School will discuss "Why Study Foreign Languages?" on the Voice of the Young Citizens at 6:30 p.m. over KFOP.

Dr. Vanover Bush, noted electrical engineer, administrator and role in the international competition for science leadership on "Wisdom" over KMTV at 1:30 p.m.

Leo Clinch of Burwell, executive secretary of the Nebraska State School Boards Assn., will discuss school restructuring over KOLN-TV at 11:30 a.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Highlights of each day's stock market and business developments are presented each week day at 6:25 p.m. over KFAR.

On the fifth anniversary of his inauguration, President Dwight D. Eisenhower addresses 15,000 guests at 43 Republican clubs in 27 states over KMTV at 9:30 p.m.

Public Affairs "San Luis Rey," on Love That Jill over KEVY at 9:30 p.m.

Automobile Insurance advertisement for KFOR, featuring '1300' and 'END INSURANCE CO. 1138 P St. 2-3241'.

Advertisement for 'Belton HEARING GLASSES' and 'SONOTONE' hearing aids, including contact information for 707 Federal Securities Bldg.

Advertisement for 'Spectacon' eyeglasses, featuring 'The Hard of Hearing' and 'A Great Advance'.