

A Movie Reviewer Talks Back

How Do Critics Judge Films?

By WALLACE WIKOFF (State Journal Staff Writer) Wisconsin State Journal readers, following the movie reviews in this paper, often have asked, "Just what do you look for when you judge a movie, and does the free press influence your opinion?"

Answering the last part first, definitely not. If such were the case, the movies would far much better in our reviews.

In justice to the theater managers of Madison, too, not one of them attempted to influence our criticism.

A good reporter can write an unbiased story about anything. He can laud Truman's personal magnetism even though he is a Republican; he can write eloquently about a Catholic service even though he is Protestant. Similarly, he can report fairly on a movie even though he is a good friend of the manager.

And, incredible as it may seem to some, reviewing a movie can be a chore, if the film is boring enough.

Now, to answer "what do you look for?"

This writer believes that a conscientious reviewer should consider the audience level—a level that vacillates with the type of film.

For example, adults strongly endorsed the film, "Home of the Brave," a frank discussion of the racial problem, and backed up this reviewer's praise of the film. But the teen-aged baby sitter employed by us that night thought it was "lousy." The answer: it was not meant to be a film for youngsters.

Most of us who review Abbott and Costello or westerners personally would prefer staying home with a gin rummy game. But we try to remember how we evaluated those movies before we had to worry about income taxes and falling teeth.

Moreover, The Journal tries to send a reviewer who thinks he or she will like the picture on the sound theory that most people attend the movies they think they'll enjoy. Whether they do or not is the foundation of their own opinion.

The Journal's reviews have been streamlined into a familiar pattern for simplicity and brevity. They touch upon the feature's high points and low points and conclude with a "verdict."

Thus, a reader can preview a current movie quickly without wading through a profound essay that tells you everything about the movie except whether it's worth seeing or not.

An occupational disease of any type of critic is that he becomes too critical. Thus, the Journal likes to scatter its reviewing jobs among four or five different staff members.

This also saves one person from developing callouses on his adjectives and from seeing the same newsreel three, or four times on different programs.

And were we to appraise the 1949 crop of films coming from Hollywood studios, our verdict would be:

'Twas a lean year.

Uncle Ray's Corner

Kipling Suffered in Silence

A small boy of English descent took a walk in India one day. He was only 4 years old, but he knew his way to the school in Bombay where his father was an art teacher.



There was a small boy in Bombay who once from a hen ran away



Suddenly a large hen came from the side of the road, and sprang at him. Perhaps he had walked too close to the nest which the hen was covering, but whatever the cause—the lad was frightened and ran as fast as he could. Reaching the school, he sobbed out the story.

Verse Described Event John Kipling, his father, decided to try to make his son laugh at the event. So he made up this little verse:

"There was a small boy in Bombay  
Who once from a hen ran away."

"When they said, 'You're a baby,'  
He replied, 'Well I may be,  
But I don't like these hens of Bombay.'"

Soon little Rudyard Kipling was laughing about what had happened. After he grew to manhood, he remarked, "I have thought well of hens' ever since."

Five Years in India Rudyard Kipling lived in India during the first 5 years of his life. During that period he was under the care, at times, of native women who told him many stories about after that. The captain's wife was at Southsea.

These stories made a deep impression on him. In 1871, Mr. and Mrs. Kipling took the boy to England so he could go to school there. He was placed in the home of an old sea captain, who promised to treat him well.

The captain was as good as his word. Often, after school was out for the day, he took Rudyard on walks and told him stories about life at sea. One day he showed him an interesting vessel at the wharf, a vessel, which had just come back from a trip to the Frigid Zone.

It was a sad day for Rudyard when his good friend, the captain, died. His life at the English town and this did a great deal to make it possible to bear his later years who told him many stories about after that. The captain's wife was at Southsea.

One helpful thing was his interest in books. Whenever he had a little free time, he would read, and this did a great deal to make it possible to bear his later years who told him many stories about after that. The captain's wife was at Southsea.

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Special Events

12:45 p. m.—Mme. Chiang Kai-shek (WIBA): delivers "important message" on eve of departure from U. S.

Religion

8 a. m.—Revival Hour (WISC): "Christ, the High Priest."

9 a. m.—Church of the Air (WBBM): Bishop D. H. Tippett, San Francisco Methodist, on "The Heroism of Going On," National Radio Pulpit (WMAQ): "When Hearts Beat Faster."

10 a. m.—First Unitarian Society (WIBA): Fred I. Cairns on "Reasons for Religion." Ave Maria Hour (WISC): "St. Paschal Baylon." Voice of Prophecy (WLS): "The Bible Question Box."

10:15 a. m.—Sacred Heart (WFOV): "The Sick Room."

11 a. m.—First University Methodist Church (WISC): "Religion More Than Man's Search." Christ Presbyterian Church (WKOW): Dr. Roy W. Zimmerman on "On Frustrated Hopes."

5 p. m.—Catholic Hour (WMAQ): "The Eternal Christ Through the Centuries."

Discussion

10 a. m.—Sen. McCarthy (WFOV): Wisconsin Republican reports from Washington.

10:30 a. m.—Reviewing Stand (WGN): "Selling Your Ideas on the Job."

12:45 p. m.—Americans, Speak Up (WKOW): N. W. Shefferman reports on British Socialism.

2:30 p. m.—American Forum (WIBA): Sens. Robert A. Taft (R-O.) and Paul H. Douglas (D-IL) on Pres. Truman's "State of the Union" message.

Documentary

3 p. m.—Living 1950 (WIBA): man and his relationship to nature.

Drama

10:30 a. m.—A Story for You (WFOV): "Escape from Fear."

1 p. m.—NBC Theater (WMAQ): "Manhattan Transfer," by John Dos Passos.

2:15 p. m.—Voice of the Army (WFOV): Peggy Ann Garner in "This Younger Generation."

3:30 p. m.—Proudly We Hall (WFOV): Arlene Dahl in "Objections Sustained."

4:30 p. m.—Greatest Story (WISC): "Woman of Samaria."

5 p. m.—Family Hour (WBBM): Irene Dunne in "Eliza," story of frontier life in Pacific Northwest.

6:30 p. m.—Amos 'n' Andy (WBBM): Abigail Simpson takes Andy to court.

7:30 p. m.—Theater Guild (WIBA): "The Scarlet Pimpernel," with Rex Harrison, Lilli Palmer, and Francis Sullivan.

8 p. m.—Meet Corliss Archer (WBBM): Dexter seeks advice on women from Mr. Archer.

Classified Highlights of Today's Radio Schedules

Table with columns for radio stations (WIBA, WISC, WKOW, WKBW, WBBM, WCNR-WLS, WGN, WMAQ) and their respective programs for Sunday.

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Sunday's Crossword Puzzle

Crossword puzzle grid with numbers 1-164 and corresponding clues for horizontal and vertical words.

Solution to the crossword puzzle, listing words and their corresponding grid numbers.

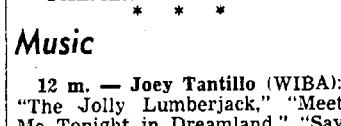


DOUGLAS TAFT

Variety 6 p. m.—Jack Benny (WBBM): with Rosalind Russell, Gene Kelly, Mike Romanoff.

7 p. m.—Charlie McCarthy (WBBM): and Danny Kaye.

8:15 p. m.—Here's to Veterans (WFOV): Jack Carson.



PALMER HARRISON

Music 12 m.—Joey Tantiello (WIBA): "The Jolly Lumberjack."

1 p. m.—NBC Symphony (WIBA): Guido Cantelli, conductor; "Symphony No. 29," Mozart; "Mathis der Maler," Hindemith.

2 p. m.—N. Y. Philharmonic-Symphony (WBBM): Dimitri Mitropoulos, conductor; Rudolf Serkin, pianist; "Spring" Symphony, Schumann; "Curtain Raiser to an American Play," Pickett; "Piano Concerto No. 4," Beethoven.

4:30 p. m.—Harvest of Stars (WIBA): James Melton, Etna Berger; "Falling in Love With Love," "La Zingarella," "Carry Me Back to the Lone Prairie," "A Pretty Girl Is Like a Melody," "Oh, Beloved Paris," "The Lost Chord."

5 p. m.—University Band (WIBA): "King Henry March," "Mexican Hat Dance," "The Southerner," "Miami," Cardinal officials, guest speakers.

7:30 p. m.—Enchanted Hour (WKOW): "Through the Years," Chopin "Etude in C-Sharp Minor."

8:30 p. m.—Familiar Music (WIBA): "All the Things You Are," "Why Was I Born?," "Diane," "L'Orgie," "Tonight We Love."

9 p. m.—Contented Hour (WBBM): Frances Langford and Bob Carroll.

9:30 p. m.—Bob Crosby (WIBA): and Kay Armen; "I've Got a Lovely Bunch of Coccocorns," "Hop-Scotch Polka," "A Dreamer's Holiday."

Sports 4 p. m.—Golf (WIBA): Los Angeles Open.

Quiz 2:30 p. m.—Quiz Kids (WIBA): Joel Kupperman, Lonny Lunde, Pat Conlon, and Brenda Liebling meet Profs. George Kish, Leo Goldberg, Harry C. Carver, and Frank L. Huntley at University of Michigan.

4 p. m.—Earn Your Vacation (WBBM): teachers' quiz returns.

4:30 p. m.—Strike It Rich (WBBM): Warren Hull's show comes back.

5:30 p. m.—Hollywood Calling (WIBA): Ida Lupino, guest.

8:30 p. m.—Chance of a Lifetime (WISC): visits Chicago.

8 p. m.—Music Records Band (WIBA): "The Jolly Lumberjack," "Meet Me Tonight in Dreamland," "Say Si," "Adolfina Waltz," "Bye, Bye, Baby."

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Advertisement for Wurlitzer pianos, featuring the text 'Today more people buy Wurlitzer pianos than those of any other name' and 'SAVE \$110 on the piano illustrated during our January CLEARANCE SALE'.

Advertisement for Special Marimba Lesson Plan, stating '\$99.95 includes price of marimba and 5 lessons from the Dorothy Jorgenson Studios, located in the Forbes-Meagher building. Or, use our special rental-lesson plan.'

Advertisement for Hammond Organ, featuring the text 'Special Marimba Lesson Plan \$99.95 includes price of marimba and 5 lessons from the Dorothy Jorgenson Studios, located in the Forbes-Meagher building. Or, use our special rental-lesson plan.' and 'Learn to play the HAMMOND ORGAN'.

Advertisement for Campus Record Shop, featuring the text 'After Christmas Specials! Special group of single records. 39c. Special group of albums reduced.' and 'Campus Record Shop 649 State St. 6-0817'.

Advertisement for Photo Finishing, featuring the text 'Photo Finishing Cameras and Supplies UNIVERSITY PHOTO SHOP 648 State Street Phone 5-3784'.

Advertisement for The Prescription Pharmacy, Inc., featuring the text 'The Prescription Pharmacy, Inc. 26 S. Carroll St., Madison, Wis. Phone 7-2259 or 7-2250'.