

boob tube BONANZA

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Cable television, Channel 9 in Lincoln, has three oldie series: *Ozzie and Harriet*, the original *Popeye* cartoons and the *Little Rascals*.

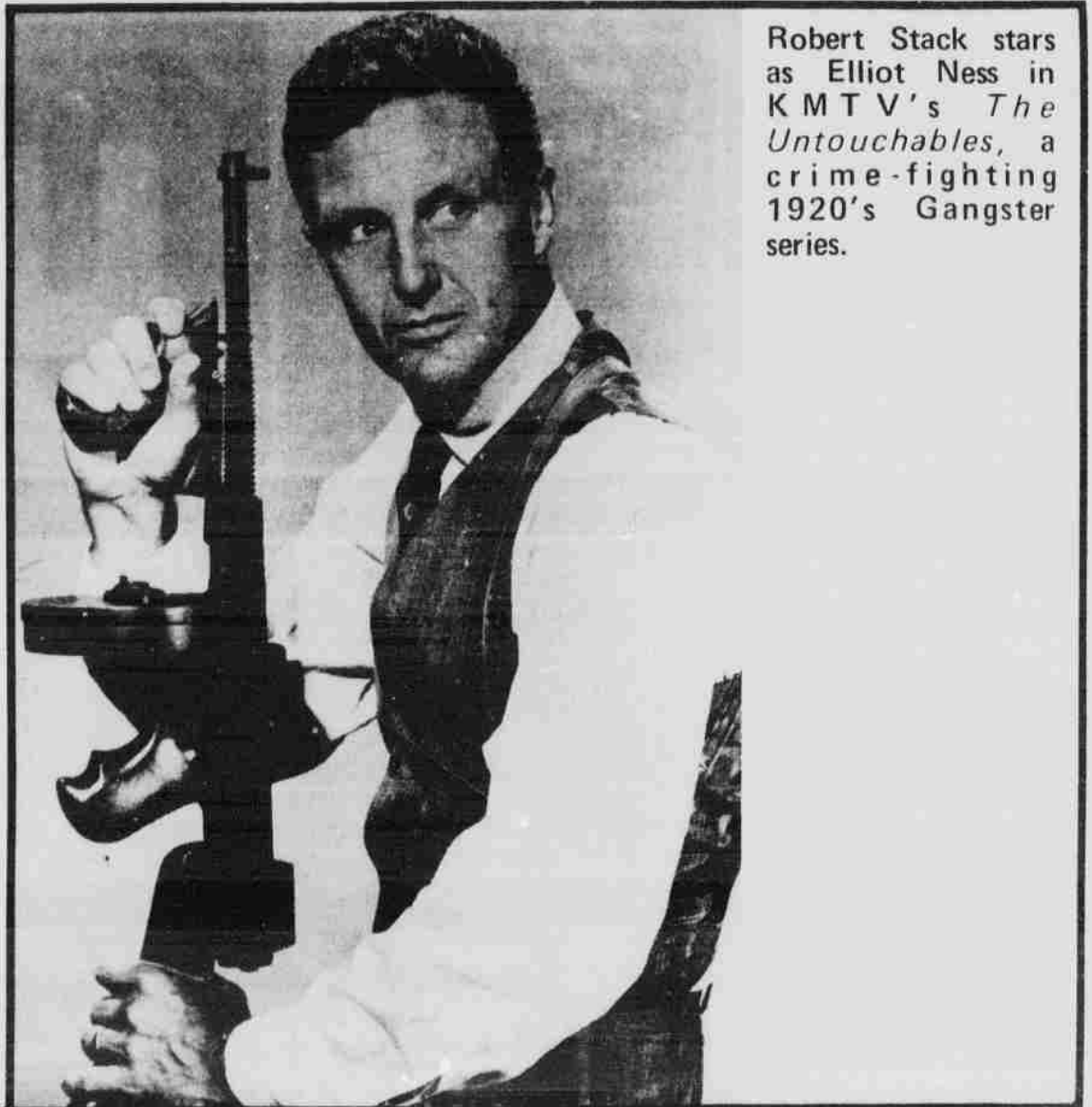
One of the *Little Rascals* is now living in Lincoln. Lincoln businessman Bernie Hardesty played Baby Wheeler in the series.

Cable television also airs old-time movies, featuring Errol Flynn, Humphrey Bogart, Edward G. Robinson, John Garfield, James Cagney and Peter Lorre.

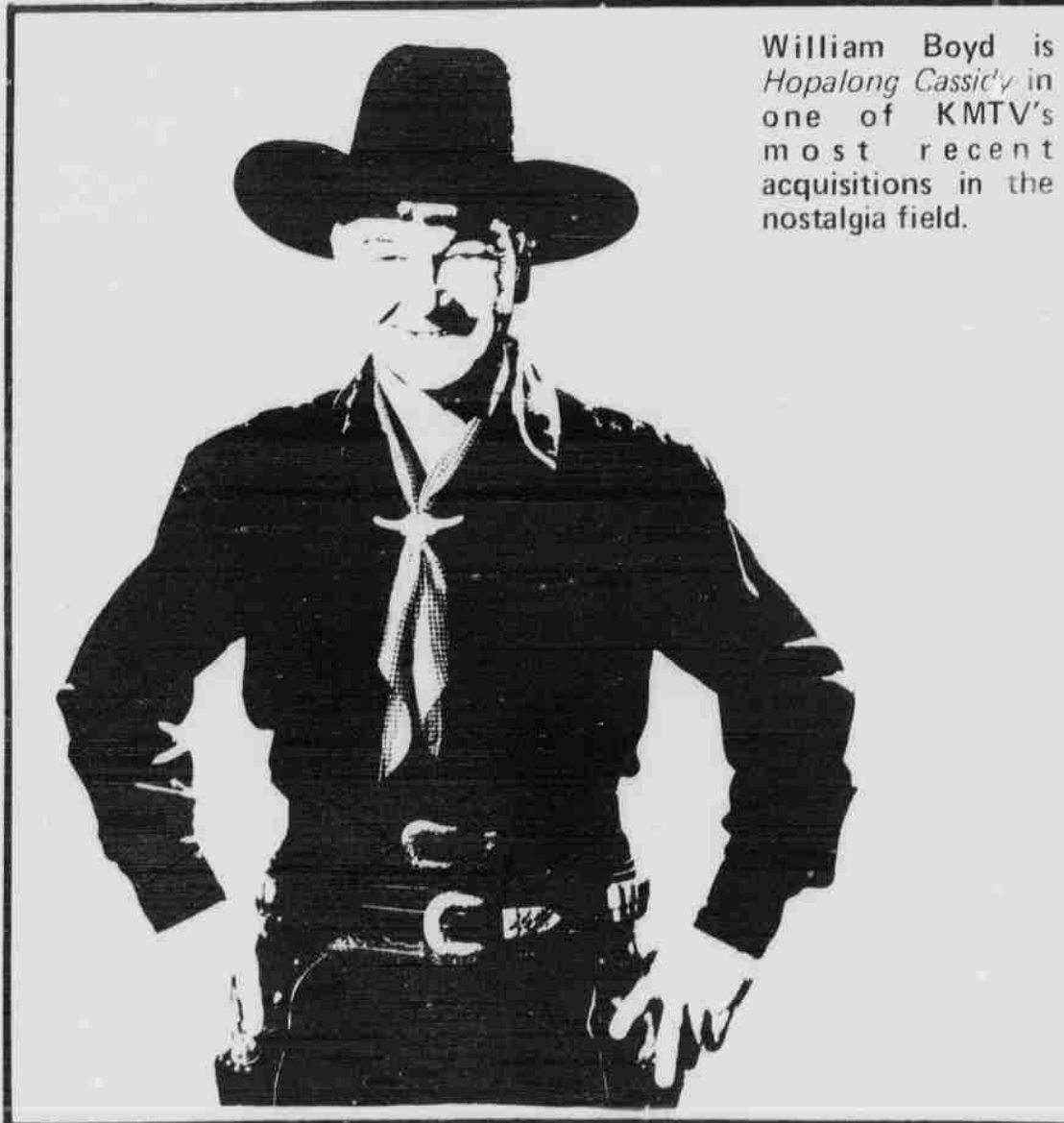
Radio was not about to miss the nostalgia fling. Omaha station KLNG (1490) broadcasts *The Shadow*, *Gangbusters*, *Fibber McGee and Molly* and *The Lone Ranger* in a two hour segment at 5 p.m. every Sunday.

KLNG program director Jim Peterson said that the station has received more response to these four series than on anything they've done all year long. "It's camp for younger folks, and nostalgia for older listeners," he said.

According to Richard Bates, program director for Cable Television, the nostalgic trend has been the station's big selling point this year. Bates said that the reason for the popularity of television



Robert Stack stars as Elliot Ness in KMTV's *The Untouchables*, a crime-fighting 1920's Gangster series.



William Boyd is *Hopalong Cassidy* in one of KMTV's most recent acquisitions in the nostalgia field.

nostalgia is that the viewing audiences miss the "good old days."

"Scary things like the prices going up and growing older have made the public remember those days when they felt safe and secure," Bates said.

According to Bates, surveys have shown that cable television's audience is large in this area.

Bates said that one television station in the Minneapolis area has devoted its entire programming to nostalgic broadcasts, even using vintage commercials.

Program Director of KMTV, Joe Baker said that the Omaha station was the third market in the United States to obtain *Hopalong*. The first two being Los Angeles and Fresno, California.

As for KMTV's buying of *The Untouchables*, Baker said that the purchase was influenced by the success of *The Godfather*.

Baker said that KMTV is considering continuing the older series in the future.

Judging from the success the nostalgic trend has been receiving not only in Lincoln and Omaha, but nationwide, more and more television stations will be planning to fill holes in their programming schedules with old-time television shows.

And for those whose minds are still uncluttered enough to sit back and recall their youth, it will be ecstasy tripping down memory lane.