## Audience Age Illinois City Law **Poland's Gomulka Rates as Old Guard** Commie Despite Saying 'No' to Kremlin In TV Shows

EDITOR'S Note - This size-up York Bureau and now of the Paris Communist leaders. of Wladyslaw Gomulka was writ- bureau of The Associated Press. ten by an AP reporter who was

born in Poland and was there By ANDREW BOROWIEC during Gomulka's first rise to power. The writer is a naturalized years ago, Wladyslaw Gomulka nism.

U. S. citizen formerly of the New was one of Poland's most hated This time, however, the Polish sponsored National Liberation

Plane Shoots Itself Down, Paper Says



BALTIMORE, Md., Oct. 25-The Baltimore Evening Sun said today that a new Navy F11F1 their cause. To Russia then they here their eyes, Grumman jet fighter of type shown above shot itself down by flying into cannon shells it had fired seconds before. The paper said unusual accident occurred last month while test Poland's national interest would Gomulka was convicted and senpilot was testing the plane's four cannon at 13,000 feet above Atlantic Ocean. Pilot fired clash, in the future with Soviet tenced. Four years later he two bursts of shells at 880 m.p.h. Sun said, and then flew into shells which pierced wind- interests shield and knocked out jet engine. (AP Wirephoto)

## Ace Broadway Actor Leading 'Double Life'

Arthur Kennedy, would be the a major hurdle for Wayne the to Rossia By WHILIAM GLOVER. NEW YORK, Oct. 25 & David ideal man for the title role. THEFT

in two places at once

the remembering which I am The Lord Red Patrick. bets of the fledging and unravel the story of a father ma-

ectrolling from another end of show business his current enterprise.

"A couple of my friends were I was just trying to be helpful Krakeur owned the stage rights, into town the other, Robert Dosiglas, was to Major Hurdle

he director. For Title Role Wayne suggested another friend, are from Wayne the producer way

I masses see him as the man who Today, the short, bald man with said no to the Kremlin-not as the the men from the boys in one type penetrating eyes has returned in old guard Communist who in the triumph to lead the Polish nation fateful summer of 1944 symbolized PARIS, Oct. 25 UR - Twelve into a new domestic-bred commu- to them Soviet domination.

That was the year the Soviet-Committee took over war-ravaged they attract.

Władysław Gomulka pro offing for the once distinctive. fourths of an inch. nounced Vua-di-suav Go-mool-kaly characterized "childrens' proson of a Warsaw worker and a veteran of prewar strikes, demon- graming" on television? 'The typical childrens' shows,

strations and jails, was vice premier. To the masses of Poles, historically haling Russia, members of where," says Jules Power, graming. It has the highest audithe new government were only Soviet agents

"The Reaction" Few people then thought that

the result of audience reaction. Time Sold Out the taciturn man who vowed to They're the result of advertisers stem "the reaction" with force if no longer being content with only vertising time was 90 per cent sold necessary was a fiercely nationala young audience." istic and patriotic Pole

NEW YORK, Oct. 25 M-It is

changes now under way are not is presently only half sold.

increasingly difficult to separate

40 Children's Programs He was one of those self-educat-Power, an intense and intelli, advertising time has fallen. ed Polish workers who literally learned to read on Max, Engels gent young man, in the past eight , and Lenin A child of Warsaw slums, he believed that commusuch cilies as Detroit. St. Louis, ences nism was the key to his country's Chicago, Cleveland, Hartford, as

future. well as New York. Currently he Men of Gomulka's caliber conis the producer of Mr. Wizard stituted the core of the old Polish Communist party before World NBC-TV - and also produces the programing first came into being, originally had a burnished coat-Lunchtime Little Theater for sta-War II. They believed that communism was the only answer to tion WGN-TV in Chicago "Lunchtime Little Theater." he Poland's economic plight Their crusade was aimed against the

privileged-the anatocracy and party was right But surprisingly the colonels of the post Pilsadski he challenged some of the charges. He spoke long and bitега.

teris, always a master of dialec-Would Clash They believed Russia was the tics. Stunned Poles read news disonly country that could support patches of the trial and didn't be-

turned, although they knew that Tired Man emerged, a tired, broken man-or

This time, however, to millions promised them freedom, national sovereignty and betterment of

Intelligent well-read, a man

7 ens

Although a Marxist to the core.

Getting the other actors to re-two performances following a At his trial Gomulka admitted popular support. So far, no opgard Wayne the player as separ savage roking by the critics

Stone-agers **Requires Rubber** In Greece Had Tips on Arrows QUINCY, III. UM - You can't 3-D Pinups

shoot a bow and arrow in the Quincy city limits unless the ar-ATHENS (INS) - Stone - age rows have rubber-cushioned points. Greeks had no pin-ups but they A city ordinance, passed after went one better with curvesome, of TV programing. In such pro-grams as "Circus Boy," "Sir an accident in which a child's eye pocket-sized figurines. was injured, makes it illegal to A terracedua figurines.

was injured, makes it illegal to A terracotta figurine represent-Lancelot" and "West Point" one "shoot arrows from a bow, sling-ing a standing nude woman was cannot draw a fine line of age dis- shot or other device" in the city described by Professor John L. tinction in the audiences which limits unless the point is equipped Caskey, of the American School with a rubber or other soft cushion of Classical Studies, as "the most Is this a trend? What is in the of a diameter of at least three- striking discovery made during

Fines of from \$2 to \$100 are in southern Greece " provided in the ordinance.

Professor Caskey explained that most neolithic figurines were fat as we've known them for years on says, "is a good example of what and grotesque, symbolizing fertiltelevision, are dying out every is happening in childrens' pro- ity with prominent sexual characteristics

They're as good as they ever ence rating of any program, local "Usually portraying women in a were, they still pull the same or network, up until 5 p.m. in the squatting position, they were fat and big-breasted," he said. large childrens' audiences. The Chicago area. Yet its advertising Caskey's most recent find, how-

ever, is different. "A year and a half ago its ad-This is how he describes it: out. While its audience has been maintained and even increased, its

Why are advertisers growing years he has been producing more lukewarm about first-rate prothan 40 childrens' programs in grams with large young audiattention to feet."

It's a result of the rapid growth The headless figurine, which is of television. Power believes. In anything between 4,500 and 5,000 past years, when special childrens years old, is eight inches long and young viewers, were seized by the ing of fine red clay. novelty of the home screen and

This has mostly worn off, probdeveloped fierce loyalties for the ably, Caskey says, because it was products advertised on favorite rubbed as a fetish by its owner programs. They used to insist that to stimulate its "magical properparents buy this or that product, ties," But as more and more products

were advertised and the novelty A top popular program on Swedof home television began to wear ish radio broadcasts today is one off, the youngsters' loyalties be- called "American Writers" which gan to wane. This, at least, is the discusses povels, plays and poems theory of the advertising agencies, by American authors,





Friday, October 26, 1956

Dear Tom

Just thought I'd drop a line to let you know we are re-opening the dining room every evening at the Hotel Marion.

There have been such darn big crowds in the Oak Room since we got our new chef - we need the extra space. Of course, we can give the public better service, too, by serving popular-priced dinners and short orders upstairs every night from 5:00 p.m., on.

Let the old gang know, and we'll expect to see you soon.

