

The Listener Talks Back

What Is Godfrey's Secret?

By WILLIAM L. DODD

(State Journal Radio Editor)

For the past few weeks, I have listened frequently to Arthur Godfrey, trying to figure out what his pull is. His speaking voice is on the grating side. He can't sing for sour apples, but probably would if he thought his audience would send him some. He louses up his commercials. He talks about anything that strikes him at the moment, much of it rather dull in content, and sometimes approaches the doubtful in good taste as practiced in radio. Some of the talent he permits on his Monday night shows shouldn't be there, since most of it is of high grade. (Maybe these acts look well on television, but around here we have to judge them by sound alone.) He doesn't tell jokes too well, and lots of them are old ones. So what has he that brings him listeners and dollars in almost equal quantities?



You have to boil it all down to one indefinable quality—showmanship. Godfrey can do anything, and his audience loves it. Why? Because Godfrey knows exactly when to do it, and when to stop whatever he's doing. He knows how far he can go in kidding his sponsors before he begins to bore the listeners. His choice of talent for his daytime show, in spite of the influence of the Monday night audiences which help him select it, is topnotch. And either he can ad lib with rare spontaneity or else he has the unusual ability to make a prepared script sound like it's off the cuff.

With a new FM set at our house, equipped with a di-polar antenna which is on the floor under some rugs, we're getting steady and dependable FM service. One group of about a dozen stations is always available, and a half-dozen others can usually be counted upon. Under some conditions, the signal from WIBA-FM and WISC-FM is stronger than from their AM transmitters.

Uncle Ray's Corner

Old Romans Had 'Newspapers'

Among the wonders of the modern world, the newspaper ranks high. It gives printed and illustrated news to the public quickly after events happen. Nothing in the nature of a printing press was known to the ancient Romans, but they had newspapers of a sort. These were bulletins which were written or hand-printed, and posted on bulletin boards. They told the latest news, or at least the latest which could be given out. In the city of Rome, capital of the mighty empire, there was an official newspaper known as "Acta Diurna." The name meant "News of the Day." Copies of this were posted on buildings around the Forum and in other public places.

Thousands of persons learned the news during the course of a day. Most Romans did not know the art of reading, but those who could read passed the news around. There were reports of new laws, of the movements of public officials and generals, and of the outcome of battles fought by Roman armies. Despite the name, "News of the Day," the Roman newspaper was made up largely of news which was old. Local news could be supplied about events which took place on the day of publication, or the day before, but it was different about news in far places.

News from far parts of the Roman Empire was always weeks or months old by the time it reached the capital. Without telephone, telegraph, or radio, it was possible to obtain news from such places only when people brought messages or reports by making long, slow journeys across land or sea. Let us suppose that there was a battle in Greece. The fact about it was likely to reach Rome only after the passage of two or three weeks. Greece is within easy range of Italy, and it seems strange that so much time was needed to get the news from there. News from Palestine or Egypt came still more slowly; usually from six to 12 weeks passed by before anyone in Rome knew what had taken place in one of those countries. What changes have taken place in the past 2,000 years! Today we can learn news of what happens in Italy faster than man in Rome was able to learn what took place in a town 20 miles away.

Thanks to the wonderful presses which spin out newspapers—hundreds of them printed and folded in a minute—important news may "get on the street" within a few minutes after an important event takes place. Not only do we learn in a hurry what happens in far places; we also obtain actual photographs of the events, printed for us to see along with the news. Thanks to electrical transmission, we see those photographs in a fraction of the time it would take them to reach us if they came by airplane.



Sunday's Crossword Puzzle

Grid for Sunday's Crossword Puzzle with numbers 1-181.

Answers for the crossword puzzle, including words like 'Woolly', 'Vegetable', 'Said of dogs', etc.

Special Events

12:45 p. m.—March of Dimes (WIBA): "You Can Be an Angel"; Helen Hayes, Basil O'Connor (on WISC at 2:45 p. m.).

Religion

8:30 a. m.—Capital Cathedral (WIBA): "The God Unshamed," Dr. Charles A. Puls.

9:30 a. m.—Bethel Lutheran Church (WIBA): "Walking With Purpose," the Rev. F. I. Schmidt; senior choir sings "Send Out Thy Light."

10 a. m.—First Unitarian Society (WIBA): "If God Were Just?," Fred I. Cairns. Ave Maria Hour (WISC): "Joyce Kilmer."

11 a. m.—Christ Presbyterian Church (WKOW): "The New Way," Dr. Roy W. Zimmer. First Unitarian Church (WISC): "When Frameworks Vanish, Truth Abides."

11:15 a. m.—First Congregational Church (WIBA).

5 p. m.—Catholic Hour (WMAQ): "The History of a Word," the Rt. Rev. Msgr. Fulton J. Sheen.



HAYES O'CONNOR

Discussion

10:30 a. m.—Reviewing Stand (WGN): "Can We Stop the Common Cold?" Capt. John M. Brewster, navy medical corps; Dr. Noah Fabricant, University of Illinois; Drs. Samuel Feinberg and Paul S. Rhoads, Northwestern University.

12:30 p. m.—Round Table (WMAQ): "What Chances Do We Have in China?" Prof. David Nelson Rowe, Yale; Prof. Knight Biggestaff, Cornell; Prof. H. G. Creel, Chicago.

3:30 p. m.—American Forum (WIBA): "Is the A. and P. Suit in the Public Interest?" Sen. Joseph C. O'Mahoney (D-Wyo.); Carl Byrd, public relations counsel. 8:30 p. m.—Rebuttal (WGN): Mrs. Joseph Stillwell, Atty. Gen. J. Howard McGrath.

Drama

1 p. m.—NBC Theater (WMAQ): "At Heaven's Gate," by Robert Warren.

5 p. m.—Family Hour (WBBM): Loretta Young in "Ballerina." 6 p. m.—Christopher London (WIBA): new series, starring Glenn Ford in stories of Erie Stanley Gardner.

7:30 p. m.—Theater Guild (WIBA): "The Willow and I," with Jane Wyman, Beatrice Pearson, Mel Ferrer.



O'MAHONEY ROBINSON

Music

12 m.—Joyce Kilmer (WIBA): "Beat Dam Polka," "24 Hours of Sunshine," "Homecoming Waltz."

1 p. m.—NBC Symphony (WIBA): Ernest Ansermet, conductor; Corinne Lacombe, pianist; American premiere of Bloch's "Concerto Symphonique for Piano and Orchestra," Bach's "Brandenburg Concerto No. 3," Chabrier's "Espana."

2 p. m.—New York Philharmonic-Symphony (WBBM): Dimitri Mitropoulos, conductor; Zina Franciscatti, violinist; Saint Saens' third violin concerto, Beethoven's and second symphony, three dances from "Three-cornered Hat."

4:30 p. m.—Harvest of Stars (WIBA): James Melton, Jarmila Novotna; "Paree," "Villa," "Berceuse" from "Jocelyn," "Torch Dance" from "Henry VIII," "Wanting You," Gershwin medley.

5 p. m.—University Band (WIBA): "Wings of Victory," "Italian Polka," "Three Blind Mice," "Amperito Roca," three students discuss life in men's dormitory.

8:15 p. m.—Here's to Veterans (WFOV): Jan Garber orchestra. 9 p. m.—Contented Hour (WBBM): Jo Stafford, Russ Emery.

9:15 p. m.—Howard Barlow (WISC): "Perpetual Motion," "Dancing Doll."

9:30 p. m.—Bob Crosby (WIBA): and Kay Armen; "Lovely Bunch of Coconuts," "Dear Hearts and

Classified Highlights of Today's Radio Schedules

Table of radio schedules for Sunday, listing stations (WIBA, WISC, WKOW, WBBM, WENR, WLS, WGN, WMAQ) and their programs (e.g., News, Music, Religious, Drama) with times.

WIBA-FM 101.5 M. WWC (WIBU) 94.9 M. WISC-FM 98.3 M. Gentle People, "River Seine." 10:30 p. m.—Concert Master (WIBA): music from "The Yagobson King," "Love Me Tonight," "Goes to Boston."

WHA and WHA-FM 970 Kc.—St. Mers. 9:00 Devotions, Music. 9:30 Symphony Hall. 10:30 Cathedral Schoes. 11:55 News and Weather. 12:00 Masterworks of Music. 1:55 News and Weather. 2:00 Sunday Musicals. 2:30 Graham Hovey. 2:45 Veteran Wants to Know. 3:00 Encore. 3:30 Tro Arts. 3:30 Books of Today. 4:00 Choral Music. 4:15 Sunday Music Hour. 4:15 London Forum. 4:45 UN Story. 5:00 Dinner Musicals. 5:00 Sunday Night Concert. 5:30 Night News. 8:00 PM Concert. 10:55 News (to 11).

WFOV-FM 104.8 Merg. SUNDAY 8:00 Sunday Morning Vocal. 8:30 Sunday Morning Musical. 9:00 Polka Time. 9:30 Sing Cowboy Sing. 10:00 Song Glenn R. Davis. 10:15 Sacred Heart Program. 10:30 A Story for You. 10:45 Betty Connors Sings. 11:00 Bedford Methodist Church. P. M. 1:00 News. 12:05 Package of New Records. 1:15 After That. 12:30 Piano Land. 12:45 Luncheon Music. 12:55 News. 1:00 Luncheon Music. 1:15 Variety Show. 1:30 News. 2:00 Trio. 2:30 Voice of the Army. 2:30 Madison Hit Parade. 2:55 News. 3:15 After That. 3:15 In Your Neighborhood. 3:30 Proudly We Walk. 4:05 Off the Record. 4:45 Weekend Warriors. 5:00 News. 5:05 Piano Land. 5:15 News. 5:30 Ken Griffin. 5:45 Kay Starr. 5:55 News.

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Variety 12:30 p. m.—Amateur Hour (WENR): Karen Ann Cherry, 9-year-old Benton singer.

today is Sunday PHIL HARRIS & ALICE FAYE dish up plenty of southern fried comedy. Listen at 6:30 AND THESE FEATURES SYMPHONY CONCERT 1 P.M. THE QUIZ KIDS 2:30 P.M. AMERICAN FORUM 3:30 P.M. RICHARD DIAMOND 4 P.M. HENRY MORGAN 5:30 P.M. CHRISTOPHER LONDON, 6 P.M. SAM SPADE STORY 7 P.M. THEATER GUILD 7:30 P.M. FAMILIAR MUSIC 8:30 P.M. TAKE IT OR LEAVE IT 9 P.M. BOB CROSBY SHOW, 9:30 P.M. TEN O'CLOCK NEWS 10 P.M. CONCERT MASTER, 10:30 P.M.

WIBA DIAL 1310 WIBA-FM Dial 101.5

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Enroll now for Spring and Summer popularity YES, Arthur Murray is so certain that he can make you a popular dance partner that he is making this challenge offer, for the first time in the history of his studios... your first lesson given absolutely free! This offer has behind it all the confidence that comes from teaching nearly four million people in the past 36 years. What's more, his unique methods are so easy that anyone—even if they've never danced before—can learn almost overnight. In just 5 minutes his experts can show you how Arthur Murray's basic discovery—the "First Step to Popularity"—is the simple secret of how to lead and follow the thrilling steps of the Fox Trot, Rumba, Samba. This generous offer of your first dance lesson free is being made for a limited time only. So don't wait. Come in today or phone 6-9657. To prove how easy it is to become a really good dancer Arthur Murray offers you his new dance book. Send 25c to 20 1/2 E. Mifflin Street, for the "Murray Go-Round," 44 pages of dance news, instructions, etc. American Dances—Latin Dances—Folk Dances ARTHUR MURRAY 20 1/2 E. Mifflin St.—2 Doors East of Strand Theater

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