

The Arthur Godfrey Story

(Editor's note: This is the second of two dispatches recalling the trials, tribulations and successes of Arthur Godfrey as he prepares for surgery to determine whether he has a malignant growth in his chest.)

By FRED DANZIG
UPI Correspondent

New York—UPI—Arthur Godfrey has said that a prolonged stay in a hospital was the luckiest break he ever had.

The enforced hiatus, in 1931, started him on the way to his unparalleled career as the barefoot boy of broadcasting.

At that time, Godfrey, then 28, was an announcer with WRC in Washington, D.C., but a highway accident left him with 32 fractures, from his skull to his knee-caps.

While on his back, Godfrey spent his time listening to the radio and he grew to hate the highly cultivated, precise, formal diction and tones of the highly proper announcers. He decided that he would be more natural once he returned to his microphone.

When he returned, Godfrey's style was tailored to the inflections of the "common man." And his stories were based on a career that saw the former Hasbrouck Heights, N.J., delivery boy

digging coal, washing dishes, riding the rods, in vaudeville, selling cemetery lots, not to mention a naval career of traditionally adventurous style.

Ratings Down
"I was in the men's room," he would tell his audience in that raw-voiced, cheerful tone, "and I noticed a sign saying, 'Blot Don't Rub.' But there was no one around watching. So I rubbed." Godfrey's little skirmishes against authority and pomposity paid off.

Now, as he faces another prolonged hospital stay, Godfrey can be expected to use the time to think of his present position in broadcasting. His ratings and his billings are down. What went wrong?

Critic John Crosby, in 1955, wrote that Godfrey's career as a national idol began around 1947 and lasted eight years, until he began finding fault with his performers and his off-camera assistants.

One broadcasting executive who has watched the Godfrey career closely explains the decline this way: "He was great with folksy stuff. But his fabulous success made it awfully hard for him to stay in touch with his public and with reality. He's off on his 1,500-acre

ranch, or hunting with millionaires and generals. And he talks about dressage riding. How many of his listeners care about dressage?"

Delivers Defense
Godfrey seems touchy about such remarks. On a recent telecast, a guest gently mentioned his handsome way of life and Godfrey delivered a defense of his right to live well. A critic, agreeing with Godfrey later, said, "five years ago, however, Godfrey's instincts would have told him not to make an issue of it." It seems Godfrey is caught in a difficult spot. Any attempt to enjoy his wealth and his highly placed friends seems to militate against his popularity.

In March, the entertainment trade paper Variety reported that CBS and Godfrey public relations men were trying to rebuild "the Godfrey image" by de-emphasizing "Godfrey's hyper-thyroid exclamations about big biz and fashion him more in the image of a progressive gent with lenient sentiments toward civil rights and egghead thinking."

This, the reasoning goes, is why Godfrey was selected to take over the popular "Person to Person" show next fall while Edward R. Murrow, certainly one of TV's more progressive ents, is on leave.

Made Millions
The Variety story took on significance when, soon after it appeared, Godfrey turned up on a New York TV show, David Susskind's "Open End," an electronic egghead forum, to chat about civil rights and plain people with Susskind and author-editor Harry Gold-

en. And the trade noted that while in Hawaii this month, Godfrey repeatedly mentioned the mixtures of colors and creeds on the islands and told his audience the islanders were happy, beautiful and contented.

Godfrey, however, isn't buying this "new Godfrey" stuff. As one of his associates put it: "Nobody reshapes him." Godfrey's own reaction: "Where do they get that...?"

If there is any certain change in Godfrey, it is that on TV this year he has found the conversations with special guests are acceptable and he is looking forward to new successes with this format.

Regardless of his future in broadcasting, the fact is that Godfrey, at his peak in the early 1950's, brought CBS about \$27 million worth of sponsored time, the largest in broadcasting history. Last year, his billings amounted to around \$11 million.

Now, \$11 million isn't, as they say, chopped liver. But then again, it's not what it used to be, either.

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Cherry-Flavored Polio Vaccine Given Orally Seen Next Year

Minneapolis (UPI)—A cherry-flavored vaccine may prove to be an important step in man's efforts to eradicate polio once and for all.

If tests here are successful, your child may be immunized from the dread disease with a single swallow of a pleasant-tasting liquid.

Dr. Robert N. Barr, director of the project undertaken by the Minnesota Department of Health, said if the vaccine proves safe and effective, the world will be "on the way toward eradication of poliomyelitis."

First of Next Year
Barr and his assistant, Dr. Henry Bauer, are so optimistic they predict the vaccine will be available to the public by the first of next year.

The Minnesota study is being conducted among a group of married students at the University of Minnesota and their children. Half get all three strains of polio virus in a single dose, and the other half one each at three-week intervals.

The new vaccine, to be known as Orimmune, contains live virus. The Salk vaccine, normally given with needle injection, contains dead organisms.

Since the new vaccine was first developed by Dr. Herald R. Cox of the American Cyanamid Corp., more than one million persons in various parts of the world have received it.

No Untoward Effects
There have been "no untoward effects," Bauer said. The Cox vaccine is one of at least two live virus vaccines undergoing tests.

The purpose of the Minnesota experiment is to learn whether three strains of live virus can be given safely and effectively in a single swallow.

The obvious advantages are that the liquid has a pleasant taste, no inoculations are needed and no return trips for second, third and fourth shots.

"We'll just line the kids up at school and squirt two cc's of the stuff into their mouths and let them go," Bauer said.

With the Salk shots, he said, a patient can be safe yet transmit the disease to others. With Orimmune, growth of the virus is halted in the intestines, reducing the possibility of spread, Bauer said.

Given Quickly
Barr said the single dose is also beneficial because "there is always a large number of individuals who fail to come back for second, third and fourth doses."

"Where epidemics occur, all susceptible persons could be given the liquid vaccine quickly without waiting for the results of complicated laboratory tests to determine the type of polio virus responsible for the outbreak," he said.

Although further tests are needed "in all probability," the vaccine will be available through physicians by January, 1960, according to Dr. Bauer.

In the meantime, what to do? "Don't wait, Both Barr and Bauer emphasized. Children and young adults still should get their Salk shots," they said.

Strengthening UN Charter Toward World Law Urged

Washington—A strengthening of the United Nations Charter as a positive step toward world law has been proposed in a concurrent resolution introduced in the U. S. Senate and the House of Representatives.

Sponsors of the world law resolution, authored by Rep. Charles O. Porter (D-Ore.) and Sen. Joseph S. Clark (D-Pa.), have urged:

1. That the United States propose U. N. Charter Review before the fall of 1960;

2. That the President initiate "high-level studies in the executive branch of the government to determine what changes should be made" in the U. N. Charter. The resolution also asks that the study include other international organization charters in which the United States is a party.

House Resolutions
Senate co-sponsors of the resolution include Richard L. Neuberger (D-Ore.).

In the House, identical resolutions were to be introduced by 12 representatives, including Porter and Edith Green (D-Ore.).

The sponsors have pointed out that Article 109 of the U. N. Charter specifies procedures for calling a Charter Review Conference to draft revisions. The General Assembly appointed a Conference

Arrangements Committee in 1955. In 1957 the General Assembly asked the arrangements committee to report its recommendations not later than in the 1959 session, which will convene in New York in September.

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Body Wastes Spread Immunity Against Polio

Atlantic City, N.J.—Body wastes can act as an "immunity bridge" in spreading protection against polio, a Tulane University researcher reported here.

Doses of a safe, living polio virus vaccine were administered orally to one person in each of 56 families in New Orleans. Blood and body waste specimens from family members were studied for immune antibodies and for viruses.

The results showed that individuals who did not receive the oral vaccine acquired the same immunity to polio as the individuals who did receive it, Dr. Henry M. Gelfand told scientists at the Federation of American Societies for Experimental Biology meeting here.

Spread by Contact
Viruses were spread in many cases by contact with objects or food handled by the vaccinated persons who did not wash their hands properly after using the bathroom.

The viruses spread to non-vaccinated immunized (susceptible persons twice as frequently as they did to those who had some resistance due to prior exposure to polio, Dr. Gelfand said.

Important Role
Economic status seems to play an important role in the spread of virus, he said. In the lower-income class, 53 per cent of those susceptible caught the virus, while only nine per cent in the upper income families caught the immunizing virus.

The study indicated the spread was usually from child to child rather than from child to adult or adult to child. "One child carrying the virus spread it to two playmates in a period of two hours," Dr. Gelfand said.

Writ of Mandamus To Be Issued in Case

Eagle Point irrigation district officials are to be required by court order to let Mrs. Ann Todd inspect district records or show cause why she should be denied such access.

Judge James M. Main in circuit court today advised the parties to Mrs. Todd's suit that he is issuing a writ of mandamus to the district officials.

Mrs. Todd, a water user who has attacked the officials through the courts on several fronts, has sued in this particular action for her statutory rights to inspect public records.

Oregon statutes provide that proper and reasonable opportunities for inspection of public records shall be furnished, subject to reasonable rules and regulations for protecting the records and for preventing interference with the regular discharge of their custodian's duties.

Action is pending on other litigation.

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LUNG OPERATION TELEVIEWED—A middle-aged patient, identified only as a chauffeur, was operated on for lung cancer at Stanford Hospital in San Francisco, in an operation which was televised to millions of viewers in the Bay Area. Surgeons removed entire upper half of the left lung, and stated that there was every indication of success of the operation.

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