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THEE S.O.B. IN FILMS

Dramatic Critics' Box Score

Season of 1939-40

(June 19, 1939-May 28, 1940)

Key to abbreviations: BE (above reviewed), R (right), W (wrong), O (no opinion expressed), Pct. (percentage).

LOCKRIDGE (Sun)	73	60	8	0	260
COLEMAN (Mirror)	60	41	0	0	257
ANDERSON (Journal-American)	70	58	12	0	259
WATTS (Harold Lloyd)	60	57	8	0	259
BROWNE (Post)	51	42	0	0	254
WHIFFLE (World-Telegram)	64	52	11	1	215
ATKINSON (Times)	70	54	12	1	209
WHITSELL (Mirror)	24	19	0	0	718
WANTLE (News)	64	40	10	0	795

(Score based on 74 new shows covered by first-division)

VARIETY (combined) 74 60 8 0 252

Lockridge, Coleman One-Two in N.Y.

Critics Boxscore; Former's First Win

With a mathematical short cut that might outscore Einstein, Variety's top boxscore candidate outdistanced Richard Lockridge, the New York Sun's ace on the drama, from week-end place last year to the winning position for the 1939-40 Broadway season ending June 1. Of a total of 74 new shows premiered, Lockridge reviewed 73, was right on 60 and wrong on eight, for a final percentage of 82. It's the first Ben Hur critical victory since Gilbert Galt's triumph in 1925-26 and 26-27.

Robert Coleman, of the Mirror, takes second-place this year with 57, moving up from the third slot he occupied at the end of last season, while John Anderson, of the Journal-American, last year's winner, is third with 58. Coleman caught 43 productions, was right on 41 and wrong on eight.

Richard Watts, Jr., of the Herald Tribune, with 55, is fourth, closely followed by John Mann Brown, of the Post, with 54. Sidney B. Whipple, of the World-Telegram, is in sixth position with 51.

In the seventh slot is Brooks Atkinson (Continued on page 42)

Hollywood-Minded

John Pat's 'Snack' Previews' for Radio

Cleveland, June 4. Lifting a page from the book of Hollywood, WGAR is reading a plan to show film audiences previewing planned station shows. Originator of the idea is John P. Pat, station manager, who returned recently from visit to radio station KMPG in Beverly Hills. First "snack" preview will be this week at the Knickerbocker, an event audience will be surprised by a show which will read, "We will now (Continued on page 38)

7 States in 8 Days

Lincoln, Neb. June 4.

Rudy Bundy band did some tall stepping and driving to visit seven states in eight days, which is one-nighting at its diest.

Started off with Indianapolis, then in order made Chicago, Milwaukee, Pine Bluff, Ark.; Memphis, Kansas City and Dodge, Neb.

Joe Weber, 40 Yrs.

AFM Prez, May Retire This Mo.

Joseph M. Weber, with present indications, retire from the presidency of the American Federation of Musicians after he has presided over the union's international convention which opens at Indianapolis this Monday (18). His health may force him to decline another term, after serving as head of the Federation for 40 consecutive years. Weber declared Monday (3) that he was hoping against hope that his doctors will tell him that it is okay for him to continue in his union post the next few days to insure such a verdict. He is slated to undergo a thorough physical examination this Friday (7) and even if the doctors tell him he must retire, Weber said, he proposes to visit the gavel of the Indianapolis convention.

Weber's still keen mental faculties are as alert and energetic as ever (Continued on page 40)

EXHIB FEELS IT WOULD B.O.

Small-Town Theatre Manager Observes the Adult Public's Tired of the Elsie Dinwiddie Cinema Technique — Blames Purity Groups for Bonafide Downbeat

CITES AVERAGE CASES

By KEN WOODWARD

(Manager, Capital Theatre, Uniontown, Pa.)

Uniontown, Pa., May 28.

Editor, VARIETY: As I sit here pondering over constantly dwindling receipts, I often wonder how many other small-town motion picture theatre managers at the same instant are, by chance, speculating on the same thought that keeps running through my mind—just how long, under present conditions and restrictions, can our beloved "movie" business last?

I know it is on the downward path as the leading recreation of the nation. Recent surveys tell in a most graphic manner how many millions of patrons have been led to the films. Any little hillbilly jitterbug contest can far outgross a picture which cost \$1,000,000 to make. Put a traveling carnival into a small town and the local movie man can be as well close his doors entirely for that week.

Carl Laemmle, many years ago now it seems, just prior to repeal, shouted in his house organ magazine, "Saloon Will Wreck the Movie Business." What a wisp of smoke he was—he saw the handwriting on the wall. Every last penny now seems to go to booze and weekly gain for the 1940 model. The nation is living in an automobile era in fact, seeing its pictures from an automobile seat and the little motion picture theatre must fade constantly (Continued on page 2)

Billy Rose Has 'Snack' Band Doing a Pitch At N.Y. Fair; Feeding

Billy Rose stated Monday (3) that his "bandroll will outfit Al Lyman's band," and Lyman claimed that he has a very strong constitution. These allies keynote a bit of a feud in one corner of the New York World's Fair. It evolves from Rose closing the niter restaurant portion of his Battery Coast on the Flushing Meadows and discharging the show and practically the entire staff—all (Continued on page 18)

H'wood-Govt. Huddles on Patriotic Cinema Trends; Weigh Wartime Ideas

Red Cross Films

Washington, D. C.

Editor, VARIETY: Any inquiries regarding gratis bookings of Red Cross films in theatres may be directed to any of the following:

National Industries, Washington, D. C.
American Red Cross, 1700 Washington Ave. St. Louis, Mo.
American Red Cross, Civic Auditorium, San Francisco, Calif.

Thanks for your interest, G. Stewart Brown.

Chief executives of film companies are scheduled to meet some time this week in New York, with U. S. Army Signal Corps officers assigned to the National Defense department regarding the Army's new business should play in bounding the nation's defense. Studio and production heads already conferred in Hollywood last week with Major Richard Schuchman, of the Signal Corps, and Major Mann Wright, Jr., of the adjutant-general's division. Huddle on the Paramount lot was strictly a. L. Biting up the business were Harry M. Warner, R. E. Kent, C. H. W. B. B. Kahane, K. H. Goldstein, Harry Goldstein, John Ashberg, Major Nathan Levinson, Walter Wanger, Frank Capra, T. Keith Glennan, Gordon Mitchell and Fred Beaton.

Understood that Army Signal Corps officers have been detached from regular duty to get the industry lined up on special projects bounding the nation's defense program and bolstering national spirit. Not known just what sort of a program would be lined up under the military supervision, but reportedly it would be confined to shorts and newsreel clips. Industry leaders interviewed this week did (Continued on page 47)

'Hellz's' Second Million-\$ Gross In Its 2d Year

'Hellzapoppin', continuing its record as the top Broadway money-maker of all time, this week starts its third season with a total gross to date of more than \$2,500,000. Olsen-Johnson musical at the Winter Garden, N. Y., has scored off a trifling from its early pace of around \$200,000 a week, but is still getting nearly \$25,000 weekly and seems likely to continue indefinitely. 'Hellz' is believed to be the only show on record to gross \$1,000,000 in a single Broadway season. (Continued on page 42)

Long Termers For 20th Prod. Heads; Pruning Goes On

Hollywood, June 4.

Sol Wurtzel signed a producer contract at 20th-Fox last week that will carry him through July, 1946, and round out 22 years with the studio and its predecessor, Fox Films. Current pact is still three years off expiration. Idea of long-termers is to anchor its production heads to the shore of the studio, recently signed for an additional five years, effective two years hence. Contract of William Goetz comes up next for consideration.

In the lower brackets the pruning goes on, with around 350 dropped in two weeks and others slated to follow. Evidence of the economic wave is seen in the merging or complete discontinuance of departments. Understood it will be another two weeks before those who survive are safe.

Massey's Red Cross Plea in M'w. Brings '5th Column' Threats

Milwaukee, June 4.

Although many people here envied it a mighty fine gesture for Massey to be the first to put his lights at the finish of '5th Column in M'w.', and make a plea for the American Red Cross, the Fifth Column element in town took exception to it and has since been bent on a campaign of threats and criticism. The protests have ballooned to the point that the Massey's of the Davidson, with all sorts of mailed and telephoned threats and criticism, have been forced to leave the city for Red Cross plans in other houses at least temporarily.

After three performances and at the final curtain of each show, Massey, who is a member of the Red Cross, spoke briefly for the Red Cross, women of the service staff at the heads of the sides as patrons left the theatre and over 3500 was dropped into the path. Red Cross officials trained with the collection, sent out to ask other theatres to aid the cause in similar fashion, but when they learned of the attacks upon the light house they abandoned the plan. The Massey's have been forced to leave from night to night, Massey ended his road tour here, and after the last performance presented each member of the cast with various items of jewelry as mementoes of the long engagement.

CARTOONS, CLOWNS, CLOWNS, CLOWNS

PATRIOTIC BALLYHOO

There is scarcely to be found in the United States during these troublous times an adult American who has not said to himself, in the quiet sanctuary of his own thoughts: "What can I do?"

The urge and the will to strike a blow in the cause of personal liberty and freedom of the spirit are congealing into group desires. Although the course ahead is, uncharted, except in general terms of precedence in a military sense, desire for action is dominant. Thousands of men and women in show business, a profession which demands alertness and individual achievement, ask themselves daily, although not necessarily audibly: "What can we do?"

In the all important program which entails the building of mobile armament on land, sea and in the air, there is little indeed which the showman can do on his own initiative. That is a task for national organization to undertake, a job so vast and so complex that its planning and execution is left to government.

But showmen are impatient people. They think in terms of the present. Theatre operators, film distributors and producers, wish to know what they can do now.

Since last September the talk in the trade has been the problem of reorganization of the film structure to conform to the violence which has destroyed the European market for American films. A discussion which first dealt with theories evolved into a practical problem with each progressive invasion of foreign countries. Under the impact of incendiary bombs, populations of great and small continental cities are forced to evacuate and flee from the war monster.

Millions of men, women and children who for years have supported the American film industry by attending exhibitions of Hollywood pictures have been driven from their homes. The sick-bodied are soldiers; the older men, the mothers and youth of these unhappy lands are refugees on the march, seeking some safety in noncombatant areas.

Latest reports declare that there are more than 5,000,000 civilian refugees fleeing southward across France, in pitiful distress for want of the bare necessities of food, clothing and shelter. In a country that is fighting for its life and future, when every resource rightfully is being drained to aid the fighting forces, the job of caring for the refugees is beyond the capacities of a nation at war.

Enter, as always, the American Red Cross.

Organized for the task of giving immediate relief, without thought of race or creed, the Red Cross has appealed for American support, for money, for medical supplies, for food, clothing and provisions of every kind.

Great is its charity, magnificent its organization, most commendable of its qualities is that the American Red Cross offers opportunity, immediate and forthwith, for active expression of the prevailing desire to help where help is most needed in the European situation.

No call to the colors of mercy is necessary to regiment the American film industry to the aid of the American Red Cross. There are something like 17,000 film theatres operating in the United States, not one of which is further than a throw from the outfield from a local, authorized chapter of the organization. In all, there are 34,000 Red Cross locals under the three general divisions which are directed from Washington, St. Louis and San Francisco.

No showman need await the development of a national plan of action. His poster display boards are hungry for Red Cross appeal messages. His screen reflects something more tangible than light and shadow when he shows Red Cross films, available for immediate booking. His lobby is an ideal spot for cash collections.

Telephone, write or wire your nearest Red Cross chapter your offer to cooperate. You will get the satisfying answer to the question: "What Can I Do?"

Anyways, Marg Sullivan, Not a Refugee, Gets Role

After a two-month search-for-puberty resume or otherwise for refugee status to play the lead in David Lewis and Albert Lewis on Saturday 11 named Marg Sullivan for the part.

Refugee status remains in the fact the principal character in the story is a refugee and Lewis-Lewis announced on June 25 acceptance for their first for United Artists release.

DISTRIBS IN THESE UNUSUAL RUSH ON DEALS

General Uncertainties Stall 1940-41 Product Contracts—Distributors Don't Want to Overinvest, Yet Also Would Weigh Each Local Market for Full Value

C'EST LA GUERRE!

Contract-taking is under way on the 1940-41 product but much greater enthusiasm in selling, together with a tendency to roll slower in the negotiation of deals, characterizes the present trend in the distribution business. The face of the problem haunting it this year. Uncertainty as to the future, the tremendous losses involved must be made up as a sacrifice to the pictures of each distributor, are all factors which change the situation.

By last year, in marketing the 1939-40 product, all companies stepped out to sell early, some actually closing a lot of deals before the snow was off the ground. This year they are moving along with greater deliberation, feeling their way with the utmost care. In addition to other angles, it is believed there is a good possibility that the number of pictures already announced by majors may be reduced. Or, at least, that announcements falling far will not be topped. Various districts set a minimum as well as a maximum, being limited under contract to no more than the lowest number indicated.

Although other companies are already selling, some in advance of conventions which officially announce product, Metro has not yet started taking contracts and 20th-Fox is only scratching the surface so far. Both was the first company to hold a convention this year, having it early in April. However, while negotiations have been started and certain accounts are committed to 20th for 1940-41, selling is being considerably retarded. This company, same as others, may cut.

Metro held four regional sales meetings in May and outlined a very complete '40-41 output at terms that would be the same as for this year (20-40). However, the company may not stick to these terms which were four at 40%, 10 at 35%, 10 at 30% and 10 at 25%. Since the executives held, the home office has instructed its field forces to refrain from negotiating deals until a complete analysis has been made of each territory.

The accounts in each branch area are to be analyzed as to local conditions, prospects for the coming season, and a very close check on the reliable guide as to how the company shall proceed on the 1940-41.

Metro's Appraisal Of Each Situation

Metro's policy in this direction has a two-way purpose. According to William F. Rodgers, general sales manager, the sell-down terms and bracketing as laid down this year, are proposed for '40-41, if it is found the picture should be active more, based on findings, then that will govern contract-taking. If, however, everything points to the fact that the present tentative terms are too high in the face of local conditions, Metro has been known to did this season, even then the policy will be to adjust the terms.

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Drop of 40c to 30c as Tax Ceiling, Before 10% U.S. Tap Starts, Portends Blow at Bulk of Film Boxoffice

Hollywood Tourist

Walter Broady arrived in New York Sunday (3) for a 48-hour visit, his first in 20 years, and spent his first day approximately even after such a lengthy absence.

Film players went on a three-hour rubberneck trip around Manhattan.

BUYING STRIKE TALK TO CUT RENTALS

Minneapolis, June 4.

Seventy-two of territory's independent exhibitors, representing more than 100 theatres, are meeting here to decide if to support Northwest Allied buyers' organization in a move to reduce film rentals 25-33-1/3%. Its reduction which, they claim is essential to their continued existence in view of hostile conditions.

Resolution was adopted expressing "absolute opposition" to percentage picture, and declaring that, under no circumstances, will percentage deals "on basis demanded by various distributors be considered." Northwest Allied territory is expected to advise all independent exhibitors in territory of action.

Exhibitors also decided they'll continue to support Allied and to do all within their power to build strongest independent body this territory ever had, with the enlistment of every theatre owner the goal. Board of directors will meet next week to decide on executive secretary to run Northwest Allied during absence of president W. A. Steffen, because of illness. Charlie Weiser, former local manager, has been named to fill the place, is believed to have an inside track.

Ex-Exhib Running For Texas Gov. on Plan To Oust Pix Monopoly

Dallas, June 4.

Film biz will give the four-inquiry some competition in the race for Texas governor this year if appeared here Monday (3) when R. P. Condon of La Feria, Texas, announced he would seek that post in opposition to W. Lee O'Daniel, incumbent and ex-senator.

Condon, who recently was an operator of a house in his home city, said one plank will call for the end of an almost motion picture monopoly in this state.

AL CHRISTIE'S EASTERN PRODUCTION SCHEDULE

Planning to make permanent headquarters in the east, Al Christie has been backing from numerous sources for the production of two to four pictures during the coming year in New York state is to be depicted upon.

Proposal is to make a maximum of two films budgeted at \$100,000 each and two at \$250,000, providing suitable release can be obtained. Negotiations are under way in this direction.

Christie some months ago produced "His Sister" which he sold outright to Universal for a reported \$47,000. Out less than \$50,000.

Estimates of official Washington that the new tax program for amusement taxes from 40c to 30c, which would strike almost entirely at picture theatres, are regarded as informed film circles as being placed tremendously high at \$25,000,000. This amount yearly would have to be realized from admissions that now range from 30c to 40c, there being no drop in percent except where the scale exceeds 40c.

Lowering of the tax ceiling in the Government's new tax program for national defense comes as a serious blow to the film business in view of efforts to get more out of this country than before due to loss of revenue. Advertisers from the fact that film companies and theatre operators will be asked to consider additional taxes, among other tax directions, including a 10% increase on individual and corporate income taxes, the plan to increase the additional levies may create a further problem of great seriousness, it is feared.

During the past year there has been a concerted drive to increase business taxes, for which the industry has been very active. It has even more imperative in the past few weeks than before. Efforts were made to change the revenue act to provide that all admissions up to and including five cents be exempt from taxation. However, the industry was inclined to remain at the six cent level so that no tax would be collected on the vast majority of work of handling the tax for the Government also figures.

Now, after failure to get the ceiling lowered, the industry is (Continued on page 16)

Studios Step Up Prod. on Kid Pix With Schools Sh

Hollywood, June 4.

Mopette go on vacation this week, meaning a lot of work on the major studios. Paramount's first plan is a picture ready to go, taking advantage of the summer relaxation of school rules, which restrict the working hours of children. The picture, "The Young Mr. Lincoln," will be ready for school children go on full laboring schedule.

"Strike Up the Band" at Metro, slated for release in action picture, is being a quick finish, to be followed by "The Yearling," which calls for a kid in the cast. Paramount has been holding off "There's Magic in Music," formerly known as "Interlocking," for the vacation period because of the necessity of children in the cast. Jane Withers moves into "Youth Will Be Served" at 20th-Fox, with another picture scheduled in July. Columbia is shooting a "Five Little Pinks" and has announced plans in preparation. Universal is working "David and Goliath" and the Dead End Kids, and Twentieth-Bureau are readying "Little Men" for summer school vacation. Location means work for film children.

Flynn's S.A. Clipper Trek

Miami, June 4.

Errol Flynn left here Sunday (3) for a swing by Clipper through the South Atlantic to Brazil. He'll be gone about three weeks. He will make principal stops in Rio and Buenos Aires. After a cruise, Flynn took the Andes and return to Hollywood via the western shore.

FOCUS ON THE PICTURE

Gallup Revamps Double-Feature Poll Question for a More Specific Conclusion; In Theory Quiz NG

Princeton, N. J., June 6. Seventy percent of the American public today will see "Double-Feature" for a week, Dr. George Gallup's Institute of Public Opinion has announced in an early trial poll preparatory to its major survey on double-features. Russell has been a pusher in the type of question asked, in order to give the poll a more practical cast.

That was revealed here yesterday (Monday) by David Ogilvy, assistant to Dr. Gallup. Ogilvy refused to divulge the exact nature of the revised questions now being given a nationwide test, but said they have been revised from the old "Do you prefer double or single feature?" to "Do you patronize double or single feature theaters?"

Ogilvy declared the trial of which the queries are now being put should be completed by the end of the week. He said final trial questions and results will be decided upon so that testing can go out in the Gallup's 1,000 interviews within 10 days.

Shift in style of questions being asked results from Russell's recognition by Dr. Gallup of criticism that the original form was not practical. "In the past," Ogilvy said, "it will quickly explain that the majority of the public says it favors double over single feature theaters, but the percentage of the public who has switched from single to one-feature films has been negligible and has not moved."

RCO's Limited Quiz
RCO's underwriting of a private Gallup poll, announced last week, is intended to advance the picture. If its picture and stars is for a limited period, understood to be a year or more. Ogilvy said that while this survey will be known as Audience Research Institute, RCO during the period conducted will have exclusive use of its facilities, but it will be open at the end of that period to participation by any company desiring to contribute to its financing.

Goldwyn's 'Fool' Story
Saturday Evening Post story on the picture's double bills being rushed to production for release within four weeks. It will bear the by-line of Samuel Goldwyn.

Goldwyn has been active in fighting the twin bills recently and was quoted as saying that he was not interested in Dr. Gallup in polling the nation on the popularity of single and double features.

2 TRIPPLERS IN ST. LOUIS DECIDE TO CUT DOWN

St. Louis, June 6. Squawk of the Better Films Committee of St. Louis against triple-feature programs is being truest last week two nakes, the Fairly, 566-ter in the west end, and the Macklins, a 64-seat theater in the west section of the city, announced their intention to discontinue such policies. At a recent meeting of the Council executive protests against the many features were voiced and action was taken to force the screen fodder down in a single-half hour shorts.

New that the Fairly and Macklins have paved the way, the Council executive has urged the other exhibitors to follow. The Fairly and the Macklins are the North St. Louis nakes, were pioneers in the triple-feature program last year.

Cokell Back to N. Y.

Hollywood, June 6. Paramount is transferring Walter Cokell, treasurer, to New York after two and half years at the studio, and takes on additional duties.

A. C. Martin and Charles Brown handle movie chain here.

WB Adds Four in June

Hollywood, June 6. June production at Warner called for the start of four more titles beginning June 7 with "The Pat O'Brien starrer," "Flaming Gold." Others are "Bluff of Heron," "I, M. starring John Garfield; "Tugboat Annie Sails Again," June 17, with Marjorie Rambeau and Alan Hale; and "Housewives for Three," June 24, with Fred MacMurray and Olivia de Havilland.

JACK SHELL ON WHY DUALS DO OK BIZ

"Folks may think that the public may want single bills, but exhibitors will continue to make money with dual bills."

That is the way Jack Shell, of Shell's circuit, summarized the present inner-trade controversy over double-features and the outcome of well-conducted polls. Admitting that he liked only one feature on a bill, he said Variety that he was not business to continue with two features simply because the vast majority of patrons wanted them.

"Maybe a certain strain of people in this country desire single bills," he said, "but the trouble is that we have the steady patronage of a theatre who comprise the regular attendance and make possible profitable operations."

"This portion of a theatre's audience perhaps does not represent more than 5% of the total paid attendance. It is the people who plunk down their 35c, 50c or 60c regularly each week or twice weekly who support theatre operations. And those people want all they can get for that money."

Shell also indicated that these regular customers would go to the theatre running double-features if their favorite bill was made up of the regulars. He also subscribed to the popular belief that these regulars seldom take the trouble to participate in company polling of sentiment on duals.

"We must appeal to all classes in our audience," he asserted. "One particular group may appreciate only theatres showing a single feature. Many in this group are those who go for 'Gene with the Purple Heart' and then wait outside 10 days before going back to see the theatre again. You know the answer to that."

N. Y. Film Salesmen And P. A.s May Ally

The Associated Motion Picture Advertisers has made a proposal to hook up with Film Associates, membership which it made up of film salesmen in the Greater New York area. Jack Ellis, with RKO exchange in New York, is president of P. A., while Leon Bamberger, in charge of sales promotion for RKO at the N. Y., heads the AMPA's membership.

Proposal to combine has not as yet been taken up by the Film Associates.

AMPA is reported to have endorsed the organization of the Screen Publicists Guild, which has been set up and which recently voted to affiliate with the Screen Publicists Guild on numbers, price agents and advertising ends mostly.

AF-H'WOOD MILE STIRS UNION GOLD

Wedge to Expand Control to 2,000 Office Workers Seen in Demand for Closed Shop at Central — SAG Cues for Russell

LABOR SHOWDOWN

Hollywood, June 6. New move by American Federation of Labor to expand its jurisdiction in the film industry by grabbing control of 2,000 white collar workers will be found by a united front of practically every independent studio Guild. The indie crafts have banded together under the Hollywood Guild Council, with the Screen Guilds directing the preliminary skirmishes. Otho groups already in the Council include the Screen Publicists Guild, Screen Designers, Screen Office Employees Guild, Screen Readers Guild, Society of Motion Picture Technicians, Decorators, Script Clerks Guild.

The Screen Actors Guild will be through its campaign in about 7 weeks, Russell said. Russell, secretary-treasurer of the Screen Actors Guild, has been directing the AFL drive since the picture was taken out of the picture to a sit-down strike in Chicago's Bridewell Prison on a pending rap. Many of the show business leaders have been ordered by the AFL to bring out a front man in dealings with the producers.

Ask Closed Shop

Opening gun in battle was fired when Russell drew into a closed shop agreement and substantial was title for the employees of Central Studios Company. Russell has been endorsed by the Conference of Studio Unions, which was organized by Russell shortly before his departure for Chicago. The proposed contract for Central workers was submitted by Elmer Glick, president and business representative of the American Federation of Office Employees. Russell has taken charge of negotiations and demanded an immediate hearing with officials of the union.

The AFL fight to grab off the White Collar is expected to center around 12 members of Local 800, Moving Picture Machine Operators. 11 delegates from the shop-floor, 11 from the Laborers' Union, Local 981, and a couple from the Cameraists' union, local 944.

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SAG Franes Overboard

Drastic slashes in personnel are being made by the Screen Actors Guild in order to cut operating expenses. Two checkers and eight assistant clerks will be cut, according to Kenneth Thomson, SAG executive secretary, estimates the savings will total \$18,000. The checkers released were Jack Chetani and Cooper Norris. Thomson said the cuts were merely to bring expenses inside revenues.

The SAG is expected to renew its battle with the Screen Actors Guild in order to cut operating expenses. Two checkers and eight assistant clerks will be cut, according to Kenneth Thomson, SAG executive secretary, estimates the savings will total \$18,000. The checkers released were Jack Chetani and Cooper Norris. Thomson said the cuts were merely to bring expenses inside revenues.

Schenck-Bioff Link in U.S. Tax Suit Stirs IATSE Convention in L.V.; Green and Browne Whitewash Execs

Benny's Writers Encore

Hollywood, June 6. Bill Morrow and Ed Broder, radio critics for Jack Benny, have been called back by Paramount to polish the screenplay for the Benny-Fred Allen picture, "Love Thy Neighbor."

They ditched up the shooting script for "Dark Benny Rides Again."

REFLECTION OF BROWNE HELD CERTAIN

It is a foregone conclusion in New York town circles that George E. Browne will be elected president of the International Alliance of Theatre Stage Employees, which opened its convention in Louisville Monday (5), in spite of any position taken, such as voting, by Browne, in the election, as planned.

The entire N. Y. delegation to the IATSE conference is reported to be Browne as president for another four years, terms of office now extended to five years by new laws. Anticipated also that the same slate of vice-presidents will remain including J. J. Brown, Harland Holden and Dick Walsh. Duties of the depend John F. Rink, a v.p. for many years, have been delegated to Holden. Bioff is to return to active IATSE work when his prison term is served in Chicago.

New York delegation to the convention included 12 members of Local 800, Moving Picture Machine Operators; 11 delegates from the shop-floor, 11 from the Laborers' Union, Local 981, and a couple from the Cameraists' union, local 944.

PATHE OF CAL TAKES OVER CINEMA OUTFIT

Hollywood, June 6. Pathe Laboratories, Inc., of California has been formed here to take over the assets and operations of Cinema Laboratories, Inc., acquired nearly a year ago as the Coast lab for the motion picture business. A subsidiary of Pathe Laboratories, Inc., operating company set up by Pathe Laboratories, Inc., which was majority interest held by the eastern company. Cinema Labs retains majority interest in the new corporation.

Whole operating personnel remains in even with the takeover by Pathe Labs. Officers of new California laboratory company included J. J. Brown, president; J. J. Brown, vice-president; C. Marvin Travis, Hollywood vice-president; and R. E. Young, secretary-treasurer, also Hollywood. Other two officers are from N.Y.

Merrill's Tough Luck

Lincoln, Neb., June 6. Best argument for equipment bought by Merrill in 1939 is the predicament of M. Merrill—who owns the Edgar, in Edgar, Neb.—lands himself in the other night, and set a late match which fell in his office wastebasket unopened. Merrill, Merrill is owed \$2,000 worth of theatre, a livelihood, and had no means to cover it.

Louisville, June 6. News of the election in New York yesterday (Monday) of Joseph M. Schenck, an actress involving \$100,000 to allegedly go to Willis Bioff, came as almost a fait-accompli to delegates of the International Alliance of Theatre Stage Employees and Moving Picture Machine Operators, meeting here in their 20th biennial convention.

Bad news concerning the chairman of the 20th-Pio had arrived within a few minutes of the opening address by William Green, president of the American Federation of Labor, in which he defended the IATSE and Bioff's administration.

As if in anticipated defiance of Green's speech, Pegler on Monday took another full-on attack on the union, George E. Browne, its president, and Bioff. He called it a "vicious, treacherous, and disgraceful attack on the labor movement."

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Convener's Billings

Convention's secretary, reported to Pegler as "a louse in the blouse of journalism." Delegates were highly resentful of the attack on the union as broad it injures all IATSE, not only those against whom there is a charge, but also those who are innocent. There was some talk of a resolution in support of Schenck-Bioff.

Noting the progress of IATSE under his administration, Browne declared there has been an increase of 230 locals since 1934. Present membership in 631 locals is 63,437, a gain of 30,000. Browne reported that the financial side balance of \$100,000 in 1934 has now been up to \$240,700.

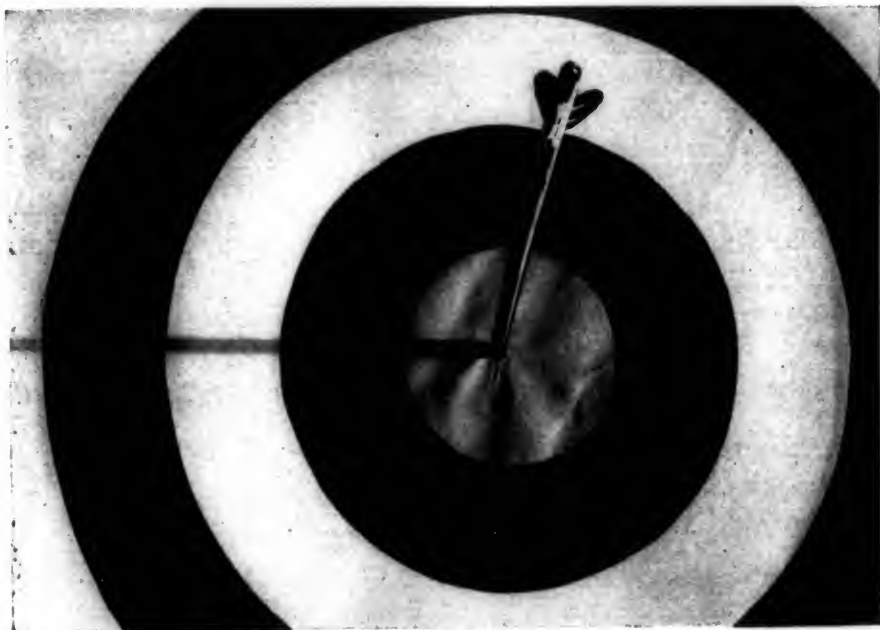
In reviewing the celebrated Bioff case, Browne declared the former was a "louse in the blouse of journalism" and the union "wants him to continue representing it, even if it's a jail cell."

Declaring Bioff had done a "remarkable job," Browne went into a tirade against the union and named IATSE units for which he had obtained worse treatment. Union fight followed with a defense of J. P. (Big) Hick, who, he revealed, has resigned because of "ill health." He said that the union had been found by a St. Louis civil court to have accepted \$100,000 from the theatre industry to defend Bioff.

Green's Endorsement

Green declared the ineffectual fight against the AFL by the IATSE delegates, gathered in the Jefferson County Armory here. He said that the organization of the Federal Theatre Project was the most important of AFL subside, was "splendid and outstanding" and could be heard everywhere, anywhere, and at all times. He took the opportunity, however, to have Bioff's defeat by the AFL against critics who have been in the past.

(Continued on page 10)



WHAT THE PUBLIC WANTS!

*3rd week!
and still
the BEST
IN TOWN!*

VIVIEN ROBERT
LEIGH · TAYLOR
in M-G-M's
WATERLOO BRIDGE
CAPITOL
B'way & 51st St. • Major
Edward Bowes, Mng. Dir.

3 WEEKS NEW YORK
2 WEEKS WASHINGTON
2 WEEKS ATLANTA
2 WEEKS PITTSBURGH
2 WEEKS BRIDGEPORT
2 WEEKS HARTFORD
2 WEEKS NEW HAVEN
2 WEEKS MILWAUKEE
2 WEEKS SAN FRANCISCO
2 WEEKS LOS ANGELES
(playing two theatres, day and date)

with Lucile Watson, Virginia Field, Maria Ouspenskaya, C. Aubrey Smith • A Mervyn LeRoy Production • Screen Play by S. N. Behrman, Hans Rameau and George Freschel • Based on the Play "Waterloo Bridge" by Robert E. Sherwood Directed by Mervyn LeRoy • Produced by Sidney Franklin • An M-G-M Picture

"'FOUR SONS' A TRIUMPH...

(Hollywood Reporter)

UP-TO-THE MINUTE, DEEPLY

MOVING...A LIVING THING!

(Neil Rau, L. A. Examiner)

ITS SPLENDID HUMANESS,

EXCEPTIONAL FERVOR,

REMARKABLE TIMELINESS

(Edwin Schallert, L. A. Times)

... WILL SMACK AUDI-

ENCES RIGHT BETWEEN

(Jimmy Starr, L. A. Herald-Express)

THE EYES!"

FLASH! "ANOTHER SCREEN STAR IS DOWN TERRIFIC. SO ARE THE SONS. SO IS THE PICTURE. IT'S THE BEST THING DON AMECHE'S EVER DONE ON THE SCREEN."
—Hedda Hopper



JACK WARNER. STUDIOS
 DEAR JACK: THANKS VERY MUCH FOR THE PRIVILEGE OF SEEING
 "ALL THIS AND HEAVEN TOO". WITHOUT MINORING WORDS I WANT TO
 GO ON RECORD THAT IT IS WITHOUT QUESTION ONE OF THE FINEST
 PICTURES I HAVE EVER SEEN. I HAVE NEVER BEEN MORE DEEPLY
 MOVED THAN BY THIS ALL-ABSORBING AND BEAUTIFUL LOVE STORY
 WHICH IS ENACTED SUPERBLY BY BETTE DAVIS AND CHARLES BOYER.
 IT IS A STORY THAT IN MY OPINION WILL APPEAL TO EVERY MAN
 AND WOMAN IN EVERY WALK OF LIFE AND IN THE LANGUAGE OF
 SCREEN IT IS A NATURAL, NOT ONLY BECAUSE IT IS BASED ON
 RACHEL FIELD'S BEST-SELLER, BUT BECAUSE YOU HAVE GIVEN IT
 SUCH BEAUTIFUL PRODUCTION. AN ATTRACTION OF THIS SORT
 CERTAINLY DESERVES SPECIAL TREATMENT AND DEFINITELY SHOULD
 BE ROAD-SHOWN EVERYWHERE. I AM VERY HAPPY TO HAVE THE
 PRIVILEGE OF THE WORLD PREMIERE AT OUR GARTHAY CIRCLE
 THEATRE. KINDEST REGARDS.

CHARLES F. SMOULAS



*It is important to note that,
 with full exhibitor approbation,
 Warner Bros. will release*
"ALL THIS, AND HEAVEN TOO"
*for special engagements only
 in selected situations.*

BETTE DAVIS and CHARLES BOYER in "ALL THIS, AND HEAVEN TOO"
 By RACHEL FIELD with JEFFREY LYNN • BARBARA O'NEIL • Virginia Wilder • Henry Daniell • Walter Hampden • George Coulouris
 An ANATOLE LITVAK Production • Screen Play by Conny Robbins • Music by Max Baer • A Warner Bros.-First National Picture

Long Trial

Continued from page 2

the complaint is devoted to alleged monopolistic practices in the conduct of production, including unfair contracts with writers, directors, stars, directors and writers among the duties, the main contention of the Government is the restriction of various types of production and exhibition practices.

In this connection, defense counsel in Judge Goddard's court as viewed in the United States as which were indicated, by date and character of various types of production and exhibition practices, operated, and controlled by the five major studios, namely, Warner Bros., RKO Radio and 20th Century-Fox. Cases in which most of the companies maintain film exhibition also were marked and the legend on the exhibit further indicated the nature of the production and exhibition practices.

Proceedings commenced with a statement to the court by Paul D. Williams, member of the anti-trust group, that the Government has any question of the propriety of Judge Goddard to sit on the case. Williams also stated in the record that the property on which the Trust has filed, at Lynchburg, Va., is owned by Judge Goddard's family. Disclosure of this fact, together with the additional information that J. B. Trust, an operator of the theatre, is a prospective Government witness, was known every week and the matter was quickly disposed of when representatives of the major studios to write by the court Judge Goddard's fitness because of the coincidence.

Thereafter, Thomas Arnold, fresh from anti-trust victories in the Ethel Gas case, the Chicago Milk issue and the Madison Square Garden case, outlined the meaning, significance and general intent of the Sherman act in its application to the film industry. Arnold's legal philosophy is well known through his writings on the subject of anti-trust monopoly cartels, vertical cartels in industry and contractual combinations. Defense attorneys, however, who had outlined the case. He was not permitted to go far ahead in his illustration and references, Judge Goddard interrupted when Arnold started to quote from Burton Griffith's Los Angeles address, and Judge Thomas D. Thatcher, chief of Paramount counsel, raised a point about the relevancy of the industrial history of modern Germany, as expounded by Arnold, and the case before the court. Otherwise, the proceedings went with constant legal parallels between film, business, gas and milk, with side trips into the special legislation which governs the business coalitions and labor unions, and combinations and price fixings are beyond the range of the anti-trust laws.

With rather deft humor, Williams resumed as Government spokesman the remark that he had been wondering for some time how he could be so helpful to the court and how he could best expedite the proceedings. He had come to the conclusion, he said, that the quickest and most illuminating plan was to start at the very beginning and tell the story from the start.

Which is what he did, beginning with Thomas A. Edison's kinetograph invention and continuing through the years. It was interesting and instructive.

He will get to the map of 2,300 affiliated theatres later.

Rockefeller

Continued from page 2

Society of Canada was granted \$18,300 for the same purpose.

Vassar college received \$17,500 for the cost of a report on the Federal Theatre Project and of a survey of practical methods of financing of community drama on a national basis. The National Theatre School of Buffalo was given \$25,000 for the development of a national community program in drama and the National Theatre Conference got \$10,000 to provide leadership for advanced training in drama. The Institute of Technology, Hoboken, N. J., was given \$10,000 for the control of sound and light for dramatic purposes.

Foundation also granted \$20,000 to

the Boston Symphony Orchestra for support of the annual Berkshire Music Festival, Uptown, Mass. Plan is to establish a center for musical education which will provide six weeks of instruction under Serge Koussevitzky, conductor of the Boston Symphony. During the summer months, the center will accept all the selections played are to be new symphonies by American composers and will accept students of various kinds from 30 advanced students and 400 others.

All the above grants are from the Foundation's leading of "humanities" which received total grants of \$202,190. In the first instance, the year totalled about \$200,000.

Schenck's Tax

Continued from page 2

1935 on the wife of dead to Ireland West operator of the Thelma Todd tour, in Hollywood, and to William C. In the first instance a loss of \$172,250 was claimed on a loss of 67,760 shares of stock of Consolidated Film, a stock of Aspa, California, to give \$100,000, a loss of \$102,742 on the sale of 123,844 shares of Aspa California stock to stock for \$1,000.

Schenck is also charged with having stated he had no financial transactions with the company, but he purchased of stock for the purchase of stock for the company, when actually he gave him \$100,000 through his family. Schenck is accused of having committed perjury in testifying that he bought stock of 20th-Fox for \$100,000, but he actually gave him 1,000 shares but paid no cash. Perjury is also claimed in stock purchased by Schenck for \$100,000 and he claimed that Buell did not pay one cent for the stock. Schenck will probably be arraigned later during this week or next for a pleading.

Slower Selling

Continued from page 1

And other policies has built much good will for it.

Had it not been for the beginning of the U. S. anti-trust suit Monday (3), the Weekly bill hangings in Washington and other matters that interfered, most of the majority would not have held their convention as early this year as they did. And even so, this year's meetings were later than last year. Expected in major distribution circles, it was no hurry to sell but all were anxious to get the conventions themselves out of the way.

While it is anyone's guess just what terms selling may take, due to a year and other disturbances (better in the sales field it is felt many changes can occur as well as a curbing of product. Based today now, with the future so uncertain, it that there is plenty of time to get into the heavy selling, with '34-41 product not starting to go on release until Aug. 15 or Sept. 1. In the time of most majors, it's the latter date.

Long Weekend

Continued from page 2

and Tommy Kay at the Strand; and 'Typhoon,' plus Tony Martin-Charlie Barnet at the Paramount. In spite of the fact that the weather was thousands who were at the fair, ball parks, races, etc. the matinee business at the Strand-St. Louis double-header was good but Sunday (3), noted on matinee, was off.

Across the country a similarly late weekend was reported. Major sports drew in excess of a half-million. A combined total of 257,222 persons are seven double-header shows as many cities. An all-time record for baseball may have been set at the Pittsburgh-St. Louis double-header been raised out.

Indianapolis auto races drew 142,000, the auto show at the Indiana fair from coast to coast, attracted a grand total of 194,234, including the 41,800 race fans at the Indianapolis Fair. At Boston the race had a total of 44,500.

BRUCE IN CO. PAIR

Hollywood, June 4

Virginia Bruce closed a deal to star in the picture "The Girl in the Window" for Columbia, within the next year. In writing, said, untitled, are in the studio.

White Collar

Continued from page 1

of additional jobs will be created for extras.

Has on process shots was dropped by the BAO after Thurman Arnold, special assistant U. S. attorney general, stated that such a violation by labor crafts constituted a violation of the anti-trust law and said that if it were carried out, such a violation would be instituted. Only recently a major company called only for the use of such a violation, formerly hundreds of atmosphere players would have been given work.

Pat Curry's Showdown

Pat Curry, producer labor contract, ended out for last week for Chicago and New York. It also was understood there might be a showdown in New York on whether the production labor studio back agreement is to be continued or whether it will be asked and all labor negotiations transferred to Hollywood where most of negotiations recently have been handled by Fred Patten.

Board of Directors, Cartoonists Guild for a basic agreement covering operations of Metro cartoon department, will be discussed with the board (Wed.) at a party between an BCO committee and Fred Patten. Cartoonists will be represented by attorney George K. Boffe, Herbert Sorrell, business representative of Motion Picture Producers and Writers, and William Littlejohn, BCO secretary.

Henry Gray has been elected president of the Society of Motion Picture Engineers. He will serve for a two-year term. Other officers are Hugh Mack, vice-president, and Ray McGee, secretary. Directors include the board of directors are Henry Gray, Walter Scott, George Seaver, and Lawrence Black. Directors include Thompson, Ray Meyer, J. Webb and Howard Bristol.

Members of Laborers and Utility Employees Local 177 of the International Alliance of Theatrical Stage Employees, authorized by the board to prepare a defense to his charges of financial mismanagement. The board is bound by the charges of the majority representative of the industry.

IATSE Conf.

Continued from page 1

claiming that the mother organization has been leaders charged with racketeering and other offenses. Various unions in the AFL are autonomous and have no jurisdiction by their membership. Green claimed, thus precluding any "supervision" of the top which could remove officials of subsidiary units.

Confab will run on until Friday or Saturday, depending upon how advanced work is. In the afternoon, treasurer's as well as president's report was stated for today while the general case board and resolution committee will report tomorrow. Nomination of officers will take place Thursday and election on Friday. Grievance committee will have its say on Friday also.

Rebutions Certain

Despite the Schenck indictment and charges to the IAF officials, no trouble is foreseen from the untitled delegates setup in redefining present cases. Nevertheless the manner in which the Government's action against the work-for-hire racketeering charges against Buell caused an excited buzz among the delegates. Schenck's maximum \$100,000 payment to Buell was a loan which was repaid; but the Government is charging otherwise. It was given to Buell after a threatened nationwide strike of film industry employees in 1937 in which Buell was the union and Schenck the Producers Association.

Brown, on his arrival in Louisville, was greeted by a crowd of 1914 for assault to commit murder and to rob. In 1927 he was indicted for holding of a bank manager, but the case was not given to the courts. Brown declared, "He is a good union man, too. My God, his troubles were some 20 years ago."

Inside Stuff—Pictures

Despite Oskar Weller's assertion last week that he still hopes to do "Heart of Darkness" for RKO, there's some question whether he could do so under the regulations of the Screen Actors Guild contract with the studio. Actor-producer-director said he intends making "Heart" with the original cast as announced last summer. But that would involve prohibiting other contracts, or RKO would have to make a drastic concession from BAO.

Under the BAO regulations, any actor signed for a certain picture must be paid for all time from the moment the contract goes into effect until the picture is completed. Such an actor may be dropped from the cast and his contract thereby terminated, but if he is reassigned to the picture he must be paid for all time intervening. If the production is begun on time, or if it is interrupted, the actor must be paid continuously until the contract expires or is terminated.

King Cuckoo's next outside picture will not be for Universal. Current indications are that the singing star will deal with Warners or RKO, both of which have sent out feelers for the film to make way for Paramount on the 1940-41 program. Reports are that Cuckoo burned when U rushed the release of his last picture, "If I Had My Way," ahead of its original schedule and placed it in direct competition with his Paramount film, "Red to the Bone." Cuckoo figures on an advance this year after vacation following completion of his current Pat assignment, "Rhythm on the River."

King Cuckoo's outside film deals usually call for \$150,000 for himself, a 10% commission (\$15,000) extra for his brother-manager, Everett, and also a \$20,000 fee for the writing services of his favorite scenarist, Jimmy Newman and Johnny Burke.

A biography of the White House by Charles Fraw of the Washington Post of the New York Times is attracting considerable interest from studios as potential film material. Manuscript of the book, to be published by MacMillan in the fall, has been going the rounds of studio departments during the past week. It traces the history of the White House from the period prior to its burning by the British in the War of 1812 until the present day.

While they are also beginning to negotiate deals on the 1940-41 product, RKO's sales forces have been instructed by Ned K. Depue to make more pictures on the current season (72-60) in which exhibitors are stalling.

Mentioning several films in which there hasn't been sufficient time to satisfy the home office, Depue has ordered the men to get back into their territories and get dates on them.

Due to widespread interest in the speech made by President Roosevelt Sunday (28), all 10 San Antonio Interstate theatres, rebranded the talk through the house's public address systems. Newspaper ads Saturday and Sunday through next week through spot announcements on all five local radio stations, transferred this stunt.

RKO tied additional deals with the New York Stock Exchange required by the Securities & Exchange Act of 1933 last Friday (31) and the exchange and SEC subsequently okayed transactions in the company's new securities. Exchange ruled that the new RKO issues should be listed not later than July 1.

Because thus far RKO has made no indication that it will hurry start of actual transactions in the new shares, it is probable that trading in the new stock will not be begun until next week.

Fundamentals of picture sound projection and sound equipment are emphasized in a new course in the RCA Phonophone School for technicians put out last week by RCA Phonophone. Book was prepared under the supervision of W. J. Lums, RCA national service chief, and Adele Goodman, assistant manager.

New York Theatres

GONE WITH THE WIND

ALL SEATS RESERVED

Times Daily 2:30, 8:15, 9:30

PARAMOUNT

The Ebbets Hotel
Mae West
Harry Jansen
Middle Street Shows

"21 DAYS TOGETHER"

ENTERED REVOLVING DOOR

Shows Daily 2:30 & 8:15. SEVENTH SHOWS

Capital

Spencer Tracy in "EDISON, THE MAN"

Edison-Galeby-Mayer Picture

"BROTHER ORCHID"

A New Warner Bros. Success

In Person

JIMMY DORSEY

Shows Daily 2:30 & 8:15. SEVENTH SHOWS

MUSIC HALL

"My Favorite Wife"

Spectacular Stage Productions

OUT SOUTH AFTER LUNEA

Chain Income From Time Sales

COLUMBIA

	1940	1939	1938	1937
January	\$2,370,948	\$2,474,057	\$2,479,545	\$2,378,020
February	3,559,027	3,241,545	3,480,524	3,564,211
March	3,513,179	3,925,084	2,094,317	3,560,716
April	3,320,689	3,545,090	3,474,180	3,486,470
May	3,570,727	3,097,404	2,422,395	3,560,550
Total	\$17,353,159	\$14,382,780	\$12,461,066	\$12,536,066

MUTUAL

	1940	1939	1938	1937
January	\$317,739	\$153,078	\$200,804	\$212,140
February	307,849	276,005	332,236	331,390
March	308,813	308,778	332,877	341,051
April	299,947	302,026	180,343	300,134
May	352,106	224,764	129,301	117,388
Total	\$1,786,354	\$1,264,649	\$1,130,767	\$1,060,977

NBC-RED

	1940	1939	1938	1937
January	\$3,466,380	\$3,211,161	\$2,434,703	\$2,374,635
February	3,256,885	3,397,992	3,367,125	3,772,972
March	3,256,449	3,397,992	3,736,494	3,531,322
April	3,138,683	3,279,571	3,158,487	3,264,085
May	3,216,640	2,886,517	2,027,721	2,361,344
Total	\$16,407,441	\$15,253,649	\$12,964,308	\$11,745,367

NBC-BLUE

	1940	1939	1938	1937
January	\$600,815	\$622,739	\$1,150,735	\$1,077,348
February	605,191	772,437	900,530	1,001,080
March	605,004	672,880	1,070,335	1,062,961
April	617,931	655,617	1,058,487	973,475
May	617,022	615,585	706,479	663,475
Total	\$3,036,133	\$3,069,633	\$4,936,515	\$5,136,909

*Different system for allocating billings to the red and blue networks prevailed these years.

THE RADIO CITY IS SCHENECTADY

Shortwave Capital on the New York Central Makes Big X on a Lot of Yankee Maps in Eyes of Latins

ANTI-DICTATOR

By ROBERT J. LANDRY

Schenectady, June 4. When in 1929 the daughter of the President of the United States, the United States, she took a train almost immediately for Schenectady, 120,000 people, which is now a shortwave listening, was America's most important city, greater than New York, greater than Washington. What makes Schenectady important to itself and in the American commercial scene is, of course, General Electric's empire (there are colonies in Cleveland and Bridgeport, too) but to a considerable number of overseas and south-of-the-equator people, as well as the American State Department, the re-buses of Schenectady sits in a sprawling plateau south of the city where there stands a mass of gun wires and fences, a veritable forest of steel masts through which America speaks in Spanish and Portuguese to the "good neighbors" of Pan-America.

This General Electric adjunct is an essential part of the international shortwave broadcast system of the United States, in which NBC and CBS from their own platforms in New Jersey and by their own methods, also participate. Much of this activity is an answer to Hitler and Mussolini, and all of it aims to win friends and influence people.

WGBO and WGCA, Schenectady, share the G.E. frequency. A series of mechanical trolley-like book-up arms rest upon perches in that jungle of mysterious gadgetry on the aboveground plateau. Signs identify this perch as going to Rio de Janeiro, this one for Buenos Aires, one for Mexico, etc. The trolleys can be manually lifted from one perch to another, and the re-buses, it's all very astonishing, very impressive, very efficient and 'would spend a 1920's dollar to see the place to call for, but hasn't got soldiers with muskets on the premises—although all G.E. employees have recently been mugged and tagged.

This is all of the radio story at Schenectady. There's its longwave 50,000-watt, WGNY, managed by Kelvin Hager. There's the State New York police station, of which G.E. is perpetual tenant by custodian and operator. There's an experimental station that has under John Gilmore with towers on a nearby mountain. And frequency mobility activity.

All the transmission experimentation and practical operation is handled, of course, by the manufacturing, or factory, side of the corporation. At an end of the line, the place has some 200 or so on the rounds awaiting the FCC greenlight in petitioners who are waiting to be licensed as shortwave transmitters. Latter will have G.E. build permits on receipt of Uncle Sam's money.

G.E.'s emphasis upon Spanish and Portuguese is telltale. Especially are the stations in its ownership of Italian and German shortwave programs some two years ago, when the latter place has some 200 or so on the rounds awaiting the FCC greenlight in petitioners who are waiting to be licensed as shortwave transmitters. Latter will have G.E. build permits on receipt of Uncle Sam's money.

John R. Sheehan Taps. As a further indication of the present attitude of the shortwave arm of General Electric's programs and varied radio activities. (Continued on page 21)

FOREWARNED IS ARMED

There is a possibility of the United States becoming involved in the European war. In connection with that possibility, VARIETY recently investigated the best available (but naturally not directly quoted) sources in Washington. Some of these men are in the Army; some are in legal practice specializing on radio matters and usually considered both foresighted and informed; at least one is definitely an insider.

The questions affecting radio asked these Washingtonians by VARIETY concerned what might happen, what could happen, what probably would happen in the event the United States goes into the war. To some of the questions, those who were asked said they could not answer because of their oaths. To other questions they responded they did not know the answers. But on a basis of what they did know, did believe and did say, VARIETY prepared a story to pass this very important information on to the broadcasting trade (May 15).

As a result of this timely warning to the broadcasters, relations between the industry and the Army are now reported to be more cordial, more informed and more realistic. Less drastic restrictions upon the industry are now envisaged should war break out.

James D. Shouse, vice-president and general manager of WJLV, Cincinnati, always a leader of industry thought, wrote VARIETY, in part, as follows:

"It's all hope war does not engulf the United States, but if it should come the radio industry must of course hold itself ready for immediate cooperation with the United States Army. WJLV will certainly expect to play a prominent part in the work of keeping up civilian morale. I think VARIETY has done the radio industry a genuine service in reminding the broadcasters of the loads already on the backs and the need for all of us anticipating and hence preparing ourselves for conditions that war would usher in."

If there's no war, there's no problem. The details of M-day will then remain a secret, and with it the extent, the character or the immediacy of prospective War Department control. Meantime "business as usual" during war or abnormal times never means, and never can mean, what "business as usual" means in normal times. Of course the radio stations necessary to civilian morale will operate. How they'll operate, who'll operate them, where and when they'll operate are matters concerning which a certain lack of detailed information may be significant.

A spokesman for the National Association of Broadcasters said Monday: "I don't question there was plenty of foundation for the story. Meaning the original story in VARIETY. He adds that Major General Arnold's remarks to Senator Lodge were, however, made in connection with anti-aircraft matters and must be related to the fact that Massachusetts is in the immediate path of any possible attack coming from Europe. That in itself is something startling to contemplate!"

SAM BALTER CONTINUES MUTUAL FOR BAYUK

Mutual has another 30-week contract with Bayuk Cigar. The Joe and Sorel's program with Sam Balter. Makes the third year for the alliance.

Ruthrauff & Ryan Taxes Blurbs for Texas Suds

San Antonio, June 4. A new campaign for Southern radio by "Galveston-Houston Brewery" is being formulated for a new spot campaign in the South and Southwest. Station list is as yet not complete.

World Broadcasting System is doing the waning of 13 one-hour announcements to be used. Account handled by Ruthrauff & Ryan.

COMPLETE HIATUS

Chase & Sanborn Show Not to Have Summer Schedule

Hollywood, June 4. Edgar Berger will only get an eight-week jaffon, but takes the whole Chase & Sanborn program off the air with him during July and August.

Walter Thompson agency decided against alternatives.

VICK CONSIDERS RADIO FOR FALL

Vick Chemical Co. has already begun to consider a broadcasting campaign for the fall and winter of this year. Morris International, agency on the account, has submitted three different plans, one calling for strictly spot, another for strictly network advertising and a third, a combination of spot and network advertising.

Last summer the account confined itself to spot, with the appropriation totaling \$400,000.

Alka-Seltzering Fridays When Temptation Rents

Chicago, June 4. Summer show for Alka-Seltzer replacing the Alce Temptation program will switch to Fridays from the present Monday evening spot starting on June 28.

Set through the Wade agency with NBC-red. Deal calls for 13 weeks on 20 sides.

Megan Lloyd George, daughter of the former British prime minister, will be heard Mondays in America, on 11.5 and 9.5, by shortwave from BBC, London.

Merry Month of May at All Wells

Columbia Gross \$3,570,727 — Red Got \$3,216,940 — Mutual Up 37%

May produced still another record sales figure for all three networks. Columbia led all the individual links with a gross of \$2,370,727, which was 15% better than the billings which preceded for May, 1939. This May's gross for CBS represents the second biggest May for that network. NBC's two links got \$4,048,828 last month, a head of 9% over the tally for the like period of 1939. Mutual's margin between these two periods was plus 37.5%.

For this May the NBC-red piled up \$3,216,940 and the NBC-blue, \$3,182,682. Compared to the previous May the red is up 4.2% and the blue 28.5%.

On the first five months of the year Columbia is ahead of NBC by 23.8%, NBC as a whole, 8.5% and Mutual, 24.1%.

NATIONAL BISCUIT MULLS SPOT USE

National Biscuit Co. is figuring on doing some spot advertising in the Middle West for its cracker division in the immediate future. While the type of program hasn't been decided the preference is for local spots. McCann Erickson is the agency on the account.

Some advertiser recently requested for its "Make-Believe" Bureau series (phonograph records) on 19 stations in behalf of the bread division. The request has been campaigned up to the middle of August.

MILKE HEADS AD CLUB

New Haven, June 4. James T. Milne, manager of WELI, is now president of New Haven Advertising Club. Prexy-elect has been active in club for last four years. Organization luncheons are carried weekly by station.

Interesting angle is that New Haven daily press, Journal-Courier and Register, doesn't carry WELI listings.

JOHN BUCKMASTER AIR SERIES GOES COLD

Idea of teaming John Buckmaster, who does character studies, and Ed Gardner in his Arabesque routine for a test series on WOR, Newark, has been dropped by the Pall Mall division of the American Tobacco Co. Young & Rubicam, agency on the account, is now trying to find something else.

Scott's Towels Off Air Until Next September

J. Walter Thompson agency is dropping the Scott's Towel line periodically campaign this month. This business will be back on the air in September.

Young & Rubicam is working on an expansion of the Rev Rabbit Molesters account in spot radio.

'Sherlock' Show Due Back

Chicago, June 4. Star-Cable agency here signalled last week for another season of "Adventures of Sherlock Holmes" for Greater Chicago-Quincy House. The NBC-Blue web starting Sept. 28.

Cold comedy will have a 35-week schedule on 43 stations running each Sunday at 7:30 p. m. ST. Program, as before, will originate on the Coast.

Harry Heitman Reentered

Detroit, June 4. Recovered from operation performed early in 43 states running each Sunday at 7:30 p. m. ST. Program, as before, will originate on the Coast.

WPAY, Portsmouth, May Provide Clear-Cut Test Case on FCC Bias Against Press Ownership

Washington, June 4. Argument likely to lead to court review of the Federal Communications Commission's philosophy that newspaper ownership of radio stations is inimical to the public interest was set for Thursday (10). Clear-cut evidence is presented in the case of Charles A. Thompson and Brush News-News, owners of WPAY, Portsmouth, O.

Because he cannot devote sufficient time to his business, Thompson asked Commission consent to assign his interest in WPAY to the newspaper group. He has 125 of the 200 shares, for which he would receive \$25,000. Property has replacement value of \$25,000 and has been running in the red.

The Commission denied the application two months ago without an opinion and with Commissioner Clegg and Brown reported dissenting.

In the hope of forcing a legal test, Brush-Morse asked for reconsideration and a written opinion. The Commission ordered an argument on the matter, but the ruling that the transfer would result in a monopoly on advertising and news dissemination, issued in the meantime, "whereby the transfer of control of a corporation owning the only radio broadcasting station in the community to a corporation controlling the only radio broadcasting station in the community is in the public interest," has led to the fact that this transfer would result in the corporation owning the radio station controlling the only substantial sources of public information and the only substantial means for the expression of public and private opinion in the community.

Never the Clear-Cut. While the matter of press ownership has come up many times before, the FCC never has denied an application solely on the ground that the prospective licensee publishes a newspaper. In every case, some other factor also has been cited why the public interest would not be promoted.

Questions is important inasmuch as the Federal Communications Court of Appeals a few years back indicated that it has sympathy with the view that it is contrary to general welfare to have a single individual or corporation own both a newspaper and a radio station. In the *El Paso* case, the judges said they knew of no law forbidding a publisher from so lawfully combining his interests.

The Portsmouth case is regarded as somewhat different, however, because there is only one newspaper and only one rag. In other situations there has been competition on one side or the other so that the issue never was presented as forcefully.

Legal is certain if no generally anticipated—the FCC refuse to reconsider and sticks to its prior ruling. But, for the time being, it is to be hoped that Brush-Morse will take to the courts, just to see what the present official feeling is. The case is the first of its kind since the Supreme Court majority consisting of President Roosevelt's appointees, after a feeling that the sentiment of the Commission may be upheld, although admittedly they refused to permit the case to be taken to the court. It was the WPAY stock would not result in a policy that could be applied in every situation.

U.P. Covers WOR, N.Y.

WOR this week lentailed a United Press ticker in its newscast, representing the first time since the war. Will be used for occasional bulletins.

Announcement to carry a copy-up for the Transradio service and regular news periods.

OBOLER TO P&G ON \$3,000 DEAL

Arch Oboler has for the first time got himself a regular commercial. For the first time, he closed last week for his "Stories in the Night" with the Chicago office of General American Corp. handling the deal on a package basis. Price is \$3,000 per half-hour program. P&G will debut the series the first week of September, probably using the Friday 9-10:30 spot on the NBC R.

GAC also has "What's My Name?" with P&G and the question of extension doesn't come up until the end of June.

WLW'S OWN CHICAGO OFFICE, BUT NOT N.Y.C.

WLW, Cincinnati, has taken over the Chicago office of the Transradio Broadcast and Television Corp. and will use it for direct national representation in this territory.

John L. Clark, head of Transradio, denied last week the report that he had closed an office in New York, thereby terminating its sole affiliation with Clark's organization.

Wheeling Steel to Return

Wheeling Steel took its "Musical Bookworms" show off the air with the June 20 broadcast over Mutual. Will return to 42 other stations, for its fourth season. Critchfield, Chicago, is the agency.

Next Sunday (8), the station of the series will be from Taft auditorium, Cincinnati. Cut gone by bus and will attend the circus there Saturday night (8). That one program will feed over two Cincy stations, WLW and WELC. Former originally carried the series when the station was affiliated with Mutual and has continued to hold that show, despite the present Mutual outlet in Cincy, plus in for the single program.

READ AID TO WEAVER

Everard Mend has left Ruthrauff & Ryan to be without the "Pat Weaver" American Union Town. Goss into his new job Monday (10).

WJW, Akron, Must Pay \$4,540 In Wages; Seven \$1-a-Week Student Spielers

AKRON, O., June 4. In the first test case filed by the wage-hour division of the labor department against a radio station, WJW of Akron has been ordered to pay \$4,540 in back wages and overtime and was permanently enjoined from violation of the wage-hour act. The ruling was entered in Federal court at Cleveland. The WJW decree was the result of a suit brought by Col. Paul B. Fleming, wage-hour administrator, and was signed by Federal Judge Paul

His Own Research

Ad agency ever was wondering how much of the rating that a show of his on CBS from 8:30 to 9:30 p.m. could be attributed to the circumstance that the pinstriped Elmer Davis' newsman. He picked up a gun and pencil and did the mathematics. In one column he jotted down the CAB ratings of all the CBS programs that fall within the 8:30-9:30 period from Monday to Friday, including the program in another column he did the same with the ratings for shows on the CBS network.

The result surprised him. The total ratings for the Columbus figure was 60.5, while the average on the red added up to 62.3.

ED EAST

Nickel... Nickel... Nickel
Ed East has pulled more than fifty thousand Pepsi-Cola Jingles—worth just 5-minute spots, on WJW-WFAP-Locals and a new lot. Renewed for new Pepsi-Cola Series, starting on June 10th.

1½ HOUR SPAN FOR GEN. FOODS

General Foods will have a straight half-hour span on the NBC R. Thursdays this fall. The 8 to 9 p.m. will go to "The Aldrich Family" (John O'Donoghue) and a new lot for Fortnum. The subsequent half hour will continue to be filled by "General Foods" (General Foods).

KNIGHT BACK WITH CANTOR FOR IPANA

Hollywood, June 4. Visk Knight will be back as Eddie Cantor's producer when the radio drama initiates his Hot Spot series program Oct. 2. He is currently holding out on Rudy Vallee's last test show and will finish out the summer before being recalled by Cantor, who holds him under personal contract. Deal for Knight with McKee-Ahlright agency was on a limited basis.

Threatened clash between Cantor and Fred Allen (Thomas) in identical Wednesday night spots has been smoothed by Young & Rubicam agency. It is generally held available time on some other night by NBC.

Dick Marvin in Chicago To Give Crosby the News

Chicago, June 4. Bob Crosby orchestra had its option picked up by Camel (Rudy agency) last week for an additional 13 weeks though the option period doesn't expire until July.

This will continue the Bob Crosby program on the air for Camel through the remainder of 1940. Dick Marvin, Rudy agency's radio chief, was in town last week to hand the glad tidings to the Crosby group.

LAXATIVE UP FOR NBC BLUE

Lewis-Weir, backer of "The Pot of Gold," will buy another half-hour following that show, Thursday night on the NBC blue. If NBC accepts the product, namely, Nature Remedy Tablets, a laxative.

It would give the medicinal outfit three half-hour programs a week, the other being "The Treasure Chest" (The show is taking "The Pot" place on the red network Tuesday nights).

SAMMY KAYE'S 26 FOR SENSATION COMPLETED

Sensation cigarette (Lorillard) is shelving its current series on the NBC-Red Monday nights for the summer. Sammy Kaye, who has had 30 weeks of it, does his last Sensation broadcast June 24. His production, Larry Clinton, had a splendid run.

Cig brand will be back in the fall for the policy. The show, which won't be put under contract until the network period has been closed for Lennox & Mitchell is the agency.

WLW Staff at G.O.P. Rally

Cincinnati, June 4. Martha Wheeler and Elizabeth Davis, former misses of WLW and WEPC, were selected Monday (3) to assist in the station's special coverage of the Republican national convention in Philadelphia. They will transcript interviews at Crosby headquarters in the Benjamin Franklin hotel.

Peter Grant, chief announcer, and Fred Thomas, his script writer, plus two more writers from the Crosby newscast, will handle postwar production.

Civic Revises Its Stock

Albany, N. Y., June 4. Civic Broadcasting Corp., Syracuse, has increased its capital stock from \$100,000 to \$150,000.

Castella, Cooney & Fearon, Syracuse, filed the papers with Secretary of State in Albany.

BLUE WEB TO HAVE OWN RULES?

While NBC denies that it is in the impression of widening its ad agency circle, the NBC is gravitating toward the formation of a separate set of policies for the blue network. What these agency men suspect is that the time comes of the rules which have been strictly enforced on the red network will cease to apply in the case of blue.

Trend in that direction has, according to the viewpoint of agency, become more than apparent by two recent incidents. One is the shifting of "The Pot of Gold" from the red to the blue. The other is the dropping of the inferred relaxation of the rule against newscast laxative account through the NBC blue. The blue MO as the plug on the "Amends of Henrymeyer Hill" serial. Later, an episode of "The Pot of Gold" clears over the blue at 3:15 p.m. While no direct mention of laxative is made in the blue MO report, it is easy to assume that listeners won't miss out on the intent of the mineral oil plug in the plug.

WLAP STAFF MEMBERS KILLED IN AUTO CRASH

Louisville, June 4. Four persons who were injured, when their automobile failed to negotiate a curve stop Clay's Ferry, Ky., near Lexington Monday (3). Dead were listed as Carl Connelley, WLAP, and company, the University of Kentucky student and WLAP, Lexington; Mrs. Delores Deane Connelley, registered nurse and wife of Conner; Chester Marion Stratton, of Richwoodville, Ky., employee of WLAP; and a company, the University of Kentucky student; A. T. Stewart, Jr., of Shelton, Ky., son-in-law of WLAP, and a company, formerly with WLAP. Driver of the car was Noel Ladd, Lexington, and the car was a 1935 Ford. The car was on the road when it crashed, and the car was on the road when it crashed, and the car was on the road when it crashed.

That after the car left the road and traveled about 170 feet it plunged into a ditch, and the car was on the road when it crashed, and the car was on the road when it crashed, and the car was on the road when it crashed.

WFIL Programs Go To WSNJ, Bridgeton, N. J.

Philadelphia, June 4. WFIL last week completed a tieup with WSNJ, Bridgeton, N. J., in order to reach thousands of residents who take a temporary residence in South Jersey whenever they return each summer.

The tieup is, in effect, a resurrection of the old Quaker Network, which was organized for political campaign in 1934. This year WFIL will pump campaign money into the Quaker Network, which will also produce and direct.

CBS' Danny Kaye Idea

CBS is studying a comedy series starring Danny Kaye in a half-hour weekly spot, with Nat Caruso and Eddie Finnerman writing the script around an on-air character, Bertram Morgan, who will also produce and direct.

Kaye, currently on the Paramount stage, N. Y., and in the show at the Riviera, Ft. Lee, N. J., appeared on "Parade of Happiness" over CBS last week.

Pen Jell Uses Radio

Kansas City, June 4. Pen Jell, powdered from the pen, will use radio announcements through David B. Mandlin agency.

It was reported here this week that Jell, which, with WADC, Allen T. Simmons' Columbia outfit, has been given the license to use a permit for a third Akron station to Bernard M. Berk, Akron lawyer and radio newsman, to use the station for its programs against the Berk application. Berk has twice been given the go-ahead, but only to be halted by further protests and hearings.

Panorama' Dreamed By Harry Fields in H'wood

Hollywood, June 4. Premiere of Harry Davis' "Panorama" at NBC last Saturday night (1) drew an audience largely composed of the first line of the radio trade here. New series was tested for audience reaction and drew good response from the professional section and a packed studio.

"Panorama" is a mixture of music, history and dramatics, with a cast including Anne Jackson, Knox Maughan, and Bill Roberts. Edward Kay composed an original score and conducted the orchestra and choral group.

SCHOOLS ADD 4TH 'R' (RADIO)

CLEVELAND'S OWN STATION PIONEERS

School System Has 'Superintendent of Radio' and Operates Every School Day — 183 Schools Equipped Supplement the Teachers

RADIO BIZ HELPS

Cleveland, June 4.

Pioneered by the school system here 15 years ago local educators are now naming radio as the fourth R along with that cardinal trio of reading, 'rithmetic and hygiene. From a humble beginning in 1925, which lived on an occasional grant of 15 minutes here and there from commercial stations fed to classrooms lucky enough to have a roaming art, the Cleveland Board of Education now operates station WBOE on the air every school day from 8:30 a. m. to 4:30 p. m. Furthermore, every elementary, junior high and high school, numbering 183, owns the necessary receiving equipment.

Workings of the local group in successfully tying in radio with education became doubly important some five channels have been allocated for education in the new frequency modulation strip, in turn expected to bring into being numerous independent education units of the type developed here.

Cleveland experiments in the educational broadcasting came to the attention of the Rockefeller Foundation which thought enough of idea to make a \$45,000 grant in 1925. In March of that year the Board of Education received a construction permit from the FCC and began work on WBOE. The transmitting room and broadcasting antenna were installed at an elementary school located on comparatively high ground. Station headquarters are in the Board of Education Building in downtown Cleveland. In the latter group are four studios, control room, transcription studio, engineers workshop, director's office, and clerical space. Numerous engineering difficulties have been overcome and now only 3% of all schools reports trouble in reception.

In actual operation local chart is headed by Supt. of Schools Charles Lake. Next in order are exec. supt. governing radio work for elementary, junior and regular high schools. Under these execs is Dr. William B. Levenson, as 'superintendent of radio'. Reporting to Levenson is chief engineer, production head and program director. Aides to these heads usually come from the ranks of the National Youth Administration, a government project. Levenson back around 1928 wrote original model plan of junior high schools then being aired over WTAM. At West Tech high school director helped assemble the P. A. system which serves the entire school. Levenson after a visit of CBS in New York to get practical point of view received a doctor's degree with thesis on 'Training of Radio Personnel & Analytical Approach'. When WBOE opened in 1928 Levenson got the nod.

In speaking of radio as fourth R

in education Levenson told a Variety reporter: 'Sometimes schools are not separated from reality. Radio helps us open the doors of the classroom to the outside world. The purpose of radio is not to supplant teachers—it merely supplements them. We are creating a textbook for the ear as well as the eye.'

Numerous methods have been created in making study by radio more helpful. Mimeographs are sent to teachers in advance of programs with suggestions to supplement programs. Models, charts, graphs, plants, animals, etc. and even slides are used to strengthen radio lessons. Twenty thousand slides are available in sets in schools for tie-ins with broadcasts.

A major part of the development of WBOE is due to the local com-

mmercial stations. Broad curriculum of the station would be impossible without such aid. WTAM, WOKR, and WHC-WCLE have made available to WBOE all sustaining programs of the networks carried by the respective stations and what's more have shouldered cost of line charges to pipe any such programs into school station. When program of importance to education is scheduled on commercial stations WBOE can plug in at will for same and make recording for future outlet to schools.

Station has thereby been able to develop margin of sound on pattern of newspaper morgues. WBOE now boasts of library of practically every important contemporary. For example, teacher might sometime in

future say to class 'Would you like to hear what the king said when he left for Canada?'

Operations of station include complete schedule of various subjects running from kindergarten through high school. Also presented are numerous special programs for extra curricular activities including talks by notables visiting Cleveland, safety talks, after school club activities, etc. In each case of regular subjects being aired supervising utilizes experts in specific fields, since school teachers are not expected to be experts in every subject.

Passes by radio teacher are frequently allowed for discussion of reaction in classroom. Teachers are guided by following technique: (1) Fully select and organize subject

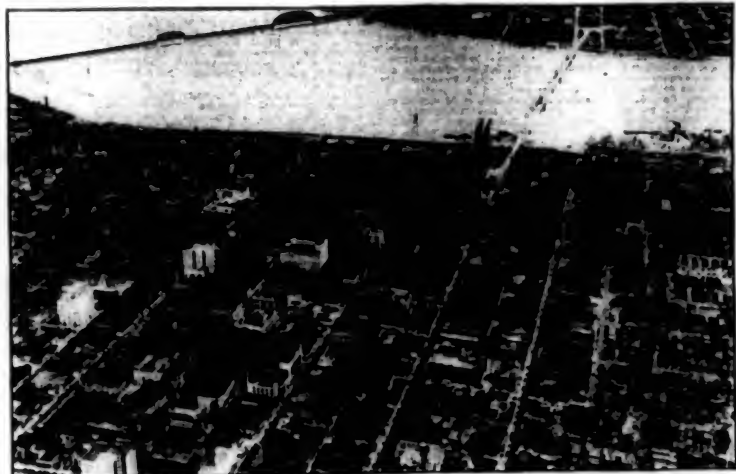
matter—accuracy without too much detail—make each sentence thought provoking and to the point—the first sentence should challenge the interest of the listener.

After 15 years of experience with radio for classroom instruction and demonstration the following official deductions have been made:

- (1) That, should the radio become the most remarkable invention of all time for the communication of ideas, as it seems to promise, it is certain to merit a central place in a public school system.
- (2) That the distinction between educational and commercial broadcasting should be made clear.
- (3) That auditory imagery is (Continued on page 23)

THE LOUISVILLE AREA ...

An Important Part of WLW-Land



Strangely enough the city of Louisville, while only a little over a hundred miles from Cincinnati, is not dominated by the Nation's Station—a fine tribute to broadcasting as it is done in Kentucky's largest city.

However, there are many loyal WLW listeners in Louisville. In the rich surrounding trading area the Nation's Station again comes into its own and does a thorough job of covering an audience whose importance is reflected in the fact that most Kentucky wholesalers and retailers consider WLW a vital factor in the movement of merchandise from their warehouses and retail shelves.

LOUISVILLE, KY.

Population, 1930	307,700
Retail Sales, 1930	\$124,464,000*
Wholesale Sales, 1930	\$191,779,000*
% of Nation's Buying Power (trading area)	5.702%
Radio Homes (Jefferson County)	91,940

* Estimated by Sales Management

NATIONAL REPRESENTATIVES - TRANSAMERICAN BROADCASTING & TELEVISION CORP. - NEW YORK - CHICAGO

WLW THE NATION'S
most "Merchandise-Able"
STATION

IN
BALTIMORE
ITS
P. A. SYSTEM

ON THE NBC RED NETWORK

Some Shortwave Oddities

Schenectady, June 4. Edgar Bergen is popular in South America because his English diction is so clear and clipped. Charley McCarthy, the dummy, thus qualifies as 'educational'.

Schenectady Plays English Games

People dance in England to music from Schenectady, N. Y. One English family wrote in they listened through the wall of the next apartment which had a shortwave receiver, they not having one.

Mail Notes By Shortwave

G. E. reads about 200 letters every other Friday night to members of the Byrd expedition at the South Pole. Anybody can listen in or send a letter, but, prodding from previous expeditions, G. E. has all the Byrd staff indexed so that live messages from unknown hero-war-shippers can't get through to married men.

One mother quite seriously told her son at the South Pole he would arrange for him to get a weekly cash allowance. Another reminded him to send a check for his income tax.

'Just Mail'd Your Stamp'

From the San Francisco unit G. E. conducts a Missionary Mail Bag, a special message service to Chinese and other Asiatic quarantine posts.

Band By For Station Clearance

A South American DX station operated by one man, with two-way channel communication, was interrupted one day when the broadcaster, speaking to an engineer in the States said: 'Hold on a minute while I chase this crocodile out of the studio.'

BBC Intervened

Any program from America that the British would particularly like to have their citizens hear is usually carried by General Electric supplemental to any other means that may be employed on the program. BBC invariably checks to remind Schenectady to please carry.

G. E. MAY TAKE BACK ITS WGY

See Anti-British Bias in 2 (Unnamed) American Newscasters, Urge Boycott

Schenectady, June 4.

It is possible that General Electric will presently evict Westinghouse and take back under its direct control the operation of station WGY. The aversion of the Federal Communications Commission to international contracts pending to others than the official licensee the actual operation of stations prompted Westinghouse to revise the management set-up on KDKA, WBZ-WBIA and WOIO and this is seen as G. E.'s cue.

WGY staff, from manager Kolin Mager down, works for NBC. Maintaining the present confused state, including war possibilities, may prompt G. E. to wait a time before deciding.

St. John, N. B. June 4. All members of the Imperial Order, Daughters of the Empire, were urged to boycott the products of sponsors of radio news commentators (American) who show anti-British prejudice. Recommendation was contained in a report by the radio committee at the national convention of the I.O.D.E. held in St. John. It was charged by Mrs. J. D. Detweiler, of London, Ontario, that two particular U. S. radio commentators are hostile to the British in this war. In the same report it was revealed that the committee will write to one U. S. network praising it for fairness in the broadcasts.

Cecilia Ager will be interviewed today (Wed.) by Stella Unger on WJAF at 1:30 p. m.

Sets in South America

The number of South American radio receiving sets in use are estimated by the U. S. Department of Commerce, April 15, 1940, as follows:

Argentina	1,000,000
Bolivia	20,000
Brazil	500,000
British Guiana	1,000
Chile	150,000
Colombia	110,000
Ecuador	10,000
French Guiana	80
Paraguay	10,000
Peru	40,000
Porto Rico	2,500
Uruguay	15,000
Venezuela	130,000
Other countries:	
Mexico	450,000
Panama	170,000
Panama	15,000
Costa Rica	15,000
Guatemala	14,000
Cuba	1,233,500

S. American Idea

(Continued from page 2)

the authority over this activity has now for the first time been vested with the program head. This is the idea. Schenectady, who is WGY and NBC. Engineering is thus consciously subordinated to program management. A logical recognition that, under the changed status as international rather than experimental, the program is the thing. The program budget, the program policy, the program personnel are all matters of importance to management. Programs are the ways and means and the implements of motion in which the sales promotion aspects for G. E.'s export division are secondary when contrasted to the possible economic, diplomatic, democratic and political considerations.

To maintain a service of 31 hours daily in Spanish and Portuguese to South America (and in English to the British Isles) Schenectady's department has about 15 announcer-writer-translators. This is inclusive of the staff of the United States Treasury Island (GKEI) in San Francisco Bay and blemish on the map of the Coast and the West Coast of South America.

Although the use of phonograph records is forbidden by company policy, the transcription libraries are being employed for the shortwave program. Schenectady there is no basis for the legend that Latin like only languages and rhumbas. Any kind of good music is popular with them, in G. E. experience.

Phil Spitalny An S. A. Fare

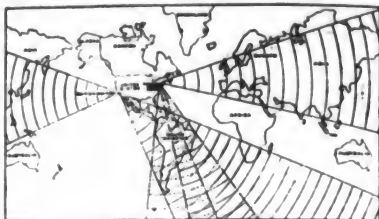
Phil Spitalny's all-girl orchestra is a prime favorite with Latin listeners. 'The Hour of Charm' has been regularly transmitted between the equator. Fan mail, including demands for photographs of the girls, is abundant. This is the only program of General Electric commercial affiliation which is sent out. Various commercials are, however, carried from the NBC and Mutual networks. The policy at Schenectady is to take these off the network switchboard (G. E. pays the line charge from Albany) and to use Spanish or Portuguese translations of the entertainment announcements only. The commercials are carried in English as broadcast, but are not translated into the native tongue of the receiving end.

There is no particular rivalry among any of the several organizations which operate internationally out of the United States under FCC license and State Department blessing. NBC emphasizes news on the hour every hour. CBS carries many of its own commercials. WRUL, Boston, is strong on high-brow talks. G. E. can pickpocket any long-wave program, commercial or otherwise, it wants with the exception of those CBS programs which go out over the CBS DX channel. A technician of the FCC against any two radio services carrying the same program makes Columbia without programs from the Schenectady juice giants which it would otherwise probably be willing to grant.

The standard ingredients of American shortwave programs are these: 1. News (much appreciated in Latin America for its accuracy, speed and freedom from bias).

2. Music (old time, but with a slight edge for the symphonies).

3. Highground Gossip (there is a well-grown universal interest in the glamour hebe).



Hour G. E. Radio Covers Globe

Background of a DX Staff

Schenectady, June 4. Indicative of the qualifications and background of a DX station staff, the General Electric international division includes the following personnel:

John Sheehan, program manager of WGEA-WGBO, Schenectady, co-ordinates with KGEI, San Francisco. Part of his task is to contact representatives of South and Central American interests. A former WGY and NBC announcer and program director, he still does some G. E. announcing in English.

George Ellis Barrett, speaks Spanish and French, was an Albany announcer, is field representative to contact Schenectady and check and New York State Department of Education.

Gervase B. Bevan, born in Brazil of English-American parents. Educated at French convent in Brazil. Speaks Spanish, Portuguese, French and English, all equally well. Also has working knowledge of Italian. Was once secretary to Brazilian ambassador to U. S. Was assistant on F. A. Martin's 'Who's Who in Latin America'. She conducts a short wave club in English by which some 20,000 South American listeners study the language. Many of the letter send over their papers to be corrected at Schenectady.

Luis G. Ladeira, graduate of the Brazilian military college. Speaks that language, also Spanish, French and English. Did Portuguese announcing for NBC before joining G. E. He writes and announces Portuguese programs.

Prof. Vincent Tovar, born in Spain, graduate of University of Madrid and Columbia. Multi-lingual world traveler. Miscellaneous duties at G. E. Aldo de Lima. Born in Lima, Peru, of Danish-French parents. Multi-lingual. Magazine writer in Chile. Writes and handles Spanish shows. Aldo in Miss Bevan in instruction of Latin DX listeners in English language. Jean M. Flores. Born in Ecuador. All languages. Published for International House, also Spanish Information Bureau, New York. Official interpreter Bronx County Court. Spanish announcer at one time for Alway-Karl program.

Ernest S. Berlingham. Has charge of the technical operations. **Jorge Brice**, born in Brazil, graduate of Wilson Teachers College, Washington. Public school teacher. Writes and announces both Portuguese and English shows.

E. T. Buck Harris, former Pacific coast newspaperman, is program chief at the San Francisco unit. **Norman Pate**, veteran radio announcer, handles English shift in San Francisco.

Charles Benedetti, an American citizen, formerly with diplomatic service of Republic of Colombia. Handles the Spanish duties at San Francisco. **Ralph Sayre** is in charge of some 30 transmitting engineers at South Schenectady.

Write, Wire or Phone
YOUR NEAREST
VARIETY
OFFICE

To Reserve Space in the
1940-41

VARIETY
RADIO
DIRECTORY

NEW YORK
154 West 46th St.
BRyant 8-9153

CHICAGO
54 W. Randolph St.
Central 4401

HOLLYWOOD
1708 No. Vine St.
Hollywood 1141

When you think of

NEW ORLEANS

you think of:

Croole Beauties with Smoking eyes



and
WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city
CBS AFFILIATE... NATIONAL REPRESENTATIVE... THE RARE AGENCY, INC.

War Songs on CBS Show

CBS has apparently left down the bars on war songs. WABC, the web's New York key, last Friday (31) broadcast a medley of six such tunes via a "Hornet" transcription.

The numbers were "Over There," "It's a Long Way to Tipperary," "Till We Meet Again," "E-K-K-Kale" and "Pack Up Your Troubles."

Greensboro N.A.B. Meeting Pledges Radio Aid to Gov't If War Comes

Greensboro, N. C., June 4. Nearly 100 attended the fourth district meeting of National Association of Broadcasters at Sedgewick Inn west of Greensboro, Saturday. Meeting elected John A. Kennedy, Greensboro, W. Va., chairman for another two years. The district takes in the Carolinas, Virginia, Maryland, and District of Columbia.

After Dr. Jay C. Waldron, station relations director of the Federal Office of Education, outlined the significant role of radio as uniting forces for internal defense, the session adopted resolutions pledging every possible aid to governmental agencies in emergencies of war or threat of war. Joe Miller, of Washington office of N.A.B., talked about local radio in war-time, social security and working conditions regulations and showed how some stations are spending more than necessary in these particulars.

Another possible saving was presented by Powell Haverin, of Broadcast Music, Inc., in an executive session on ways to reduce the cost of ASCAP music and weaken the society. While no special authority on frequency modulation was on the program, business in afternoon, dinner in evening, P-M was a persistent topic of discussion. The sales managers group had an informal meeting on Sunday morning following the N.A.B. district program the day before.

Major Sidney Ridge and his Greensboro WBOB staff were hosts at the office.

SIMPLIFY CALL LETTERS

FCC Suggests WBYR Forget Its Mounting Male, WBYU

Syracuse, June 4. There'll be no more doubletalk by announcers at WBYR, according to a request of the FCC. Officially, the station is listed on the FCC records as WBYR-WBYU, a throwback to the days when the station also operated a separate outlet at Syracuse University. The two stations have long since been combined. FCC now finds the double name cumbersome and is asking the Wilder outlet to shave off half the name.

Same request, it was reported here, was made to WOD-WMBF at Miami, the only other station in the country with a double set of call letters.

NEVILLE MILLER NOT AT PRO-ALLY RALLY

Neville Miller, president of the National Association of Broadcasters, was not present at the pro-ally meeting held last week in Louisville. This meeting openly memorialized Congress to come out actively in favor of the French and British. A dispatch from Louisville last week wrongly listed Miller as on the speakers' list.

TWO DAY RADIO BOOM IN NEWSPAPER STRIKE

Reading, Pa., June 4.

A two-day shutdown of the two daily newspapers here, both operated by the Eagle, proved a harvest time for twin radio stations, WRAW and WREU. The shutdown was due to a printers' union strike.

Not only merchants, lacking their usual publicity outlets in the Thursday and Friday morning and night issues of the Eagle and Times, but theatre men engaged in a scramble for time on the air. Theatre men with regular contracts for air time, even in cases where no definite length of periods or number of spots were designated in contracts, fared best in the rush.

So many applicants for time were accommodated that at certain hours in the two days the bulk of the stations' time was taken up by advertising, with very little margin for music or other entertainment.

BOMB FALLS NEAR NBC IN PARIS

One of the bombs which the Nazis dropped on Paris Monday (3) fell close enough to NBC's headquarters to cause some wire disruption and the postponement of a scheduled broadcast from that source by two hours. NBC later couldn't get much information from its Paris bureau head, Paul Archinard, as to the actual reason for this lengthy huddle but the network deduced that enemy reluctance had as much to do with it as wire trouble.

NBC also assumed that the bomb must have been uncharacteristically close because the Associated Press man phoned his story from NBC headquarters. The quarters are at 15 Rue Poutin.

No Bargain Basement Blitzkreigs

St. Louis, June 4.

Station KWK is blunderbussing advertising copy that attempts to adopt the style of military communications, war news flashes and similar low-familiar radio attention-getters. Theory is listeners resent any commercial exploitation of the present emergency of grave news.

References to "price wars" or "bargain basement blitzkreigs" or similar inspirations of advertising copy-writers are strictly out.

Radio Stations Unite to Bar Union Talk on 'Boeing (Aviation) Problem'

Schools' New 'R'

Continued from page 23

more effective for many persons than printed symbols.

(4) That many phases of school work can be improved by a reasonable amount of direct classroom instruction over the radio.

(5) That, granted that the radio is only a mechanical device and not a substitute for an educational system, it is a remarkable extension of the arm of the supervisor.

(6) That the model lesson given over the radio is an effective means of supervision. Such a lesson is the result of more time, intelligent, and specialized training and skill than the individual teacher can offer.

(7) That the best use of the radio for classroom instruction requires short intervals for pupil-teacher activity and reaction. The number and length of these silent intervals vary with the subject, and also within a given subject.

(8) That the radio station needs to be available at any or all hours of the school day. Since most commercial stations are members of a chain, the individual station is not able to grant a given hour to the school system without making it subject to change. Furthermore, the hour available may not be the time best suited to the requirements of a given subject or broadcast.

National defense came into the local radio picture very forcibly when all of the principal stations refused to sell the Aeronautical Mechanics union time to discuss what the organization claimed was the "Boeing Problem" over their outlets. Unionists drove back with a six inch double display ad on front page of Seattle Post-Intelligencer that KEXM, local radio, would air the hour.

Seattle radio execs, with this exception, said they were standing by President Roosevelt's recent request that labor should not hamper country's defense program; that their refusal to be a party to any discussion which might affect production of planes for war needs by the large local plants, was in accord with the chief executive's proclamation; that script as submitted was not considered in public interest.

What improves the general public here is the close cooperation of the stations in aiding the government in its national defense and their stand in preventing people at their miles who might interfere in the program the President wants carried out.

With Seattle known as one of the strongest union cities, this action on the part of the radio heads is symptomatic of the times.

WTNH, Trenton, has named Joseph Herberly McGilvra its national sales rep.

KMOX
ST. LOUIS
50,000 WATTS
CBS

**More listeners than all five other
St. Louis stations combined. In the
city; outside the city; on the farms.**

For more information about KMOX, one of the stations CBS 50,000 watt outlet—Inquiries of Radio Sales: New York, Chicago, Detroit, Charlotte, N.C., San Francisco, Los Angeles

THE VOICE OF ST. LOUIS

56 RADIO

Mayflower (Enemies of John Shepard) Misrepresented Financial Resources

Washington, June 4
Inability to produce cash-on-the-barricad head last week end the Mayflower Broadcasting Corp. of Boston in its fight with WAAE, Boston, over a proposed switching of WAAE's facilities. The existing transmitter WAAE has survived plenty of man-handling on account of alleged political activities. Station ownership was sold in 1937, as an active factor in the Boston mayoral campaign, by its delinquent in the Mayflower, sole owner of permitting dog-fights racing in the Bay State.

Under the present proposed findings by the Commission, Mayflower was put pretty definitely out of the picture. Three stockholders—George B. Dunham, president; John J. McCann, treasurer; and Lawrence J. Flynn, secretary—were named by the Attorney General of Massachusetts in three suits to holdings of \$100,000 each. Notes and cash constituted the financial background of the Mayflower Corp., according to present findings.

Notes signed by McCann and Dunham—each of whom endorsed the above paper—promised to pay in demand the sum of \$50,000 to the company. It was charged, McCann "intends to satisfy his note with expected proceeds from an invention," according to the proposed findings against the Mayflower application, while Dunham and his wife are subsiding on income derived from approximately \$50,000 worth of securities. No evidence is to be seen either McCann or Dunham could satisfy the \$50,000 demand notes, FCC charged.

Little mention was made of Flynn in the seven-page proposed finding, although the Bostonian was much in the line-light when WAAE, a John Shepard station, was embroiled in a bitter row over Boston political issues. At that time, Flynn worked for John Shepard, but an earlier action, which had re-switching which reached as far as the West Coast (KGGC, San Francisco), shattered the alliance.

In turning down the Mayflower application for 1610 kc, with 500 watts night, 1 kw day (facilities of WAAE), FCC tentatively approved renewal of license for WAAE, which now 1 kw day and night with the same frequency.

In view of the conclusions which we have reached with respect to the Mayflower Broadcasting Corp.'s application, we are not satisfied it necessary to discuss other evidence introduced at this hearing," the Government agency charged.

J. W. Gunn appeared on behalf of the Mayflower group, with Paul D. P. Spearman, Frank Roberts, Frank U. Fletcher, J. Arnold Farver and Edward M. Russell representing the Yankee Network, Inc.

Preoccupied

Mustard tried several times by radio last Saturday (1) to reach Peter Tomkins, New York Herald Tribune correspondent in Rome and the network's broadcaster there, for a status in his own roundup. Failed to receive an answer, however, because Mustard was finally received Monday (2) from Tomkins, stating: "Only let you down Friday. Was married Friday. Embarked with me on Manhattan Saturday for America."

WLW CREWS TO COVER 10 MORE TOWNS

Cincinnati, June 4
Addition of 10 markets in the WLW trading area to those in which constant wiretaps are under way and direct contacts are established with distributors, has been made by James D. Shouse, general manager of Clevelander stations. Several months ago WLW placed merchandising representatives in Columbus and Dayton, O., and Indianapolis. They were Joseph J. Bauer, Edward H. Wiley and Robert Finkbein, respectively.

Newly added cities are Springfield, Ohio; Evansville and Portsmouth, O.; Fort Wayne, Indiana; Anderson and Kokomo, Ind.; Ashland, Ky., and Huntington, W. Va.

Edward H. Hale and William Malone will direct the field work in the Fort Wayne district, and Edward Cooke and Tom Turnbull will be in charge of the Huntington area. Another WLW co-operative move with its drug and grocery products and their advertising agencies is the setting up of special window displays in the Clevelander building at the New York World's Fair. Window areas are to be of moderate design, with novel lighting effects. Arrangements for their erection were made by William O'Brien, the station's research director, during a recent visit to the fair.

Each window will be available to manufacturers and advertising agencies for a week at a time.

Evans Up for Congress
Spartanburg, S. C., June 3
Virgil V. Evans, editor-publisher of Spartanburg News and previously WSPA owner-operator for 10 years, has entered race for congress. He's now member of state assembly.

VARIETY

Ed East's Renewal

Ed East's contract with Pop-Cala will continue through the summer but the late afternoon program at 4:30 and 5:35 will be changed to participate in East's Breakfast in Bedtime period in the early morning. Next 12 weeks start June 16.

Quits CFQC, Says Station Tried to Discourage Sustaining Programs

Richmond, Va., June 4
Charles Hearn, chairman of the Young Men's Section of the Harrison Board of Trade, has resigned because of what he terms "lack of co-operation" between the station CFQC and himself. Hearn said he had come to the conclusion after several months of discussion with the station that management was trying to discourage YMBT radio endorsement.

There had been occasions upon which the station had discouraged YMBT programs, Hearn stated, and Hearn. His committee, charged with trying to entertain and educate the broadcast, had been put to great inconvenience on this account, he said. Hearn also decided to suggest the program for the summer and to discuss the matter of future broadcast with it, as suggested by station executives.

Air time during the past winter was donated by CFQC.

BEN BERNIE, ANTI-QUIZ, LEAVING HALF-N-HALF

Formerly associated with the syndication of his Half 'n' Half tobacco program, Ben Bernie and the American Tobacco Co. are calling off the Mutual Quiz program July 3. Bernie has been with the sponsor for two years and from the start, both didn't think the quiz type show was the proper pattern.

Mutual closes at the Hotel Tull (1) V. June 31 and opens for a week at Jones Beach, N. Y., June 27. He inaugurates a new name-half policy at that spot, booked by the Music Corp. of America. From there Bernie one-nighters and theatricals will return to California until the fall.

SHORT-LIVED STRIKE

Mechan Park Owners Demanded of Own Employees

Mexico City, June 4
Convinced that radio advertising has little publicity but that being off the air would be too costly, the local station, Radio Nacional, the Party of the Mexican Revolution, broke the strike that its two stations here, XEUX and XEFO, for an hour, by signing the short time contracts that allow the least of what they want.

This was the first radio station strike in Mexico in several years.

Bing Crosby to Visit South American Stables

Hollywood, June 4
Kraft Music Hall will be missing Bing Crosby for 15 weeks this summer. He takes his midday hiatus after Aug. 4 broadcast. The crooner had originally sought a 21-week layoff.

He'll pass first month at his Del Mar race track down the Coast and then goes to South America to visit friends and look over the equine stock for his racing stable. Bob Burns does his usual pinch-hitting duty.

SIX WEEKS IN BILLINGS FOR LEW VALENTINE

Chicago, June 4
Dr. I.Q. (Lew Valentine), who has been playing the Mad candy quiz show from the stage of theatres since 1934, will be in town for the Fox in Billings (Mont.) for a six-week run starting July 4. This is smallest town yet visited by the show.

El Paso Gets Going

El Paso, Tex., June 4
KROD, owned and operated by Clarence D. Rodriguez, press of the El Paso Times, with Merle H. Tucker as station manager, went on the air Saturday (1). He CBS Salute presented the El Paso Symphony Orchestra under H. Arthur Brown. Inaugural program was under the direction of Russ Johnston, CBS program director from the west coast.

Station operates full time with a power of 500 watts on 1,300 kilocycles.

Ralph Edwards on Web

"Truth or Consequences" Ralph Edwards audience participating series for Procter & Gamble, goes into regular August 17. It will air at 8:30 Saturday night over NBC red (WEAF). It's now on at 9:30 Saturday night over WABC, New York, and four other CBS stations.

Every soap is the product and completes the agency.

Wednesday, June 3, 1948

Speak Up Or Shut Up

Syracuse, June 4
If American radio listeners don't like the programs dialed out for them, they either ought to speak up in complaint or keep quiet. That was the declaration of Prof. Kenneth C. Bartlett, head of the radio department at Syracuse University, in an address to a group of alumni here during commencement week activities.

"Radio stations should not be held responsible for broadcasting better programs than listeners demand," Bartlett said. "People get no better radio programs than they deserve. If they don't complain about the programs that are being aired the stations won't change them."

He added that radio, as an industry, has grown to such proportions that even those who don't like the medium are being forced to listen. The active participation of listeners in telling broadcasters what programs are liked and why—and vice versa—will be the major factor in any revision of the present trends in the industry.

FCC MONOPOLY REPORT FILED THIS WEEK?

Washington, June 4
Long delayed monopoly report, about which Senator Charles H. McNary raised a rumpus last month, is due for submission to the FCC by its special investigating committee. While no date has been set, work of revising and rewriting the summary of voluminous testimony was under way and Monday (3) to be about done and it was indicated the document would be turned over to the full group before this week is out.

Conclusions and recommendations are said to have been made. Some weeks ago the committee had presented any findings, deciding merely to review the testimony and advise stop responsibility for suggesting any new policies or changes in the law. This idea brought an unfavorable reaction, so the legal staff was told to restate their features. Latest revisions were caused by finding that some of the conclusions could not be justified by the evidence.

The committee was spurred last month by Senator Tully. First the New Hampshire Republican, then every member, recalling the frequent promises that the document would be finished soon and wondering why it has taken so long to finish the study. After only three members—Committee Chairman E. W. Clegg and Payne, who are not on the investigating committee—replied that they were not responsible for the tardiness. They let John H. Tamm, the Senate floor. He pointed out that the proposed House of Representatives investigation in 1935 was done in haste by promises that the Committee would dig to the bottom of the monopoly matter. He commented on the "annual delay" which he said indicates very strongly that the report is being deliberately held up.

STANLEY HIGH ON FOX FM

Stanley High, song writer, starts a six-weekly series June 11 locally over WABC, New York, New York. The forthcoming daily New Yorker, FM it will follow the regular Yankee-Sentinel baseball broadcasts, which will take as much of the 15-minute time as is available. High will be mostly a dignified of the Fox and the New Yorker will continue indefinitely. Complete agency has it. Paper also using time signals.

Intense Coverage
of the **RICHEST MARKET... in the Richest Market* in the Nation!**

Here, owned by Columbia-Pacific into our easily-oid market, is the "cream" of the richest per capita market in the nation*... the twenty-eight counties where 75% of its retail sales are made... a vast, widely separated, \$75 billion dollar sales territory—the first market of the West, the market to cultivate first.

And Columbia-Pacific delivers it to you in our campaign, wrapped up in

my package... all of it with primary coverage, day and night.

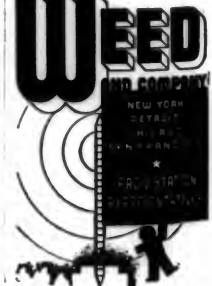
At the same time, without costing you a penny more, Columbia-Pacific gives you 95% coverage by night (95% by day) of the whole, far Western Empire... coverage so complete that you'll find the easiest, most economical way to sell it to go Columbia-Pacific, the West's smart network.

47th St. N.Y.—\$125 per copy, Rest of U. S.—\$425

COLUMBIA PACIFIC NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Patent Held, San Francisco—Columbia Agency, Los Angeles
Represented by Radio Sales: New York, Chicago, Detroit, Charlotte, New Orleans

*Twenty-eight primary business counties of the West whose 75% of its retail sales are made.



Sincere thanks...

**to all my friends and associates
who made
a Tenth Anniversary possible**

Anna Phillips

Inside Stuff—Radio

Both a KDKA Pittsburgh, and WBZ, Boston, shift over from the NBC blue to the red network, a major agency in radio intends to find out if the shift has much less than the two stations said it mean to its (blue) book.

The agency it intends to use is a giveaway, with the letters addressed to the individual stations.

If the total returns are, say, 500,000 and KDKA accounts for 25,000 and WBZ another 25,000 it will make the deduction that the allowance which the network ought to make for the elimination of these two outlets is 10% of the total price for the basic blue network. This reduction, the agency feels, would, of course, be drastically affected by the rates asked for the substituted stations.

Market survey of 2,500 homes has been completed by WQXR, New York, which has just issued the results in a printed pamphlet. Survey shows the relative standing of 207 leading brands of 2,664 products in such categories as automobiles, bread, canned vegetables, cucumbers, cleaning tissues, coffee, soft drinks, cosmetics, patent medicines, shoes, toilet articles, frozen food, tobacco, maps and typewriters.

Through its monthly printed program booklet, the station maintains contact with a cross-section of its listeners. For the survey, approximately 11,000 subscribers to the program booklet were sent questionnaires. Of these, 3,167 or about 28% filled out the questionnaire and returned the cards. First 1,500 were broken down for the tabulations.

Ben Grauer flashed his best French after English failed, in trying to call in Paris for a broadcast on an NBC early evening European new roundup last week. It did not immediately work, although connections with French capital were made before period ended. Besides due listeners hear American dropping into a foreign language for transatlantic contacts, although voices from other side sometimes come through in French, Italian, etc., before the regular reporter is put on. In one NBC shot from Berlin, a German announcer speaking English said William C. Ketter had not yet arrived for a show. Meantime he was tabbing the hour on German summer time.

George E. Rankin, Jr., electrical engineer at WMAZ, Macon, gave evidence of ingenuity in radio mechanics last week by completing and installing two-way communication systems in seven police cruising automobiles of the city. Whereas formerly messages went out by radio to the cruising cars and responses had to be made by phone, now the officers at headquarters are in constant communication with any of the men of the beat. City estimated a saving of \$200 to \$300 on each installation had been realized through the Rankin-made equipment.

Tom Martin is being credited in the radio trade with having much to do with the 11.7 rating in C.A.B. which the Ethel program achieved. This was nearly a fourfold jump between his joining the program in September last and the upward. Although other factors were present, what has improved the advertising fraternity is the fact that never before had a Knoxville program got such a rating, or anywhere near.

WOR, N. Y., artists bureau is building a program around Jimmy Walker and Betty Compton and will call it "Mr. and Mrs. Walker at Home." Still pretty vague, but the present idea is to have the pair suppers at home reading the paper, with the dialog stemming from items there.

Would not be news commentator stuff.

WOODMEN'S 50TH ANNI ON 85 U. S. STATIONS

Owassa, June 4
Some 25 stations will carry WOO's program celebrating 50th anniversary of its owner, the Woodmen of the World Life Insurance Society. Program goes on at 7 p. m. Thursday night and is being worked out by Lyle De Moss, station program manager.

WOO's program is being broadcast from a spot in old room here where society was founded half century ago.

RADIO TIME FOR REDS IRKSOME TO INDUSTRY

The present wave of activity over the Fifth Column in this country and in South America has encouraged radio stations to frankly act as they see fit, and to feel about the communists. Quite a number of local stations refused to carry the Communist party's convention last week. One of them, L. B. Wilson's WCKY, Cincinnati, announced it had looked up the law and the party had no legal status in Ohio.

Columbia carried the Earl Browder speech but publicists deplored having to do so and suggested the FCC rule should be revised freeing broadcasters from the curse of giving free speech privileges to a party subservient to a foreign dictatorship.

WTPL's Attitude

Syracuse, June 4
WTPL, cancelled the scheduled CBS broadcast of the Grand Old Party's national convention, Sunday 12 and substituted a Red Cross appeal program instead.

The station's only statements to leftists was that: "In these times we don't feel that the Communist party should have the privilege of using our station."

Levy's Statement

Philadelphia, June 4
Dr. Leon Levy, proxy of WCAU, on Sunday (3) banned the broadcast of Earl Browder, Communist candidate for President, over the local CBS outlet.

Levy said: "The Communists of today are just as much of a menace to the country as the Nazis. We will not permit the use of any of our broadcasting facilities by any of these Fifth Columnists."

Sympathy for Industry

Washington, June 4
The furor over Earl Browder's broke into the open Friday (3) when former Congressman John J. O'Connor demanded the FCC do something to help the Communist Party leader off the air.

Sympathy for the networks and station owners was apparent at the time Senator Burton K. Wheeler, chairman of the Interstate Commerce Committee (which handles radio matters), noted after conferring with web representatives and Neville Miller, president of NAB, that there is little else the stations can do but go through. The Montana Democrat indicated agreement with the idea that the law ought to be changed.

Since broadcasters have given time to Norman Thomas, candidate of the Socialists, and John Aiken, the Socialist Labor standard-bearer, they are compelled to open the doors to Browder, in Miller's view. This is the stand taken by the web officials. Whole incident has brought into sharp relief several important angles. Such as the omission of definitions of who constitutes a "candidate." It has been remarked that the Communist Party no longer is formally recognized in New York and does not sit on the ballot in the predominance of states.

BBC PHOTOGRAPHS FOR FOREIGN PRESS

London, May 30.
Insurgents last week at a photo bureau by British Broadcasting Corp. is aimed at servicing overseas press.

Copyright acts are relaxed for publication at fee of 25c per reproduction and to carry BBC credits.

Payroll Traffic

Syracuse—Two more pods in the WCKY set-up have been permanently filled, according to Louis W. Ketter, program director. Hamilton Wadsworth of Buffalo becomes head announcer. Martin A. Bursstein is director of news.

Philadelphia—William Katz has been added to the WIP announcing staff for summer relief duties.

St. Paul—Male Beyer, formerly WCKY, Duluth, speaker, now doing the news for WKCF.

Duluth—Red Border in at KDAL, as continuity and production man. Recently of KTF, Kansas City.

Cleveland—Bill Jacobs has joined the engineering staff of WQAR. Jacobs is currently working on his masters degree at Case School of Applied Science here.

Lawrence, Mass.—Henry B. McNaughton, formerly with WTBO, Cumberland, is now with WJLB, Cleveland, has become business manager and program director of WLAW.

Pittsburgh—Dorley Spigel has resigned as head of the program department at KDKA and returned to Denver where he was connected with KOA before coming here. No replacement has been made yet.

Portland, Ore.—Hartley Sear, formerly of KIQW-KGA, Spokane, has joined the KGW staff.

Peoria, Ill.—George Reuter, formerly with WBBM, Chicago, is head of WMBD's continuity department. Lou Elton has left the same outlet's engineering staff to join WGN, Chicago.

HUMBERT SAID TO ENCOURAGE BOICE

Ken Boice, former CBS v.p., who is currently trying to set up a network of his own from the crumpling of the abortive Transcontinental Broadcasting System, has devised a basis of web organization that is reported to be receiving encouragement from Black-Sample-Humbert. Boice's idea is to buy with the agency, but it's up to him first to deliver a sufficient number of stations in the basic and closely adjacent areas before any deals can be discussed.

Under his new plan Boice would condense his direct operation to a bookend of stations in the east and midwest. There would be no allied group of stations in the west, but independently operated and still a third group taking in Texas and Oklahoma and likewise allied, but independently operated, from Transcontinental. The basic group would have live programs of the program, while the western and Texas-Oklahoma groups would broadcast the recorded editions of the same shows, with the required AFA retainer fee paid for the privilege.

A quarter hour five days a week in the basic area would be delivered on the basis of 32 weeks for a total of \$44,000. The cost of the western group for same time would be \$7,500 a year. The Texas-Oklahoma program would be listed for \$12,500 a year, with the rate for a quarter hour five days a week over a period of 32 weeks for all three groups coming to \$64,000.

Tom, Dick and Harry All Become Raymond

Adam Hats Sues M'w'kee Store For Alleged Tieup

Milwaukee, June 4.
Adam Hat Stores, Inc., a New York corporation operating a chain of skypiece shops across the country, has taken action against Adams Hat & Shirt Shop, Inc., of this city. Chain, in a trademark infringement suit, asserts that for 10 years it has popularized Adam hats through sponsoring prizefight broadcasts. And it alleges the Milwaukee store has been stealing thunder by displaying pictures of fighters and fighters in his windows and tagging the hats on display as "The Bomber." The "Broadcaster Special" and similar monikers, allegedly in an effort to take advantage of the plaintiff's radio broadcasts.

Plaintiff asserts damages in excess of \$1,000 have been suffered.

Milwaukee merchant naturally denies the allegations and takes the position that any similarity in names and merchandising methods is pure coincidence.

TRY to take 100 men and transform them into a reflection of your image in thousands in thought, deed and objective. It's a grand idea if you can do it. At VET. Bureau and the American Red Cross.

Every Thursday night on the NBC-blue network and by affiliates, broadcast the world. The "Red Cross" which you hear every Friday evening, is a new kind of technique, personality and style. It's a new kind of technique, personality and style. It's a new kind of technique, personality and style.

Lively Showmanship WINS LARGER AUDIENCES in the INTERMOUNTAIN MARKET

FOR

Representative JOHN BLAIR & COMPANY

The POPULAR "Radio" Station in Salt Lake City

NBC RED NETWORK

HARRY DAVID FIELDS

"THE AMERICAN PANORAMA"

America PLAYS SINGS SPEAKS REMINDERS SALUTES

Featuring ANNE JAMISON KNOX MANNING TRUE BOARDMAN BILL ROBERTS EDWARD KAY His Orchestra and Chorus

and Cast of Radio's Outstanding Dramatic Players

Directed by J. DONALD WILSON Continuity... Bucklehol Oxford Dramatic Salute... True Boardman Historic Reminiscence... Virginia Barber Original Score... Edward Kay

Production Under Supervision of HARRY DAVID FIELDS

This program, title and format are copyrighted, registered and fully protected.



TELEVISION STALLS, INDECISION GENERAL; POLITICS MAY FAVOR RECONSIDERATION

Republicans' Disposition to Exploit 'Hampering Business Expansion' Theme May Spur Democrats to Ease Restrictions, It Is Hoped

Washington, June 4.—On the chance that political consideration will cause the FCC to change its mind once more, television operators and potential sponsors generally are marking time before filing new applications. Indecision is practically universal, following the FCC decision that the first video review (14,000 to 16,000 per) will be more useful to the public if opened up for frequency modulation broadcasting.

None of the major operators has decided what to do, although they intend to keep going. Skipping of the rule concerning program representation and putting off until some indefinite date commercial operation has all of them flustered.

The immediate cause for delaying presentation of new application—all pretensions were ordered last fall to ask for a particular frequency—is the necessity of using the new rules and regulations. Carrying out policies contemplated a week ago in the second decision which called for more technical research. Present operators want to know what the Commission will say about the matter of

trying out various systems before they file the papers.

Underneath, however, there is a hope that the Commission will come back again in order to save the New Deal from possible embarrassment at the hands of the Republicans. Since the television issue has been so widely discussed, sympathetic observers think the regulators may realize the G. O. P. will resume accusing the Roosevelt Administration of putting barriers in the way of economic progress and, to disarm the campaign opposition, may decide that money-making and research can go forward simultaneously. So far, nobody on the Commission has said anything publicly that warrants this view and there is nothing but the logic born of experience to back up this idea.

All of the principal operators are hesitant about commenting on the Commission decision. Silence does not hide the disappointment, however, over reviving of the rule which would permit experimentation in program structure and measuring audience taste. Most of the industry from men cited to their belief that

the greatest incentive the FCC could give to television development would be removal of the handicaps. Even if the rules simultaneously require technical research along various lines.

Some of the leaders are likely to file applications asking permission to try out various standards. While RCA and NBC unapologetically will stick to their pure television, it is more than likely that others, notably CBS, may test both the 30-frame and the 16-frame methods. Philips probably will go forward trying to get the bugs out of vertical position. Plans of Don Lee and Zenith remain mysterious.

The Commission is toying with the idea of having a huddle of experts, not a hearing for the record, but a round-table discussion, before adopting rules. Or the regulations may be announced tentatively and the technicians then invited to consult quietly. Such a move unquestionably would lead the engineers just as far apart but at least it would enable the regulators to adopt philosophy which—conforming to the philosophy that more experimentation is necessary—would head off squawks about arbitrary action or coercion.

From the Production Centres

IN NEW YORK CITY

Hill Barker, guitarist who wrote "Just Plain Bill," has opened string of military shops in and around Manhattan with his brothers... trade name is "Hill's Hat"... Karl Swenson, title player in "Lorenza Juan," to become a father in October... Alvin Karpis... WOR special events... Parker... Promoted to "Just Plain Bill" cast... Tom Shirley, announcer on some of the shows brought in a new and a better... L. I.

Welcome Lewis to Schenectady last week for his conference with Leighton and Nelson agency. Hazel Flynn went along... Larry Nixon, former WXYZ press man, coming over the press bridge at the World's Fair N.Y. Telephone Bldg. has authored new travel book, "The World's Next" which Little Brown brings out July 25... Ed and Polly have bought a new residence on Long Island... Katherine Heche (June Baker) back to Chicago and WGN via Williamsburg, Virginia, to get material for her program... Dinah Shore returns to NBC sustaining Friday (10) 10:15-10:30 p.m. on the Blue.

Bethell teams of Lowell Thomas and Gene Tunney give their all for Connecticut Children's Aid Society next Sunday (9) at Amusement Park in South Norwalk, Conn... Graham McNamee, James Hutton, Walter O'Keefe, John Kieran, Lew Lehr, Ed Thompson, Colonel Blomquist and Lenny Brown among air celebrities in lineups... Mrs. F. Chase Taylor, wife of Roosevelt, heading back to New York.

Mutual and WOR public events rearranged into separate portions... merely for simplification of operation... Police giving away 100 revenue stamps or prizes in a guessing contest at the World's Fair... Ed Wynne talking to writers about a comedy series... still rehearsal... Helene Boyle closed by Colgate for five more years, continuing in "Woman of Courage" under Stanley A. Mottet of WMCA to speak on "War in Europe and its Effect on American Youth" before group of school children at Archdiocese of New York, at Trinity Church, Queens, Saturday (8).

IN HOLLYWOOD

Harry Mathis closed door for Federal Savings & Loan to take all customers on KFSB from June 1 to July 1. That's the reason you hear of him when the firm does last office bus. Martha Mason, June star of Horne's "It Happened in Hollywood" for a ring at the Rikers. Two stars already have been booked for the World's Fair... still rehearsal... Helene Boyle closed by Colgate for five more years, continuing in "Woman of Courage" under Stanley A. Mottet of WMCA to speak on "War in Europe and its Effect on American Youth" before group of school children at Archdiocese of New York, at Trinity Church, Queens, Saturday (8).

Edgar Bergen made his first solo flight last weekend... Jack Dolph in "Coca-Cola" to visit friends over Memorial Day holiday weekend... Cues, scripts and options forgotten last Saturday while American Federation of Radio Artists' grant frolicked in its first shindy at Upstairs ranch... Most ad agencies will weather the summer months with skeleton staffs.

Claims Spot Record For 250 - Watters

Detroit, June 4.—WJLB here is claiming it carries more national spot hit than any other 250-watter in the nation, a record-breaking hit built on records—musical programs built from a transcription and recording library said to be the largest in Detroit.

According to Art Craghan, WJLB's advertising manager, about 75% of station's 24-hour schedule comprises music of one type or another. Station's sales, Craghan reports, are up 41% for January, 87% for February, 91% for March and 67% for April, as compared to 1939 figures.

Transcriptionists Form Committee, Call AFRA 'Purposely Impossible'

Practically all the transcription companies had representatives present yesterday (Tuesday) at a New York meeting to consider the proposed code of the American Federation of Radio Artists. Meeting elected a committee of three to meet hereafter both with AFRA and with a committee to be designated tomorrow by advertising agencies most concerned with radio discs. Watters' committee includes C. M. Finney of the associate, John McDonald of NBC and Charles Gaines of World. Agencies that will probably object to the new code are Bickert-Sample-Hummel, McCann Erickson, Benton & Bowles, BBDO and J. Walter Thompson.

Women speak of "purposely impossible demand" all bargaining points in the "conditions" which in themselves are so spurring to status quo that the women, AFRA expects to have the pay scales get minimum attention in the fatigue of going over the conditions.

Transcriptionists say that radio artists have never shown any disposition to dispute the fact that working conditions allowing five programs to be recorded in a single afternoon, say, are quite reasonable, showing up five times on at many days for five broadcasts. They resent AFRA's brushing this aside.

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Whose Bread, Noodles and Soup?

WBNS
HELPS HOUSEWIVES CHOOSE
WBNS
WHOSE BREAD, NOODLES AND SOUP?

DON'T MISS PALMOLIVE'S

"HILLTOP HOUSE"

BY MISS JOHNSON

By Adelaide Marston

Dedicated to the women of America. The story of a woman who chooses between love and the career of raising other women's children.

WBNS CBS—10:30-10:45 A.M. E.S.T.
79 Stations Coast-to-Coast

Distribution BENTON & BOWLES, Inc.
Management ED WOLF, RKO BUILDING, New York

THE SINGING SENSATION BEA WAIN

- ★ TRIUMPHANT RETURN TO NEW YORK PARAMOUNT Starting Today
- ★ Rounding out her first year on 'Your Lucky Strike Hit Parade.'
- ★ Best seller on Victor Records.
- ★ A deep curtsy to the American Tobacco Co. Lord & Thomas, Leonard Joy, Bob Weitzman, Harry Kalcheim and all the other people who have been so nice.

Management — GENERAL AMUSEMENT CORPORATION
NEW YORK • CHICAGO • DALLAS • HOLLYWOOD • LONDON

RADIO BOXOFFICE REPORTS

(Unit Grosses for Last Week and Previous Week)

BALTIMORE

(WBAL, WCAO, WCBM, WFBZ)

Network	Local	National	Total
Units	1,795	5,090	6,885
Spots	2,561	2,386	4,947
Value	1,511	2,386	3,897
%	-17%	-13%	-13%

General drop all around here including summer slump under way. Plans to eliminate seasonal stations being planned by all stations with resulting good pace here on local unit count.

WBAL

Issued eight-page tab list 'Business in Baltimore' featuring local business trends and pointing out prospects of one-minute recorded spots. Going after summertime home-building boom, station has put on considerable new time via builders, contractors, supply people, real estate outfit and Building & Loan Associations.

Ten Crown Charcoal Cans, through Platt-Parsons, Inc., have renewed program for summer.

WFBZ

General Electric Co. through BBD&A, 13 spots.
California Fruit Growers (Sun-kist) through Lord & Thomas, chain breaks and one-min. spots.
Armour & Co. through Lord & Thomas, 20 spots.
Procter & Gamble (Camay), through Lord & Thomas, 20 spots.
Wm. F. & Co. through Lord & Thomas, 20 spots.

CHICAGO

(WBBM, WFLW, WGN, WIND, WJZ, WLS, WMAQ)

Network	Local	National	Total
Units	8,250	5,150	13,400
Spots	8,250	5,150	13,400
Value	8,250	5,150	13,400
%	-63%	-10%	-10%

Most of the activity underway in local stations concerns fall contracts rather than immediate business, with the stations here finding business holding rather steadily with little shift either on or off as both sponsors and agencies evidence a real desire to continue along a straight path as much as possible at this time.

CINCINNATI

(WCPO, WCBR, WLW, WSAI)

Network	Local	National	Total
Units	4,640	8,390	13,030
Spots	4,640	8,390	13,030
Value	4,640	8,390	13,030
%	-16%	-17%	-17%

Schneider Grocery Co., local chain, sponsoring network 'Breakfast Club' three half-hours weekly for 13 weeks, through William Hamilton agency.

Air Conditioning Institute, 'Jim Parnes' E. T. Arvin, three quarter-hours and six announcements weekly, 12 weeks. Placed by National Climatic agency.

Netherland Plaza Hotel, Ctry, 14 announcements.

WBBM

Schneering Brewing Co., local, 20 spot announcements weekly, 12 weeks.

DENVER

(KFEL, KIL, KOA, KVOD)

Network	Local	National	Total
Units	7,100	4,294	11,394
Spots	7,100	4,294	11,394
Value	7,100	4,294	11,394
%	-16%	-13%	-13%

KOA

Joe Albert Co. Co., through Max Robinson agency, three newscasts weekly, one year.
Martin Bros. Co., through Raymond Keane agency, 12 'For Women Only' quarter-hours.
Everett & Burton Co., 20 announcements.

KFEL

Carter Products, Inc., through BBD&A, five chain breaks weekly, one year.

Temple Garage, 12 chain breaks.

R. R. Hall Auto Co., 20 announcements.

Silver Auto & Radio Supply, two chain breaks weekly, one month.

Auto & Cruise Merv. Co., Western Auto Supply Co. Crocker & Co.

Midwest Improvement Co.

Swansea-Winslow Motor Co.

Good Housekeeping Stores.

KLZ

Dr. Hess & Clark, Inc., through H. W. Ayer, three announcements weekly, 20 weeks.

Laticrete Tire Co., through Galen E. Bruylant agency, 20 100-word announcements.

Stearns Dairy Co., through Ball & Davidson agency, 20 100-word announcements.

Hastings & Dennison (Safes), through Cole agency, 20 100-word announcements.

Leuberts Commission, 10 100-word participating announcements.

DES MOINES

(KNT, KBO, WHO)

Network	Local	National	Total
Units	7,640	3,120	10,760
Spots	7,640	3,120	10,760
Value	7,640	3,120	10,760
%	-16%	-17%	-17%

No change.

Local units climbed to an eight-week high. National spot slightly.

DETROIT

(CKLW, WJBC, WJR, WMB, WJZ, WXYZ)

Network	Local	National	Total
Units	8,032	11,814	19,846
Spots	8,032	11,814	19,846
Value	8,032	11,814	19,846
%	-15%	-16%	-16%

Some slight upward trends noted in network and spot biz, but no great changes are expected for some time.

Armour & Co., through Lord & Thomas, placed three-weekly quarter-hour 'Four Treat' E.T.'s on WJZ.

How Units Are Figured

Dollar volume is omitted from these reports. So, too, are the breakdowns of individual stations. Grouped market figures only are given.

One minute of commercial time is figured as one unit. That is, a sponsored hour is 60 units, a half hour 30 units, and so on.

Chainbreaks, time signals, spot announcements in participation programs are counted as one unit each.

HARTFORD

(WDR, WTTT, WTC)

Network	Local	National	Total
Units	7,200	3,871	11,071
Spots	7,200	3,871	11,071
Value	7,200	3,871	11,071
%	-14%	-13%	-13%

Gains in network and national spot offset drop in local units and helped Hartford to 5th consecutive gain in the total column.

KANSAS CITY

(KCK, KCMO, KTV, KMBC, WDAF, WIL)

Network	Local	National	Total
Units	6,645	6,516	13,161
Spots	6,645	6,516	13,161
Value	6,645	6,516	13,161
%	-16%	-13%	-13%

Rise in national spot and local units two stations reporting less increase; network biz continues down hill.

LOS ANGELES

(KBCA, KFI, KFVB, KHJ, KMPC, KNL)

Network	Local	National	Total
Units	10,871	11,564	22,435
Spots	10,871	11,564	22,435
Value	10,871	11,564	22,435
%	-19%	-13%	-13%

Farmer's Market, through Advertising Arts, 15 spots.

California Fruit Growers Exchange, through Lord & Thomas, 150 quarter-hour transactions, 'Your Treat'.

Thirty Drug Stores, through Mission Weinberg, 770 one-min. spots.

California Fruit Growers Exchange, through Lord & Thomas, 150 quarter-hour transactions, 'Your Treat'.

Key's Beverages, through William Berg, five announcements weekly, three months.

Gaffers & Better, five half-hour variety programs weekly for three months.

Standard Storage, through I. E. Wain, 10 half-hours.

NEW YORK CITY

(WHN, WMA, WNEW, WOR, WQXR)

Network	Local	National	Total
Units	630	8,890	9,520
Spots	630	8,890	9,520
Value	630	8,890	9,520
%	-17%	-16%	-16%

It's record high for New York's local, national spot, total column.

Virginia Drug Extract Co., through H. B. LeQuette, announcements.

Smith Benny Sales Corp., through

Milton Samuels, five quarter-hours weekly, 20 weeks, 'Mother's Little Helper'.

Peter Brecht Brewing Co., through A. W. Levin agency, 30 announcements weekly, one year.

Young People's Church of the Air, renewal of Sunday am. hour.

H. Regensburg 'Admission Cigarettes', through Ben-Martin, announcements.

Line Cole Radio Co., through Williams Advertising, 15 announcements weekly.

E. Regensburg & Sons, through Ben-Martin, 30 time signals weekly through Administration Cigar for Father's Day.

American Cigarette & Cigar Co. (Post Mail), through Young & Rubicam, reported 84 half-min. spots weekly.

SAN ANTONIO

(KABC, KMCC, KONO, KTXA, WOAI)

Network	Local	National	Total
Units	5,580	7,416	12,996
Spots	5,580	7,416	12,996
Value	5,580	7,416	12,996
%	-15%	-16%	-16%

National spot remains solid and was helped to a good gain due by the double-header baseball games.

One station reports its ahead of Christmas week.

SASD

Glimmer's Art Shop, daily announcements.

Dr. Kahn (optometrist), announcements.

Joche Bros. (Amol furniture), announcements.

Laboratory Theatre, announcements.

John Reich, quarter-hour political talk.

KMAC

National Discount Co., through McCann-Erickson, 13-week renewal of Martin Block's 'Make Believe Ballroom' disc.

SOPO

Word's Conditionary daily announcements for one year.

WQAI

Melton Host Powder, through Lela-Spice-Cahn, six announcements.

Travel Building & Loan Assn., 104 announcements in newscasts.

Golden Peanut Beach Cream, through H. W. Kester, 40 announcements.

King Furniture Co., four announcements weekly.

SEATTLE

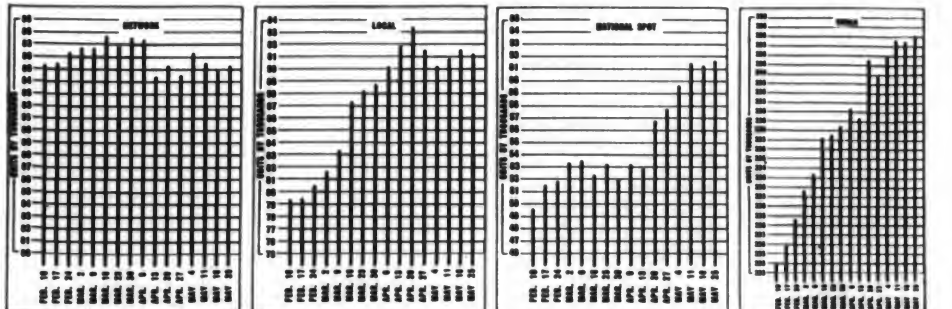
(KIRO, KOI, KNCB, KXA)

Network	Local	National	Total
Units	4,515	13,978	18,493
Spots	4,515	13,978	18,493
Value	4,515	13,978	18,493
%	-15%	-16%	-16%

At KOI, commercial manager Oliver Hummel set a mark for local sales to sheet off by signing Carrol's Jewelry Store to a 26-week contract ending for 14 hours weekly.

Amount in using five quarter-hour newscasts weekly, and a daily mid-night to 1 a.m. 'Millman's Melodies' on which Howard Edison chatters between platters.

Four-Month Trend of Radio Business



Name Bands Added to Bait Public To Dog and Midget Auto Races

Akron, O., June 4.

Name bands to bolster dog racing programs, and midget auto races are adding to the headlines that operators have been in Akron district these managers. Paul Whiteman's band was at the Brimfield dog track Memorial Day (30) while George Duffy's band opened the season the week before. The Capucines, all girl band, plays the track Wednesday night (18). Ted Lewis' show opened the Lake Millam greyhound track last Wednesday (20).

Summit Beach park, Akron, and Meyers Lake park, Canton, are also play name bands throughout the summer. Glenn Miller is booked at Canton, June 8. Jimmy Walsh's band is at Akron.

Both Sportsman's park, on the Akron-Cleveland highway, and Chipmunk park, in nearby Medina, are offering midget auto races on Sunday. Sportsman's park has been drawing between 5,000-7,000 persons for the Sunday night sessions at 27 cents a head.

CAPITOL PARK CASINO TABU FOR UNIONISTS

Hartford, Conn., June 4.

For alleged failure to pay Claude Thornhill band \$900 due for five back albums, local musicians union has placed Capitol Park Casino on the blacklist. Brackbill's band, who Thornhill played the spot for a month.

Casino is now using a non-union band.

Old Swing Items Re-Cut

About 1,100 old swing records, many collectors' items, which never were released, will be issued by Columbia Records on its 50¢ and 10¢ budget line. When originally released they were sold under the Okeh label, which was about 10¢ more than the other numbers. Some of these are the ones which never were issued.

TED LEWIS

Personal Management
WILLIAM MORRIS AGENT

The New Leader
B.A.L. Inc., Promoter



The One and Only
**JIMMY
UNCEFORD**
and his ORCHESTRA
Starting June 7
PIESTA DANCETERIA
NEW YORK
Mgt. NAROLD OXLEY
17 East 49th St., New York

BRIDGEPORT OPENS BIG

Miller Drew 3,000, Woody Herman
1,300 Bookers at Park

Bridgeport, June 4.
Pleasure Beach Park, city-operated summer playground, gave big record-breaking attendance of 3,000 for Glenn Miller and 1,300 for Woody Herman.

Miller sold out 800 advance and \$1.10 at gate advance being about as well as latter. Herman was 60c advance and 75c on date.

Will Bradley-Ray McKinley set for June 9.

CEDAR POINT PARK LINES UP NAME BANDS

Cleveland, June 4.

Cedar Point Park, which tried to make a year out of the doldrums last year, showed such a gain that Manager H. Kuehler is upping the music budget for season opening June 8.

Ted Wrems is initial name, partly because his vocal, Perry Como, is a Cleveland had with a big following here. George Olsen coming June 15 for another week, followed by Duke Ellington and Jay Savitt, all for full seasons. Latter idea is new to park, which formerly booked only for one-nighters or one-weeks.

Ballroom and dining room having around \$10,000 open for the season, increasing dancehall capacity to 4,000 dancers.

E. B. MARKS, JR., MARYSTON
Edward B. Marks, Jr., one of the New York music industry's best married June 20 to Mary Louise at the Hotel Pierre, N. Y. Marks is executive director of a master's degree in sociology from Columbia University and is presently executive director of the National Refugee Service. His fiancée is a graduate of Wellesley and also an art in this country abroad.

Cut-Rate Juke Boxes

Cut-rate coin machines is the latest bid of juke ops to snag old change. They're in trade-houses in the resort area surrounding Lake Hopatcong, New Jersey.

Duces open three for a dime, seven for 25c or a straight hit for one.

PITT BATTLE OF THE ODOR RAGES

Pittsburgh, June 4.

Fred Thompson, station WCAK and Hotel William Penn, arising out of the location of an incinerator, cost Lang Thompson's band his final week of air time here. Thompson's band finished up three months run at Chatterbox Saturday (1) and had feared that the band would exploit the band of one-nighters in this territory, found himself without a single night in the middle.

WCAK, which is located on 21st and 22nd streets, is understood to have had several differences with the place over since Slater's interests took over recently. Biggest point of contention is said to have been the location of the incinerator right under the station's windows which wafted odor through the studios for several hours every day.

According to reports, Slater asked the hotel management to do something. It asked again, and again. Then Leonard Kayser, manager of station WCAK, finally got mad and told William Penn if something didn't happen, the air band right at Chatterbox would be cancelled immediately. When nothing was done, Slater, and over the weekend nothing had been done about the situation.

In retaliation, Thompson was the chief sufferer. Ever since he opened here, he's been on WCAK daily with several network shows additionally each week.

DENNIS MURPHY'S PROBLEMS

Buffalo, June 4.

Add music store. Dennis Murphy, former bookie rather at the Buffalo for three years, is returning vocalist with D'Arango and the Shen Buffalo orchestra ensemble.

Bands at the Box Office

(Presented herewith, as a weekly tabulation, to the estimated average charge business being done by name bands in various New York show district business (7-10 P.M.) not rated. Figures after house of hotel plus room capacity and cover charge. Larger amount designated weekend and holiday prices.)

Band	Weeks Played	Cover Charge	Total Gross
Chair Chart... Lincoln (30c-50c)	4	1,250	1,750
Larry Clinton... New Yorker (30c-50c)	4	1,250	1,750
Del Courtenay... Park Center (30c-50c)	4	675	2,500
Tommy Dorsey... Pennsylvania (30c-50c)	4	1,125	1,625
Tommy Dorsey... Astor (30c-50c)	3	2,375	3,125
Sleepy Hall... Baltimore (30c-50c)	15	225	3,300
Ray Kinney... Lexington (30c-50c)	3	1,500	4,100

* Asterisks indicate a supporting floor show, although the band is the major draw.

COLLEGE RHYTHM

The title of a series of articles on collegiate hits and ditties as regards dance music and dance bands.

Most critics and members of publications at their respective schools, have been asked by VARIETY to give the opinion of the student body as a whole rather than pass personal judgment. Neither has VARIETY given further advice as to how to go about it, as it is an honor to have the undergraduates have written them, with the expressed opinion being their own.

VARIETY publishes the series to give music men and band leaders a cross-section of current undergraduate opinion on dance music and bands, with the hope that it will be both informative and instructive. For what the college group has to say about dance music is not a student body as large as the undergraduates have written them, with the expressed opinion being their own.

Duke is a continuation of a series originated by VARIETY in 1935.

DUKE

By Ed Banea, Jr., '40

(Managing Editor, 'Duke's' 'Duchess')

One of the most critical audiences of this thing is the modern American college student. Night after night he sits at his desk, one eye on the book, both ears glued to the radio. Comes the weekend and he'll travel to some distant campus just because they are having some "big" dance and their group of friends is so large that he can't go to the undergraduates have written them, with the expressed opinion being their own.

Sweet-swing holds sway as the dancing favorite here. Students don't like the fast, hard-driving, swing of the jazz. We like our jazz all right—and like nothing better than to cut a few originals, but we live to the subtle swing variety; the kind that has your shoulders shaking.

Pet ditties of our dancing police is the Lombardo type of plain, unadorned corn. That type of dance music is about as popular here as "Gladys" and "The Duke."

Next in line is the gripe parade is music of the swing-and-jerk, with "Swing-Your-Partner." Listen to that tune for 15 minutes and you'll be sick.

The student body here is pretty air-minded. Top-ranking favorite is Glenn Miller; also ranking high is Ben Crosby. Swing is still the listening favorite for the vast majority, and more critical listeners yell how to go a long way to find. Gathered round the chapter-room radio from 11:30 on he can find the usual group of swinging ditties, ears strained to pick up the slightest cut in tempo, sour note, etc., or making comments on the juke turn trip in the last number, or the terrific kick the piano player puts into it.

Record Faves

If all the record-playing attachmenets belonging to Duke students were lured to end, and, with one strike on the record! Without the students to buy their records, the town music stores would soon go broke. Warrent, Jax by Glenn Miller, Tommy Dorsey, Benny Goodman, Charlie Barnet, Jerry Dorsey, Claude Thornhill and Jimmy Dorsey are the most popular records on campus. Duke students are solid in line for swing records, and the hottest record here, favorites include Charlie Barnet's "Cherokee," Artie Shaw's "Traffic Jam," Glenn Miller's "Swing With The Mood," Benny Goodman's "Honeydew Bore" and Erskine Hawkins' "Tuxedo Junction." The fraternity sisters are the moves for record addicts. Every one of the good brothers has his particular favorite, so the record buyer for the fraternity must buy just about every record that comes out in order to appease the hungry mob. Worst feature of these chapter-room victories is that the record is always sold to fame—that right, and also the bump on a leg rather than make the effort to change it. Result: "Oh, Jimmy" gets played over and over till finally someone goes berserk and breaks down the record.

To get down to brass tacks, the real campus headline, miles ahead of the field here as well as virtually every school throughout the nation, is a band that has literally skyrocketed to fame—that right, and also the bump on a leg rather than make the effort to change it. Result: "Oh, Jimmy" gets played over and over till finally someone goes berserk and breaks down the record.

Another band that has increased in approval is Jan Savitt. His increasing popularity has been general throughout the nation. His stay at the Hotel Lincoln was really a record. Biggest drawing card with the band is Ben Bon, Negro vocalist, who has been playing emotional dances before very appreciative audiences. This year the campus has been trying to get a line to the other for the first Pan-Hell series. Both Tommy and Jimmy are sweet-swingolaters who make arrangements have terrific dance appeal, yet both can play the dreary slow numbers that you need to draw a line to the record.

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TA Calling for Showdown Thurs. On

AGVA, AGMA and AFRA Benefit Bait

Apparent efforts being made by three of the Associated Actors & Artists of America united to break away from the Theatre Authority and to produce a result in a stormy session of the TA on Thursday (4). Alan Corbett, executive director of the TA, states that he will demand a showdown at the meeting.

The unions involved are the American Guild of Variety Artists, vaudeville; American Guild of Musical Artists, concert group; and the American Federation of Radio Artists, which controls the other contingent. All three have announced taking the same of members to appear on any benefit program without special approval from their respective unions, regardless of whether TA okay it or not.

Blanche Witherspoon, executive secretary of AGMA, states that her union's resolution goes so far as to prohibit the union's members from playing any benefits unless they are paid. The only exception, she states, the benefits in regard to national crises. However, she admitted that AGMA will continue to accept its split of TA's funds. Like AGVA and AFRA, last time a disbursement was made a couple of months ago, AGMA got \$11,114 for its relief fund. In the past 18 months, AGMA members participated in only 16 benefits okayed by TA, plus two others which AGMA itself approved.

The move of AGVA, AGMA and AFRA aroused surprise in other player circles. It was considered that some percentage of benefits must not be wholly justified, but the result of that raising money for professional charities, justified the activities of TA, formed five years ago.

The rules make it mandatory that all benefits which do not pay performers must pay 10% of the gross or flat fee where feasible, to TA. Letter splits up the coin among the various stage charities.

Besides AFRA, AGMA and AGVA, recipients of a cut along with the theatrical Guilds, Actors Fund and other organizations. The objecting unions have all accepted the money for emergency relief use, which is

who the move against TA is not clearly understood.

Equity does not use its share of TA funds. It over to the Actors Fund and Colored Equity, a relief outfit. League of New York Theatres is also a share, but not usually given if it is the League Relief Fund.

Need AGVA OK in Philly

Philadelphia, June 4. Beginning today (Tues.) the Philly unit of the American Guild of Variety Artists will take over the duty of getting the town for benefits from the Theatre Authority. The arrangement will be kept during the summer and may be a permanent policy.

Richard Maye, TA rep, left yesterday for western Canada where he will make a tour of outdoor plays with his act, 'Daisy, the Horse'.

MAYBE THEY WERE JUST TESTING

Philadelphia, June 4. Last December the Musicians' Union called a strike at the Carman theatre here because the management of the house wanted the right to drop vaude during the summer months. For nearly four months the musicians picketed the Carman.

Finally the union gave in and allowed the theatre to sign a 60-week contract with the summer months eliminated.

But since vaude was restored, but at the stage has been exceptionally good.

Now the Carman is continuing stage shows, with indications that they'll keep up the summer months. The management has asked the union for the right to keep its orchestra as long as his continues on the ground. Permission was naturally granted.

The Carman is the only house in Philly with vaude. The Play's closed two weeks ago. The Earle has been on a straight pig policy since last December, when it dropped stage shows also because of a dispute with the Musicians' Union.

EMA Nominations

Chicago, June 4. Following members of the Entertainment Managers Assn. of Chicago have been nominated for office: David P. O'Malley, president; Thomas Birchill, v.p.; Donna Parker, 2nd v.p.; Lyman Goss, Jr., secretary-treasurer; and George Hillman, James Thompson and Sam Roberts as trustees.

B&K Sets Names

Chicago, June 4. Carlos Molina arch has been put into the Babes & Kats Chicago for Friday 15 show billing with Carmen Miranda.

In for June 14 is Ethel Waters, followed by July 1 by show billed by Betty Grable with Vilma and Buddy Egan. Tony Martin is in July followed by three weeks of orchestra. Jan Savitt, Glenn Miller and Gene Krupa, the latter splitting billing with Frank Parker.

Misunderstanding On Child Labor Cancels O'Connor Date in Pitt

Pittsburgh, June 4.

Misunderstanding over conditions of child stage labor in Pittsburgh forced the O'Connor family out of Benny Meroff's 'Funniest' show at the Stanley this week and WB management turned up over the same matter. O'Connors, particularly Donald O'Connor on strength of his Par film rep had been heavily billed and the deduction denied the unit's pull plenty.

Understood that Nat Kalheim of William Morris office was under impression that youngsters could appear locally and signed the act of Gregory and Raymond as a replacement for the Pittsburgh engagement. In meantime Meroff was communicating with Harry Kalmine, same manager for Walters here, and learned that the O'Connors were booked by the time he reached Kalheim. He turned over and was booked the substitute tour, and couldn't place them elsewhere.

O'Connors will reappear next week for remainder of show's tour which winds up in another month. Until resumption again in October, with entire interlude time in Texas booked. Incidentally Olsen and Johnson's suit for \$250,000 against producers of 'Funniest', which recently altered its title from 'Hellfire', is scheduled to come up in New York soon.

MAX MAURICE DIES OF AUTO CRASH INJURIES

Max Maurice (and Vincent), vaude artist, died Friday (3) in a Miami, Fla., hospital as a result of injuries suffered in the auto crash of May 25 that also claimed the life of Walter Jay Lee (Burrhead). They were in a vaude troupe booked by Loew's for a one-act at the Globe, Bridgeton. Maurice was 30 and owner of the old automobile, which turned over several times near New Canaan, after a fire blazed out. Car was virtually demolished.

Maurice's partner, Vincent (Abraham Horowitz), who was driving is still in New York. Conn. General Hospital, as are Natalie Boyce, dancer and Paul Gerson, accordionist, who were also in the show. Their condition is good. A sixth member of the troupe, Estelle Sherry, escaped with but minor injuries and went home to New York after the accident.

Maurice was married to his former partner, Gerlie, but they were divorced. A 15-year-old son of the union lives in Minneapolis. Funeral services were held in N.Y. Sunday (5), with burial in Forest Cemetery.

Pitt's Yacht Club Can't Find a Berth

Pittsburgh, June 4. Future of Yacht Club, one of downtown's most thriving entities, is in doubt, result of order from city authorities to move craft within a month. Old Show Boat is anchored at an Allegheny river wharf, which will shortly undergo extensive improvements, and must go elsewhere to facilitate construction work. Point is that there's no downtown place on either of the two big rivers to 80.

Co-owners Ed Heller and Nick Andolina are up a tree and plenty worried, since the Yacht Club is turning a profit for almost first time in a decade, during which time it has passed through months of mismanagement. Current operators have had the place only for the last five months.

Milwaukee's Italian and German Niteries in a Spot With the Law

Milwaukee, June 4. Italian and German niteries here are having their troubles, but for widely different reasons—the Italians because the post-midnight closing lid has been clamped on tight by the police, and the Germans because of their harboring pro-Nazi elements, allegedly masquerading under the name of the German American band.

Ever since prohibition came, and, Little Italy, adjacent to the downtown wholesale district, has been wide open as for no nocturnal revelry was concerned. Its night clubs and taverns got their big play after midnight when other down-

town spots closed up. The city ordinance forbidding music after 1 a.m. didn't mean a thing in this district and after show, dancing and music went gayly on into the wee small hours.

No Gag. When patrolmen went the rounds a couple weeks ago and served notice the 1 o'clock no music law, it was to be strictly enforced from that moment on the partys as well as the proprietors thought it was a gag, but now they realize it is a grim reality. Operators threatened with stern prosecution are obeying the edict and the loss of revenue has Little Italy sad.

When worldwide attack on subversive groups has put the Highland rule, just outside the downtown Sunday on the spot, and the common council has ordered a thorough police investigation of the place, it is hoped that some of the niteries with a view to revoking the license of its operator, John Winterberger. His saloon was formerly a meeting place for the Silverbirds and a license was granted him a year ago after he had been convicted to permit no more such secret organizations to use his rooms.

Kauls Bet Good—in America. Winterberger is president of the Gratten Settlement League, owner of the new Camp Henderson, summer playground of the German American band, which has just dedicated the rendezvous with a huge Sunday outing at which tables groined under the load of appetizer, heartful salad, luscious, series and other goodie, and, of course, plenty of beer. The Nails set good—in this country.

The case of the Highland is being watched anxiously by operators of other saloons which have given back rooms and side rooms to secret meetings of nationality groups, for all were given a veiled warning by Mayor Zauder in a public protest against the use of foreign languages in gatherings of this sort.

BLUENOSES HIT N.O.'S FRENCH QUARTER

New Orleans, June 4. The amusement spots in the French Quarter—voted memories in the minds of thousands who have visited this historic section—are under fire. Calling attention to "immoral, chaotic and disgusting conditions" in the section, a group of civic leaders have formally asked Mayor Robert E. Maestri for restriction governing night spots, bars and women in the area.

Moving in an effort to make the quarter more up-to-date, the group asks that business in bars and niteries be barred, and that householders be given the power to prevent more bars from being established near their homes.

The group has protested to the mayor that there are now 124 bars—12 of them "saloon style"—in 66 square blocks of the quarter. A survey made last year showed 11 bars in nine squares, it is charged.

Property owners and householders for some years have waged an unsuccessful fight to "tone down" the French Quarter, where bars have continued to draw their patrons from dark to dawn, as they have for a century past.

Bert Wheeler's Coast Date

Bert Wheeler left for the Coast last week on a four-week date at Earl Carroll's there as m.c.

Jack Davison set the booking.

CLIFFORD and MARION
FEATURING
JACK HYLTON'S SHOW
PALLADIUM THEATRE
INDEFINITELY



JOE REICHMAN

"The Faglineri of the Piano"

HELD OVER

Third Engagement
COCOANUT GROVE
AMBASSADOR HOTEL
Los Angeles

WALTER (Dore) WAHL

BILLY ROSE 'FRISCO

AQUACADE

Best Coffee in England

QUALITY INN

Leicester Square
LONDON, WEST-END

The THEATRE of the STARS

Marcus Loew
BOOKING AGENCY
GENERAL EXECUTIVE OFFICES
LOEW BLDG. MINNEX
140 WEST 46TH ST. NEW YORK
Beyond 9-7800

J. H. LUBIN
GENERAL MANAGER
SIDNEY H. PIERMONT
BOOKING MANAGER

THE N. Y. LEADER

Shows in 1939-40

23 CLICKS THIS

YR., 151 '39-39

14 Hits, 9 Moderates in Total of 74 Shows—Production Off, However, in Comparison to Last Season

PIC BUYS JUMP

By JACK PULASKI

The quality of Broadway production during the season just terminated was distinctly above that of previous seasons. Out of a total of 14 new shows, 14 were in the hit class and nine others rated moderate success, making 23 attractions in the money. One show out of every three and a fraction presented, by making good, hangs up an unusual percentage. Formerly the best thing was around one out of every four. Up to Saturday (1), with one more production to come, there were four new presentations than for the season of 1938-39, when 80 new plays and musicals were produced. Number of productions for 1937-38 totaled 78, so that 1939-40 is technically a new low.

At the season's half-way mark production was far behind last season.

Hollywood Buys

Shows of the 1939-40 season produced by film companies, with the bigger and approximate prices paid:

"The Man Who Came to Dinner" (RKO)	\$250,000
"The Male Animal" (Warner)	\$150,000
"The World We Make" (Metro)	\$100,000
"Waylax" (Param)	\$80,000
"Night Music" (Loew-Cowan)	\$30,000
"Two On An Island" (RKO)	\$30,000
"The Weak Link" (Warner)	\$15,000

Rights of shows produced during 1938-39 and previous seasons:

"The Philadelphia Story" (Metro)	\$100,000
Originally secured by Katharine Hepburn and Philip Barry but sold outright by them.	
"The Little Foxes" (Goldwyn)	\$100,000
"The Boys From Syracuse" (Loew-Cowan)	\$30,000
"Kin the Boys Good-bye" (Metro)	\$50,000
"Little Nellie Kelly" (Metro)	\$35,000
"The Grinnell Pals" (RKO)	\$25,000
"The O'Clock Girl" (Metro)	\$10,000
"And Now Goodbye" (Loew-Cowan)	\$5,000
"Mister O'Malley" (RKO)	\$5,000
"The Grinnell Pals" (RKO)	\$5,000

but there was a report from January on. Last summer it had been anticipated that legit production this season would easily top the 100 mark. That expectation was based on the presumed settlement of the argument between Hollywood and Broadway. But the changes in the basic contract were not satisfactory to the picture executives, while the feeling between the Crazies has been softened, there (Continued on page 42)

Total B'way Legit Grosses for 4 Years

(Season from June 5, '38 to June 1, '40, inclusive. All figures based on VARIETY's weekly boxoffice estimates.)

Total Broadway grosses, 1939-40 (1,250 performances, 861 weeks)	\$12,000,000
Total Broadway grosses, 1938-39 (1,081 playing weeks)	\$12,000,000
Total Broadway grosses, 1937-38 (1,081 playing weeks)	\$11,500,000
Total Broadway grosses, 1936-37 (1,081 playing weeks, not available)	\$12,000,000
Number productions during 1939-40	80
New plays	30
Revisions	15
Return engagements, miscellaneous	3
Hits	14
Moderate success	9
Failures	31
Greatest week, Dec. 25, '39, with total gross of \$281,000 from 26 shows running. Previous record, Feb. 26, '39, with total gross of \$46,000 from 23 shows running.	

3 B'way Foldes Heavily in Red; Olivier-WB's 'Romeo' 'GOG' Loser

ROAD'S TOURING UNIT TO PLAY STRAWHATS

Touring company of Tobacco Road which closed the season recently in Detroit after a three-week repeat engagement, will return and play pre-admission dates in the hide-away. Tentative bookings for six weeks in rural showrooms have been made, show appearing as a unit. Under a recent Equity ruling, the regular stock leads in the places booked will receive regular salaries, though laying off during the Road date. Drama is among the difficult attractions listed for the road season.

Number one show continues at the Forrest, N.Y., and is expected to play through summer into the new season. After using a top of \$145 for two years or more at the Forrest, the scale was dropped to \$110 three weeks ago. Reaction was not immediate, but last week the attendance improved and the gross was well over \$4,000. A fair profit was earned, since the record-stayee costs very little to operate. New York prices are less than the scale usually used on the road.

Three Broadway attractions, two of which stopped Saturday (1), are cutting heavily in the red. Most costly failure is "Romeo and Juliet" with Laurence Olivier and Vivien Leigh, announced to stop at the first week, with \$90,000 marked up on the wrong side of the ledger. Story continues to \$50,000 and did make some money in operation, including the three and one-half week stay in New York.

Understood that Warner and Orlan are \$50,000 on "Julius" and the loss will be shared between them. According to undated reports, the picture was a flop and Olivier dates back three years, when he was in London. Original cost of "Julius" was \$100,000, and according to plans, Henry V was to have gone on in August. "Julius" had to be sold to have earned back its production outlay is questionable, but the closing is charged to the tour and Orlan and Orlan (Continued on page 44)

FTP OPPOSES TOO STRONG

Washington, June 4. Hard-heartedness of the House means that Senate friends of actors and stagehands are unlikely to make serious efforts to eliminate from the 1941 relief bill the discriminatory clause which would deny any Federal money for theatre projects, even when there is a sponsor contribution which exceeds the cost. The Senate Appropriations Committee, after hearing last night the proposition as follows:

On several occasions the lower branch of Congress has demonstrated unmistakable opposition to any treasury-angled drama. Most recent occasion which provoked the House was a decreeing of \$20,000 for the amendment of Representative Emanuel Celler of Federal Theatre Project. The Senate Appropriations Committee, after hearing last night the proposition as follows:

The Equity delegation received a packet bearing this week, but not even the most sympathetic congressional member is likely to propose any legislation. Actors will have to keep in getting business cash for a limited job if they are to keep the hold away with the aid of taxpayers.

"DeLary Was a Lady"
"Higher and Higher"
"Keep Off the Grass"
"Ladies in Retirement"
"Life With Father"
"Louisiana Purchase"
"Male Animal"

"Fifth Column"
"Key Largo"
"Ladies and Gentlemen"
"Lady in Waiting"
"Leadway"

MODERATES

"My Way"
"Time of Your Life"
"Two for the Show"
"Tobey Boy"

FAILURES

"Another Sun"
"Arise in Rising"
"All the Stars of Eight"
"Billy Brown & Nurse"
"Burning Deck"
"Cam of Youth"
"Christmas Eve"
"Farm of Three Acres"
"Forsaken"
"From Vienna"
"Geeves"
"Goodbye in the Night"
"Grey Farm"
"Heavenly Express"
"I Know What I Like"
"International Incident"
"John Henry"
"Kindred"
"Leave Her to Heaven"
"Love's Old Sweet Song"
"Man Who Killed Lincoln"
"Madame Shrew"
"Morning Star"
"Mornings at Seven"
"Night Nurse"
"Out From Under"

"Passenger to Bali"
"Pastoral"
"Pantomime"
"Return of the Vagabond"
"Reunion in New York"
"Ring Two"
"Roman Bank"
"Scene of the Crime"
"Sea Dogs"
"Separate Rooms"
"Stranger Pig"
"Show Hat Revue"
"The Night"
"Suspect"
"Swing! the Dream"
"Theatrical Incident"
"Two on an Island"
"Unrequited"
"The World We Make"
"Very Warm for May"
"Weak Link"
"When We Are Married"
"Woman Brown"
"World We Make"
"Young Couple Wasted"

REVIVALS

"Romeo and Juliet"
"They Know What They Wanted"
"Three Sisters"

RETURN ENGAGEMENTS, MISCELLANEOUS

"Richard III"
"Turning of the Shrews"

SHOWS FROM FORMER SEASONS STILL RUNNING

"Tobacco Road"

1939-40 SHOWS CURRENT AT SEASON'S START (SINCE CLOSED)

"The Lincoln in Illinois"
"American Way"
"Boys From Syracuse"
"Family Portrait"
"I Must Love Someone"
"Leave It to Me"

TOTALS

New Shows	74
Hits	14
Moderates	9
Failures	31
Straight Plays	50
Musicals	10
Revisions	15
Return Engagements, etc.	3
Performances for all shows (including revivals)	7,320

Shifting U. S. Thought on European Situation Affairs Certain B'way Plays

One of the countless minor repercussions of the European war has been the effect on various legit plays either current or possibilities for revival. In some cases the plays have been hoped to be revived in the recent developments abroad seem only to have highlighted the plays' appeal. In still other certain revivals are apparently needed to adapt the shows to altered conditions.

Of the current plays, "Margin for Error," at the Majestic, N.Y., is seemingly more forceful by the events abroad. A violently anti-Nazi whodunit, the piece depends for much of its effect upon the audience hatred of the German conqueror of the play. Recent publicity has seemed to add the show more plausible than earlier ones did. Robert E. Sherwood's "There Shall Be No Night," at the Alvin, N.Y., is a stinging indictment of the Nazis and the Soviet invasion of Finland. Nazi sweep across Belgium and the Netherlands almost literally bears

out statements in the play, and it is regarded as even more stirring than when it opened only a few weeks ago.

On the other hand, "No Time for Comedy," which is slated for revival at the recent developments abroad seem to have weakened because it dealt with the Spanish revolution may seem remote, while its heroine's philosophic attitude may appear callous. Conversely, "The Fifth Column," which recently closed but is slated for the road in the fall, didn't seem weakened because it dealt with the no-longer-current Spanish conflict, but events over the summer may change that. "Red Peppers," one of the Noel Coward one-acts in "Tonight at 8.30," may no longer be acceptable because of its spoofing of the Royal Navy. Similarly "Cavalcade," which was considered for straight production in Britain, was dropped because of its violently pro-British slant.

OBITUARIES

MARY ANDERSON

Mary Anderson, nee Navarro, 68, celebrated actress, who appeared in over 100 films, died of cancer at her home in Hollywood, June 2, 1946, after a long illness.

Anderson, whose talent evinced itself when she was only 14, made her stage debut as Juliet in "Romeo and Juliet" at the Lyric theatre, Louisville, in 1875 at a benefit. At 18 she was married to a man she met at a stranded actor. She then moved to New York and made the universal acclaim of both audience and critics for her moving acting, splendid diction and beauty.

Although she made her professional debut at Muncie's on Jan. 1, 1878, having the title role in the old standard tragedy, "Evadne," and briefly appeared as Desdemona in "Othello," Mary Anderson did not score her first measurable success until she played the part of Miss Merton in a New Orleans production of "Guy Ramage." Her triumph was such that thousands of admirers trailed her to the way to the railroad station.

A year later, she made her initial New York appearance in "The Fifth Avenue theatre as Pauline in the play of "The Lyric." Turning through the years to Washington, D. C., Cincinnati and Troy, N. Y., her fond-

the staff of the Star-Allen dance studios and had devoted new roles to her maiden, Mary Anderson and Lane, Dione Dumber and Lee Dumb among others.

Anderson, a native of New York, was a former dancer, and a former actress. She was a former dancer, and a former actress. She was a former dancer, and a former actress.

Lillian Lawton, retired musical comedy dancer and actress, died in New York May 29 after a short illness.

She appeared as one of the original John Tyler quartet in the "Man and the Moon," produced by the Stros Bros. and George Lederer at the Old New York theatre, N. Y. City, where her real name was the famous champagne dancer in the "Silver Slipper." She also had roles in "Harold, Earl and the Girl" and a revival of "Flourish."

Retiring from the stage after married life with her husband, she was, as an actor and producer, and a former dancer, and a former actress. She was a former dancer, and a former actress.

IN LOVING MEMORY

Who Passed Away June 4, 1932
LILLIAN RUSSELL
DOROTHY RUSSELL

ness for the Burd's plays was at the Lyric in London when she was "Ingomar," presented at the Lyric in 1883. At the peak of her career she was in the Lyric in London, and she was in the Lyric in London.

Anderson was equally popular in London when she was "Ingomar," presented at the Lyric in 1883. At the peak of her career she was in the Lyric in London, and she was in the Lyric in London.

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Karl Kestel, 67, husband of the late Mary Irwin, well known stage comedienne of another era, died May 28 at his home, Rainier's Road, in the Thousand Islands near Clayton, N. Y. Suffering from a cardiac condition for the past two years, he was with a severe stroke.

A Venetian by birth, Kestel came to the U. S. as a boy. Always fond of music, he worked as a street stock man and later joined the Ringling circus as a musician supervisor.

Turning actor, he made his name through exploitation and of the business, he acted as advance man for other actors and the Lyric in London, and she was in the Lyric in London.

Min Irwin, a star of the turn of the century, was the first of her career when Kestel became her manager in 1904. They wed two years later, and she died in 1907. After retiring, they purchased their "Thousand Islands" property and retiring as a hobby.

Surviving are a sister, Mrs. Margaret Perley, a sister-in-law, and two brothers. Funeral services will be held in Westwood, N. Y., Saturday afternoon, and the remains will be buried beside those of his wife, Kate's Cemetery mausoleum.

ANDY FAYE
Andy Faye, 26, formerly of the dance team of Castle and Faye and who for the past two years had been a dance routine, died June 1 in the Brooklyn St. Hospital, N. Y.

He performed in vaude for several years teaming with Nick Castle, now a film director for 20th-Fox. More recently he had been appearing in

ALBERT B. FINDLAY
Albert B. Findlay, 54, former vaudeville actor and stock broker, died of cancer May 14 at his home in Baldwin, L. I., of a heart ailment. He had been ill since 1937.

Findlay had been of the team of Blondelle and Findlay when vaudeville, and he had been of the team of Blondelle and Findlay when vaudeville.

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June 1 in a New York hospital after a two-week illness.
Bum, who came to the United States from Russia at an early age, was a familiar figure along Broadway. He played in "Black Velvet" and "The Student Prince" and roles in the pictures "Tip Top Winks," "Mr. and Mrs. Wicks," "The Wizard of Oz," "The Great Dictator" and "The White Horse." He was a familiar figure along Broadway. He played in "Black Velvet" and "The Student Prince" and roles in the pictures "Tip Top Winks," "Mr. and Mrs. Wicks," "The Wizard of Oz," "The Great Dictator" and "The White Horse."

HENRY C. FITZGERALD
Henry C. Fitzgerald, 56, circus advance agent, died May 29 in St. Louis hospital. He was a familiar figure along Broadway. He played in "Black Velvet" and "The Student Prince" and roles in the pictures "Tip Top Winks," "Mr. and Mrs. Wicks," "The Wizard of Oz," "The Great Dictator" and "The White Horse."

LESLIE OLIN
Leslie Olin, 24, who was with the transcription teaming department of the Publishers Protective Association, died at his home in New York May 28 of a stroke of the heart. He had been ill since 1937.

EDWARD R. HUTCHINSON
Edward R. Hutchinson, pioneer Burlington, Vt. film exhibitor and manager, died at his home in Burlington May 28 after a brief illness.

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name, died May 29 in Englewood, N. J. after a two weeks' illness.
The Kevins A. son, Walter, who was a familiar figure along Broadway, was a familiar figure along Broadway. He played in "Black Velvet" and "The Student Prince" and roles in the pictures "Tip Top Winks," "Mr. and Mrs. Wicks," "The Wizard of Oz," "The Great Dictator" and "The White Horse."

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Wednesday, June 3, 1946

Off Sucker List

Continued from page 1

tycoon would consider a safe investment.
It's a good guess that the picture industry, as result of this turnover to investors, will be able to maintain a self-sustaining a community as this nation could mature. The eggs the picture industry has laid in the breakfast are likely to come direct from the ranks of the star you saw and heard in the picture. The man that comes with it is literally sold off the probe sharing the chop.

If you drive in far, you get it pumped by a film star, by the way, if you're giving is likely from the rank of a well-known director, and if it happens to have rather, read, read, read, the best comes from another director's ranks. One film executive is quoted as saying: "The picture industry is a market, which is now turning over a pretty profit for him."

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Here's still another big bonus for Blue Network Advertisers



When his honor gets steamed up about radio, that's something. And here you are Mayor Maurice J. Tobin of Boston in action. He's pointing out the new coverage of WBZ and saying to Vincent F. Callahan, the station's General Manager, "Boston is as proud of its super-power radio station as you are yourself. And we, too, look forward to the increase in the already excellent service

you will render this city... What a great opportunity for Boston's business to utilize radio's most modern magic to our mutual benefit! Yes—and a great sales opportunity for Blue advertisers who know the Blue's "Money Market" coverage at unmatched national cost is regularly topped off with extra coverage bonus at no extra cost.

WBZ war council agog over the blithing of orders that advertisers have fired at them. At Mr. Callahan's left in the front row, Frank R. Bowes, sales manager. On Mr. Callahan's right, Dwight A. Myer, plant manager. Looking on, sales promotion manager, Harry D. Goodwin, and program director, John F. McNamara. Said Mr. Bowes: "We could stay on the air twenty-four hours a day and still do a land office business the way the orders are piling in from advertisers." To which Mr. Callahan replied: "That just proves advertisers know a good buy when they see one. We now dominate the Metropolitan Boston market of 2,500,000 listeners! You can reach 'em on the Blue—at all-time low cost!



Frank E. visits John C. Dowd, president of one of Boston's leading agencies. Said Mr. Dowd: "The increased coverage of WBZ is great news. Frank, the station has always done a grand job for our clients—and will do even better now!" Which pretty much sums up what Blue Network advertisers are saying. There are profits for you in this network—at a national cost no other medium can match!

...and you don't need a million bucks to do a national advertising job on the network which now offers you extra coverage in this great New England "Money Market" at no extra cost!

BLUE NETWORK advertisers are grinning more broadly than ever these days. For another luscious Blue bonus has been given to them. This time, it's extra coverage in the rich Metropolitan Boston area—at no extra cost!

To cover New England's richest market as it has never been covered before by radio, WBZ moves its transmitter location to Hull, on Boston Harbor. There the most modern 50,000 watt transmitting facilities were built. And with them, dominant coverage has been emphatically obtained!

This is another of the many extra coverage bonuses that the Blue Network has been pyramiding for advertisers in the past eleven months. And this is one reason why the Blue has become America's outstanding advertising buy.

Other reasons why 70% of the Blue's 1938 advertisers renewed for 1939-40 and brought 17 new Blue boosters with them:

1. Lowest national cost—the result of the famous Blue Network Discount Plan.
2. "Money Market" Coverage—concentrated in the places where 72% of America's effective buying power is located.

At all-time low cost you can take new profits out of your business by discovering that sales begin where the Blue begins—for only \$5,000* a week, nighttime half hour, coast to coast. National Broadcasting Company, A Radio Corporation of America Service.

**Time only*

NBC BLUE NETWORK

Sales thru the air with the greatest of ease



Published Weekly at 135 West 40th Street, New York, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies 25 cents. Entered as second-class matter December 31, 1961, at the Post Office at New York, N. Y., under the act of March 3, 1879. 398, 7th AVENUE, INC. ALL RIGHTS RESERVED.

VOL. 139 NO. 1

NEW YORK, WEDNESDAY, JUNE 12, 1940

PRICE 25 CENTS

WORLD RESISTING BIG TIME

U.S. Citizenship Protects Martinelli In All-Native Met Opera Outlook

Entry of Italy into the war will probably result in the greatest number of native American singers ever to appear at the Metropolitan in principal roles, in the 50 years of the house's existence, during the season starting December 2. The Met has been attacked in the public prints for its mediocre casting of Italian and French opera, and had intended to rectify this for 1940-41 by the engagement of some of Italy's greatest stars.

A number of those singers had been under contract last season, but with the exception of an isolated few, were unable to secure passports. It had been announced that this year three singers would have been permitted to go to the Colon season starting in August in Buenos Aires, and they had planned to come to the States at the conclusion of the season, for opera and concert. Italian officials in N. Y. now proclaim that passports will again be cancelled. This means the Met, which has been

(Continued on page 41)

Windsors' Spicer Sets Up Shop in Hollywood; Hires Agent and P.A.

Hollywood, June 11. Offhandedness, weddings, without Rem's options, are the vogue in Hollywood since the Rev. R. Anderson Jardine staked out his emerald Church around the Corner within a baseball throw of Hollywood Blvd and Vine street. At first, it is no farther than Jo Di Maggio can throw from deep center field.

The Rev. Jardine, who achieved international note by leaving from his rural pastorate in England to set the wedding knot for the Duke and Duchess of Windsor in France, was doing a good splicing business in the film colony, urged on by an agent and a lack.

Without urging, the lack will tell you that the Rev. Jardine, who recently celebrated his own 25th wedding anniversary, has performed 700 marriage ceremonies, not one of which has ever wound up in a separation or a divorce. When he breaks 'em, they stay hooked, which may or not be an asset in Hollywood.

Ex-Mrs. Jock Whitney May Tour Strawhats

Hollywood, June 11. After completing "So You Won't Talk at Columbia in mid-July, J. E. Brown will organize a troupe for a tour of eastern summer resorts in "Timer the Social" (Liz-ex-Mrs. Jock Whitney, socially, may play the lead with the remainder of the cast recruited in the west. Opens at Dennis, Mass., July 22.

World War III?

Milton Berle, after seeing Elia Janis in her recent film, liked her performance so much he quipped:

"Let's hold her over for the next war."

Noel Coward's 'Cavalcade', 1940 Version, for N. Y.

Noel Coward will revise his "Cavalcade" for a possible Broadway production. The fall Broadway season will be starred in the part created by Diana Wynyard. Play has never been done professionally in the U. S., although the picture version was seen here.

Principal hitch to whether the play will be done on Broadway in the fall is the uncertainty of what the war and international developments may be in the meantime. It was at first feared that "Cavalcade" would arouse audience resentment because of its pro-British flavor, but it's now figured that public sentiment in the U. S. has changed so rapidly that phase would be acceptable. However, it's a question whether Coward can maintain the drama's defeatist attitude toward war without weakening it theatrically.

After a couple of months' visit in the U. S., the playwright clipped back to Europe last Sunday (9) to resume his official duties in Paris for the British government. Must recall was on the same plane, but he must be back by July 15.

DRY THOSE EYES, HERE COME THE FUNNYMEN

Hollywood, June 11. More laughs, and less tragedy is the current trend in Hollywood, where production schedules are being slanted around to shoot comedies and lighter dramas ahead of the tear-jerkers. Studio execs have realized that the public is depressed by daily war news and prefers to be amused rather than adduced by motion pictures.

Ideas to be get laugh-making into early circulation to revive the fading box office.

CHURCHMEN AND CURBS SNEER

Excesses of Secularism—
Tend to Defeat Itself—
One Recent Bad Example
Alarmed N.A.B.—Industry
Quietly Balancing Its
Time Allotments

VERY DELICATE

The American radio broadcasting industry is profoundly and permanently frightened of being caught in the crucible of sectarian religious strife. Not much is said about this subject. It's too delicate for general and frank discussion, but nonetheless the industry leadership grapples strenuously to bottle up bigotry on the one hand and exercise scrupulous fairness in dealing with

(Continued on page 30)

WOMEN OWN, RUN CAPE COD STATION

Yarmouth, Mass., June 11. Station WOCB Yarmouth, is nearing completion for scheduled start of operations early in July. It will have 250 watts power, with unlimited time on the air, will broadcast on 1210 kc and will cover the Cape Cod, Nantucket and Martha Vineyard areas.

Helen W. MacLellan and Harriett M. Allen, proprietors of the station, which women are owners of the station, having received their license more than a year ago from the FCC. Miss Allen is general manager. Scott Kilgour, formerly with World Wide Broadcasting and WMCA, New York, will be advertising director. Charles J. Higgins, quits as chief announcer at WJZZ, Salem, to become program director. Ralph S. Lewis, leaves WNBC, New Britain, to become chief engineer. Ralph Lawton, concert pianist, will be musical director.

'Largest Theatre' Opens

Mexico City, June 11. Inauguration of the Cine Colonial, 1,280-seat theatre by Oscar and Samuel Grant operators of a local chain of cinemas, brings to 70 the number of active picture houses in this city.

Columbia is claimed to be the largest in the world (as distinct from amphitheatres and civic auditoriums.)

Best Cluck

Hollywood, June 11.

Call went out last week to the better stock players for auditions at NBC. Rounded up, they were told the job would go to the one who could make a noise like a penguin.

It's for Kool pigeons.

Plan Touring Big Name Units For Red Cross Funds

Hollywood, June 11.

Producers are considering a proposal to send several big-name units on a personal appearance tour of the country, with the entire proceeds to be turned over to the Red Cross. It is understood plans call for joint co-operation of producers, Screen Actors Guild and Red Cross.

Idea is to get biggest names in the industry, including Charles Chaplin, Greta Garbo, Eddie Cantor, Joan Crawford, Edward G. Robinson and scores of others whose following in the theatres runs into millions. Several different units would be formed and sent out, the territory being divided up so that a separate unit would be appearing in a different section each night.

Simultaneously, it was learned Jack Benny has already started checking his schedule to ascertain when he can spare time to take his unit into the Paramount, all proceeds to go to the Red Cross. Plans for big-name units still is in preliminary stage, but is expected to be rushed to completion in next few weeks.

WB IN CHALLENGE TO BRAZIL ON 'NAZI' FILM

Pittsburgh, June 11.

In a dramatic challenge to Brazil, to prove itself free of Nazi sentiments, Warner Bros. has cabled that government it will donate the entire receipts of "Confessions of a Nazi Spy" to the Red Cross if Brazil's cinema will pass the film. Film has been stalled there since release.

Joseph Hummel, foreign sales exec of WB, divulged this offer to 300 WB salesman meeting here.

There'll be no blackout of the borscht circuit this summer, come what may in Europe. If anything, the sour cream film in the Catskill Mountains will officially be off its season legs with plans for talent expenditures that equal, and may even exceed, last year's life-of-the-party budgets.

You can take it from John Franky and Al Beckman, who are in partnership for the purpose of keeping vacationers from annual, that plenty of actors will find food, board and wages up where the unneeded audience meets the great outdoors. They are the most protuberant circuit bookers, having about 35 spots, and with their shows, they say, the resort operators can virtually guarantee having a wonderful time.

Franky & Beckman (the name sounds like it might be on one of those buses that meet the trains at Monticello) estimate their clients will be spending between \$75,000 and \$100,000 for talent this year. A good

(Continued on page 31)

Britain's Theops Frolic With Relenting Stage Cussing By Authorities

London, June 11. A traditional British taboo applicable to stage, screen and radio has seemingly gone by the boards, and are London's theops happy about it? They're cussing again.

The greater importance of the war, currently occupying the authorities, particularly the censor, is held to be a major factor in the relenting of such words as "hell," "damn," etc. And, what is more important, the authorities, which before were ahead at their usage, have now come to accept them as standard.

Start of it can be traced to the London period in Europe, when England was no more than just sitting on the back. Show's exclamation of what the common little girl can say, given the chance ("Pig-mation"), then provided the words censored with a catchword to be banished with enthusiasm.

Then radio slipped into line. At first it was not an uncommon occurrence, when arising from live shows in which this exclamation was

(Continued on page 41)

Mae West May Tour DuBarry's vice Merman

Chicago, June 11.

There is a possibility that Mae West will return to light this autumn by taking over the role of the "vice" in "DuBarry Was a Lady". Miss Merman reportedly is said to be taking over the role of the "vice" while Mae West is interested in trying a tour in the musical.

VARIETY RADIO DIRECTORY
(Published in 26 Languages)
\$5 per copy
—
DAILY VARIETY
\$10 a year—\$12 foreign
(Published in Hollywood by
Daily Variety, Ltd.)

Allied's Nat'l Conv. in Chi June 19-21 Promises to Reopen Bitter Issue

year and has removed its B producing unit at the studio, but will still spend as much as for 1939-40 a total of \$30,000,000.

He is recuperating from injuries sustained in 'The Long Voyage Home'.

He is recuperating from injuries sustained in 'The Long Voyage Home'.

The centimille seems bound to use the New York suit as a way out of a highly embarrassing situation. One of the arguments in favor of shelving the synopsis clause and the section dealing with unreasonable price differentials was the possibility of a Government victory or a consent decree. If the defendants negotiate some compromise with the Justice Department modifying present distributing practices, the lawmakers would have suffered needless worry by rephrasing the Senate-approved legislation.

Dur, R.O. Pix Make Mpls. Even Dur; My Son, \$6,500, Crosby GC, Both Mild

Minneapolis, June 11.

Even the out-of-state films have plenty of trouble-free grosses representing these dark days, so that when the array is pretty much a light-weight, so currently, boxoffice difficulties are increased. Indications point to a new high in total takings, and that in going some, much as has been recently been shown in the case of the present lot at b. h. is "My Son, My Son." State offering, Runner-up is the Blue Crosby-Gloria Dur opus, "I'll Find My Way," at the Orpheum. Third place goes to "The Day After Tomorrow," occupying the Century. None of the three, however, is causing any real concern, but the situation of breaking anything remotely resembling a h. n. run. The Dur opus, however, is being run for these many months, but now, to be built around a Broadway hit, "My Son," is in prospect for the Orpheum later in the month.

Adair (Paramount) (1,100; 25-30-35-40-45-50-55-60-65-70-75-80-85-90-95-100-105-110-115-120-125-130-135-140-145-150-155-160-165-170-175-180-185-190-195-200-205-210-215-220-225-230-235-240-245-250-255-260-265-270-275-280-285-290-295-300-305-310-315-320-325-330-335-340-345-350-355-360-365-370-375-380-385-390-395-400-405-410-415-420-425-430-435-440-445-450-455-460-465-470-475-480-485-490-495-500-505-510-515-520-525-530-535-540-545-550-555-560-565-570-575-580-585-590-595-600-605-610-615-620-625-630-635-640-645-650-655-660-665-670-675-680-685-690-695-700-705-710-715-720-725-730-735-740-745-750-755-760-765-770-775-780-785-790-795-800-805-810-815-820-825-830-835-840-845-850-855-860-865-870-875-880-885-890-895-900-905-910-915-920-925-930-935-940-945-950-955-960-965-970-975-980-985-990-995-1000-1005-1010-1015-1020-1025-1030-1035-1040-1045-1050-1055-1060-1065-1070-1075-1080-1085-1090-1095-1100-1105-1110-1115-1120-1125-1130-1135-1140-1145-1150-1155-1160-1165-1170-1175-1180-1185-1190-1195-1200-1205-1210-1215-1220-1225-1230-1235-1240-1245-1250-1255-1260-1265-1270-1275-1280-1285-1290-1295-1300-1305-1310-1315-1320-1325-1330-1335-1340-1345-1350-1355-1360-1365-1370-1375-1380-1385-1390-1395-1400-1405-1410-1415-1420-1425-1430-1435-1440-1445-1450-1455-1460-1465-1470-1475-1480-1485-1490-1495-1500-1505-1510-1515-1520-1525-1530-1535-1540-1545-1550-1555-1560-1565-1570-1575-1580-1585-1590-1595-1600-1605-1610-1615-1620-1625-1630-1635-1640-1645-1650-1655-1660-1665-1670-1675-1680-1685-1690-1695-1700-1705-1710-1715-1720-1725-1730-1735-1740-1745-1750-1755-1760-1765-1770-1775-1780-1785-1790-1795-1800-1805-1810-1815-1820-1825-1830-1835-1840-1845-1850-1855-1860-1865-1870-1875-1880-1885-1890-1895-1900-1905-1910-1915-1920-1925-1930-1935-1940-1945-1950-1955-1960-1965-1970-1975-1980-1985-1990-1995-2000-2005-2010-2015-2020-2025-2030-2035-2040-2045-2050-2055-2060-2065-2070-2075-2080-2085-2090-2095-2100-2105-2110-2115-2120-2125-2130-2135-2140-2145-2150-2155-2160-2165-2170-2175-2180-2185-2190-2195-2200-2205-2210-2215-2220-2225-2230-2235-2240-2245-2250-2255-2260-2265-2270-2275-2280-2285-2290-2295-2300-2305-2310-2315-2320-2325-2330-2335-2340-2345-2350-2355-2360-2365-2370-2375-2380-2385-2390-2395-2400-2405-2410-2415-2420-2425-2430-2435-2440-2445-2450-2455-2460-2465-2470-2475-2480-2485-2490-2495-2500-2505-2510-2515-2520-2525-2530-2535-2540-2545-2550-2555-2560-2565-2570-2575-2580-2585-2590-2595-2600-2605-2610-2615-2620-2625-2630-2635-2640-2645-2650-2655-2660-2665-2670-2675-2680-2685-2690-2695-2700-2705-2710-2715-2720-2725-2730-2735-2740-2745-2750-2755-2760-2765-2770-2775-2780-2785-2790-2795-2800-2805-2810-2815-2820-2825-2830-2835-2840-2845-2850-2855-2860-2865-2870-2875-2880-2885-2890-2895-2900-2905-2910-2915-2920-2925-2930-2935-2940-2945-2950-2955-2960-2965-2970-2975-2980-2985-2990-2995-3000-3005-3010-3015-3020-3025-3030-3035-3040-3045-3050-3055-3060-3065-3070-3075-3080-3085-3090-3095-3100-3105-3110-3115-3120-3125-3130-3135-3140-3145-3150-3155-3160-3165-3170-3175-3180-3185-3190-3195-3200-3205-3210-3215-3220-3225-3230-3235-3240-3245-3250-3255-3260-3265-3270-3275-3280-3285-3290-3295-3300-3305-3310-3315-3320-3325-3330-3335-3340-3345-3350-3355-3360-3365-3370-3375-3380-3385-3390-3395-3400-3405-3410-3415-3420-3425-3430-3435-3440-3445-3450-3455-3460-3465-3470-3475-3480-3485-3490-3495-3500-3505-3510-3515-3520-3525-3530-3535-3540-3545-3550-3555-3560-3565-3570-3575-3580-3585-3590-3595-3600-3605-3610-3615-3620-3625-3630-3635-3640-3645-3650-3655-3660-3665-3670-3675-3680-3685-3690-3695-3700-3705-3710-3715-3720-3725-3730-3735-3740-3745-3750-3755-3760-3765-3770-3775-3780-3785-3790-3795-3800-3805-3810-3815-3820-3825-3830-3835-3840-3845-3850-3855-3860-3865-3870-3875-3880-3885-3890-3895-3900-3905-3910-3915-3920-3925-3930-3935-3940-3945-3950-3955-3960-3965-3970-3975-3980-3985-3990-3995-4000-4005-4010-4015-4020-4025-4030-4035-4040-4045-4050-4055-4060-4065-4070-4075-4080-4085-4090-4095-4100-4105-4110-4115-4120-4125-4130-4135-4140-4145-4150-4155-4160-4165-4170-4175-4180-4185-4190-4195-4200-4205-4210-4215-4220-4225-4230-4235-4240-4245-4250-4255-4260-4265-4270-4275-4280-4285-4290-4295-4300-4305-4310-4315-4320-4325-4330-4335-4340-4345-4350-4355-4360-4365-4370-4375-4380-4385-4390-4395-4400-4405-4410-4415-4420-4425-4430-4435-4440-4445-4450-4455-4460-4465-4470-4475-4480-4485-4490-4495-4500-4505-4510-4515-4520-4525-4530-4535-4540-4545-4550-4555-4560-4565-4570-4575-4580-4585-4590-4595-4600-4605-4610-4615-4620-4625-4630-4635-4640-4645-4650-4655-4660-4665-4670-4675-4680-4685-4690-4695-4700-4705-4710-4715-4720-4725-4730-4735-4740-4745-4750-4755-4760-4765-4770-4775-4780-4785-4790-4795-4800-4805-4810-4815-4820-4825-4830-4835-4840-4845-4850-4855-4860-4865-4870-4875-4880-4885-4890-4895-4900-4905-4910-4915-4920-4925-4930-4935-4940-4945-4950-4955-4960-4965-4970-4975-4980-4985-4990-4995-5000-5005-5010-5015-5020-5025-5030-5035-5040-5045-5050-5055-5060-5065-5070-5075-5080-5085-5090-5095-5100-5105-5110-5115-5120-5125-5130-5135-5140-5145-5150-5155-5160-5165-5170-5175-5180-5185-5190-5195-5200-5205-5210-5215-5220-5225-5230-5235-5240-5245-5250-5255-5260-5265-5270-5275-5280-5285-5290-5295-5300-5305-5310-5315-5320-5325-5330-5335-5340-5345-5350-5355-5360-5365-5370-5375-5380-5385-5390-5395-5400-5405-5410-5415-5420-5425-5430-5435-5440-5445-5450-5455-5460-5465-5470-5475-5480-5485-5490-5495-5500-5505-5510-5515-5520-5525-5530-5535-5540-5545-5550-5555-5560-5565-5570-5575-5580-5585-5590-5595-5600-5605-5610-5615-5620-5625-5630-5635-5640-5645-5650-5655-5660-5665-5670-5675-5680-5685-5690-5695-5700-5705-5710-5715-5720-5725-5730-5735-5740-5745-5750-5755-5760-5765-5770-5775-5780-5785-5790-5795-5800-5805-5810-5815-5820-5825-5830-5835-5840-5845-5850-5855-5860-5865-5870-5875-5880-5885-5890-5895-5900-5905-5910-5915-5920-5925-5930-5935-5940-5945-5950-5955-5960-5965-5970-5975-5980-5985-5990-5995-6000-6005-6010-6015-6020-6025-6030-6035-6040-6045-6050-6055-6060-6065-6070-6075-6080-6085-6090-6095-6100-6105-6110-6115-6120-6125-6130-6135-6140-6145-6150-6155-6160-6165-6170-6175-6180-6185-6190-6195-6200-6205-6210-6215-6220-6225-6230-6235-6240-6245-6250-6255-6260-6265-6270-6275-6280-6285-6290-6295-6300-6305-6310-6315-6320-6325-6330-6335-6340-6345-6350-6355-6360-6365-6370-6375-6380-6385-6390-6395-6400-6405-6410-6415-6420-6425-6430-6435-6440-6445-6450-6455-6460-6465-6470-6475-6480-6485-6490-6495-6500-6505-6510-6515-6520-6525-6530-6535-6540-6545-6550-6555-6560-6565-6570-6575-6580-6585-6590-6595-6600-6605-6610-6615-6620-6625-6630-6635-6640-6645-6650-6655-6660-6665-6670-6675-6680-6685-6690-6695-6700-6705-6710-6715-6720-6725-6730-6735-6740-6745-6750-6755-6760-6765-6770-6775-6780-6785-6790-6795-6800-6805-6810-6815-6820-6825-6830-6835-6840-6845-6850-6855-6860-6865-6870-6875-6880-6885-6890-6895-6900-6905-6910-6915-6920-6925-6930-6935-6940-6945-6950-6955-6960-6965-6970-6975-6980-6985-6990-6995-7000-7005-7010-7015-7020-7025-7030-7035-7040-7045-7050-7055-7060-7065-7070-7075-7080-7085-7090-7095-7100-7105-7110-7115-7120-7125-7130-7135-7140-7145-7150-7155-7160-7165-7170-7175-7180-7185-7190-7195-7200-7205-7210-7215-7220-7225-7230-7235-7240-7245-7250-7255-7260-7265-7270-7275-7280-7285-7290-7295-7300-7305-7310-7315-7320-7325-7330-7335-7340-7345-7350-7355-7360-7365-7370-7375-7380-7385-7390-7395-7400-7405-7410-7415-7420-7425-7430-7435-7440-7445-7450-7455-7460-7465-7470-7475-7480-7485-7490-7495-7500-7505-7510-7515-7520-7525-7530-7535-7540-7545-7550-7555-7560-7565-7570-7575-7580-7585-7590-7595-7600-7605-7610-7615-7620-7625-7630-7635-7640-7645-7650-7655-7660-7665-7670-7675-7680-7685-7690-7695-7700-7705-7710-7715-7720-7725-7730-7735-7740-7745-7750-7755-7760-7765-7770-7775-7780-7785-7790-7795-7800-7805-7810-7815-7820-7825-7830-7835-7840-7845-7850-7855-7860-7865-7870-7875-7880-7885-7890-7895-7900-7905-7910-7915-7920-7925-7930-7935-7940-7945-7950-7955-7960-7965-7970-7975-7980-7985-7990-7995-8000-8005-8010-8015-8020-8025-8030-8035-8040-8045-8050-8055-8060-8065-8070-8075-8080-8085-8090-8095-8100-8105-8110-8115-8120-8125-8130-8135-8140-8145-8150-8155-8160-8165-8170-8175-8180-8185-8190-8195-8200-8205-8210-8215-8220-8225-8230-8235-8240-8245-8250-8255-8260-8265-8270-8275-8280-8285-8290-8295-8300-8305-8310-8315-8320-8325-8330-8335-8340-8345-8350-8355-8360-8365-8370-8375-8380-8385-8390-8395-8400-8405-8410-8415-8420-8425-8430-8435-8440-8445-8450-8455-8460-8465-8470-8475-8480-8485-8490-8495-8500-8505-8510-8515-8520-8525-8530-8535-8540-8545-8550-8555-8560-8565-8570-8575-8580-8585-8590-8595-8600-8605-8610-8615-8620-8625-8630-8635-8640-8645-8650-8655-8660-8665-8670-8675-8680-8685-8690-8695-8700-8705-8710-8715-8720-8725-8730-8735-8740-8745-8750-8755-8760-8765-8770-8775-8780-8785-8790-8795-8800-8805-8810-8815-8820-8825-8830-8835-8840-8845-8850-8855-8860-8865-8870-8875-8880-8885-8890-8895-8900-8905-8910-8915-8920-8925-8930-8935-8940-8945-8950-8955-8960-8965-8970-8975-8980-8985-8990-8995-9000-9005-9010-9015-9020-9025-9030-9035-9040-9045-9050-9055-9060-9065-9070-9075-9080-9085-9090-9095-9100-9105-9110-9115-9120-9125-9130-9135-9140-9145-9150-9155-9160-9165-9170-9175-9180-9185-9190-9195-9200-9205-9210-9215-9220-9225-9230-9235-9240-9245-9250-9255-9260-9265-9270-9275-9280-9285-9290-9295-9300-9305-9310-9315-9320-9325-9330-9335-9340-9345-9350-9355-9360-9365-9370-9375-9380-9385-9390-9395-9400-9405-9410-9415-9420-9425-9430-9435-9440-9445-9450-9455-9460-9465-9470-9475-9480-9485-9490-9495-9500-9505-9510-9515-9520-9525-9530-9535-9540-9545-9550-9555-9560-9565-9570-9575-9580-9585-9590-9595-9600-9605-9610-9615-9620-9625-9630-9635-9640-9645-9650-9655-9660-9665-9670-9675-9680-9685-9690-9695-9700-9705-9710-9715-9720-9725-9730-9735-9740-9745-9750-9755-9760-9765-9770-9775-9780-9785-9790-9795-9800-9805-9810-9815-9820-9825-9830-9835-9840-9845-9850-9855-9860-9865-9870-9875-9880-9885-9890-9895-9900-9905-9910-9915-9920-9925-9930-9935-9940-9945-9950-9955-9960-9965-9970-9975-9980-9985-9990-9995-10000-10005-10010-10015-10020-10025-10030-10035-10040-10045-10050-10055-10060-10065-10070-10075-10080-10085-10090-10095-10100-10105-10110-10115-10120-10125-10130-10135-10140-10145-10150-10155-10160-10165-10170-10175-10180-10185-10190-1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U.S. Companies Map Suspension Of British Production for Duration; 20th Seen Joining Metro Wash-Up

Quota production in England, planned for this year, has been assumed curtailed proportionately, because of the increased war tempo, that may wind up in a complete halt to American financing in Britain for the war's duration. Metro has given official notice that it has suspended all production on the British Isles for the present. Ben Goetz, managing director for the company in England, returned to N. Y. the first of the week.

Arrival of Robert Kane, 20th-Pix production chief in Great Britain, in New York last week, however, is unofficially reported as washing up that company's British quota plans for the time being. A 20th-Pix official put it, "I imagine Mr. Kane will be here for a long time."

But Goetz, who produced "Kane in London" in England for Metro before returning to U. S., is presently in New York, but no definite decision has been made about further British quota production. Rather, he said it was waiting on a setup for England, but he will not return to London until the end of the British setup, which is likely before the end of this week. The quota of Paramount in England, producing alignment also is tinged with doubt, but David Ross, managing director currently in England, is in the job. Originally he planned coming back this week to N. Y. for further arrangements. Now he is waiting, with "Kane on New Fingers," which with Elizabeth Bergner, artist shooting to begin work, is being made, but the picture will depend on the quota situation. He said that the quota was revised in N. Y., also, so that no cutting has begun on "Kane's" quota. He is now in London, which is to be produced for Par by Isidor Goldsmith.

M-G's "Theoglyphs" finished "Honeycomb" for British quota credits and releases this summer. When the picture resumes production, it will be "Dr. Jekyll and Mr. Hyde," with Robert Donat in the lead. Robert Montgomery, managing director of "Honeycomb," currently is driving an ambulance abroad in a volunteer hospital unit.

Warner Bros. is going along as usual with its production in England, according to latest word from London, where actual shooting was scheduled for "A Prayer for Mr. Sin" early this month. A. M. Balaban is in charge of production under Max Fleischer, who is managing director for England.

If Alexander Korda plans to return to U. S. as he originally intended when he sailed for London, he should be back on the Coast within the next few weeks and finishing touches on "Tales of England," Korda plans to start a picture, which would be included as an Irish quota production, as soon as he has the Great Britain quota situation. The quota department has received no further word about this to date.

It is likely that the quota will follow its former policy of buying pictures already completed by British producers for quota credit. However, more information regarding this will be available after business with Joseph P. Kamp, 20th-Pix's managing director in England, who arrived in N. Y. this week. Republic and MGM also have quota credits being by buying British features.

Sistrom's London Return Awaited for RKO Prods.

London, June 11.
Plans for resumption of British production by RKO on this side have been indicated by Joseph Sistrom, RKO managing director in Britain. Film and studio arrangements await the return of producer William Sistrom from U. S.

Deal is said to include one picture from Kenneth D. Brown, RKO production head of Gregor Rabinovitch, who has guided some of a star's picture. The picture is "The Charities," "Saint" features on this side are a further development of the British picture, although such a deal is not exactly new, one of them having already been made in a British studio.

Help, Police!

Mexico City, June 11.
A cop assigned as one of the customary police escorts for the movie "The Boy," a local release, fell fast asleep in the orchestra. When he awoke he found his place and party, including his wife, missing.

MEXICO ANGLES FOR YANK EGOT

Mexico City, June 11.

Reports are that the government, desiring to aid the merchant trade in Mexico and boost American tourist, has set up a new American dramatic impresario for a season of quality presentations at the Plaza de las Artes (National Theatre) here.

Showmen like this idea. Presentations of the Home Office picture "It is feared that there are at least 10,000 people here who know English, but who cannot read it. The American dramatic impresario, plus new and goodly support from the U. S. insurance company, are planning to make the American playhouse would also increase friendly relations between the two peoples. It is estimated.

Proposition is expected to get going in the late summer or early fall.

MORLEY, HOWARD PIV AMONG 6 FOR CH-BRIT.

London, June 11.
At the Grand National sales convention held here, six productions were offered for sale. Among them was "The Boy," which was sold by Jeffrey Bernard, head of the distributor outfit. Film will be produced by the British company, including Robert Morley, Emily Vanstone, Michael Redgrave and Marjorie Lane. The picture is being made by a film from Leslie Howard's own producing group and will be distributed by the British Picture is tentatively titled "The Man Who Lost Himself."

The Robert Morley vehicle is based upon the life of songwriter Leslie Howard. Film is already in production at the British Picture under Jack Raymond. Deal has also been made by Grand National for the release of Jack Hubbard and Cluffy Courtwright's "Under Your Hat."

London Revue OK

London, June 11.
A moderate screen license to "Come Out of Your Shell," unimportant revue which made its debut on Wednesday night (5) at the Criterion. Performers are working on percentage.

Not a Foreign Artist in Turkey

Gov't Bans All in Fight Vs. 5th Column, Espionage Activities

Istanbul, May 25.

There isn't a foreign artist left in Turkey. Though was expected the Turkish carrying Allied or strictly neutral passports would not fall under the ban recently put on the appearance of foreign artists in Turkey, nevertheless, everybody without a Turkish passport was given warning papers. Prosecution against those who could produce a certificate proving they've studied at a Turkish school. The papers are included practically none. Not only were those artists already here sent on their way but instructions have been issued to all Turkish consulates not to give visas to anyone claiming the majority of the artists are from the fifth column and espionage activities is behind the ban.

With nothing left to draw on but

UA to Distribute New Firm's Spanish Films

Hollywood, June 11.
Spanish language pictures, for distribution below the Rio Grande, got a new impetus with the California incorporation of Paramount Productions of South America. Papers filed by T. H. Richmond and T. R. Williams show for the first time to be distributed down there by United Artists.

Williams recently finished production of four westerns for Param.

Show Biz Westernisms Ruled Out as 'Offensive' By Japanese Measure

Tokyo, May 15.

Many popular show-biz artists who have attained prominence under various title-founding stage names become nonentities under Article 5 of the Home Office Motion Picture Law, which forbids the use of stage names in films. The clause bans the use of foreign names for entertainers, as well as names which are considered to be ridiculous or to compromise the honor of the Japanese imperial family or the memory of national heroes.

After a total of 2,800 actors, producers and entertainers had applications to the Home Office, in accordance with the new law, setting forth their qualifications and reasons why they should be officially permitted to pursue their careers under their own names. The Home Office police affairs bureau submitted a number of representative names to the Japanese and Shinko studios, as well as the Teikoku and Nihon shogakukan publishing companies, to certify that certain of their artists must continue for new names more in keeping with the two peoples.

For one thing, the word "Mim" shall hereafter be forbidden to be attached to women artists, as is regarded to be an offensive westernization. Also, names which have any bearing on peace shall be taken. For example, Rappa Heide, Shinko comedian well-known in Japan, whose name is "Buckle of Peace," because it means "Buckle of Peace."

CRONIN'S BRIT-MADE FOR RELEASE BY PAR

London, June 11.
Deal has been closed here for the film in Britain of Dr. A. J. Cronin's novel, "Matter's Castle," which will be produced by Isidor Goldsmith. The picture is being made by the British Picture is tentatively titled "The Man Who Lost Himself."

The Robert Morley vehicle is based upon the life of songwriter Leslie Howard. Film is already in production at the British Picture under Jack Raymond. Deal has also been made by Grand National for the release of Jack Hubbard and Cluffy Courtwright's "Under Your Hat."

London Revue OK

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With nothing left to draw on but

Entire French Market for U.S. Films Gets Wiped Out by Spread of War; Norse Countries Restore Operations

Still a Showman

London, June 11.

Monty Goldman, formerly head of Paramount, is still a showman, although sales force, but not entirely forsaken his Hollywood connections.

He now operates women's shoe store, specializing in Hollywood film stars' discards.

Spread of the war in other parts of France has wiped out the entire market for U. S. distributed pictures in France, according to word received in N. Y. Also, there is further curtailment of French film business, nearly all majors having offices there. This makes it difficult for American exporters to get the Russo have to cover the film business there and closed up operations of American distributors.

Paramount has come through to N. Y. from Sweden, Belgium and Holland, and only a few minor curtailments. Theaters are being restored in Holland, Denmark and Norway, but U. S. film companies have not yet been able to get into the latter two countries and Sweden.

Big problem in Sweden currently is securing a means of getting fresh shipments of prints for distribution. Plans are under way to get them through to Sweden. But, even with its practicability still has to be proved to distributors.

What foreign department chief of New York office fear most in nations now controlled by Germany is that the German government, applying to Germany and Czechoslovakia will prevail. Several majors, including Paramount, have been in the Czech market, but they are being taken out of German territory, including Czechoslovakia, brings about the Czech market.

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U. S. PIC FIRMS EVACUATE PARIS

On Monday (10) morning, when German troops entered Paris, the French capital, American film companies began evacuating their Paris offices.

Majority of them hurriedly shipped out equipment and equipment as they could to Bordeaux.

WILKINS SEIZES H'WOOD FILM UNIT

Wilhelm Seiz, Hungarian producer, who recently came to New York from Europe, will leave for the Coast at the end of June to head a production deal, he said. He will probably establish a film unit in Hollywood.

Seiz's production activities will be financed by multi-millionaire Fritz Kuhn, a former banker and businessman. Seiz and Kuhn are close personal friends. Hungarian was set to be co-produced with the 10-10 film unit, which is to be financed by Mandl and released by the United Artists.

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JAP NEWS PAPERS FORM FILM COMBO

Tokyo, May 15.

The Asahi, Osaka, Mainichi, Yomiuri, Nishi Nishi and Yomiuri newspaper service, plus the Daimo News Agency have formed a film company in Japan. The company is the largest news papers in Japan.

The Education and Home Ministry gave official approval to the project. The company will be considerable waste. Till now, each newspaper film practically always contained the same subjects.

Griffiths Set as Par's British Sales Boss

David Griffiths' appointment to be general sales manager for Paramount in Great Britain was confirmed last week by the honorific Mr. Griffiths served for years as British manager of First National.

Frank Neil Left \$12,000

Mechanics, May 20.
Frank Neil, managing director of Troit Theatre, left personal effects valued at \$12,000 when he died last New Year's Day from injuries received when knocked down by a car.

Letters of administration are being sought by his sister, Neil was married.

'Golden Boy' Click In Japan; Being Translated

Tokyo, May 15.

"Golden Boy," starring Lillian Harvey and Louis Jordan, is being translated quite a bit here. It ran for two weeks at leading theaters in Japan, and seats were hard to get.

The story has been translated into Japanese. The picture is being published as one of a series of books known as World Literature.

Other big American money-making pictures recently released are "Robin Hood" (WB), "Tarzan Finds a Son" (M-G), and "Vernon and Irene Castle" (RKO).

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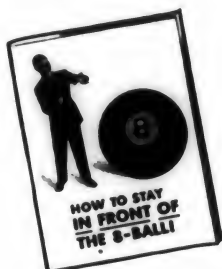
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"Golden Boy"

PREPAREDNESS!



On every Film Row of the Nation everybody's saying: "M-G-M to the rescue again!" Ten million dollars in 9 Big M-G-M attractions right now and all summer long! Look!

SPENCER TRACY
"EDISON, THE MAN"

★

JOAN CRAWFORD
FREDRIC MARCH
"SUSAN AND GOD"

★

MARGARET SULLAVAN
JAMES STEWART
Robert Young • Frank Morgan
"THE MORTAL STORM"

★

CLARK GABLE
SPENCER TRACY
CLAUDETTE COLBERT
HEDY LAMARR
"BOOM TOWN"

VIVIEN LEIGH
ROBERT TAYLOR
"WATERLOO BRIDGE"

★

JEANETTE MACDONALD
NELSON EDDY
"NEW MOON"

★

"ANDY HARDY MEETS DEBUTANTE"
Lewis Stone • Mickey Rooney • Judy Garland

★

GREER GARSON
LAURENCE OLIVIER
"PRIDE AND PREJUDICE"

★

NORMA SHEARER
ROBERT TAYLOR
"ESCAPE"

**When they talk about next year
ask them what about right now!**

HE'S THE
YEAR'S MOST
POPULAR
JUNE BRIDE



The whole country's roaring over this couple who changed places and even got the stork mixed up! The dates are rolling in by the hundreds. Watch the crowds at the

Loew's State, Louisville; Loew's Broad, Columbus; Loew's, Akron; Loew's, Bridgeport; Palace, Springfield; Loew's, Wilmington; Warner's Hollywood, Hollywood, California; Downtown, Los Angeles; Midland, Kansas City; Loew's Palace, Indianapolis; Warner, Milwaukee; Loew's Valentine, Toledo; Warner's Stanley, Pittsburgh; Loew's Capitol, Washington; Loew's Grand, Atlanta; Loew's Century, Baltimore; Buffalo, Buffalo; Warner's Aldine, Philadelphia.

NEW YORK PREMIERE
SOON AT THE ROXY!

HAL ROACH *presents*

"TURNABOUT"

THORNE (Topper) SMITH'S MOST HILARIOUS NOVEL

Adapted by MENJOU *Costume Designer* LANDIS *John* HUBBARD

William GARGAN Verree TEASDALE Mary ASTOR
Donald MEEK Franklin PANGBORN Joyce COMPTON

CAST BY MARY M. MURPHY

ADAPTED BY RAN JAMES

STORY BY RAN JAMES AND RAN JAMES

..INTRODUCING A NEW ERA IN ENTERTAINMENT

PHONOVISION



**WORLD'S PUBLIC PREVIEW
SHOWING OF THIS NEW
SENSATIONAL MONEY-MAKING
COIN OPERATED "TALKIE" . . .**

**AT JACK DEMPSEY'S
BROADWAY BAR
IN A FEW DAYS**

**A TREMENDOUS NEW
INDUSTRY IS BEING BORN!**

... ALL PRELIMINARY TESTS HAVE ALREADY BEEN
MADE... 15,000 DISTRIBUTORS, JOBBERS—DEALERS
—INDUSTRIALISTS—NATIONAL ADVERTISERS, ETC.,
HAVE ALREADY VIEWED THE DEMONSTRATION AT
THE SHERRY-NETHERLAND, WHERE PHONOVISION
IS ON DISPLAY, AND PRONOUNCE IT PERFECT!

PHONOVISION—See It—Hear It! Completely Automatic Sound on
Film machines in beautiful, streamlined cabinet. With a drop of a
coin you see and hear any of eight top dance features released each
week. Whatever the movies can do—Whatever a modern phonograph
can do — PHONOVISION combines to give you perfect enter-
tainment at Cafes, Hotels, Lounges, Bars, Grills, etc.

WE'RE MOVING FAST!

- **READY FOR PRODUCTION---DELIVERIES WITHIN 90 DAYS!**
- **A. C. DeNapoli, Jr., of Electrical Research Products Now Chief Engineer of Phonovision**
- **Name Bands and Top-Singing and Dancing Talent Being Engaged**
- **Edison Studio Starts Production in 2 Weeks Under Direction of Samuel Sax... For the Past 10 Years Producer of All Warner Bros. Great Short Subjects**

IMPORTANT

THOUSANDS OF LETTERS FROM INTERESTED FIRMS THROUGHOUT THE WORLD HAVE BEEN RECEIVED
... AND PHONOVISION COMMITTEE WILL DETERMINE ALLOTMENT OF TERRITORIES IN A FEW DAYS

**IF THERE IS ANY PHASE OF THIS NEW INDUSTRY THAT YOU
BELONG IN—WRITE, PHONE, OR CALL TO SEE US AT ONCE**

PHONOVISION CORPORATION of AMERICA
SHERRY NETHERLAND HOTEL • FIFTH AVENUE AT 59th STREET • NEW YORK

'Consent' Ending U.S. Suit

Continued from page 5

ment that the film companies may retain ownership of theatres, but under certain specific restrictions. Pooling agreements between companies will be prohibited, and the independently owned competing theatres will be protected through the agency of local arbitrators which will be empowered by the court to pass on complaints embracing a large range of trade practices including film buying, clearances and competitive actions.

Separate Settlements

With Col. U and UA

It is anticipated that the decree itself will name only the five major companies which own theatres, thus the attorneys are confronted by the necessity of dealing separately with Columbia, Universal and United Artists, who presently are among the defendants. The theatre owning group consists of Paramount, Metro, RKO, Warners and 20th Century-Fox.

Although not official, the important provisions of the decree are stated to include the following points:

1. Blackbanning and blind selling, currently practiced in the industry, will be superseded by an agreement to widen and liberalize the exhibition privileges of theatre operators.

2. Uniform privilege of cancellation of any film to which there is community objection. This provision will embrace certain features of the newly bill, and upon signing of the consent decree the administration will shelve the Nerly bill.

3. Government will waive its injunction application by which it seeks to divorce production and distribution from theatre ownership and operation. Companies may retain their theatre interests, but every question remotely concerned with competitive operations between affiliated houses and independently owned theatres will be subject to arbitration under supervision of the court. Included herein are restrictions of circuit extensions (the likely basis of a subsequent settlement of the Government's actions against the Schine circuit) against by construction of new houses or acquisition of leases when such extensions create a change in current competitive situation.

4. Nationwide system of arbitration which will be established and maintained by the industry under court supervision. Although admitted tentatively, there will be a single board of appeals consisting of three members who will pass on certain types of local decisions.

5. With modifications in some particulars, the balance of the decree will be drafted from the revised proposals of settlement of the suit which was submitted to the Justice Dept. by the Department of Commerce following conferences with film officials last winter.

Effective as to Its Sales

Aspects Probably Sept. 1

There are various opinions among attorneys as to when the terms of the consent decree may become effective. Industry is presently in the yearly cycle of initiating film selling for the 12-month period starting on Sept. 1, next. The Government side is eager that the terms become operative as quickly as possible in order to relieve the Justice Dept. from the pressure of independent theatre complaints which have mounted since the start of the anti-trust action. It is believed certain such portions of the consent decree as pertain to film distribution and competitive exhibitor matters may become effective on Sept. 1, whereas the more complicated features of the suit, with reference to theatre ownership, may be put into effect at a later date. There is legal precedent for such a contingency.

Not Likely Before July 1

First knowledge of settlement talks came about dramatically Friday (7), when the trial was abruptly halted at the request of John F. Chagert, special assistant to the attorney general, for purposes of agreeing on stipulations and other matters. By the end of the day, consent decree rumors had spread all over Broadway. Because of the factual and legal difficulties to be overcome, it seems likely to be agreed on, written, and presented for court approval before July 1.

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when after granting a postponement of the trial today (Wed.), but marked to Stephen Doyle, special assistant to the attorney general, who asked for the adjournment. "As I have indicated in informal conferences with both parties, it may not be possible to agree on a decree, but every effort should be made to do so, nevertheless," Doyle had requested the adjournment stating that a consent decree was under discussion.

Later on, Goddard admitted that he would probably do both sides in the details, which he expected to last from a fortnight to a month. The judge indicated that he would break no unnecessary delay, and should negotiations reach an impasse, the trial would proceed.

In the meantime, the Department of Justice, taking no chances, has issued subpoenas to several witnesses, calling on them to appear and testify on Monday (17). Those summoned are John J. Gain, with all documents relative to the Carman theatre, Philadelphia, and Maudslaw, Ferman & Anderson, Samuel K. Phillips & Co., Marvin & Co. and Jones, Miller & Co. of Philadelphia, with reference to the same theatre. Also George Wharton Pepper, former U. S. Senator, and now Warner Bros. counsel in Pennsylvania, who is asked to appear in reference to the Great Northern, Rivoli, Triana, Tower, Rossmore, Keystone, State, and Nixon theatres, Philadelphia.

Thursday Break
The thunder of Judge Joseph Proskauer's defense address at the opening session was taken at the end of the day on Thursday (6) when Judge Goddard denied the application made by Louis Frohlich to dismiss the suit as against Columbia.

Republic was cited as an example of an independent which has made money in the cheaper picture field and the examples of Mervyn LeRoy and David O. Selznick were shown as men who left their father-in-law to become successful by themselves, because they could not get enough financing where they were.

Davis' Word, Good Buzzer

John W. Davis perked up the defense Wednesday and started a one-hour speech in praise of his predecessor, Thatcher.

Davis' colloquy was full of dry humor, and while some facts developed were necessarily repetitions, no one was bored.

Davis outlined the history of Lewis' acquisition of Metro and 'a terrible picture' in 1926, the first appeal of Valentino, the joining of Louis B. Mayer and Samuel Goldwyn to form Metro-Goldwyn-Mayer Corp. Davis then stated simply "you can expect an admission from blushing officers of Lewis' success. The company makes the best pictures in the world." In 1929 the average cost per foot was \$144,000, he said, compared to \$605,000 in 1939. Naturally making the best films, he added, exhibitors want to play them, and as a result Lewis' film appears in the best houses.

Blade Arnold
Savagely attacking Arnold, Davis declared that he gathered two factors from Arnold's statements. The first was that the Sherman act is a benevolent institution, and secondly that the act had been dormant for 20 years until Arnold, a knight in flaming armor, had galloped to the rescue and awakened it. "Such statements pain me," moaned Davis dramatically. "I see at the defense counsel with me, Col. William J. Donovan, who formerly held Arnold's position, and such attacks on him hurt me."

Ralph E. Harris, representing 20th Century-Fox, took up the cudgels for his company. He also traced the course of the company's affairs, beginning in 1915 when William Fox founded the company after 10 years of struggle in the business, and carried on until the 1930s. The theatre program of the Fox Film Corp. from 1922 until Dec. 25, 1939, was gone into at great length and was praised as the ambition of one man, William Fox, for power. Dramatically Harris shouted the "Fox" in 1934, and the theatre program of the most powerful man in the film industry in 1939 was also the American system which I hope will always be preserved."

Harris Started Something
Quite a dramatic scene when Harris touched on Fox Film Corp.'s acquisition of 660,000 shares of Lewis' in 1929 for \$73,000,000. Judge Goddard, not understanding, declared he thought the companies had no con-

NEIGHBORS COMPLAIN ABOUT FREE FILMS

Monroe, Mich., June 11
Temporary injunction was issued Saturday (5) by Circuit Judge, Stephen Golden at Monroe, Mich., to restrain Mr. and Mrs. Harold Berry, Toledo, from showing outdoor picture theatres in nearby Temperance, Mich. The complaint was filed by Edward Vance Brown J. Neuwirth, Bernard Moon and George C. Wood, representing a number of residents, who alleged the motion picture exhibitors created a nuisance and disturbed their sleep.

In addition, they declared the crowds attracted by the free films trampled their lawns and flower beds.

WAR'S EFFECT ON THEATRE SEATS

Charles Burton, maintenance head of Paramount, has been notified that orders for end coverings had better be rushed because of war restrictions.

Advice to him was that the textile industry has been notified by the Government that it (the U. S.) will have first call on textile output.

nction, from what Davis had stated. The entire defense table was on its feet to a man explaining at the same time how the deal had fallen through. Harris spent several extra minutes on this subject to prove the present lack of connection between the companies. The depression and Fox Film Corp.'s bankruptcy were described, as was the bankruptcy of Fox Theatre Corp., which went into equally ruinous, \$15,000,000 in the red, and never emerged. The employment of Sidney Kent and Harry Zerkow, and the formation of the present 20th Century-Fox Film Corp., were all explained. It declared that National Theatre Corp. was a separate entity and that 20th-Fox actually owned only one theatre, the Roxy, in N. Y.

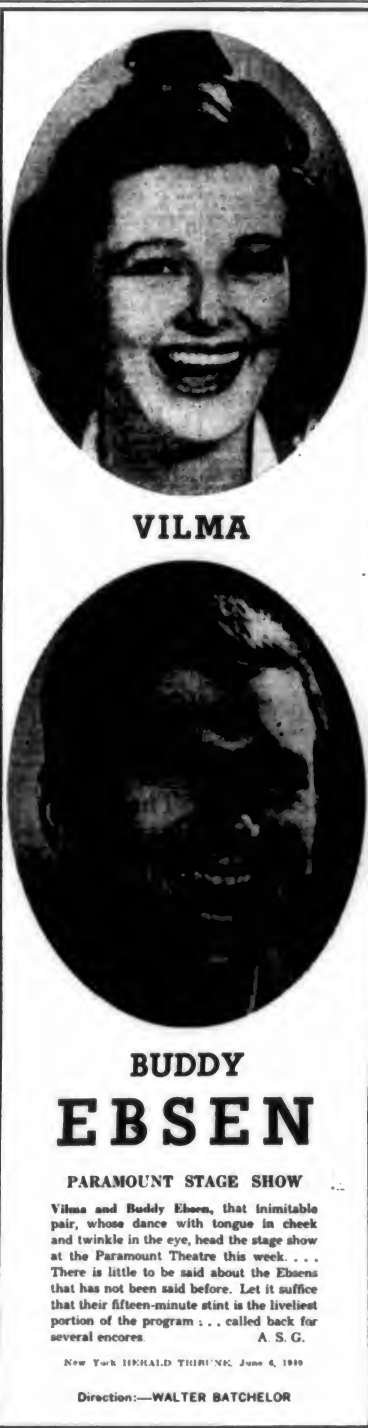
Stresses Gov't's Right

Same as Private Litigant's

"In this, as in any other litigation in which the U. S. is involved, the Government is entitled to the same consideration, and no more, than a private litigant," Harris stressed. The producer who advances the claim that the Government's prohibition of his product in first-run metropolitan theatres, will be shown to be the film which cannot produce a picture which merits exhibition there. When Harris had concluded, Col. Donovan rose to declare that the attorneys preceding him had no well taken care of what he had to say, that he would not speak. Jerome Brunner, representing KAO, followed suit, after telling the court that KAO, while an RKO subsidiary, was an entirely separate entity.

Louis Frohlich then spoke for Columbia, the first of the defendants with no theatres. He listed the history of the company from its start in 1914, and around games of laughter when he told of how Columbia borrowed money from "Gold & Co., here in N. Y., reputable bankers—that does not disqualify you, your honor." (There was connection between the financiers and the judge other than the name.)

Later Judge Goddard, somewhat puzzled, turned to Williams, Government prosecutor, and asked, "Do you want producers to have no right to present their own films in theaters of their own?" Williams hastened to explain that the Government's view was that the very best would be for a producer to have just such theaters in which he can exhibit along with his own films, the minute he takes other product he creates a monopoly. It is the argument of the exchange of spots between the producers, before others can get to them, that creates the monopoly because they go to competition with their own customers and set up a preferential system, and this results in inequality of opportunity in violation of the Sherman law." Goddard was satisfied with this explanation, and after J. R. Rafferty then spoke first for Universal, and then for United Artists



VILMA

BUDDY EBBSEN

PARAMOUNT STAGE SHOW

Vilma and Buddy Ebbesen, that inimitable pair, whose dance with tongue in cheek and twinkle in the eye, head the stage show at the Paramount Theatre this week. . . . There is little to be said about the Ebbesen that has not been said before. Let it suffice that their fifteen-minute stint is the liveliest portion of the program . . . called back for several encores.

A. S. G.

New York HERALD TRIBUNE, June 6, 1940

Direction: WALTER BATCHELOR

McCormick Revamps WGN Shows;

Bill Backer into the Top Berth; Noel Gerson as Talent Head

Chicago, June 11.

Col. Robert R. McCormick has appointed Bill Backer, veteran network program producer, as permanent general program director of station WGN, the Tribune property. McCormick came here to announce and direct three special operations and to step in to translate McCormick's convictions about WGN programming needs into reality. The publisher of the Tribune has taken the radio station into his personal wing in recent months. He even attends rehearsals and his authority is felt as never in the history of the station.

Backer will answer to Col. McCormick directly and his authority is said to be limited only to that degree. It means the dawn of a new program regime at WGN and it reflects the announced conviction of McCormick that WGN must be, and has not been, up with the parade.

Actually Backer is the first independent program chief for WGN, though at one time Bill Backer, press music critic of the Tribune, was production manager. Backer has revitalized the program structure of WGN's sustaining shows already, having produced a trio of new series, including "Student Prince" and "Theresa Tinn" and has taken personal hand in the Tribune broadcasts to highlight them with inserts of novel and dramatic material. Bringing in new talent, John T. McCutcheon, cartoonist of the Tribune, to present special editions of personal programs.

Quin Ryan as is

Quin Ryan continues as station manager, handling general conduct of WGN, and also has personal duties at the mike for several new broadcasts and his "Marriage License Bureau" show. Ryan recently has invited Paul Kapp to Chicago with a view to living up program WGN is now planning to broadcast the establishment of a new talent department to be headed by Noel Gerson, who has been named "Fifth Row Center" program. Gerson will be in charge of all talent for WGN shows and will handle all negotiations. Gerson, the son of Sam Gerson, Chicago Schubert representative, has been named as bringing to the WGN mike and to Mutual many of the top names in the business.

Backer has lined up a series of program ideas which will revitalize WGN and Mutual's big-time program plan. Standard 15-minute variety type programs will be the main program effort of Chicago stations has been kicked into the alley, with Backer's readying production on a big canvas which calls for star names from all show business and all fields of entertainment and calls for classic productions from the music of the world.

Backer himself is handling a new series of operetta to be resumed in the fall. These will be 60-minute productions of the great operas of the past, and will be produced in the big WGN audience studio before guests of the management.

Chicago Theatre of the Air, which has been produced by Backer during May, will return to the Mutual network next September. Bill Backer will again be in charge, with Marion Claire also slated to run as its emcee.

Backer will be conducted by Henry Weber, musical director of WGN, Chicago.

FIFTH YEAR ON LUX FOR DEMILLE SILVERS

Hollywood, June 11.

Gene Autry had his option taken up by Writery and keeps to the kitchen through the radio.

Also handed renewals by J. Walter Thompson were C. B. DeMille, Tenace, and Lux Silvers, who are with Lux dramatist. Both initiated their fifth year with the show last week.

TURN CITY'S ADDY STARTER
WLOU, 1000 watts, will start Monday (17) on an affiliate contract. It will have full-time coverage.

Ed P. Shurich is general manager.

Radio Gesture

Hollywood, June 11.

Harry Maitlin's crew at Hollywood, Calif., purchased an automobile to be used by the Red Cross in the war zone.

ARTIE SHAW INTO NOBLE NICHE

Minneapolis, June 11.

Artie Shaw's band was signed last week by the Burns and Allen radio show, which inaugurates a new series for Horner movie over NBC July 1. Ray Bolger, dancer and singer, goes to Chicago to open a stand at the Palmer House.

Another replacement on Burns and Allen show is that of Bud Howard and "The Big Boy" Green. Howard, singer to supplant Frank Parker is still being milled.

George McGarrick Is Young & Rubicam Man For Eddie Cantor Show

George McGarrick has been picked by Young & Rubicam from its staff to produce the Eddie Cantor show when Cantor goes on NBC for Billy Myers this fall.

Myer Knight is being brought in by Cantor people to handle the scripting and of the show.

After several decisions both ways, it now falls and obviously that Eddie Cantor will broadcast for Bristol Myers in one-half the time, Wednesday, 9-10, formerly occupied by Fred Allen. After Oct. 2 the second part of the firm's NBC red full hour commitment will be filled by "Mr. District Attorney."

The confirmed arrangement does leave Cantor's show in jeopardy as the first act of Allen, who will be on CBS, is for his new program, "Tenace," starting in the fall after he completes his picture for Paramount.

KEEN, Seattle indie platter station is now KEVN with new setup called Evergreen Broadcasting Corp., operating station.

WHO Newscaster Gets 145,896 Votes

Not Far Behind Iowa Governor. Case Shows Radio Name Counts Plenty But Can't Win by Itself

Des Moines, June 11.

A strong showing in the recent period of years will get a good many votes on election day, but it doesn't prove that the man presenting a plan in the real estate or insurance business for years can monopolize the vote. It is limiting himself a place solely to radio campaigning for three months.

His figures with radio broadcasts are comparatively few. Henry Field was one. He defeated Gov. W. E. B. Smith in Brookhart for re-election in 1932 in the Republican primaries but lost to the Democratic candidate, Louis Murphy, in the fall election. Field was a radio personality who had been present at a radio broadcast, and another Shennandoah man who has been a radio personality for years in the congressional district for years is James Pearson, who ran for the congressional committee in 1936, but lost to the Democratic candidate, and always led the field.

The Gross precedent, says, is that the average broadcast cannot become a politician's eye.

Payroll Traffic

St. Louis—Change at KMO in the replacement of Don Fox by tips, gubber, by Gale Avery, from WOV, Omaha, and Bill Burdick, who is leaving for advertising agency, succeeding Miss Maren Cardwell in the publicity department.

St. Paul—Larry Harris has been appointed merchandising manager of the newly opened KNOZ.

San Antonio—Don Rivelle Fitch now at WOJ control room.

Seattle—Bill Mayhew called WSNB Saturday (6) to return to sports editing at WIS, Columbia, S. C. Into his place will come William Griesky from WLEU, Erie, Pa., June 16.

Wagons Falls—Allen For left WJLW, Buffalo, for WJLW, Fargo, N. D. Will be news editor besides speaking.

Reading, Pa.—John Murray, former radio announcer, will be general manager of WJLW, Erie, Pa., June 16.

Omaha—Gaylord Avery, WOV announcer, has taken a job with KMOX, St. Louis. Won over 35 applicants in open competition.

Waterbury, Conn.—Charles Lynch, formerly of WATR here, joined Mike Hoffman at WJLW, Hartford. Latter enabler also hired Norbert Aleksi as summer fill-in.

Hartford—George Martin latest spicer at WTHH.

Greenboro, N. C.—Herbert Hurks, Jr., of the Greenboro high school and radio education director of the Greater Greenboro public school system, joins the commercial staff of WJLW, Greensboro, effective Monday (17). Will do merchandising research.

Chickadee—Merewill Runch transferred this week from the WBAI staff to join the staff of WJLW, Hartford, under William Oldham. Both Crutley stations, Conn.

Subsequently—Harold Kent, formerly of WJLW, Birmingham, in vacation—renewed contract at WGY.

Tulsa, Ok.—Announcer Charles Hoffman, WTOP, Tulsa, Ok., to WJLW, Fairmont, W. Va. June 15.

Pittsburgh—Bill Thimman returned from vacation at WCAE last week to be in the new presentation of a play on station's continuity staff. He had previously been in traffic department.

Cleveland.—WIK-WCLB has added Ray McCoy, recently with the local bureau of the U. P., to keep up with radio schedules on both stations.

Easy to Cast This Playlet

Bitter rivalry existing between two soap manufacturers had work done by one of the better known announcers the most striking experience of his career. His plea that he be let out of his obligation so that he could accept another deal guaranteeing him more than twice his present salary was met with an adamant refusal. Also that his present employers were accustomed to those sort of tactics from their rival and that he had made it a policy never to release anybody who had been so badly treated. The announcer refused to accept a compromise because it would have been in the case of an office boy. The bid came to the announcer by a mail-bag which was last announced on the program. The price quoted was \$100. Overcome by the realization that his commitment to the rival soap manufacturer was a faint, remarking, "Don't talk that kind of money to me." The agency man on the other end of the line, misreading the meaning of this statement, retorted, "All right, we'll make it \$100."

The announcer-personality then declared that he was tied up by a contract which prohibited him from taking another soap account. He was given a release, adding that the offer would remain open for the next 13 months. The period proved more than sufficient to enable him to get out of his life. His plan for a release was finally smoothed from the agency on his present soap account to the latter's home office and there it went to the top, with the result that the announcer could never turn over anybody to that particular competitor.

NBC Emphasizes Unique Dramas

'Listeners Playhouse' Consciously Different—Minneapolis to Try One Program

Label Told to Fix

Label Told, wife of comic Mervyn "The Great Gilday" Laughton and his wife "The Great Gilday" Laughton, left the cost of the laugh and the top, with the result that the announcer could never turn over anybody to that particular competitor.

Edwin C. Hill of CBS Patted on NBC's WCSH In Old Portland Event

Portland, Me. June 11.

Anonymous situation which developed was being augmented to local rights to banquet given here Saturday (6) for Edwin C. Hill, American OTC news broadcaster, will have Maine's radio goes glossy for some time. Hill of spicer was arranged by Maine Publicity Bureau with expert co-operation of Amore's office, he is to be at the banquet, with the result that the announcer could never turn over anybody to that particular competitor.

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Congressman Mundt Sees Government Takeover of Radio if War Comes

Washington, June 11. Fear that radio will be subjected to stringent censorship and privacy control broadcasting might prevent return if the United States goes to war was voiced in the House Friday (11), in a long estimate of remarks, the second in a week, Rep. Karl A. Mundt, South Dakota Republican, gave the industry a slap on the wrist, warning that even more self-censorship must be exercised in giving listeners war news. Repeating his belief in free speech, Mundt asserted:

"If war should come to America or if America should inject itself into foreign war, complete government censorship and perhaps government ownership and operation of radio would probably follow as the night the Persecution would follow this action but there is little reason to doubt its inevitability. It is altogether too possible that the private and operated radio would never again prevail in America should war be declared or follow into war... Once a political administration tested the incriminating blood of a radio which would be government radio, it is extremely unlikely and contrary to all the lessons of history that private business would ever again be given the right to own and operate the radio, device and hold virtual monopolies over federal airwaves for private profit. Private radio would, in all likelihood, be one of the first and one of the permanent casualties of another war involving America."

Alarmed over "Brandt's" The South Dakota Congressman (4) expressed alarm over radio's "hybrid" war news reports. In his Friday statement, he said that the industry with and letter from Harry C. Butcher, the latest CBS vice-president, had admitted the industry was trying hard to live up to the standards of public service it has set for itself, but that it was "not prepared" for criticism. While he was encouraged by the recognition of responsibility, Mundt said he was not sure that he did not quite share Mr. Butcher's enthusiastic endorsement of the degree to which radio is "not prepared" to be a desirable end it has established for itself.

The congressman of Congressmen about "hybrid" radio commentators' and "spouting" radio programs' statements with editorializing and leading letters, show that radio is not blameless, Mundt said, and its self-imposed restrictions are either not inclusive or quite sufficiently reported. At the same time, he registered his belief that the industry of Congressional action to impose governmental curbs.

Without mentioning names, the lawmaker said Butcher informed him that "certain radio commentators have been dismissed from the air because of their position on the side of the hysterical rather than the factual." In his first remarks on Wednesday, that certain "listeners" inject their personal opinions and emotions into the news.

ASTOR HOTEL DX ADVERTISER

Hotel Astor, N. Y., has joined the list of NBC international shortwave customers, with Latin-American countries the object of its appeal. The station is to be in New York, ready, and the 13-week contract becomes effective July 1, following the expiration of its contract with Astor.

Simon Fox's Sportscaster, Buffalo, June 11. Simon Fox Brewery has ticketed second 10-minute radio program daily on WBSB by Bob Kimmet. Account for 13 weeks was placed direct.

Red Cross Marathon

Albany, N. Y., June 11. A scheduled one-hour Red Cross Sunday night program via WABY ran almost six hours and brought pledges from listeners totaling \$4,126.50. Largest single contribution was \$500 from an Albany woman; smallest was 10 cents. Broadcast started at 10 p. m. and ended at 3:35 a. m. Forwent Willis, who moved all the way, with brief timeliness to rest his voice, was on deck for his regular hour-long commercial Mutual Jambores at 9 a. m. four hours after marathon ended.

BARS ITALIAN LANGUAGE PROTECTION

Providence, June 11. Following Italy's entrance into the war today, Steve Willis, manager of station WPRO which daily broadcasts Italian and French programs, forbade the broadcasting of war news in any language but Italian. He said he broadcast only through the official staff. Though no official statement outside of statements of policy, Willis said it is believed that the station took the best way out of a difficult situation. He said that the station has Italian and French populations in this state. And since the station might find the talk of war so objectionable, which might be expressed by the commentators who operate the two programs.

Take It Easy—LaGorda. Transcribed versions of the speech of Mayor LaGuardia of New York City, urging all persons of Italian extraction to maintain neutrality despite Italy's entry into the war, were broadcast over five other N. Y. radio stations today. WNYC, which leads beside city owned WHWC Monday (10),. Some carried it twice, on Radio 6, and others on Radio 10. In Italian. WNYC made the discs and distributed.

At various times throughout the day WEVD, WOV (twice), WHOM (twice), WR (twice), WABC, carried the talk. It ran 10 minutes and originally carried WNYC at 1:45, a short 45 minutes after Premier Mussolini's declaration of war was broadcast.

DEPT. STORE PROS, CONS UP AGAIN IN CHICAGO

National Assn. of Broadcasters will participate June 14 in a Chicago appeal to the department store forces to hold some months ago in New York Various sales managers of stations who met with mercantile men to see and con radio.

Sam Henry of NAB will attend.

Fl. Wayne Television Due

Fort Wayne, Ind., June 11. Early approval of the Farnsworth Television and Radio Corporation's application to erect a television station in Fort Wayne is anticipated. Following the approval by the Federal Communications Commission at Washington that it will proceed at once to license the station in this station throughout the country. Station will be located in the Lincoln Tower, highest building in the city, and would utilize the oral, broadcasting equipment of Station WXPWF, Springfield, Pa.

WHILE ON BASE IS 13-WK. CYCLE

Radio Networks Tell Advertisers They Can Cancel in Quarterly Commitments on Short Notice Anyhow and Industry is Initiated to This Minimum Protection

TALENT CLAUSE

Several advertising agencies are making strong efforts to induce the networks to insert war clauses in their time contracts. Under such clauses the accounts may be exempted from further obligation immediately upon the declaration of war by the United States. The networks have so far flatly turned down all such requests on the ground that any such clause would tend to undermine the very foundation on which the business is built, and that, in the 11-week cycle.

The networks state that they appreciate that the advertisers involved in the agency approaches are trying to protect themselves against drastic contingencies, but that they (the agencies) have a long-standing principle of stake and consequently must exercise far-sightedness and caution. As contracts now stand, they point out, it is actually committed for more than 13 weeks and the account is free to stop the subsequent 11-week cycle on four weeks' notice.

As the networks are it, the vast majority of clients would not in the final analysis be caught, if they decided to quit, with more than five or six weeks of obligation. The networks feel that they themselves are entitled to that amount of protection, if only to cover obligation that they had set up on the basis of this business.

In Talent Contracts

Most of the major agencies have been inserting war clauses in their talent contracts for the past eight months. Some of these clauses permit the accounts to buy out their commitments even if conditions caused by war compel them to curb production or radically revise their distribution or merchandising setup. But in most cases provisions are made for equitable cancellation compensation and the account agrees to pick up the balance of the commitment should it return to the air within a stipulated period.

Postum Off All Radio

Postum is not going on the air this summer or fall. General Foods has been considering dropping "Those We Love" and putting the serial into the Tuesday 8 to 9:30 p. m. slot.

"Those We Love" had been used by Standard Brands to plug Royal Dessert.

Columbia Gets Its Lawyer Set As Aide to War Advisory Commission

Radio Curbs

Washington, June 11. America's \$5,000 radio amateurs are under notice from the United States Government not to communicate with hams in foreign lands. Another communications measure announced by the FCC last week promised trouble for ship radio operators who abuse their license.

LISTEN TO BBC NEW DX TALKS AT 9 P.M.

Americans are beginning to listen in considerable numbers to the BBC's shortwave service from London, recently inaugurated by Vernon Bartlett, J. B. Priestley and Miss Megan Lloyd George, alternating nightly. Programs are picked up in the eastern seaboard area at 9 p. m. EDT. The 15 minute talks discuss the straight London newscasts which have been widely listened to and in some cases have been re-broadcast by longwave American stations from recordings made here. Commentaries are available on 1170 and 9.50 megacycles (CB and 31 meters respectively). Additional regular BBC news bulletins are broadcast daily to North America as follows:

	Mag	Hours
12:00 noon	17.21	14.85
3:45 p. m.	19.31	16.89
	11.70	15.50
8:30 p. m.	11.70	25.55
	0.90	31.25
12:00 midnight	11.70	25.50
	6.30	31.25

Pearson-Allen Starting

Drew Pearson and Bob Allen, Washington columnist team, will start on NBC's new program for Williams, starting Monday. The network last week withdrew its original objections to the teamwork but inserted into the time contract a special clause to protect itself any difficulty arising from the pair's statements on the air.

Pearson and Allen start their nine-week hit for Williams, Monday, 8:30-9 p. m. on the blue, July 1.

Washington—Frank Goodwin, formerly with Central News of America (Thompson) papers, goes on a half-time basis on NBC news staff, while Ralph Falvey, Gerald Gordon and Ralph Peterson are on the part-time.

Army Officer Stands By at Station

WMCA, New York, Plays Active Role in Speeding Recruiting Campaign

Series of programs over WMCA New York, will be used by the United States Army to help in the current recruiting campaign to develop army personnel for the summer drive. Programs, spotlighting talks by various military officials and using the 16th Infantry regiment band, start on the station Friday (14) 10:10-10:30 p. m. They'll be aired weekly. Recruiting officers will be stationed at the studio to handle whatever applications or requests for information that may come in during or after the broadcasts. Lt. Herbert Chase, representing the second corps headquarters, is to have charge of the air unit. At least 3,000 new men will be sought via the broadcasts. Some 100 other radio outlets in New York are carrying one minute recruiting appeals at the instigation of Army recruiting officials. Announcements are on the way and were put by President Roosevelt. New York's Governor Lehman, Charles Thompson, Raymond C. Swanwick, John Gunther, Bill Stern and Col. B. Magnusen, head of the Second Corps Recruiting area.

Washington, June 11. Taking steps to align itself with future possibilities the Columbia Broadcasting System has gotten an appointment for its Washington lawyer, Paul Porter, to appear as an aide to a member of the National Defense Advisory Commission. "AN of us, writes Harry Butcher, CBS Washington liaison, in comment thereupon, are proud and happy to co-operate in this way in the furtherance of National Defense preparation."

Porter gets a three-month "leave" of absence from the CBS payroll to become executive assistant to Advisory Commission Member Chester C. Davis of the Federal Reserve. Porter's new job involves contact making with the Department of Agriculture, the Surplus Commodities Corp., the Bureau of Agricultural Economics, the Agricultural Adjustment Administration, Reconstruction Finance Corp., and the Red Cross.

NEW DELAY ON ASCAP FORMS

American Society of Composers, Authors and Publishers has postponed the distribution of its new radio licensing agreement for another week. When ASCAP's radio committees and general counsel met Monday (10) to give the contract form a final check, they learned about legal verbiage developed and the committee voted to turn back the draft and allow the lawyers to further revisions. The forms were to have gone out to broadcast stations and to the American Music Co., while Broadcast Music, Inc., has to send the first call for a 15% installment of license fees from BMI subscribers. It wants to buy stations' catalogs.

The letter addressed to 394 BMI subscribers (stations) was so full of errors. There are negotiations presently pending for the acquisition of most catalogs which will require substantial capital and this call has, therefore, been deemed necessary by producers. BMI is making station problems both in its internal organization and in the acquisition and publication of music. Deals presently pending make it certain that the BMI will be able to make it available to broadcasters before the end of 1940.

It is not to be too likelihood that the networks will perform as ASCAP make after the end of the year and the elimination of BMI's call will not be as difficult a matter as might be imagined. You will recall that in the first year of the 1930s, 40% of the ASCAP program was dropped from the air by most broadcasting stations and by all networks without any decrease of license interest or loss of advertisers.

The foregoing statement apparently refers to the end of the War, not, now.

ROTATE TALENT

Delaware Punch Hires Working Trade Area Force

San Antonio, June 11. The cast of WOAI's "Your Children," consisting of Ted Brown, John H. Brown, and a number of other radio actors in New York, will make a series of personal appearances in the state and in the sponsor, the Delaware Punch Co. For the next several weeks they will appear on WOAI, WFAA, and KPRC, Houston. Besides the regular broadcast a special program will be presented by the sponsors and representatives in the area.

PARAMOUNT'S "GHOST ARE GROSS

Paramount's "The Ghost Breakers" defies record breaking heat wave to break house record of four years standing in smash world premiere at Michigan Theatre, Detroit.



BREAKERS"

BREAKERS

Roast Makers Toast "Ghost Breakers"

"Paramount's 'The Ghost Breakers' is all that the 'Cat and the Canary' was and more . . . faster and funnier. Most unanimously enjoyable evening in weeks!"

—M. P. Daily

"Paramount's 'The Ghost Breakers' takes its place amongst the best chill-driest comedies yet turned out. Tops by a shade 'The Cat and Canary' . . . will unquestionably be one of Paramount's best money-makers of the season."

—Daily Variety

"Paramount's 'The Ghost Breakers' is funnier than its predecessor . . . adds up to an hilarious and healthy box office attraction."

—Hollywood Reporter

"Paramount's 'The Ghost Breakers' is a cinch to break many a laugh and chills record."

—Jimmy Starr, Los Angeles Evening Herald-Express

"Paramount's 'The Ghost Breakers' . . . after you see it, if you don't admit Bob Hope is one of the funniest guys on the screen, I'll eat the script . . . and a mighty tasty script it is."

—Harriet G. Parsons, Los Angeles Examiner
"Paramount's 'The Ghost Breakers' is peak life of the party."

—Edwin Schidlof, Los Angeles Times

"Paramount's 'The Ghost Breakers' is the perfect 'escapist' film. With Bob Hope to render you weak with laughing, you've neither mind nor spirit left to battle the more profound problems of the day."

—Virginia Wright, Los Angeles Daily News

"Paramount's 'The Ghost Breakers' should continue what 'The Cat and the Canary' started . . . Bob Mitzi brings audience at Michigan."

—James S. Peckler, Detroit Free Press



RADIO BOXOFFICE REPORTS

(Unit Grosses for Last Week and Previous Week)

BALTIMORE

(WBAL, WCAO, WCBM, WFBZ)			
Network	Local	National	Total
Units	Units	Spot Units	Units
7,769	5,225	2,297	15,292
7,300	5,000	2,279	14,579
+6.04%	+2.40%	+10.5%	+1.2%

Some improvement noted here due to his breaking last week. National spot picking up must of slack occasioned by recent seasonal schedule slumps.

WFBZ

Gibbs Puckett Co., through Cahn, Miller & Nyberg, posttime news at 11.

Grossman Glangere, through Joseph Katz, three-weekly newscast.

CHICAGO

(WBDM, WBBR, WGN, WIND, WJJD, WLS, WMAQ)			
Network	Local	National	Total
Units	Units	Spot Units	Units
8,250	8,177	10,111	26,643
8,255	8,108	10,105	26,468
+0.06%	-0.8%	+0.05%	-0.2%

*No change.

There is considerable interest regarding future bookings on the ether; queries regarding possible time on the stations starting late in August or early September, but for the main the current attitude of advertisers is to hold tight and await developments.

CINCINNATI

(WCPO, WKRC, WLW, WSAI)			
Network	Local	National	Total
Units	Units	Spot Units	Units
4,685	6,524	5,844	16,553
4,640	6,202	5,761	16,303
+1%	-5.2%	+1.4%	+0.2%

WKRC

Shillito's, department store, 20 spot announcements.

Mill End Shop, draperies, local, spot announcements.

Crown Clerk & Real Co., through Benjamin Eshelman agency, three five-minute periods weekly.

DENVER

(KFEL, KLE, KOA, KVOD)			
Network	Local	National	Total
Units	Units	Spot Units	Units
7,173	4,160	1,540	12,873
7,140	4,250	1,304	12,694
+0.4%	-4.3%	+16%	+0.5%

KLE

Goodrich Silverstone Stores, through Shaw agency, quarter-hour sports review, alternate days, three months.

Diamond Gas & Fuel Co., through Ted Levy agency, quarter-hour sports review, alternate days, three months.

Chrysler Motors, through Rutledge & Ryan, 20 one-min. ET's.

KFEL

Fruit Industries Wine of California, through Brinacher, Davis agency, 16 chain breaks weekly, 12 weeks.

Hoyle Home Appliances Co., through Curt Friesberger agency, 78 next-to-nothing, 10 weeks.

Col. W. W. White for President Club, 17 chain breaks, with some member of the committee giving the announcements.

Ten announcements each to three: Air Flow Heating.

Zell Furniture Co., Kohler-McLester.

Crown Drug Co., Monarch Food Mills.

Atlas Auto Sales, Day Mortuary.

Denver Union Bus Terminal, Ben Franklin Store.

Duffy Moving & Storage.

DES MOINES

(KENT, KSO, WHO)			
Network	Local	National	Total
Units	Units	Spot Units	Units
1,125	4,463	14,805	20,393
7,440	3,310	4,791	15,541
-2.8%	-6.3%	-7.2%	-4.7%

DETROIT

(CKLW, WJBK, WJR, WMBR, WWJ, WXYZ)			
Network	Local	National	Total
Units	Units	Spot Units	Units
8,085	10,160	4,529	22,680
8,415	11,523	4,877	24,815
-4.4%	-12.3%	-9.2%	-9.2%

Sharp dip in virtually all categories is considered seasonal and is not alarming station ops as yet. Later figure index of war orders will more than offset normal drop in auto-plant employment next few months, and hope to cash in on extra bits when it presents itself.

With sale of its 'Day in Review' station's oldest newscast, to S. S. Kresge 5-and-10 stores, WXYZ now is carrying total of 47 sponsored news broadcasts per week, only two

How Units Are Figured

Dollar volume is omitted from these reports. So, too, are the breakdowns of individual stations. Grouped market figures only are given.

One minute of commercial time is figured as one unit. Thus a sponsored hour is 60 units, a half hour 30 units, and so on.

Chainbreaks, time signals, spot announcements in participation programs are counted as one unit each.

news periods now being open. Kresge is backdropping 'Review' 15 minutes five times weekly, with Saturday's program being carried an outliner.

HARTFORD

(WDRB, WHIT, WTIC)			
Network	Local	National	Total
Units	Units	Spot Units	Units
7,178	2,684	1,546	10,808
7,363	2,977	1,496	10,837
-2.5%	+6.3%	+3.2%	-1.1%

KANSAS CITY

(KCKM, KCMO, KITR, KMBC, WDAF, WHB)			
Network	Local	National	Total
Units	Units	Spot Units	Units
8,605	6,763	7,055	20,423
8,466	6,916	7,190	20,571
+1.6%	-1.8%	-1.2%	-0.7%

*No change.

Big little off in most spots and

claimed on coming of summer. Less, though small, were reported from nearly every station, and gains were a scarcity. Fluctuation thus continues trend begun several weeks ago.

LOS ANGELES

(KECA, KFI, KFVB, KHJ, KMPC, KNX)			
Network	Local	National	Total
Units	Units	Spot Units	Units
10,614	11,143	1,810	23,573
10,464	11,612	1,802	23,878
-0.4%	-2.3%	+0.9%	-1.3%

KHJ

Lyon Storage, through Charles Mayne, 25 five-min. transmissions.

Beckman Pura, through Glasner Adv., 30 participations in newscasts.

Sunshine Packing, through Lord

(Continued on page 28)

Another
"SPHERE
of
INFLUENCE"
for users of WLW...

HUNTINGTON West Virginia

In the 17 counties (parts of three states) that form the Huntington trading area is a great buying power, responsive, in notable degree, to the voice of WLW. Huntington merchants and wholesalers daily see this influence at work in the quicker movement of WLW-advertised brands—a natural result of the size and loyalty of WLW's audience in this area.

HUNTINGTON, W. VA.

Population, 1930	75,000
Retail Sales, 1930	\$27,504,000*
Wholesale Sales, 1930	\$38,805,000*
% of Nation's Buying Power (trading area)	22.5%
Radio Homes (Cabell County)	20,000

*Estimated by Sales Management.

NATIONAL REPRESENTATIVES - TRANSAMERICAN BROADCASTING & TELEVISION CORP. - NEW YORK - CHICAGO

WLW THE NATION'S
most "Merchandise-able"
STATION

WBAL

means business
in Baltimore

BUREAU OF MISSING BUSINESS

Under this magnifying glass, VARIETY occasionally studies some industry or line of business which for one reason or another usually offers resistance to radio solicitation. In the past there have been considerations of the department store, the insurance company, the tire manufacturer, and many others. The subject of this Missing Business article is to stimulate trade thought and to report, as far as known, some of the market conditions or work habits of the reluctant groups.)

No. 17—General Motors

Although perhaps 30 of the country's 100 leading advertisers do not radio, the fact that General Motors does not is not perhaps the greatest single cause of unhappiness to the networks. General Motors is a challenge. Privately NBC or CBS sends one or more of its best men to Detroit with accompanying charts, graphs and data. Invariably they are confronted by genial, patiently listened to and urbanely bowed out without a contract.

Actually the prospects are not hopeless. In particular General Motors is said to have been tantalized by the new radio argument that its coverage is wider, more penetrating and cheaper. With this argument, the case is a line of statistical request of population, of car buying, and of the purported economic level from which Detroit must hereafter look for volume betterment. Radio has some unique points. The white radio sales promotion campaign, needless to say, keeps hammering the fabrications of newspapers and magazines for whom the motors have shown a steady loyalty.

Historically occasional units of General Motors have used the ether, and even General Motors itself for a short spell, yet the GM corporation has been a lost cause most of the way.

In recent years Ford, Buickmaker, Chrysler have used the air frequently and rather heavily. GM has one particular answer to radio: the union situation makes it impossible for them to signiture for air schedules since the company never knows when a strike might hit 'em and force 'em to curtail production. Should a strike occur and cars are no longer available to prospective purchasers, an immediate curtailment can be made in advertising placements in magazines, newspapers and posters, but no such curtail-

ment is practicable in radio with its 15-week act contract.

Radio answers that during such short periods the radio may be used to establish further good-will with the public, but GM has not seen it that way. Radio also points out that in spite of strikes the GM business has steadily increased even in strike years, and insists that use of radio could stabilize the sales spread of automobiles in each of the four seasons, instead of using radio strictly for special selling of new models and for dealer good-will.

Best opinion in Detroit at the moment is that rush to build up U. S. defense requires considerable mobilization of automotive industry, will not result in any greatly curtailed production of cars and trucks during the coming model year. As a result, advertising media, including radio, should not be affected adversely if situation remains as it is, and U. S. isn't drawn into actual hostilities.

Early reports from Washington of trials that speedup in armaments would necessitate complete switch-over of machine tool shops to airplane work—thereby shutting off use on 1941 auto changes—drew considerable laughter from the automotive industry experts who pointed out that dies, etc. for 1941 models were virtually completed and would be finished long before government could call on machine tool shops for aid. Pointed out that Capitol boys were just about a year late and that Washingtonians actually meant 1942 models, at which feeling would ordinarily begin in the next few months, automobile-building being the far-reaching-ahead proposition it is.

Unless there arises an immediate need for complete switch-over of automotive factories to making airplanes, machine tool shops in the event the U. S. should be drawn into the war, there appears no reason to believe that the defense-building program will greatly interfere with regular auto making, since most of

the automotive plants under normal periods are at least one-third, and sometimes one-half, idle. Credence to this is found in the fact that last week that Ford Motor Co. could make 1,000 airplanes per day if demand was maintained for such quantities. It is estimated that the aircraft industry expects to produce 10,000 planes a month by December. The Ford plant here, moreover, he declared, the airplane production would interfere with regular auto and truck manufacture.

However, everyone expects a slight increase in automobile production, chiefly because factories will be becoming in general and less pressure is likely to be exerted on auto makers for volume sales. There is another factor—the most important, in fact—to be considered in viewing auto sales during the coming season, and that is the consumer. Currently he is a bit wary on buying new cars, as a result of the German Blitzkrieg, but with more employment and higher wages certain will be the U. S. defense program it is considered likely that retail demand will increase this season.

On this eventuality, of course, depends almost entirely the fate of auto advertising. The industry during coming season. With factories less given to pressuring for increased production, the advertisers of all types crowding the place plus the inability of most companies to make a move to meet a demand of retail car demand, it may easily come about that auto sales will fall below the current level, and that the 1940-model season. In which case, there will be less advertising shortholds to be covered, and a series is based on around \$14 per car sold.

Strike Cause Involved
Manhattan Pontiac Corp. took advantage of a clause in its contract with WMCA, New York City, and pulled its show off the air. Rider reserved the right to cancel immediately in the event of an employee labor strike at the Pontiac plant in Pontiac, Mich. One was called last week.

Show, with Lee Grant's WMCA house orchestra, and Ziggy Lane, singer, had been airing from the station's New York World's Fair series Sunday and Thursday, 7:30-8 p.m.

Vacation Community Pays
16 Monthly Wire Costs
For New York Babylon

What amounts to a commercial to exploit the town of Babylon, New York, will start on WMCA, N. Y., July 1. Board of Babylon, which will underwrite the cost of wire to WMCA, the music of a band at the Pavilion Hotel there. Band is as yet unnamed. Wire charges will rise to a bit over \$100 monthly for two weekly hour shifts, Wednesday and Friday 10-10:30 p.m.

Setup appears to be the cheap of long distance remotes as broadcast points is almost 200 miles.

SPECTACULAR USE
OF WDAY MOBILE UNIT

Fargo, N. D., June 11.
New mobile unit owned by WDAY here was recently used to take an X-ray of a 70-year-old man's injured leg. Victim lived on a farm 70 miles from here, with no electricity within miles. Station's mobile unit was brought to the spot over roads made almost impossible by the recent heavy rains. Tractor, tractor and manpower were all used in the undertaking.

Unit's generator supplied the power for the X-ray, which revealed the nature of the woman's injury and permitted treatment to be made. Other uses of the unit have included the chase and capture of a fugitive criminal, location of lost persons, broadcasts of fires and similar spot events, including the visit of Crown Prince Olaf of Norway last summer.

Booth Karsen's Operation
Kansas City, June 11.

Booth Karsen, conductor of WMCA's "Happy Kitchen," last week underwent an appendectomy at a research hospital. Recovery is at a rapid pace.

During the interim Dorothy Murphy, of Independence, Mo., will handle her daily quarter hour.

Radio Boxoffice Reports

Continued from page 27.

As Thomas, 200 participations in "Home Sweet Home."

Helms Bakeries, through Martin Baker, 40 participations in "Happy Homes."

McIntosh, 100 participations in "Happy Homes."

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McIntosh, 100 participations in "Happy Homes."

hour political talks over Texas State

with announcements to the following:

Potomac-Baltimore Co.

Seaboard

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SALT LAKE CITY

Network Local National Total
Units Units Spot Units Units
4,500 2,907 1,047 10,200
6,570 2,810 1,047 10,200
-3.8% -3.8% -3.8% -4.3%
Heavy drop in local units
number of baseball games raised out.

RUTA
Saltair Amusement Center, through R. T. Harris agency, 30 announcements.

Maxoff's, 35 one-min. spots.

Seaboard

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Write, Wire or Phone
YOUR NEAREST
VARIETY
OFFICE

To Reserve Space in the
1940-41

VARIETY
RADIO
DIRECTORY

NEW YORK
154 West 46th St.
BRyant 9-8153

CHICAGO
54 W. Randolph St.
Central 4401

HOLLYWOOD
1700 N. Vine St.
Hollywood 1141

Representative
JOHN BLAIR
& COMPANY

The POPULAR
SALT LAKE CITY

NBC
RADIO
NETWORK

WNEW, N.Y., USES PHONE BOOKS A LA TUMS

WNEW, N. Y., has a "Put o' Gold" of its own. It's tagged "Put o' Money" and makes its appeal exclusively to big listeners. Obviously it hooked on to a recorded version of the "Buck Rogers" serial, with the twosome plugging Popolito.

Stunt makes use of telephone books from all communities in the New York area and the winners are selected according to Tums' "Put o' Gold" formula. The prize is \$250 for one child in the family called and each additional child gets a merchandise order for Popolito.

Karl Koerper Added Title at Church's KMBC

Kansas City, July 11. Karl Koerper gets a new post at KMBC. To his title of vice-president of the Midland Broadcasting Co. is added that of managing director. Arthur R. Church, president, awarded promotion on Koerper's second anniversary with the company. Follows the arrival of Sam Brown at new director of sales for KMBC.

Koerper is in Hollywood to attend the matters of the Texas Rangers, KMBC singing ensemble, working in a Republic picture with Judy Canova and appearing on the Gene Autry "Melody Ranch" CBS show. He also attended the guest date of Bonnie King, KMBC gal singer, on Al Fessier's Columbia net show last Friday (7).

Harley Power, one-time Broadwayite, revealed he's been made British citizen. Legitmate made his hit in West End with "Broadway" and stayed put ever since. Told about it on BBC.

Agent Rosemont Fights \$702 Lee-Danney Suit

N. Y. Supreme Court Justice Peter S. Lehman has reserved decision on an application by Walter L. Rosemont, agent, to dismiss a \$702 action against him by two clients, Manfred R. Lee, and Frederic Danney. Decision was also reserved on an attempt to toss out the plaintiff's counter claim defense.

Complaint seeks to break a contract entered into June 8, 1938, granting Rosemont 15% of the net received by the plaintiffs from the broadcasting by CBS of "The Adventures of Ellery Queen." The complaint asserts that the contract would not have been entered into had not Rosemont represented that he was negotiating with CBS for the services of the plaintiffs as writers, and had they signed that they would not receive such a contract, they would not have signed.

In his dismissal attempt, Rosemont claims that the complaint is sham, that he made an attempt to sell the plaintiffs at Columbia, and he is seeking \$20,000 in a counter claim, claiming that amount is due him in commissions.

WEBR Gets Lotsa E. T.'s

Buffalo, June 11. Wax business is booming at WEBR, which has signed Sterling Products, Inc., to 60 minutes each weekday of pop record-spinning and Elliott Roseberry's 15-minute drive three times weekly. Account for 32 weeks is through Brackett-Sample-Hum-mert.

John J. Gibson Co., auto dealers, has taken six-week stretch of five and 15-minute spots totaling one hour 45 minutes weekly. Placed direct.

Paul J. Davis shows is on for 26 weeks with weekly five-minute sets. Placed direct. National Biscuit Co. has reserved "Milk Believe Bull-rom" for 13 weeks.

Live staff at WEBR includes 13-week ticket from Larkin Department store for two 15-minute organ recitals weekly, and addition of a second 15-minute weekday newscast by Cy King for Adam Melnick and Anderson Co.

Wows the Cons

St. Louis, June 11. The usual Sunday a.m. services in the chapel at the Menard, Ill., penitentiary were brushed aside last week when Peppy Cheshire and his KMOX galaxy of hill building. The yodeling and banjo plunking made a hit with the plunking, made a hit with the 2,000 cons, who, with no place to go, encircled so strenuously that what was scheduled for a 60-minute performance was stretched to two hours.

It has been a long time since the hillies received as much applause, and they are likely to give a repeat performance soon.

WILL CATALOG EDUCATIONAL DISCS

Columbus, June 11. Staff of the Evaluation of School Broadcasts, Ohio State University, is at work appraising educational recordings. Findings to be published in catalog form this summer. Listings, similar to those of the American Association of School Film Libraries, will include data on both content and possibilities as educational media.

Work is under direction of J. R. Miles of the ESS staff.

New Oregon Stations

Portland, Ore., June 11. A new radio station will be built at The Dalles, Ore., by Western Radio Corp. Station will operate at 1230 k.c. with 100 watts night and 250 watts day power.

KUTN, Grants Pass, Ore., newly authorized by FCC to increase wattage from 100 to 250.

Senator Uses Thad Brown Term Issue To Ask 'What Happened to Monopoly?'

'JOHNSON FAMILY' SUIT BY WOR IN SETTLEMENT

Suit of WOR, New York, against William Irving Hamilton, Inc. and Ramsell, Inc. for alleged breach of contract was discontinued last week in the N. Y. federal court. Action sought \$25,274 damages.

On April 25, Judge Henry Warren Goddard granted the plaintiff partial summary judgment in the amount of \$5,500 and declared there was no issue as to the remaining money, \$14,620, as the plaintiff was only entitled to any part of that which could be proven as actual damages.

This part of the complaint was then referred to a referee to determine, but a settlement has been worked out between the parties, obviating the necessity of a referee's services. The defendants sponsored "The Johnson Family" over WOR, and the contract called for 38 weeks starting July 24, 1939. On Oct. 23, the defendants sought to cancel, but WOR refused to accept the cancellation, and put the program on continuing to the end. The station then sued for the balance of the contract. The \$14,620 could be secured only if the plaintiff could show that an effort was made to secure another sponsored program during the time that the program was cancelled. If an attempt was made, and was not successful, the station would have been entitled to full damages.

Longview Now Full View

Longview, Tex., June 11. Station KTRD here is now operating on a frequency of 1340 kilocycles with a power of 1,000 watts full time. Heretofore was on days only on 1370 kilocycles with 250 watts power.

A special 45-minute program was aired last week by the station in honor of the occasion.

Washington, June 11. Roundabout inquiry into the FCC delay in producing the report on the chain-monopoly investigation is docketed for Wednesday (13). The Senate Interstate Commerce Committee will do some digging when it considers President Roosevelt's nomination of Commissioner Thad H. Brown, only remaining veteran of the old Federal Radio Commission, for a full seven-year term.

Hearing has been arranged at request of Senator Charles Tuley of New Hampshire. Still displeased by failure of probes to answer his letters asking an explanation for the long time taken in producing a set of findings and recommendations. He asked Chairman Burton K. Wheeler for a chance to fire questions at the Ohioan, even though the veteran Commissioner, who has been acting chairman of the chain-monopoly group for the past year, belongs to his own political party.

Tuley is said to resent efforts to diminish him from making political capital out of the showrooms of the FCC. Even though a Republican would be burned if a fire is started, the New Hampshire politician reportedly feels there is something rotten which ought to be ventilated. The explanations given him *otto voce* are sufficient, friends declare.

Since Tuley first directed attention to the Commission's tardiness, some panicky activity has occurred. But the report still is a mystery. Over a week ago, predictions (least of many) were that the committee would turn over its summary "in a few days." All last week there was much talk about the report but no progress visible from the outside.

Lottie Mitchell, voice of Movietone news, now doing added stunt on radio with permission of the network concern. He is handling interviews and conducting no news.

WCAU
PHILADELPHIA
50,000 WATTS
CBS

Philadelphia's most popular station...regularly heard in 33.9% more homes than any other station



A CLEAR CHANNEL TO SALES

OHIO GROUP TO ADD WAGA TO STRING

Toledo, O., June 11.—Purt Industry Co., Toledo, which owns WEPB, this city, and WLOK, also adds to its string of stations. The company controls several other Ohio and West Virginia stations, has received authority from the Federal Communications Commission to acquire all the capital stock of the Liberty Broadcasting Corp., for the sum of \$140,000.

The firm is paying \$100,000 to Norwood Winton for his 60% interest, and \$50,000 to the Atlanta Journal Co. for its 40%. The latter is licensee of WSB, Atlanta, now owned by James H. Cox.

VIC NELSEN SEEKS LIVE TALENT SALES

Winnipeg, June 11.—Not quite two months after the take-over of the chain of radio stations formerly owned by James Richardson & Sons, Ltd., grain dealers of Winnipeg, by TransCanada Radio, the Canadian company, the organization has practically been completed by Vic Nelsen, head of the firm. First move was a general painting and redecorating job on the transmitter plants at both Winnipeg and Regina. Changes necessary at both points have also been made with modernism the rule throughout. Operating economies have also been effected with all savings made being plowed back into program. Currently plans are being formulated to whip up interest in local and Western Canadian speakers in live talent. This field has long been neglected in this area, hence Nelsen's planned drive. In line with this is a general re-evaluating of programs has been started. Added interest is being shown in women's features with a couple of new ones already listed, one said.

Nelsen, in telling of his plans, also stated local business has already shown signs of perkiness with current billings up some 25% over the same time last year.

WDAY Show Tours

Fargo, N. D., June 11.—"Haystack Jacobson's" Club Coffee Co. visual variety show, is going on a tour of all towns within a radius of 100 miles of Fargo. Nelsen recently concluded a series of 14 shows at the Fargo theatre, largest local house, after being crowded out of the WDAY studio and then out of the Town Hall.

Shows include Ole Anderson, Norwegian comic, and a Norwegian comedienne, mixed singers, choruses, jugglers, harmonica player, whistler, accordion player, a comedy "Dr. I. C." act patterned after Dr. I. C. and various other bits. Run 30 minutes on the air and a full hour additional off the air. It has been airing for 10 weeks.

News From Ft. Wayne

Ft. Wayne, June 11.—Golf Refining has hired Stan Birch and Gutzgaber Gang on schedule of two 15-minute transcribed shows weekly over WOWO. Jeanne Brown, WOWO-WGL musical director, starred new "Connors" series, heard at 8 p.m. five nights weekly.

Bob Wilson, WOWO-WGL news commentator, has master of ceremonies for a musical program based on Shirene advertisement by 245-piece band.

IN BALTIMORE
ITS
ON THE NBC RED NETWORK

Jack Malarich Dies at 36

Minneapolis, June 11.—Jack Malarich, 36, prominent in Minneapolis for many years as a theatre and radio entertainer, died today, collapsed following an organ musical broadcast over station WGDY from the Minneapolis theatre. He died shortly afterwards. An autopsy revealed heart failure was the cause.

Luckies Checks

2½ Mins. Discs' Reception So Far

American Tobacco Co. has deferred extending the coverage of its spot campaign on Lucky Strike, involving two and a half minute transcriptions, until next Monday (17). At that time officials of the company will meet with reps of the Lucky Strike company to discuss the results of a survey made to find out how effective the discs have been in the New York, New Jersey, Maryland and New England where they have been running the past two or three weeks.

If the findings are favorable the transcriptions will be placed with stations throughout the middle west.

TWO STATIONS GO TO ONE TOWN

Washington, June 11.—Applications for two new stations at Las Vegas, Nev., were granted last Wednesday (5) by the Federal Communications Council. The new stations are to be operated by the Las Vegas Broadcasting Co. for a station to be operated on 1240 kHz with 100 watt night, 250 watt days. At the same session an okay was given George Paul and Charles Applegate—doing business as the Nevada Broadcasting Co.—to operate on the same tower in operation with the same power on 1370 kHz.

Radio Daffodils

New York City.—Part of the plans for WOR participation in the NAB's National Radio Festival Week: Peguen Fitzgerald, staff women's program commentator, is designing a special hat and gloves to match for the occasion. The hat will be black with a wide banner-shaped white brim on which will be printed small WOR's in scattered array. The gloves will also be white with WOR's and TV's, the station's position on the dial.

Schmiedtke—General Electric's research department has just received two audience reaction cards listing Floyd Gibbons as their make favorite, even though Gibbons died last September. One of the cards sent out by GE in July, 1939. GE checked on the whereabouts and found that one of them had just been found by the listener and sent in by mistake with a new audience baby program. The card bore a 1940 postmark, he had mailed his card shortly after receiving it.

Cleveland—Last year Sid Anderson of WGAR rigged up special stunts to honor father for Father's Day. Anderson arranged with hospitals for tip-off when first baby of the day was born. Father was then rushed to station newsroom and they came on cards sent out by GE in July, 1939. GE checked on the whereabouts and found that one of them had just been found by the listener and sent in by mistake with a new audience baby program. The card bore a 1940 postmark, he had mailed his card shortly after receiving it.

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St. Paul—Harvey Struthers, former U. of Minnesota baseball pitcher and currently WCCO time salesman, has been drafted by Campbell-Milburn Advertising agency to hurl for its side. Just another example of a radio station "servicing" an agency.

Duluth.—In no time at all after Dick Enrich came on KDAL with his evening "Sports Dope," fellow station men nicknamed him just that—Sports Dope.

Omaha—There will be 2,000 housewife released in Omaha and Council Bluffs June 24 to 28. Each will be chemically treated to glow in the dark. It's worth \$5 from WOW's advertiser, Flu. Catch the "Big Bitch" with a golden dot on his back and you collect \$500.

New York City—Gabriel Heister chosen "Typical Radio Father of 1940" by National Father's Day committee. Received plaque Father's Day.

Philadelphia—Charles Lemish, a veteran of the Spanish-American War, has been selected as union "bombardier" to fire a 27 mm. anti-tank cannon in "Big Overture" at the Baker House Ball June 18. He will be interviewed by John Hix on the "Strangest As It Seems" program.

TRANSRADIO CHARGES PUBLISHER BIAS AS CBC ORDERS SERVICES TO PROVE NEWS

Canadian Authorities Compel All Stations to Re-Apply July 1 for Permission to Broadcast News—British United Press Already in Clear

Montreal, June 11.—Existing permission to broadcast news on Canadian radio stations has been rescinded by the Canadian Broadcasting Corp. effective July 1. This does not necessarily imply that requested newsmen will be banned from that date onward. The CBC has advised stations to file new applications for news broadcasting which will be considered on their merits. It may result in the banning of Transradio News service in Canada.

To effect the new regulation may result in denial of permission for broadcasters to use "certain" news service. Stations applying for permission to use a verbatim service might have to re-file application to use another news service. British United Press for instance.

For several years the Canadian Press and the Canadian Newspaper Association have been pressuring the CBC to ban sponsored newsmen. Repeatedly the newspaper sponsored news have met with failure so often that the latest move was expected. Several weeks ago, news were ignored at another case of the little boy who cried "wolf." But this time the attempt has apparently been partially successful.

Should any one news service be prohibited in Canada it may well follow that the remaining news organizations serving radio stations would then be subject to similar attack by the dailies. It is reported that newspaper publishers would be satisfied with a regulation banning only one news service. It is understood that some publishers wish to take the matter up with members of the Federal Council in effect to have sponsored newsmen entirely okay and for all.

At the Canadian Press meeting to be held June 24 the question of inaugurating a commercial news service for radio stations is expected to be discussed. Since CP news is already furnished to the government

stations on a continuing basis it is doubtful that this service would be available to private stations for sponsorship.

Transradio Press is not specifically mentioned in the new order governing news broadcasts. The advice from the CBC to station managers reads: "As a precautionary measure, on account of the war, an order was passed, effective July 1, 1940, rescinding all permissions issued under Broadcasting Regulation 14(c). Stations may, however, file new applications for such permission before this date and the applications shall then be considered on their merits."

The new regulation by the CBC prohibits the use of commercials in the body of the news program. The regulation, however, does not prohibit commercials at the beginning or end of the news.

Daily newspaper publishers in the Dominion and the Canadian Press, in which many radio stations are licensed, will probably seek to have new Federal legislation enacted in order to establish property rights in news, as it exists in the United States. This may be done via an amendment to the Copyright Act and representation to Parliament will be made in due course.

Through establishment of "prop-

erty rights in news" is seen a means of cutting down on the "lifting" of news by individuals who do not cover the field of organizations who do not employ newsmen to cover.

British United Press, one of the two newsmen's associations serving radio stations in Canada, has already been granted a permit to continue providing news for broadcast in purpose. Station 14(c) under the terms of the new regulation, it is now a mere formality as approval is virtually assured.

Transradio Press still has to satisfy the CBC and the government as to its "bona fide" and should this be accomplished then stations will be able to continue using TP service.

Transradio's in Clear

Winnipeg, June 11.—Herbert C. Moore, president of Transradio, in a statement declares that all the necessary legal and financial steps would be taken by Transradio to have its service recognized in Canada. He said the stations are serviced by Transradio in Canada. Moore blamed the "monopolistic press baron" of Canada for this latest move, the culmination, he said, of a series of attempts to oust Transradio from the country. He added TP had at all times complied with the rules and regulations set up by the Dominion government and said the war was simply being used as an easy way out for the large press interests in Canada.

IF PEKES COULD TALK... WE'D BE IN THE GOLF HOUSE

City the Four Twin City Publishers



In April, one of the many women's club items on WCCO's "Talk of the Town" program reads—"Next Friday, the Twin City Pekingese Club will hold its annual show at the Plaza Hotel in Minneapolis."

A week later, the "Pekes" Club's Secretary wrote that as a result of the announcement, twice as many "pekies" were entered this year as had ever been shown before. Adding insult to injury, the audience at this affair was more than doubled over last year. 210 of the spectators told the ticket collector that they'd heard about the show over WCCO and came "just to look it over," thus enhancing the peeps' chances of developing many claustrophobias or complexes of some kind. "Pekes," we apologize.

But the experience proves a point: programs can be built to reach a class audience. The "Talk of the Town" is a fifteen-minute program, once a week. It has a large following of Twin City Clubwomen. And this pekingsie affair is just one of many instances which has proved its pulling power among these women. Behind this and all other WCCO programs are sixteen years of knowing, entertaining, and living with the people of the Twin Cities and the Northwest.

WCCO SHADON WATTS WHERE IT COUNTS THE MOST

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • St. Louis • Charlotte, N. C. • Los Angeles • San Francisco

COLLEGE RHYTHM

The 11th of a series of articles on collegiate likes and dislikes as regards dance music and dance bands.

The writers, staff members of publications at their respective schools, have been asked by VARSITY to give the opinion of the student body as a whole rather than pass personal judgment. Neither has VARSITY given for their instructions as to what was to be said or how. These articles appear as the undergraduates have written them, with the expressed opinion being their own.

VARSITY publishes the series to give music men and band leaders a cross-section of current undergraduate opinion on dance music and bands, with the hope that it will be both informative and instructive. For what the writers say is their own, and the readers must make their own conclusions. This is a continuation of a series originated by VARSITY in 1932.

MINNESOTA

By Deane Boyd, '40

By Deane Boyd, '40

MINNESOTA
By Deane Boyd, '40

Minneapolis, June 11.

The Gophers have stripes down their backs where hop-cots are concerned. They avoid them and quickly go into hibernation when one shows up on a dance floor. The jitterbug is dying out here by a process of slow purging, and the few holdouts will soon have to take refuge behind sound-proof doors.

It's not that the Gophers don't like swing. But it must be sweet before they'll set foot on the dance floor. Perhaps it's because collegians appreciate the licks that go into real jive and would rather just listen. But the fact is they dance to sweet and listen to jive.

In a poll taken this year during the visit of Clyde McCoy, who was playing at the swank Military Ball, 158 said they preferred sweet and slow to the six who wanted hot. Nevertheless, "Scatterbrain" led "My Prayer" in campus popularity at that time. Since that time the campus opinion has become more definite, and sweet swing is in solid with the local boys and girls.

This doesn't mean that the Gophers have suddenly gone clubbested. Minnesota likes its cups and pays its pipers well, but to Minnesota jazz means more than the searing strains of a corny ballad or the cacophony of blasting brasses. Musical monstrosities had their day here but too many bands fell into the melodic groove cut by other swing outfits.

Certainly there is a definite tendency in this area to settle back after those periphring days when hot swing was ruining starched collars. The campus of late has become a hotbed of wait klatches. Each Monday afternoon the Minnesota Union holds Viennese Waita hours at which free instruction in three-quarter time is given. The three-step has been packing them in, where a year ago not a soul would have showed up. This retreat to Strauss at Minnesota is just another symptom of the swing-to-sweet swing.

Among the big name bands which have appeared here lately for college

doings were Don Bester at the Interprofessional Ball, Art Kasael at the Junior Ball, Russ Morgan at the Foundation Ball, Will Osburne for the Homecoming Dance, and Bob Chester at the very select Intercollegiate Charity Ball. Morgan's music in the Morgan manner went way over. Harv and Clyde McCoy birthed the most fan clubs here. Bob Chester is climbing fast in the esteem of Minnesota. However, Royce Stoenner's sophisticated swing was candidly unimpressive to most who attended the Common People's Ball.

There are many bands the Gophers would like to see at their dances but it is impossible to get them. A canvass of the campus by sidewalk interrogators brings to light the fact that the Gophers know whom they would like to get for their dances, however. La. Guy Lombardo's name led all the rest, but Wayne King and Orrin Tucker were not far behind. Most of the orchestras at local night spots still play loud and fast, for they are catering to the holdouts, but they should take a look at the handwritten on the wall. It would be wise for them to watch attendance at the big Minnesota proms, for that's the best criterion of the band's popularity.

The Twin Cities' two biggest campus draws have long been the Terrace Cafe in the Hotel Lowry, and the Minnesota Terrace in the Nicollet hotel. The Lowry has been running Ted Travers with his 'Munic You'll Remember,' but students would rather forget it. Bill Bardo at the Nicollet has not done badly, but Jimmy Joy, who followed him, excites only apathy on campus.

St. Paul's Club Casino has used Dick Shelton, the "Southern Sweet King," very successfully from the college trade standpoint, and the bookies are now going at the Lounge Pierre, where Col. Manny Prager and his Cavaliers hold out. Dick Long, who has been at the Curtis hotel for years, was candidly avoided by the college kids until recently, when they began to turn up there quite often. And with the signing of the Curtis for the Publications Ball the stock of Dick Long is going up.

—Loot, Kansas

Rather frequently frequented by the bookworms is the Red Feather, where Jeanie and the Gents held out this winter with Gil Evans at the Novachord.

The Orpheans brought several famous bands here this year for personal appearances and, while collegians could not dance in the aisles, campus attendance was a good criterion of what the Gophers liked in their big bands. Orrin Tucker depopulated the ivy covered buildings of the university, for everyone succumbed to his violins. And everyone wanted to see that girl with that wee voice over the airwaves. Lawrence Welk, who began here, came back with enthusiastic kids waiting for him, and Benny Goodman, showman that he is, spent time on the campus getting in solid with the students. Names like Heidi and Duchin are magic hereabouts.

Records which have the greatest sale at various wax dispensaries are not the loud discs, but rather tunes like 'Isle of May,' 'When You Wish Upon a Star,' 'Indian Summer' and 'Darn That Dream.' Down the list are 'Tuxedo Junction,' 'Between 18th and 19th on Chestnut Street' and 'Wham!' Top band in record sales at Minnesota is Glenn Miller. His 'Blue World,' 'Caroline' and 'Tuxedo Junction' are on the 10 best seller lists at once a month ago.

How's Your Story?

Since fraternalism and amateurism are still the main record-changers the sale of plaques has become a good criterion of band popularity here. But the swing leaders are listened to more than danced to. There is a healthy respect for stamp duty, but when the rugs are rolled out the students bring their favorite records to the Minnesota Union's Twelfth Hours and dance to them. Of late the sold live records have been prevalent at these hours, and Artie Shaw's "All The Things You Are" and Kay Kyser's "Popularity" are the most popular.

A word about gipsy. Gophers don't like the batedeildwiler who rely on slapstick comedy to brighten the pauses. Thus, Ben Bernie is not on Minnesota's list because of his banter. If a leader must use a quip as well as a stick, it is better to use it to make a point than to make a point. A certain amount of twiddle is necessary to let us know who is playing, but not to the point of fumbling. Many of us would like Kay Kyser better than Kay Kyser's popularity here, but too much novelty can kill it.

(Next week: Vanderbil)

Call Armistice in AGVA's Philadelphia Agents Strike; Final Confabs in N. Y.

Philadelphia, June 11. A strike of members of the American Guild of Variety Artists against Philly agents over the franchise question, scheduled to start yesterday (Monday), was temporarily averted by a last-minute meeting between officials of AGVA and the Entertainment Managers' Assn. An armistice truce was called pending approval of peace terms between the two warring groups by Hoyt Haddock, executive secretary of AGVA.

Under the armistice agreement, the 10-percenter were given the right to sign a blanket agreement to the demand that started the firework. But as a compromise, each agent's name would be listed on the franchise. In addition, individual agents would be allowed to get AGVA licenses if they wanted them.

On the other hand, under the truce, AGVA agreed not to franchise any agent without approval of the EMA. The clause forcing the surrender of EMA powers to the newly formed Artists Representatives Association was dropped. Also, the AGVA demand of an arbitrary 10% agents' commission was eliminated.

Before the weekend truce AGVA was set to pull all acts from any agent that hadn't signed an individual franchise by 8 p.m. Monday. Although any contract signed by an unlicensed agent would be void, it would have been forbidden to sign for any future booking with an unlicensed agent. Officials of AGVA agents were being picked.

Nitery operators were dismayed at the threatened strike, especially in view of the coming Republican National Convention, on which they're depending to pull them out of the red.

Virtually every member of EMA refused to sign the individual franchise on the ground that it made agents 'employers' instead of 'employment agents' as defined by the State. EMA officials pointed out that the arbitrary 10% commission was in effect, price-fixing, and, as such, was a violation of the Federal Constitution. The local agents also took the stand that individual signing by its members would wreck the EMA organization and put local bookers in the position of forcing to be dictated by the New York City Agents. The Philly Agents group does not have local autonomy.

TOWER, K. C., WILL UP ADMISH FOR 'SCANDALS'

Kansas City, June 11. Tower theatre has set the picture house bit version of George White's 'Scandals' for six days beginning tomorrow. Manager Barney Joffe is figuring on upping the scale to five tops instead of the usual five to any time. 'Scandals' is a complete form played Music Hall here several months ago at \$3 top. Joffe has lined for the summer months, Barry Bowser's 'Fits Animate' unit is set to follow June 21 and will show at the regular admission. Evelyn Brent with Harry Fox on the deck for June 28.

WILL and GLADYS

ARE

Currently CHICAGO THEATRE, Chicago

Direction: NAT KALCHEIM

HELEN TERRY

Prima Donna

HI-HAT CLUB, CHICAGO

Dir.: MIKE LEVY

Moet Point

Philadelphia, June 11. Threat by Tom Kelly, AGVA his agent, that members of the union would permit agents to open a new business at the expense of the agents' own business.

How to put pictures on the guys and use their hats as their own?

HOPE UNIT 1ST MET, HUB, SHOW

Boston, June 11. Bob Hope and his stage company, now playing the Michigan, Detroit, have been booked into the Metropolitan for the week of June 28. 'Ghost Breakers,' the Bob Hope film, will be the first feature. Hope is a 20-piece stage band will be led by Rahor, local vocal maestro singing on cassettes in the Boston WEEZ, Boston.

Although there is no promise that the Met will run more stage shows this summer, the management has recently closed a deal with the local musicians' union covering the hiring of a 20-piece band for one or more stage presentations during the month of July and August.

The met has been a straight film house since February, 1938, and had run stage shows up to that time when it opened in October, 1937. Incidentally, Hope last played here in November, 1938, a featured comic of a unit.

Hope's Detroit Deal

Bob Hope, at Michigan, Detroit, on percentage with world group of his own picture, 'Ghost Breakers,' currently is guaranteed \$12,500 and a split over \$40,000. He received the same guarantee but the 50-50 split started at \$42,000 in 'The State, N.Y.' last week, where he grossed more than \$40,000.

Sam Denbow, Jr., Fox h.a. executive, left for Detroit Thursday afternoon for local huddles, going on to Chicago and Minneapolis from there.

DANCER, MUSICIAN ASK \$25,000 EACH IN SUIT

Suit for \$25,000 each for personal injury claimed to have been suffered by Lydia Buttner, dancer, and Philip Spigolin, musician, against Richard Christie, 'Juke Box' and 'Richard Bell,' representing the owner and licensee of the cabaret Little Old New York, was revealed yesterday (Tuesday) in the N. Y. supreme court, where Christie sought a dismissal of the suit. The complaint failed to state a cause of action. The suit was filed in the city court, where it was dismissed. Christie was performing at the nitery, claim injuries suffered through burns on June 28, 1938, at the cabaret through the alleged carelessness of the defendants.

Jerry Rabinowitz seeks \$5,000 for being deprived of his wife's services. Action was started in October, 1938, but not disclosed till now.

EDDIE PEYTON TO TRY COMEBACK IN PITT

Pittsburgh, June 11. Eddie Peyton, who has been more up and down in the alley bit here than an elevator operator, is plotting a comeback. With financial backing from a McKee Rocka pin-ball machine haven, the band leader and host is rebuilding his Steubenville Pike roadhouse, which was leveled to the ground by flames several months ago at an estimated loss of \$20,000.

At one time Pittsburgh's most successful night club owner, Peyton's misfortune began when he was sentenced to two years in the workhouse for slugging a patron. While in jail, spot money had been run to ground by salaried operators and Peyton began a long grind to rebuild. After couple of years it was once more a going concern when an employee left burning cigaret around the premises and the place went up in smoke. Since then, Peyton has been jobbing around as an entertainer and for a time considered going to California for a new start. He expects to have the spot rebuilt by late summer.

Ferry Speedboating Talent to N. Y. Fair; Pierre's Roof Show

Since exclusively alone is no draw, Fells try, story taking over direction of the Terrace Club at the N. Y. World's Fair, is bringing in The Hartmanns starting tomorrow (Thursday). They had closed at Fells's Monte Carlo in Manhattan. Ted Strasser's band already has been on a motor launch between the midtown nitery and Fairgrounds' Terrace Club, making his dinner-party jumps via water taxi. The Hartmanns will concentrate solely on the Fair spot.

Ferry, meantime, launched another nitery venture last night (Sunday) at the Hotel Pierre Roof. It's which he's taken over in an endeavor to put that spot on the map with his scintillating following. Carol Bruce, from 'Lebanon' Purchase, doubles into the Pierre. Eddie Oliver is the band. Let's go to non-Ferret Farm, Park, in Waukegan, N. J. later in the month when Meyer Davis reopens. Let's go to the Balaban and Terry Lawler will be co-attractions at the non-Ferret, which Maurice will manage for Davis.

Whithead Drops Libel Suit vs. 4 A's Execs

Rolph Whithead, executive secretary of the defunct American Federation of Artists, has dropped his libel suit against various officials of the parent union, the Associated Artists or Artists of America. There has been no monetary settlement.

Involved Case, which grew out of statements issued by the Four A's executives at the time of the IATSE battle last summer and after the AFA charter had been revoked by the Four A's, has been pending since that time.

Another libel action, brought by Bernard Reis, accountant for the Four A's, against Sophie Tucker, president, has also been discontinued.

Joe Budar Bkpt. Again

Milwaukee, June 11. Joe Budar, one of the country's best known night life figures in this territory, took the bankruptcy route this week for the second time in seven years. Liabilities, \$17,244; assets, \$5,000.

Budar has been involved in some 50 court actions in the last 15 years, both criminal and civil. In the prohibition era he was jailed for a large whiskey ring, sentenced to Leavenworth for two years and lost his citizenship.

4 A's Groups Will Meet With TA On Uniform Benefit Policy; Peeves Of AGVA, AGMA, AFRA Fail to Hold Up

J. C. Vaude Winds Up

Orpheum, Jersey City, wound up the season of the Saturday Matinee and will go back into the city in September, according to Bernard Brooks, one of the four A's circuit, which operates the house.

The split-week policy was adopted last November, partly as a result of the war and partly as a result of such hypes, and ran for 28 weeks. House will continue with straight films over the summer.

AGVA STRIKES PITT NITERY

Pittsburgh, June 11. Newly-organized American Guild of Variety Artists chapter here last week stepped in and pulled the floor show out of Low Fennell's nitery house, the New Penn, which has been on black list of musicians union Local 80 for more than a year. Although no union hassle has been playing Panarello's spot for some time, entertainers have continued to work there with non-union members because of honey-mint opposition of nitery performers which has been the case.

That was before AGVA stepped in, however, and in last few weeks recruited all available vaude talent in this district for its ranks. Understood that Panarello hadn't been meeting basic minimum was demanded by AGVA and was warned short time ago that blacklist would be invoked.

Without warning, union officials went to New Penn Thursday night (4) before the show and refused to permit performers to go on with midnight performances. Panarello has been engaging local talent exclusively for several months and said he would have to go out of town for non-union performers.

WHITE'S SCANDALS SET FOR CHG. OTHER NAMES

Chicago, June 11. George White's 'Scandals,' as vaude unit, has been set into the Balaban & Katz Chicago for week of June 28. Price is reported at \$10,000 and a split.

Week of July 5 there will be a combination show of Rochester, Frank Parker and the DeMarcos. Tony Martin comes in for week of Aug. 5, and there is a likelihood that he will be followed by a repeat date of the Orrin Tucker show with Bonnie Baker.

Committees representing the Associated Artists of America and the American and the Theatre Authority will probably meet in New York City, where the war has been determining a definite and uniform policy on benefits that will hold good for the entire country. At the meeting in N. Y. of the TA board and union representatives last Thursday, it was called a 'showdown' on reports that three of the Four A's unions were working out a plan to force the Theatre Authority was made to handle on a new policy to replace the one instituted by the TA war around five years ago. At that time the only participating unions were Equity and the discredited American Federation of Actors.

Neither the American Guild of Variety Artists nor the American Federation of Radio Artists nor the American Guild of Musical Artists had any special complaints to register against TA at the Thursday meeting, although asked point blank if they were, complaints to register. AGVA's executive secretary, Blanche Whithead, registered specifically that no AGVA members would benefit from any benefits unless they were paid, exempting only benefits involving national crises. She did not restate any other at the TA meeting, neither did Hoyt Haddock, executive secretary of AGVA, nor George Heller, in similar spot at AFRA. Have anything to say about alleged mismanagement of the benefit program by the TA.

Alan Corelli, executive secretary of TA, which is headed by Sam Barker, said for the 'showdown' meeting. Final result of the conclave, besides setting machinery in motion for the formation of committees to meet on a new policy, was a joint resolution which stated that the various unions would stand with the Four A's unions categorically decided there was any truth in the reports that they were fighting on drawing from TA.

Another outcome of the meeting was the appointment of a separate committee, composed of Mimi Witherspoon, Jean Harsholt, of the Melton Picture Relief Fund, and Corelli, to determine the policy of TA and the unions in regard to the Red Cross battle and full cooperation with the Red Cross has been decided. However, Red Cross rallies do not charge an admission, the TA will have no percentage from such fund drives.

Four A's committee on benefits will include the executive secretaries of all the unions. TA's group will consist of Walter Vincent, chairman; Brock Pemberton; Ashley Miller; Antoinette Perry and Corelli, the latter sitting in ex-officio.

THE THEATRE OF THE STARS

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BOOKING MANAGER

Abel Lyman Vs. Billy Rose Prompts Union Probe on Blair-Boyd Buy

Nicky Blair and Paul Boyd, reputedly purchasers of Abel Lyman's Barbary Coast at the New York World's Fair, were ordered yesterday (Monday) by motions picture Local 680 to appear before its board today (Wed.) with their books and accounts. If the board deems the sale irregular, it says it will hold Rose responsible for the full terms of the Lyman 24-week Fair contract; and, unless an amicable settlement is made, Rose will be placed on the unfair list. This means that all bands which are booked by N. Y. and Frisco Agencies, and his Diamond Horseshoe night.

According to Blair and Boyd's story to the union, they bought the Barbary Coast from Rose for \$25,000, putting up \$10,000 in cash. The union assembly is skeptical. Regardless, the union says Blair and Boyd will be responsible for the Lyman contract. They have this rule on the fact that Blair, as Rose's general personal rep, and Boyd, who managed the B. C. for Rose, knew about Rose's contractual renunciation to Lyman before buying the spot.

Under this, a union spokesman declared, Blair, as operator of the B. C., will now have to account for \$25,000 in interest due musicians when his default Paramount night on Broadway went bankrupt last winter. The union doesn't recognize bankruptcies.

The Rose vs. Lyman feud at the Fair entered its new phase just before dawn came up over the Flaming Meadow on Friday (11). It entered the phase of a "shootdown" Rose closing the joint and thereby leaving Lyman and his band off their perch atop the bar. That put Lyman out of a job, pro tem, but then a third phase entered 20 hours later, or around 1:30 a.m., on Saturday.

At that time what had been Billy Rose's Barbary Coast, under the proprietorship of Nicky Blair, who was Rose's general manager, was sold to Paul Boyd, independently related Ray Brown, plus Ed Furman (t) and Lorraine and Ed Cronin (t). It is a sale which is so far from the union's point of view as to be common for what is now strictly a business transaction. Lyman then went to the union.

Early last week, Lyman says Rose offered him a \$1,000 settlement on

the 24-week contract, calling for \$2,500 per week for the deal. Lyman, on his side, pointed out that not only were he and six of his musicians booked for leaves on the 24-week contract, but also that the band had turned down a 10-week deal at the Park Central hotel, N.Y., to accept the Fair booking. The next thing that happened was the closing.

Rose is reported to have been booked between \$30,000 and \$50,000 in the Barbary Coast, this sum consisting of alterations to the building, redecorating and issues in operation since May 11.

It was reported last week that Rose was dickering with Blair and came into the spot, then it was reported that Mayor LaGuardia, who had sized the former at the Fair last season, again turned thumbs-down on the idea. Rose, however, said the matter was still in the talking stage, while some who are close to him claim the deal is virtually set and that City Hall hasn't posted any red lights.

Lincoln G. Dickey, Rose's general manager who has been in New York since the latter returned to N.Y. over the weekend, he'll stick around Flushing for about a month.

Magi Carl Rosini Sees For Injunction, 35¢ Charges Name Theft

Immediate injunction prohibiting further use of the name Rosini, plus \$35,000 damages, was asked in a suit against magician Paul Rosini filed in New York Supreme Court last week. Bringing it was Carl Rosini, violinist and formerly a long-time rival of the defendant. Plaintiff charges pilfering of both his name and routine.

Paul Rosini, currently at the Rainbow Room, N.Y., claims he has used the name during his entire professional career, dating back more than 25 years. He also claims that while he does imitate slightly of Carl Rosini, Carl's specialty was large-scale mechanical illusions. Neither of the men's names is actually identical.

Hearing on the request for an injunction will be heard today (Wednesday).

Saranac Lake

By Happy Brown

Saranac, N. Y., June 11. Summer has hit the Colony with a bang. The tempo in the shade keeps you in the gay 90's.

Sunshine breaks through the mistletoe with the arrival of Bill Williams' Mother's Morris, Bill and Ruth (Martha) White and Aunt Edie (Bertha) at Camp International.

Dillenburg, magician, took time out to make things disappear for all.

Gill Downey, who did bits in the vaude art, George Morning Judd, is putting up nicely on the good health side of things, but is interested in a job. Bit by one of our swamp bugs. The "Hillbilly Wedding," which played three nights at the Bloomingdale Opry House, took nice care of the Colony's inmates, thanks to Earl Kernan.

Thanks to Carl Nolan, Los Angeles, Sam Roberts, Chicago, Chris R. Sloan, Mt. Vernon, and James (Wormer) Gassett's Law for papers and magazines sent to the Colony.

Richard Moore, ex-handbooker, in for a two-week checkup, while Elizabeth Franklin got back to Nodus, N. Y., with an ear.

Joe Comerford back for an indoor routine. He seemed to have five years ago.

Comedians and acts of the Colony Jack Edwards, ex-Reggie, sang a song from Great Kild, N. Y., that he absolutely aches. Jack Hirsch, who commutes between here and Boston, mending white on a vacuum. Ben Schaffer has music and nurse hand-selling him. George Thum, Moore, formerly of Rudy Hirsch's arch, had his appendix two weeks after being detained. Dick Witte after a week's vacation in Yonkers and New Bedford, Mass., telling the gang that clean-breath is the thing.

George Anderson in for a sleep of bedding. Elizabeth Clark left for home and work in Somerville, Mass. The WPA Ragers learn with its benches and shaded tables looks as if on outdoor cabaret. Charlie Kingman, once a singer for Rudy Craig, Jr., here for a slight case of coming. Paul Dean, told the bartender, who did the trick at the Regency in condition to resume work. Mrs. Christy Mathewson getting up the Colony after a western vacation. Dickie Moore, who big-timed it for 10 seasons in vaudeville, celebrating his 10th year in bed. Mamey Kay who did the trick up here, has stuck it in burlesque for five years without a layoff. Harry Barrett is very sick. He is at 203 Broadway here.

Write to them who are ill.

A. C. Nick's Bingo Party For \$5,000 Annual Levy

Atlantic City, June 11.

Boardwalk gaming houses, offering keenest competition to city palaces, piece and picture along the beach, got shot down from new City Commission, who it passed ordinance on Friday (11) to ban such establishments. The levy is to be \$5,000 a year, from \$1,000. The \$5,000 fee will be assessed against bingo, radio, fortune telling and other amusements which are played in elaborate places, drawing crowds from early show time to late hours.

The new commission also gave musicians a break. It reduced annual revenue fee for artists having no more than 100 seats. One musician is employed; \$300 for two or three, and \$100 for more than three musicians. Thus it raised the license fees for "tanned" music. Electrical transaction of music up to 20 sets late licensed at \$500, with \$25 additional for every outlet over 20 sets. The new ordinance also ended war between musicians and canned music transmitters.

15 YEARS AGO

(FROM VARIETY)

Engagement of Irving Berlin and Ellen Mackay was to be announced within a few days by Miss Mackay's mother. Pope Pius granted a special dispensation to the wedding.

Tom Mix's next leading woman in one of his westerns was to be somewhat of a departure from the usual type. The girl was Anna Pennington.

John Philip Sousa, in his 73d year, was to embark upon another transcontinental tour. The Saturday Evening Post, however, bought the band leader's autograph.

The terrible heat of the past seven days knocked Broadway out for a loop. All shows were of 30 %.

McIntyre and Heath's new show, under the management of Dan Quinn, shodded for rehearsal.

Jack Donohue was seriously ill with a kidney infection. Doctors ordered him to take a 10-week rest. Comedian-dancer recently collaborated in a show in which he was to appear and was.

After 31 years as general manager and secretary of the Columbia-Burlesque Circuit, Sam Scribner was elected its president. J. Herbert Mack retired as pres. but was elected to becoming chairman of board of directors.

Sidney Howard was sued for alleged plagiarism on his play, They Knew What They Wanted, and by the Theatre Guild on Broadway.

Bands Swap Payrollees

Al Donohue started a switch of men from one band to another last week by swapping Eddie Back from Jay Savitt's band. Savitt grabbed Bernie Priest from Flip Fields and Snuggly Martin from Charlie Barker. Barker clipped Larry Clinton from Lou White to replace Martin on sax.

Clinton then reached into Max Janner group for Jack Paine to replace White. Who filled in Priests' trumpet chair with Finkle, and who James gets to plug up the spot left by Palmer hasn't come through.

STANLEY, PITT, DROPPING VAUDE

Pittsburgh, June 11.

Stanley, WB defunct and town's top vaude act, is dropping shows June 21 for the summer and possibly longer. It's a result of steady decline in grosses of late, with even top name bands unable to pull a lot out of the red. House will do straight stage, singing, dancing, first-class product with Penn. Low-Wea property which is in on a pooling agreement here with Warners.

Final attraction will be Orin Wood (a Pittsburgh singing F. G. band 114), and, according to Harry Kelmone, some manager for WB in this district, replacement of presentations will take place until at least middle of September. Contract with musicians for season has been carried out, spot guaranteeing house revenue. The break of example of weeks in June.

Kelmone made effort to keep defuncting with vaude for at least two weeks longer, but couldn't work out deal for Bob Hope, with whom he had been negotiating for several weeks, a picture with a split over \$25,000, but film and radio demand demanded 30-50 from the first dollar.

Linda Ware

(Continued from page 1)

First class miles at the airport here. Linda arrived to open Multi-Gang Friday Week and was greeted by her father, married other Bill. He was a picture of a cousin of police, fans and a juvenile band that played steadily through all the hours. Synner Bakowski, the process driver, insisted he had legal advice on Linda by pushing the court order "against the top of her dress." The order was designed to keep Linda here while her father continues his custody suit based on the fact that she was supposedly taken from the state without his knowledge, and that her aunt and uncle, the Arthur Stillwagons, her custodians, had never been given permission to keep her permanently.

On the other hand it was contained no legal advice had been made. A later hearing will determine whether the youngster is in contempt of court or legal service was made.

WALTER (Dare) WAND
BILLY ROSE 'FRISCO
AQUABO

Best Coffee in England
QUALITY INN

Lancaster Square
LONDON, WEST-END

AND THE "CRITICS" SING

SIDNEY B. WHIFFLE—New York World-Telegram...

"A team of dance artists calling themselves Alvin Dunley and Kenneth Bostock are also making their debut in 'Walk With Me', and to them this department also extends its compliments... they are clever comedians in dance..."

ARTHUR POLLACK—Brooklyn Eagle: "...a dancing team named Alvin Dunley and Kenneth Bostock come on in the second act, dance with great and clowning animation and gets cheers as reward from the crowd... She is a delightful comic, Miss Dunley."

JOHN NASHOR BROWN—New York Post

"We did the Alvin Dunley and Kenneth Bostock when they capped as an old couple turned jitterbug in a number known as 'Walk Back in 1939 A.D.'"

RELKEY ALLEN—Women's Wear...

"The dancing horses went easily to Alvin Dunley and Kenneth Bostock. They offer an eccentric dance that won them the cheers of the audience..."

RICHARD WATTE, Jr.—New York Herald Tribune...

"A comedy team called Dunley and Bostock was extremely popular among the first nighters..."

Currently Appearing in "Walk With Me!"

ALVIN

DUNLEY

KENNETH

BOSTOCK

BOOKING PERSONAL CONTACT TO J. J. MURRAY

Booking Management—COLUMBIA ARTISTS INC.

Personal Director—LARRY FOLK

FRED SANBORN
and IRENE

On our way to the Coast to make a picture...

P.S.: Just bought a candid camera.

CARLOS MOLINA

And His MUSIC OF THE AMERICAS

Featuring BOBBY RAMOS

New CHICAGO THEATRE, Chicago

PARAMOUNT, N. Y.

Harry James, Guy, Mattie McDaniel, Valma and Buddy Hayes, Ben W. Davis and Linda Starn (1940), reviewed in VARIETY, May 29

Every item on this bill registers as a hit, and the personalities are obvious. While the personalities, as happens in many comedies, are not original, they are attention in other media, they're comical, and they're funny. The good, well-aimed, warmhearted, and good-looking comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

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Valma and Buddy Hayes are back to back, and the comedy is good. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

The singing performance is also good. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

ORIENTAL, CHI

Sophie Tucker, Arthur, June 8, 6 Frank, Trize, Carroll and Pitt, Verne Buck House Orch. (1940), reviewed in VARIETY, May 29

Sophie Tucker has become a show business institution, among the best in the entertainment world. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

Four Franks are standard in vaudeville, and the comedy is good. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

ing one. There is dancing, singing, burlesque, clowning, tumbling, lion-dancing, and a change of pace. That wrestling act on the sofa with Frank and Verne is a hit. Frank has grown up, and it could be discarded.

APOLLO, N. Y.

Duke Ellington band, Ivy Anderson, July Carol, Conroy and Parks, Ben W. Davis and Linda Starn (1940), reviewed in VARIETY, May 29

Purly Duke Ellington, seated at his little piano, forms a solid base for the comedy. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

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TOWER, K. C.

Art Kauter, Criss, June 8, Holmes, Harry, Trize, Carroll and Pitt, Verne Buck House Orch. (1940), reviewed in VARIETY, May 29

Musical hits of the bill this week. Dancing is in for a brief hot, but majority of the 47 minutes in the show is devoted to comedy. As duobed up by Art Kautz it's done in highly acceptable manner. The standard is not up to that of some more popular name bands, Kautz and his lively, steady and good entertainment.

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STRAND, N. Y.

Henry Dorsey's Orch. (15) with Jimmy O'Connor, June 11, Holmes, Harry, Trize, Carroll and Pitt, Verne Buck House Orch. (1940), reviewed in VARIETY, May 29

The Strand is Broadway's top mugg house, having nurtured such a patronage on a long string of pre-eminence in the comedy. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

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STANLEY, PITTS

Sammy Kaye band, Criss, June 8, Holmes, Harry, Trize, Carroll and Pitt, Verne Buck House Orch. (1940), reviewed in VARIETY, May 29

This is really a homecoming for Sammy Kaye since it was here it all started. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

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program director at KGY here, has a list of comedians that he'll throw in such vast material into act. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

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EARLE, WASH.

Hollywood, June 11, Holmes, Harry, Trize, Carroll and Pitt, Verne Buck House Orch. (1940), reviewed in VARIETY, May 29

Four acts, backed by popular house line used again to top advantage. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

HIPP, BALTO

Three Olympics, Arnost Bros. (15), Harriet Hester with Brantley & Verne Buck House Orch. (1940), reviewed in VARIETY, May 29

Strong lineup of standard acts, all capable in their own respect. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

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STATE, N. Y.

Bringing Camera, Harriet Hester, Morgan Dancery, Rudy Zvering, Verne Buck House Orch. (1940), reviewed in VARIETY, May 29

Plausible stage bill has been shorted. The comedy is good, and the humor is smooth. There's one point in the show that is likely to bring down the house from any audience. It's a part of the comedy that is the target of this unanimous and lengthy outburst is very funny. It's a comedy that is the target of this unanimous and lengthy outburst is very funny.

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This business was built on "guts"... ideas...courage...the ability to find an angle in every piece of entertainment that has a story... a star or a chance!

And that goes for most pictures.

Smack your message across **BIG**... and **BOLD**...as though you believed it yourself.

Make your theatre a real **SHOW PLACE**...so that people come into your lobby...walk up to your box-office... wonder what the hell all the shoutin's about.

Use **TRAILERS** to give voice and action to your message... **LOBBY DISPLAYS** to add the spice of variety and color... **STANDARD ACCESSORIES** to catch them while they're walking...when they're window-shopping.

Don't let the grass grow under your feet. Your theatre is your show-window. Fill it full of high-power...low-cost "come-hither" seat-sellers from

NATIONAL SCREEN SERVICE
Favorite National Series & No.
 NATIONAL SCREEN ACCESSORIES

... Best Ticket-Sellers in the Business!

STRONG STUFF!

— take a deep breath

WEEKLY

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VOL. 139 NO. 2

NEW YORK, WEDNESDAY, JUNE 19, 1940

PRICE 25 CENTS

\$4.95-A-WEEKLY SHOW

Traveling War Show, With Military, Air and Naval Experts, for Arenas

Area Management Association, Inc., a cooperative setup with offices in New York, is organizing a traveling "war show." As proposed, it will be more of an informative or educational performance than an exhibition. The touring troupe will consist of military, naval and aviation experts, and it will be their assignment to clarify for arena audiences, the techniques, maneuvers and developments of the current European war. A huge map of the field of hostilities will be placed or painted on the arena floor. The direct experts would stand, with microphones in hand, on the spots of the map to which they are referring in their explanatory chatter and, when necessary, scatter miniature models of planes, tanks and other equipment in these areas to further illustrate their points. Flashes from the war front would be broadcast during the oral exposition, and the audience would have the geographical aspect involved pointed out to it, and the significance of the move or event explained in detail.

If arrangements can be made with the various defense services or with manufacturers direct, the traveling war show will include a sample each of the latest personal plane, bomber, tank and anti-aircraft gun. R. F. Lehigh, exec. for the Arena Management Association, (Continued on page 46)

Irving Berlin Honored By Bucknell For His U. S. Service and Music

Honored as an "immigrant lad who brought music in your soul to this beloved Republic," Irving Berlin was made a Doctor of Music by Bucknell University. In the presentation and citation of America's National Anthem, Dr. Robert C. Smith, president of the school of Music, addressed A. A. S. fellows.

Mr. President: I have the honor to present as a candidate for the honorary degree of Doctor of Music (Continued on page 2)

Gambling Lid On Again At Saratoga For 3d Yr.

For the third straight season the gambling lid will be on at Saratoga for the August racing meet, except at the track which is being outfitted with mutual betting machines. Again politics is slated to be back in the limelight. Last season, game rooms in the casino, connected with the night club, unannouncedly operated but John Law slapped on injunctions and the wheels promptly ceased.

Officers of the firm have generally been opposed to shutting up the resort's casino, because losses are circulating in the local financial circles because bookies are no longer renting houses.

Reaction to Newsreels, Pro-Nazi Mex Troop

Mexico City, June 18. A new dent in what local opinionates the best in newsreels is manifested by the pronounced pro-Nazi demonstrations when sequences show Hitler's boys doing anything.

Whistling (hissing in Mexico) predominates whenever there are scenes of the Allies. This is an evolution of the Communist Axis.

AP GONE H'WOOD ON PRESS QUOTES?

Hollywood, June 18. Latest indication to go Hollywood is the Associated Press, once the scene of dignity. From now on, the studios have been warned, any quotes hoisted from the A. P. film reviews and used to plug a picture, must get top billing, or else. Until the A. P. ultimatum, Jimmie Fidler had been the only reviewer to insist on star rating in the excerpt department.

The recent diplomatic crisis came about when Lucetta Parsons was starred in the United Artists' ode on "Our Town" and the A. P. was down at the bottom of the "adequate" section.

HOMES DREAD PALL OF EUROPEAN RADIO NEWS

An oddity of human nervous revolt against continuous, unremitting, stupefying bad news was the refusal of many weekend houses around New York to allow the radio to be turned on. The same story is told by many who were guests in Connecticut, Long Island and New Jersey retreats. The radio news bulletins reporting what was happening to La Belle France cut a pall everywhere. Housewives tried to fight their way in answer to the obvious state of American jitter. Station WNEW, New York, yesterday (Tue.) inserted a full-page advertisement in the N. Y. Times crying "Escape With WNEW" and adding:

"When you tune to WNEW you hear... news... affecting our nation or any other nation... the instant it is known... But told simply—pleasantly—unbiased—nothing added... you will not hear News entirely repeated."

COST OF RADIO TALENT HIGHLY

Estimates Based on March (Season's High) Record Sunday, Wednesday and Tuesday Nights Leading Broadcast Expenditures for Network Commercial

BREAKDOWNS

At the height of the 1939-40 radio broadcast season advertising sponsors of evening network program spots, jointly, around \$60,000 a week for talent. This does not include a number of the programs used on limited Mutual booklets which could easily account for another \$10,000.

Sunday night continued to prove the biggest spending night of the week, with Wednesday taking second place. In years past this dance spot was held by Thursday night. Real marked rise in talent costs for (Continued on page 39)

Wm. Morris Memorial Park Gets Under Way On June 26 at Saratoga

Saratoga Lake, N. Y., June 18. As a memorial to William Morris, whose philanthropies did much to make Saratoga Lake a health resort for performers, this village has designated June 26 for civic, fraternal and other organizations to attend ceremonies starting work on the new William Morris Memorial Park.

The park is to be built on the site of the Saratoga Lake Day Nursery, which Morris founded more than 25 years ago. Proclamation by Mayor Thomas Ward has set aside the 5th as a civic holiday. All plans of business will be closed.

Charge Admission To Red Cross Broadcasts

Hollywood, June 18. All stations in the southern California area will carry the two-hour Red Cross program June 22. Admission will be charged to the broadcast and dialers will be asked to make contributions. Show originates at Warners sound studio adjacent to KFWB, where seating for 4,000 is being arranged.

Harry Mautlin, KFWB manager, is serving as general chairman. Charles Vanda of CBS will head the list of producers. Top names from films and radio will appear on the program. Goal is for \$25,000. (Continued on page 24)

Shooting Galleries' R.O. Booms With War Fever

Among the booming concessions at summer parks, carnivals, resorts and the like, from Coney Island to Santa Monica, are the shooting galleries. Target practice and marksmanship with the clay pigeons and prop darts, indulged in by the younger bunch, is being done with more than the usual enthusiasm.

The pictures are putting it under the hood of preparation, the war fever, etc.

PARENTS WIN 'GANG BUSTERS' OFF AIR

Chicago, June 18. Mounting criticism from various sources, particularly parents and teachers group, was largely responsible for the decision of Colgate-Palmolive-Peet to drop "Gang Busters." The program got its final airing last Saturday night (18).

C.P.P. had threatened the cops and robbers show for four and a half years, with products switched from time to time. Phillips Lord collected a royalty on this one.

SHAKESPEAREAN LEAD NOW SELLS PAPERS

Minneapolis, June 18. A Falstaffian guffaw, a golden voice ventriloquist's bellowed his longer on a Shakespearean pentameter—then, and more, are today but memories to Louis Lytton, veteran actor-disciple of the Bard, lecturer on the drama, quondam film player and, between engagements, a local newspaper vendor.

Clinging that tell of the days when he played opposite Maude Adams, Julia Marlowe, the Drews and the Barrymores, among others, substantiate his claim to a career of 50 years on the stage. His last acting job of "mole" was as Falstaff in "Merry Wives of Windsor," starring Estelle Ward, at the Empire theatre, New York. It lasted last (four performances).

From a Minneapolis street corner, (Continued on page 45)

Staring From Scratch

There were 756,384 450 phonograph records sold last year.

According to Columbia Record research.

Forerunner of Flight of British Film Prod. to Canada Seen in Dominion

Montreal, June 18. What may be the first flight of motion picture production from Great Britain to Canada from the menace of a number of British artists, scenario writers, directors and producers, most of whom are apparently in a state of flux.

Arrival of Gertrude Field, while not leading the parade, last week got the spotlight on the movement. Accompanied by her husband, Monty Banks, she is here primarily to entertain the soldiers with concerts from coast to coast. Banks is, however, talking picture production in this country.

R. C. Sheriff, author of "Journey's End," arrived in Montreal last week and will be joined later by Alexander Korda. He is engaged by the British Government to write the scenario for a picture to be produced in this country by Korda.

Emmerich Pressburger, scenario writer and director for Gains Film, is here in advance of John Burt, chairman of the company, who will join him later. They will make films here according to present intentions. Michael Powell has arrived in (Continued on page 47)

Bob Hope, on Upbeat, Demands 100% Boost From Radio and Pix

Chicago, June 18. Bob Hope is reported to be wrangling with his sponsor, Paramount, and its agency, Lord & Thomas, for a 100% increase in his salary, even though he will be on the air for 10 years to go. Hope wants \$50,000 a week for himself and has even threatened to walk out for a year or more rather than go on working for his present salary. He also wants his wife, Dolores Costello, included in (Continued on page 38)

Marquis of Queensberry Up for Radio Show

The Marquis of Queensberry, son of the British founder of present-day boxing rule, is planning a visit to the United States shortly to present a radio boxing program. Charles Allen, New York agent, who would handle the peer, is currently dealing with several prospective sponsors.

Accompanying the marquis will be John Harding, who runs the exclusive National Sporting Club in London, and director boxing club in England. He would also be part of the program.

Show contemplated would include re-enactments of former outstanding prizefights.

WAR NEWS COLLECTS

Heartbreak Salute to France

There was heartbreak drama over WCKY when the L. B. Wilson station broadcast a tribute to the battle of France. The tribute was the program was "France, the mother of liberty and the arts, will rise again."

John Ten Hara, French Consul in Cincinnati, whose son, a French pilot, has not been heard from since the battle of Flanders, delivered a three-acting appeal for the refugees. He was joined in a further appeal by Louis, Claude Barrois de France, daughter of Cincinnati banker L. W. Edwards. She is recently back from Paris.

A studio audience heard telegrams read from the French and British governments and others. When the strains of "The Marseillaise" were heard many in the audience frankly wept.

The Red Cross noted a quickening of donations immediately after the program.

Detroit's Int'l Population Keynotes How War Funds Cut into Amusements

Detroit, June 18. War relief has started to add theater business in more ways than one. Here, as everywhere, there are large clusters of nationality groups not only nationalized in their past but covering communities throughout the state.

In areas where there are these recently listed to troubled sections of Europe, the war has made itself felt early. During the Polish invasion there was a marked falling off in business in Grandmont, large Polish suburb of Detroit, as families stayed home to listen to the latest radio reports and to insure money to send to the relief of relatives in the homeland. In some sections picture business is down 25%. The tendency to use money for charity purposes pushed into the theaters, too, usually well patronized, with a 25% drop off during the worst days of the campaign. Polish businessmen and the intense Polish population is a marked case. (Continued on page 42)

Harry and Billy Revel's Passport Jam with the U.S.

Caught in the web of Governmental investigation of aliens in this country, highly interested since the war, Harry Revel and his brother, William, must wait for the government charging falsifications in the obtaining of passports to enter the United States. If convicted, the Revels would face a maximum penalty of \$2,000 each and five-year jail sentences.

Following the handing up of sealed indictments yesterday (Tues.) in New York by Federal Judge Belmont, Billy, bench warrants were issued. (Continued on page 47)

No Story So No Pic For Henie 'Til Summer

Hollywood, June 18. Lack of a suitable story caused 20th-Fox to delay production of the next Sonja Henie picture until late summer. Two prospects, "Passport to Love" and "Sun Valley," have been considered but not approved thus far.

Meanwhile Miss Henie is in the east arranging a skating tour.

M-G Pacts for Four

Hollywood, June 18. Metro handed a new producer to the Cottrill Reinhardt, one of four deals made at the Culver City studio in one day.

Maurice O'Sullivan and Ed Kilroy were assigned to produce "The Sons of Lovers" under a new one-year writing contract.

Cincinnati, June 18.

Theater managers throughout this sector are being deluged with complaints from patrons about horror scenes in newswires. By mail, phone and in person people are expressing themselves as opposed to the grim reminder of what they try to get away from when they go to the theatre.

Home offices, exchanges and studios are getting queries from operators, through field men and sales crews, pleading for relief from such clips as the reels shown out in some cases it is said the anticipation of patrons in seeing more war stuff on the screen has hurt business and many inquire of the exhibitor before buying tickets if the newswire is full of war material and if so ask time schedules so they can avoid seeing the marching band, wrecked cities and pitiful queues of refugees.

Public resentment against any picture touching on the war scene also has been focused on several recent releases. Singled out are "Waterloo Bridge," "Four Sons," "Confessions of a Nazi Spy" and "Reunion of the Blues."

Several exchanges have been seen by exhibitors charging the war clips from newswires before shipment. Many are known to have mentioned the film upon their arrival in sections where the resentment is abnormal.

Mpls. Viewpoint
Minneapolis, June 18.

The amusement industry public (Continued on page 47)

SCHAEFER'S CHECKUP, BUT NOTHING SERIOUS
George J. Schaefer spent the weekend in Medical Center hospital, N. Y., getting a couple days' checkup as he described it adding it was "nothing serious." He was back in his office at RKO Monday morning (17) to keep appointments.

For some time Schaefer has been content on the go, making trips to the Coast lining up studio and producing men for the 1946 season. Additionally, there has been the strain of defense plans in connection with the U. S. anti-trust suit and the Neely bill, plus the company's recent sales convention.

Joe Bryan, III, of SEP, May Go With Goldwyn

Sam Goldwyn, who long had Merritt Hulthard, late Sotterop executive, as one of his executive assistants, has been told that he is similar spot. Latter days the SEP this week to devote himself exclusively to writing and to complete a play on the circus.

Knopf Leaves Goldwyn
Hollywood June 18

Edwin Knopf, production executive for Columbia Goldwyn, who left July, checked off the lot after a friendly settlement of his contract with the company and no production plan for the summer.

METRO'S BITTER SWEET
Metro is bracketing Jeanette MacDonald, Nelson Eddy and director W. S. Van Dyke for their fourth picture together, "Nelson Eddy's Bitter Sweet."

Victor Saville is producer.

LOU LORAIN'S NEW
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DON'T WANT 'EM IN THE THEATRES

Other Sectors Crave More Newswire War Stuff—Proved Good Bonafide Lure

POISON ON COAST

Los Angeles, June 18.

Theatre managers throughout this sector are being deluged with complaints from patrons about horror scenes in newswires. By mail, phone and in person people are expressing themselves as opposed to the grim reminder of what they try to get away from when they go to the theatre.

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Fidler Defends His Americanism After Bunders Put Him in Middle

Degrees in Bliss

Radio performer was arguing with an agency executive about getting a substantial raise in his salary for next season. His present salary is \$2,000 a week. When asked how much more he wanted the performer said it would have to be \$1,000.

The agency man said that the best he could get for him would be \$500. The performer retorted that he wouldn't be happy if he got only \$2,500.

Well, the agency case rejected. If you're going to be unhappy, I'd rather have you in that state at \$2,000 than at \$2,500.

P. S.: He didn't get the raise.

Zig Elman May Lead Goodman Band From Tem or Permanently

Hollywood, June 18.

On concluding his current stand at Catalina Island, Benny Goodman heads for motion to undergo special treatment for malaria. He's expected to take a four-month layoff, turning over his band to Ziggy Elman, first trumpeter and vet with the band, so that his crew won't suffer financially while he's taking a cure.

Some talk he may retire permanently, but around \$500,000 in cash sold away.

WOOD ENDS DIRECTOR DEAL WITH GOLDWYN

Hollywood, June 18.

Sam Wood, head of the studio from a three-year director contract with Samuel Goldwyn, with two years still to run. Friendly parting was due to Goldwyn's current interest in the producing.

Director made only one picture, "Raffles," for Goldwyn. On loan to a Lerner, he played "Our Town" and is presently handling "Hangers of Fortune" for Paramount. Both Paramount and Warner are understood to have offered him assignments.

'DREAM BAND' FROLICS

Top Men Exercise Twice in Gaiety Bowl

A rarity in the band business, in public at least, is the "dream band" which last week (Friday) got together twice in the same day for jam sessions. Composed of some of the most experienced musicians in the country, the group upset a heavy crowd at the first show at the Apollo theatre, N. Y., in honor of one-time player, Coleman Hawkins.

Chief maestro was making his debut at this Harlem house and it was that evening on Martin Block's Make-Believe-Balloon recorded session that Hawkins, N. Y., momentarily replaced him.

Composed at the Apollo of Tommy Dorsey, Harry Bergrum, the "dream band" Jack Poney, John Kirby, Roy Eldridge, Pete Brown, Count Basie, Joe Marshall, Carmen Macrae, the outfit jammed "Lady Be Good" for more than 15 minutes without a letup. Harry James rushed in and one "Carmen Macrae" which he now uses as a theme for his band.

Later that evening the group, uncharacteristic, except for the absence of Basie, Marshall, and Macrae, played one untitled jam bit for an audience of 15 minutes and one "Carmen Macrae" which he now uses as a theme for his band.

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Hollywood, June 18. Jimmie Fidler, newspaper columnist, air commentator and ex-marine, stepped out into the middle of the ring and swung lefts and rights at leftists and rightists to demonstrate his Americanism, which has been called into question as result of the garbling of his recent criticisms against certain Hollywood pictures.

The ruckus started when Fidler caused the flood of anti-Nazi films and warned producers against stirring up international hatred. His interludes were quoted only in part by Hermann Scherwin, head booker, to the detriment of the picture industry, leaving out clauses which would give the complete quote a different meaning.

In Fidler's maw, which appears in 149 American newspapers tomorrow (Wed.), he says:

"Some of my recent protests against the production of anti-Nazi pictures have been misinterpreted and I want to take this space and your time to make myself clear."

"I am not pro-Nazi. I enlisted as a U. S. Marine in the last war; I'll (Continued on page 47)

Kate Smith-Ted Collins' 'Laffs Only' Program

Ted Collins' recent decision not to do any more heavy emotional dramatic pieces on the Kate Smith Friday night series brought about friction last week with 20th Century-Fox, with whom he has an agreement to do adaptations of the current releases. Particular issue was the studio's "Four Sons," which (Continued on page 12)

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1940-41 Production in Hollywood

Going Through Per Schedule; Any
Revise, Due to War, Etc., Up to N.Y.

Hollywood, June 18. Production picture of Hollywood is entirely in the hands of New York home offices. With respect to the new situation and recent developments, picture companies claim that fore-sight on the possible European situation caused an adjustment of their programs to cope with the condition, and consequently figures they will make the product announced for the new season.

However, at the same time, they fear there is cutting back on the work that will be turned out, due to the war situation, as production plans might be changed, and the picture business, time, depending entirely on "own situation," and also on results that picture companies are getting at the boxoffice. Paramount has announced 44 features for the season, of which 26 will be made by the studio and 18 by Harry Sherman—including six Hesloping War pictures—the balance by outside producers. This compares with no war picture or anti-Nazi films on the slate.

RKO announced 53 productions, and also is ducking the war and Nazi elements. It is also and 30th-Fox intend going through their current schedule, even though both have announced on their 1939-40 calendar war element pictures and may have one or two on the new schedule.

United Artists producers are planning to deliver around 11 or 12 pictures in the first half of the season, and will go through with announced convention program, if nothing drastic happens on the war situation.

Monogram will go for 30 features this year claiming that, on account of the war, it can expect an economic market return.

All studios are awaiting clarification of the European situation with respect to story types for use on the new program where films have not started.

As to "Censor" As to the censor department, studios say they are not producing anything at New York home offices direct because otherwise they say they have been unable to derive from the initial setup for the year.

On the other hand, reports here are to the effect that no one knows just what they will be able to make. They feel production will have to be consistent on the Government's position in world affairs and the use of the Government's power to make of the industry. Secondly, they believe the boxoffice is also an important factor.

Producers feel that, should the people want quality pictures and away from the "B" picture, there may be a modification of all company schedules to come in line with general requirements.

Also should there be any general slacking at the boxoffice, it is figured that of the movies which are to be five first runs, there may be a likelihood of shortage of quality production, which possibly might lead to closing of theatres in these locales on account of a shortage of product.

WANGER PILL CLOSES
STUDIO TILL AUGUST

Hollywood, June 18. Completion of Walter Wanger's two pictures, "Foreign Correspondent" and "The Lady in the Lake," threw more than 100 technicians and craftsmen out of work at the Paramount studio where production will remain at a standstill until August. First of the pictures to be made by James Ramsey Hinkle, Bronson Productions' "Pot of Gold," and "The Lady in the Lake," is to start another picture until autumn. Wanger has not decided on a bid for his next picture, the title "Sol LeWitt-Ernest Lubitsch" combination has not even decided on a story.

BRIGGS BACK IN N.Y.

O. Henry Briggs, president of Paramount Pictures, N. Y., and Pathe Labs in California, arrived back in N. Y. Monday (17) from a 10-day visit to the Coast. Briggs made the trip back to Chicago by motor, driving from Los Angeles, Cal. in less than four days. Took train from there east.

Indian Sign?

Two dublins, discussing industry trends and effects of the war situation, wound up with this summation: "The war with that guy is that he was born under the sign of a theatre marquee," one opined.

Kranz-McEvoy's
New National
Distrib Setup

Preparing to establish its own exchange across the country, another nationally-organized distributing company, along the lines of Monogram and Republic (not members of the MPAA), is being formed. It is the project of formation, its nucleus is Selmet Attractions, Inc., an independent exhibitor, now controlled by Charles Kranz, president, and including other showmen from distribution and theatre operation who are well known.

In laying plans for a countrywide distribution, E. L. McEvoy, who recently joined as a sales executive with RKO, and George Jeffrey, Monogram's exhibitor, are combining with Kranz and associates in Selmet. McEvoy will hold the title of v.p. and general sales manager, while Jeffrey, who comes in as assistant general manager, is also secretary.

In addition to Kranz, whose long experience in the business includes production and distribution, majority in sales, the Selmet company also includes Joe Plumbert as v.p. Associated with Kranz in indie distribution, Plumbert's background encompasses many years of theatre operation and play production. Albert O. Bondy, treasurer, has been in distribution over 30 years.

McEvoy and Jeffrey will meet with the first leg of a trip to organize exchanges in key points. The company will differ from Monogram and Republic in that it will operate its own business.

TOUGH OLD MOON

Hollywood, June 18. "Moon Over Burma" failed to live above its script trouble at Paramount, and was postponed for re-writing until June 26. Dorothy Lamour heads the cast. Louis King directing.

Protest Sur on 42nd Street Theatres
Is Unwarranted; Kids Playing Hockey

Billy Brandt (Brandt Bros.) who, with his brother, C. C. Cohen, owns the Western 42nd street (N. Y.) actor, summed at some \$10,000 the cost of the protest, according to a statement made by George Hayden, Board of Education attendance superintendent for the west side of Manhattan, that the 42nd street theatre are "big houses" for undesirable children, and that the large number of children, whether the education department official means business or play, is a real side of that that's too sweeping an indictment of theatre just because kids play hockey from school.

It's now the violation of the Jitterbug act, lured by the billboard signs at the Broadway Paramount and Strand Theatres. In other words, may be cutting classes during school hours to take in a theatre. However, prior to the raid last week when some 60 youngsters were summoned among the Broadway Paramount and Strand Theatres, the Education Board first went after the 42nd street theatres.

Brandt has registered a formal

Million for 'Cautious'

Hollywood, June 18. Addition of another million to other scenes to Bill Roach's "Captain Caesar" caused the budget to be topped this morning at \$1,000,000.

Picture originally slated for completion in 60 days, has been shortened 12 days overtime and is still in production.

BISTRO FILMS
WORRY PA. B.O.

Philadelphia, June 18. Update exhibitors are up in arms over a new move in their business—competition of 16 mm. films in taprooms and cafes.

Lodges and social clubs have also installed the 16 mm. projectors to further add to exhibitors' woes. In Lancaster, a cafe has gone to the extent of putting one-shooters all over town advertising the film attractions at the cafe, featuring a special admission with a fee admission charge.

The theatre men have complained to the effect of the various municipalities charging that the rules violated the State Liquor laws that prohibit the sale of liquor in places showing motion pictures. Complaints have also been filed with the various heads of the projectionists unions on the contention that operators of the 16 mm. machines were un-union.

DETROIT FIGHTS RAN
ON BRIGHT MARQUEES

Detroit, June 18. Pleading that Detroit would resemble a relic of the gilded age and that theatre owners would lose \$25,000 if they have to alter lighting arrangements in front of their houses, three chains here are fighting the new traffic sign ordinance.

The ordinance bans red and fluorescent signs from theatres, which would hit the cinema hard. Signs must be located at important intersections where there are traffic lights. They have been joined in their fight by Mayor Edward J. Kelly, who urged the Council to give the cause a hearing and said he would veto the ordinance.

Alleges against them are the police officials and reports which claim that too many red lights in advertising signs have caused a traffic danger signal, and that brightly-lighted marquees deal attention to the Council to give the resulting in added accidents and fatalities.

Like other city in the country has a strict ordinance like that, Thomas McGuire, representing the Co-Operative Theatres, threatened to sue New York's Broadway without litigation. This would put Detroit back in the last century.

Odium Discloses He First Proposed
Divorcement for RKO; Fees' Battle

Celluloid Encore

Hollywood, June 18. Trepan and Brink, colleagues rivals on the gridiron, are into a clutch as dramatic elements in "Tenderly's" Horne, which kicks off July 10 at the West Coast production at 20th-Fox. Football fans are due to play before the cameras in a game showing what becomes of college athletes when they leave the ivory tower to look for work. Irving Cummings, Jr., and Bill Connelton, Jr., are doing the script.

Biz 5% Ahead
Of Last Year,
Says Balaban

Stating that domestic theatre business of the year is about 5% ahead of a year ago, Barney Balaban, president of Paramount, told the annual stockholders meeting yesterday (Tuesday) that earnings for the second quarter were running very substantially ahead of the same 1939 period and were approaching the 1938 level. He pointed out that this year, Balaban would raise remission of the foreign situation as it affects revenue and are the greatest present hope in an improved domestic market.

Approximately 4,320,000 shares of all types of stock or 74% were represented in voting a new board of directors. The new board was re-elected for one year. These are: Neil P. Agnew, Barney Balaban, Charles Chaplin, V. Frank Furman, Harvey D. Glavin, A. Conger Goodyear, Stanton Glantz, Duncan G. Harris, George H. Harbo, E. W. Hicks, Jr., Austin C. Keough, E. V. McClintock, Maurice Newman, E. V. Maltby, Newell W. Ward and Adolph Zukor.

Balaban and other Par officers faced virtually no serious opposition. Most shareholders present being thoroughly satisfied with progress made by the company, Balaban in view of that the Paramount stockholders' meeting was held in "good conditions." Point stressed by Balaban was that the corporation is following a program of expansion and reduction of debt structure as well as adopting wise and essential economies while improving its product.

Paramount's program of debt reduction (Continued on page 10)

Floyd B. Odium, president of the Atlas Corp., propounder of the plan of reorganization of RKO, disclosed a sensational claim to a group hearing before Judge William Byrd of the U. S. District Court in New York (Tuesday), when he told the court while defending Odium requests he disclosed that he first proposed to divorce production from exhibition of the Government-owned RKO in 1935, but he had been forced through administrative inaction to resign the plan. Odium enlarged on the statement at the conclusion of the morning session of the court by declaring that he had sought to organize two separate companies, feeling that each company, working separately, would be more profitable.

They are two separate and distinct businesses, he said, and he had separate problems of management. In the present system, one branch department is run by one man, he said on their merits. The reason the plan was disregarded was that quarterly income objected to in the company, and the rest of the industry was against it. One company should be free to purchase film releases and another company should be free to distribute them. He should accordingly buy a picture outright except through its merit.

The remarks of the Atlas president had followed the testimony of Odium on claims for allowances and disbursements filed by attorneys in connection with the RKO reorganization. Odium had been recalled by Hamilton C. Kirkpatrick, attorney for the RKO, who requested \$75,000 in disbursements for the RKO reorganization stock as compensation.

All applications had been attacked at the outset by Thomas K. Finletter, newly hired RKO counsel, who testified that the \$200,000 ceiling placed on allowances by Marjorie Gladue, of the RKO, was too high. Approximate allowances for the RKO stock were approximately \$1,000,000 in fees.

Finletter went down the line on the applications telling which he felt should be reduced, and which disbursements he felt should be reduced. He told the court that he will be brief in which he will recommend that the RKO stock be sold at a price which will result in a profit of his arguments were that while many of the fees asked were reasonable, many were excessive. He said the company simply could not afford to pay. He told of the cash balance of the RKO, which he said had indicated, pointing out reserves were only \$77,000, and that if forced to pay for the RKO stock, the RKO stock would be in bankruptcy soon.

Judge Byrd was not apparently much impressed with the testimony, and indicated that it would be a poor reorganization that the company back on the rocks immediately.

Finletter also told the court that the European situation was causing a great deal more worry to RKO than the current one, and the results of the current one in art, and trouble to the picture subsidiary, and negative advances of cash from the parent company, which it was not have, if too much was paid in legal fees.

ACTOR APPEAL JOINING
CANADIAN AIR FORCE

Stephen Kerr Appleby, English-born legit actor, leaves the act and goes to join the Canadian air force. He is a member of the Canadian Air Force. He is the husband of actress, who is a legit actress. He is a member of the Canadian Air Force. He is the husband of actress, who is a legit actress.

He has appeared in a number of Broadway shows. Since the outbreak of the war, he had told friends he was joining the British intelligence service in the U. S.

SUZIE IN AIR DEATH

Recent death of actress Suzie Carroll, head of Paramount-Norwest-Norwest's local office, resulted in a \$400,000 suit by her widow, Elaine M. Carroll, against the Vultee Aircraft Co. Plaintiff charges that negligence caused the crash in which her husband was killed May 8.

Other News Pertaining to Pictures

...music's anti-control idea	Page 12
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Incidentally, Wallace's new chatterbox was the rare and a new story building erected by Cohn, who had been issued from Schulte Realty Co. Wallace's new office built in 1930 at a cost of \$500,000 by the William B. Harris, the legit manager, where none was before. The house until 1929, when Mrs. Henry B. Harris sold it to H. H. Fraser, who then sold it to Wallace. It again called it Wallace's, not to be confused with the theatre. Wallace's new office was built on Broadway and 26th street in 1922. It was then known in 1913. The present Harris theatre was built on 43rd street of course stand for Sam Harris, on relation to the Harris house named.

U. S. Now Restraining Trade?

Film company attorneys who are working on the Government consent decree in the anti-trust suit are amazed by the account of a conversation which is said to have taken place this week between top executives of two of the major companies. One film press, who is a frequent correspondent for the service, was urging his less conspicuous competitor to join with those who favor the proposed pact.

"If you don't," he is alleged to have remarked, "I won't play any of your pictures in our theatre next season, and I will sue on it the next day."

The respondent telephoned his attorney after the meeting and demanded that the anti-trust suit against his fellow defendants in the pending action.

"And to make it legal," he said, "the Government, too, on a charge of conspiracy in restraint of trade."

Although Agreed on No Divorcement, Consent-Decree Terms Now Snagged On How to Anticipate Future Trends

Government and film company attorneys, currently engaged in drafting the consent decree which will govern the anti-trust action against eight major picture concerns, are having a difficult task with such parts of the order that will regulate through arbitration, the development and extension of the exhibition structure. Although divergence of theatre operations from producing and distributing activities has been abandoned by the Government as a condition of the decree, there are sharp differences of opinion over the provisions which will govern the building of new theatres to meet the normal expansion of the industry in coming years.

The frame of the decree's philosophy are discovering that the composition of a document, as sweeping in its purposes and as broad in its application as the consent order, will require a longer period for conference and trial editing than first believed when Judge Henry W. Goddard suspended the trial. N. Y. federal court has been adjourned until June 28, at which time the completed memorandum may be presented to Judge Goddard, although further adjournment is more than likely.

In discussions among legalists, who have been meeting regularly in conference rooms at the Bar Association, much of the discussion has centered on the probable effects of an iron-bound court order which the industry will live under. Amendments and revisions are possible, although not probable.

Strangely enough, emphasize that the lawyers shall promulgate consent and development of the industry has been made by Government attorneys. In their hands are data which have been compiled over a number of years indicating the growth of the film industry through the country. The figures in the information deals with the "trust" condition in the exhibition field during the last 10 years.

No Expanded Proviso
A contributing factor, of course, has been the stipulation entered into last year, upon which the anti-trust suit was filed, that none of the defendant companies owning the production, exhibition or distribution rights should acquire additional houses pending outcome of the anti-trust stipulation was made by the Government and the larger independent theatre chains also used under the Sherman act. Latter in the Griffith enterprises and Schick.

There has been laid before the executives certain chart bearing out the fact that within the present period of theatre expansion and building took place in the early twenties the exhibition industry virtually reacted negatively by 1930. In the past decade the population of the country has increased to 150,000,000 and although there has been no theatre building, it has scarcely kept

(Continued on page 19)

Freeman's Quickie East

Y. Frank Freeman will return to the Coast the end of this week after business in New York on production of the anti-trust case.

He got in Monday (17) in time for the annual stockholders' meeting of the United Artists, accompanied by Mrs. Freeman.

WAR'S DIRE B.O. EFFECT AS 2 WEEKS

Capped by a weekend (15-16) that is described as "brutal" throughout the entire country, the first two weeks of June has brought theatre receipts down alarmingly and without regard to local manufacturing or other conditions. In the absence of a complete audit, indications are that the month of May is reported to have been off 5 to 10%, the dip being held to that when the whole country is averaged up because of a great amount of rain, coolish weather and hay hysteria that was not quite as pronounced as it has been since June 1, though causing marked disturbance. However, in May while the movie average ran 5.165 compared with the same month in 1939, some sections of the country were away under normal, others being in better enough shape to hold the general dip from a worse level.

The general average for movie operators, chain as well as independent, seems to be that aside from local conditions, such as weather, economic problems, unemployment, etc. there has been too big a show on the air and in the theatre.

Theatres are beginning to close in various parts of the country, notably the warmer states and operators state the number shuttering for the summer may be the highest ever if results do not improve and there is a sufficient supply of stock.

(Continued on page 19)

Ch Censors Ban Baby Pic Made With U.S. Coin

Chicago, June 18.—Pare Lorentz production of "Fist for Life" made for the U. S. Film Corp. has been banned by the Chicago Council Board due, in an official pronouncement, to its subversive content.

Columbia Pictures, distrib. and the Civil Liberties Union have gone to court to challenge the release from this ban. Chicago reportedly is the only city banning the flicker.

PIX SELLING FOR '40-4 CARRIES ON

Neither Production Schedules Nor Merchandising Will Be Subjected to Any Suspension Pending Details of Gov't Decree

NO QUICK MATTER

Neither production schedules nor the business of selling the 1940-41 product will be placed in a state of suspension, in anticipation of a consent decree which might change the entire course of the industry in both branches, as well as in the respective buying, selling, policies, etc.

While an early settlement of the U. S. anti-trust suit is hoped for, the industry is not to be relieved from uncertainties, considerable concern over the all sides in advance of any definite consent decree. Distributors are among those who cannot predict one way or another just what is going to happen, whether film will have to be marketed differently, etc.

The matter of trying to secure some basis for a satisfactory settlement of the anti-trust case, sales managers are in no position to gauge present activities in line with probabilities under a consent decree.

All kinds of predictions are being made, including that there may not be a settlement of the suit because unreasonable concessions may be demanded of the film companies, and that the industry will not agree to any such terms.

The matter of trying to secure some basis for a satisfactory settlement of the anti-trust case, sales managers are in no position to gauge present activities in line with probabilities under a consent decree.

William F. Rodgers, general sales manager of Metro who marshaled troops in the drafting of a trade practices code that ultimately was rejected, declares that his company is going ahead to sell in the usual manner. Metro has been in no great hurry to negotiate 1940-41 deals, but now, according to Rodgers, as well as other distributor leaders are waiting on lawyers and developments in connection with the Government suit but, meantime, are not thinking of holding off on sales.

Most of the companies have already closed a representative number of contracts for 1940-41, some (Continued on page 14)

RKO'S BIG-COST, LONG-TIE PIX

Hollywood, June 18.—Undertaken here that RKO home office execs are alarmed over mounting cost of several pictures in which the studio is producing. "Dance, Girl, Dance," "Luckey Partners," and "They Knew What They Wanted."

"Dance" and "Partners" have been running over 50 days and the end is not yet in sight. George J. Schaefer is expected to make a fast trip west to speed up their completion.

Writer 10-day deal
Hollywood, June 18.—Orron Welles gets 104 day "leave" for the filming of "Citizen Kane," which is scheduled to start in the longest shooting schedule on the lot since "Gunga Din."

In addition to his producing chores, Welles functions as director, writer and actor.

U.S. Hopes Straight 10% Amus. Tax Will Bring In Nearly \$100,000,000; Trade Calls That Estimate Absurd

Sweet-Tooth Checkup

Philadelphia, June 18.—Managers of picture houses anxious to find out how much their competitors are doing have found a new source of information.

By slipping a buck to the guys that collect the tickets from the candy vending machines they can find out how much candy was sold at their rival's houses. Comparing it with the amount sold in his own theatre, the manager can get a pretty good idea how much his other guy did.

FILM BIZ'S WAR RELIEF VIA HAYS ORG.

With almost all the European powers now seeking funds in the U. S. and soliciting contributions from the different picture companies, Hays office directors undoubtedly will take up the matter of these appeals. The quarterly directors meeting scheduled for today (Wednesday). While sympathetic with these appeals, particularly for Red Cross and refugee relief, advance force is that the entire matter will be left for the Hays office to handle.

Likely that each company will be asked to contribute a certain amount, each firm obtaining its share of the money sought. Either this procedure will be followed or each company may set aside a certain amount for each of the war refugee funds, the Hays office to handle its distribution.

George J. Schaefer, just named chairman of the film division for the New York drive of the Queens Welfare Helms Fund, seeking \$2,000,000 for Netherlands refugees, is understood to have brought the matter to a head for all picture companies. For all American charities and campaigns, the picture companies refer solicitors to the MPFPA for check and action.

Social Relief Funds
Having no thought of any direct amalgamation, the Associated Motion Picture Advertisers and the Film Associates are holding discussions with a view to determining how they can cooperate in setting up a general relief fund for the industry. It would be somewhat along lines of the M. P. Relief Fund on the Coast. AMPA, of which Leon Bamberger is chairman, has already established an advertising men, while Film Associates takes in film salesmen in the New York exchange. Jack Quinn, of RKO, is its president. Pioneers is headed by Jack Cobb.

Film executives are a very substantial fund of its own for the benefit of film salesmen. FA also has extensive facilities in distribution with deals with the N. Y. exchanges.

Grable Subs For Ailing Faye in 'Argentine Way'

Hollywood, June 18.—Continued illness of Alice Faye brought Betty Grable into the limelight of "Down Argentine Way" at 20th-Fox. Alice Faye will require a month to recuperate from her recent operation.

Harry Brown produces and Irving Cummings directs the picture, slated to start June 24.

Washington, June 18.—Patrons of every one of the nation's 11,000 theatre houses will be tapped to help pay the cost of bolstering the United States defenses against a dictatorial thrust from abroad. Present 10% levy on all admissions over 40c—which touches only the deluxe first-run houses—was revived by the Senate Finance Committee Saturday (18), more or less in accord with ideas suggested by Charles C. Pettibone, general counsel of the Motion Picture Producers and Distributors of America, in order to make the burden fairer as well as bring more cash into the Federal treasury.

New formulas were ratified by the Senate Monday (17) with little fanfare. The 10% levy on admissions over 40c was approved by Senate Finance Committee Leader Charles McNary, wondering why tobacco tax increase voted by House was dropped when the admissions scale was broadened, but there was no objection to the schedule being applied to every damn show over 40c.

The emergency revenue measure, which was passed by the House on Wednesday (18) night and already has House approval, imposes taxes on every movie show over 40c. It is expected to jump the yield from admissions from around \$100,000,000 annually to over \$200 million. The 10% impost was started at 41c to the vicinity of \$100,000,000. The House bill would raise the starting point to 30c—was claimed to be a source for an admission tax was dropped when the admissions scale was broadened, but there was no objection to the schedule being applied to every damn show over 40c.

Warrior is expected, the action of the Senate committee will partly disarm critics. Yelps cannot be removed entirely from the tax on free licks to fork over to Uncle Sam. But in this instance, the House bill would raise the starting point to 30c—was claimed to be a source for an admission tax was dropped when the admissions scale was broadened, but there was no objection to the schedule being applied to every damn show over 40c.

Formula is under 8c, no levy; 10 to 18c, tax of 1c; 20c to 24c; 25 to 28c, tax of 3c; 31 to 40c, tax of 4c; above 40c, the present 10% duty. This scheme goes further than Pettibone's. Outlining a revision that he declared would bring in \$200,000,000, the Hays organization attorney proposed a schedule with a 1c tax on admissions from 10 to 25c, a 3c tax between 26 and 40c and a 10% tax on 41c and up.

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Indies Adv They Would Bear Brunt of New Tax

Revision of the amusement tax law in the coming year, which would pay the expense of putting the Army and Navy in shape to be able that Americans have a chance to go making money. But some complaint may be heard inasmuch as the new scheme would be adopted in order to prevent raising certain tobacco levies, which the movie industry has already paid already are sufficiently steep.

This is predicated on the angle that the theatres of the major chains are in a competition with the small theatres, whereas a vast majority of the indies are operating at lower scales and are in a competition with the small theatres. There are no film theatres operating at less than a dime show in the country, with the exception of Washington that the exemption might be brought lower than 20c, which would mean that the small theatres or distributor sources indicated that (Continued on page 19)

Clark Succeeds to Peacock's L.A. Par Berth; Theatre-Exchange Shorts

the press boys, and so even public liability insurance was out of the question.

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feature pictures... 6 swell
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to be spent on Super-Entertainment. An
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PREVIEW!

¹"Orchids to 'Mortal Storm'."

—WALTER WINCHELL,
Nationwide Columnist

"STANDOUT FILM WHOSE STORY, DIRECTION AND ACTING LABEL IT FOR B.O. TRIUMPHS EVERYWHERE... This film must be seen by every American... It is 'must' for circuits, indie houses, and the public... It is superb entertainment, decidedly one of the resounding pictures of this or any other year. Magnificently directed by Frank Borzage, pulsating with dramatic power, and played up to the hilt by a transcendently skillful cast, it will electrify audiences wherever it is shown... Appears destined to take its place among the immortal photoplays."

—FILM DAILY

"A fine picture."

—ED SULLIVAN,
Nationwide Columnist

"Vivid and strong. Filled with potential audience impact."

—MOTION PICTURE DAILY

"A film bomb... Will be enthusiastically received... A script of rare craftsmanship... Frank Borzage has created one of his best directorial jobs... He has turned out a film that demands universal screening in American theatres."

—VARIETY

"Powerful drama, skillfully presented. Margaret Sullavan and James Stewart should go straight to your heart and tear-ducts."

—HARRIET O. PARSONS,
Los Angeles Examiner

"One of the strongest dramatic pictures issued during the year... Of engrossing interest... The performances one and all rise to an exceptional level."

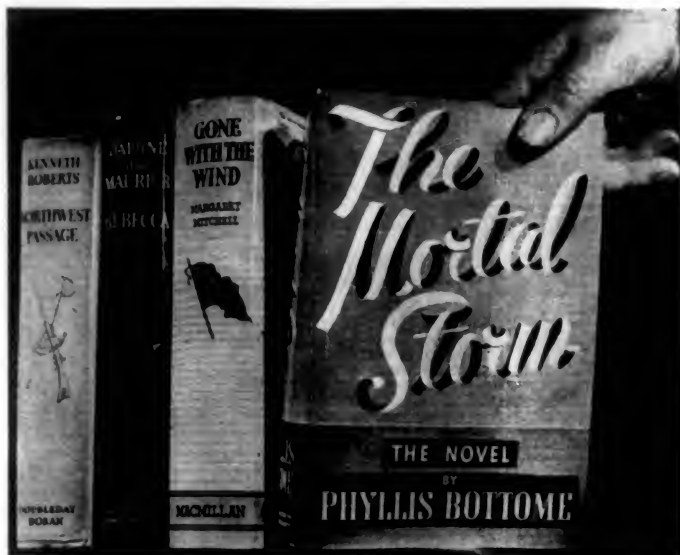
—EDWIN SCHALLERT,
Los Angeles Times

"Frank Borzage has carefully and faithfully transferred Phyllis Bottome's timely novel into a vivid, touching drama... Brilliant work by all the players... It is a beautiful thrilling production. M-G-M's Leo the Lion can well roar with pride."

—JIMMY STARR,
Los Angeles Herald Express

"Gripping! Beautifully made motion picture, and one that merits wide success... The performances are inspired. Among Frank Borzage's distinguished credits can be found no finer work."

—HOLLYWOOD REPORTER



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Screen Play by Stewart Kirk and Sam I. Miller • Music by Edith Wright • Adapted • A Warner Bros.-First National Picture

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TALE

PROGRAM	ACCOUNT	NETWORK	AIR TIME	COST
'Adventures of Ellery Queen'	Gold	CBS	Sun, 7:30-9	2.00
'Adventures of Sherlock Holmes'	Brown & Quinn	Blue	M, 9-9:30	2.00
'Aldrich Family'	Jello	Blue	Tues, 9-9:30	2.00
Fred Allen	Bristol-Myers	Red	W, 9-10	15.00
Don Ameche	Old Gold	Red	F, 10-10:30	2.00
'American Album'	Bayler	Red	Sun, 6:30-7	2.00
'Amos 'n' Andy'	Campbell Soup	CBS	M, 7-7:15	2.00
'An Evening With'	Wright	CBS	Sun, 6:30-7:30	2.00
Avalon Time	Brown & Wynn	Red	*W, 9:30-9	2.00
'Bottle of the Seven'	Molite	Red	Tues, 9-9:30	2.00
'Bret the Band'	Corn Kix	Red	Sun, 9:30-7	2.00
Bell Hour	Bell Telephone	Red	M, 8-8:30	2.00
Jack Brann	Jello	Blue	Sun, 7-7:30	2.00
Edgar Bronck	Chase & Sanborn	Red	Sun, 8-8:30	19.00
William Brodie	Quaker Oats	Red	Sat, 9:30-9:45	4.00
Ben Bernie	Amer. Tobacco	CBS	W, 8-8:30	2.00
'Blondie'	Camel's	CBS	M, 7:30-8	2.00
Major Bowes	Chrysler	CBS	Thurs, 9-10	10.00
Burns and Allen	Lehn & Fink	CBS	W, 7:30-8	2.00
Burns and Allen (Begin July 1, 1949)	George Horner	Red	M, 12:10-1	10.00
'Candid Camera'	E. L. de Puhl	Blue	Tues, 9-9:30	4.00
Cities Service Concerts	Cities Service	Red	F, 9-9	2.00
'Ash-In-Basket'	Colgate-Pal-Pet	CBS	Thurs, 8-8:30	2.00
Contented Program	Carnation Co.	Red	M, 10-10:30	2.00
Robert of Mining Heir	Ironated Yeast	CBS	Sat, 9:30-9:55	2.00
Bob Crosby	Camel's	Red	Tues, 10-10:30	15.00
Death Valley Days	Pease Cheese Buns	Red	Sat, 9:30-10	1.00
Dr. Charles	Vaniline Products	CBS	W, 9:30-9:55	2.00
Dr. L. Q.	Mars, Inc.	Red	M, 9-9:30	2.00
Easy Aces	Amerin	Blue	Tu, W, Th, 7-7:15	2.00
Edgar Allan Poe	Drews	Red	Tues, 11:15-12	2.00
'First Frighter'	Campusa Sales	CBS	*F, 9:30-10	2.00
Fish Bandwagons	F. W. Fisher	Red	Sun, 7:30-8	15.00
Frank Sinatra	Inter. Silver	CBS	Sun, 9-10	2.00
'Fun in Print'	Inter. Silver	CBS	Sun, 6-6:30	2.00
Good Hunters	Colgate-Pal-Pet	Red	Sat, 8-8:30	2.00
Good News	Maxwell House	CBS	Thurs, 9-9:30	2.00
Good Will News	Ironated Yeast	Blue	Sun, 10-11	2.00
Grand Central Station	Listerine	CBS	F, 9:30-10	2.00
Grand Old Opry	Carnegie Hall	Red	Sat, 10:30-11	2.00
Greatest Club	Corn Kix	Red	Sun, 9:30-7	2.00
Edwin C. Hill	Amer. Oil	CBS	M-F, 6:05-6:15	2.00
Hobby Lobby	Fels	Blue	Sat, 5-5:10	2.00
Hollywood Playhouse	Andrew Jergens	Blue	W, 8-8:30	2.00
Red Hops	Peppermint	CBS	Tues, 10-10:30	2.00
Heda Hopper	Gold W. F. 6:15-6:30	Red	Tues, 10-10:30	9.00
Howard and Beetham	U. S. Tobacco	CBS	M, 9:30-9:55	2.00
I Love a Mystery	Fleischmann's Yeast	Red	M-F, 7:15-7:30	2.00
Information, Please	Canada Dry Ginger Ale	Red	Sun, 9-9:30	2.00
George Jessel	Vitalis	Red	Thurs, 8-8:30	2.00
Johnny Preston	Phillip Morris	CBS	F, 9:30-9	2.00
Suzanne Keane	P. Lottiford	Red	M, 8-8:30	2.00
Warren Keane	Colgate-Pal-Pet	CBS	M, 9:30-9:55	2.00
Kraft Music Hall	Kraft-Phenix Cheese	Red	Thurs, 10-11	11.50
Kay Kyser	Loekies	Red	W, 10-11	2.00
Gay LeBlond	Lady Beary	Red	Sun, 9-9:30	2.00
Lam and Abner	Potomac	Red	M, W, F, 7:15-7:30	2.00
Luz Radio Theatre	Laz	CBS	M, 9-10	15.00
Fisher Price and Betty	S. Johnson	Red	Sat, 8:30-9	2.00
Manhattan Merry-Go-Round	Dr. Lynn's Toothpaste	Red	Sun, 9-9:30	2.00
Metropolitan Auditions	Sherrin-Williams	Blue	Sun, 5:30-6	2.00
Glenn Miller	Dr. W. F. 10-10:15	Red	Sun, 10-11	1.50
Mr. District Attorney	Vitalis	Red	Thurs, 8-8:30	2.00
Mr. District Attorney	Peppermint	Blue	Sun, 7:30-8	2.00
Mr. K. K. Brown of Last Person	Pyralis	Red	Tu, W, F, 10-10:15	2.00
Manhattan Americans	Westinghouse	Blue	Thurs, 8-8:30	2.00
Musical Game	Phillip Morris	CBS	Sun, 9:30-9:55	2.00
One Man's Family	Leader and Fox	Red	Tu, W, F, 10-10:15	2.00
Parker Family	Andrew Jergens	Blue	Sun, 9:15-9:30	1.00
Al Pearce	Dole Pineapple	CBS	*W, 8-8:30	2.00
Al Pearce	Campbell Soup	Red	F, 7:30-8	2.00
Joe Penner	Ward Baking	Blue	Thurs, 9:30-9	2.00
Plantation Party	Brown & Wynn	Red	W, 9:30-9	2.00
'Pet of Goldfish'	Teel, Drees	Blue	Tues, 9:30-9	2.00
'Prof. Qn'	Teel, Drees	Blue	Tues, 9:30-10	2.00
'Quicktaker'	Tumt	Blue	*W, 9:30-9	2.00
Irma Rie	Welch Grain & Feeds	Red	F, 9:30-9:45	2.00
Tommy Rigg	Quaker Oats	Red	F, 10-10:11	9.00
Robert Ripley	Nehi Corp.	CBS	*F, 8-8:30	2.00
Ed Roberts	Rice	Red	Sun, 8-8:30	2.00
Caron Robinson	Musette	Blue	F, 9:30-8	2.00
Lanny Ross	Fransco-Amer. Spaghetti	CBS	M-F, 7:15-7:30	2.00
Roberta Wright Serenade	Pet Milk	Red	Sat, 9:45-10:15	12.00
Seren Galt	G. L. & W. Coal	Mutual	F, 9-9:30	2.00
'Serenad Husband'	Bayler	CBS	Tues, 7:30-9	2.00
Shirley Temple	Dr. L. & W. Coal	Mutual	Sun, 5:30-6	2.00
'Show Boat'	Brown & Wynn	Red	F, 9-9:30	2.00
Silver Theatre	Inter. Silver	Red	*Sun, 8-8:30	2.00
Ed Sullivan	Condensation Baking	CBS	Sat, 7:30-8	2.00
Kate Smith	Grape Nut	Red	F, 8-8:30	2.00
Paul Spaulding	Gen. Electric	Red	Sun, 10-10:30	2.00
Strand of Songs	Colgate-Pal-Pet	CBS	Thurs, 9:30-9:55	2.00
Singing Meeting Concerts	Frederick Ties & Rubber	Red	F, 9-10	10.00
Raymond Grant Swing	Gen. Cigar	CBS	M, F, 10-10:30	2.00
'Take It or Leave It'	Eversham	CBS	Sun, 10-10:30	1.00
Alvin Teller	Alvin Teller	Blue	Sat, 10:10-11	2.00
Texaco Star Theatre	Texaco Co.	Red	W, 9-10	10.00
Lorett Thomas	Sun Oil	Red	*F, 6-6:15	2.00
Thru the Window	Stane	Red	Thurs, 9:30-9	2.00
True or False	J. B. Williams	Blue	M, 9:30-9	2.00
Truth and Consequences	Ivory Soap	CBS	Sat, 9:45-10:15	2.00
Tune Up	Chatterbox	Red	F, 9:30-10	2.00
'Uncle Walter's Dog House'	Brown & Wynn	Red	Tues, 10-10:11	1.00
Valley Valley	Sensation	Red	Thurs, 9:30-10	19.00
'What's the News'	Frederick Ties & Rubber	Red	M, 9-9:30	2.00
'Yes Pop'	Penn Tobacco	CBS	Tues, 7:30-8	2.00
'Watts Time'	Phillips Chem	Red	F, 9-9:30	2.00
Fred Warlock	Chatterbox	Red	M-F, 7-7:15	12.00
W. C. Williams	Chatterbox	Red	Tues, 8-8:30	13.00
We, the People	Sanka	CBS	M, 9-9:30	2.00
Orson Welles	Campbell Soup	CBS	*Sun, 8-8:55	0.60
'What's the News'	Oxydol	Red	F, 9:30-10	2.00
What's My Name	Oxydol	Red	F, 9:30-10	2.00
Walter Winchell	Andrew Jergens	Blue	Sun, 9-9:15	2.00
Your Hit Parade	Amer. Tobacco	CBS	Sat, 9-9:45	13.00
Youth vs. Age	Sigm's Luminant	CBS	Sat, 9-9:45	13.00

* Off the air.
† Depends on salaries of guest stars.

Montreal, June 18

Business on Canadian radio stations has registered increases ranging from 15% to as much as 30% in some spots in the Dominion during the first five months of 1946. Shadow of war has so far failed to affect commercial aspects adversely, with volume still going up.

Only sponsors who have left the air or may be obliged to shortly, are those who have been depending on materials manufactured in Europe which cannot be obtained elsewhere. In one or two instances sponsors may have discontinued advertising because of entire output being purchased by the government for military purposes. This may have accounted for a loss of less than 1% of total volume.

New series of quarter-hour programs for Mason Remedies (Ontario) scheduled to start over Canadian Marconi station CFXY this week. Mason Remedies will sponsor shows five times weekly.

'Romance in the News,' inside on
newspaper gathering associations and
methods whereby radio stations and
dailies are serviced, produced as a
sustainer by CFCF with Chris Ellis
spelling.

R. Gonthier (Vickers & Benson Agency) spotting a French-language war-time show entitled "On Guard" three times weekly over station CKAC for Catelli Macaroni. Authorized by Ed Beaudry, "On Guard" is aimed at advising those behind the front what they can do to help the men in the firing lines. Program is also intended as a guide to civilian activities in lining up ambulances, tanks, clothing, etc. and generally

Supersuds (Colgate-Palmolive-Peet) sponsoring British United Press newscast in French over station.

'Coeux Qu'on Aime' ('Those We Love'), Pond's French-language program, being taken over by Orange Crush for the summer months and again reverts to Pond sponsorship in the fall.

"Miss Trent's Children," weekly half-hour sustaining dramatic show on the CBC not for over a year, is now being waxed for Lever Bros. (Pearl Soap). Formerly directed by Rupert Caplan production is now being handled by Joe MacDougall.

Program going over 11 Canadian stations as a five-time weekly quarter-hour stanza. Cast originating various roles being retained for the recording, with show scheduled to run three to five years.

**R. R. Mead, Economist,
Confers With Shouse**

—

Cincinnati, June 18.

Dr. Richard Ramsey Mead, economist of the Wharton School of Finance, University of Pennsylvania was in conference here today with James D. Shouse, general manager of Crosley's broadcasting division.

Asked if the hurdle had to do with WLW's expanding market studies in key cities, Shouse said he might have an announcement to make later which 'would be a surprise in the industry.'

An expert in market and advertising economics, Dr. Mead has lectured and written much on those subjects. Shouse, also a keen student of merchandising, taught research methods at the University of Toledo before getting into the broadcasting field. They became acquainted during the FCC hearings on the WLW power case. Dr. Mead testified as to the effect of WLW's so-called super power, then 500,000 watts, on smaller mid-wave stations.

**Goodkind, Joice & Morgan
Has Dutch Candy Account**
Chicago, June 18.
Goodkind, Joice & Morgan agency
landed the Little Dutch Candy Mil
Corp. account.

Indicates that radio campaign will be started early in the fall.

Ottan agency, St. Louis, using radio newscasts for Betty Moton (Packard distribute).

Continued from page 1

any one night of the week was a

About the only program which cost has undergone a substantial boost this year is Jail-Of's Jack Benstana. As Benny's current season comes to a close the payroll for General Foods in this instance figures around \$14,000. Under Benny's contract it will be \$18,500 a week.

Fear's price has taken a steep rise. So has Alec Templeton's, "To My Arms" and that of "Information Please." Other big money acts he either remained in about the same brackets or taken reductions, with

Following is an estimate of cumulative costs of commercial network programs during a March week when such bankrolled broadcasting was at its peak:

Sunday	\$98,000
Monday	91,000
Tuesday	74,000
Wednesday	83,000
Thursday	82,000
Friday	32,000
Saturday	36,000

Total.....\$489,300
[See adjoining chart for commu-
nial program costs.]

Angel's New 3-Yr. Pac

James Rowland Angell, former president of Yale and NBC education counselor, has had his name

His salary is \$25,000 a year.

CURRENT RADIO PROMOTION

(1) **JUNE HYND'S GUEST BOOK**—Stick around NBC and eventually they'll get up a brochure about you. Miss Hynd is in Women's Activities Division. As reproduction suggests booklet opens outward with illusion of following pages conveyed by protruding flap.

(2) **WHEW MUSICAL CLOCK**—As a novel attention-getter New York station made a small, but practical, recording on miniature paraboloid disc.

(3) **HUMAN NATURE IN ACTION**—Leaflet for selective mailing prepared by NBC to call attention to its Harold Lawwell educational series.

(4) **GALLANT AMERICAN WOMEN**—One of the "public interest" programs of NBC was subtitled in a huge parchment-like (ragpaper?) handbill with fancy type faces.

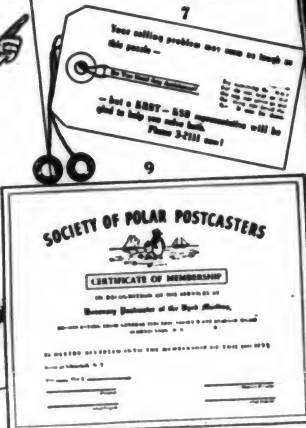
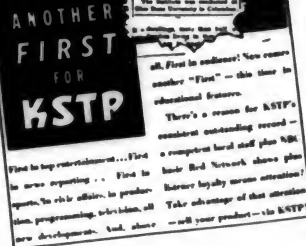
(5) **"BOMB OF OUR BEST PEOPLE GET UP EARLY"**—The comic touch to emphasize availability of musical clock stuff on WABC, New York. Also used in trade papers.

(6) **THE QUESTION IS?**—Part of copy used in trade papers by CBS, later used as front cover of brochure. Typical sample of dramatic illustration with tinge of whimsy.

(7) **PUZZLE**—Cover! KRNT-KSO recently sent this inexpensive gag-a-lindner to time-buyers.

(8) **SALES TALKS**—This KSTP, St. Paul, printed letter (with red display borders) is fairly typical of output of many stations.

(9) **SOCIETY OF POLAR POSTMEN**—This is a membership acroll sent out by General Electric in connection with the promotion of its regular shortwave broadcasts to Admiral Byrd party at South Pole.



Walter O'Keefe Loses Action Based On Packard Air Cancellation In 1938

Walter O'Keefe's \$68,150 suit against Young & Rubicam, Inc., was dismissed Friday (14) by N. Y. Supreme court Justice John E. McGoheen. Action was tried last month.

O'Keefe claimed breach of contract, asserting he was hired for 22 weeks on Jan. 4, 1938, starting at \$4,000 weekly until March 1, when his salary was to drop to \$3,150 weekly until May 31. It was claimed the defendant breached the contract on March 1 by discharging O'Keefe.

In his opinion, Justice McGoheen declared, "The evidence manifestly establishes that business conditions beyond the control of the Packard Motor Car Co. caused the discontinuance of the broadcasts, and that such discontinuance was within the contemplation of the contracting parties at the time of the execution of the contract, and is adequately excused in the contract. The liability on part of the defendant ceased on March 22, 1938, and judgment should be awarded the defendant. The plaintiff may have 60 days to appeal."

O'Keefe was hired on behalf of the Packard Motor Car Co., which cancelled on March 1, due to a decrease in business in the car industry.

Carol Irwin's Tour

Carol Irwin, Young & Rubicam supervisor of daytime radio, leaves the end of this week on a tour of various cities where the agency has local live shows. Will be gone about two weeks, traveling by plane. Looks over the broadcasting programs in Philadelphia, Washington, Pittsburgh, Cleveland and Detroit, and the Columbia network in Chicago.

Won't go to the Coast, as the agency's office there looks after the shows out of Los Angeles and San Francisco.

No Time for Pain

Nelson Wadsworth, who writes the five-weekly serials "Our Day Sunday" and "Amanda of Honeytown Hill" as well as the weekly "Adventure in Reading," is trying to get far enough ahead with her scripping to take a few days off.

Has some trouble with her teeth, but hasn't been able to spare time for a toothache.

ALLOCATION MOVING DAY OCT. 1

Washington, June 18. Difficulty in taking care of all the engineering problems and cutting administrative red tape resulted last week in expedited postponement of the frequency shift under the Havana treaty. All stations were notified by the FCC that license expiration date has been extended an additional two months, until Oct. 1.

Delay was occasioned by need for "further studies," the regulators add, promising to announce later the procedure which ticket-holders, must follow. Operators who have not had renewals according to schedule orders adopted last winter must submit applications promptly in order to keep going after Aug. 1, but any licensee whose renewal plea is docked only has to post the latest order as supplemented in his period.

San Antonio—New addition to the staff of KTRA here is Woody Cox, control-room operator.

Hub Jackson has been added to the announcing staff of KBAC.

Radio Promotion

(Continued from page 32)

How many people the sales promotion department should consist of. One regional group of stations which, because of its situation at the moment, particularly new smart and aggressive promotion was far-ought enough to realize that when everyone was made to take charge outside promotion man to take charge in the station and vice versa in an effort to increase the broadcaster-in-chief practically everywhere.

It has been transparently clear that stations have been getting just what they paid for—nothing more. In other words they haven't been paying much for sales promotion and they haven't been getting much.

Jaffe's Idea

There may presently develop a movement to act as a sales promotion directors group within the National Association of Broadcasters. Frank Jaffe, manager of the department at KMA, Shennandoah, Iowa, has already been circulating the idea for some time, for expressions of opinion. It is his suggestion that the group might help along the development in sundry ways.

Jaffe points out, and truthfully, that there is a need for better exchange of ideas between all radio promotion and merchandising men. A certain amount of painful trial and error could, he believes, be avoided by some central source of ideas regarding. To the extent that it is practical and common to the industry, Jaffe would like to see the element and knowledge of his own activities are developed in the club, band, leg and other fields. From whence radio often does, and should, borrow experience.

Jaffe correctly notices the gradual dawn of a new professionalism within radio station promotion. Readers of Variety will recall that, in the 1938 trial in connection with the Shennandoah Awards for that year, this paper poured a good deal of scorn at one particular station's activity, namely the giving pieces. These were at the time of an amateurism beyond belief. The examples of the station were practically no more than hand-drawn pencil announcements surrounding programs, carelessness and immaturity.

Actually the sales promotionist is, or should be, far from lacking initiative in the trade because he must suggest, and more than that, he must execute, many of the creative steps whereby a station looks to its good name and reputation both commercially and institutionally.

For the past several years Variety has awarded one of its showmanship awards to the best "radio promotion" station. In connection with the present renewal of interest in the subject, and in the suggestion of Jaffe, the award may be altered to apply more as a recognition of the sales promotion department, per se, rather than handed directly to station management.

JERRY LESTER OF CAFES ON PEPSODONT SHOW

Jerry Lester, night club m.c. and comic, will do miscellaneous appearances on the Pepsodent show (NBC-Red) during its summer run with Tommy Dorsey.

Dorsey takes over July 1.

Honor Si Steinhauer

Pittsburgh, June 18. Pittsburgh's five stations got together last week and honored Si Steinhauer, of Press, with a testimonial luncheon on his tenth anniversary as a radio editor. It fell on some day as his 32nd wedding anniversary. Broadcasting outfit presented Steinhauer with plaque commemorating the event.

Certainly enough, presentation speech was made by Frank Smith, manager of WWSW, with which Steinhauer's paper is currently feuding. Scripps-Howard about having dropped all of station's listings as result of battle with Paul Goetz, which controls WWSW.

William Moore, commercial manager of WBNX, N. Y., will attend the second district meeting of the NAB in Rochester Friday (21) and then to Chicago on same station business.

Erwin, Wasey Radio Billings Up 50%

E. J. Fitzgerald, New Radio Director, Brings Several Accounts Back to Air

It's Dangerous, Pa!

Still another twist on quit shows, this one using questions and answers and having the radio editors of station in the New York area as the alleged experts, is being read by WOV, New York.

C. J. Ingram, of the Jersey Journal, Jersey City, is slated as m.c.

'SUPERMAN' IS BURSTING HIS CONFINES

"Superman," June serial theater, may be taken away from Hecker products, which now sponsors it three times a week in 12 cities, and given to an agency with national coverage. Hecker is now considering the audience is outgrowing the sponsor's station. It's not clear whether among the top kid magazines where it airs, in some cases even outside the top kid magazines, it has despite being only four months old.

Farther in the situation is that a comic strip version of the serial appears in newspaper syndicated form and thus builds potential audience in cities not served by the radio edition. Also another version appears in "Action Comic," one of the top pulp mags published by Detective Comics, Inc. Later has large circulation.

Syndicate, which gets a royalty from the radio version, carries a plug for the latter in each installment, with the producers urged to "write your station to put Superman on in your city."

Should have been drawing heavy requests from the mags, but since Hecker cannot expand its distribution enough to cover national sponsorship five times a week, the series has remained on 12 stations three times a week. Product is forced clear in the summer and H-O in the winter. Erwin-Wasey agency would like to own the show for radio, would like to send an account with sufficient national distribution to bankroll it daily over a full network.

Shaped Gives a Title To Man Who Sold Him F.M.

Boston, June 18. Paul DeMars, Yankee Network engineer, was given title of Vice-President in charge of Engineering at the meeting YN board of directors, June 14. He formerly had title of Technical Engineer.

Sold on the idea of Frequency Modulation by Mary Harrington in 1938, DeMars in turn induced John Shepard, 3rd, president of Yankee, to set up the Yankee, Mass. transmitter last year.

Erwin, Wasey agency, which has expanded its radio billings by around 50% in the last six months, is expected to add another 50% increase by next winter. Business is mostly spot, as all the accounts have limited distribution areas and the office intends to put on a couple of ambitious network shows, possibly by returning after several years' absence) on the air within the last few months. Newcomers include Channel 4, Florida. Citrus exchange, Fortran's, Vanit Pa-Pa-A, Hecker (cereal), Starbuck products, Liberty, Inc., Red hair tonic and Keweenaw salts. Others include Carnation milk, Lyle Pinkham, Kernal, Hecker (beer), Commodore cups and Mustards.

Although all the accounts have increased their budgets in the last six months, Lydia Pinkham has had the sharpest rise. Company extended its spot announcement campaign from April 1st until March 1st of 1947 stations. Has since gone to 125 stations for the summer but will probably jump to around 250 stations by fall.

Edward J. Fitzgerald, the agency's radio director, is generally credited with the expansion account to give it air coverage. He came to Erwin-Wasey last August from the NAB, where he had been been assistant general manager in charge of programs at WLW, Cincinnati.

Red Cross Admish

(Continued from page 1)

the entire proceeds going to the Red Cross for relief work in the war countries.

WCNY's Downtown Youth

Cincinnati, June 18. Aiding the Red Cross to raise WCNY's quota of \$50,000 for the European relief fund by July, WCNY inaugurated a series of daily programs Saturday (18) from Fountain Square, heart of the downtown district, where a Red Cross tent is erected.

Civic leaders and donors are interviewed, also Boy Scouts who make the tent, showing labors photos of war refugees are shown.

Reinforcements Arrive

Washington, June 18. Fresh troops last week were thrown into the army of radio lawyers admitted to practice before the FCC, with the ever-increasing list threatening to crash the Communications Commission Bar by sheer weight of man-power. Newcomers shayed by the Commission are:

Harold M. Drobach and Richard F. Schultz, Washington, D. C.; Vincent P. Rios, New York; Eugene Bernstein, Chicago; Terrell Marshall, Little Rock, Ark.; Harwell Scott, St. Louis; and Marshall G. Steinmetz, St. Louis, and Joseph C. Wallace.

**21 HOURS
A DAY—
THE DIAL-SETTER
OF 1,292,000
FAMILIES**

Louisville
50,000 WATTS BASIC CBS STATION

Nationally Represented By
the Edward Petry Company

AGENCIES' CARELESS WAYS

DISCS, SCRIPTS NOT PROTECTED

Little Regard for Property Rights or Convenience of Those Bringing in Program Ideas — Office Boys Lose Them in Disorganized Files

NO COURTESY

Radio program producers and agents complain that a good many agencies are still not only careless but inconsiderate when it comes to handling recorded materials or samples of transcription series that have been left with them for a hearing. A similar complaint is also often voiced about such agencies' treatment of sample scripts.

Most agencies, say these producers and agents, have yet to get around to the point of getting up some sort of system for keeping a check on the whereabouts of submitted transcriptions or scripts. Because of the haphazard way such things are handled, an agent sometimes has to wait for weeks before he can retrieve a disc or script that he had originally been told could be picked up in two or three days. Much time, funding and results could be saved, the agents point out, if the agencies in question would resort to the simple expedient of putting in card indexing or cataloging system.

Radio exec of an agency will, to close an interview, suggest that the transcription or script be left with him for a few days, or even state the exact day of the following week when the producer or agent may call to get a nod of interest or his sample. When the agent does come back to find quite often that the thing can't be located and that he will have to try again some other day. The disc or script may have been tossed on an unruly pile of other discs or scripts and nobody in the agency's radio department has the patience or the time to go plodding through the mess. Or some account executive, or even office boy, had picked up a sample for scrutiny or listening and had forgotten to return it to the pile.

It's happened quite often, say the agents, that they have lost out on a check at some new perspective account because of their failure to recover in time a disc or a script left with some other agency. They state that the courtesy they get from such agencies is perfect, but if only a little system were mixed with it things would be far more agreeable.

KIDS LISTEN MOSTLY TO ADULT PROGRAMS

Columbus, June 18. — Confirming the suspicions of many, initial findings of the Evaluation of Initial Broadcasts, Ohio State University, show that children prefer adult radio fare to the juke programs currently on the wave. Data, first of a series, was gathered from a survey of 161 pupils of a junior high school in Zanesville, O.

Kids listed 255 different radio shows and of the 21 named most frequently, 19 were adult-aimed, heading the parade of preferences were "The Benny," "Mr. District Attorney," and "Charlie McCarthy." Two juke programs, "Jack Armstrong and Lone Ranger." Boys as a whole voted more for comedy, horror and adventure, while girls went in heavy for quiz bees and emotional story shows.

BEN PRATT ON THE MUEK
Ben Pratt, who has been on the night shift at NBC from in New York, is back on daylight parade. He'll work under Edgar Kobak on behalf of the blue network.

WQXR, N. Y., Sets Pact For Six-Man Orchestra

WQXR, New York, last week signed a contract, effective July 1, with the musicians' union for a six-man house orchestra. Pact will run on that basis until March 1, 1941, then it will call for a 16-man crew until March 31, 1942, when it expires. Orchestras will be used on a six-days-a-week schedule and will play only serious music. Pictured it will reduce the number of recorded programs. Eddy Brown, concert violinist and the station's musical director, will conduct.

Negotiations have been going on for several weeks with the American Federation of Radio Artists for a contract covering announcers.

HARRY FIELDS IN N. Y.

Lyons & Lyons Take Over Sales Representation on "Panorama"

Bill Stuber and Don Stauffer of Lyons & Lyons agency are now representing "American Panorama." This is the program produced by Harry David Fields of Los Angeles and representing the first invasion of the network live talent field by the Los Angeles transcription member. Fields is now in New York on a visit.

All west coast transcription activities have been suspended by Fields pending the outcome of the AFRA code for discs. As it stands, probable operation is impossible, in his opinion.

Added Detail on Texas Pastor's Frenzied Radio Finances Is Filed

Washington, June 18.

More embarrassments for luckless partners involved in radio activities of Rev. James G. Ulmer, former pastor from Tyler, Tex., have been exposed in an opinion submitted by Commissioner George Henry Payne. Written upon his return from Texas, where extensive hearings were held on hidden ownership and other charges against Ulmer's radio empire, Payne's report recommended

revelation of the licenses of two more transmitters, KRAM, Huntsville, and KAND, Corsicana. Walking papers for KGFY, Brownsville, are expected to be advanced in the near future—bringing the toll to seven.

Some old story of the enmeshment of "men of excellent reputation" by the ex-pastor and his associates in "partnerships" where Ulmer activity

(Continued on page 23)



A BUYING CENTER FOR WLW-ADVERTISED PRODUCTS

In the three rich Ohio counties that make up the Springfield trading area, listeners have consistently shown a preference for WLW. As a result, these consumers likewise show a preference for brands advertised on WLW—a buying habit that inexorably influences Springfield merchants and wholesalers in stocking their shelves. This situation is repeated in scores of trading areas in the great territory served by the Nation's Station.

NAT'L REP. - TRANSAMERICAN BROADCASTING & TELEVISION CORP. - NEW YORK-CHICAGO

WLW THE NATION'S

most "Merchandise-Able"

STATION



"Now I see what NBC Red means by its
NEW 'SALT-WATER WAY'
TO GREATER SALES IN GREATER NEW YORK!"

When WEAF ground waves "take to the water"—millions in New York area will become steadier customers of Red Network advertisers than ever before.

There's nothing mysterious about it. Salt water is the slickest conductor of ground waves in the business. So, in selecting a site for the erection of WEAF's newest 50,000-watt transmitter, NBC engineers looked for a location that would take best advantage of the salt water around New York.

After years of search, they finally found the right spot in Port Washington, Long Island. As you can see from the picture above, the path from antenna to New York is almost entirely over salt water.

At present the new transmitter is being built—from plans which took more than a year to formulate. It will probably commence operation in September. When it does, the first station of America's first network is going to exert an even more powerful influence over the New York market's buying millions than at present. Yes—and new thousands in the most

productive listening area in the United States will become WEAF enthusiasts!

Thus the 'salt-water way'—by providing a better-than-ever signal to WEAF's listening millions—is going to mean *more listeners... greater sales and profits... to Red Network advertisers.*

Add to this the known fact that the Red Network provides its advertisers with radio's biggest listening audience and you have a mild idea why, again last year, they invested more money in Red Network time than in any other single advertising medium—almost \$35,000,000. The Red is a profitable investment because it's first in stations and programs—and has been since radio broadcasting began.



The network most people listen to most

STRIKE AT FCC ITSELF IN GRILLING; MUCH TRADE HISTORY IS REVEALED

Thad Brown Has Unhappy Time at Hands of Senators—Donald Flamm 'Wild Party' Aired—Delayed Report Is Scored

Washington, June 18.—Unloading of a truckload of complaints about the Federal Communications Commission's actions and failures, highlighted by criticism about the length of time needed to turn out the chain-monopoly report, occurred last Wednesday (18) at an unprecedented Senatorial grilling of a Federal official, Commissioner Thad Brown, before the Senate Commerce Committee. The grilling centered on details of charges the regulatory body has shirked its duty, ought to pass responsibility for mistakes of judgment and errors of administrative commission and omission on to colleagues, and at the idea there is a "radio lobby," and reported to the "not remember" course of dodging particularly misarranged inquiries.

The veteran FCC member—only one of the present agent who serves with its predecessor—before the Commerce Committee Chairman Burton K. Wheeler, Senator Wallace R. White, Jr., top-opponent of the original radio act, Senator Charles Reed of Kansas, and Senator Sherman Minton of Indiana. Only friendly voice raised during a lively session extending more than two hours was that of Senator Charles McNary of South Dakota, whose participation in the rapid-fire exchanges was more in defense of his family's sale of WNAX, Yankton, than to help Brown.

Questioning ran the gamut from the KNX purchase by CBS through the wisdom of the clear-channel policy and the familiar monopoly charges to a "wild party" given at a New York hotel by Donald Flamm, owner of WMCA. Although

he denied there was any personal animosity, Tohey rode Brown hard and his vision grew dark at several points to "unfair" questions at several points.

Whether Brown's appointment for a seven-year term will be approved by the Senate group and confirmed by the upper branch of Congress remained doubtful, although it seemed likely favorable action will be taken after Tohey has unloaded all his complaints. Another committee action is not due, however, after the Commissioner supplied a mass of information demanded by the New Hampshire sales and the latter has a chance to examine the chain-monopoly report.

In the unusually hostile atmosphere, Brown was criticized for or quizzed about failure of the FCC to take constance of complaints and charges voiced on the floor of Congress, to do something to break up assorted monopoly in the broadcasting field, to stop approving sales of stations at prices far above the value of the physical plant, and to turn out its monopoly report at an earlier date.

Brown Cautiously Denies
Replying to the barrage, the Commissioner denied he ever heard the Commerce Committee for a Congressional probe was killed in 1932 because "the President's son would be involved," that the chain-monopoly probe report was "killed and buried" was modified because either President Roosevelt or Thomas D. Corcoran, head of the New Deal brain trust, said it was "too strong," that any of the "radio interests" ever suggested who should compose the investigating committee, that he had about reported efforts of former chairman Frank R. McChinn or former general counsel William J. Dempsey to kill the Commerce resolution, or that he recalled anybody becoming over-familiar with a public entertainer at Flamm's night club relaxation session.

There were several outstanding

critical remarks of general interest to the industry. Tohey's opening before a committee inquiring into your fitness to go on this important job, your opinion you're not Mr. Wheeler's. What you the FCC have been doing about station transfers and the price, and Minton's I hope we're not going to get into a position where we're going to allow radio stations to set up in their capital accounts an item for "good will." We don't let public utilities do that.

No Congressional Record Pass
Failure of the Commission to pay serious regard to statements made over several years by Congressman Richard Wigglesworth and former Representative John J. O'Connor, William J. Conner and William D. McFarlane around Tohey and Wheeler, and Brown said he did not read all statements made in Congress. Tohey shut back the accusations were "damagingly serious" but he (Brown) "never bothered to read" and that "it's damned funny" when Tohey refers to a committee of a committee of a committee of \$10,000 never heard these things. Wheeler asked critically whether the FCC does not have some employees who can get the Congressional Record, drawing reply that it does.

Tohey failed in his apparent attempt to gain an agreement that Donald Flamm enjoys favorable treatment by the Committee because of his family. The party was given at Billy Rose's Diamond Horseshoe, about a year ago (reportedly during New York visit of the FCC leadership). Brown said, "I know of no such episode" when Tohey refers to gossip about an affair at which "a woman got caught." The Commissioner said he didn't know where news came from, causing Wheeler to ask if it was a stag party, to which Brown said "it was a stag party, but it was a stag party when some individual mugged a female entertainer." Brown said Commissioner T. A. Clegg was vice-president's Niles Trammell and Frank M. Russell were present, but could recall if anyone from CBS attended.

There were questions about recent station transfers by the FCC, and inquiry produced nothing important. Tohey asked about WOAI, San Antonio, KFTO, San Francisco, KFI, Los Angeles; WNAX, Yankton, and the Washington lease, while Brown dragged in the Exchange Avenue Baptist Church (Oklahoma City) case, and Wheeler said the FCC was "terribly derelict in your duty in not stopping 'undignified' parties."

Rebuke His Record
The grilling Commissioner defended the monopoly probe and his part in it. Admitting he voted against motion by Commissioner John H. Payne saying the FCC had no objection to a Congressional study, he said he supported the McNary motion for a special investigation, explained the volume of material assembled, flatly denied statements Tohey and Wheeler that the committee attempted to sidestep the request, and emphasized that he inherited the job of acting chairman upon McNary's resignation last summer. Most of Tohey's criticisms and questions are answered by the report he maintained. The New Hampshire sales protested the Andersons were "lost in the clouds for two years" and Wheeler insisted he knew "no good authority" that a report was framed months ago.

Matter of stock control loomed rather important. Tohey and Wheeler indicated a conviction the FCC does not pay sufficient attention to stock transfers, speaking particularly about trading of CBS power. Following reference to sales by William S. Paley, Brown said FCC consent is necessary only if a majority of the stock changes hands. He confessed the regulators do not know who is buying the stock and by the CBS proxy. In this discussion, Wheeler opened the FCC "wounded" to know to whom it is transferred, adding he considers it is "decidedly in the public interest" to check such transactions and the Commission should be very careful to see no paper sold through brokers doesn't wind up in hands of foreigners.

Buffalo—New Faces at WEBR
include Irving Zeman, copy writer; Elizabeth Burthard, sales staff secretary, and Virginia Wolf, receptionist.

NO REASON TO FEAR

Canadian World Line About Shut-Up of Yankee Comment

Montreal, June 18.—Reported here that broadcasters and other groups are planning to make representations to the CBC to have American commentaries again piped in directly from source. Noting the sweeping change in sentiment in the United States in favor of the Allied cause, many here feel that there would be little risk of offending listeners in bringing American commentaries back again.

As it is, Canadian listeners are not prohibited from listening to foreign broadcasts and tune in to American commentaries anyhow. Most U.S. stations are easily reached during the evening hours, though atmospheric conditions make daytime listening to American stations virtually impossible with most receiving sets.

Canadian stations have for some time been piping in CBS and NBC newscasts, which were banned during the early months of the war, without arousing disapproval of the CBC.

TWIN TOWNS' 7 STATIONS

Minneapolis, June 18.—With advent of a newscaster, WLOW, served by Mutual Broadcasting company, Twin Cities have seven radio stations. Five have main headquarters in Minneapolis and two in St. Paul.

WLOW was launched Monday (17) with a special program at 7 p.m. It will operate full time on 1280 kilocycles. President of the operating company is John P. Devaney, former Minnesota state supreme court chief justice. Edward F. Shurick is general manager.

The studio's own 16-piece orchestra and chorus of 18 were heard on the opening program along with prominent state and national officials.

Hecker Takes Transradio

Hecker Products began sponsorship this week of Transradio's "Confessionally Yours" series over WGBM-Fridays, Wednesdays and M-Fridays for Pa-Pa-A drink. Richfield Oil already backlogs the show Mondays, Thursdays and Saturdays.

Berwin-Wassery agency placed the Hecker business. Same agency renewed for 13 more weeks the Arthur Godfrey series over Mutual for Columbia milk. Extension is effective July 3 and will make the second renewal.

WCNW, B'klyn.

Signs ACA After Two-Hour Strike

After being off the air for two hours Monday (17), WCNW, Brooklyn, signs the American Communications Association (ACA) after a two-hour strike. The station had been pulled out the technicians whose negotiations reached a stalemate. Contract involves the station's entire staff of three technicians.

Effective immediately, the men get a minimum of \$10 a week (two for salary) get \$15 and the third \$15, a six-day, 60-hour work week with a 15-minute overtime (and \$1.50 per hour) if employed more than 30 hours in a single day, two weeks vacation with pay, four weeks sick leave with pay, closed shop and hiring through the union. Deal is effective until Sept. 1. That is in line with all the union's contracts with local stations, the idea being to make all parts uniform at that time.

Although the ACA follows the CIO vertical union setup, other employees at the station are not included in the deal. Explained that a small staff of announcers all work without pay. All have regular outside jobs and merely do announcements in a part-time hobby.

Arthur Fuchs, owner of WCNW, was not present when the settlement was reached. Contract was signed by Ben Levine, general manager of the station, and Ed Adler, ACA organizer.

Elmira Sticks Out WESG Sticks to Campus

Ithaca, N. Y., June 18.—Cornell University, which operates WESG, has cancelled its contract with the Elmira (N. Y.) Star-Gazette and the studio in Elmira are eliminated. All broadcasts henceforth originate in the local studio on the campus. George F. Housley, treasurer of the university, is handling the matter through the institution's radio department.

Under the former contract, the Elmira station purchased time over the station, resold it to local sponsors and broadcast the program from its own studios.

Berwin-Wassery is back with KLE to co-sponsor editor and director of women's activities and Mark Schreiber has joined the same station as a sport commentator. Schreiber has been assistant graduate manager of athletics at Colorado University.

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AND COMPANY

NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO

RADIO STATION REPRESENTATIVES



RESENT THREAT OF 'UNFAIR' LISTING

Hollywood, June 18. Threat of transcription producers to legally contest any move by Radio Writers Guild to put them on an "unfair list" unless they become signatory to a working agreement by a certain date resulted last week in postponement of summary action pending outcome of fresh deliberations. Hollywood platter makers, in serving notice on the Guild, declared they had never been notified of a negotiating committee nor was a code proposal ever submitted to their membership.

Meetings were to be held this week in an effort to draft an agreement, acceptable to both organizations.

First clash between representatives of the transcription companies, networks and agencies and the American Federation of Radio Artists to negotiate a contract covering the production of recordings and transcriptions, is slated to take place today (Wednesday).

AFRA several weeks ago submitted its proposed code to the producers, but an agreement is not expected to be reached for some time.

Pate Succeeds Bennett In Lone Star Chain Job

Fort Worth, June 18. James W. Pate, former manager of WACO, and KNOW, Austin, succeeds Sam H. Bennett at the Lone Star Chain managerial post. This is confirmed by Harold V. Hough, general manager of WBAP-KOGO, Fort Worth, and a LSC director.

The LSC is Texas' newest network and includes KOGO, Fort Worth; KGNC, Amarillo; KTRA, San Antonio; KRIS, Corpus Christi, and KORY, Waco. Besides Hough, other LSC directors are Ted Taylor of KGNC and Telford Jones of KTYA, Houston.

'Ballad for Americans' At C.O.P. Convention

CBS is sending a live show to Philadelphia next Monday (24) to be presented during the opening session at the Republican national convention. Offering will be the John La Touche-Earl Robinson "Ballad for Americans." Phil Cohan will direct, Victor Bay will conduct the orchestra, Clyde Berry will sing the solo lead, and Lynn Murray chorus will supply background.

With the exception of Barry, who is standing-in for Paul Robeson, that's almost the same setup that originally presented it over "Parade of Happiness."

Tempest Before Dinner

Norfolk, Conn., June 18. Relations between Francis Murphy, publisher of the Hartford Times and owner of WHIT, and local broadcasters became somewhat strained last week as the result of Murphy's decision to pick his own time to broadcast a program inaugurating a Festival Week. While the Chamber of Commerce is behind the event, Murphy is recognized as its father, but the other Hartford outlets, WTIC, WDRB and WABC, felt that this didn't justify his arbitrarily setting back the original schedule of the program.

All four outlets had agreed to pick up the program at 7 p. m. Saturday (15), with WHIT doing the feeding. Murphy later found that it would be more convenient for him to put the broadcast on at 6:30 because of a dinner he was giving some friends. Just as the other stations were beginning to burn the publisher then found that the main guest wouldn't be able to get to the dinner in time and as back to 7 o'clock went the broadcast.

F.M Meeting in Chicago

John Sheppard, 3d, of the Yankee Network, has called a meeting of F.M. broadcasters in Chicago for today (Wednesday).

Mutual's board of directors is slated to hold a meeting of its own the same day.

WEBS' COSTLY WAR COVERAGE A BURDEN BUT NAZIS NARROWING THE NEWS AREA

ASCAP'S D. C. VISIT

Back, Fruehlich to Thurman Arnold's Office

Washington, June 18. Gene Buck and Louis Fruehlich, president and general counsel, respectively, of the American Society of Composers, Authors and Publishers were checked yesterday (Monday) with Thurman W. Arnold, special assistant to the U. S. Attorney General, going over the direction and trend of the Justice Department's present investigation of ASCAP.

Department several weeks ago obtained an order from the R. Y. federal court for ASCAP to turn over certain of its files and records to the staff conducting the probe.

MOVES TO HAVE COMMERCIAL NEIGHBORS

Lady Esther will move Guy Lombardo into the first half of the Lux Theatre's present Monday hour (9-10 p.m.) on CBS July 15 for the balance of the summer. Lux goes on an eight-week holiday the week before. Lady Esther is now on the same night from 10 to 10:30.

One of the committee's reasons for moving is to avoid following an hour of sustaining programs. CBS intended to put its summer show-window in the nine to 10 stretch.

New York City—George Hagan has joined the announcing staff at WOR, New York.

Columbia Under \$30,000-A-Month Overhead, But Advertisers Offset Cost—Finland Was Most Expensive

NBC's news and special events department last week got orders from upstairs to slow up on the expenditures for war coverage. It was pointed out that the costs for this coverage have been running far out of line and that there would have to be much restraint and paring exercised on foreign pickups. The bill, it was added, were running much too high and it was suggested that attempts be made to stick as closely as possible to a set schedule and refrain from bringing in the network's European staff via shortwave at the least provocation. It is expected that war developments themselves will effect a decided economy in the matter of coverage for the network. The periphery of their pickups is being constantly narrowed by the march of Nazi conquest. There isn't likely to be a repetition of the costly pickups of the past such as those from Helsinki, Bucharest and Stockholm. Even now the web's pickup operations are limited to London, Berlin and Rome and the networks wouldn't be surprised, if things get very rough in the Mediterranean, to find themselves cut off from Italy.

CBS' Overhead

Columbia's news and war coverage now runs about \$25,000 a month, but the margin of red for the network in this phase is narrow since it sells all news spots. Only sponsorship of this sort that CBS might lose is the evening European roundup. Sinclair has exercised its four-week cancellation privileges for this daily period, but there is yet a chance of its giving the network a 15-week renewal. There may be another underwriter of Elmer Davis' nightly five-minute review in July.

General Foods is considering taking over three of the periods. G. Little is Davis' current sponsor on a twice-weekly basis. CBS has five-minute news period sold also to Pepsi-Cola and Commercial Credit.

Both NBC and CBS are taking every precaution against any of their commentators getting out of emotional bounds while on the air. All have been asked to exercise as much of an unemotional tone as possible and to avoid anything that may smack of indignation or fear provoking nature. The network figures that the course of events are in themselves harrowing enough without language or tone of voice making it worse on the nerves and heart.

Boake Carter's Divorce

Philadelphia, June 18. Boake Carter was sued for divorce in Common Pleas Court by Mrs. Olive Richter Carter on Wednesday (13). Mrs. Carter, a former newspaperwoman, has been separated from her husband for several months. She had continued to live at her home in Torrensda, a suburb, while Carter has been residing in New Jersey, where he recently campaigned for the election of former Governor Harold G. Hoffman.

The grounds for the application for divorce were not divulged. The Court will appoint a master who will conduct hearings. The Carters were married in New York in the 1920's. They have two children. Mrs. Carter's father was the late Francis C. Richter, founder and editor of the old "Sporting Life."

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VIRGINIA'S PREMIER RADIO STATION

Important Parts of 1,300 Page Report

The following are concise summaries of sub-divisions of the Federal Communications Commission report filed last week on the monthly hearings conducted in 1938.

Unfair Divvy

With only 30% of the investment (\$2,576,010) worth of tangible property, the two biggest web sites got 84% of the 1938 net income of \$1,081,000, or retained 73% of the total of the year. Their own plants, 23 out of 80, or 28.5% of total, well below 45% of the entire grab. Of the \$12,567,280 paid to 233 independently-controlled affiliates, approximately half went to only 25.

Fat profits were enjoyed by the webs, while the independent outlets generally made only modest incomes. Fifty of the indies accounted for 15% of the sum but by the 149 non-network stations. Of the amount NBC and CBS retained, \$2,569,516, they paid themselves for depreciation \$1,470,470, or 57% of the balance \$4,979,046, so that depreciation and pay-off sums equalled 60% of what was paid to the independent on their book-up.

While they own or control only 1/10th of the plants on their charts, the two biggest avarice a fourth of all payments to all stations by the major webs. Their own 23 outlets took \$3,397,280 out of the \$12,569,047 which all web plants received from networks. In terms of net operating income, the web-managed plants got 94% of the total of all chain transmitters.

Between the amounts retained and the sums paid to their own stations, the two industry behemoths had 80% of the total net operating income, a figure equal to 80% of the earnings of 233 indies on their systems, and almost the same as the combined amount for the 227 indies on all three majors. (Several NBC plants had heavy losses so that the take for the three combined was less than that for the CBS and NBC affiliate).

In a single year, the net income of the two biggest exceeded 100% of their investment in tangible property and amounted to 40% of the total broadcast investment, including "good will."

Columbia had made huge profits and paid exceedingly fat amounts to its insiders. Not earnings over 15-year period was \$2,532,471 compared with investment in plant facilities of \$4,081,968 at the end of 1938. Dividends payments (\$1,677,881) were more than 12 times the total of all other payments made to the corporation. One man has dragged down in salary, dividends, and stock awards approximately \$4,000,000; another one who was given his interest collected \$26,128 and the paper, by splits and

stock dividends, had mounted to a total of \$26,679.

Between the many more stations, NBC's total earnings have been about \$26,000 less than the CBS. Parent Company has collected \$11,100,000. The 1938 earnings were 80% of the tangible properties and 20% of the intangible properties.

In marked contrast, NBC paid out to its affiliates 82% of the time taken and kept only 7 1/2% for itself but some of the expenses suggested to be borne by WOB and WCVB were shifted to the network accounts. The 74 stations serving Mutual alone had operating income of but \$268,388 but 30 others (not counting WTLF) which were on one or the other of the two webs had \$601,215.

The nationals did pretty well for themselves, also. California Radio System (McClatchy Newspapers subsidiary) kept four-fifths of the total net time sales although the investment was \$1,300,000. While Yankin also got 12% of the indies in the system. Colonial took 80% of its sales and Yankin 75%, while Yankin also got 12% of the indies in the system. Colonial took 80% of its sales and Yankin 75%, while Yankin also got 12% of the indies in the system. Colonial took 80% of its sales and Yankin 75%, while Yankin also got 12% of the indies in the system.

Web Ownership

There is no compelling affinity between plants and outlets. CBS and NBC use their own outlets more for local than for chain programs, and program origination does not depend on any substantial degree upon the ownership of transmitters. The evidence is plain that time devoted by certain web-owned plants devoted to chain-network operations far exceeded the volume of chain business. Some of the web-owned plants have no production centers do not carry many of the web features.

By their policy of buying up numerous independent enterprises—the contention it is necessary to have origination points—the chains have created a cream of the good material. Between them, CBS and NBC owned or controlled plants in 12 of the 17 metropolitan districts where 60% of all revenues of all stations are earned.

Proof that the chains have a dual character is seen in the fact that profits from their own plants were greater than from the network activities. Half of the 86 stations (excluding WTLF) with 1938 sales topping \$500,000 were owned by the two majors. Their 19 transmitters took 80% of the total time for all of the clear-channel plants.

Favored treatment is accorded these children by the parent webs. Their sales policies are discriminatory and by the co-operative representative method the web outlets have a material advantage over the independent affiliates. Self-interest prompts the webs to place chance advertisers to use their family members rather than other affiliates on the same terms. Indies have devoted 70% of time to maintaining the chains' own outlets carried commercial advertising.

Of the purely local business, the

33 web transmitters had one-fourth that for all 880 stations; they had one-third the total net time of the entire industry.

Service Limitations

Many listeners are deprived of service because of the inequities of operation. The nation's big webs are interested mostly in profits. In view of their big earnings, they could easily extend their services, providing programs to many small transmitters from whom they hold sales for a variety of reasons.

This is evident from analysis of the operation of the population covered by the webs. Maximum number of stations they may on the daytime reach the following fractions of the people: Columbia, 77%; Red, 65%; and Blue, 65%.

Members of people not able to get signals from the three national chains were: Columbia, daytime (9:00-10:00) and night (primarily) 54,000-64,000; Mutual, daytime 54,700-64,000 and night (primarily) 71,200-80,000; Red, daytime 62,800-80,000 and night (primarily) 81,200-80,000; and Blue, daytime 81,200-80,000 and night (primarily) 79,800-80,000.

The problem was unable to reach conclusions as to why they should be held to a minimum, because of insufficient data.

Contracts

Facts between webs and affiliates are arbitrary and unfair, with the networks enjoying nearly all the advantages and the affiliates being at the mercy of the networks. A given time from headquarters. Particularly victims in the network service, including the web to drop any plant without danger of losing an outlet. The contracts which result in variable transfer of operating control to New York. Less than one-third of the time, in view of the one-year lease limit.

By optimizing, networks tie up a large number of stations in operation, and deny the affiliates the chance to make additional income in the unused periods. There is constant fear, furthermore, that outlets will lose local business. The problem raised their eyebrows at the web's unwillingness to guarantee some minimum income or purchase outright a certain portion of the time to provide a definite backing.

Aside from the financial aspects, the networks tend to take advantage of the fact that the webs are selling of motion picture, which is able to force the webs as the affiliates, who have little chance to reject undesirable entertainment advertising matter. Furthermore, the system permits advertisers to renege stations without giving the stations much chance to turn down unfavorable sponsors.

Only 30% to 40% of the time tied up by the webs is for chain programs are available the chains do not offer "complete service" for their own stations. Affiliates are compelled to assume obligations in order to be in a position to take programs which may never come. The networks copyright licenses, keeping up their facilities, and having permanent rights to the chains.

Exclusivity feature was very displeasing to the probers. They pointed out the option system and the exclusive clause deny flexibility in operations, making no allowance for changes in local conditions, varying audience demands, etc. Changes in financial or economic condition of the web of the affiliate are restricted by these provisions.

Profitable business that might be obtained from competing networks to fill blank spots is shut to the exclusivity arrangement, and public likewise is denied service that might be preferable to the stations or the local communities. Needs of the stations and communities are subordinated to the desires of the chains.

The rate control arrangements also drew criticism, because they force stations to maintain artificially high tariffs and reduce their opportunities to make money. All the benefits were paid to the chain-network.

The free-time feature seemed inequitable. The probers emphasized that need of the affiliates give away or sell at the lowest rate but inflated sums are paid to the chain-network.

Significant Quotations

(From FCC Monopoly Report)

National: The 23 stations owned or controlled by Columbia and National had net time sales in 1938 of \$12,569,047, or 11% of the net time sales of the whole industry. Columbia and National paid to the 23 stations owned or controlled by them the sum of \$3,397,280, which is 27.0% of all payments to the 230 stations by the networks.

Network revenues: "Net time sales (for network time only) of Columbia and National in 1938 amounted to \$12,576, or 64% of the net time sales of the whole industry....Of the net time sales Columbia and National retained 73%, and paid 27% to the 233 independently-controlled stations on their networks. These amounts included two million one-half dollars which they paid to all the 233 stations."

Network investment in property: "The investment of Columbia and National in tangible property devoted to broadcasting is \$9,370,010. In this year alone (1938) their net operating income (\$9,377,282) was in excess of 100% of their investment in tangible property."

Network option time: "The networks use only a small fraction of the time optioned. In fact, the record shows that only 38% to 40% of the optioned time is ever used."

Network payments: "After the cost of free hours by the networks, the compensation to the stations begins in the lowest bracket with few exceptions. Since the compensation to the station is made on a basis of 30 days of broadcast service, the free hours and the brackets of compensation apply anew for each such period. The result is that the station must provide the major part of its network commercial service either free or at reduced rates."

Red and Blue Networks: "The Red Network has been given the privilege of using the Blue Network has been used in order to limit competition from other major networks."

Network ownership: "The voting stock of Columbia and National (a subsidiary of Radio Corp. of America) are both listed on the New York Stock Exchange. Such listing makes possible the holding of voting control of either or both of the networks, and of their 23 owned or controlled stations, without the action to the Commission provided in Section 310 (b) of the Act. Furthermore, the identification of the holding held in brokered accounts makes possible the transfer of control without even revealing to the public the identity of the true owner."

NBC's stock: "Radio Corp. of America, which owns the NBC and controls broadcast stations through it, is controlled by three persons who between them own only 149 shares of a total of 1,000 shares voted by them. The shares voted by these three persons as a proxy committee were 90% of all shares voted at the 1938 meeting of shareholders, and represented 143,104 shares."

Network control of talent: "Through management contracts and sustaining program service agreements with talent, Columbia and National control the professional destinies of more than 800 artists, including 400 broadcast performers and more than 100 popular dance bands."

NBC transportation business: "National has been in the electrical transportation business since 1927....The record shows that many instances where advertisers using the networks of National have commissioned competing transportation companies to transport their program, then been later informed that the networks of National have refused the permission for such competitor to proceed with the transporting."

Ownership of broadcast stations: "Unlike other big business enterprises, broadcasting is not the chief activity of its owners, but is operated principally as a 'side line' to the main business. More and more of the applications filed with the Commission for authority to become owners of stations show the applicants to be persons of other large business interests, such as manufacturing, wholesaling, retailing, publishing, national resources development, public utility, and the like....Two-thirds of the broadcast stations in the United States are located in cities, or are under common control with corporations located in cities."

Remedy: "The heart of the chain broadcast is the network-outlet contract. It is the Committee's considered opinion that many of the existing inequities and arbitrary practices will find correction in the reform of these contracts."

With optional outlets available, certain plants get a disproportionate amount of income. The divvy is unfair as shown by following figures: In 1938 CBS and NBC paid \$4,331,978 to network stations. The 23 indies only \$1,217,560, of which about 45% went to 30 stations in a relatively strong bargaining position. The basic web outlets, one-third of the total, got 60% of what is paid out by the chains.

Dual Webs

Because of the different kinds of treatment and the way the company keeps a club over the affiliates, making them dependent on the network, desirable competition is limited, program service is unfairly divided, and the affiliates are in a position to arbitrarily shifted without the right of any complaint.

The probers said the Blue had been (Continued on page 31)



OWNED BY THE NATIONAL BROADCASTING COMPANY

OWNED BY PETER & CO.

ON THE N.B.C. RED NETWORK

DON'T MISS
PALMOLIVE'S

"HILLTOP HOUSE"

STARRING
BESS JOHNSON

By Adelaide Marston

Dedicated to the women of America.
The story of a woman who must choose between following the career of raising other women's children.

WABC-CBS-1030-1045 A.M. E.S.T.
78 Stations Coast-to-Coast

Directed BENTON & BOWLES, Inc.
Management ED WOLF, RKO BUILDING, New York

GIFFORD
and
MARON
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JACK HYLTON'S SHOW
PALLADIUM THEATRE
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WBAL
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Now!
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WATTS
YOUR BEST NATIONAL SHOP BUY
A NEW APPROACH TO THE NEW YORK MARKET

Inside Stuff—Music

In the tradition of Richard Rodgers and Lorenz Hart, Howard Dietz and Arthur Schwartz, Carey Ford and other distinguished Columbia University songwriters, while still new graduates attracted attention in the theatre, the \$720 fellowship awarded Lee Warner, composer, and I. A. L. Diamond, librettist, by the American Society of Composers, Authors and Publishers, probably will influence the careers of the two. The prize money is one of ASCAP's eight regional awards.

Warner and Diamond won theirs for writing "Life Begins in '40," the 40th anniversary sketch at Columbia, premiering in April. Warner, who attended the Columbia Teachers College, and Diamond, owner and editor of the Columbia Daily Spectator, have already had songs published commercially by Mills. Letter press supplementary journalism courses at Col.

Bill Christopher, v.p. and managing director of the Hotel Astor, N. Y., states that if he were in town over this past week-end he'd have repeated a stunt that the picture people used to employ at Radio City Music Hall: he would force a ladderway, when falling a few hundred dollars short of the control figure, they used to send droves of coppers to the headoffice to buy up sufficient stunts to go to the top. Similarly, Tommy Dorsey had 17 covers to record his previous week's gram at the Hotel Astor and, Christopher states, that for the prestige value alone he'd have believed \$20 or \$40 himself to make sure Dorsey resigned himself. Incidentally, despite a desire to not back the Hal Karpis booking, that band must be played July 17, missing Dorsey out, although the Astor wanted to keep him all summer.

Availability committee of the American Society of Composers, Authors and Publishers has overruled the protests made by Bregman, Veece & Conn and Ager, Yellen & Bernstein against the frequent clippings given their ratings and the way they now open the two firms to take their grievances to the publisher's appeals board. Latter will be convened this week to listen to the appeals of the two firms.

The protest to the availability was necessary on technical grounds. Bregman-Veece-Conn, in particular, wanted to take its case direct to the ASCAP directorate but was informed that it would have to go through the standard procedure of the American Society of Composers, Authors and Publishers, the publisher's appeals board. Latter will be convened this week to listen to the appeals of the two firms.

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Current song click, "Near My Song, Violeta," was a European hit 10 or 12 years ago. It's based on an opera, "La Traviata," adapted by French writers Othmar Klose and Rudolph Lohew. American lyrics and lyrics are by Buddy Berner and Bob Emmert. Crawford Music, which publishes in New York, obtained rights in 1938 from Verdi's heirs. At first there was a great deal of objection to the American version but it has since been okayed. Crawford allowed the time to determine whether the opera would be a success and it was only three months ago that they started to push it along. "Violeta" in the title is based on the name of the opera's heroine.

Frankly taking the bill by the horns, Julius Haebler, head of RCA Mfg. Co. press division, is soliciting newspapers, columnists, et al., with "guest" columns by Victor recording artists. Thus, Hal Kemp, Glenn Miller, King Sisters, Gray Gordon, Tommy Dorsey, Dick Todd, Duke Ellington, Ben Wein, Xavier Cugat, Larry Clinton and Dinah Shore already have "prepared" belted-up byline columns for summer filler purposes, when newspapers fill up their open space on a vacation. Haebler has devised to elicit column items to conform to sundry requirements. Photographic material, gratis, is also offered to go with the columns.

The \$30,000 music library of the late Ossip Gabrilowitch, former conductor of the Detroit Symphony orchestra, has been turned over to three beneficiaries under the terms of his will by his widow. Sharing in the library is the Detroit orchestra, the New York Public Library and the American Friends for the Palestine Conservatory of Music in Tel Aviv. Keeping only her husband's own compositions, Mrs. Gabrilowitch, daughter of Mark Twain, said to Bitterway Hall, office of the Palestine Conservatory, five trunks of music comprising more than 1,000 works and 100 volumes which, it was pointed out, will be a valuable aid to student work.

Mos Erenyau, owner of Chappell, T. B. Harms and Crawford Music, said that Bill Miller, president of the contact employees' union, on Monday (17) that there was no foundation whatever in the report that he (Erenyau) had asked his professional staff to accept any deal that would have them all working at \$25. What worried the union was that the purported move might be another way of cleaning house and swerving compliance with the clause in the union agreement which provides for a graduating scale of dismissal notices.

While the sheet music business as a whole has been away off for the last several weeks, the latest overturn of songs in the racks put out by the International Circulation Co. has held up nicely. There are 1,400 such racks distributed throughout the country. The ICC figure is based on 1,200 to 1,400 more racks during August-September.

Universal Pictures has bought the Mills and musical rights in "Nobody's Sweetheart" and "Margie" from Mills Music, Inc. Makes the sixth such right that the film company has bought this season from the Mills firm.

GEORGE SIMON WITHDRAWS

Three Melrose Catalog Out of Merce & Morris Firm

Edwin H. (Buddy) Morris, head of Merce & Morris, and George Simon, general manager of the firm, have agreed to split. In withdrawing from M. & M., Simon will take along the Melrose catalog. Simon has arranged to buy both Morris' stock in Melrose.

UNION, WEBS TABOO WPA SONG

New York Local 902 of the American Federation of Musicians last week asked Shapiro-Bernstein, publishers of the tune "WPA" to remove the song from circulation because its lyrics were, in a nutshell, "offensive to people who can't defend themselves." In addition to the request to its publishers, the local sent letters to the various recording companies asking them not to record the number and if it had been not to issue any more copies for sale. Broadcast networks had previously banned it from use on the air.

Sam Davis, Melrose Branch Armstrong, Maxie Tobert, for Decca, and Glenn Miller for Victor had made records of the tune. Some were out by Variety or Columbia. Underlined the latter company had asked to be allowed to have new lyrics written for it so it could be used, which was okay to Shapiro and some of Columbia assumed the cost of the new lyrics and that they were approved by the former. Jesse Stone is listed as the writer of both music and lyrics.

Networks put the ban on another tune last week but accepted it after the objectionable parts of the lyrics were rewritten. Tune was "The Love of Madonna LaRocca," published by Bregman-Veece-Conn and featured and popularized by Jimmy Dorsey's band. Jimmy Henshaw wrote it.

William Marshall Sees

William Marshall, band leader, has been kept a branch of contract put against Frank Bailey and M. Harold Higgins, operators of the Meadowbrook Country Club, Cedar Grove, N. J., entry, in the N. Y. supreme court. The action seeks damages of \$85,000.

Marshall in his complaint claims that when Bailey retired from the band business to run the business he made a deal to take over Bailey's orchestra and to use the spot as a base of operations since it had 10 network pickups a week. The price named, according to Marshall, was \$2,000.

After a while, states the complaint, Marshall was induced by Bailey to take another engagement, and Bailey no further dates were available to him (Marshall) was forced to disband the unit.

Victor Urges Appeals Court to Make No Changes in Leibell Disc Decision

Nebraska Votes Aid

Lincoln, June 18.

Nebraska Broadcasters Association in a meeting last week voted to help finance the appeal from a Federal court decision which invalidated the local anti-ASCAP statute several months ago. Meeting also elected new officers.

REFUGEE TEST SUIT VS. ASCAP

Morris W. Primoff applied to the N. Y. supreme court yesterday (18) for a summary judgment against Gene Buck, as president of the American Society of Composers, Authors and STAGMA, Austrian branch of ASCAP. Primoff seeks the recovery of \$750, due as a judgment of 1938. Primoff claims that STAGMA owes him that amount of money, and that ASCAP owes STAGMA \$14,393 as royalties due the Austrian Society. ASCAP refuses to recognize the plaintiff's right to collect from it, and on Jan. 28, 1936, Primoff received permission from the supreme court to sue ASCAP.

The Primoff case is one of a series of test suits brought by refugee members of what had been the Austrian performing rights society to guarantee funds that may be held in escrow in this country for the latter organization, which was liquidated by the Nazi government in 1938. Primoff, like the others, claims that a substantial sum was due him from the revenues on hand in the Society when the Nazis took over.

TUXEDO JUNCTION'S HOMECOMING FETE

Birmingham, June 18.

Tuxedo Junction, Negro gathering place here made famous by Erskine Hawkins in the song of that name, plans big doings July 4. Marie Bart, local promoter, has booked Hawkins and his band for an all-Negro dance at the Municipal auditorium.

Negroes in the vicinity of Tuxedo Junction have designated it "Homecoming Day" and will stage a parade and barbecue at a park adjacent to the famous crossing in honor of Hawkins and his playmates. The song, of course, will be the theme song for the event.

After listening to arguments lasting over ten hours, the circuit court of appeals in the case of *J. Edgar Hoover v. Victor Records*, Judge Learned Hand, Robert J. F. Johnson and Charles E. Clark, reserved decision on three cross-appeals in the Paul Robeson case. The case was argued by W. B. O. Broadcasting Co. and the Robeson case. The appeal was from injunctive relief granted by a Federal court of WHEW in New York, granted by the circuit court of appeals in the case of *J. Edgar Hoover v. Victor Records*, Judge Learned Hand, Robert J. F. Johnson and Charles E. Clark, reserved decision on three cross-appeals in the Paul Robeson case. The case was argued by W. B. O. Broadcasting Co. and the Robeson case.

David Mackay, speaking for RCA Manufacturing Co., the plaintiff in the Robeson case, and nominal winner of the unique decision of Judge Leibell, declared that the case was not being satisfied with the lower court's decision, which held that RCA had exclusive copyright in the Robeson case, and nominal winner of the unique decision of Judge Leibell, declared that the case was not being satisfied with the lower court's decision, which held that RCA had exclusive copyright in the Robeson case, and nominal winner of the unique decision of Judge Leibell, declared that the case was not being satisfied with the lower court's decision, which held that RCA had exclusive copyright in the Robeson case.

The lower court had found that there were three contracts involving the first two of which had assigned all rights in the recordings to RCA, and the last had reserved for Whitman certain rights of license, under common-law doctrine. In the case RCA's attorney argued that Whitman had stipulated his original record against Elin and W.R.O. and had not requested any relief against the defendants, but had been granted an injunction by Judge Leibell, despite the fact that he had not asked for it.

To disturb the final decision would be to allow persons to renege on achievement in the detriment of the person who has originated it, the court was told. Several times in the decision were cited, such as the *Fonotipia* record case against Victor in 1928, the laws covering the Gramophone case in England, and the Motion Picture Copyright law of 1912.

Judges Assented. Judge Learned Hand, apparently astounded at the magnitude of the issues, as in the beginning, the presiding justice, Learned Hand, had adjourned to the eight hours submitted, averaging 70 pages in a brief, but he later stated to Mackay, "This is a most extraordinary point that you are raising," referring to the man man. Judge Learned Hand, apparently astounded at the magnitude of the issues, as in the beginning, the presiding justice, Learned Hand, had adjourned to the eight hours submitted, averaging 70 pages in a brief, but he later stated to Mackay, "This is a most extraordinary point that you are raising," referring to the man man.

PARAMOUNT NEW YORK THIS WEEK, JUNE 19 AND NEXT WEEK, JUNE 26

The Double Hit of the Year

McFARLAND ORCHESTRA
AND THEIR ORCHESTRA
"Music That Wins by the McFarland Twins"
RETURNING TO BLUE GARDENS... AN AVERAGE OF SIX WEEKLY
ARMONK, NEW YORK ON JULY 3rd... BROADCASTS FOR 22 WEEKS...

THANKS TO AME ABB, SAL SAYA, HARRY, KALCHMAN, BOB WETHMAN, NAT ABRAMSON AND IRVING LAZAR

MUSIC CORPORATION OF AMERICA
745 FIFTH AVENUE NEW YORK CITY

George

PERSONA WATER
STANFORD WATER

PERSONA WATER
STANFORD WATER

Playgoers Guild Extends Road Dates To 16 Weeks; 33 Stands Signed Up

The Playgoers Guild, which virtually succeeds the Legitimate Theatre Corp. as a project to revive the road, will have at least 16 weeks of time next season, instead of the 13 previously announced, according to the movement's sponsors for extending the tour.

It was understood that most of the Guild's time would be adjacent to the eastern seaboard, but contracts have also been signed for central southern towns. To date, it is claimed that 33 stands have been signed up and that only 60 are required to fill out a three-month season. Not all are one-nighters, some playing two and three nights.

The Playgoers have been requested to extend the term of the Legitimate Theatre Guild, later contending it might be confusing when its shows played the road. Hal Glazer, head of the Playgoers, has refused to consider the suggestion, quoting the dictionary to point out that the word has been extant since the seventh century.

He also claims there are many legitimate playgoer guilds, from which he took the title. Such groups were formed originally by the Legitimate Theatre Guild, which alleged they were bringing shows from Broadway with the original cast, a three-month season are expected to support the Playgoers movement.

The Playgoers, which avers it will produce shows against the Legitimate Theatre Guild, has stated to conduct primarily a booking office after the first season or two, but will make the presentations for the first season. Quarter of shows selected are "The Second Maid," "Milk With Honey," "The Theatre Guild in 1927," but reverted to its author S. B. Helmman, "Mammy" (revived) produced on Broadway in the "30-30 season," "Outward Bound" (revived in New York last season) and, "Milk With Honey," latter is described as an original intimate revival.

While several stars are being sought for the Playgoers layout, people said to have already been engaged are Effie Shannon and Tim Powers for "Milk With Honey" and Raymond Hackett, "Legend," David Henning and Donald MacDonald, "Milk With Honey," and Joe Cook, Jr., for the revue.

Dancer Sues Shuberts For \$50,000 on injury

Suit of Jack Whitney, dancer, against Leroy O. Grant, "Mr. Lee and J. J. Shubert and the theatre for personal injuries suffered in March 28 at the Winter Garden was revealed Friday (14) in the N. Y. supreme court, when Justice Pitman granted summary judgment to examine the Shuberts before trial. The latter are the revue's producers.

Whitney claims he was trying out for "Grand and Glorious" and slipped on poor flooring and sprained his ankle. He was so badly hurt he may never dance again, he claims. Action seeks \$50,000 damages.

Saturday Performances Of 'No Night' Dropped

Starting July 13, Saturday performances of "There Shall Be No Night" will be dropped at the New York, that arrangement continuing through August. An extra matinee matinee will be inserted in show going on a schedule of seven performances weekly.

Although Saturdays are usually not strong theatre days during the hot period, reason for suspending the "No Night" performance was the summer longer weekends for Alfred Lunt and Lynn Fontanne. Stars had been long in the theatre and returned to the boards because of the timeliness of the drama.

AGMA Kicks Embroes Management 'Unfair'

American Guild of Musical Artists placed on the 'unfair' list yesterday (Tuesday) Mabel K. Embroes and the Embroes Concert Service, Inc. Charges based on various alleged abuses, were that Mrs. Embroes was 'unduly to represent AGMA members.' Resolution passed by the board also had AGMA members from any dealings with Mrs. Embroes and, where they have existing contracts, not to renew them at expiration.

Hearing on the charges was held June 11. Embroes Concert Service was once the largest and most active in the field, outside of the two dominant outfits, NBC Artists Service and Columbia Concerts Corp.

MENT TRYOUTS PROPOSED IN NEW YORK

Latest variation of the experimental theatre is a proposal that new plays be tried out in a town, to gauge the audience's response. New York, idea, which is in the formative stage, aims for low operation costs and it is proposed to be held during the summer, without joining rural stocks.

Plan hinges on whether Equity has any concession, particularly in the matter of salary. Present minimum is \$60 weekly and it is believed that lower pay for test appearances would be necessary because of limited boxoffice possibilities.

Group which is interested in the experiment is particularly concerned in helping its people during the summer, without joining rural stocks.

Test tryouts may have the critics. The reviewers but the quality of such shows has been questionable up to now.

Barn Foxes' Contingent On Shumlin Legal Fight

Equity's committee on experimental theatre will again meet Friday (14) in New York, the object of establishing a workable plan for such showings in N. Y. next season.

Of the two projected summer stock showings of "The Little Foxes" and "The Barter of the East," the latter remains scheduled, it being slated for Stamford. Beta Bears, who contracted for the money, only to be put on the drama in the latter spot, depending on the outcome of legal proceedings by Henson Shumlin, the Broadway producer, who, after okaying summer bookings through the National French office, withdrew the rights.

Showing at Ivoryton, planned by Mabel K. Embroes, who is still off and his remittance of \$250 for a week's rights has been returned by the French office. Beta Bears' summer but his check was returned uncancelled. He still offers to pay the money and his attorney contends that the contract signed with French gives him the right to use the play.

Last World Conflict, When Show Biz Flourished, Held Basis for Future Outlook of Patrons Seeking Diversion in Preference to Realities

SOME BEARISH OPINIONS

While there still appears to be an air of uncertainty in Broadway show circles over legit production possibilities for next season, there is a feeling that the future may be bleak. It is partly based on the situation during the last World War when the populace was hungry for diversion. Theatres consequently flourished. Regardless of developments in Europe there is no reason to figure otherwise, say show business cognizant of conditions on the Main Stem from 1914 to 1918.

Some opinions of a bearish nature would have it that the U. S. may have a considerable period of depression. Other analysts—and they were more concretely consistent with the economic cycle—view the future as holding dark but vast business increases on this side of the water, that being based on America's defense program, which calls for the expenditure of \$2,000,000,000. While some are not so sure of the future, heavier income taxes, it is anticipated that money will be more fluid in all fields.

Majority of residents, especially those in the dense population centers of the east, have been jittery over the coming real estate market, the low countries and France. Those who see better show business next season say it is only a question of time when the average citizen will naturally seek an escape from reality by attending theatres.

Recent theatre attendance proves that patrons are not altogether concerned in helping its people during the summer, without joining rural stocks.

Yet, has not been seen yet in many places with the exception of the WPA showings of Gilbert and Sullivan revivals. That type of performance literature was principally spotted in midwestern territory but has been greatly reduced in recent years. Group has two new plays for tryouts and claims it will secure others if the test plan is commensurate.

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Dues Exemption Plan in Equity Vetoed; 'Draming' of Union's Income Avoided

Al Hackett Returning To Stage in Davis Play

Al Hackett, film writer and former actor, is going to Broadway, Me., to make his return to the stage in a leading part in the tragedy of "Mr. and Mrs. North," the Owen Davis dramatization of the whodunit story of Mr. and Mrs. Richard Lockridge.

While act, Hackett will complete a new legit play, his first in several years. Leah Goldsborough will appear in it. Mrs. Hackett (Frances Goodrich) is accompanying her husband east.

MGRS. SUDDE ON PACT FOR AUTHORS

League of New York Theatre will handle (19) for the purpose of asking from managers their ideas on changes to be sought in a new pact agreement with the Dramatists Guild. Contract does not expire until next March, but conferences between the showmen and authors will extend over a period of months.

One of the points most likely to be brought up is the percentage of picture rights money, managers are offering a 50-50 split. Since 1920 that has been cut to 40% for the author and 40% to the producer. Changes in provisions covering British rights, film rights and production after a play is secured by managers, and a downward revision on royalties are among the points to be topics of discussion at the League's meeting.

Movement has been started for the formation of a producers' organization, inspired by John Golden, who is not a member of the League. He contends that the latter organization is dominated by theatre operators rather than producers. League's board, however, is evenly divided, each classification having seven representatives. Understood that the latter have the idea of a group which is principally concerned with producing.

Early last season the authors voted an amendment to the contract, change principally being in respect to the method of fixing film rights. It was never okayed by the managers and the amendment has not been in effect.

Proposal that Equity members who have been in good standing for 25 years be exempt from further payment of dues has been discarded. Few in the association knew of the plan, which emanated from an element of veteran players, few of whom have had engagements in recent seasons, or who have appeared but sporadically.

Matter was handled by a committee whose negative report was accepted by the council, which shelved the proposal. It was given careful study and it was claimed that while comparatively few members would come within the exempt classification at this time, in the future as many would be exempt that the income of Equity would be materially affected.

Treasurer Clark, principally composed of New York boxoffice men, which has been in existence approximately as long as the theatre, made the same point. Those who had been in good standing for 25 years were granted non-dues paying life membership. The percentage of dues stands increased and, looking toward it, it was found that in 1940 more than half the membership had been life members. Board members are to be relieved of becoming depleted through sick leave burial payments. Last fall, not only were the further classes of life memberships discontinued, but all signs in that classification are now required to pay dues.

Equity's Solid Regulators Equity, unlike most other organizations, has relief regulations for members who are unable to pay dues. Such members are relieved of dues, and holders having the privilege to remain good standing by resuming the payment of dues, or they may secure excuse cards. Later, too, example holders from dues (Continued on page 42)

COPPERS CHECKING BALL PARK SPECS

Attention in the ticket field has switched from Broadway to the major league ball parks in New York. Dealers are being asked on speculators operating outside the field, following complaints of high prices. Pointed out, however, that the boxoffice price on tickets have been boosted, still especially squawking about the list at Ebbets Field, which is the home ground of the redcaps, Dodgers ball club. Scale at the stadium is \$1.00 for the balcony, but tickets for the mezzanine at the Yankee Stadium were boosted on Memorial Day.

Claimed that tickets for legit shows are wrongly printed in relation to the premium, only for limiting the premium to 75 cents. Working on the tickets stipulates that no member of the union should be charged price shall be charged by agencies. Statute does not contain any provision providing only for the maximum premium on any ticket regardless of the boxoffice rate. The measure that the 75 advance could apply on a 30 cent ticket or one which is priced \$7.50, as for the latter the advance would be \$1.875 on Thursday (20) at the Stadium. Ticket code, which applies only to Broadway, is \$1.00 for the balcony for the lower floor and 50c in the balcony.

Bill Norton Operated On

William G. Norton, manager of the Music Box Theatre, was operated on at the New York Hospital for Joint Diseases, N.Y. He had been suffering intensely with a back affliction caused by a sprain, but the operation is expected to remove the cause.

He is the brother of recent illness, he was hospitalized for intestinal trouble about six weeks ago.

E'way Calls Leila Ernst Hollywood, June 18

Leila Ernst, who recently completed her first film job in Paramount's "Adrian," is slated for a return to Broadway this summer.

Ernst has a berth in George Abbot's next musical, now being rewritten by Rogers and Hart.

OBITUARIES

DOBOSE HAYWARD

Dobose Hayward, 54, playwright, novelist, poet and an authority on motion picture lyrics, died of a heart attack June 16 in a Tryon, N. C., hospital. A resident of nearby Henderson, he went to Tryon to undergo treatment and was stricken while preparing to return to his home.

Hayward is perhaps best known for his novel of the south, "Purg," published in 1935, which was dramatized two years later and produced by the Theatre Guild on Broadway.

"Purg" and "Bess," an opera whose libretto stemmed from the novel, was and was embellished by a George Corbin was, was much acclaimed in its four-month run at the Alvin, N. Y., in 1935. Composer, who died July 11, 1937, thus contributed his first serious opera; his "Summer-

time, Florence Reed, Elsie Ferguson, David Powell and other stars of the day. Among Samuel Goldwyn in 1932, he handled "The Dark Angel," "The Eternal City," "Cytherea," "Tarnish," and "A Thief in Paradise." His first sound picture was "The Sign on the Door," made for Joseph M. Siskel.

Among the talkies he directed were "As You Desire Me," "All Men Are Enemies," "Petit-Frere," "The Emperor's Candlesticks," "Live, Love and Learn," "Aren't You Lavinia?" and "Surviving from Love."

Surviving is his widow, the former Diana Kane, film actress, and two daughters.

ANTONIO ROMANO

Antonio Romano, 42, district manager of Associated Theaters, Inc.,

IN MEMORIAM

William H. (Chick) Webb

1906-1939

MOE GALE

time" has long since been classed as an American classic. He was born in Charleston, S. C., Hayward's learning terminated after a year of high school and he turned to several menial occupations such as working in a hardware store and among take on other jobs in the Charleston quayside. Some 29 years ago he turned to writing poetry, collaborating with William Allen, author of "Anthony Adams," a book of verse, "Karma Chakra," and "The Sign on the Door." Shortly after marrying playwright Dorothy Kubie in 1923, he produced himself as a writer and in the ensuing years acquired such works as "Half Past Flash," "Frier Ambly," "Winter Garden," "Vigil" and "Mama's Daughters." His wife dramatized the latter, which produced two years ago at

which operates a string of neighborhood picture houses throughout Rhode Island, died Friday (16) in Providence after a brief illness. Romano was associate manager of Associated for 16 years prior to his appointment as district manager.

He was born in Charleston, S. C., and in the ensuing years acquired such works as "Half Past Flash," "Frier Ambly," "Winter Garden," "Vigil" and "Mama's Daughters." His wife dramatized the latter, which produced two years ago at

THREE MAGYARI

Imro Magyari, 39, journalist among 25-year band leaders in Budapest, died recently. A fiddler, Magyari was well known throughout Europe and in America, where he had toured. He had also been on the Hungarian stage and in pictures.

In Memoriam

His little colored King of Jive,

He sat in God's sweet chariot.

His earthly work is done.

There have been great Americans—

Chick reared with the best.

His smile was sweet—his hands as soft

Are strongly now at rest.

The trumpet of his Biederbecke,

Outbursts of Eddie Lang...

Now have a drum for company...

CHICK WEBB has left the gang.

RICK KERRY,

—Reprinted from New York Daily Mirror.

CHICK WEBB

1909-1939

ELLA FITZGERALD
AND THE CHICK WEBB BOYS

WILLIAM BEAHM
PETER FRANK CLARK
THOMAS A. FILIPPO
JOSEPH J. FORD
DANIEL HARRY
FRANKLIN HANCOCK
JOHN "TAPP" JORDAN
VICTOR LIVINGSTON

JOHN MCCONNELL
TEDDY MORSE
DEWEY PERK
JOHN R. RAY
JOE ROSENBERG
ALVIN "LANNIE" SHERMAN
BENJAMIN
EMERY WALLACE

the Empire, N. Y., by Guthrie's McClinton, starring Ethel Waters.

Surviving are his widow, daughter and a sister.

GEORGE FITZMAURICE

George Fitzmaurice, 43, director of

some of Hollywood's outstanding

silent pictures, died June 13, in Hol-

lywood after an illness of nine months

due to streptococcal infection. His

last directing job was "Diamonds

Are Forever" at Paramount, where he

had played Miss Murray in "On

with the Danes" in 1933.

Paris-born and graduate of a

French art school, Fitzmaurice con-

ducted pictures to the screen with

Pathe, where he collaborated on

numerous films with Ouida Bergere.

He was later married to actress

Patricia White. Among his early scripts

were "The Parols of Pauline" and "The

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lish-speaking debut in 1919 at Manhattan. Went to Hollywood in 1924. Widow, the former Rose Brunner, and three sons survive.

NELLIE LEONARD

Nellie Leonard, former circus and vaudeville performer, died June 12 at Madison River State Hospital, Poughkeepsie, N. Y. The Actors' Fund of America arranged the funeral, with interment in a neighborhood cemetery.

Leonard performed for the Ringling and Walter L. Maude circuits. She was the widow of Wally Leonard.

FRANK J. MCGRAH

Frank J. McGrath, former member of the Abbey Theatre Players and more recently a singer, died June 14 at the New York Hospital. Born in Ireland, he had lived in the United States for more than 20 years.

He leaves a sister, Miss Agnes McLaughlin, of Dublin, and three brothers.

RICHARD P. LEAHY

Richard P. Leahy, 42, died suddenly in Detroit June 13 following a heart attack. For 30 years he was owner of the Washington Post (formerly the Opera House), Bay City, Mich., and also former owner of the Detroit Post.

He leaves two brothers.

HARRY A. WALL

Harry A. Wall, 62, general manager of Crystal Beach Transit Co., died June 12 at the Crystal Beach, Mich., resort. He was 39 years old.

He was the general manager of the Crystal Beach resort and other beach resort activities, 10 years ago. Survived by widow and daughter.

ART SHEPARD

Art Shepard, 38, originator of "question mark" for WWT, London and Cedar Rapids (Iowa), died June 14 at his home in Cedar Rapids, Ia., after a long illness. He was a member of the hospital since last February. He had kidney and heart ailment.

FRANK LUPHEN

Frank Luphen, 43, manager of the Strand Theatre, Charleston, N. C., for the past seven years, died June 11 at his home in that city.

He is survived by his widow, son, two sisters and a brother.

ROSCOE M. GOODWIN

Roscoe M. Goodwin, 42, longtime vaudeville and circus artist, died June 15 in Chicago after a long illness. Surviving are his mother, grandmother, sister and brother.

Father, 51, of playwright George S. Kaufman, died at his home in New York, June 14, after a long illness. He was the head of a silk dying firm. Also surviving are his wife, a sister, Nettie M. Kaufman, and two daughters.

Earl E. Bennett, 51, film projectionist, was drowned while swimming in Lake Elanore, Cal. He had worked in the California theatre, San Pedro, Cal., for 12 years.

Samuel W. Thompson, 61, veteran in the theatrical advertising field, died June 11 in Hollywood. Surviving is his widow, three sons and a daughter.

Father of A. H. Weiner, UA exchange manager in Pittsburgh, died in Dorchester, Mass., June 12 after a long illness.

MARRIAGES

Donna Albanese to Hank Newman, June 18, in Columbus, O. He's the radio personality performer; she's a singer.

WHCC, Columbus.

Susan Seaver to Thomas Peden, June 18, in Greenville, S. C. Peden was a singer at WIRE, Los Angeles.

Judith Ann Hunting to Wells Barrett, June 18, in New York. He's an WLS sales staff and she's a WLS.

Barnett, president of Western-Barnett, New York.

Mary Frey to Harry Kemp, in Miami, June 18. She's with Jean Wally all-female cast.

Sally Blue to Ralph Kent, in Pittsburgh, June 12. She's a singer.

Nancy Wood to Rader King, in Herman Beach, Cal., June 8. Rader is a singer.

Walter to Mary, in New York. He's a singer.

Walter to Mary, in New York. He's a singer.

Walter to Mary, in New York. He's a singer.

Leibell Decision

It actually is, a desire of a competitor to be a successful one of another man's property. The Waring

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War Film Escapologists

(Continued from page 1)

be apparently don't attend films to "escape" from their obligations. War shots in the new films, even those that emphasize the human side of the conflict, are more genuine details, actually a magnet, in the trade's opinion. Theaters may not be able to give live complaints when new films don't contain much war footage.

Some of the exhibitors declare they've been told by patrons that the latter visited the theaters primarily to see the human side of the war. Theaters are in the process of European combat—that they weren't attracted by the footage. Some of the war shots are particularly good—showing actual battles between naval and air forces, as in the new films. Theaters are, as the exhibitors prove word-of-mouth which brings in additional patrons, as more of this, the exhibitors urge.

At the same time, however, there's a feeling among exhibitors that the public at this time doesn't want war feature films, although it's admitted that this hasn't been conclusively demonstrated yet. However, exhibitors point out, comedy as a whole has been in a slump recently. Last boxoffice showing with them during these past few weeks when there have been no new films, was a comedy and when they've been told by many of their usually regular patrons, who are not objecting themselves, that they're depressed by European events to attend the films.

War News R.O. Aid

Detroit, June 18.

Instead of believing the public was satisfied with the war films, the Adams have turned around and begun a heavy play of such matters. There have been no new films here during the last two weeks.

The hall-hunt's program is designed to make visual aid to the war effort. The program is designed to make visual aid to the war effort. The program is designed to make visual aid to the war effort.

Newspaper's Co-op

Newspapers are following the policy unofficially adopted at a Nays office meeting about 10 days in backing up national defense program. The opinion among newspapermen is that unaided war material from the theaters would be increased in the script as used essential.

There may be a tapering off of much battle footage if exhibitors insist their patrons want no part of it. But the bulk of newspaper executives this week stated they would continue as the Allied withdrawal from Dunkirk and the bombing of Paris. Theaters are continuing in their ten-year-old clips.

War's 16 mm. Big Sell

War is not a big seller in the 16 mm. home (silent) film market. Eugene W. Castle, head of the British Film Loan Corp., said that the various specials has had edited and rebound since the start of hostilities. He said that the British Film Loan Corp. has had a lot of business since the start of hostilities. He said that the British Film Loan Corp. has had a lot of business since the start of hostilities.

War has had some success in the past on the Nazi invasion of Austria, southern on the Poland blitzkrieg on the Russian front and southern on the European, covering Denmark, Norway and Flanders. Her material is rolled from the theaters, and the exhibitors. As the home market is weeks behind the new films, there is no doubt that each exhibitor is getting a special has to be important historically and worthy of a reel by itself.

Aked if the war footage was "gruesome" for home consumption, said "War" was not, of course. That's why the war special release sale figures don't compare with other and other pictures. There is a steady if small demand, however, from those who "collect" war material. Theaters are, however, collect estimates, stamps or "wholes." Cattle estimates that the market private collectors' of new editions.

War footage coming through official channels is available. Theaters have been available in the past, this has not been forthcoming a lot of material. Theaters are in war negative would be practically impossible.

U.S. Newsreels Have

Troubles In Europe

American newsreel coverage of the European war, which has become an established feature of the newsreels, this week developed the additional problem of securing printing facilities. The newsreels are out of the country and obtaining any news from the Balkan countries. Some of the newsreels, such as the French, have pushed U. S. newsreels to Bordeaux, while Italy's entrance into the war has caused the newsreels to stop the Mediterranean against shipments.

Recently it has cost the five U. S. newsreels in transportation charges about \$700 weekly for two shipments of 1,000 feet each. Much of the Allied footage is handled to a different American newsreel each week for them to supply the other newsreels.

Otherwise, transportation would cost four times that amount. Each shipment of 1,000 feet also pays clearance costs nearly \$300 to ship via the Atlantic Clipper, the fastest of the fleet. The newsreels are, in addition, each shipment of the size costs about \$50 more to get to Lisbon for Clipper shipping.

Regret concerns of the newsreels is that they will not be able to cover the Italian front and the Balkans, because no word has been received from the Italian front. The newsreels are, in addition, each shipment of the size costs about \$50 more to get to Lisbon for Clipper shipping.

The American reels currently are hunting over southern France for a picture. Since they are in the company labs in Paris. They followed the French government's evacuation of the French coast and subsequently to Bordeaux.

British newsreels have currently been in the hands of the British newsreels. The British newsreels have currently been in the hands of the British newsreels. The British newsreels have currently been in the hands of the British newsreels.

Schenck-Moskowitz

(Continued from page 1)

Schenck might make a deal with the government, which would be an endeavor to settle out of court. He would be permitted to leave the jurisdiction, both men must be back when called. Bondy, in allowing Schenck to leave, has been remarked smilingly. They may leave the jurisdiction at their risk, and on their own responsibility.

Attorney for the Government had requested bail of \$25,000 each, while Schenck had asked for \$10,000. The Government spokesman stated that high bail was not really required, but that the business interests of the defendants are such that there is great danger that they may not appear when called. Bondy says the Government has no objection.

Among the charges against Schenck and Bondy had asked for \$10,000. The Government spokesman stated that high bail was not really required, but that the business interests of the defendants are such that there is great danger that they may not appear when called. Bondy says the Government has no objection.

Also disallowing claimed large losses in stock deals. Schenck's knowledge of the German situation, as a western representative of the International Association of Theatrical Stage Employees, had been used by him by Schenck's nephew, Arthur Steinhilber, the money having been used for the purpose of the Government's disallowing these expenditures in these proceedings.

Fidler

(Continued from page 1)

Join up again when and if my company needs me.

Am. I love and believe in my country, and I respect as well as honor the American flag.

But I repeat my previous assertion that motion pictures should not be used for propaganda. I am a theatergoer, not a propagandist. I am a theatergoer, not a propagandist. I am a theatergoer, not a propagandist.

In Washington, we have a gov-

erning body of fellow citizens whose duty it is to guide the democracy of the United States of America. We put them there with our votes; they have the confidence of our nation. We know that they are doing. They know the position and the strength of our nation. They know other nations. They know whether we should or should not go to war. They know if they don't know things they have no business in doing and we are empowered by our constitution to vote them out. That's the advantage of living in a democracy.

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Canadian Prod.

(Continued from page 1)

Montreal in advance of John Seale, who will direct two units, and the production of C. J. Fox, who will direct the latter. Fox is in the west of Canada, in connection with the opening of the Canadian Highways. He is scheduled to run from Halifax to Vancouver when completed. Official word is that the film will be made in the west of Canada.

It is important to remember that all of these plans are entirely unofficial. They are not being made by individual independent producers.

Offshoot of the war is the new venture of United Amateurs Corp. in this, using one of the first motion pictures in the world, for first-run showing of British war pictures and getting profitable results. The venture is the past four weeks.

Korda's Canadian O.P.

Montreal, June 18. Alexander Korda has begun scouting Canada for material for his new production. He is currently in the west of Canada, in connection with the opening of the Canadian Highways. He is scheduled to run from Halifax to Vancouver when completed. Official word is that the film will be made in the west of Canada.

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Offshoot of the war is the new venture of United Amateurs Corp. in this, using one of the first motion pictures in the world, for first-run showing of British war pictures and getting profitable results. The venture is the past four weeks.

Korda's N.Y. Corp.

Alexander Korda Film Production Corp. has been organized in New York City. The company is currently in the west of Canada, in connection with the opening of the Canadian Highways. He is scheduled to run from Halifax to Vancouver when completed. Official word is that the film will be made in the west of Canada.

It is important to remember that all of these plans are entirely unofficial. They are not being made by individual independent producers.

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Coney Island's Midway in Doldrums This Yr.; Needs Paint, Showman Ship

By JO RANSON

Brooklyn, June 18. Only one major magnet at Coney Island this year is the rebuilt beach extending from West 8th street to Steeplechase. The beach is a magnet at the boardwalk. Otherwise, with the exception of such establishments as the Casino, the beach is a magnet at the boardwalk. Otherwise, with the exception of such establishments as the Casino, the beach is a magnet at the boardwalk.

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on's George, Mike Sky, Chester, the Chugan, etc.

Belongs to Play Leet. Brighton Beach is dark, but due to reopen shortly with left pre-arranged. The beach is a magnet at the boardwalk. Otherwise, with the exception of such establishments as the Casino, the beach is a magnet at the boardwalk.

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Phoney Dept. of Health Wires Jam Newsies Carry For Sanitizing Vaccine

By RALPH WIS, June 18.

Sanitizing in show business hit a raw nerve here when Health Commissioner Dr. H. H. Clegg, received telegrams, purportedly from the health departments of Rock Island, Ill., and Chicago, that the vaccine was not safe.

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FRISCO FAIR B.O. UP; AQUACADE, \$40,000

San Francisco, June 18.

With a hot sun in the weather, 11th school vacation started in San Francisco today. The fair is a magnet at the boardwalk. Otherwise, with the exception of such establishments as the Casino, the beach is a magnet at the boardwalk.

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"By their record—you shall know them!"

GOWER and JEANNE

"Foremost Dancers of Young America"

Cocoanut Grove, Ambassador Hotel,
Los Angeles 12 weeks

St. Francis Hotel, San Francisco
..... 9 weeks

Drake Hotel, Chicago 17 weeks

Eddy Duchin theatre tour 5 weeks

Guy Lombardo theatre tour 5 weeks

Wayne King theatre tour 6 weeks

Mt. Royal Hotel, Montreal 32 weeks

Sert Room, Waldorf-Astoria, N. Y.
..... 8 weeks

Palmer House, Chicago 12 weeks

Rainbow Room, New York 10 weeks

Ritz-Carlton Hotel, Boston 5 weeks

Statler Hotels—

Boston • Cleveland • Detroit

Detroit A.C., Detroit

Strand Theatre, Loew's State, N.Y.C.

"Streets of Paris"—B'way Hit... 1 year.



PLUS . . . Repeat Engagements at
Chicago Theatre 3 times
Earle Theatre, Washington 4 times
Fox Theatre, Detroit 3 times
Stanley Theatre, Pittsburgh 3 times
Earle Theatre, Philadelphia 4 times
Metropolitan Theatre, Boston 2 times



Currently appearing:
Radio City Music Hall, New York City
..... 2 weeks

Opening July 24th:
Rainbow Room, New York City
..... return engagement



Exclusive Management

MUSIC CORPORATION OF AMERICA

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NEW YORK, WEDNESDAY, JUNE 26, 1940

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LEO'S \$9,000 A YEAR

U. S. Recruits Between German Shows

A near-high in radio addies, produced by the present European war, occurred last Friday (21) evening on Station WJLK in the Bronx, New York. In the 1:30 period between two sponsored quarter-hour periods in the German language, and with German military music as the main item of entertainment, there was sandwiched in (English) a message from the United States Army urging young men to enlist.

So pleasant was this amazing juxtaposition that the station on-come's sense of humor overcame him and he started to laugh during the army recruiting message.

Radio War Spielers Have New Front In Dealing With Indignant Listeners

By WILLIS WEINER

San Diego, June 25. Reaction of listeners, mostly women, to war commentators, is a subject of delicate care to managers to burlesque of abuse, particularly in small town stations where switchboards are closed at night and calls taken directly in studio. Qualifying at most localities, on the board at KGB during evening shift. To date he has been called a Nazi, a Communist, a Fascist, a Fifth Columnist and a slacker—thanks to newscasters from Los Angeles to New York. His experiences are being duplicated, it is believed, all over America.

A minister, sponsored by a dairy, who criticized Roosevelt's short-of-war pledge to the Allies, drew a barrage of angry calls from women, who began tongue-lashings as soon as the jocular Ericson lifted phone. Protesters felt he had nothing to do with it and were of no avail. Unable to cut off one female in time to read a spot, he hung up. Before he had finished his spot, she called back and consumed the next 10 minutes.

Odd switch from one female prole was comment: What's a young man like you doing in a radio studio anyway? Why aren't you in the Navy or carrying a gun?

Even dramatists' life of (Continued on page 62)

War of Imperialism Extends to Nationally Tiffing in Brit. Pix Biz

London, June 25. The old camaraderie spirit that has existed among film people, with trade always considered international, is cracking up locally.

Through their accredited organizations, British film technicians are refusing to work alongside former enemies, either German or Italian. Insistence is Max Gumpel, head of the International Laboratorial, who had to quit on pressure, as they refused to work with him. Story given out that he resigned. Another who was pressed out of service is Gordon Krampf, German as cameraman for Associated Talking Pictures. He was given marching orders by Michael Balcon for the same reason.

BEST IN YEARS, SURVEY SHOWS

Totalled 735 Playing Weeks Despite Drops of Full-Season Tours by Name Drama and South Productions—Lento, Massey Only Long-Stayers—Hayes, Connell and Hepburn Routes Limited

MORE MUSICALS

Coming road season should be the best in many years, according to a survey of key cities and the prospects of jolity touring shows. All predictions, however, must take into consideration the extreme uncertainty of what the international situation may do to all show business in general and road legit in particular. Last war brought increased business for the theatre, but precedent has so far proved to have little value in judging repercussions of the current hostilities.

Road season just closed has been the best in several years. That is indicated not only by the total grosses and playing weeks for all the country as a whole, but is borne out by reports from Variety correspondents in various key cities, detailed below.

Remarkable angle in the rise was the comparative dearth of touring productions with strong box-office draw. Only "Abe Lincoln in Illinois" (Raymond Maffey) and the Lunt-Fontanne "Taming of the Shrew" offered name players in established Broadway hits on a full-time basis.

WAR TAKES ITS TOLL ON GILBERT MILLER

Among American showmen who have interests abroad, Gilbert Miller faces the greatest personal and financial losses because of the war. He owns the ground leases on several London theatres, and with that country due to become the center of the fighting, the chances of operating the houses appear doubtful. He has a town house in London and also a country home. Producer, too, is interested in a manufacturing plant designed which makes airplane parts, plant operating day and night.

Miller also has a home in France. It is situated in Montreuil, near Dunkirk. With that section invaded by the Nazis, he has been unable to learn whether it's been destroyed or sacked.

Miller, who's been in the U.S. since last autumn, has a Broadway production for next season. He is currently represented on the stage with "Ladies in Retirement," at the Miller.

Sex She's Catest Nudist, Sees NTG for \$50,000

Los Angeles, June 25.

Nils T. Gramlund, the Florence-Garden, where the New York producer is presently staging the seer show, have been made defendants in suit for \$50,000 damages filed by Flo Ash to protect title of "Cutest Little Nudist," which she claims she has used for number of years. Injunction against use of this title by NTG to exploit another personality is sought.

Some time ago Miss Ash won a similar action brought against the Follies theatre management here.

N.Y. EXPO TO PERKS DESPITE BAD BREAKS

Despite two weeks of unfavorable weather and the depressing effect of the European war, the New York World's Fair last week hit a better stride. First of the out-of-town crowds showed up. Average daily paid attendance last week, including Sunday (22), was 99,304. Fair needs 100,000 for a break.

Concession people continue saying this is their year. Even during the (Continued on page 61)

OFFERS PILE UP FOR SHIRLEY; BACK IN '41

Hollywood, June 25. Shirley Temple, recently absolved from her 20th-Fox contract, returns to the screen next January. Several offers have been made for pictures in summer and autumn, but Shirley's parents insist on a vacation.

Memoranda at 11 Mitting Green, subject of her day, is writing a biography of Shirley Temple.

Metro May Test Film Comedy Scenes With Studio Audiences a la Radio

Hitler Trailer

Pathetic spotlight on the foreign position sector at the N. Y. World's Fair, in view of world events, is that the sundry European restaurants and exhibits might just as well raise the awnings over them, and be done with it. Zone looks like a trailer for Hitler.

Even the midway has a similar aura. They talk about seeing Mike Todd's "Breaths of Paris" and somebody cracks about Hitler's blitz on the real Paris.

Metro is mulling the idea of using invited studio audiences to test intended comedy scenes in its scripts before actually filming them. Plans, which would involve certain features of the smash preview with the radio practice of invited studio audiences for broadcasts, was suggested to Louis B. Mayer by Willie Howard, legit and vaude comic. Latter wouldn't be involved in it, but merely offered the idea to Mayer as a friendly gesture.

Purpose of the visual audience would be to save the expense of retakes of comedy scenes that look promising in script and during shooting but die in front of audience. Argued that the present practice of previewing the rushes at the end of a day's shooting doesn't offer a real test of comedy, since usually just the director's few actors and a handful of executives are present, thus the crowd induction is missing. If it were to be worked out, the scenes would be played before the studio audience and, if effective, could be immediately shot. Otherwise, they (Continued on page 62)

COMEDIANS FOR PIX IN DEMAND A NEW

Swing to comedies and light stories in Hollywood already is being reflected by search of eastern talent agents for comedians. Metro and Paramount have been most active in this respect, with former already having talked to several prospects with comedy reps or possibilities.

This brought revival of talk that Abbott and Costello might be signed through by Metro. Tween which are rocketed into "Bureau of Paris" through their work on Kate Smith's radio program was accentuated several years ago by Metro, long before their radio building. Test played the Coast executives as well as any comedy line in years, but the company never got together with this plan on any deal.

Several comedians looked Danny Kaye over while he was playing at the Paramount, N. Y., and he may be accredited this week.

NEW PERRY'S GROUP FROM YALE AS PROS

New Haven, June 25. First college boy band to work professionally during summer vacation months in new music will be out this year. It's a 14-piece group of Yale students under New Perry Music Corp. of America has guaranteed them eight weeks of work. They do one week at Palace Music Corp. for L. K. Aug. 9 and are set for a full week of society parties. Outfit played at second band at Yale's Junior Prom and first outfit at the Senior Prom recently.

Last all-college crew was Carl Weber's Yale Collegians some years ago. Beside single dates they played one at the Palace theatre, N. Y.

Swank Crowd of Paris, London, Berlin Now In N.Y.; Beef on Cafe Prices

The war's evacuation from Continental zones of the international set makes New York's smartier look and sound like a blend of the Blitz and Georges V bars in Paris, the Sovey and Ivy in London, and Berlin's pre-Hitler Adlon or Eden Hotel. All the fanlairs of that cosmopolitan circle, usually following the news of the European capital, now seem congested in the east side cafe hub of Manhattan.

Meetings with a Bronx crowd in a class joint like Fefe Ferry's new Hotel Pierre spot, for example, the Continental feel-de-rol as a fugitive from Lindy's would be in Munich.

P. S.—The Continental beef hoof the most about the minims and covers (and usually get 'em knocked off) while the natives seemingly play-and-pay, without the cheat.

Willkie's Showmanship

Philadelphia, June 25. A new wrinkle in political canvassing was displayed last night (23) by Wendell L. Willkie, contender for the G.O.P. presidential nomination. It was a speechless political rally.

Featured was a technical film of the candidate, as he and a quartet of popular music by the Philadelphia Orchestra with Robert Weir, Mr. Tenor, and a quartet singing.

Announcements shut down because of the Blue Sabbath, many delegates attended the shindig.

Lunt, Fitzgerald Tied, Algood 3d In N. C. Critics Poll on Best Acting'

Alfred Lunt, for his portrayal of the Russian aristocrat in *There Shall Be No Night*, and Barry Fitzgerald, as Captain Jack in *'June and the Paycock'*, were tied with eight votes each in the New York drama critics' choice for the best performance during the Broadway season of 1939-40. In addition, each received one more vote for another performance during the season. Lunt for his part in *'Taming of the Shrew'* and Fitzgerald for the stockbroker in *'Kindergarten'*.

Sara Allgood was next in the selections, with seven votes for her performance in *'June and the Paycock'*, while Eddie Dowling, Gertrude Lawrence and Paul Muni followed in a tie with six votes each for their characterizations in *'Time of Your Life'* and *'Saybrook and Key Largo'*, respectively.

Alfred E. Brown was named by the critics for one of his top performers (Hansel) as *'Kiss the Boys'*, getting five votes for the former and four for the latter, plus two specified ones. He received a total of more votes than anyone, getting 11 mentions altogether.

Just last season's balloting, Evans (Hansel) and Henry VII, Judith Anderson (Family Portrait) and Robert Merton (Mama's Little Bachelor) were tied for the lead with also votes each while Robert Horry (Oscar Wilde), Raymond Murray (The Little Foxes) and Laurette Taylor (Out-Right).

(Continued on page 26)

Charlotte Nash Settles 7-Year-Old Will Suit Vs. F. G. Nixon-Nardinger

Atlantic City, June 25.—After trying for seven years to land a will, the Charlotte Nash estate has won a victory over F. G. Nixon-Nardinger, who was named to handle the estate of her late husband, who died in 1933. Nash, who is now 62, gave up the fight last Saturday (25). The estate, which is now in the hands of the Federal Trust Company, had been dropped by Judge Charles S. Stinebaugh of Philadelphia's Superior Court, but the court was reversed on an outright one-third share of Nixon-Nardinger's estate.

Before his death the healthy theatre man signed an agreement to leave, for life, the interest from his estate—no less than \$100,000—to his son, who she didn't get married again. His will contained that agreement.

She dropped her suit after Judge Stinebaugh's ruling after the late Nash had received a settlement of \$15,000 out of the principal of Nixon-Nardinger's estate, in addition to the income her husband left her, and the right to re-marry without losing it.

There have been times when she was not married again. She is 35. But under the new stipulation she will have all interest in the estate if her two children die after her. The oldest child, Charles, will be 13 on July 4. The other, Charlotte, is now 10.

JOE BROWN'S SON TO MANAGE PITT HOCKEY

Pittsburgh, June 25.—Film comedian Joe Brown's son, Joe L. Brown, has been named business manager of the Pittsburgh Hockey Club to succeed and operate by John H. Harris, head of the theatre circuit here, in his place.

Harris and Brown have been friends.

New service stories carried announced that Brown had been named as Harris' sports agent. The Gards, that isn't so; his work will be confined to the hockey club. Harris is the owner of the Pittsburgh Hockey Club, and Harris is the owner of the Pittsburgh Hockey Club, and Harris is the owner of the Pittsburgh Hockey Club.

Drop German Name

German names may presently be a liability in American show business if there is no improvement in the international situation. A small hint of the tendency is seen in the smart ballroom dance men of Broadway and Graham at the Hamilton Pavilion of the N. Y. World's Fair. To begin with, themselves Gray and Graham. Neither was German but the German-sounding name was to his disadvantage.

During World War I many German acrobats became Swiss or Danish.

15,000 Ducats Opposition To Band's 10G Date

Detroit, June 25.—A large alliance was carved out of the G. expectations on Glenn Miller's stage appearance here through radio shows. Miller's recordings are hot here on the radio, and his band is expected to be the first to appear in the city.

When Goodman's two years ago when he came to New York to knock off close to \$40,000. They're daves, too, in the nickel-in-the-slot business and it looked like a big week on the radio.

But what happened here is that the agency went out and hired the band for a testing for a party 5,000, the name as Fox's for Miller's Tuesday, Wednesday and Thursday night broadcasts.

This meant that better than 15,000 free ducats were spread around the town chiefly through the Chester field dealers. It was enough to slash plenty into what the theatre, paying close to \$10,000 for the band's appearance, could expect. Taking those 15,000 citizens who get in to free shows at the theatre's expense of 40 cents it figures up to a missing \$4,000, which isn't a bad thing.

Although hell's pull won't be had there were jitterbugs lined up at 7 a. m. at the box office opening day (June 25) for the band's appearance. \$30,000 when sound basis of figuring would show that it should be close to the Goodman figure. The broadcasts would just about make up the difference.

The Miller band also played some recent one-nighters in such nearby towns as Ann Arbor and Flint which were also the theatre's biggest name shows in Detroit.

H'WOOD FOLLOWS ITS STARS TO BATTLEFIELD

Hollywood, June 25.—Paramount is bent on capitalizing the adventures of Madeleine Carroll in *'The Sign of the Cross'* in the war picture. To be produced by William H. Munn, it is temporally titled *'Call Me Our Laughter'*, and deals with two Hollywood stars caught in the battle arena. Background is shifted to the Far East to avoid European complications.

Henry Hathaway is assigned as director and Alan Ladd as costar. Ladd, Jr. are doing the screenplay.

Montgomery Belton. After a month of ambulance-driving, Robert Montgomery returned last week to the States devoid of his original thought that steering an ambulance was just another thrill. He told of several harrowing experiences in Flanders.

Montgomery said he wanted him back per contract.

Need Experienced and Glamorous European Mainstay— Another Nightmare in Growing Unpopularity of German Music—Loss of Wagnerian Cycle Would Be Bad Blow for Met

DELAY TALKS

Although presumably prepared to sign a contract with the American Guild of Musical Artists within the next 10 days, the Metropolitan Opera of New York will not negotiate with the guild until after the first of September, and possibly not until October. This will be one of the most bitter and hotly contested issues of the season. Season is scheduled to start Dec. 1, and at least a month's preparation is ordinarily considered imperative.

The war is chiefly to blame for the situation. Foreign artists are regularly included as the company topers. Present unavailability of some, together with the present unpopularity of certain nationalities at this time, poses delicate problems. The Met is especially keen to re-establish the prestige of its 57-year-old tradition of opera. The company has the funds recently raised by the radio appeal, the leadership was looking for a stronger position to start with. Italy's entrance into the European conflict and the possibility of American intervention are terrible blows to the Met.

(The recent bank says they won't feel the nationalistic prejudice of the public, but they realize that what they decide on in July may be dated when the program returns to the air in September. They are moving fast, yet weeks are required for those connected with the program to work out a plan, and the Met is not a big firm, and get on the personnel, supporting personnel or personal for the big show.)

More American singers probably will be engaged. However, the house is loaded with them now (over 60%), and the majority do not draw at the box office, lacking either the necessary vocal requirements to meet previous Met standards, or to draw glamour and mass of representation, an almost impossible thing to gain in the U. S.

German Music Made Met, too, is worried over the growing antagonism in German music. The spread of this antagonism started in Canada, where even the music of Beethoven, Bach and Wagner is under a cloud because the composers are of German origin, despite the fact that they have been dead for centuries. The Met has three (Continued on page 23)

CORWIN'S FLEISCHER CARTOON PROD. DEAL

Norman Corwin, CBS staff director-writer, who flew to the Coast last week to do three programs in the network's summer series as well as to fill a writing commitment for RKO, has a deal with Max Fleischer to direct the daily 10 P. M. Paramount cartoon feature in the fall. Using legit and radio actors, he will add the dailies in New York after the film has been made. The Fleischer studio in Florida. Characters in the cartoon will be insects. Voices will be supplied by Fleischer's vocal records made in New York.

Although Corwin has a deal with RKO, he is not working on the film version of *'Elmer Rice's play'*, he hasn't actually signed a contract and it isn't definite exactly what he's to do. Expected he will work on the adaptation, but he may also go on the payroll to spend some time with the studio to watch production, with the idea of ultimately becoming a producer-director. He is due back in New York late in August, but may return to the Coast next winter.

McClintic Sung for 50% of 'Letty' Award by M-G to Sheldon-Barnes; He Produced Original Stage Play

Two-Timing 'Calamity'

Hollywood, June 25.—Two galloping ghosts of *'Calamity Jane'*, one of Warners and one at Metro, are lining up for a race to a photo finish.

Bette Davis in the Burbank Jockey and Alan Southern is riding for Culver City.

Renew Robinson But Air Sponsor Can't Find Theme

Reno (Lover Bros.) will retain the tag *'Big Town'* for its Edward G. Robinson program (CBS) next season but he may use a series of scripts framed around either an Americanized idea or a *'Public Defender'* formula. Both are now under consideration of the agency on the account, Rutherford and Ryan. Later had been considering doing a series deal with the studio, but Columbia Jockey that as a theme for Robinson.

Account and agency seem to be quite in a dilemma about deciding a theme for this season. They want something that's up to the minute in public interest, but they still realize that what they decide on in July may be dated when the program returns to the air in September. They are moving fast, yet weeks are required for those connected with the program to work out a plan, and the Met is not a big firm, and get on the personnel, supporting personnel or personal for the big show.)

World's Largest Men's Clothing Store Taking Flap B'way Niteray Spot

What is expected to be the world's largest men's clothing emporium will be established at 1514 Broadway, occupying what was the International Casino, outfit shop in New York night life. Bond Clothes, now quartered on a second floor one block north, will be moved to a new deal that calls for a total rental of \$250,000. The 45th street store is currently operated by Cravens, who will readymade clothes shop, but when its lease expires, Bond will take over, latter's site then extending up to the Criterion theatre.

Site is directly opposite the Astor hotel and sports the Wrighty electric (Continued on page 37)

Alice Faye's Operation Brings 20th Suspension

Hollywood, June 25.—For failure to appear at the studio 'sleaz, willing and ready' for his star role in *'Dance Against the Wave'*, 20th-Fox removed Alice Faye, its top female player, from the payroll. She drew the suspension when studio was apprised she had checked into a hotel for the night.

Understood that studio heads acted on the theory the surgery might be more lenient and that the picture was completed and that she chose this method of avoiding the film, which was in the making. Betty Grable has been substituted.

Guthrie McClintic, legit producer, has started action in N. Y. supreme court against Edward Sheldon and Margaret Avery Barnes, authors of *'Disenfranchised Lady'*, which was produced as a picture by Metro under the title of *'Letty Lynton'*. He seeks an accounting of 50% of money recovered by Sheldon and Miss Barnes from Metro-Goldwyn-Mayer in the *'Letty Lynton'* plagiarism suit.

Complaint charges that McClintic, as producer of the play, *'Disenfranchised Lady'*, had a 50% interest in the picture rights. It is contended by Alice Lynton, that McClintic, that recovery by the authors in the plagiarism suit against Metro entitled her to 50% of the recovery money.

Complaint sets out that the defendants received \$137,000 from Metro in the *'Letty Lynton'* court action. The difference up to a claimed \$100,000 is held by the recovery money.

Case raises the question whether plagiarism in the form of a media picture, does not deprive the author of picture rights, and consequently makes damage recovery past payment for such picture rights.

Complaint was filed by Daniel Frohman, Inc., and Daniel Frohman, Inc., had participated in the production of the play with McClintic. The firm also figures in the court action with the plaintiff, Phillips, Nier, Benjamin & Krim. Other defendants are William Driscoll & Rafferty, for the defendants.

Stone Off 20th Lot

Hollywood, June 25.—John Stone, associate producer at 20th-Fox, checks off the job June 26 after an absence of several weeks. He was removed from the picture *'The Sign of the Cross'* by 20th-Fox.

Producer recently bought two story properties, *'The Wolfman Goes to a Store'* and *'It Happened to Mary'*, which he may produce independently.

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1144 WEST 45TH STREET, NEW YORK, N. Y.
DANIEL FROHMAN, INC.
(Published in New York by Daniel Frohman, Inc.)

Freeman-Balaban Keynote Need For Industry to Cut Programs, Up Quality and Increase B.O. Take

He mentions a low-cost B. turned
(Continued on page 18)

IA in 28 Hours Forces F&M, St. Louis, To Withdraw Old Suits; Upped Wages

St. Louis, June 25. A strike by members of IATSE, Local No. 143, that shattered 37 of the 54 pictures at Metro's Edison and the three exhibitors, Fox, Warner and Ambassador, for 28 hours starting Thursday (25) ended with the union winning a sweeping victory. The withdrawal of the picture and the subsequent picketing of the St. Louis, largest of the string, which remained open, men tallies, because the stagehands remained on deck to serve the abbreviated George White's Scandals stage show, resulted from the refusal of F&M to withdraw two lawsuits against the union.

One of the suits asked for \$75,000 damages and the other for \$100,000. Both were the outgrowth of picketing of the big houses and had a dozen of the union men arrested. The union charged that the F&M management discriminated in favor of followers of John P. Wick, ousted leader of Local No. 143, when men were hired by the local to man booths in the picture houses controlled or managed by F&M.

The wage terms had been acceptable to the union but when John Hanagan the documents until the suits were pulled off the docks. The F. B. I. reported on the director for F&M, in the absence of Harry C. Arthur, Jr., v. p. and manager of F&M's local, who is reported to be vacationing on his farm in upstate New York, declined to withdraw the suits and the picture promoters materialized the day following the walkout.

The walkout at the Central that runs for three years F&M agreed to give operators annual increases of \$5, \$10 and \$150 per week, making the ultimate maximum about \$100. The company said overtime would be paid at the rate of \$1.00 per hour for overtime to approximately \$7,000 per week.

Nelson charged the union was subjecting F&M to the most serious attempt at extortion and coercion that the theatre owners in St. Louis have ever experienced.

The walkout at St. Louis occurred during the first stage show. A comedian in "Scandals," trying to explain why the show would not be shown, volunteered the info that it was one that the customers probably wouldn't have been interested in anyway. The payees declined to allow the ticket window and demand and received their admission prices. Refunds also were made at the Fox and Ambassador theatres. The show started Saturday (25). Stated that F&M will pay the provisions for the time they spend picketing at St. Louis.

In this exhibition the picture, runner of Metro and UA product, only the distinction being the only dealer in town to be open for two days under a "business as usual" sign.

BIOFF'S NEW MOVE TO GET OUT OF PRISON

Chicago, June 25. Willie Bioff has made a new move to get out of the clink. Serving on 10-year sentences of six months on a pending indictment for the Hollywood representative of the International Alliance of Theatrical Stage Employees (IATSE) who filed application in Criminal Court for a writ of habeas corpus. Papers filed that the complaint against Bioff fails to set forth any offense under the laws of the State of Illinois. Justice John Pryor indicated he will rule on the application Friday (27).

Bioff is also under Federal indictment in Chicago for alleged picture tax violation and he must face "execution" on that charge when he is in prison here.

Spotting Hot Coin

"Dangerous Dollars," short made by Paramount via authorization of Treasury Department, will be shown at special screenings tomorrow (Thursday) for Broadway picture theatre exhibitors. Will be shown at 11 o'clock in morning and 5 p. m. Pat's home office projection room.

Subject shows how the Secret Service clings down on counterfeiters and how to detect money currency.

RKO-Cocals' Bronx Suptlet All Set; Now Needs Local 306 OK

Conclusion of a deal between RKO and the Cocals circuit, covering seven theatres in the Bronx, is dependent on negotiations with Local 306. Moving Picture Machine Operators of New York, to turn over the booths of the theatre to this union. Houses have been operating with regular men. Reporting plan is to take the Empire men into the 306 fold.

Proposal in taking over the seven houses from Cocals is for RKO to operate three and the Skouras circuit, by arrangement with RKO, to handle the other four. The balance of the Cocals group in the Bronx, also, is expected to remain under Cocals management.

It is understood that the terms of the turnover are agreed upon and the government consent has been obtained. Negotiating only contract negotiations with Local 306 to be ironed out.

'BRIG YOUNG' GROOMED TO ROADSHOW STATUS

Hollywood, June 25. "Brigman Young" is being built up to roadshow size at 20th-Fox and in status of "The Sign of the Cross" and "Heaven Top" into Central Circle on two-day basis. Plan is being worked out in a series of headlines by Joseph M. Schenck, Darryl Zanuck and Herman Warner, sales chief. Picture, which will cost about \$2,000,000, has finished making, except for a few location shots in Utah. Ambassadors has been moved up from Sept. 14 to Aug. 16.

G. Van Wagner, Banker, Aide to Geo. Schaefer

Garrett Van Wagner, formerly of the Irving Trust Co., has been appointed executive assistant to George J. Schaefer, president of RKO-Loew's. Under the RKO reorganization, Van Wagner came back as a representative of Irving Trust, transferred under the 77-B reorganization. He has remained on since emergence from receivership about six months ago.

Sperling's Politico Saitre

Hollywood, June 25. First assistant producer for Milton Sperling under his pact at 20th-Fox is an untitled satire on the political scene, now in the writing mill.

Two others on his production schedule are "Fating Star" and "Left at the Altar," or Love in a Pullman Car.

They Met in Hollywood

Hollywood, June 25. Laurence O'Hara gets the femme lead in RKO's "They Met in Hollywood," playing opposite Alan Ladd, Argentine stage star.

Low Block in production

ALSO RESTRICTED CASTING STRIKE

Central Casting Office Fears Spread to Wider Industry Areas—Daily Meetings on Coast of Little Avail—Pat Casey East

APPEAL TO N.Y.

Hollywood, June 25. Fears that the strike of casting directors in the Central Casting Office might spread to wider industry areas, producers have asked their New York home offices to contact the eastern headquarters of the International Alliance of Theatrical Stage Employees and its support of the latter to restrict the current strike to existing presently concerned agencies.

Decision to appeal to New York for assistance was reached at a meeting of producers held at the Metro building last night. Relations between the producing forces and the international labor groups, intensively organized and directed by experienced men, may act as stabilizers in the casting line.

Pat Casey, in charge of producers' labor relations, is in New York. He is expected to return to Hollywood by the end of the week. The disturbance will be confined to the issues raised by the striking casting directors, to limit as possible a settlement of the dispute are continued without interruption, there is no likelihood of outside interference.

If the issue directly involving the Central Casting Office strike were not enough to worry producers, Howard H. Phillips, recently named general manager of Central, is credited with having received a letter from the union through an ill-timed, to say the least, move to inform studio casting offices of the work stoppage.

When it became known generally that Phillips had compiled a list of extra players who had earned in excess of \$700 within the past five months, he had distributed the list to the studio, the extra players, junior members of Screen Actors Guild, moved in a body on the SAG to investigate the memorandum.

"Phillips has advised the SAG that he did not intend to 'blacklist' anybody, and has indicated that the list of top-money extras has been placed in the hands of the SAG men, however, have told the Guild they are not satisfied with that explanation," pointed out Phillips' memorandum stated.

"The conscious of these names and the list of extras is being kept for five months of this year. Whenever possible, try to select other individuals in place of those listed."

Following protest by SAG, Claus Guthrie, General Thornton, executive secretary of the Guild, sent the following communication to Phillips:

Members of the Screen Actors Guild have made inquiry at the Central Casting Office and reported list of extras said to have been prepared at Central Casting for the purpose of having certain extras withheld calls from those on the list.

"So that we may have all the facts on this matter would you be kind enough to inform this office at your earliest convenience on the purposes for which this list was prepared. We are particularly concerned with two points: (1) whether the list was prepared, and (2) why it is it is intended to cover all extras earning \$700 or more during the five months of this year, certain extras whose earnings are reported to

(Continued on page 22)

Despite Poor Attendance, Allied's Nat'l Convention Heatedly Attacks Majors for Straight 10% U.S. Tax

Walker's Reunion

Chicago, June 25. Former M. V. major Jimmy Walker, who first organized the New York Independent exhibitors, now here to preside at the annual board of Allied.

Besides masterminding it was in the nature of a general reunion.

Sears-Roebuck Gags, Giving Away Coupons, Spreading in Philly

Philadelphia, June 25. Encouraged by the results of the third week of its experimental giveaway stunt, the local office, Sears-Roebuck will initiate the coupon gimmick at its first out-of-town store next week. On July 1 patrons of the Park, Highland Park, Pa., will begin receiving the free coupons that are good at their face value at all Sears-Roebuck stores and for mail orders.

Before the end of the summer at least 10 additional theatres in all major cities are expected to be added to the merchandising campaign according to Robert Bogne, general manager of the company. It is expected that the stunt will be spread to cities in all parts of the country.

Popularity of the gimmick coupons started slowly according to the managers of the theater district. The first night of the current season, it is expected that the stunt will be spread to cities in all parts of the country.

When their skepticism was worn down by the results of the first night, they topped them of the usual "dick" night.

Kahla, but the outcome at face value from Sears. The store pays the expense of newspaper and poster advertising and exhibition.

"Book Night" Set

Application for a temporary injunction against Price Theaters Productions Corp. and Jack Price, by Premium Production Syndicate, Inc. was denied in N. Y. supreme court last week.

Justice Peter Lehmann opined that while the two schemes called "Encyclopedia Night" used the same name, there was nothing to be done anything but a legitimate business rivalry in the action.

"Plaintiff's \$25,000 damages, asserting it denied the disputed scheme, and its idea to theatre to be used for attracting customers, that the defendant infringed."

LLOYD, SKIRBALL CLOSE SIX-PIC DEAL WITH U

Hollywood, June 25. With the completion of "The Howards of Virginia," Frank Lloyd and Skirball plan to change their corporate name and move from the General Service studio to Universal under a contract calling for six pictures in two years.

New corporation is Frank Lloyd Productions. The old Frank Lloyd Pictures, Inc. was organized solely to make one film, "The Howards," for Columbia.

First picture, "The Howards," the U deal is slated to start around Oct. 1.

TERY STUDIO'S TIME OFF

Terry-Thomas at New York

N. Y. will shut down for about a month this summer while about 100 pictures are being made on vacation. Studio reopen July 1.

Paul Terry cartoon comedy slated to have three shorts in color, ready for release by 20th-Fox when vacation period begins.

Chicago, June 25.

Allied Independent exhibitors, in convention here last week, set up a Bureau of Information to work nationally for the dissemination of vital industry information for all indie members.

Specially, this points to the interchange of information among Allied members as to sales policies of the film companies, deals on film accounts, on unions and labor problems, on theatre design and building, on the many films and factors that concern theatre operation. It means that if indie theatre in one section of the country hit upon some idea for a change, it could make a new type of deal with some distributor, that their fellow exhibitors in other parts of the country will be informed of the situation and will be able to guide themselves accordingly.

Real battle has developed over the new admission tax now being discussed by the Senate. The policy in this proposed tax which brought another year resolution, that Allied members should have petition to the Government in solving the problem of raising revenue to meet the expense of the theatre.

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Pat On Scams

This resolution, a plenty of fireworks, particularly in that the name of Approx Skouras came into the picture, with his aid in the matter, asserting that Skouras was one of the persons who spoke to members of the Finance Committee.

When Skouras heard of this move to Allied officials in protest and later that "I met Mr. Myers (Abram Myers, counsel for Allied) in Washington last week in an attempt to get his aid in the matter. He said that he was not sure that the plan to be presented to the Finance Committee was in the best interests of the industry and particularly the smaller exhibitors. He said he was very impressed with my presentation, but in justice to him he advised that he would give me his reaction. He telegraphed me in New York that he was not in favor of the plan."

Pat expressed purpose of seeing Mr. Myers that afternoon, but unfortunately he did not see him. Myers and I were referred by his secretary to Mr. Cole (Col. H. A. Cole, who is now in Washington) and I discussed this subject with Mr. Cole and gave him my views. The plan was presented to the Finance Committee on Friday, which was

(Continued on page 21)

WORLD PREMIERE THIS WEEK!

GENE TOWNE PRESENTS
**TOM BROWN'S
SCHOOL DAYS**

with
SIR CEDRIC HARDWICKE • FREDDIE BARTHOLOMEW
JIMMY LYDON • JOSEPHINE HUTCHINSON • BILLY HALOP
POLLY MORAN • HUGHIE GREEN • ERNEST COSSART
ALEC CRAIG • GALE STORM

PRODUCED BY GENE TOWNE AND GRAMER BAKER
DIRECTED BY ROBERT STEVENSON

ADAPTED AND LIBRETTO PLAY BY HILTON FRANK & FRANK GIBNEY AND GENE TOWNE & GRAMER BAKER
ORIGINALS, ENSEMBLE BY ROBERT STEVENSON



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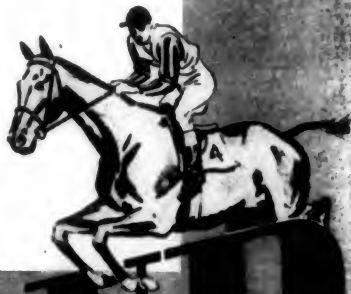
RADIO

TOM BROWN'S SCHOOL DAYS

C

SIR CEDRIC

✓ **IN TECHNICOLOR!...** ✓ **THREE ACADEMY AWARD WINNING STARS!...**
 ✓ **THE PRODUCTION TALENTS OF FIVE OTHER ACADEMY AWARD WINNERS!**
 ... ✓ **DIRECTED BY HENRY KING, WHO GAVE YOUR BOXOFFICE "ALEXANDER'S RAGTIME BAND" AND "JESSE JAMES"!...** ✓ **HAILED AT THE POMONA PREVIEW AS GREATER THAN "KENTUCKY"!...** ✓ **SPECTACULAR SHOWMANSHIP BY DARRYL F. ZANUCK AND 20TH CENTURY-FOX!**



DARRYL F. ZANUCK'S
Production of



MARYLAND

IN TECHNICOLOR!



WALTER BRENNAN • Academy Award Winner of "Kentucky" • with **FAY Bainter** • **BRENDA JOYCE** • **JOHN PAYNE** • Academy Award Winner of "Jesse James" • **CHARLIE RUGGLES** • **MARJORIE WEAVER** • **HATTIE McDaniel** • Academy Award Winner of "Come With the Wind"

Directed by **HENRY KING**
 Associate Producer **Gene Markey** • Original Screen Play by **Ethel Hill** and **Jack Andrews**

M-G-M SWEEPS GLOOM AWAY!



Margaret Sullavan
and James Stewart
thrill the fans!

"MORTAL STORM" BIG!

Held Over 2nd Week Capitol, N. Y. Also St. Louis, Boston (playing two theatres day and date) Cleveland, Columbus, Hartford, New Haven, Philadelphia, Washington, D.C. and more every day!



Jeanette MacDonald
and Nelson Eddy are
together again!

"NEW MOON" PREVIEW GREAT!

It's everything you hoped for. A magnificent musical in the M-G-M manner that's headed for hold-over business. Just what the public wants right now!

Cheer Up America!

"ANDY HARDY MEETS DEBUTANTE!"

Thank you Lewis Stone, Mickey Rooney, Judy Garland and all the happy Hardy Family for turning out the most sensational of all this gold-mine series. It's the show that they'll thank you for putting on your screen!



Mickey's in top form
and Judy Garland clinches
the box-office draw with
grand songs!



Remember this!

"PRIDE AND PREJUDICE" IS A SURE-FIRE HIT!

Start now to tease it in lobby and program and publicity. The Preview guarantees audience joy. They ate it up! Greer Garson (Mrs. Chips) Laurence Olivier (Mr. Rebecca) and a brilliant money cast! A swell show.

The Editors of TIME and LIFE

PRESENT

"THE RAMPARTS WE WATCH"

IN PRODUCTION for more than a year and a half, "The Ramparts We Watch" is now ready for release. It is a new kind of full-length feature picture, recreating as it really was the one great period in American history which most affects this nation today—the period of 1914-18, when America met one of the most fearful crises in her history. It is appropriate that this film should have been completed just at this time, when everyone, old and young, is talking once more of American unity and American armaments and the responsibility of democracy.

We hope that from "The Ramparts We Watch" the American people may gather something—perhaps much—that shall strengthen and sustain their convictions, their faith, and their hopes during the perilous and trying days ahead.

Because "The Ramparts We Watch" has a cast of more than 1400—including 73 important speaking parts—no screen credits will be given. The principal players and the members of its production staff are presented here instead:

THE CAST

DAN MEREDITH, EDITOR OF "THE DAY".....	John Adams	LOUIS, GERMAN AMERICAN.....	Alphonse Phillips
JOE KOVACS, A HUNGARIAN IMMIGRANT.....	John Sommers	BUSINESS MEN.....	John Fallon, H. M. Guillou, Norman Kimball, Robert Donahoe, Charles O'Connor, Lloyd Gallup
MRS. JOE KOVACS.....	Julia Kent	"MONTANA".....	David Dean
ANNA KOVACS.....	Ellen Prescott	LILA BISHOP, SECRETARY TO CONGRESSMAN LAWTON.....	Lila Lyman
JOHN SLAVETZ, A LABORER.....	Andrew Brenner	KARL VON SCHLEICH, A GERMAN AGENT.....	George Jackson
MRS. SLAVETZ.....	Myrtle Rastler	GEORGE WESTCOTT, CITY EDITOR OF "THE DAY".....	H. G. Wentcott
PROFESSOR GUSTAV BENSINGER.....	Alfred U. W'ysie	A COPY BOY FOR "THE DAY".....	Arthur Maxson
MRS. BENSINGER.....	Marguerite Brown	REPORTERS FOR "THE DAY".....	Oliver Bell, Norman Felton
HILDA BENSINGER.....	Georgette McKee	TICKET CHOPPER.....	David Padell
FRED BENSINGER.....	Robert Rappleye	TELEGRAPH OPERATORS.....	A. A. Nowrie, E. C. Larry
EDWARD AVERILL, A BUSINESSMAN.....	Frank McCabe	LYDIA FOSTER, SECRETARY TO MR. AVERILL.....	Lydia Baranet
MRS. AVERILL.....	Myra Archibald	A MERCHANT.....	Sidney Hatchell
WALTER AVERILL.....	Edward W'ragge	A PACIFIST.....	Marion White
STUART GILCHRIST.....	Harry C. Stapher	GORDON HALL, A CAPTAIN OF MARINES.....	Gordon Hall
MRS. GILCHRIST.....	Jane Stuart	SGT. FRANK SMITH, N.G., U.S.A.....	Frank E. Smith
RALPH GILCHRIST.....	Elliot Reid	REPUBLICANS.....	F. T. Matthews, Maurice Jones
HON. JOHN LAWTON, MEMBER OF CONGRESS.....	C. W. Stowell	DEMOCRATS.....	Harry Pettis, Garwood Seipel
MRS. JOHN LAWTON.....	Ethel Hudson	ELECTION WORKER.....	Lawrence O'Brien
MRS. DORA SMITH.....	Augusta Dargen	A STUMP SPEAKER.....	Reginald Reynolds
EDDIE REED.....	Albert Gattiker	A WESTERN UNION MANAGER.....	B. Goodnow
CAPT. JOHN KELLOGG, N.G., U.S.A.....	H. G. Brady	A POSTMAN.....	Harry Felton
TOMMY BURNLEY.....	Thomas Burney	REV. BYRON HATFIELD.....	Rev. Byron Ulric Hatfield
MRS. BARBARA DAVIS.....	Roberta Maschi	A Y.M.C.A. SECRETARY.....	Andrew Bissch
COLLEGE STUDENTS, John Langwell, Richard Baker, Jane Avery		"BEN", A BRAKEMAN.....	Benjamin Semmeskey
HON. REGINALD DENIS PHELPS, A BRITISH LECTURER.....	John Williams	"BILL", A BAGGAGEMAN.....	William Longman
CHIEF OF POLICE.....	W. W. Pinkerton	"TOM", THE BARBER.....	Thomas McIlwray
HAL FISHER, LIEUT., LAFAYETTE ESCADRILLE.....	Richard McCracken	AN AUSTRIAN CONSULAR OFFICIAL.....	Gabriel Kovacs
"FRITZ", PROPRIETOR OF THE BATHSKELLER.....	Matthew Sylva	A DEPARTMENT OF JUSTICE AGENT.....	Albert Iverson
A SINGER.....	Larry Gallant	HENRY JENSEN, THE BAKER.....	Henry Jensen
HANS, GERMAN AMERICAN.....	Charles Short	A FRENCH GENERAL OF INFANTRY.....	Gabriel Herwood
		LOUISE.....	Louise Ellingren

PRODUCTION STAFF

Producer-Director.....	LOUIS DE ROCHEMONT
Associate Producer.....	THOMAS ORCHARD
Associate Director.....	(JAMES L. SHUTE, SHEPHERD TRAUBE)
Film Editor.....	(GEORGE BLACK, BEVERLY JONES)
Scenar.....	IOHAR WOLFF
Commentator.....	ROBERT RICHARDS, GEDRIC R. WORTH
Historical Research.....	WESTBROOK VAN VOORHIS
Research.....	SAMUEL W. BRYANT, JR.
Production Manager.....	CAPTAIN REED M. FAWELL, U.S.N.
Photographed by.....	JAMES L. WOLCOTT
Sound Engineers.....	(CHARLES E. GILSON)
Musical Score.....	(JOHN GENEL)
	DAVID Y. BRADSHAW, KENNETH HAWK
	LOUIS DE FRANCESCO

PRODUCED BY THE STAFF OF THE MARCH OF TIME

WHY GIRLS Leave Home

... and MEN Follow



They want
ENTERTAINMENT!



PARAMOUNT PICTURES FOR 1940-41

 THE WORLD'S GOT ONE  WHALE OF A HEADACHE. — THANK
 HEAVEN, THE  U.S. CAN STILL SMILE. — OUR  JOB IS TO KEEP
 AMERICA SMILING... LET  THE PROFESSORS GIVE THE DRY
 LECTURES. WE'LL CONTINUE TO BUCK THE  TIDE OF  HEAVY STUFF
 WITH  "BUCK", BING AND BOB... WE'LL  DUCK THE
SIGNIFICANT  DRAMA WRITERS. WE'LL GIVE THE GIRLS 
 HEART THROBS. — WE'LL GIVE THE GENTS  ACTION  WE'LL GIVE
 'EM WHAT THEY NEED AND WANT...  MUSIC AND  AND LAUGHTER

38

PARAMOUNT FEATURES

6

SWELL "HOPPY'S"

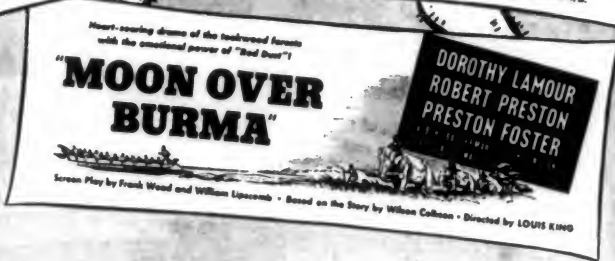
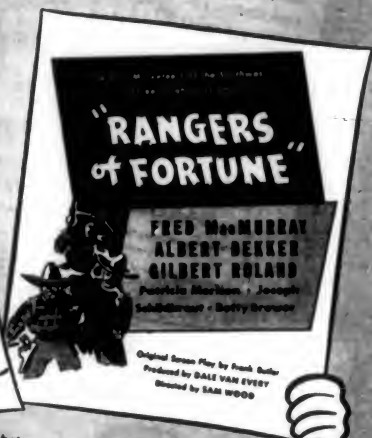
\$25,000,000

IN ENTERTAINMENT

an average production budget increase of more
 than \$100,000 a picture over previous years!

THE *PARAMOUNT* POLICY for 1940-'41
 NOTHING BUT *ENTERTAINMENT!*

The Strongest Line-Up of Big Box-Office Action Pictures and Spectacular Out-of-Door Romances Even PARAMOUNT Has Ever Offered!



Here's a brand
new kind of big
time Western ad-
venture picture!

"TEXAS RANGERS RIDE AGAIN"

starring
ELLEN DREW and JOHN HOWARD
with May Robson • Akim Tamiroff
Broderick Crawford • Anthony Quinn
Original Story and Screen Play by William E. Loman and Horace McCoy
Directed by JAMES HOGAN



A WILLIAM A. WELLMAN PRODUCTION,

"The City That Never Sleeps"

starring
**BARBARA STANWYCK • JOEL McCREA
EDDIE BRACKEN**



The best seller "F.O.B. Detroit" has been used by Producer-Director Wellman as the basis for this great human interest screen play!

A heart-stirring drama of love and adventure!

"BIRTH OF A HERO"

**WILLIAM HOLDEN • MARIA OUSPENSKAYA
ALBERT DEKKER**



Screen Play by Charles Brackett and Billy Wilder • Based on a Story by Brian Marlow and Thomas Mearns • Produced by ARTHUR HOODSON, Jr. • Directed by ARTHUR HOODSON

The Amazing Drama of O. Henry's Life!

DOUGLAS FAIRBANKS, Jr.

"The American Vagabond"

A Boris Moros-Robert Stillman National Pictures Corporation Production.

One of the great westerns of all time...

"The Roundup"



A special presentation of the famous
play with an all-star cast including
DON WILSON as Sheriff Slim

Gambling Lady of the Old West!

CLAIRE TREVOR... "THE SILVER QUEEN"



Story by Wanda Tuckett and Frank Mallard
Directed by ALLAN DWAN

HARRY "POP" SHERMAN Rides Again... with Two Big-Time Westerns!



(TENTATIVE TITLE)

"CHEROKEE STRIP"

with Richard Dix • Florence Rice
Victor Jory • Andy Clyde



Peter B. Kyne's

"PARSON OF THE PANAMINT"

Paramount's 1940 football picture!

"TOUCHDOWN!"

Wayne Morris • Virginia Dale • Lillian Cornell • Frank Fay

Original Screen Play by Robert Pinch
Produced by ANTHONY VELLER

Basil plays a "Jekyll" and "Hyde" role in this heart chiller!

"A DATE WITH DESTINY"

Starring BASIL RATHBONE • ELLEN DREW • JOHN HOWARD

with Barbara Allen • Vera-Regina • Ralph Morgan
Screen Play by Howard L. Green • Produced by
GEORGE ARTHUR • Directed by TIM WHILLAN

The most unique thriller ever conceived!

"THE AVENGING BRAIN"

with ELLEN DREW • ALBERT DEKLER

Screen play by Stuart Anthony • Directed by
STUART HESTER • Produced by JACK MOS

Thriller of the sea...

"MYSTERY SEA RAIDER"

with CAGLE LANES • HENRY WILCOX • OSLOW STEVENS

Screen Play by E. E. Parsons, Jr. • Based on a story by Robert Grant
Produced by EUGENE ZUKOR • Directed by EDWARD GMITRYK

CECIL B. DEMILLE

PRESENTS THE SATURDAY EVENING POST SUCCESS by THELMA STRABEL

"REAP THE WILD WIND"



The Greatest TRADE NEWS of This or Any Day!



3 BIG DEMILLE PRODUCTIONS IN 2 YEARS!

7,102,371 readers of The Saturday
Evening Post are reading this sensa-
tional serial... appearing tomorrow!

In addition to "Reap the Wild Wind" Mr. DeMille has promised to
deliver for Paramount two other equally important pictures between
now and the close of the '41-'42 Season.

we're not
counterfeiters
...but we can
turn ~~MUSIC~~
notes into
BANK NOTES



Mary's heart belongs to CROSBY...

"RHYTHM ON THE RIVER"



Screen Play by Dwight Taylor • Based on the Story by Billy Wilder
and Jacques Thury • Music by Johnny Burke and James V. Monro
Produced by WILLIAM L. BARON • Directed by VICTOR SCHÖENBERG

BING CROSBY
MARY MARTIN
BASIL RATHBONE
OSCAR LEVANT

John Scott Trotter

Lillian Cornett

Oscar Shaw

What a parade of stars! What a parade of hit songs!



Grace MacDonald • Robert Paige • Peter Hayes
Eddie Quillan • Frank Jenks • Virginia Dale
Carol Adams • Lillian Cornett • William Frawley

Screen Play by Maurice Rapp, Anna Merton Chapin and
Allen Rivkin • Based on the Story by Joe May, Billy Wilder,
Joan Lovell and Max Koops • Music by Frank Loesser, Burton
Lane and Victor Young • Directed by JOSEPH SANTLEY



DANCING ON A DIME

America's Favorite Battlers of the Airwaves Matched
for the First Time in a Great Screen Laugh Battle!

JACK BENNY vs. FRED ALLEN in "LOVE THY NEIGHBOR"

(NEGATIVE TITLE)

Story by Zion Myers and Ernest Pagano
Produced and Directed by MARK SANDRICH



MARY MARTIN
VIRGINIA DALE
THE MERRY MACS
THERESA HARRIS
CARMICHAEL and
ROCHESTER

...NEXT STOP
"ROAD TO ZANZIBAR"



African laugh-again adventure!
starring

BING CROSBY
BOB HOPE
DOROTHY LAMOUR

Story by Don Hartman and Sy Bartlett
Produced by PAUL JONES

FRED ASTAIRE • PAULETTE GODDARD
"SECOND CHORUS"

with
ARTIE SHAW and his BAND

Story by Frank Cavett • A Boris Morros • Robert Sillman National Pictures Corp. Production
A Boris Morros Musical



KISS THE BOYS GOODBYE



The Broadway laugh hit by the author of "The Women"
...with new hit songs for Mary Martin!

starring
MARY MARTIN
and **RAY MILLAND**

with Lillian Cornell • Virginia Dale • ROCHESTER
Screen Play by Harry Tugend • Based on the Play by
Clare Boothe • Produced by WILLIAM LE BARON

The "Boys Town" of musicals!

"THERE'S MAGIC IN MUSIC"

starring
ALAN JONES • Susanna FOSTER
with Wendy Barrie • Lynne Overman

Screen Play by Fredrick Johnson and Robert Leroy • Based on an
idea by Ann Ransell • Produced and Directed by ANDREW STONE



A Big Musical starring the "Oh, Johnny" Band and Bonnie!

ORRIN TUCKER

and his BAND with **BONNIE (Baby Voice) BAKER**

who made "Oh, Johnny" a national anthem!



As experts we believe you can't
beat this for **ENTERTAINMENT!**



The heart of today's Virginia!

"VIRGINIA"

starring
MADEIRA CARROLL
FRED MacMURRAY

with LYNN OVERMAN • GABRIEL LEE
Original Screen Play by Virginia Van Upp
Produced and Directed by
EDWARD H. GRIFFIN

Radio's most popular heart-interest program
... becomes a grand screen drama!

"I WANT A DIVORCE"

starring
JOAN BLONDELL • DICK POWELL
with Gloria Dickson • Frank Fay • Jessie Ralph
Conrad Nagel
Screen Play by Frank Butler • Based on
a Story by Adela Rogers St. Johns
Produced by GEORGE ARTHUR
Directed by RALPH MURPHY



starring CLARETTE
COLBERT • DOUGLAS with MELVIN
Based on the Play by Samson Raphaelson
Screen Play by Dwight Taylor
Directed by MARK SANDRICH

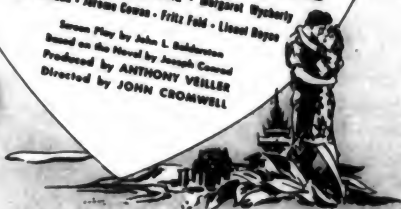


Two great stars in a modern "farewell To Arms"
CLAUDETTE COLBERT
 and **RAY MILLAND** in
"ARISE MY LOVE"

Screen Play by Jacques Thery, Charles Brackett,
 Billy Wilder and Ketti Frings - Based on the Story
 by Benjamin Glazer and John Saksley
 Produced by **ARTHUR HORNBLOW, Jr.**
 Directed by **MITCHELL LEISEN**

Conrad's Great Drama of a Human Heart!
"VICTORY"
 ("AN ISLAND TALE") starring
FREDRIC MARCH · BETTY FIELD

with **SIR CEDRIC HARDWICKE · Margaret Wycherly**
Sig Ruman · Jerome Cowan · Fritz Feld · Lionel Atton
 Screen Play by John L. Balaban
 Based on the Novel by Joseph Conrad
 Produced by **ANTHONY VELLER**
 Directed by **JOHN CRONWELL**



ANOTHER BOX OFFICE "BOMB"!
JON HALL
DOROTHY LAMOUR

in
"Aloma of the South Seas"
an Adventure!

Based on the Play by John B. Hyman
 and LeRoy Clements - Produced
 by **JACK MOSS** - Directed
 by **STUART HEISLER**

"An international sales
 success"



The "Honeyman in Red" combination
 brings you another Love Story!
"THERE'S ALWAYS JULIET"

Starring **MADELEINE CARROLL and**
FRED MacMURRAY

Screen Play by Virginia Van Upp
 Based on the Play by John Van Druden
 Produced and Directed by
EDWARD N. GRIFFITH

Shed the people's chains
 for a long, long time! **Henry Aldrich!**
THE ALDRICH FAMILY
 in
"LIFE WITH HENRY"

with **JACKIE COOPER**
 Lella Ernst · Eddie Bracken · Nedda Hopper

Original Story and Screen Play by
 Clifford Goldsmith and Don Hartman
 Produced and Directed by
JAY THIGOODEN REED

Henry's friend Dizzy takes a bow...
THE ALDRICH FAMILY
 in
"HENRY and DIZZY"

with **JACKIE COOPER**
 Eddie Bracken
 A SECOND
HENRY ALDRICH
 PICTURE



ELECTED FOR A
5th YEAR ON THE
SUCCESS TICKET!

**HOPALONG
CASSIDY**
The Western fans Choice!

6 HOPALONG CASSIDYS

"THREE MEN FROM TEXAS"

(TENTATIVE TITLE)

"TIMBER WOLVES"

"DOOMED CARAVAN"

"THE BUCKAROO"

"PIRATES ON HORSEBACK"

"BORDER VIGILANTES"

Starring that great box office western star **BILL BOYD** with such Hoppy favorites as **Russell Hayden** in their doing and dying for that master producer of socko westerns, **HARRY "POP" SHERMAN** Andy Clyde will be featured in the above pictures.

86 SHORT SUBJECTS



PARAMOUNT

NEWS

104 ISSUES

TWICE A WEEK
EVERY WEEK



Wherever the news is... whenever the news breaks... you'll find a Paramount News cameraman... Scoop after scoop has proven Paramount News "First in war... first in peace... first in the hearts of the exhibitors!"

Promoter Finds Out Air Advertising Is More Than Bayhoo Lane for Stock

One of the surprise success twists of the current radio air is that involving a promoter who was more concerned with putting over a stock promoting idea than in boosting the product. This is the case with the sale of the new many years in Wall Street for his stock operations, got control of the manufacturing firm for comparatively little money and through some nifty stock trade-ins. There was the usual negotiation of the company, and then the idea of promoting a new stock issue. A network program was suggested as an aid to building the thing up in the public mind.

But much to the surprise of the promoter the program turned out a potent agent for selling the product. The sales curve took a rocket-like direction. All this caused the promoter to change his plans. He had no more interest not only to hold on to the stock, but pour new working capital into the plant. He had a contract with a steady diet for this manufacturing venture.

WRITERS GOULD REELING OVER

With negotiations now under way with both NBC and CBS, the Radio Writers Guild has been in the news last Thursday night (30) to discuss objectives and bargaining needs. Whether such a move is in fact for all outstanding programs or merely for staff writers was one of the principal questions. The Guild's position of classification of staff writers and possible minimum salaries was also weighed. Was decided that, pending subsequent negotiations, the Guild's bargaining committee be given full authority.

Conflicts with NBC have been going on for several weeks, but the first meeting with CBS took place Friday (21). Possible that the network may want to have joint negotiations, but nothing has been decided. Apparently the Guild would be agreeable to whatever NBC and CBS desire in the matter. Not anticipated that any contract will be agreed upon for some time, as the preliminary talks are aimed merely to explore the situation. RWG, affiliate of the Authors League of America, follows the latter's practice of moving slowly in negotiations. Fact that the network officials and some of the Guild representatives will be away on vacation may also delay progress.

'Metropolitan Airport' Drama for Emerge

Emerge is replacing its 'What Would You Have Done?' with a dramatic show, 'Metropolitan Airport,' July 21. Latter was put together by Young & Rubicam. The spot on the NBC-blue will be the same, Wednesday, 8:30-9 p.m. After it had been canceled, Emerge and Meitz as part of Camerata Emerge's couple months ago, Sterling Products designed the show. The show's back-cloth had been the ABC Transfer also involves 'The Battle of the Sexes' now on the NBC-red.

Lucky Strike Hit Parade

Lucky Strike Hit Parade talent makes its first appearance intact outside of a broadcasting studio this week. Mark Warnow's band, Ben Wea, and Barry Wornell will be singing at a Red Cross benefit sponsored by employees of Macy's Dept. store at the Hotel Commodore, New York, Friday (28).

Wornell being paid a performing fee, as the musician in Warnow's band.

Very Dull in N. Y.

Radio dropped into the doldrums last week. Latter lasted period as the most inactive so far this year in new business or the buying of programs. The quiet was all the more pronounced because the going in the way of campaign placement had been consistently heavy for the past three months.

Vic Knight Seeks Out On Seakrest for Rest: McFadden Seeking Sub

Selection of a director for the Rudy Valle-Seakrest program, to replace Vic Knight, is still in the air. Knight, who is alleged to handle the Eddie Cantor series in the fall, is anxious to leave as soon as possible for a rest before taking on the new show, but cannot get away until a successor is found. J. A. McFadden, McKee-Abricht agency, on the account, has been building a list of possible directors in New York.

McFadden is an officer to Norman Corwin, but he has not OK'd scripting deal and will handle three broadcasts in the CBS summer season from the Coast, as he couldn't accept. Others reported to have declined offers are Martin Gabel and Ed Gardner. Bill Holmer, Paul Stewart and Martin Gabel are now mentioned as under consideration. Stewart is currently directing 'Short Story Story' for Ward Wheelock (Campbell's soup). Whenever the deal for the Valle series will go to the Coast immediately.

MUSTEROLE WILL USE SPOTS THIS AUTUMN

Musterole, which recently discontinued sponsorship of Carson Robinson's 'Buckwheat', will probably return to the air in the fall with a spot campaign instead of a network hook-up. Nothing is set, but figured the account will use live local shows in a number of key cities. Budget would presumably be about the same.

Erwin-Waszy is the agency.

SCHUOT SPEEDS DISCS

Columbia's Transcription Division to Exhibit at N.A.S.

Transcription division of the Columbia Recording Corp. will demonstrate its own electrical transcription system at the National Association of Broadcasters' convention in San Francisco the week of Aug. 4. William Schuot, Jr., the division's general manager, will have on hand especially equalized reproducing equipment.

Maintenance Schuot will send out to all stations in the country and Canada a sample double face 16-inch transcript in containing on one side constant frequency cuts ranging from 10 to 10,000 cycles, and on the other side three musical selections. With the disc will be a letter telling stations how to adjust their equipment to obtain the maximum reproduction quality from the playing of this new disc.

Columbia proposes to push it to be active in all phases of the transcription field.

Mars Renews Dr. I.Q.

Chicago, June 25.—Mars Candor, through the Dr. I.Q. agency here, has renewed the Dr. I.Q. (Low Valentine) show over the radio. The show, which has been on the air since 1954, will be replaced with the new high school theme, with the likelihood that additional transmitters will be added in the fall.

SAYS REPORTS ERMENEGILLO

Both NBC and CBS are Apparently Resolved to Fight Attempt to Translate Monopoly Theories Into Rule—Fear 'Indirection' Tactics by Governing Body

ISSUE CONFUSES

Washington, June 25.—Vigorous radio industry opposition to the share-the-wealth ideas and unopposed hostility expressed in the FCC chair-monopoly investigation report is in prospect even before the regulators have decided on the next steps in connection with the long study of chain operation. While the National Association of Broadcasters is conspicuously silent, the principal veto interest to do anything possible to remove the 'bot' on their regulations.

Evidence of the probable defensive measures of the networks was suggested in an open letter to CBS of States addressed last week by William S. Paley, president of Columbia.

CBS has received a number of inquiries from its affiliated stations with reference to a report and press release dated June 12, 1968, of a special committee of the Federal Communications Commission dealing with radio broadcasting. Because of your affiliations with our system, I feel that you would be interested in the immediate reaction of the Columbia officials to these documents.

Perhaps first of all, it should be emphasized that these publications reveal merely the views of a special committee of the members of the Commission. In accordance with standard procedure, the committee report was made public pending its consideration by the full Commission. The views expressed therein are, therefore, in no sense to be taken as the authorized judgments of the Commission.

The report is regarded by CBS management as totally unwarranted by the evidence and as manifestly the product of bias and prejudice against network operations. We feel that the Commission has made no serious attempt to evaluate the evidence presented by the networks or to consider the great public advantage which the American people have been able to

(Continued on page 46)

Sherman Ellis Prefers Own Show; Loath to Use Another Agcy.'s Setup

Shoulder Radio Set

RCA-Victor starts marketing Friday (28) a new pocket size portable radio it calls the 'RCA-Victor Personal Radio'. Measuring a bit over eight inches long, almost four inches wide and close to three inches deep the set weighs four pounds and comes equipped with a shoulder strap to sling like a camera.

Outfit has four tubes, specially developed miniature ones, and an aerial built into the cover which switches the set off and on when it's opened or closed.

Wel. Lewis-Hazel Flynn Pioneer Musical Quiz Is Revived by CBS Web

A pioneer radio musical quiz, 'Welcome Lovers Singing Bee', is being revived by the Columbia Broadcasting System starting July 4. Program will be a Saturday morning half-hour at 10:30 a.m. and is part of CBS effort to pep up its Friday commercial schedule with a language of ability to find a sponsor for the show.

Welcome Lewis conducted this program for about a year over WHN, New York, being ahead of the novelty program 'I See Hazel Flynn, former publicity director of the Radio City Music Hall, was and is associated with the singer in the program.

SHOWMAN OLSON AT WTAQ, GREEN BAY

Green Bay, Wis., June 25.—Station WTAQ has just brought in John Olson as its new production head under general manager Harold Olson. Olson has a reputation in the Midwest as a radio showman having had a varied experience with radio. Milwaukee where he was chief announcer.

During the past year his 'Johnnie Olson's Oklahoma B-B-G-G' show was sponsored over a special Wisconsin and Michigan hook-up.

Ramones Hook WOY, N. Y.

William G. Ramones Co., named national representative for WOY, New York, has just moved into the firm has offices in New York and Chicago.

Sherman K. Ellis' agency could have had the 'I Love a Mystery' program for the fall to plug Royal Decrets' but Ellis elected to pass it up on the ground that it wanted to live to develop something on its own initiative instead of having to take over a show created by another agency. Standard Brands, relying to Ellis viewpoint, has decided to let 'Mystery' remain with the J. Walter Thompson agency and as a plug-in medium for Fleischmann Yeast.

Ellis took over the Gelatine end of the Standard Brands business several months ago and has concentrated the advertising for that account in the print field, making much use of testimonial style from film names. Considering that it had a valuable piece of property in 'I Love a Mystery' today, Standard Brands thought that the whodunit could be switched to the services of the Gelatine end of the Thompson agency designed to find another show for the agent.

As a result of the nudge from the Standard Ellis is expected to start looking for another program in the near future. Today, Standard Brands some small spot stuff this agency is now without any radio connection.

WCKY REFUSES UNION DEMANDS

Cincinnati, June 25.—Controversy between WCKY and Local No. 1, A. F. of M., over the station's quota of musicians entered its second week today. WCKY, which with the 50,000-watt carrying only recorded and CBS-ed musical programming, has refused to allow the union station on the subject: WCKY regrets that it is unable to meet the new demands of the local musicians' union, which are for more time than our present staff. The present staff is being used at the air an average of two and one-half hours per week.

According to Oscar F. Hild, president of Local No. 1, WCKY had been employing five musicians and a staff of 10 to increase the number to 18, to make it comparable to other 50,000-watt stations throughout the country. He added that the union does not agree with station executives on the contention that network contracts do not allow the union, or justify the expense of a larger staff of musicians.

Pending settlement with the union, WCKY is not making pickup of dance music from the Hotel Gibson, in which the station's quota of musicians are located. Its engineers were permitted to handle three broadcasts a week over CBS by Glen Miller's band. They originated here in their auditorium. Job was done by the station and the program was moved to Chicago and then fed back to WCKY by the network.

Steel Sold for Discs, Daily News Column

Johnny's Steel, commentator on WMCA, N. Y., is being sold off the disc by Radio Attractions (Hershey's) outfit to lower stations. Steel is also closing a syndication deal with Inter-Continental Features for a political column. Harry Engel's agency.

Procter & Gamble May Sponsor 'Those We Love'

'Those We Love', the Agnes Ripley serial, is now being discussed for sale to a new half-hour show. The show is a weekly half-hour. 'Sunrise' Brands was the program's previous sponsor.

Sturdy Sustainer Survives Shifts

Ted Cott Leaves Roger White Office With 'So You Think You Know Music'

NEW HEARTSTARD PREZ

McGee Succeeds Brook—All Stations (Continued on A-1)

Heartstard Inc. has a new president. He is Charles M. McCabe, publisher of the N. Y. Daily Mirror. McCabe succeeds John S. Brook, Jr.

With the announcement of the change in presidents of Heartstard Inc. the radio station WINS, N. Y. and KYA, San Francisco, are not for sale and they will be run by operated by H-H along with WCAE, Pittsburgh; WBAL, Baltimore; and WISN, Milwaukee.

Dave Elman will present 'The Happy Loner' from the Vancouver fair grounds during the Canada Pacific tour this year.

Ted Cott, owner and one of 'So You Think You Know Music' and co-owner of Society Girl, will be the staff of Roger White production office, effective July 5. He'll take over the show but will retain an interest in the show. Cott gives up direction of 'Society Girl' with a successor not yet picked.

'Music', currently in the 3-5-3 p.m. spot Sundays over CBS, moves July 1 to the 10-11 p.m. slot. Monday night over the same network. Andre Kostelanetz-Tony Martin series vacated the latter time this week (24). It's the sixth shift in time for Cott's station since it started 13 months ago. Despite its various shiftings around the slate it, but was taken off the air entirely, but on the 10-11 p.m. slot. Many listeners, however, the show has apparently held its audience, although it's never been one place long enough to get any sustained rating.

DEPARTMENT STORE TEST

One of Advertisements Used in Test

(Two pieces of newspaper copy were used in the Varsity Test on What Radio-Added-to-Newspaper-Department Stores. (Revised) was an actual one prepared by Macy's. The other, "B," was an imaginary store, a mythical woman's dress, and phony wording.)

CHART RADIO AS NEWSPRINT AID

Supplemental Use of Radio Affects Consumers' Reaction to Newspaper

"Variety," with Cooperation of Radio and Retailers, Attempts to Pioneer New Slant on How-to-Get-Department-Store Business

STRONG 'TUG'

By EDGAR A. GRINWALD

(Note: Attention is hereby called to the fact that this material is copyrighted by VARIETY. This warning is expressly made for the purpose of discouraging any use of this story involving falsification of the facts, alteration of the figures, or exaggerated claims not intended by this paper.)

With the great majority of American radio stations now, as in the past, attempting to land some department store business, and finding it tough, VARIETY has undertaken a series of tests to find out how department store radio campaign would work out when hatched to that old wheel-horner local newspaper advertising. Results of these tests—according to laboratory conditions can be considered to approximate reality—indicate that when a consumer is given a figurative shot-in-the-ear, her opinion of what she sees in print in other words, newspaper-advertised merchandise is altered between 8% and 13.5%.

The important thing to stress is not that the figures are 8 and 13.5. They are not as well known as other similarly related numerals. The provocative factor is that the former figure represents the change that resulted in favor of newspaper-advertised merchandise after a simulated radio broadcast, while the latter figure indicates the percentage of change against the same merchandise (as explicitly pictured) after an announcement has described the goods as mediocre. The correlation between these two figures—especially when laboratory conditions of some instability are taken into consideration—is so marked that a positive concept of radio's influence must result. There isn't much room for doubt that radio can economically and productively be hitched to a newspaper campaign by a department store unwilling to go whole-hog with a huge, self-contained radio apparatus.

Implies No Disparagement Of Newspaper Importance

VARIETY undertook its tests under no delusion that its staff might be naturalists, Cransleys or Hangers. On the other hand, it was deemed worthwhile to start probing the question of the radio vs. the department store, and that this was as good a time as any to try the water. It was deemed outrightly unethical to make tests individually comparing newspapers and radio. Department stores know more about newspapers than most anyone else. What they want to know is something about radio, and that's the task taken in these experiments.

Here's the way the tests were conducted and executed: It was assumed that if some radio announcements could change a person's opinion about newspaper-advertised merchandise in a favorable way, then it would be wise to team the two media. It was specifically assumed that if radio is as good going forward, it ought to be just as good for the sake of statistical argument going in reverse. In short, if the ether can change opinion, it should be able to do so in much the same measure. This power of negation idea was simply confirmed by the tests.

Two separate ads were thoroughly struck off—one a phony, and one actual—provided by Macy's and cut. These were tested on studio audiences respectively at WOR and WMCA, New York. The results, however, (Continued on page 40)



BUT THESE COOL, COMFORTABLE, PRINTED

PERCALE HOOVERETTES

54¢

Young-ladies wrap-around with wide legs. Faintest seams, equally or well into, contrasting plies. Red, red, yellow, green, or lavender. Mail and phone orders filled if color choice is left to us.

Q 101 — Plaid print, Red and yellow, mail (16-34), large (16-42).

Q 102 — Tidy about mail, Cap, olive (16-34), large (16-42).

Q 103 — Plaid print, Red and yellow, mail (16-34), large (16-42).

HOW DOES THIS MERCHANDISE IMPRESS YOU?

(Check one of the answers)

- ☐ I like it very much.
☐ I like it fairly well.
☐ I have no impression one way or another.
☐ I dislike it somewhat.
☐ I dislike it very much.

My age is.....

I have a telephone.....(Please write "yes" or "no".)

I (or my family) have an auto.....(Please write "yes" or "no".)

The last grade I attended in school was.....

(Please write last grade of grammar or high school or college, whichever you last attended.)

CHICAGO GROUP MULLS DEPT. STORE QUESTION

Chicago, June 25 (Radio)—Department stores were discussed and debated at the semi-annual meeting of the National Retail Dry Goods Association at the Palmer House last week. Debate was held between three radio men and three department store execs, with radio represented by Ed Flanagan of WSPD, Toledo; Ford Billings of WQW-MG, Fort Wayne; and Charles Calley of WMED, Peoria. Session lasted about an hour of pro and con and was m.c'd by Sam Henry of the National Association of Broadcasters Bureau of Radio Advertising. E. R. Scheffer, publicity director of Marshall Field stores, Chicago, was judge of the debate. Results of the Sales Promotion

Division of the NRDA was addressed by John Neil of WOR who spoke on "What's Radio Got That You Haven't", pointing out that national advertisers were spending over \$150,000,000 yearly in the medium. Neil insisted that it was not necessary to spend huge sums in building up radio personalities locally and cited examples of local department store successes, such as Ben Hawthorne for Fox in Hartford (Conn.), and Jeanne Taylor for John's in Kansas City. These programs, Neil stated, had built a real store personality and favorable cut in addition to building a great deal of good-will. He insisted that fully 90% of the department store business could not be attributed to any one piece of copy but that it was accumulative good-will that turned in the steady flow of business.

(The charts which follow illustrate the tabular results of an original research project by VARIETY into the question of what percentage-wise changes are probable in consumer group reaction to women's dresses presented first in printed advertisements alone and then contrasted, by test methods, with the reactions of other like-constituted consumer groups exposed to both the printed display and also radio-like verbal description of the same dresses. As a cross-check two types of radio announcements were used, one praising, the other ridiculing the dresses.)

Test After 'Favorable' Description

Group A	Group B
(Asked to mark printed ad without being asked to mark verbal stimulus.)	(Asked to mark ad after a spot announcement praising the merchandise.)
Liked very much..... 65.46%	Liked very much..... 57.54%
Liked fairly well..... 33.25%	Liked fairly well..... 32.25%
No impression..... 1.1%	No impression..... 1.2%
Disliked somewhat..... 0.6%	Disliked somewhat..... 2.3%
Disliked very much..... 0.5%	Disliked very much..... 2.3%
No answer..... 2.2%	No answer..... 0.6%
Totals..... 142 100%	Totals..... 68 100%

*All other conditions assumed to be exactly equal and correct, the probable error would be roughly plus or minus 4 (of the order of Sigma 1).

†Probable error of plus or minus 8 (see footnote above).

‡Derivations in the age, income, and education of the two groups were very minor, and cannot be noted here without unfairly testing comparison between two competing radio stations.

Test After 'Unfavorable' Description

Group A	Group B
(Asked to mark ad without being asked to mark verbal stimulus.)	(Asked to mark ad after a spot announcement denouncing the merchandise.)
Liked very much..... 51.66%	Liked very much..... 35.33%
Liked fairly well..... 33.17%	Liked fairly well..... 30.30%
No impression..... 7.8%	No impression..... 5.6%
Disliked somewhat..... 2.4%	Disliked somewhat..... 2.5%
Disliked very much..... 1.1%	Disliked very much..... 2.5%
No answer..... 2.2%	No answer..... 0.6%
Totals..... 77 100%	Totals..... 68 100%

*All other conditions assumed to be exactly equal and correct, the probable error would be roughly plus or minus 5.4 (of the order of Sigma 1).

†Probable error of plus or minus 8 (see footnote above).

‡Derivations in the age, income, and education of the two groups were very minor, and cannot be noted here without unfairly testing comparison between two competing radio stations.

Acknowledgments and Explanations

The following persons and firms helped VARIETY with its "Department Store" tests, and their courtesy and cooperation is hereby acknowledged. Naturally, the cooperating persons—while helping to the best of their ability—cannot be held responsible for any errors in technique or results of these tests. Such responsibility rests solely with this paper.

Radio Station WOR: Which allowed the use of the "Macy Consumer Quiz" audience on three successive days at 1 p.m. Acknowledgment is also made to announcer F. Ullrich, who read the simulated announcements and acted as master-of-ceremonies.

R. B. Macy & Co.: Which consented to the use of its program for the tests, and provided one set of its own actual advertisements (see test) as test material.

Paul Hollister: Executive vice-president of Macy's who offered valuable advice and materials to be used in the tests, and wrote most of the material used by the master-of-ceremonies at WOR.

Radio Station WMCA: Which allowed the use of the "Dr. Shirley Wynne Food Forum" audience on Friday morning at 10 a.m. Acknowledgment is also made to announcer Joe O'Brien who read the announcements.

Dr. Shirley Wynne Food Forum: Which program whole-heartedly cooperated in playing the tests, although the results are perhaps not directly useful to the field.

Dr. Frank X. Stanton: Director of Research, Columbia Broadcasting System, whose enthusiasm about the idea stimulated the actual tests. He suggested the form of the questionnaire, and checked the final tabulations (though any errors in practice can, of course, not be held at his door).

U. S. Lohman: Manager, Cooperative Analysis of Broadcasting, who suggested the idea that the tests should be run in reverse as well as forward. This proved to be a valuable precaution with a sample as loose as a studio audience.

Not Green, Not Reddish

The term Sigma 1, an average of 1 in 10 accompanying error, is an academic statistical term which means: if these tests were repeated 100 times (all conditions being equal, and the method correct) then 99 out of 100 times the results should be the same within the limits of the accompanying error. Thus, if the error at Sigma 1 is 6, and the percentage it applies to is 54, then 46 out of one 100 times the percentage will fall between 50 and 62. However, since these tests were conducted under varying conditions, neither VARIETY nor the persons checking the tests, are willing to go on record as believing 100% in the infallibility of Sigma 1. The probable error is only about half as much in its rougher terms as an additional factor making toward accuracy.

You'd Hardly Know the Old Place

Standard Show to MBS

Venerable WSB, Atlanta, Gets a Jolt of New Blood
Named J. Leonard Reinisch

By SAN LEWIS
Atlanta, June 25.—WSB, oldest broadcast station in South, like the faded muck of St. Louis, the "Burrhead" and the "Globe," is doing things—and doing places—badly and speedily. Meticulous study of station records shows grand old place, into shabby and lively butterfly days back a scant 15 years when station was owned by ex-Gov. James M. Cox in deal that also involved Atlanta Journal, which owned station and Hearst's Atlanta Georgian and Sunday American Herald sheets were folded.

Reinisch, who has been on sale contract papers before things began to happen at WSB, J. Leonard Reinisch, general manager in Cox's WSB, Dayton, Ohio, was moved into top spot at WSB. His first move was to deprofessionalize WSB, which, in a sense, brought order out of chaos at mill, a 50,000 watt station with a reputation for being a station living over scratched surface of its potentialities.

Marcus Bartlett, with station more than 10 years and formerly mutual director, is new production manager. Reinisch, who has been general manager for 10 years, retained his position, as did Roy McMillan, program director for a decade.

Recent additions to station's staff is Bill Francis in post of farm director, who will have his own show in the field a good part of the time.

Reinisch has ordered full-time news and Walter Puchall as news editor and Brad Ausley as assistant editor. Puchall will be in charge of 16 hours of UP coverage daily. In addition, station affiliation gives full protection to station's earnings by telephone and messenger service. Hugh Ivie and Ernie Harris are also attached to news crew of station.

'Underdog' on News
To insure "uniformity" in dissemination of news events, station's policy at WSB must attend regular meetings, at which time they are quizzed about events which they have covered.

In this way, station's failures, in effect, all speak one language. This is his help to listeners who have been more than a little confused by the various promotion twists given foreign lang. words used by the newsmen. The boys at WSB may not get it exactly right, but they say it, he's got it all right.

WSB is now testing new 650-watt power line radio in station's pair of 350-watt towers at Tucker, Ga. Station purchased 500-watt line, which gives it 650-watt power.

New radiator is expected to push station's output area and wattage to station's 100,000.

Reinisch is WSB's chief engineer, and K. Tatum, station's chief engineer, and A. W. Shephard, transmitter division chief, are also on staff.

New faces at WSB include following: Claude Wilson, formerly WOC-WMAV, who will be in charge of sports, from WAPC, Chattanooga; Hubert Bailey, WQGO, Albany; James Brown, who interned at WSB last summer.

Bob Puchall left WSB office of news editor to join new radio staff of WCAU, Philadelphia.

Studio spot Atlanta Baltimore are being booked in station's new studio and air conditioned. New soundproof doors are also being installed and station's new studio is being fire-protected in steel filing cabinets.

Station's 10-piece house band, strings predominating, has Earl Landu as leader with Perry Bostick as leader and leader and leader.

Harris, organist, added recently to staff of teachers. Production Manager Bartlett, former general manager of WSB, is also station's new general manager.

Ernie Rogers, formerly news chief at WSB, is now news editor at Atlanta Journal.

SALEM STATION'S REAR
Salem, Mass., June 25.—WESX officially opened a branch station in Lynn, Mass., last week.

George Carey, WESX's new general manager, is also station's new general manager. Charlotte Spence as assistant. Originations from the Lynn station which will be in the Lynn market in Marblehead, will be increased as new bit comes in.

Salem station also received.

That's Imagination

Lucille Fletcher, author of the original fantasy, "My Client Court" has written another fantasy, "The Man with the Black Track Mind," to be presented Sunday night (30) on the same program.

Her first work directly for the air, it deals with a man who has what he's wanted in a radio medium.

MBS STIMULATES PROGRAM EN

Chicago, June 25.—Mutual Network's board of directors held a special meeting here last week and discussed a number of subjects besides confirming the deal with MBS, particularly in view of the program build-up program now underway in WGN.

Plenty of consideration was given to the development of new programs on and for Mutual, particularly in view of the program build-up program now underway in WGN. Mutual network's board of directors held a special meeting here last week and discussed a number of subjects besides confirming the deal with MBS, particularly in view of the program build-up program now underway in WGN.

Mutual board is drawing the need to develop new programs for possible commercial use under the Mutual web. Special interest noted was a new drama series, in which a present picture story in script form has been produced by a weekly "Movie Night" program. Originating on WGN here, the program is now being produced by a weekly "Movie Night" program.

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Dept. Store Test

Continued from page 39

station by station, fortunately were of about equal age, income, and education. The WMCA was not used at WGN, but was used at WGN.

From station age-income groups and thus losing all laboratory control. At WGN three separate stations were used, and of WMCA one big audience was split into three sections.

The first group of guinea pigs at each station was given an ad without further explanation. The second group was given the questions appended to the ad (see cut). The next group got the ad with explanation.

Various radio editors and writers in New York invited to attend special film on Grand Old Opry as guests of WSB, Nashville. Jerry Hoshorn of KNOX is visiting in Manhattan, bringing the better half along to see the show.

Commercial Recording Studios moved to larger quarters to increase production facilities for all types of transcriptions, recordings, etc. George Malcom is president of the studio, with Florence M. Law, Jr., secretary and treasurer, and Marjorie...

When the shooting was all over, it was discovered that, aside studio audience, the program had been heard by individuals picked with great care, parts of the tests had run about 100,000 times. The program had been heard by individuals picked with great care, parts of the tests had run about 100,000 times.

Project Not Copy Test; Charts 'Radio Plus' Only

The charts similarly illustrate that despite the size of the sample, the probable error, however, is not large enough to erase a positive showing. The charts show that the program is correct and equal in all other respects. In all fairness, however, the charts are not to be taken too far.

Since very little attempt was made to fit the ad by age, income group, etc., the percentage figures in themselves mean less as percentages than they do as symbols of positive proof. In short, the idea was simply to establish "proof" to indicate any definite percentage. Similarly, no attempt was made of ultra-fine analysis of the ad and its results.

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IN NEW YORK CITY...

George Donny disconnected that Town Hall is not running through this exciting moment... Dick Bard of WHEW a testament... Welcome Lewis...

...Columbia Records NY set up at San Francisco convention of NAB in August... Louis Levin took CBS People's Platform to GPO convention...

...National Association gathering in Milwaukee... program clicks off the broadcast July 25... Stanley Stevens, director of NYA Radio Workshop...

...CBS: Mary Ellen Todd replaces the soloist-sherry Marion DeGrasse for Sterling Party; Neta Adair assigned to W. A. Lewis as his forerunner in the show...

...Mary and Ben Moravitz, who produce "Your Hair Down" have moved their show, "If I Were President" from WDBS to WMCA... Golf and fishing news of WGBL working news with local...

...New York stations... New house orchestra at WGBL including the following concert soloists: Benoit, Tostberg and WGBL violonists; Spina, Porel, violin...

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WNEW's A.P. Wire Deal

WNEW, N.Y., has bought the Associated Press wire service for the station.

The deal was negotiated through the N.Y. Daily News, an AP member station, and will be completed by July 1.

The deal will give WNEW access to the AP's news service, which is one of the most comprehensive in the world.

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No Sloan Inve

F. W. Heinemann, advertising director of the National Association of Broadcasters, has declined to accept the position of vice president of the National Association of Broadcasters.

The position was offered to Heinemann by the National Association of Broadcasters, which is the largest of the radio and television industry organizations.

Heinemann has been a member of the National Association of Broadcasters since 1934, and has served on its executive committee since 1944.

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IN CHICAGO

Coburn Wright, Jr. quitting on the WGN-Mutual "Fifth Row Center" show this Friday (31). Frank Schroeder, special events head, back to Chicago to attend to family matters. Virginia C. Lewis, WGN-Mutual producer, back to Chicago to attend to family matters.

WGN-Mutual producer, back to Chicago to attend to family matters. Virginia C. Lewis, WGN-Mutual producer, back to Chicago to attend to family matters.

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HOW DAYTIME RADIO GOT THAT WAY

By **KIRKELL BORDEN, JR.**
(Young & Rubicam Agency)

(The following paper was delivered recently (14) before the convention of the National Association of Home Economists at the Statler hotel, Cleveland.)

The American housewife is the American advertiser's most valuable customer. To get her attention, to get a hearing from her on the merit of his wares, American advertisers spend millions of dollars a year. Daytime radio advertising is no exception to that generality. Obviously the daytime audience is almost 90% women. It is a business opportunity for the advertiser to talk to the housewife and to talk to her—alone. The cleanness with which the major advertisers realize the proportions of that opportunity is indicated by the fact that their expenditures for daytime radio time alone—exclusive of expenditures for entertainment, talent, programs—has risen from \$11,251,000 in 1935 to \$28,701,540 in 1939. For many advertisers their daytime radio expenditures represent from 15% to 100% of their total advertising investment.

Most of the advertisers who are using daytime radio are using what we in the trade call the five-time a week dramatic strip. That is the serial story broadcast in 15-minute periods telling a continued story about a group of characters.

During the past few years there has been a steadily increasing number of recriminations against this type of entertainment from listeners who felt that the average daytime radio show of this kind was little short of an insult to the intelligence of the American housewife. "It serves no useful purpose," it is scornfully "hummy-rot," it is "clap-trap of the worst kind, not fit even for the most morose pulp magazine." These are but a few of the criticisms that have been leveled at the five-time a week daytime dramatic strip. Disregarding entirely for a moment the justice or injustice of these criticisms any reasonably minded person will, I think, admit that the average advertiser seeking the average housewife's business will not deliberately set out to mock her intelligence. On the contrary, he will be most conscious

with attempting to give her what she wants in the way of radio entertainment. And because he is dealing with a mass medium, he will try to give as many housewives as possible what they want.

The yearly investment represented by a single five-time a week dramatic strip will vary from \$600,000 to \$1,000,000 for time and talent depending upon the extent of the network used. Certainly no advertiser in his right mind will risk an investment of that kind unless he has some demonstrable proof that he is giving the public what it wants.

And we have evidence which I will show you in just a moment to indicate very clearly that the five-time a week dramatic strip presented in the way it is now being presented and dealing with stories such as it does now has a large and enthusiastic audience among American housewives.

Instruction in Kitchen Lore Not Stimulating

Ten years ago daytime radio was considered an ideal opportunity to talk to housewives about the advertiser's products through what are called "service" programs. The label "service" meant that these programs dealt largely with recipes, hints on home economics, home making, menu planning, and all the other allied activities which are the housewife's responsibility. The air was dotted with "home makers' hour," "mystery chef," "home makers' hour," and

Then came the deluge. One bright advertiser decided to experiment with an out-and-out entertainment show—no helps in home making, no list of recipes with which to make the master-of-the-house's mouth water with delight, no tips on how to manage junior when he becomes unruly—nothing but straight entertainment with two commercials fitted in the same way they are fitted into an evening radio show. The housewives responded to this type of program immediately. Other advertisers followed this lead and before long it became clearly evident that daytime radio programs which "entertain" get more listeners than those which "instruct."

A fair question to ask might be:

is not the air glutted with programs of this type? Are we not reaching the saturation point? How can any one woman follow four or five of these scripts at one time and have any very clear idea of what any one of them is about. That is a question we (advertisers) have asked ourselves. It is important to us to know whether or not this type of program has reached a stage where more of them will have little chance to do better than the good advertising record of those now on the air.

In a recent study we made on that very score, we found that one show of this type starting on Oct. 16, 1939, had, by March of this year, risen to a C.A.B. rating of 1.5 which put it among the leaders. The same thing is true of another show which started on Oct. 8, 1938, and by March had reached a rating of 6.1. There are other examples, but it does not seem necessary to labor the point since it seems self-evident that shows of this kind if they are good ones can still command big audiences, audiences large enough to amply justify the investment they represent.

Now here is another question which you might well ask. If a show like Kate Smith's daytime talka can do so well—as well as many of the five-time a week strip shows—why are there not more shows of this kind? The answer to that lies very simply in the fact that there is only one Kate Smith and very few people who can do what she does so well. One of the prime responsibilities of the Radio Department of any advertising agency is to constantly be looking for personalities of that kind who can be developed into a kind of value that Kate Smith represents. And I can tell you from 10 years' experience in searching for them that they are not as plentiful as gold and worth as much when you can uncover them.

There is a factor in connection with the five-time a week dramatic strip which is very important in its value as an advertising property. That relates to what we call the gratitude or loyalty factor. By this we mean simply the personal or emotional interest around in the listener through the enjoyment of the entertainment offered to the loyalty to a person or a character for whom

that listener has come to feel affection and to whom he or she is devoted. We have definite indications that this gratitude or loyalty factor is helping by the person is affected. Now, obviously it is difficult to be emotional about a recipe or about information of a broadly similar type. It is easy to be emotional about a character whose activities you have followed through a series of mishaps or defeats and triumphs and for whom you are rooting. It is hardly easy if that person seems to you to represent a force for good and who represents a point of view which you share.

All of the leading characters in the daytime radio strips do represent such philosophies, such points of view.

Rudiments of Formula For Daytime Weep Jags

They are part of the daytime radio formula which is based on four certainties.

First, simple, understandable characters who are not too far removed from the average. The kind of person about whom the average housewife, if she cannot say, "There but for the grace of God, go I" can at least recognize and understand.

Second, simple, understandable situations.

Third, a woman as the central and dominant character, the one who shapes the action of the story and moves it along.

Fourth, a philosophy exemplified by the conduct of the leading character such as "the meek shall inherit the earth," "virtue is its own reward," and other equally familiar homilies which have influenced hundreds of thousands of people for many years.

What this entire discussion seems to boil down to is the fact that the average individual, man or woman, approaches his radio set in much the same mood in which he approaches the theatre or a motion picture. He is more eager to be entertained than educated.

I can readily appreciate that you might accept all this and still feel that we should attempt to entertain in a fashion that is perhaps more artistic and more worthy of a last-

ing place in the annals of great entertainment. But if we do, we who are working in radio that would be a decidedly untimely objective. Whatever the average housewife may prefer, I can assure you that those of us who spend our lives in this business would draw greater creative satisfaction from productions that have a more memorable quality than most of the shows of the kind we have been talking about will ever have.

Now, you must remember that we are dealing with a mass medium. We must reach millions of people and the evidence seems to clearly indicate that millions of people welcome and are enthusiastic about the type of daytime radio entertainment they are getting. And it also seems important to bear in mind that we have definite proof from our mail and from our research work with the daytime radio audience that the type of show about which we are talking has brought happiness and comfort to thousands of people. That, at least, must be considered a useful thing.

There is another point I would like to make clear. It is this. I do not want to know you with the impression that we, in the advertising profession are completely accepting the status quo. Our agency, for example, is currently testing three other kinds of daytime operations—types of operations very far removed from the kind we have been discussing here. We are hopeful that some of these tests will indicate sufficient promise to warrant conducting them on a wider scale and that eventually out of it we will reap the reward every planner looks for—a vast new field to conquer.

But until there is definite evidence that that opportunity exists in other directions, that the American housewife wants and is willing to embrace loyalty and consistently some other type of entertainment as faithfully and as respectfully as she has the five-time a week dramatic strip, we will be forced to go on giving her principally that type of entertainment which she plainly seems to want.

For us, to paraphrase an old and familiar phrase, "That's the doctor."

WABC
NEW YORK
50,000 WATTS
CBS

New York's best known and best liked station. Proved by five basic studies—four different research techniques—over seven years.

For more information about WABC, one of the sixteen CBS 50,000 watt stations, inquire at Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco, Los Angeles

Key Station of the COLUMBIA BROADCASTING SYSTEM

PEP RALLY FOR SHEPARD'S FM

Lubcke, for the past 10 years vice

RADIO BOXOFFICE REPORTS

(Unit Grosses for Last Week and Previous Week)

BALTIMORE

(WBAL, WCAO, WCBM, WTBZ)

Network	Local	National	Total
Units	Units	Spot Units	Units
7,645	5,190	2,328	15,163
7,240	4,890	2,286	14,416
+6.1%	+4.1%	+0.8%	+5.1%

All quiet in all classifications hereabouts. Some demand for newcast announcements and announcements following major airing of this type, but otherwise little activity.

WFBZ recently took INS, Republic Transradio service; Bob Burleigh is in charge of new items.

DENVER

(KFEL, KLE, KOA, KVOD)

Network	Local	National	Total
Units	Units	Spot Units	Units
7,173	4,601	1,607	13,381
7,000	4,400	1,584	12,984
+2.4%	-0.1%	-2.4%	+0.3%

ELI

Columbia Tel. & Airmail Co., 13 participating announcements.

Moore-Rose Spg., through C. L. Miller agency, 148 one-mile spots.

Columbia Springs Colorado Extra, 13 announcements.

Atlas Finance Co., through Macauley, 13 announcements.

Leitham Tire Co., through Galen, 13 announcements.

E. Boyer's agency, six announcements.

KFEL

Burr Barrel Spg., through Feltz, 13 announcements.

Peters & Preble agency, 32 five-minute spots.

W. E. Long agency, 21 announcements weekly, 13 weeks.

KFEL

Two announcements each to their:

- Adrian Motor Co.
- Mawson-Bridell
- Denver Pump & Mfg. Co.
- Health Creamery.
- Day Chevrolet Co.
- Howard Drug Co.
- Arnold Weld.
- Collier-Columbian Cleaners.
- Corrective Foot Fitters.

DES MOINES

(KRTT, KSO, WHIO)

Network	Local	National	Total
Units	Units	Spot Units	Units
7,470	2,897	4,988	15,355
7,210	2,164	4,775	14,149
+3.5%	+14.7%	+4.6%	+3.9%

KRTT

Dodge, through Rutthaus & Ryan, 10 one-mile, KTS.

Procter & Gamble, through Black-Sampson-Hummert, five quarter-hours.

American Chicle Co., through Dodge, Brown & Hersey, six 15-minute.

California Packing Co., through McCormick-Rosen, announcements.

KSO

Iowa State Dairy Commission, through Coudelle Co., announcements.

Bird Products Co., through Rogers & Smith, announcements.

American Bird Products Co., announcements.

through Weston-Barnett, quarter-hour program.

Green Furnace Co., through H. A. Winter, announcements.

Solter Co., through Fairfield, chain breaks.

Reel Towel Co., through J. Walter Thomas, participation in "Magic Kitchen."

WBO

Pioneer H. Brod. Conn., through J. J. Potts, 30-word announcements, through Wallace Advertising, 141 quarter-hours.

Hosier Fruit Co., through Wallace Advertising, 178 quarter-hours.

Utilities Engineering Institute, through First United Broadcasters, 15 five-min. periods.

Armour & Co., through Lord & Thomas, 156 quarter-hour discs.

North American Insurance Co., through Franklin Brush, 30 15-min. newcasts.

Manhattan Soap Co., through Franklin Brush, 30 15-min. newcasts.

DETROIT

(KRLW, WJLB, WJR, WNBC, W.W.J., WXYZ)

Network	Local	National	Total
Units	Units	Spot Units	Units
8,105	11,072	4,761	23,938
7,400	11,012	4,731	23,143
+9.3%	+0.6%	+1.2%	+3.5%

Ford Dealers of Michigan and North-western Ohio, spot announcements.

State Police Story, half-hour dramatization of actual cases taken from files of Michigan state police, every Wednesday evening over WXYZ and Michigan web, plus WKZO, Kalamazoo, and WKZZ, Muskegon. Produced by L. D. Barnhart, radio director of Michigan State College. His plan is by McCormick-Rosen and run for 13 weeks.

HARTFORD

(WDRG, WTHH, WTHC)

Network	Local	National	Total
Units	Units	Spot Units	Units
7,170	1,821	1,798	10,789
7,200	2,012	1,500	10,712
-0.4%	-11.7%	+19.2%	-0.6%

KANSAS CITY

(KCKK, KCMO, KITE, KMBS, WDAF, WIB)

Network	Local	National	Total
Units	Units	Spot Units	Units
6,465	8,915	7,197	22,577
6,400	8,850	7,273	22,523
+0.9%	+0.7%	+1.1%	+0.4%

*No change.

More than one station reported what they termed efforts of the war, although some difficulty in absolutely determining whether it was summer or the European situation.

Changes were slight except KCKK, which went heavily for baseball and rung up an increase accordingly in the national spot column.

Jack Stinebaugh, manager, and Clarence Brazel, business manager, of KCMO reported that the week ending June 8 was the largest week in the history of the station, and taken as an auspicious omen for the company's new season, which began June 10.

How Units Are Figured

Dollar volume is omitted from these reports. So, too, are the breakdowns of individual stations. Grouped market figures only are given.

One minute of commercial time is figured as one unit. Thus a sponsored hour is 60 units, a half hour 30 units, and so on.

Chainbreaks, time signals, spot announcements in participation newcasts are counted as one unit each.

LOS ANGELES

(KCA, KFI, KFJR, KJL, KMPC, KNX)

Network	Local	National	Total
Units	Units	Spot Units	Units
11,172	11,514	1,794	24,470
10,500	11,267	1,765	23,532
+6.1%	+2.2%	+1.6%	+3.6%

KNX

Chrysler, through Rutthaus & Ryan, 141 quarter announcements.

Beckman Pura, through Glaser agency, 32 time signals.

Lincoln Savings, through Elwood Robinson, 30 time signals.

Helms Barberies, through Martin Allen, participation in Fatcher White Combination.

Langemont Bakery, through Leon Livingston, 10 time signals.

Miller Co., through Barnes-Chase, six time signals weekly.

Western Savings, five time signals weekly.

KJL

Adair Creamery, through Lord & Thomas, one hour a week for 32 weeks.

Grand Central Market, through Meyers Co., 30 announcements.

Lyns Furniture Sales, through Charles Mayne, 156 announcements.

Mac's super glass, through Elwood Robinson, 30 announcements.

Wilson & Co., through Brincher, Davis & Staff, 16 announcements.

Sunnyvale Packing, through Lord & Thomas, three five-min. programs weekly for one year.

KCA

Bekins Storage, through Brooks agency, 260 participations in "Mid Morning Junction."

Bimini Baths, through Philip Murry, 20 announcements.

Thrifty Drug Stores, through Milton Weinberg, 260 quarter-hour newcasts.

Seven-Up Bottling, through Glaser agency, 82 spots.

NEW YORK CITY

(WIN, WMCA, WNEW, WOR, WQXR)

Network	Local	National	Total
Units	Units	Spot Units	Units
768	4,618	16,887	22,273
768	4,687	16,880	22,335
-0.4%	+1.5%	-0.04%	+0.1%

*No change.

SALT LAKE CITY

(KDYL, KSL, KUTA)

Network	Local	National	Total
Units	Units	Spot Units	Units
6,571	2,331	1,230	10,132
6,000	2,202	1,340	9,542
+9.4%	+5.8%	+8.2%	+6.2%

KDYL

Salt Lake Hardware Co., 265 newcasts.

National Broom Co., 52 five-min. newcasts.

Announcements for:

- Wicks Realty Co., 80.
- Juvenile Shop, 300.
- Grand Central Markets, 52.
- Utah Theatre, 20.
- Walters Electric Co., 12.
- Bon Marche, 52.
- Hibbs Clothing, 31.

KUTA

Utah Brewing Co., through Hampton Advertising, nightly five-min. newcasts.

Announcements for:

- Wilson Products Co., 20.
- Broadway Shoe Repair Shop, 52.
- Utah Finance Co., 52.

SAN FRANCISCO

(KRCR, KGO, KJBS, KPO, KSFO)

Network	Local	National	Total
Units	Units	Spot Units	Units
8,200	2,215	1,800	12,215
8,250	2,220	1,723	12,000
+0.2%	+0.2%	-4.4%	+0.1%

KSFO

Crown Products Corp., through Sidney Garbinkel Advertising, daily

SAN ANTONIO

(KABC, KMCC, KONO, KTXA, WOAI)

Network	Local	National	Total
Units	Units	Spot Units	Units
5,300	4,044	2,139	11,483
5,380	7,479	2,355	15,214
+0.5%	+83%	+9.5%	+47%

KABC

General Cigar Co., over Mutual, quarter-hours, Raymond Gram Swing.

Pierce Bros., quarter-hour political talk.

Moore-Abert, announcements.

Bussan Management Co., renewal of weekly quarter-hour, 52 weeks.

WOAI

Griffin Shoe Polish, through Birmingham, Castlesman & Pierce, three quarter-hour newcasts weekly.

Ernest O. Thompson, quarter-hour political talk.

Jerry Seidler, quarter-hour political talk.

Frito Co., through Ray K. Glenn, four 15-min. newcasts weekly.

SEATTLE

(KIRO, KOA, KRCR, KKA)

Network	Local	National	Total
Units	Units	Spot Units	Units
4,610	10,321	1,130	15,970
4,670	10,150	1,082	15,802
+1.3%	+1.6%	+4.3%	+1.2%

SCHRAFF'S CLUB DINNERS

Tonight and every night!

85¢

55¢

85¢

\$1.25

\$1.10

\$1.35

Have you heard? We've changed the price range of our Club Dinners! You'll be delighted with these New Club Dinners—appetizing, gratifying from savory appetizer or soup right through a Schraff-delicious dessert. Come tonight!

25 AIR-CONDITIONED RESTAURANTS OPEN FOR DINNERS

Lively Showmanship
WINS LARGER AUDIENCES
in the
INTERMOUNTAIN
MARKET
FOR
NEW
POPULARIZATION
NBC
RED
NETWORK

NIGHTMARE ON STADIUM TO THE BROWN BIT AND OR-YET-IT-TERM LOOKS OKAY

Tobey Attacks CBS—Paramount Stock Manipulation in 1932—Ralph Colin Promptly Calls Charges 'Malicious Intent to Injure'

Washington, June 25.—Barrage of questioning concerning failure of the FCC monopoly committee to make definite recommendations about alleged 'radio monopoly' in the network broadcasting system, other questions about 'Tobey' of minority stock holders, about profits of William B. Paley, president of CBS, and finally, about the morals of Commissioner T. A. M. Craven was unleashed Friday (25) by Senator Ralph C. Colin, New Hampshire Republican.

In the second round of a drag-out fight between Tobey and Brown the New Hampshire senator insisted that the Ohio member of the Committee on the FCC be accused of a second even on its term on the FCC because of attempts to deceive the Senate committee. The Senate Commerce Committee—currently considering Brown's resignation—'unbecomingly' conduct at a New York night club party and failure to ride herd on licensees applying to the Commission who possibly might be entering to 'foreign groups' whose radio interests might be inimical to U. S. defense plans. The harassed Commissioner came out around-head in his latest encounter with the Senate committee but he believed that his resignation will be approved by the upper house was expressed by several members of the Senate group after the ordeal was over.

Body blows were inflicted by Tobey, as the Ohioan alternately quizzed and slapped back during the quiz. New Hampshire Senator was joined by Senators Burton K. Wheeler, Democrat, Montana, and Matthew M. Neely, Democrat, West Virginia, during the blistering attack against FCC monopoly. Senator Neely's attack was aimed at stock dealings and station transfers. Senators Homer E. Bone, Washington Democrat, and Walter C. Hays, Jr., Republican, of Maine, were kinder to the battered FCC member particularly when he got down to the alleged 'strawman brawl' in the New York night were aired in public.

CBS in Promote Brawl
First round of the battle went to Tobey, when Brown was grilled unmercifully about 'transmission' made in the monopoly report and about grays received by Paley and his 'associates' on a 1932 New York CBS (in 1932) repurchased CBS stock from Paramount Public Corp. The alleged 'stock-rigging' charges were emphatically denied by CBS the next day, when Ralph C. Colin, general counsel for the company,

issued a statement denouncing the Tobey charges as 'false and adding insult to injury.' He insisted that neither 'deliberate and malicious intent to injure Mr. Paley and his associates' nor 'radio monopoly' existed in the network broadcasting system, or from ignorance of the facts and rash statements despite such ignorance.

Wind-up of the Senatorial third-degree was devoted exclusively to Brown's conduct at the New York party—'with Commissioner T. A. M. Craven hurriedly summoned during a recess of the committee to 'refresh' Brown's memory as to an asserted pact between the Ohio Commissioner and an unidentified woman companion who assertedly slapped Brown and broke his spectacles when he 'twisted her wrist.'

After being tossed around for vague, unconvincing excuses in the report, Brown underwent a cruel grilling—second in two weeks—when Tobey insisted that the FCC should have taken steps years ago to look closely into stock-ownership where hundreds of CBS papers have been taken over by stock brokerage firms as Brown, Ray, & Harrison, where purchases were made, stock does not show up on the Comish records. Echoed by Wheeler, who declared that the Government agency should be 'very careful to see that the papers do not get into the hands of "foreign groups".'

Eyes Strong Language
Major networks (CBS and NBC) received a rural bombing when charged—among other things—'rubbing,' 'teasing,' 'tricking,' 'intentional,' etc., in reference to Paley's alleged 'distortion' of the company's treasury in order to keep himself from sinking up (by 100%) of the value of a station purchased by Frank Kneass, Chicago editor, and the Chicago Daily News for over \$25,000 to take care of 'good-will' and 'going concern' situation.

Claim that William Paley had made a 'cool million' on the Paramount Public deal, and that 13 minority stockholders had been left holding the bag while the CBS proxy traded in, were unequivocally denied by CBS in a statement explaining that 63,500 shares of the CBS stock were owned by Par in 1932 and that the bulk was owned by fewer than 30 individuals. Paramount decided to sell its half of the papers. CBS pointed out, and individual stockholders of Columbia (owning more than 5,300 of the other half) pur-

chased from them 60,000 shares at \$22.21 per share.

Columbia bought for its own treasury—'without profit in any direction'—the remaining 14,100 shares, at the same price of \$22.21, the network explained. Charges by Tobey that the stock had a market value of only \$3 per share were 'in error,' it was claimed, since the stock was not dealt in on any market and 'accordingly it had no market value.'

That the price of \$22.21 a share paid for the stock by both the individual stockholders for their own account and by Columbia for its treasury was a fair valuation is proven by the fact that, considerably with the purchase from Paramount, the individual stockholders were able to recoup \$22.28 of the share they had purchased from Paramount to a syndicate of third party purchasers at the same price of \$22.21 a share which the stockholders and Columbia had paid to Paramount. The CBS statement declared, 'Two things should be emphasized in connection with the transaction. The first is that neither Mr. Paley alone nor in association with his directors used a single dollar of company funds for their own personal benefit.'

Company funds were used to re-acquire its own stock for its own treasury. The second is that the fact that the stock acquired even at present depreciated market value is now worth many times the price paid for it, the reply continued. 'Secondly, the profits made by Mr. Paley and his associates has resulted from their efforts on behalf of the company and the increase in value thereof in the value of its stock over the value at the time of their original investment.'

Brown's Ordeal
Much incriminating evidence against Brown's side was given by Brown who replied to Tobey's quiz with an 'I suppose or a fact' yes' to most of the charges, quizzing. 'After the Ohio Commissioner had succeeded in thoroughly arousing the suspicions of the Committee, with reference to the CBS and NBC, he remarked that he had been "under pressure while testifying," Senator Bone came to the rescue with a comparison between the fields of broadcasting and public utilities. If he attempted to correct all these things the poor old economic system would totter and fall,' Bone observed.

Highlight of the entire meeting was the double-barrelled bomb which Tobey let go with regard to the party at the Diamond Horseshoe, in New York.

Throughout the entire quiz, Brown insisted that he knew no such incident as the slap which he allegedly received from a woman guest. He stated that he could not re-

Confusing Junior

Buffalo, June 25

Kids in audience are non-plussed when Marvin Harrison, as emcee at dedication of local new building, introduced Dave Priggett.

Now on WGR-WKWB staff, Harrison used to be 'Uncle Ben' for Dave's program on WGR-WKWB. Priggett mentioned to 'Uncle Ben' that they were similar.

At one point during the testimony, Brown banged on the committee table and shouted 'I mean what the Senator says!'

Well, you're getting it, whether you want it or not, it's all back. Craven's appearance before the committee consisted of a closely minute account of what had gone on at the Diamond Horseshoe party, where he said that he was willing to take his mother, wife or sister to this New York supper-club, the former New York Herald Tribune, where he said he was sure that he and Cuse and Brown had dinner 'elsewhere' and departed to drive over to the hotel.

After questioning, he testified that it had been at the committee table and that it was the night club, where they found Donald Fitzgerald and William H. Radio Commission secretary Herbert Pratt and several people I knew. The words were present, Craven admitted.

Brown joined Flanagan's party, Craven admitted, but he said that Cuse took another table because they did not want to 'intrude on the party of the committee table and so on. They were later joined by Brown who brought over a lady whom he knew was from Flanagan's party.

Craven noticed no 'undisputed events' will be heard a 'discussion' between Brown and Cuse. He said and noticed that Brown was 'holding the lady's wrist apparently' when he was attacking him in some way, he said.

Asked by Tobey whether he heard a 'discussion' between Brown and Cuse, he said he heard a naval officer replied, 'Yes, I heard a slap.' He said, however, that he did not see the slap immediately and that he and his fellow Commissioners later left for their hotel. Craven admitted he had a drink, but absolved his partners by saying that he had not noticed whether they had had anything to drink although he 'assumed' they had.

He said that he had noticed that Brown's spectacles were 'on the floor,' after Tobey had asked whether he was in question. He said that he saw them off when they slapped the Commissioner.

Tobey Sarcastic

Tobey renewed his attack on Brown, after Craven had finished his account of what had happened at the Diamond Horseshoe, but the Ohio member badly denied having any recollection of the incident. 'I've heard of mental aberrations,' Tobey fumed, 'but I have now seen Exhibit A.'

The New Hampshire Senator readily remarked that almost anyone should have a clear recollection of being slapped by a woman and expressed surprise that Brown—who insisted that he was not 'under the influence of liquor,' although he had had a drink or two—should still insist that he could not recall whether women had been present at all in the club (except, possibly, on the stage).

Despite the unfavorable impression which Brown made on the committee and Tobey's charges of 'false testimony beyond peradventure' and 'outrage,' unbecomingly to a gentleman, the Senate group again took action toward the Ohioan. It was reported that Brown's resignation finally will be confirmed to the effect that he has 'learned his lesson.' The majority of the committee seemed to feel that Brown had 'satisfied himself in subterfuges because of his practical reaction to the Senate quiz.'

Barflett Lights 'Clarin'
Barflett, June 25.
Hartford Electric Light and Heat Co. has contracted with WFC for 52 week contract of the 'Whitfield Clarion' for Monday nights at 7:15 for a series of dramatic sketches written, directed and acted by co-production manager Paul Lucas as well as others.

Stations Not Privileged To Intervene

Washington, June 25

Steen FCC policy aimed at preventing existing stations to prevent additional stations from competing was made stiffer last week. Federal District Judge James W. Keenan, in an opinion to force the Commission to act in favor of KTBK, San Antonio, on the request of KMAC, San Antonio, for better facilities backed up a year ago under the new regulations limiting the right of intervention.

Important policy-making decisions of the regulators cannot be compelled to listen to one party if we do not wish to hear and that grant. Interventions, privileges in such matter of FCC decisions. There is no statutory provision allowing additional stations to intervene, so the U. S. District Court cannot interfere with Commission plans without it. The court said that 'irreparable injury' is likely to result, Judge Morris declared.

30 CANADIAN UNITS ADD 'SUPERMAN' SHOW

'Superman,' the three-a-week radio show thriller, has been extended to a couple of cities in the northwest. The Philadelphia-based stations of All-Canada Radio Facilities. It will have various sponsors over the additional cities. Series is now heard in 13 cities through Erie-Wayne for Perry credit. Herbert Prosser, the account having a two-year option on the show in these localities.

Superman, Inc., owner and producer of the program, would like to increase it to a full week and give it a network ride, but the present contract prevents that. Hecker's additional action is a concession enough to pay for national coverage, and the two-year option extends the ownership of the series in the future. It is, however, open to other agencies in areas conducting with Hecker's coverage.

Superman, Inc., is a subsidiary of George Lothman, who has published various pulp magazines, including Action Comics, in which the Superman character is a feature. The first edition is written by Jerry Siegel and drawn by Joseph Schuster. George Lothman has a radio version, but several other writers have also been supplying scripts lately.

WILDER DECLINES

Syracuse N.Y., Moving Brothers in Foreign Language, BMI Issues

Syracuse, June 25

Harry C. Wilder, of WWSR, declined reelection as director of the National Association of Broadcasters from this district and Clarence Wheeler of WHCC was elected in his stead. Wilder's term of office was the largest district, meeting in Albany.

Two resolutions were passed: (1) Each station should adopt its own policy on foreign language broadcasting. (2) Broadcast Music, Inc., was fully endorsed.

Can you M. C. an
audience participation show originating in New York! An important national advertiser is looking for new talent in this field. If you have the ability and are ready to prove it, or if you have transcriptions send them, at your own risk, to Box 481, Variety, 154 W. 46th St., New York.

Nat C. Goldstone
9121 Sunset Blvd.
Hollywood, Cal.

June 24, 1940.

Upon the completion of a season's broadcasting for 'Ethyl' I am prompted to acknowledge with thanks the splendid treatment accorded me by the sponsor and BBD&O., and the excellent cooperation of the talented Andre Kostelanetz and his orchestra.

Sincerely,

(Signed) TONY MARTIN.

Report Omen of Vast Changes?

General reconstruction of the broadcasting industry may result if the Federal Communications Commission follows recommendations in the report of its own chain-monopoly investigating committee. This is the opinion of trade leaders. Still, looking at the scope of the discussion, network representatives, station attorneys and audience observers have agreed the document points toward a wholly new era, with a new concept of the function of the industry body and a radically different obligation on the part of station operators.

Frederick spent most of his efforts in weighing the financial side of broadcasting. Only casual attention was paid the program service side of the FCC. This obviously has left higher grade entertainment, more culture, better information and greater exploitation of the educational possibilities of radio with fewer better diversified programs. Restriction of the influence chains' exercise over their affiliates and curbing of multiple ownership.

But what the outcome of the 18-month inquiry may be in the end has remained entirely speculative. Only on three or four points have the problems been willing to make definite recommendations—and even then they have spoken only in generalities. There was nothing like a concrete formula for remedying the evils which they have agreed permeate broadcasting as it now exists. But it has been impossible to overlook the many untold hints about which the committee feels strongly something radical and drastic must be done by the Federal agency.

CBS' More-For-Less Story

Sells Radio Advertising as 'Lowest Actual Circulation Cost in Advertising History'

The champions of radio circulation is publicly emphasized in the latest promotion story just issued to the advertising trade by the Columbia Broadcasting System. While ostensibly designed to service tellers of the CBS story, the argument may help the broadcasting industry in general. Figures presumably add up to facts other media won't like to hear and may find difficult to refute.

Highlights of the CBS story, which bears the caption "More for the Money; are:

The gross cost of circulation on CBS dropped 60% in the past 10 years.

The net cost per listener actually decreased 60% in the past four years.

For the statistical bones of the story, Ray Rafter, CBS' director of sales promotion, underscores that "family listening hours daily" have risen from 35,568,000 hours in 1936 to 125,678,396 hours in 1946. But the story of the charts embraces comparative figures of 1936 and 1946, but the CBS C.A.B. program ratings and radio ownership figures. CBS then

states: "Assuming the 'flat' rate of audience increase throughout the primary area, we merely have to compare the CAB ratings in 1936 and 1946 projected to the total number of radio families served—and we get the minimum audience increase." A table illustrates the logic and the arithmetic as follows:

Year	1936	1946
Radio families served	10,000,000	10,000,000
Radio ownership	10,000,000	10,000,000
Radio ownership	10,000,000	10,000,000
Radio ownership	10,000,000	10,000,000
Radio ownership	10,000,000	10,000,000
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CBS rate card number 27 appears simultaneously with the new piece. Rate card takes cognizance of present size of network, 119 stations in 119 towns but does not represent any time rate boost. In fact five affiliates have been scaled downward in hour rates.

CBS Agency Wants Day To Trill That Top (25C) Note

Los Angeles, June 25. Breach of contract is charged by Columbia Artists in its \$25,000 suit against Dennis Day, radio singer, filed in superior court. Radio singer's agency claims exclusive managerial rights to the star member, under his legal name, Dennis Day McNulty, for the period of four more years on the current pact.

Columbia set Day's earnings since last March 3 in excess of \$5,000.

FCC OKAYS A.M. FOR FARMERS

Washington, June 25. Earlier system operation and equalization of the "two-thirds" rule, which formerly required broadcast stations to stay on the air two-thirds of the total hours they were authorized to operate was decreed last week by the Federal Communications Commission.

Waker-upper program, starting at 4 a. m. local standard time, will be permitted in the future, in order that farmers who may pick up general news and vital information concerning local weather conditions, etc., at the beginning of the work day. This in spite of some interference which may be expected to stations using the "experimental" period between 12 midnight, local standard time, and local sunrise, in view of changes in Sec. 319 of the rules.

Different also was expressed in the amendment of Sec. 371 of the Communications Act. Instead of permitting broadcasters to operate two-thirds of the total required allotment of time, Comish divided up the "breathing spell" into a m. and p. section. New ruling technique, set up by Sunday's provides for a minimum operating schedule of two-thirds of the daytime allotment, and two-thirds of the nighttime allotment. In other words, a station cannot knock off for several hours at any period of the day or night, but must break up its allotment in two sections. The rule is equally applicable between the 5 a. m.-p. m. period and the 5 p. m. and 12 m. period.

HERB JUICE-PENOL CLAIMS RIDICULED

Washington, June 25. Cues and derisive outbursts on Herb Juice-Penol Co. Inc. last week by the Federal Trade Commission for use and misleading radio and other advertising of its products. Trading as Pen-O-Lin Laboratories, Danville, Va., outfit has been hawking a medicine called "Pen-O-Lin" as a cure for what is sometimes known as America's national complaint.

Brag that "fully elimination" characterized by and associated with symptoms such as indigestion, indigestion, gas pains, headaches, dizziness, pains in the back or stiffness of the joints, swollen feet or ankles, nervousness, insomnia, loss of appetite, or lack of energy. Indistinctly without foundation, Comish declared, and respondent's preparation "has no therapeutic properties in excess of those of a cathartic or laxative."

Representations over the ether or via magazines and newspaper advertising that the preparation is of any value except as a cathartic or laxative were ordered discontinued.

Ford Sponsors Pro Figskin

Detroit, June 25. Ford Motor Co. will sponsor broadcast of Leland Lyons' pro figskin eleven sets fall over WJR, with Harry Wanner, sportscaster on the game, for the first time. Eleven games are carried at home and abroad next fall. Before start of regular season there will be several broadcasts from the Lions' training camp as well as special features vs. regular game.

Hermie's Cave, late Sunday evening broadcast, has been transferred over WJR by Carter Coal Co. for fourth year. Show goes off six weeks, however, until Aug. 11, giving Geraldine Elliott and Eric Hoar's script, a victory.

Some Dr. I.Q. Broadcast Oddities

New Kentucky Law Seeks 15% of Coin Awarded In Contests

Johnstone's Fastie

Philadelphia, June 25. While the Republicans are assembled in convention here to tell the farmers what they're going to do for them it looks like G. W. Johnstone, radio director of the Democratic, may have pulled a fifty on them. Johnstone is understood to have gotten over 50 non-network stations in rural districts to agree to broadcast during the present week two transcribed speeches. One is "Which Party Offers the Most Hope for Agriculture" recorded by Henry Wallace and the other is "Public Works in Rural America" recorded by John M. Carmody.

As a former broadcaster Johnstone arranged that the talks would be locally exclusive to that station arriving to broadcast transcripts.

Kay Edmundson Program Is Sponsored on WWSW

Pittsburgh, June 25. Local indie station WWSW has just landed bankrollers for couple of added news programs. First, "Women's Newsmen of Air," five-minute spot six times weekly which goes in exclusively for stuff of interest to females, has been sold to American Fruit Growers through Walther-Dunning agency. Series is being conducted by Kay Edmundson, who writes it and does the splicing as well.

The other one, a 15-minute, seven times weekly late news summary at 10:30 p. m., has been taken over the wing of the Dodge Dealers of Allegheny County. In addition to these two, WWSW has 18 other news programs daily, all of them bankrolled locally.

"Hotel America" is title of a new evening half-hour sustainer on WWSW with Landi Tris & Mahr, Vocalists (Femmo trio), Eddie Fynn (soloist and character), Gordie Randall's orchestra and Al Zink, emcee.

Louisville, June 25

Dr. I. Q. show, now current at Lewis's Radio, is productive of some human-interest stuff that never reaches the air audience. For instance, at a recent performance, the overflow audience was interviewed in the lobby by one of the WAVE announcers, who act as Lewis Valentine assistants in the hour. A woman was interviewed who was interviewed in the lobby by one of the WAVE announcers, who act as Lewis Valentine assistants in the hour. A woman was interviewed who was interviewed in the lobby by one of the WAVE announcers, who act as Lewis Valentine assistants in the hour.

In another case, patron was quizzed by Valentine amidst celebrating the value of wedding anniversaries, such as 25 years, silver anniversary; 30 years, golden anniversary. When asked what he would celebrate on his 75th anniversary, the lady replied, "I couldn't celebrate anything; I'd be too old." Clark practically stopped the proceedings.

Six times a week the audience for I. Q., and under the new rule law requiring winners of prizes to sign names, has been asked to keep track of 15% state tax on prizes won in contests, each announcer is accompanied by two writers with pad and pencil. Boys now are saying that another boy should be provided to carry the heavy books. Announcers who draw the \$75 in silver dollars for the biographical sketch have been asked to install their own funds cost. That amount of silver medals 'em drop shouldered.

Linn Bergin's Accounts

Martinson's office has sponsorship of the Friday edition of Linn Bergin's "Chronicle of the Air" over WWSW New York. Excusee names drop off at that time. Al Paul Letton is

Miss Sergio is sponsored Mondays and Wednesdays by Peis-Naptha and Thursdays by Betsy worsted mill.

NETWORK FAVORITE NOW YOURS AS A RECORDED PROGRAM!

"Betty and Bob"

—the favorite of millions for eight years—
Now available to spot and regional advertisers



"THE MOST CONSISTENTLY SUCCESSFUL PROGRAM WE'VE EVER HAD" SAYS 8-YEAR SPOKESMAN, GENERAL MILLS!

On the networks "Betty and Bob" reached its peak this year, with the highest rating of a career. The new recorded series—arranged for the first time to be broadcast in the form of a formula responsible for this success... is written and directed by the same man who handled the network show. And it has showmanship features seldom found in recorded programs. In addition, we meet the entire cast of the show that "live talent" touch provided by the finest in recording—NBC Orthocasts.

Write for full details, availability and rates.

Proof that this Program is a Sales Producer!

1. It is based on a definite success formula, proved for 8 years on the networks.
2. That highest net spot program rating of any General Mills program's daytime show.
3. Proven to respond to last top offer to General Mills.
4. A technique not readily built by local stations.
5. New time slot means last time slot advertiser can "buy" as a "tag name" in radio, or on the air.



NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, N. Y. • Manchester Mart, Chicago • Sunset and Vine, Hollywood

Write, Wire or Phone

YOUR NEAREST VARIETY OFFICE

To Reserve Space in the

1940-41

VARIETY RADIO DIRECTORY

NEW YORK

154 West 46th St.

BRyant 9-8153

CHICAGO

54 W. Randolph St.

Central 4461

HOLLYWOOD

1708 N. Vine St.

Hollywood 1141

Paley Charges FCC Bias

Newsreels vs. Web

Newsreels vs. Web

Newsreels vs. Web

**something like the
safety pin**

FIELD

THAT POWER-FULL STATION—W O L

Man-On-Street Follows Big Apple Into the Philadelphia Discard

Philadelphia, June 25. The man-on-the-street, one of the all-time stars, has died a natural death as far as Philly radio stations are concerned. He was one of the main thoroughfares of this town were cluttered up with inquisitive gabblers. Today the old has gone the way of the Big Apple, handbags and other features of the Discy Thirties.

Because for the creation of the man-on-the-streets is John Q. Public himself. He's either too timid or too bold, according to WQAR, WCAU and WIP's Howard Jones, who have been running the curbstone interviews for the past eight years.

Chief pests in the past have been the over-enthusiastic boys who have a way to go to grad. Asked a question that requires only a 'yes' or 'no' answer they go off on a long harangue letting off steam on a pet peeve and affirms feeling the answer to run him off. Others who have been the interviewers' hair are those who want to send a message to friends.

But worst offenders of them all have been street peddlers who seeing the crowd around the mikes would come forward to peddle their wares, the noise of his spiel drowning out the Q and A over the interview.

SEARLE URGES TO TIME SHIFT GRIEF

Wichita, Kan., June 25. Don Searle, KPB, Lincoln, urged a local district meeting of the National Association of Broadcasters last week to go on record as favoring the postponement of the annual convention brought on by daylight savings. Searle argued that everybody from the new arrivals to the old-timers did like the shuffling and that the only thing standing in the way of doing the practice was a slight slip on the subject by the broadcasting industry.

Don Holister, of KFBH, Wichita, was selected district director. Neville Miller, NAB pres., was on hand and Carl Hays, NAB's New York office of Broadcast Music, Inc., talked on that particular topic.

KNOX'S Extension Of Beer Musical Programs

St. Louis, June 25. Groundsack Bros. Brewing Co. of Melbourne, Fla., has announced a week musical program. Over KMOX has increased the number to four weekly and increased the contract for 52 weeks from June 10. Doof was handled by Bettyon, Bartlett, Armstrong & O'Brien. New musicals for continuation of 30 mins. program on Monday with 15 mins. program from Wednesday through Saturday.

Kenny Norton's KMOX arch with Bettyon, Bartlett, Armstrong & O'Brien. Smoothies, make up the nucleus of the show.

WGY's Radio Week Stunt

Schenectady, N. Y., June 25. WGY's participation in NAB's Radio Week Acquisition Week stunt was launched with a proclamation by Mayor Mills. Ten KGY holding station's activities as "beneficial ambassadors of our city for past 18 years, and its cooperation in "every emergency," he declared "in recognition of WGY's long service." he had set aside six-day period and urged citizens to support the station. The 50,000-watt invited listeners everywhere within its range in long-range facilities. The station's program, to which the public is welcome, is being broadcast.

Transcribes at GOP Meet

Boston, June 25. Charles J. Gilbert of Westinghouse WBZ is on assignment at the national convention in Philadelphia this week. He is making a series of morning transcriptions at (WMAZ-TV) and is making a series of transcriptions at (WMAZ-TV) and is making a series of transcriptions at (WMAZ-TV).

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KNOX VIOLINIST TO JOIN STOKES' SO. AMER. TOUR

Portland, Ore. June 25. Geraldine Peterson, staff violinist of radio station KNOX, has been named a member of the "Good Will Tour of South America" under auspices of N. Y. A. with Leopold Stokowski conducting.

Miss Peterson, the only choice from the Stokowski orchestra, had a difficult time getting together for the audition. It was finally held on the conductor's train at the airport.

Seattle, June 25. Leopold Stokowski picked Elizabeth Ryder, local girl, to join other youngsters in musical field from 40 competitors here.

Stokowski's 50th July 25. Revised itinerary for Leopold Stokowski's All-American Youth orchestra tour has been announced.

July 25 from New York on the Uruguay, after a week's preliminary tour of the continent. The rest of the tour program will include the following: Aug. 1-4, Rio de Janeiro; Aug. 5-8, Sao Paulo; Aug. 9-12, Buenos Aires for two weeks for concerts there and in Rosario, Argentina; Aug. 13-16, Montevideo, Uruguay.

Beyond the Argentinian engagements two alternative routes are being considered, depending on developments due to the war. Orchestras may cross the Andes to Chile and Peru, Guayaquil, Ecuador, and then to Lima, Peru.

After that, it may play return dates over the eastern route. In either case, the tour will include engagements in Ciudad Trujillo, Dominican Republic.

Stokowski is making the entire trip on one boat, as previously announced, the outfit will now use regular scheduled ships. Dates, cities and dates for the preliminary tour in eastern U. S. are to be announced later. Bahaian dates for the orchestra were sent out last week.

Hugh Felts' Stars

Seattle, June 25. Hugh Felts, of KOMO, Seattle, last week declined the speakers list for the radio section of the Pacific Advertising Club's convention, which opens in Vancouver, B. C., July 10. Felts was chairman of the radio panel. Among the speakers at this session will be Horace Brown, station manager of KIRO, and Fredric A. Gamble, of the American Association of Advertising Agencies.

Allen Ween, of the Don Lee Network, was subject will be telecast, station rep. and Joseph Seidman, counsel for the CBC.

Payroll Traffic

St. Paul, Tenn.—At KROD, Dave Valle has been named chief announcer and sportscaster.

Des Moines—Maurice E. McMurtry, formerly with B.B.D. & O. agency, Chicago, is now a member of the regional sales department of station WHO.

New York—Ted Herbert, the senior salesman of WJH, New York, shifts to the sales staff of WHN, New York, effective July 1.

Robert C. Mayo, formerly with WABC, New York, and before that with CBS, joins the WOR, New York, sales department today (Wednesday). Catherine Cunningham added to the staff of WABC, New York, last week.

Baltimore—Leslie H. Peard, Jr., becomes sales manager of WBAL, July 1. Beon with the station since 1954.

Lawrence, Mass.—Charles Hauser is at WLAW here as newscaster. From WHTV, Hartford.

St. Paul, Minn.—A. M. Woodford, of WFL engineering department, for 11 years, now has post of production director for WBAP and KGKO.

Winnipeg—Neil B. LeRoy, sales director of CJRC, Winnipeg, has left that organization due to the pressure of other business, principally the

London Calling

London, June 25. "Defense of Warsaw," 1945, radio-versed by Maria Kuncewicz and C. Denis Freeman, entered under "War Music" in the new edition of the "Good Will Tour of South America" under auspices of N. Y. A. with Leopold Stokowski conducting.

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SALES MGRS. HEAR KIRBY, CARVERLIN

Chicago, June 25. Sales managers of the National Association of Broadcasters today (Tuesday) concluded session here after sales in session, part with possibility of duplicating many records in radio terms. Some 30 salesmen were present under the aegis of Bill Cline of WFLA, Tampa.

Carl Carverlin of Broadcast Music, Inc., was in session with some of new songs of BMI and the arrangements of public domain music. He said that the BMI would be "rarin' to go Jan. 1 in the world" on ASCAP. He urged salesmen to use good word of radio advertisers for music light.

Headline the Advertising Federation of America is now with some 1,500 in affiliated area checking in. Salesmen are visiting, although AFA gathering is not a formal one.

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Des Moines—Maurice E. McMurtry, formerly with B.B.D. & O. agency, Chicago, is now a member of the regional sales department of station WHO.

New York—Ted Herbert, the senior salesman of WJH, New York, shifts to the sales staff of WHN, New York, effective July 1.

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Bands at the Boxoffice

(Presented herewith, as a weekly tabulation, is the estimated gross charge business being done by some bands in various New York hotels. Deceit business (17-10 P.M.) not rated. Figures enter some of hotel gross room capacity and cover charge. Larger amount druggists weekend and holiday price.)

Band	Hotel	Weeks Played	Room	Total Gross
Charlie Barnett	Lincoln (122; 50c-\$1.10)	8	900	5,350
Harry Clinton	New Yorker (140; 75c-\$1.50)	7	1,925	10,175
Del Conte	Park Central (125; 50c-\$1.10)	7	715	3,175
Jimmy Dorsey	Pennsylvania (500; 75c-\$1.50)	11	2,025	18,750
Tommy Dorsey	Astor (100; 75c-\$1.50)	3	415	15,350
Ray Kinney	Lexington (100; 75c-\$1.50)	6	1,700	8,550

*Asterisks indicate a supporting floor show, although the band is the major draw.

On the Upbeat

At Goodman balancing the new Al Jolson stage musical which opens next Sunday in Detroit.

Jimmy Dorsey returned again to the Hotel Pennsylvania, N. Y., starting Monday. The band is a tentative stay at the hotel's Cafe Ronger since early spring.

Lee Grant, sax player, wrote a tune called "Manville Blues" after the John-Manville exhibit at New York World's Fair. Grant in WMCA, N. Y., house band and plays most shows emanating from WMCA's radio studios.

Bob Chapin got for Charleston, Mountaineer, N. J., for four weeks beginning July 3.

Buddy Rogers band does three weeks at Baker hotel, Dallas, Texas, opening July 25.

Gloria Hope will be Ray Heister's vocalist when the latter's new band opens at the Rainbow Room, N. Y., tonight (Wednesday).

Henry Bauer's orchestra, which opened June 19 for eight weeks at the Palace hotel, San Francisco, had its option lifted for six weeks more.

Lorraine Page all-girl orchestra moved into the Hollywood Plaza hotel.

Nick Baroni's rhumba band played for a spot in "Too Many Girls" at RKO.

Joe Bekham's crew at Warner for a Melody Melodist start.

Mark Billman's Nomads orch played Laurel Haines Ball in New York City of the Inn, Burr Hill Falls, Pa.

Douglas Pennycuik's all-girls for summer in terrace ballroom of Algonquin Manor Inn, Penna Manor, Pa.

Everett Haglund and his long-time personal manager, Jim Kennedy have parted company.

Chuck Foster into Wilbur, Pittsburgh July 12. Coming next in early stages from Wilbur into Hollywood.

Gene Krupa band run into percentage in second two of first three weeks at Meadowbrook, Cedar Grove, N. J.

Joe Shaffer, formerly with WCAE Airlines, drawn band berth at Pittsburgh's newest night spot, Villa Madrid, which opened Tuesday night (25).

The Diplomats (Gardiner, Good and Hamilton), formerly with Goetz Olan, currently at the Wayne Country Club, Tyler Hill, Pa., with their newly organized unit.

Toots Camarata back with Jimmy Dorsey band. Lemmie Haydon didn't replace him, simply arranging ar-

range numbers. Hayton was first presented as replacing Camarata.

Ted Lewis scheduled for eight weeks at Chic Park, Chicago, opening July 15.

Will Osborne set for hotel run at Woodside, New York, K. opening Aug. 11.

Jimmy Joyce and his 10-piece band a Toledo, O., orchestra, is playing five nights a week during the summer at Wayne Park, near Napoleon, O.

Ernst Theater, Detroit shuttled for last months, uses its music to play "Dance to Lyle Carlyle's music at Hotel Statler." History is across the street.

Ralph Barlow orchestra does 10 1/2 weeks in Puerto Rico, opening July 3. Come into Encarnacion Beach Club.

Terry Sheard band into Plantation Club, Houston, Tex.; July 3 for three weeks.

Clyde McCoy from N. Y. World's Fair, a three-day stay at the Embassy Theatre, Fort Wayne, Ind., July 24-26.

Browns Shriver and Vic Lema, both former Toledo band leaders, are now with Harley Bruce's band at the Willard Hotel, Toledo, O.

Richard Avenue orch followed Morgan Thomas Monday (17) into ballroom at Crystal Beach, Ohio.

Mac Curtis band from Cleveland succeeded Tommy Flynn at Deftwood Lodge, near Buffalo, Friday (21).

Ray Britton orch opened new Oakland Inn, Grand Island, N. Y., Wednesday (19).

Clyde Hawley, trumpeter, joins Tommy Dorsey band comes from Glenn Miller.

Mark Toney replaced Frank Sams as assistant to Don Haynes, one-night booker at General Amusement.

Leslie Tobin now vocalizing with Witt Bradley band She's Harry James' wife.

Jimmy Dorsey band switched to Pennsylvania hotel, N. Y., rock Monday (24).

Johnny Green band plays one-night at Crystal Beach, Municipal Airport, Saturday (29).

McFarland Twins band currently at Paramount theatre, N. Y., signed for four last seats for Columbia Records' six sides.

Sam Donahoe, sax, from Gene Krupa to Harry James.

Wilson at Cafe Society

Teddy Wilson's new small band combination will start its first band July 2, an indefinite run at Cafe Society, N. Y. Wilson recently gave up the full-sized band he formed after leaving the pianist spot with Duke Ellington to red it down to the current six pieces. It's not with any booking office, an MCA agent having lapsed, but he will continue to record for Columbia Records.

IBEW Wins Inj. Suit
By Automatic Phone Co.

Suit of Brotherhood Automatic Music Co. against the International Brotherhood of Electrical Workers of America, Local 181, at Palmdale, Calif., was won by IBEW. The suit was filed by Walter R. Hill, Harold Trimble, and the Automatic Music Operating Assn., was discussed yesterday's union in a Supreme court, when Justice Bernard L. Shienstein denied a plea for a temporary injunction. Action claims restraint of trade and seeks \$100,000 damages. Plaintiff is the owner and distributor of 80 coin-operated phonographs, and claims that the defendants charge 40c per machine dose monthly, of which two-thirds go for the maintenance of the union, and the other third for payment of electricity. The union claims that the amount required for this is far less than the money received, and the union refuses to account for the balance. Threats of picketing and actual picketing of the plaintiff's failure to join the union is charged. Suit declares that the union's members were coerced into joining, causing picketing would ruin the plaintiff's business, it is alleged, an injunction to prevent it was sought, but denied.

Chi May See Lyman

Chicago, June 25. Abe Lyman orchestra may return to Chicago for a summer run. Bill Johnson is negotiating with Lyman to bring his band into the Bon-Air road, replacing the current Clyde Lucas band.

Also in line for a summer session of Chi into life is Ted Lewis, who figures to bring his orchestra into the Chic Pares following the current Lou Breese orchestra.

Music Notes

Stanley Cowan and Bobby North are their ditty, "Jumpin' Bohemian", to be sung in Republic's "Should We Survive".

Eddie Lambert, formerly with Sam Fox, has joined the professional staff of Jewel Music.

Paul Case has become the professional manager of the National Shillit Music Publishing Co.

Hugh Martin is in Hollywood to work on the screen version of "Too Many Girls" at RKO. He was musical arranger for the stage production.

Peter Visconti cleared "Here Comes Romance" to be warbled by Lois Roman in the Republic picture, "Everybody's Happy."

Sammy Cane and Saul Chapin cleared a song for the Warner picture, "Ladies Must Love Cane," as "Shows You What Love Can Do," and "I Could Make You Care."

Brenday Raper doing the score for "Daisy" at Metrs.

Network Plugs, 8 A.M. to 1 A.M.

Following is a tabulation of the combined plugs of current tunes on NBC (WRAP) and WABC (WABC) compiled for the week from Monday through Sunday (June 17-23). Total represents amount of work from two major networks from 8 a.m. to 1 a.m. Symbol * denotes film song, * stage musicals, all others are pop. Parenthetical numeral after the title indicates how many weeks the song has shown up in these listings.

TITLE	PUBLISHER	GRAND TOTAL
"I Can't Love You Any More (8)"	Olman	16
"I'm Stepping Out With a Memory (29)"	Robbins	17
"Don't Get Me Started (4)"	Wilmar	17
"Say It (11)"	Famous	16
"Woodpecker Song (17)"	Robbins	27
"Where Was I (11)"	Harms	22
"What We Meet Again (1)"	BVC	24
"Fools Rush In (10)"	Miller	24
"Make-Believe (10)"	ABC	21
"Imagination (11)"	Famous	23
"Hearts of You the (1)"	Harms	23
"You're in My Heart Alone (8)"	Land of Smiles	23
"Love Love Love (18)"	Leitan Russell	23
"Hear My Song, Victor (1)"	Perit	22
"Sierra Sue (1)"	Shapiro	22
"You're a Fool and I'm Lonely (8)"	Harms	22
"It's a Wonderful World (10)"	Robbins	21
"Daddy Day (10)"	American	20
"Meet the Sun Half Way (1)"	Santly	20
"Tennessee Play Fy (10)"	Chappell	20
"Hear My Song, Victor (1)"	Ford	19
"I Can't Resist You (1)"	Ager	18
"I'm a Fool for You (1)"	Robbins	18
"Madame La Zonga (1)"	BVC	16
"A Lover's Lullaby (8)"	Jewel	15
"Haven't Time for a Millionaire (1)"	Santly	14
"Playmates (12)"	Santly	14
"Hear My Song, Victor (1)"	Harms	13
"I'll Never Be Alone (1)"	Bun	13
"All This and Heaven, The (1)"	Crawford	12
"Hear My Song, Victor (1)"	BVC	12
"Shake Down the Stars (12)"	Perit	11
"Little Curly Hair (1)"	Famous	11
"Hear My Song, Victor (1)"	Robbins	11
"With the Wind and the Rain in Your Hair (1)"	Parsonnet	11
"You Can't Brush Me Off (1)"	Berlin	11
"Hear My Song, Victor (1)"	BVC	11
"Now Can I Ever Be Alone (1)"	Chappell	10
"Too Romantic (1)"	Mercur	10
"Too Romantic (1)"	Parsonnet	10
"When the Swallows Come Back (1)"	Wilmar	10
"Where Do I Go From You (10)"	Mercur	10

Metro Music Deal

(Continued from page 49)

fore committing itself to the Metro-Robbins purchase in 1939, it is to be sure that complete unity would prevail on the music venture in the broadcasting field. In other words, it wanted to be certain that Mutual and its key stations, such as WING, Newark; WGIN, Chicago; and the Don Lee Group, would likewise obligate themselves to stick along with the rest of the industry.

The BMI directorate struck its first snag in trying to obtain this assurance. Don Lee has from the inception of BMI held itself aloof from the project. Attitude in some Mutual quarters has been that the proposition is meant to be a squeeze, to wind up with the shoe on broadcasting's foot instead of ASCAP's. Both WOR and WGIN held one-year membership in BMI. It is now up to Neville Miller, BMI prez, and the members of the BMI board to put out and sell the BMI members on extending their memberships in three years to insure the purchasing of the project.

Those advocating the purchase of the Metro-Robbins group fear that with this as a source of old popular music, the broadcasting industry ought to be self-sufficient as far as this type of music is concerned. It is also held that if the industry can keep going without ASCAP for three months of 1941 the latter's demand of radio would break down and broadcasting would then be able to dictate its own terms.

Samuel H. Rosenbloom, of WFIL, Philadelphia, resigned last week as a BMI director. He gave pressure of business as his excuse. A fellow BMI director stated that it was due to pressure from within the board because of differences of opinion on the trend of BMI.

Paul Mortney, of WTIC, Hartford, was elected to succeed Rosenbloom on the board.

Hot Taps Today

GALE, Inc., Presents



Specialty by BOLOSLI-BROWN

The One and Only

JIMMIE LUNCFORD

and his orchestra

Currently

FIESTA DANCETERIA NEW YORK

Mrs. HAROLD OKLEY 17 East 49th St., New York

JOHNNY MCGEE

His singing, his step and his orchestra

NEW YORK WORLD'S FAIR "DANCING CAMPUS"

Direction GENERAL AMUSEMENT CORP.

TED LEWIS

Personal Manager: WILLIAM MORRIS AGENCY

A SURE SUMMER HIT!

"ANDY HARDY'S LATE"

Sung by Judy Garland in the M-G-M Picture "ANDY HARDY MEETS DEBUTANTE"

LEO FEIST, Inc. • 1629 Broadway, New York

HARRY LINK, Gen. Prod. Mgr. LOU MOONEY, Prod. Mgr.

15 Best Sheet Music Sellers

(Week ending June 22, 1940)

Playmates	Sanley
Mahe-Bellevue Band	Miller
Woodpecker Song	Robbins
Imagination	A.B.C.
Blue Loverside (Lullaby)	Field
"Who Was It? (7th We Meet Again)"	Remick
Singing Hills	B.V.C.
Shake Down the Stars	B.V.C.
"Alec Blue Gown (New)"	Field
"I Can't Love You Anymore"	Corbin
Good News America	Morha
Broom and I	B.V.C.
"Play It (Thank You, Baby Again)"	Parsons
Sierra Sue	Shapiro

*Fictional

ASCAP Not to Pay Royalties
To France, Belgium Until War Ends

Conquering of France and Belgium by the Nazis has put a question mark on the financial relations between the American Society of Composers, Authors and Publishers and the performing rights societies in the former two countries. ASCAP has decided to withhold payment for the royalties or payments to the French and Belgian societies until peace has been declared.

ASCAP is officially informed of the future of each of these two societies. Meanwhile ASCAP has been notified of the contra-deductions of the two affiliates on its books.

ASCAP took similar action after the Nazis had invaded and absorbed Austria and Czechoslovakia, and after the Paramount theatre for two weeks recently, the Charlie Barnet band hired a replacement crew for itself this week and took a four-day vacation to rest up. Lou Brown's outfit went into the Lincoln Monday (24) and gave throughout tonight (Wednesday). Barnet continued last tomorrow.

KNOCKED SELVES OUT
DOUBLING LINCOLN, PA.

Pollaged by the drive of doubling from the Lincoln hotel, New York, the Paramount theatre for two weeks recently, the Charlie Barnet band hired a replacement crew for itself this week and took a four-day vacation to rest up. Lou Brown's outfit went into the Lincoln Monday (24) and gave throughout tonight (Wednesday). Barnet continued last tomorrow.

Later he had the three days and Sunday, their night off any way.

Carlton Coon's Daughter
Sings With Orchestra

Kansas City, June 25. New band being groomed for one-nighters, ballrooms and dance spots in the area is that of Charles Fink, Jr. Crew of 11 with leader and Virginia Coon as soloist was formed at Missouri U. at Columbia, Mo., and has been playing the college functions.

New goes under management of Art Kington, and goes into short rehearsal period before tackling the off-campus campuses. Kington also handles business affairs for Phil Levant orchestra.

Virginia Coon is daughter of the late Carlton Coon, original of "Come Sinders Night Hawk", early broadcasting band with WDAF.

1,200 See Russ Morgan

Buffalo, June 25. Turnstile clicked past the 1,200 mark for Russ Morgan's concert at Cleverton Park, Jamestown, Saturday (25).

Ticket was \$1.00 per couple price, \$1 at the door.

ALL N. Y. HOTELS
UP; T. DORSEY'S
RECORD

Business in the various New York hotels with name bands took a decided upturn last week after a successive sub-par season stretching over a month to six weeks. Tommy Dorsey, at the Astor Hotel, New York, has been doing pretty solidly at the b.o. since testing off there May 13. Last week he drew total of 1,125 covers over the six days (17-22), setting what is probably an all-time high for the hotel.

On Friday (23) alone Dorsey's draw produced 1,130 and some 300 were turned away. Weekend figure to this one in the past year or two was Glen Miller's 2,500 at the Pennsylvania hotel.

Trade, especially the bands in opposition to Dorsey, have squawked about the fact that the hotel is still employs sundry methods of upping the figure each week, either by running parties into the room that were originally booked for private rooms, or coaxing persons who had a cover charge slapped on their check. In either case the count is not as high as it seems.

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Dorsey remains at the Astor for the entire season. Originally Dorsey was scheduled to split the run with Hal Kemp who was to come about the middle of July.

Bobby Byrne's Raincheck
On Appendix Snipping

Bobby Byrne band at Glen Island Casino, New Rochelle, N. Y., went through two evenings without a leader last week. Byrne spent two days in a hospital in New York City having his appendix removed in delay is removed for several months. He was taken off the bandstand at the Casino at 11 P. M. last Wednesday (18) after an attack. He returned to work Friday (21), a recovery date that afternoons was deferred.

Jimmy Palmer, band's vocalist, directed the outfit during his absence.

MUSICAL COMPARISONS

Decca Novelty Uses Same Song By Judy Garland, Woody Herman

At a novelty and to point up the resemblance of the average ballad song undergirds when arranged and rhythmically played by a dance band, Decca Records is currently issuing a platter with Woody Herman's band interpreting a tune on one side and Judy Garland vocalizing it on the reverse. Tune is Sammy Cahn-Saul Chaplin's "Can This Be the End of the Rainbow," written several years ago and originally used in a Vitaphone short.

Idea of a band and vocal comparison of the same tune is new although a single song has been backed up by two different bands before. Tommy Dorsey and Benny Goodman version of "Stardust" were issued on one platter several years ago. Columbia Records next month will issue a two-sided recording of "Chloe." Horace Henderson's full-band hand interprets it on one side, backed up by John Kirby's small combo's way of playing it.

CRA Loses Atlantic City Tavern When
NBC Won't Follow Through on Wire

Merle Jacobs on Own

Cleveland, June 25. Merle Jacobs, who dropped his bid to become band-leader four years ago, quit MCA's Cleveland office last week to setup a new indie orchestra agency here. For the last winter he had been in charge of the Detroit territory.

Duke Lillard, "Voice of the Town" over WCLE for three years, also walked out of the Gordon Veach agency last week to establish his own shop while continuing his Tip Top beer program.

Resurrected City Park
No Check for Pauley;
Calls It 'Bad Guess'

Lincoln, Neb. June 25.

Unless his check an upward surge this weekend, R. H. Pauley said this week he was not to close up the windows and lock the doors on the Antelope Park dance and charge out to a bad guess.

Pauley was taping with the idea of being in the dance his 100th by being in an open six floor within a mile of his indoor Turquoise Casino, but got conservative at the last minute, signed a deal with the city for \$500 guarantee and took over the Park, which had been run for 14 years. He started off with moderate names then dwindled to local, with a few wins and a lot of losses.

Failing to see light after this week's operation, he'll devote all his time to his own business, Pauley says. Glen Miller is his next there (21), and the dance follows his doing of the CBS Chamberlain set out of K4AB here from the Coliseum to 1,700-seater).

Woody Herman in N. Y.

Woody Herman band is set for its first shot at New York's hotel dance. Outfit is set for an indefinite run at the New Yorker hotel, N. Y., opening Aug 8. He'll replace Larry Clinton.

Herman is currently in the mid-west.

BVC BVC BVC BVC BVC BVC BVC BVC BVC BVC

Presenting

The greatest catalog of hits we have ever published

FOOLS RUSH IN

by Johnny Mercer & Ruth Brown

SIX LESSONS FROM
MADAME La ZONGA

by Charles Newman & James V. Monaco

SHAKE DOWN THE STARS

by Eddie DeLonge & Jimmy Van Heusen

I HEAR BLUEBIRDS

by Harry Woods & Charlie Tobias

CHARMING LITTLE FAKER

by Johnny Burke, Norman-Bacon & Francis Masters

BREGMAN, VOCCO & CONN, Inc.

1619 Broadway • New York

BVC BVC BVC BVC BVC BVC BVC BVC BVC BVC

THE BREEZE AND I

...and I

Band Reviews

VARIETY

Night Club Reviews

ALVINO REY ORCHESTRA (10)
With King Riders (4), Shorty Rogers

Band Bookings:

NIXON CAFE, FIVE

COMMON CLUB DRUG

10. _____

VOGUE ROOM, CLEV

Milwaukee, has had her yester-
day's Wisconsin chansons blitzed into

Byrne is on the ascension, as news has been rather good despite the many negative elements in the year, not the least of which is the weather so far as the Glen Casino is concerned. **A**

Not Relying on Radio Plays

Instead of depending wholly on radio as a medium for the exploitation of its publications, "I Am an American," Mercer & Morris has agreed to have members of its exploitation staff make a tour of the vacation resorts to place the song with hotel bands and social directors. Another objective in the exploitation drive are boys' and girls' camps by means of mimeographed and sample song books.

As the Mercer & Morris team started to show signs last week of clicking on the sheet, members of the firm were informed by the Music Publishers Protective Association that Famous Music Corp. had announced that it had a first right to the title. FAMPA had in 1933 registered the title "I Am an American" with the M.P.A.A. Famous' version was written by a Frances Laing, while the writers of the M & M number are Ira Schuster, Paul Cunningham and William Redlick.

Inside Stuff—Music

Feist was all set to publish the Burton Lane-R. Y. Harburg songs from the new Al Johnson stage musical, *Hold Onto Your Hats*, but a non-expansion clause which Metro-Feist held upon name caused Bobby Crawford to switch the publishing rights in Chicago. Crawford, himself a former music pub, currently has *"Separate Rows"* on Broadway, and is acting as Johnson's personal rep for this show.

Metro, having just experienced a mind, wanted to make sure that if the screen rights were ever sold, Feist would also have a say about the interpretation. Since that might be an important hurdle for a deal on the screen rights, Metro suggested (Dreyer) doesn't insist on any such provision, the deal was made with the latter firm.

Bandmen and their agents have been concerned over the old-machine turntable outfits and in what respect phonograph recording contracts would limit their activities to regard making soundbite shorts for the 16mm. silent job-boss.

All agree now that while Phonovision or Talkvision, for example, and rickety old disk-dubs may be competition in the same spots or tavern, nothing could render the bands making disks and shorts for both media. One is strictly music, the other sight-and-sound. Both are on the same premise of fee per three minutes of music, via a slot-machine.

Meadowbrook, Cedar Grove, N. J., spot owned by Frank Daley has been a quarter-century point of interest to bandmen who lately have been exercising song writing talents by scribbling tunes around the spot's weekly working set. On a recent stand there WH O'Brien turned out one called "Pompeii" turning the name of the dead place in to song. Band's State number is the tag of one written by Al Dunbar and Henry Allen who go into Meadowbrook July 5. They call it "Route 32."

Gene Krupa, current, has written one he calls "At the Meadowbrook."

But of Valles, Goldfarb & Sternberg, assistant bandleader, Teddy Powell for the time for several years has been back to songwriting. He and the band, having been formed, was settled out of court last week in N. Y. Powell withdrew his answer to the suit just prior to the case going to trial. Settlement amounted to \$10,000.

Feist last week signed a personal management pact with Milton J. Gorman, handler of Larry Clinton. Band is currently idle after being pulled out of the Famous Dore, N. Y. because of no payoff.

For many years a producer of flash acts and aping tours on the major circuits, Feist has turned back to songwriting. He and the band, having been turned out a number with Al Gumble, entitled "Cane Place," which has been sold to Broadway Music. Gerber did the lyrics, Gumble the music. Gerber wrote many songs 15 to 25 years ago, including for Berlin, before he went into the vaude field. He brought out the Rita Brown, as a vaude act about 12 years ago.

Tommy Turber's stand all summer at the West End Casino, West End, N. J., will be a soft touch compared to some location jobs. Band will work a total of five hours a day, split into a two-hour afternoon session next to the club's two swimming pools and three hours in the evening, 10 to 1. Band opens Thursday 129.

Turber was first a headliner at the Main Central Hotel, Ashbury Park, N. J., but a fire that destroyed the spot several months ago forced out that booking.

In noting the publishing firms that haven't signed renewal agreements with the American Society of Composers, Authors and Publishers is that Jack Weidman's band name of the "The Weidman Band" has been omitted. Marks hasn't renewed because of his dissatisfaction with his availability rating, while Fox wants to do a lot more mulling before committing his catalog for another 10 years. Metro's group (Robbins, Feist and Miller) thus remains the major holdout.

Recordings of duPont's *Cavalade of America* program are being offered to educators for schoolroom use by the Association of School Film Libraries. The films are available in either 16-inch 33 1/3 revolutions per minute, 7 1/2 or 12 1/2 inch 16 revolutions size.

British Best Sellers

(Week Ending June 1)

(Disquey Numbers)
 "Made Me Care"..... Morris
 "Dynamite"..... Gifford
 "No Surrender"..... Wright
 "Arm in Arm"..... Wood
 "Pain Me"..... Gay
 "Curtain Down"..... Cinchapple
 "Oh on Leave"..... Marlowe
 "I'll be with you"..... World
 "Oh, Johnny"..... Moore
 "Day Dreaming"..... Southern

(Selling Numbers)
 "Woofer Song"..... Sun
 "Nightgown Song"..... Maurice
 "Over Rainbow"..... Day
 "Fall in Love"..... Maurice
 "Deep in Night"..... Frenno

Tacoma Master Clears Way For ASCAP Appeal

American Society of Composers, Authors and Publishers is now free to join issue in its fight to invalidate the statute which bars it from doing business in the State of Washington, after a federal judge in Tacoma last week sustained ASCAP's contention that this tribunal had jurisdiction in the ASCAP plea for an injunction against the Washington state law.

This decision clears the way for argument on ASCAP's original position that the statute be declared unconstitutional, and state authorities ordered to turn back to ASCAP the administration of its copyrighted number. The statute that state statute the state has been doing the licensing of ASCAP catalog. When the state court in the northwest dismissed ASCAP's complaint against enforcement of the Washington statute the ground that the Society had failed to show that there was \$3,000 involved in the case, an appeal was taken to the U. S. supreme court. The latter reversed this action and ordered that the statutory gain be heard.

In asking for an injunction ASCAP has not asked for any more witnesses. When the case went to the special master it was stipulated that the ASCAP was not to be heard. The trial of the injunction case itself.

Oberstein Suit

Continued from page 2

plaintiff did not possess a license from the Copyright Clearance Center, Musicians. Both Miller and RCA being members, could sign no deals for recording with Oberstein until the AFM by-law unless he was a member.

The hitmaker gets really rolling, with RCA charging that Oberstein had been in a position to sue for breach of contract with Musicians. Both Miller and RCA being members, could sign no deals for recording with Oberstein until the AFM by-law unless he was a member.

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Next Oberstein is accused of having been in a position to sue for breach of contract with Musicians. Both Miller and RCA being members, could sign no deals for recording with Oberstein until the AFM by-law unless he was a member.

Petrillo Assumes A.F.M. Presidency, Also Remains Chicago Local Head

Jimmy Dale's Band

Jimmy Dale, stock arranger for music companies for years, currently is reformed with new band of his own. It's his first try as a maestro.

Local 802, With 21,000 Musicians, the Patsy For AFM Politics?

Aftermath of the 45th annual convention of the American Federation of Musicians in Indianapolis was a major disappointment to Local 802, New York adjunct of the AFM, which was waiting for its president, Jack Rosenbergs' election to the international board, to succeed to the vacancy created by Jim Petrillo.

Rosenberg lost by 22 votes out of 700 cast. Considering that the N. Y. local's membership of over 21,000 musicians was the largest in the AFM's total roster, it's long been a most question in the east why projects and other circumstances should spend out 802 from east board membership.

Petrillo, local head of the Chi musicians, was elected in New York on Monday 1940 and was elaborately greeted and facilitated by almost every prominent musician, publisher and other musicians. Petrillo will be in New York a week or so.

His new 100,000 dollar lifetime post places him in an executive directorial position, with his three former associates, Tom Gumble, Ed Carver and Bert Henderson, to continue as is.

Expectancy among musicians that Petrillo might miraculously show, increase further employment is largely discounted, especially under the conditions of the new union agreements in behalf of music employment in Chicago, the enthusiastic AFM leaders, where the union No. 1 official may achieve even more.

Orchestra delegations, including Jimmy Dorsey, Phil Spitznagel, Ben Bernie, Abe Lyman, Tommy Dorsey and others, were waiting a reception on his arrival in N. Y.

Spitznagel was among others who flew to Chi to congratulate him.

MAX ADKINS TAKING HIS PIT BAND ON TOUR

Pittsburgh, June 25. With WB dancer, the Stanley, shutting off stage shows last for remainder of summer, Max Adkins has pulled his house band together for a tour of the northwestern states through the territory by Joe Miller. First engagement is at the Riviera, where the orchestra, where the orchestra is engaged a limited stay on Friday 21.

Adkins, well-known locally as a dance musician, with WCAE Airmen, before taking over a theatre job last September. His history crew is almost the Stanley outfit, minus eliminating only a few of the strings. It's a 16-piece setup against the 18-piece of W.B. line for pit and stage work.

Philadelphians, June 25. Andrew Porter Skilleen, actually former band leader, and Duke Reading, 26, a drummer in Skilleen's orchestra, were killed when they fell from the roof of the Merion Cricket Club last week.

Skilleen and Reading went to the roof of the club to install a new roof, while playing at a dance at the club. They fell when a rail collapsed. The roof had been covered by a wooden deck and was nailed up. Someone had withdrawn the nail-cleats of the club staff.

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Chicago, June 25.

James C. Petrillo will continue as head of the Chicago Federation of Musicians though he was recently elected president of the American Federation of Musicians. He has been head of local 10 since 1931.

He drew a salary of \$20,000 annually from the Chicago Federation, which will get \$30,000 as prey of the international.

Petrillo will establish his headquarters for the AFM in New York, this location being stipulated in the AFM constitution. However, Petrillo will continue to reside officially in Chicago and his family will remain here. Petrillo plans to spend most of his time for the immediate future in New York and will fly into Chicago from New York every few days.

Petrillo left for New York on Sunday 21 and is expected to be in New York in New York yesterday (Monday).

He has set up his formula or campaign for any immediate shifts in the Federation, but will spend a few weeks getting a general picture of the national musician situation before making any moves.

Petrillo has been a theorist on the music and show business, but he has put into practice in Chicago. He has been a theorist on the music and show business, but he has put into practice in Chicago.

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CLINTON'S TIME OFF FOR ORIENTAL CHAI

75% RESTORATION

Crawford, Brown, Henderson May Merge Again

Rare in the relations between band and hotel dates is the deal allowing Larry Clinton to take a week off from his location date at the New Yorker hotel, N. Y. Clinton leaves Friday after tonight (Wednesday) to fulfill a pre-booked week at the Oriental theatre, Chicago, opening Friday 29. Joe Venuti's group replaces until Clinton returns July 5, his salary being paid by the latter.

Clinton's option was exercised at the spot, the week off was also agreed upon as one of the conditions of his staying. Theatre date would need too good a contract for \$4,500 net for Clinton said. Group will go a one-nighter at Waldorf Astor, New York, on the band out tomorrow night (Thursday).

Shanghai's Union

Shanghai, June 25. Musicians have formed the Shanghai Musicians' Union and benevolent will have an important voice in salary arrangements for bandmen. An American, Max Becker, has been the leader in the movement.

Bobby Crawford must reunite with Lew Brown and Ray Henderson, thus reestablishing 75% of the original quartet. Bobby's group is a pre-booked week at the Oriental theatre, Chicago, opening Friday 29. Joe Venuti's group replaces until Clinton returns July 5, his salary being paid by the latter.

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CRA Closes Cleveland

Consolidated Radio Artists' Guild shifted its Cleveland staff into New York, where the latter "change was made in the interests of economy," it being reasoned that the Cleveland area uses mostly one-night dates which can be handled by the New York staff.

Paul Brown, who was Cleveland's service, will do that from Chi office.

With the change the boundary between the only local and national agencies was changed. Henderson N. Y.'s activities ended at Cleveland, where the latter set up that line will extend to the Ohio State market, Chicago handling rest of that point.

Literati

[illegible]

Frince's Aqueduct Outdrawing N. Y.'s Luring 30% of Gate

Billy Rose states that his Frince Aqueduct is drawing 30% of the gate, as against the N.Y. Expo last average, which was last year, when 25% of the gate attendance came to the Aqueduct. Frince's average drawing is down a bit to 22%. Rose also was flashed that the Frince Fair is doing no worse than the Expo Fair in the last few weeks.

He denies any intention of moving the show to the Hollywood Bowl, but he does say that a show of that size must be geared for 1,000,000 gate attendance, and Los Angeles population is only that.

Rose estimates that between the Cleveland Aqueduct, the Frince Aqueduct and his (his) and the Frince Expo, his water gate will have been seen by some 10,000,000 people by the end of this season. Or, in other words, by practically everybody who patronizes amusement.

RIVAL PARACHUTISTS AT N.Y. FAIR SETTLE

Suit of International Parachuting, Inc., against Red Parachute Jump Co. and James H. Brown, Jr., was dismissed and settled out of the N. Y. federal court Saturday (22), without prejudice to the plaintiff's right to renew. Action charged that plaintiff parachute jumpers were invited to attend at Rivington March 18, 1938. From April 29, 1938, to April 24, 1940, Brown, vice president, general manager and chief technician, hired for three years at salary of \$10,000, \$2,500 and \$2,500, respectively.

On April 24, 1940, Brown resigned and was replaced by the plaintiff. The plaintiff corporation had exhibited the "Chute at N. Y. World's Fair." Brown had a contract for exhibition during 1940. They were to have paid \$25,000 for the exhibition, plus 25% of the gross over \$200,000, according to the complaint. Red Parachute Jump Co. was represented by Brown, who was to have provided 24 vehicles for \$12,000. Contractors were paid \$20,000 for erecting a tower. The plaintiff was to withdraw by Brown, and to organize an event on the same day. The exhibition at the Fair would have cost the plaintiff \$200,000, the action charged. A temporary settlement was sought and obtained from the federal judge Vincent L. Leibel.

The settlement was made to provide for the plaintiff to continue in business, with Brown as chief technician, and the Chute to exhibit at the Fair on Saturday (22). The settlement was worked out Thursday (21).

Strick had never been served in the N. Y. federal court action, but was a New Jersey resident. Attorneys for the plaintiff, Harper & Matthews, emphasized the fact that although the plaintiff is to continue in business, and the action dropped, it was to be considered a permanent settlement. The Chute, through International Parachuting, but an amicable settlement of difference, with the plaintiff and defendant, which have 14 years to run, plus a 10-year renewal, being to the plaintiff.

Barnes & Carruthers Balk at AGVA Signing

Chicago, June 25. Barnes & Carruthers, booking agency walked out on its tentative agreement with the outdoor display American Guild of Variety Artists last week after AGVA signed a temporary deal with AGVA through Dick May and Graham Delon.

Representations are that B & C will hold out from any AGVA agreement at this time, after taking the attitude that it will not sign with the union deal with AGVA until the matter has been held on the eastern stage.

COLE BEATS RINGLING

Athens, N. Y., June 25. Cole Bros. Circus, which has been started comes in showmen's ranks, before the Ringling Bros. They still annual engagement there.

One of coast bookings in recent years.

Test Scenes

Continued from page 1

Figured that such a policy might attract a new crowd, for reasons even if the idea worked out only a small part of the time. According to the Hollywood picture industry, such a policy might be the attitude of many players, who might balk at this kind of a policy, and thereby making themselves look foolish (if the scene dropped) before the studio owners.

The only variation of the idea is that used several times by the Marx Bros. make usual scenes to test material for their coming pictures. Pivoted on that few players are either too old or qualified to do such tours.

War Spielers

Continued from page 1

Mustard on a market show netted ear-ners for the studio, who was informed. We may all have to speak German later but why run it down to the studio owners? Refused to go to several lines of acinging deal.

34th Column's 'Ipsos' which Leman Brown conducted for CBS, was the first of the series. The show was the subject was "The Fifth Column in the United States." It was a "Refugee" film, a film of mail and other communications.

Each of the four speakers, regardless of the individual point of view, certain amount of nationalism, and the speakers were invited in accordance with their own opinions and single out. The speakers were: Leman Brown, who was the subject was "The Fifth Column in the United States." It was a "Refugee" film, a film of mail and other communications.

Expo Perks

Continued from page 1

past when the total fair gate amounted to \$100,000, the showmen with big attractions were given good turnout.

At the time of the Jubilee have lagged behind the Aqueduct, midway leader this as last year, the showmen were not willing to accept in accomplishing its purpose in drawing people to the far end of the midway. American Jubilee also helped the exposition put across its advance coupon book sale, being out-stander in the Jubilee.

Gay New Orleans midnight shows have caught on by word-of-mouth, and the showmen are getting away from the variety papers. Although the Dancing Campus attraction, which was the last to the last 10 days, it still is in the red. Spot went after the Jubilee trade at the end of the day, but it is striving to attract other types of dancers.

World Underland, with weekly budget of little over \$4,000 is working with overhead partly overcome by the showmen.

Proposals for a fair again next year were discounted weeks ago by the showmen. The showmen have gone for the idea. They never could envision industrial companies going for the exhibition, a major attraction. Added to this is the fact that the foreign zone would be almost nonexistent.

Railroads on Parade suffered its first accident, probably, last night, when a locomotive, 900, which was the old Empire State Express, was derailed as it started to speed up the tracks. The accident was a few feet from the end of the platform, and the last routine was interrupted.

Exposition began retrenchments more than two weeks ago. The showmen are now looking for a way out of the situation. The showmen are now looking for a way out of the situation. The showmen are now looking for a way out of the situation.

Don Shoop, Pittsburgh Tribune-Gazette, has said that the showmen are now looking for a way out of the situation. The showmen are now looking for a way out of the situation.

One of coast bookings in recent years.

CODDY NEEDED HIS FIVE BROS. IN LOUIS FIGHT

By JACK PULASKI

Arthur Godoy, the Chilian who started his career as a comedian, after eight months ago, was stopped in the eighth round in tonight's fight with Louis. The fight was a heavy-weight challenge was literally blown away by the referee. At the time, Billy Cavanagh, the referee, stopped the fight.

Godoy was the most intelligent after the contest was ended, and started for the champion, who had Godoy make usual scenes to test material for their coming pictures. Pivoted on that few players are either too old or qualified to do such tours.

After their first encounter the boxer went on a radio program and said that he was a boxer who was disappointed. During the boxing it was brought out that Godoy was a boxer who was disappointed. During the boxing it was brought out that Godoy was a boxer who was disappointed.

Challenger is a gamster and he would be continually, probably, under the microscope of the boxing experts that the champ would be at a disadvantage if crowded by Godoy. The fight was a heavy-weight challenge was literally blown away by the referee.

Short back peddling clinches made the fight look uninteresting to fans in the stands, but those at ringside enjoyed the administering of it. As had a beating as ever meted out by the Brown Brothers. In the first round a right hook to the chin cut out over Godoy's left eye. Right chest his man was bottled, but the Challenger bottled his own fight, and continued continuously, consequently it could have been either way.

In the seventh round the socks of the champ started to really tell. Godoy went to the ropes, and he did in the first meeting, his hands nearly touching the floor. But he was not really hurt and went down for the first time, the bell waving him at the moment. In the eighth round the referee stopped the fight.

Canadian Players' Invite Toronto. Editor, Variety: The Picture Pioneers of Canada, have over 121 local members and possibly close to 200 total membership. We are carrying on doing Red Cross work, also operating a travel agency, and are looking for more of the U.S.A. who desire to visit Canada this summer on vacations of pleasure trips. There are many points of entry to Canada where Americans will be met with the utmost courtesy by the Canadian immigration and customs employees, who will be pleased to offer every point of view and information desired by the traveler, regardless who they may be.

It is not a good thing that their money is worth 16¢ more in Canada, as it is not that should not be overlooked.

If you call Hal Hode of Columbia he can tell you we are a branch of the American Picture Palace, and Jack Chon, being the father of this idea, is our first honorary member.

Canadian Picture Pioneers

Franks 'Gangbangers'

Editor, Variety: New York. You may care to report in whole or in part, the following communication I have just sent to the Boston & Boston advertising agency.

I was distressed to read in the advertisement news of the Boston & Boston advertising agency. I was distressed to read in the advertisement news of the Boston & Boston advertising agency.

There show, the federal government is not in the line, the new law of copyright is not in the line, the new law of copyright is not in the line.

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One of coast bookings in recent years.

DOING IT THEY THINK

Lois Lytle's Perspective Minneapolis.

Editor, Variety: I know, Variety is fair; that you will give me space as you have given it to your Minneapolis correspondent in his story about me. He intentions were doubtless excellent, but he has made me look like a pitiful relic of the old-time theatre.

I am merely "telling truths" because it is my way, and an honest way. I have been occupied in necessary experience and asking no favors. I have been associated with many of the great ones of our theatre, but I did not say I had played opposite Miss Adams or the Barrymores. I have occupied a fair place in the theatre world; have directed and acted in many cities, and am far from being "telling truths" about my own theatre.

During these addressings of the theatre I created a cultural program which I have given successfully in schools and the great universities. There is much of real life in this program. Stress of the theatre is not a matter of money, but of financial difficulty and so a struggling player marched, or rather a struggling player marched, or rather a struggling player marched.

Yes, I played Fairplay at the Empire two years ago. You are correct in saying that I played Fairplay at the Empire two years ago. You are correct in saying that I played Fairplay at the Empire two years ago.

What I understand and put me right. This will be my last word. Lois Lytle. (Miner Hotel, Minneapolis)

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Canadian Picture Pioneers

Franks 'Gangbangers'

Editor, Variety: New York. You may care to report in whole or in part, the following communication I have just sent to the Boston & Boston advertising agency.

I was distressed to read in the advertisement news of the Boston & Boston advertising agency. I was distressed to read in the advertisement news of the Boston & Boston advertising agency.

There show, the federal government is not in the line, the new law of copyright is not in the line, the new law of copyright is not in the line.

Charles R. Baker, publisher of the Boston & Boston advertising agency, is not in the line, the new law of copyright is not in the line.

One of coast bookings in recent years.

One of coast bookings in recent years.

WE ARE READY

WITH

TALK-A-VISION

The Mechanically Perfect Coin Operated Talking Picture Machine



• For many months Talk-A-Vision, Inc., has listened to claims made by numerous persons and organizations about movie music machines.

• In all that time Talk-A-Vision engineers have worked quietly to perfect a machine that would withstand the 24-hour-a-day grind that will be so necessary to the success of this new industry.

• Talk-A-Vision engineers designed and built every essential part of this new machine with three thoughts in mind—

1. Simplicity—so that there is a minimum of moving parts.

2. Sturdiness—to withstand every type of transportation and location abuse.

3. A 24 Hour-A-Day Grind.

• Talk-A-Vision, Inc., has deliberately withheld publicity, ballyhoo and fanfare until such a time as its engineers could produce the perfect movie-music machine.

• Today that machine is ready! Today Talk-A-Vision, Inc., presents to the coin machine industry the sight and sound coin-operated machine built to "take it."

TALK-A-VISION

100% AUTOMATIC

100% FOOLPROOF

**Featuring Leading Name
Bands, Stage, Radio
and Screenstars**

TALK-A-VISION plays 10 or more subjects in rotation. Ready supply of film guaranteed as we will produce our own films, featuring big name bands and stars of stage, radio and screen. Complete changes of program available weekly.

CABINET SIZE: 64x34x26 inches. Screen size: 21x28 inches. Fully automatic. Equipped with slug-proof 5, 10 and 25-cent chutes. Perfect sound. Perfect vision, even in sun-lighted room. All in one cabinet. Just plug in.

We service all machines. Separate cash box insures complete revenue control to operator.

**Territories Now Being Allotted!
Phone--Wire--Write Today!**

TALK-A-VISION, Inc.

St. Moritz Hotel, New York, N. Y.

Wick. 2-5800

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