



Television No Longer Holding Owners Glued To Sets, Survey Reveals

By WILLIAM EWALD
United Press Correspondent
New York—(U.P.)—This nation, once transfixed by the comely eye on TV, is beginning to shake itself loose.

Television viewing is high, but it is no longer on the increase. We are becoming more selective in our viewing. We're getting out of the house more often for personal visits, dinners, dancing, club meetings and sports events. Radio listening is slowly climbing back, particularly during the morning and afternoon.

Sets Increase

Those are some of the conclusions in Cunningham and Walsh's latest survey on TV set usage, the ninth such report in a continuous yearly series. The survey is based on one test town, New Brunswick, N. J., population about 40,000, an independent self-contained market supported by local industry and surrounding agriculture.

When Cunningham and Walsh launched their first New Brunswick study in 1948, there were only 208 sets in town. The latest report shows a 91 per cent saturation in set ownership. "By now," says the report, "new set owners have practically decreased and sales depend upon

replacements and the newlywed market."

But though the number of sets in use has boomed, the number of watching hours has fallen off. Last year, the report showed the average person watching TV more than 13 weekly evening hours each week.

In the latest survey, that figure has dipped to "a little over 11 hours."

Movie-Going Drops

The decrease is general, "regardless of sex, age and length of TV ownership." Strangely enough, however, those who have owned their sets the longest, continue the most ardent viewers—homes which had TV before 1954, for example, have their sets tuned in for about 50 minutes more on an average weekday evening than the new TV homes.

Weekly movie-going in New Brunswick, after gaining the past two years, dropped a bit in the new report. Magazine reading on weekday evening among housewives dropped; men, however, read a bit more.

"Newspaper reading, never materially affected by television," says the report, "has maintained its high level."

On The Side

By E. V. Durling
(Distributed by King Features Syndicate, Inc.)

Rotterdam—In an air raid by the Germans in May 1940 much of Rotterdam was reduced to ashes. Totally destroyed were 25,000 houses, 2,000 factories and warehouses and 2,400 shops. Then during the German occupation the allies made 125 air raids on the city. In 1944 when the Germans saw that the allies were certain to take Rotterdam they rendered the port useless. As soon as the war was over the Dutch went to work rebuilding and today Rotterdam is the greatest and most important port in Europe and the third in that respect in the world. An outstanding reminder of Dutch courage, determination and efficiency.

place of that name. The inspiration of its name is the fact that a stork is depicted in the coat-of-arms of the city of The Hague. The full name of Rembrandt was Rembrandt Harmensz Van Ryn.

Sales Mediums

One of the most effective sales mediums for a small shop is an artistic window display. This is something at which the Dutch shopkeepers excel. In no place in the world is window shopping more interesting. The hereditary artistic talent of the Dutch is also packaging. It would be very much worth while for many American shopkeepers and manufacturers to make a special trip to Holland to study the art of Dutch window display and packaging.

Please Note

There is a luxuriously appointed motel on the outskirts of The Hague. It is constructed and operated along American lines. So far there are no super markets in this city. The small shop dominates the retailing scene. At night and on Sundays practically all shops are closed. The Hollanders favorite place is his home and he rarely leaves it after dark.

Cigars At Sea

The Havana cigars sold in the Netherlands are especially good. Even those of the same brand are better here than in New York. As any expert on the subject will tell you a sea voyage improves a Havana cigar. Holland is a country largely built over the sea. So the Havana cigars in the shops in The Hague, Amsterdam and Rotterdam are practically at sea all the time.

Shorter Life From Atomic Radiation Seen for Nevadans

Pasadena, Calif. — (U.P.) — Dr. Linus Pauling, a Nobel prize winning chemist, says that the life expectancy of some Nevada residents may have been shortened by three months by radiation from A-tests in their state.

The California Institute of Technology scientist quoted an Atomic Energy commission report to that effect as he joined 10 fellow faculty members in support of Adlai Stevenson's proposal to seek an end to H-bomb tests.

"How many Americans are we willing to sacrifice to carry out the bomb tests?" he said. "I'm sure that both the United States and Russia have enough bombs to destroy the earth. Why should we want to continue to make them?"

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Education Official Addresses Chamber Roundtable Group

David C. Guhl, Connellsville, Pa., president of the national department of classroom teachers, National Education association, spoke on "Better Schools Mean Better Business" at the Jackson County Chamber of Commerce Roundtable yesterday noon at the Jackson hotel.

Guhl is on a year's leave of absence from his teaching duties attempting to stimulate civic interest in education needs across the nation.

Basic Consideration

He stated that schools today are "big business" and are the basic consideration for the people of America in gaining any "good thing" they want.

"I have seen several similar characteristics in all people during my visits," he said, "which is their determination to face the problems that confront schools today."

Guhl said that because of the depression, World War II and the Korean War the needs of education were neglected. He also blamed the government for its failure to face up to "school problems" by letting partisan politics kill the Kelly bill for federal aid to education.

Different Attitude

However, he added, there has been a more constructive attitude in local communities. There are places where school buildings are as they should be—showplaces of the community, according to Guhl. But, he said, there are not enough of them.

Guhl pointed out that the school population is growing beyond its proportionate share with the rest of the population. He also praised communities for their "determined efforts" to supply classroom teachers.

There is no shortage of capable teachers, Guhl declared, but only a shortage of finding capable teachers who will teach for the considerations they are offered. Industry and business should not bemoan the lack of qualified teachers, he pointed out, when it is their inducements that drive them from education.

Suggests Salaries

Salaries that should be offered, he said, are \$4,500 for inexperienced teacher and \$10,000 for experienced ones. "Education must match the offers of industry and business," Guhl said, "it is the only answer for the problem of teachers."

He commented that a college graduate faces the possibility of sacrificing from \$1,000 to \$3,500 his first year at work if he chooses teaching instead of a job in business.

Guhl concluded that he has been "terrifically heartened" by the determination of Americans to solve education problems.

Some Natural Radiation
Referring to a National Academy of Sciences report to President Eisenhower earlier this year, Pauling said that the academy estimated that a human being would receive natural background radiation of about 42 reentgens in the first 30 years of life.

The report recommended that the people of the United States should receive no more than 10 reentgens from man-made radioactivity in that time, the scientist said.

Yet, Pauling warned, an AEC report declares that some Nevada residents living in small towns near the testing site have "already received an average of five reentgens from the atom-bomb tests so far."

"Even five reentgens decreases an individual's life expectancy by three months," he said.

Sees Mental Effects

Warning of the possible effects of radiation on humans, Pauling said that fallout from bombs can result in physical and mental damage and speed up the aging process.

"No doubt scientists will find a correlation between mental disease and radiation when such a study is made of survivors of Hiroshima and Nagasaki," he said.

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