



Lincoln, Nebraska

Vol. 32, No. 10

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Tuesday, October 1, 1957

## University Radio Plans Innovation

Plans are being made to expand the audience of radio KNUS.

"Up to now the radio audience has been confined chiefly to those who live in the dorms but has subscribed to Program Service beginning Oct. 15. This will expand its audience from a present total of about 300 to a total of about 5,600," Pete Laughlin, a staff member, said.

Program Service is offered to subscribers who want background music or popular music. Most of

its customers are local stores, however. Most fraternities and sororities also subscribe.

Two other factors will enlarge the radio audience. The Agriculture College has built new dormitories for married students and have wired them to receive KNUS. The second factor is that the programs have been scheduled for two hours later than in the past.

"We should be able to get more listeners this year than we did in the past. We begin broadcasting when most of the classes are out. More kids can hear us now," Laughlin said.

A new feature which will be emphasized on the station is the "New Sound." Disc jockeys will limit the amount of talking which they do on the programs, and singing commercials and singing weather will be used.

"As far as I know we're the only station west of Omaha which has the "New Sound," Pete Laughlin added.

The "New Sound" is not only an innovation on this campus, but no other college station in the nation has used it before.

The station breaks will feature campus celebrities such as Miss Nebraska.

### KNUS

Tuesday

4:00 Spins and Needles.  
4:55 KNUS Radio News.  
5:00 Spins and Needles.  
5:30 Five Star Deadlines.  
6:00 Eventide.  
6:55 KNUS Radio News.  
7:00 Sports Picture.  
7:15 Campus Record Room.  
7:55 KNUS Radio News.  
8:00 Campus Record Room.  
8:55 KNUS Radio News.  
9:00 Campus Record News.  
9:45 Final Report of the Day.  
10:00 Sign off.



## Lincoln Community Concert

A non-profit organization to be known as the Lincoln Community Concert Association has recently been formed by Lincoln citizens. The purpose of this organization will be to bring the world's finest musicians and musical ensembles to Lincoln for a price much lower than one would ordinarily pay.

Three University of Nebraska students who are going to assist in handling the ticket sales on

campus for the concerts are, from left to right: Morgan Holmes, assistant chairman of the University division, Marilyn Heck, chairman of the University division, and Sally Downs, one of the 60 student salesmen who will canvass the campus. Students will be able to obtain tickets from these salesmen for \$1. A more detailed story concerning the five performances this season will be carried in tomorrow's Nebraskan.

## AUF To Begin Fall Drive November 5

The All University Fund drive will be held from November 5 through November 19, according to Art Weaver, AUF president.

Dates for the drive were erroneously printed in the Daily Nebraskan.

## Safety Program Installed

University instructors will give instruction to city officials in a safety engineering program.

The instructions for departmental heads and city employees are part of a city effort to reduce compensation insurance losses.

City Co-ordinator James Mallon informed the City Council that Lincoln has had no safety program for 15 years. The program will include instructions for departmental heads and city employees to be given by University instructors.

The six-week courses, including some two mornings each week, will handle about 25 employees each session.

Curtis Elliott, professor insurance, told the Council in a letter that "the program will more than pay its cost in the future in lower insurance rates."

Mallon, City Atty. Jack Pace and other city officials are now investigating proposals for a revised workmen's compensation insurance plan in Lincoln.

### PR Smoker Postponed

The annual smoker of Co P-2 of the National Society of Pershing Rifles has been postponed because of difficulty in securing the film, "The Highest Ideals".

The smoker will be held in the Military and Naval Sciences building Thursday at 7:30 p.m. In addition to the movie, there will be free cigars and cigarettes and free refreshments.

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Wilson Hall was established a year later in honor of Mrs. Emma Parks Wilson, first dean of women for the University.

Women's residences in those days included Conkling Hall, Love Memorial Hall, Terrace Hall, Howard Hall, Rose Bouton Hall, Rundell Hall, Wilson Hall, Loomis Bagley, and Amrika Halls, Towne Club and Hesperians.

Men had Dorms B and C, Brown Palace, Cornhusker Co-op and Pioneer Co-op.

Their selection of MB's was based on scholarship, personality and activities. Thirty girls were chosen from the junior class by a vote of all senior women. Mortar Boards then chose the girls (five to 20 girls) each year to be

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