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VOL. 156 No. 4

NEW YORK, WEDNESDAY, OCTOBER 4, 1944

PRICE 25 CENTS

ENTERTAINMENT WEEKLY

'Gallant Vets' Sometimes Phoney.

'Check' Em All' Army Tells Radio

Washington, Oct. 3. Radio, now in its first war and bubbling over with enthusiasm to help, is leading with its chin in the old "hero racket," playing sucker to phonies whose medals came out of pawnshops and whose war wounds were won in the corner drug shop.

The sucker record goes clear across the country, taking in not only local broadcasters, but also national vets and the programming departments of the larger ad agencies.

Most recent big case involves the "We the People" show which put out publicity that it would feature Dick Brown, ex-radiant singer, who had been a combat pilot in the South Pacific, wounded in action and who had plastic surgery done on his face. He was to appear, jointly with Major Gen. David N. W. Grant, Air Surgeon of the AAF, on a program plugging rehabilitation for vets.

After the facks had done their work, but before the show aired, (Continued on page 17)

CBS, NBC Launch Projects For Returning War Vets; Latter's Gc Talent Hunt

CBS and NBC this week took steps to aid returning war veterans. CBS' action is a program series tabbed "Assignment Home," dealing with vets' post-war problems to be produced in cooperation with the Army Service Forces. Will be aired Sunday afternoons starting Dec. 9 (4:30-5 p.m.) and will present discussions by Army officials on the problem of the return to civilian life. Bob Heller is producing for CBS, with Major B. Byron representing the Army.

NBC plan is designed both for discharged veterans and GIs still in the service and for both men and women. It consists of a weekly series of auditions, to be held in New York, starting Oct. 14, open to would-be actors, singers, announcers and commentators. NBC will then mail reports on the auditioner's performance to NBC affiliate nearest home. Idea for NBC's audition to absorb such talent as NBC itself cannot use in view of tight talent conditions now prevalent in N.Y. Plan was developed by Clarence Messner, NBC's program vice president, who is taking applications by mail and in person.

YOU AN ADOLESCENT PIANIST? READ THIS

With the age toward spotting old-time performers in Broadway's pop-priced bistros, neighborhood or suburban nurseries, veteran pianists are at a premium. Agents book- ing those spots are offering \$100-a-week or better for the elderly bo- thumpers, who from memory can (Continued on page 40)

Ex-'Baby' Rosemarie Signed by Universal

Ex-Baby Rosemarie, now has been signed by Universal Pictures and will report on the Coast for her first film Jan. 15. Singer is now in N. Y., where she opens her fourth tale at La Martinique Nov. 12. She's also set for a return to the Cher Paree, Chicago, in December prior to the Coast trip.

10-Year Dearth Of London Theatres

London will have a theatre shortage for the next 10 years, says Richard Collet, director of the D'Oyly Carte Opera Co., and manager of the Savoy theatre, London, who is now in New York on a brief visit. Theatres damaged in the various blitzes will be repaired; the government is sure to fill the present 100-pound limit on theatre repairs as soon as V-day brings an easing on supplies for civilian use. But build- ing of new theatres, Collet feels, will of new theatre, Collet feels, will (Continued on page 20)

BUNION DERBY B'WAY TOURS STILL OK BIZ

Despite handiaps of having to drydock their rubberneck buses for the duration, operators of sightseeing tours in the Broadway zone are still doing business at the old stands. Probably not as lucrative on the take as when sightseeing took to Greenwich Village, the Bowers and Chinatown was done from a cushioned seat, they're still conducting the tours, either on the hoof or via a double-change trolley car ride. And at \$1 and \$1.50 a throw, (Continued on page 22)

Radio City tour, generally a union derby, wherein tourists are taken on the roller-ride to Green- wich Village, the Bowers and Chinatown was done from a cushioned seat, they're still conducting the tours, either on the hoof or via a double-change trolley car ride. And at \$1 and \$1.50 a throw, (Continued on page 22)

WARNER'S OWN COLOR 3

Hollywood, Oct. 3. Jack L. Warner is reported interested in a new color film process. Idea is for the company to own its own tint process.

OLD RELIABLES AS PROGRAM PACERS

'War Babies' Making Way For Vet Sponsor Spenders With Their Mass-Appel Products

RECONVERSION CUE

Current jockeying for dominant positions on network time substantiates evidence that it's the "old reliables" among the nation's industrialists, manufacturers and other bankrollers of radio shows who will again be firmly entrenched on the four major veins where the "institutional" phase of radio advertising exists from the picture to the (Continued on page 20)

Talent Appropriations Up 25-50% Anticipating Best Fla. Season Ever

Forthcoming season for talent in Florida cities will be the biggest in history, according to vet talent purveyors. Appropriations are up from 25 to 50% over last year's figures, tipoff as to what's in store. Sam Barkus, operator of The Beach- comb, bought George Price, Bob Dupont and Conner & Bestine for opening show, starting Dec. 21. With two local bands to go in as well, Beachcomber's weekly talent (Continued on page 42)

Pro-Dewey Film Short Arouses Philly Exhibs on 'Propaganda'

ILGWU Buys Radio Time To Plug FDR Reelection

Deal closed Friday (29) whereby the International Ladies Garment Workers' Union (AFL) is buying four 15-minute shows on the Blue network to campaign for the reelection of President Roosevelt marks the first time a labor union has bought time on a coast-to-coast national network. Negotiations between the Blue and ILGWU had been on for some time. Union's show, in the 10:15 slot Thursday nights, starts on the Blue Oct. 12, and will air, for a total of four weeks, on 117 stations. Network is now trying to clear time on another 60 stations.

Mannix and Katz May Divide L. B. Mayer's Duties at M-G Studio

Cleve. Pream For Symp By Lionel Barrymore

Cleveland, Oct. 2. A new symphonic work by preem Lionel Barrymore will be preem by the Cleveland Symphony Orch at Severance Hall this winter. Barrymore's new "Fugue Fantasia" will be introduced in two concerts, Nov. 9 and 11, under direction of George Szell, guest-conductor from Metropolitan Opera Co.

Sheet Music Biz At 15-Year Crest

Music jobbers declare that the sale of sheet music is at a peak that tops any period in the last 15 years. That takes in a lot of territory, according to individual publishers with good memories, who point out that 1940, just before the 'lull' caused by the ASCAP-radio fight, was as big if not bigger. But they, too, string along with the assertion that sales are currently riding a high crest. There is no definite seasonal periods of slumps and big sales in the music biz. There are times when publishers expect one of the other extreme, but they are consistently fooled by the buying public, which is claimed to be influenced in its activity by anything from an outstanding hit song or the lack of one, to a flood in Squeakind. Ordinarily, at this time of year, sales begin to increase because of the approach of (Continued on page 43)

Hollywood, Oct. 3. Nicholas M. Schenck's trip to the Culver City lot, it is understood, is mainly for the purpose of adjusting differences which have arisen in connection with studio operations during Louis B. Mayer's absence. From accounts, both E. J. Mannix and Sam Katz are candidates for top position from which production policy is to be controlled, and the Loew prexy may make a decision on this point, although his may not necessarily be via a specific appointment.

Division of opinion in production-matters has been reported for some time past among various Metro studio executives, even prior to Mayer's illness. Schenck, following buddies with Mayer and other studio execs, may eventually divide duties between Mannix and Katz.

While it is anticipated that Mayer will remain away from the studio for a couple of months, due to his recent accident, there is no being (Continued on page 46)

Sinatra, Spitalny And Andrews Sisters' Bids Cue Big Concert Biz

Frank Sinatra has been offered what amounts to almost \$10,000 a day for a five-day concert tour in Canada. To corral the singer for five days a Canadian outfit (which isn't named) offered him \$35,000 in guarantees against 50% privileges, with his prospective gross estimated at between \$85,000 and \$100,000. At a 50% split that would return him between \$8,500 and \$10,000 daily. Sinatra hasn't made up his mind, but it isn't likely he'll take the offer. It was made through Century Artists Bureau.

Success of Phil Spitalny in the concert field and the money guaranteed the Andrews Sisters' (\$20,000 for seven days, against a 50% split) on a forthcoming tour, has started much discussion among name artists. (Continued on page 43)

LIBERATOR BOMBERS WANT A LIT PLUG TOO

Washington, Oct. 2. So many films have featured The B-17 (Flying Fortress) that Army publicity machine and the War Reliance to make big features the B-24 (Consolidated Liberator), a similar four-engine bomber. "The B-17s have already been effectively dramatized," War Department is notifying the studios. "It is felt that it would be of considerable value to the morale of B-24 crews to have such a picture produced." Army is also urging the production of films dealing with the field work of the medical corps, demoralization and armies of occupation.

Loew's Ties 3 Home-Office Execs To 5-Year Termers; Wage Ties

Loew's, Inc., has reportedly tied up three executives, operating out of the New York home office, to five-year contracts. Understood that term pacts have been signed by Leopold Friedman, general counsel; Charles C. Moskowitz, general manager; and Louis New York executives, and Joe Vogel, manager of Loew's out-of-town theatres.

Salaries of these execs, from accounts, will be tilted to around \$100,000 annually. Attorney Friedman's boost is paid to amount to approximately \$16,000.

Friedman, Moskowitz and Vogel have been with Loew's for over 25 years. Trio has in recent months assumed added duties on the executive committee set up to handle administrative matters, relieving some of the older company toppers of a portion of their regular duties.

Policy of tying executive personnel to home offices with contracts has been generally acquiesced to by all major companies during the war years, with company heads seeing this as the only way in which trained, experienced and successful execs can be retained for the maintenance of successful operations in every phase of the business. Company heads, noting losses in the production division of the industry, have made more determined efforts to hold on to manpower in administrative posts.

In view of competitive bidding and the lax situation, term contracts and pension plans, the latter for both high and lower paid employees, have been found to be effective in offsetting inter-industry raiding to a large extent.

REPORT BANK MAY SET AUSSIE DEAL

Sydney, Oct. 3. Australian film circles hear there's a chance that J. Arthur Rank may enter production here via a deal with Cinesound Productions, one of Greater Union Theatres' subsidiaries.

Deal purportedly is being handled by Norman B. Ryder, managing director of Greater Union.

Rank's London Lease, London, Oct. 3. J. Arthur Rank has leased Paramount's Carlton theatre from David Ross. Park's managing director in Great Britain, and will use it for pictures.

Home opens under new setup sometime in November with "The Fish," \$200,000 production made by Two Cities Films. It is in for a minimum of 20 weeks.

T. Dorsey to Trial In L.A. Nov. 14 on Solo Rap

Los Angeles, Oct. 3. Indictment charging that T. Dorsey, pit Danc and Allan Smiley with felonious assault on Eddie Norris has been disclosed for sufficient evidence in Superior Court.

Trial on the other indictment, involving assault on the Hall, will be held Nov. 14 before Superior Judge Arthur Cramer.

Mono Delays Sesh To Set New Financing

Annual stockholders meeting of Monogram, now slated for Oct. 18, likely will be postponed for several weeks because the studio wants to have new financing set before the session is held. New financing program would be submitted to shareholders for approval.

New financial setup would involve \$1,500,000 to \$1,750,000. It's expected.

BENCHLEY ON THE BOUCE

Hollywood, Oct. 3. Robert Benchley, once a movie-circus to cover all his current film assignments. Columnist-actor is dividing his time among "Weekend at the Waldorf," "Duffy's Tavern," "Pan-American" and "It's in the Bag."

Cole Favored by SWG

Hollywood, Oct. 3. Lester Cole, acting president of the Screen Writers Guild since the resignation of Mary C. McCall, Jr., is favored for retention of that job at the annual election Nov. 8.

Nominating committee, headed by Hugo Butler, consists of Frances Goodrich, Lew R. Foster, Arthur Kober, Michael Kamin, Harry Kunitz, Andy Lane, Leonard Lee, Margaret Roberts and Allan Scott.

WB May Be First In L-A Dubbing

Although Metro formally announced its Spanish-language dubbing program in August, it is being which officially revealed its Spanish dubbing lineup last week, may be the first American major company to release dubbed pictures in Latin America. Warners is so far along with its dubbing that "My Republic," Barbara Stanwyck starrer, may be ready for the Latin-American market early in January. Film is not set for U. S. release until February.

Metro, which has been going strong well on several, including "White Cliffs," has encountered some delays.

Warners, which has been quietly setting up a stock company of 40 Spanish-speaking players on the coast, also has acquired a staff of technicians who have handled dubbing in Spain and France. Luis Bunkin, who worked on "My Republic" in Spain, is in charge of the Spanish dubbing program for WB. Company now has seven forthcoming features in work on the new sound-track production alignment. They include, besides "Reputation," "Corn Is Green," Bette Davis starrer; "Saragossa," which will be released to have and to have not; "Humphrey Bogart"; "Roughly Speaking" (Rosemary Russell); "Object of My Affection" (Errol Flynn); and "Rhapsody in Blue," based on life of George Gershwin.

Other majors working on Spanish-dubbed track versions soon will reveal their plans.

Prof. Sez M-G Filched His Yarn, Sues for 150G

Los Angeles, Oct. 3. Samuel Barsh, former language professor at University of California, suit against Metro for \$150,000 charging plagiarism in the filming of "Heavenly Music," musical short that won last year's Oscar.

Professor declares the short was based on his own play, "Dance of Affair," to which the film company had access in 1940.

Warners Lands Plaza As New Zealand Showcase

Wellington, N. Z., Sept. 3. Picture theatre, Christ Church, Cinema, Ltd., which includes Puters and J. C. Williamson Picture Corp., has been show-window for the Warner Bros. product in this zone area, starting with "Casablanca."

Plaza has switched from day to solo policy. Majority of New Zealand cinemas play and feature only, few exceptions being the western houses.

Col. Sachems Huddle

Hollywood, Oct. 3. Hurry, Concho Columbia chief, goes into conference here this week with home office execs on plans for releasing product.

It took for the huddle are Abe Montague, A. Schneider, Jack Conno, Nate Sprink, Vincent Bottelli and Leo Ator.

DETAILS OF S. & S. EXHIBITION SEEN

Fight playdate situation, affecting both U. S. theatre-going as well as non-theatre owning producers-distributors, may also radically affect Anglo-American film trade relations. Barring a sudden dip in grosses which would call for shorter runs, British product scheduled for U. S. release, such as the J. Arthur Rank films being set through United Artists, may be delayed in getting general distribution at this time.

"While big-budgeters, it is claimed, are bound to get playdates, there are currently many instances where U. S. product cannot be booked promptly owing to time product gain in key situations. Difficulty has been reported even with product from chain-affiliated distributors. Major company execs claim they have been obliged to halt their product and that they cannot get into their own theatres with big budgets in some cases.

While affecting producer-distributor chains, the product has own, of course, hit the non-theatre owning exhibitors even more. And, in this category, of course, British product would also be affected.

One of the latest grossings of the year, David O. Selznick's "Since You Went Away," will be recently out in quality during the past year not only to risk its playdates, but also to bring boxoffice results occasionally.

The new source of supply is bridging over occasional shortages at the neighborhood and suburban houses using a number of changes a week. These shortages have been caused by the numerous loop extended time engagements, holding up first-run releases, and by curtailed major Hollywood production.

With most independent product available and suitable, the independent exhibitor is able to "hang-on" successfully with the major companies. The fact that the independent exhibitor is turning out greatly improved pictures has been a fine break in this respect for the exhibitors.

As recently as two years ago, Twin City independents turned up their noses at independent product and rarely bought any picture outside of the major releases. Now Republic, P.R.C. and Monogram are getting a substantial number of bookings and it's no rarity for their pictures to deliver at the boxoffice.

Eight New 'Governors' Picked to Academy

Hollywood, Oct. 3. Eight new members were elected to the board of governors of the Academy of Motion Picture Arts and Sciences for the coming year and 10 new members to the executive committee.

Board consists of: Ronald Colman, Jean Herschell and George S. Messersmith, actors; Charles Brackett, James Hilton and Mary McCall, Jr., writers; Michael Curtiz, Mark Sandrich and Sam Warner, producers; J. Frank Freeman, E. J. Mannix and Walter Wagner, producers; and J. Edgar Hoover, J. Edgar and Thomas T. Moulton, senators; Nat. W. Finkston, music; George C. Scott, short subjects; and Harry Brand, public relations.

Arthur Schwartz O.O.s Talent for Porter Bio

While cast to pore over with Cole Porter on the "Night and Day" (tentative title), the Warner Bros. side of the songsmith, producer Arthur Schwartz interviewed a book of talent. Michael Curtiz, who is to direct meantime, went to New Haven, Conn., to take up residence. Screenwriters Charles Hoffman and Leo Townsend came east with the producer and director, who had to prolong their N. Y. sojourn.

Porter, being on a limited schedule because of his health, plus the "Seven Years" film, also withdrew to the Billy Rose, huddled with the WB studio people for limited sessions each day but, in general, obeyed the story outline.

Monk Woolley, the Yale prod turned actor, who followed from Yale, came in from Saratoga to sit in also on the powwows for any decisions on the screen bio.

173 Mins. Running Time of 'Since' Figured to Cut Rentals \$2,000,000

'Bogey' and Bette Again

Hollywood, Oct. 3. Bette Davis and Humphrey Bogart will be teamed for the third time at Warners as co-stars in "Battleground." Both players have singletons to make before pairing in the 20th-Warner novel, to be produced by Henry Blanke.

Their former costars were "Pardners" Foster and "Dark Victory."

Indie Pix Save Indie Exhibs

Minneapolis, Oct. 3. Independent product is proving a lifesaver for Twin City independent exhibitors who now feel that much of it has improved sufficiently in quality during the past year not only to risk its playdates, but also to bring boxoffice results occasionally. The new source of supply is bridging over occasional shortages at the neighborhood and suburban houses using a number of changes a week. These shortages have been caused by the numerous loop extended time engagements, holding up first-run releases, and by curtailed major Hollywood production.

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Long running time of "Since You Went Away," 173 minutes, will cost David O. Selznick about \$2,000,000 to \$2,500,000 in rentals in the domestic market alone. It is estimated by distribution execs.

While "Since" is proving one of the biggest grossers of this or many other seasons, its expense is not being played at advanced scales, and the running time arbitrarily restricts the number of showings daily. One and two-hour waits for the picture in many theatres are reported common.

Understood that United Artists reps, in endeavouring to get maximum returns for the picture, despite the handicap of its length, try to see up earlier openings and later closing in theatres, wherever possible. Some headway has also been reported in securing to establish slightly higher admission scales for matinee and morning attendance, or use of a single uniform night scale throughout the day.

Despite references to the length of the picture, the expense of it to viewers so far it has only served to draw additional business to theatres, where it circulates to increase admission rates. Rentals will likely run over \$7,000,000 domestic even under the burden of long running time and actual by the major theatre circuits to increase admission scales for the film. As result of opposition by majors to filling the scales for "Since," the UA policy was set for subsequent to play the picture at regular scales also.

Long running time of "Dragon Seed," 145 minutes, is also calculated as costly in estimating potential boxoffice receipts. Figure cited on the Music Hall, N. Y., run alone, a cut (Continued on page 38)

DISNEY INVITED BY AUSTRALIAN GOVT.

Sydney, Oct. 3. Walt Disney has been invited to visit Australia before the war ends, to discuss the possibility of a film deal. Caldwell, Minister of Information, on behalf of the Aussie government, has asked that the government is extremely keen on idea of interest in both American and British film in producing picture "Down Under."

VARIETY

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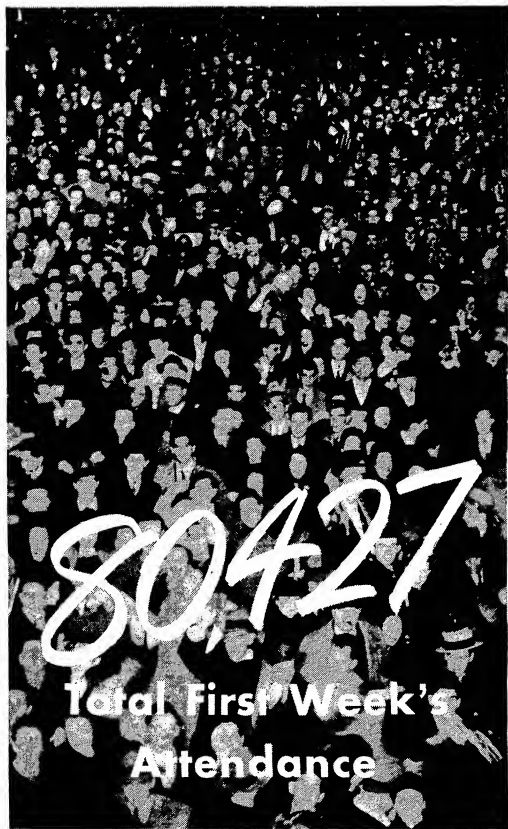
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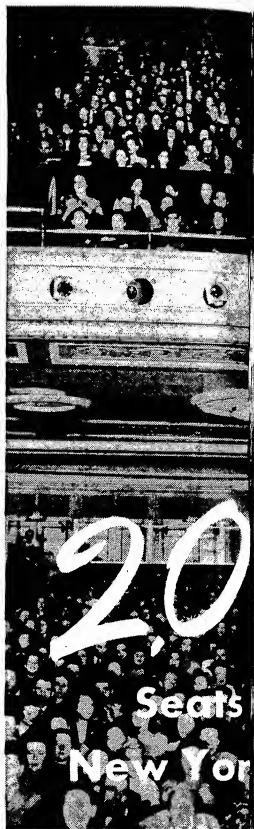
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98

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EQUALS



38.3

Absolute - Capacity
Shows in 1st Week of

N'S CREEK"

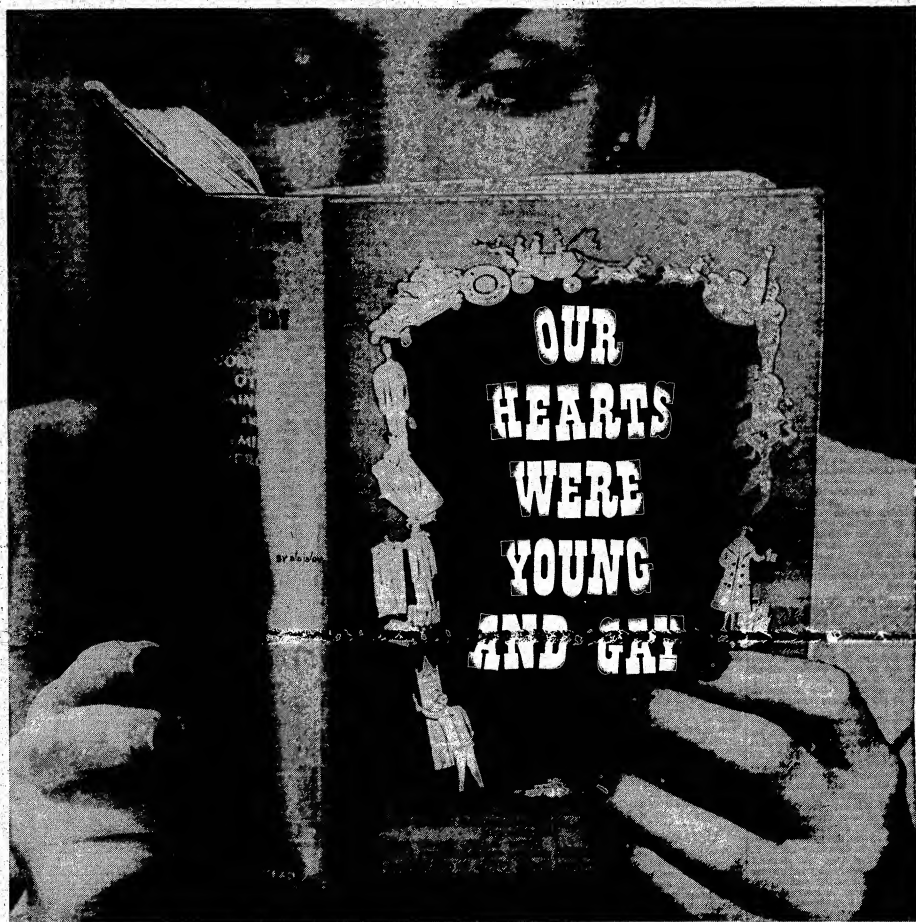
Capacity Christmas,

Phenomenal Paramount

WB Splits Its Foreign; Hummel Over Europe, Cohen, Latin-Am., Australasia

for 1939-40, 1940-41 and 1941-42, totalled \$298,280, but did not cover the whole liability for those years. Reserves for taxation as of Dec. 31, '43, amounted to \$1,156,472. Included in the profit setup was \$102,398 from British Empire Films, managed by Gordon Ellis, and \$19,892 from Cinesound, under direction of Ken Hall. Credit balances of the group to last December were: Greater Union, \$875,992; B.E.F., \$178,244; Cinesound,

A picture of *20 Million People** in the past 2 years



*THE READERS OF THE BEST-SELLING BOOK-OF-THE-MONTH, THE SERIAL
IN "COSMOPOLITAN," AND THE CONDENSATION IN "READER'S DIGEST."

*And now the screen version's
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However, this version of "Camille" is presented with more candor than its Hollywood predecessor (Garb

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THE STORY OF CARRIER X

Top-flight in San Francisco, Dallas, New Orleans, Chicago, Des Moines, Scranton, Wilkes-Barre...everywhere!

IT'S RECEIPT-SOARING!

Irish Eyes are Smiling

IN TECHNICOLOR

Top O'the Musicals from 20th! Watch for—wait for your new star...June Haver!

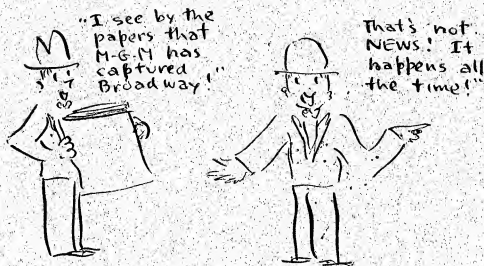
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"Error" Now in rehearsal, "Snafu" will open at the Hudson Theater on Oct. 26.

King of Beggars Fights
against a thousand of
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terfere with me unless
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TINA DIXON • LEON COLLINS
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BARBARY
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Produced by DEVILLE O. DOW

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tender, warm
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FRED LOWERY
America's Foremost Whistling Virtuoso
SHORTY SHEROCK
America's Sweetestest Trumpet Star
BOB MATTHEWS
The GI Singing Star
7 SWEETSWINGSTERS
Harmony in Rhythm
DORESE MIDDLEY
International Sensation (See Local)
**VIRGINIA, BETTY,
DOROTHY & LORRAINE**
Beauty, Charm & Pop

**JIMMY SIMMS
IRON HORNS
SHEROCK'S
BOY SARTS
THE BLUE CLUB**

**SPENCER
TRACY
in M-G-M's
The SEVENTH CROSS**
with **SIGNE HASSO**
HUME CRONIN • JESSICA TANDY • JAMES HODGKINSON
HUGHES HANLEY • KYLE BURGART
Screen Play by Helen Deutsch • Based Upon the Novel by
Anna Segraves • Directed by FRED ZIPPENHAGEN • Produced
by FRANCIS F. FORD • A Metro-Goldwyn-Mayer Picture

Doors Open 10 A.M.

CAPITOL
Broadway at 14th Street

Vaude Comeback

(Continued from page 2)

to love it. Their show was entirely different from the usual USO show, not exactly highbrow, but definitely high class and was a good change. The boys liked it. I did not see the Hope or Benny shows, but all reports were the best. I did spend a night with Jack Benny at Will Mahoney's house, with Will, Bob Greer and Elye Hayes. And when I say a night, I mean just that. We were up until four in the morning rehearsing old vaudeville days. I think we dug up some items that Joe Laurie, Jr., has missed. Jack has not changed in the 20 years I have known him. He is not impressed with his success as so many others are apt to be when they match his achievements. Our program that evening included an Australian vaudeville show and I don't think I ever saw anyone enjoy a show more than Benny and he won friends everywhere although he did have a head start as he was in Australia playing concerts some years ago and built up a good backlog of admirers.

"Stars add Gripes." The "GI" show that came over from the States, is still going strong, playing the most forward areas. I thought I got around a bit when in civilian life, but this Ace Goodrich fellow, who is in "Stars and Gripes," is one fine performer that I have missed on my rounds. I have watched him work a dozen times and hope to see him a dozen more times. He is great.

"Another GI show that is doing great job out here is the 'Quarter-master Caravan.' This is a colored show put together by some QM boys on their own time and it was such a success that the commanding general put the bunch of them on detached service and they are touring all the bases. They are making friends everywhere they go and we are very proud of them.

"Twenty years ago when working for Max Hart I used to book a great vaudeville act called Bailey & Cowan. I now share an office with Major Leon Cowan, the pioneer Special Service Officer of this theatre, who now devotes all his time to the Overseas Motion Picture Ser-

vice. It's the first time that I have been in an office over here with anyone that talked the same long. We are, between us, sort of responsible for all the show business in the Army out here. He books the "flat" actors and I book the "round" ones. And Fiddle Cowan, she is still good to look at—her hair is a beautiful snow white instead of the red—has me up to dinner now and then and it is a great reunion. Her fried chicken is by far the best in Australia and perhaps the best in the world except that which my mother-in-law makes—I have in say that. As I write this a signal comes in saying that five USO-Camp Show units have arrived at a base in New Guinea. Mostly gals. Some fun.

Capt. Jerry Cargill

'Gallant Vets'

(Continued from page 1)

Joe Hill, the producer, became concerned at some discrepancies in the story of Brown and checked, with the War Dept. in Washington. The Army records showed that Brown had been an aviation cadet in this country for a few weeks and then had been dropped because of a skin condition.

Brown is then said to have admitted that the whole thing was a prearranged stunt to give him a springboard for getting singing engagements. His "We the People" appearance was quietly scuttled.

Another recent case was that of the vet who appeared on the Horace Heidt show and related over the air how he had killed 26 Japs when the Army took Kiska. Only trouble with the story is that when the GI landed on Kiska, they discovered that the Japs had executed and the cupboard was bare. There were complaints from listeners. The web site checked and found out it was not only so, but the story had been printed in the newspapers at the time.

A check here with Lt. Col. Jack Harris, acting chief of the radio branch of Army Public Relations,

discovers that the War Department has compiled "imposing lists" of these radio phonies. Many of the fakers are vets, but are not the heroes they claim to be. Some cases disclose small fry can men getting money from local stations and there are even instances of "heroes" who have stung the stations with rubber checks.

Brown had warned that if the stations, webs and agencies are not more careful there is going to be a lot more of this racket before the last serviceman is back in civvie.

What to do about it? "Check first," says Col. Harris. "There is no security involved," explains Harris, "but a station or network should check and double check for its own protection. If it is a national radio show, check with Army Public Relations in Washington. If it is a local show, check with a local or regional Army Public Relations officer."

"When you think you have a hero for your air show, get his name, his serial number and his unit. The Adjutant General's records will show quickly whether or not the man is what he claims to be. As a matter of fact, when you ask the vet for these three things he will frequently fade away as quickly as possible if he is a phoney. And check first. Some stations have checked after the broadsheet to learn they had been fooled."

THEATRE MGR'S BOOK ON PIX FANS' VAGARIES

Montague Salmon, managing director of the Rivoli, New York, is doing a book on "It's a Wonder Movie Managers Aren't Nuts!" Sydney Gross, p.a. for the house, is collaborating.

Book will be a compendium of crank and kindred human relations stuff between theatre and customers, and Salmon-Gross would like other managers to contribute some of their screwball experiences for inclusion, say credit.

20th's Foreign Title Switch

Albany, Sept. 26.—Twentieth-Fox changed the title of its foreign subsidiary to 20th-Fox International Corp., according to papers filed here.

Jack Lorentz Takes Over Chi, Det., M'w'kee for 20th; Exchange Briefs

Chicago, Oct. 3.—Jack Lorentz, 20th-Fox branch manager at Milwaukee for many years, has been named district manager with headquarters here. He succeeds Herman Beiersdorf, who becomes manager of the Pittsburgh exchange. Beiersdorf was here about two years, coming from Dallas.

As district manager, Lorentz, who recently celebrated 45 years with the company, will supervise the Chicago, Detroit and Milwaukee offices.

WB Theatre Ad-Pub Men Huddle Warner field advertising publicity men, attached to circuit operations, were called into N. Y. Monday (2) to discuss handling of fall product. Joseph Bernhard, general manager Warner Theatres; Harry M. Kalinine, assistant g. m.; Harry Goldenberg, WB Theatres ad-publicity director, and Mort Blumenstock, eastern ad-publicity manager, were top officials attending.

J. L. Brown Heads Pep Club At an election of officers of the Paramount Pep Club, contrary employees of Par's h'nd and N. Y. subsidiaries, held yesterday (Tuesday), J. L. Brown, executive assistant to Fred Mohrhardt, controller of the company, was installed as president for the coming year. Other chosen were Richard O'Connor, foreign department, as v.-p.; Richard Bennett, accounting department, treasurer; Rose Mitchell, private sec. to Leon Netter, v.-p. of Paramount Theatres Service Corp., secretary.

Par's Pep Club engager in much par work. Its outgoing president is G. Knox Haddock, exchange operations executive at the h.o.

Deeds' FC, Mich. Fanned, Detroit, Oct. 3.—The Film Classics organization is growing here with the addition of A. Dezel, as Michigan and Ohio franchisees of the Famous Players-Lasker Theatres, as sales managers. L. E. Goldhammer is general sales manager.

The Ritz, Waterford, Mich., sold to Michael Padalora, owner of Berry-Bertin Springs, by Sto Winokur. Independent Exhibitors Theatre Service, of Grand Rapids, has added

seven houses, making it next to Buick-theatre, the second largest booking organization for number of houses in Michigan. The latest additions are the six houses of the Koris circuit and the Sun, Station, operated by L. D. Bortner.

The large industrial film field opened here has a new addition with the recent incorporation of Floer, Phillips & Clark, formerly a unit of Visual Transfilm, Inc., as a separate company which will specialize in the commercial film field. J. A. Clark, managing director, formerly was v.-p. of the ad agency of Haddon, Graham & Clark.

Another Slickup

Columbus, Oct. 3.—Armed bandit, believed to have been the same man who recently obtained \$200 in a holdup at the Markham, obtained \$50 from the cashier in a robbery at the Rivoli late Wednesday (27).

Orpheus, one of the oldest amusement structures in Newark, O., sold by owners, Mr. and Mrs. Curtis Schiffer, to William T. Carson, Union, Ohio.

Beck's Is Re-elected

Seattle, Oct. 3.—Northwest Film Club re-elected Keith Beckwith, Columbia salesman, pres. His boss, Neal Walton, Columbia exchange mgr., elected v.-p.; Eddie Lamb, RKO, sec-treas.; Job's held since the club was organized. Trustees elected: Herb Kaufman, Bill Foreman, R. F. Shearer.

Oakland House Planned

Oakland, Cal., Oct. 3.—Abe Karshi and T. Winkler bought property in a residential section here for the construction of a 1,000-1,500-seat film house to be known as the Alto. Blueprint calls for parking space for more than 300 cars. Winkler formerly owned the Star and Karshi, who now owns the Capitol.

Irv Wormser Feted

About 300 former associates, exhibitors and friends are expected today (Wednesday) at a testimonial luncheon in Irving Wormser, former Columbia N. Y. sales executive, at the Astor hotel, N. Y. Wormser has joined Film Classics as eastern division sales manager.

OUT OF

HOLLYWOOD STARS

SWEAR BY

WORLD-FAMOUS FOR COLOR ORIGINALS IN NAM ENAMEL AND MATCHING LIPSTICK

AS PROVED BY RECENT INDEPENDENT SURVEYS

the screen's

supreme

adve

International Pictures, Inc.

Presents

EDWARD G. ROBINSON

and

JOAN BENNETT

IN

*The Woman
in the Window*

Directed by FRITZ LANG

with

RAYMOND MASSEY

and

Edmond Breon • Dan Duryea

A NUNNALLY JOHNSON Production



Released by RKO RADIO PICTURES, Inc.

nture in suspense!

The super-mystery-drama of a
man of substance and a lily of the
field tied by terror to a
murder secret too hot for their
guilty hearts!



GOOD ENTERTAINMENT



IS INTERNATIONAL!



Woman of mystery
in a city of
intrigue...

4 BIG WEEKS
REPUBLIC THEATRE
BROADWAY, N.Y.

STORM OVER LISBON

starring


VERA HRUBA RALSTON • RICHARD ARLEN • ERICH VON STROHEIM

with **OTTO KRUGER • EDUARDO CIANNELLI • ROBERT LIVINGSTON • MONA BARRIE**

GEORGE SHERMAN, Director • Original Story by ELIZABETH MEEHAN • Adaptation by DANE LUSSIER • Screenplay by DORIS GILBERT

A REPUBLIC PICTURE





Notes . . . playable on demand

No matter what's needed in song or symphony, it's on tap at NBC—ready and available for immediate playing.

For NBC owns and operates the world's largest and finest working musical library—made up of well over half a million titles representing every musical era from jungle rhythm and folk chants to the popular tunes to be released next week.

They're all here—indexed, cross-indexed, catalogued in every conceivable

way—even in ways which enable singers and conductors to find a song or score after they have forgotten the title.

This stockpile of melody, which NBC has been accumulating for nearly 15 years, is growing daily, as fast as new tunes roll off printing presses, almost as fast as composers can write them.

This is another illustration of the manner in which NBC does a thorough job in every field of radio . . . of how NBC goes the limit to help build better broadcasting. The grand total of many things . . . large and small . . . done well helps give NBC its leadership, helps assure NBC's position as "The Network Most People Listen to Most."

National Broadcasting Company

America's No. 1 Network



A Service of Radio
Corporation of America

'Town Meeting' Doubles In Tele This Week (5) At GE's WRGB, Schenectady

Schenectady, Oct. 3. WRGB, General Electric station, will rack another "night" of tele-town meetings with "American Town Meeting of the Air" for the Blue network Thursday (5). Joseph Lyons, of BBDO & O, is handling arrangements for the sponsor, Reader's Digest. The Blue web will send out technicians to Schenectady to supervise the straight radio phase of the program.

Moderator George V. Denny, Jr., in announcing (28) that the discussion of "Should the Morgenthau plan be the control of Germany be adopted?" would be held in the WRGB studio, stated listeners will not have video sets could hear the debate on their radio. Rex Scott, chairman of the WRGB board, will be one of affirmative speakers.

Blue 'Tap Day'

continued from page 23

staff at the net and several weeks ago. Adrian Samish, another Y&R alum, also made the jump.

Joseph became talent head at Y&R within the past month having been upped to replace Paul Rickenbacher who switched to Foote, Cone & Belding to take charge of radio production.

That the Blue is going all out to bring the agency touch to network programming ideas is obvious, after these moves. Which, of course, would make it appear that vespee Phil Carlin and eastern program manager Charles C. "Bud" Barry might run into a drastic change in duties routine after the newcomers are firmly installed. Ray Knight, former network production chief, moved out to Y&R, incidentally—soon after Samish was brought in by LaRoche to handle national production direction. Knight is producing the Ed Wynn-Borden show, handled by Y&R and aired over Blue facilities.

Harrington to Bates

Another Y&R exec who is leaving, but not headed for the Blue, is Tom Harrington, thought slated to return after a prolonged illness as v.p. and radio director at the agency. Harrington joined the Ted Bates agency (16) as vespee, member of the plan board and to take charge of agency contact on the Colgate-Palmolive Peet account. Story circulated is that Harrington's health would not permit him to take over reins at Y&R in former active capacity and he switched to Bates where his duties reportedly will not be too much of a tax on his physical condition.

Replacing Robinson in charge of radio activities at Young & Rubicam is Harry Ackerman who will step into the vespee spot. Rumored also that Joe Moran, hitherto associate radio director, with Ackerman, might be boosted to v.p. too. Cioe Franco will work, as in the past, in association with the agency radio toppers.

Another addition to the Blue pilot-house last week was Fred Smith, now sent to Treasury Sec. Henry Morgenthau, in Washington, as director of advertising and promotion for the web. For Kenney, formerly special asst. to exec. vespee Ed Kobak, was named advertising manager.

Another ex-Y&R topser expected to step into the Blue executive lineup is Lt. Col. Tom Lewis, director of the Armed Forces Radio Service, Hollywood, and before that v.p. in charge of radio at Y&R. Anders says he'll be v.p. in charge of Pacific Coast Blue affairs following his discharge from the Army.

Philco, RCA Get Okays On Experimental Tele

Washington, Oct. 3. The FCC yesterday (2) approved permits for seven experimental portable-mobile television relay stations for Philco radio and television. The relays would link the Philco station in Philadelphia with Washington.

One is to be located at Honey Brook, Pa.; two at Havre de Grace, Md.; one at Southeast, Pa.; two at Sappington, Md., and one in Washington. Relays would operate reversibly, carrying video programs from Washington to Philadelphia, as well as from Philly to D. C.

RCA was granted a construction permit for a new experimental video station in Camden, N. J., and also an experimental portable relay station to operate in the same locality.

Hooper's Coast Spread

Hollywood, Oct. 3. Coast sample of Hooperatings will be expanded with a fifth market. Spokane added. It was announced last week by C. E. Hooper, following a meeting with heads of the four networks.

250-WATT SOLD BY GENE DYER FOR 100G

Chicago, Oct. 3. With the sale approved last week by the FCC, WSBS, a 250-watt station here operating on 240 kilocycles, was turned over Monday (2) to a partnership composed of Mr. and Mrs. Julius Miller, Mr. and Mrs. Oscar Miller and Arnold B. Miller. Purchase price was announced at \$100,000. Oscar Miller, son of Julius Miller, who was program manager of WSBS, is managing WSBS under the new setup.

Station was sold by Gene T. Dyer under the FCC ruling forbidding dual and triple ownership of stations in the same market area. Dyer still owns WAIT and WGSS here, but has an application pending with the FCC for sale of his interest in WGSS to his brother, Dr. John Dyer.

Boston—W. Gordon Swan, WBZ program manager, started his 21st year Monday (2) as a member of the New England Westinghouse radio stations' staff. He is a member of H. V. Kallenborn's Twenty-Year Club.

Camels' Counter Punches Vs. FTC Plug Charges Skedded In N. Y. Next Month

Chicago, Oct. 3. The Federal Trade Commission has retested its case against the R. J. Reynolds Tobacco Co. charged with misrepresentation of facts in advertising Camel cigarettes, after eight months of hearings that carried the attorneys for the parties concerned on a kind of legal "Camel Caravan" all over the country.

November 8 in New York was set tentatively as the date and place for the first hearings on the company's side of the case, Examiner Webster Ballinger said.

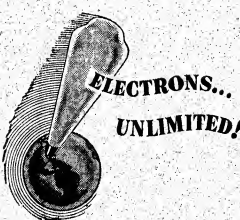
As the case ended for the FTC, attorneys for the Government sought to inject into the hearing a record as to the minimum and maximum amounts of money paid to persons for testimonials for Camels. Reynolds' attorneys argue that this need not be brought out at this time and could be entered in the record by stipulation.

FTC attorneys said evidence from

witnesses heard in other cities tended to show that the high money paid a person for a testimonial for Camels was \$1,200.

Agreeing that the stipulation could be entered in the records of the hearings, attorneys for the R. J. Reynolds Tobacco Company and the FTC entered the names of some 250 persons, some of them internationally famous, into the record as "not having been present" nor were "their own voices" used in radio broadcasts advertising Camel cigarettes between March, 1937, and February, 1940.

Of the list of some 250 "names" who the FTC claims were initiated over the air by voice simulcasts by actors, the names of many celebrities were included such as Bill Corum, Joe DiMaggio, Comm. Edward Ellsberg, famed diver; Ralph Guldahl, star golfer; Willie Hoppe, Estelle Kavan, New York beauty; Mel Ott, Gene Sarazin, Bill Tilden, and Sir Hubert Wilkins, famed Arctic explorer.



RADIO, standing at the threshold of a wonderland world, faces the future with breathless expectation.

Here is a world of such uncharted magnitude that even the most daring dreamer among us dares not dream too far. Through an almost endless succession of new horizons, into an almost unimaginably tiny universe of electrons locked in vacuum, men of vision will explore and chart the way in the years just ahead. They will untie the bonds that limit man's perceptive powers, and open to man's finite senses an infinity of wonders.

In radio, radar, television, and whatever other unborn miracles may lie before us, there is opportunity unbounded; but the opportunity is fraught with problems of compelling perplexity. It calls for the combined thought and vision and effort of all those to whom the future of the industry has been entrusted.

The Nation's Station looks forward to its share in this magnificent responsibility... with awe, with eager enthusiasm, and with humble confidence.



DIVISION OF THE EXCELSEY CORPORATION
EXCELSEY SQUARE, CHICAGO 2, ILL.



M.B.M.'s "Mouth for Millions" and "Zigzag Follies"
New CAMPEL, WINDHAM, Friday
10 p.m., EWZ
Wgt. LOU CLAYTON

THE NEW

IRVING BERLIN MUSIC COMPANY

publishers of

*Every song Irving Berlin has written in the past and
every song he will write in the future*

presents

Two Current Songs

ALWAYS AND WHITE CHRISTMAS

THE NEW

IRVING BERLIN MUSIC COMPANY

DAVE DREYER, Gen. Prof. Mgr.

Temporary Address: 799 Seventh Avenue, New York City

MIKE SUKIN, Prof. Mgr.

CY MANES

CHARLES SAXON

Arranging
HELMY KRESA

Chicago
FREDDY KRAMER

Cleveland
PHIL JULIUS

California
BEN GILBERT

Bands at Hotel B. O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business being done by name bands in various New York hotels during business (7-10 p.m.) and rated. Figures after name of hotel give room capacity and cover charge. Larger amount designated weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Weeks Played	Room Capacity	Cover Charge
Lulu McIntire	Lexington (300; 75c-\$1.50)	137	2,100	252,000
Johnny Long	New Yorker (400; \$1-\$1.50)	9	2,000	20,175
Woody Herman	Pennsylvania (500; \$1-\$1.50)	8	3,000	18,000
Nat Brandwynne	Waldorf (500; \$2)	5	2,900	16,725
Dean Hudson	Lincoln (275; \$1-\$1.50)	17	930	19,500
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	1	2,350	3,950
Knock Light	Biltmore (400; \$1-\$1.50)	1	900	1,475

* Asterisks indicate a supporting floor show: New Yorker; Biltmore, have ice shows; Lexington, Huntington floor shows.

Chicago

Les Brown (Panther Room, Sherman Hotel; 950; \$1.50-\$2.50 min.). Hoff-days hurt some but Brown pulled fine 6,000.
Carmen Cavallaro (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Cavallaro and new show kept figure near great 9,850.

Los Angeles

Harry Owens (Ambassador; 800; \$1-\$1.50). Getting his share to top 4,000 covers in a breeze.
Henry King (Biltmore; 900; \$1-\$1.50). Hard to beat with strong pull for 4,200 tabs.

Location Jobs, Not in Hotels

(Los Angeles)

Henry Busse (Palladium B. Hollywood fourth week). Business tapering slightly with dip to 24,500.
Lionel Hampton (Trion B. Southgate first week). Off to smashing start and fine bet to near 9,000 admissions.
Ted Lewis (Siam's Casino, N. Los Angeles, third week). No smiling tablecloths here. Filled at 8,500.

(Chicago)

Bill Bardo (Latin Quarter; 650; \$2.50-\$2.50 min.). Biz off here. Bardo-Apollon-Sylvia Froos combo attracted about 3,300.
Carl Ravazza (Blackhawk; 500; \$1-\$2.50 min.). Down a little with Ravazza responsible for 3,800 tabs.

10 Best Sheet Sellers

(Week Ending Sept. 23)

"I'll Walk Alone".....Morris	
"Swingin' On a Star".....Burke	
"Dance With Dolly".....Shapiro	
"How Many Heavies".....Advanced	
"I'll Be Seeing You".....Williamson	
"It Had to Be You".....Remick	
"Time Waits No One".....Remick	
"You Always Hurt.....Sun	
"Always".....Berlin	
"Sweet and Lovely".....Feist	

TOMMY TUCKER TELLS MCA, 'GET ME SPONSOR'

Music Corp. of America and maestro Tommy Tucker and his manager Gus Galtin, have been at contract pacts for several weeks. Tucker's management agreement with MCA expired Sept. 15 and he won't renew, it's said unless the agency digs him up a radio commercial.
Meantime, rival agencies have been on the double seeking the leader's signature on a pact.

Premier Records, N. Y., In Monicker Switch

Premier Records, of N. Y., a new outfit apparently has been forced to change its name to Secco Records, Inc. by threat of a suit by Premier Records of St. Louis. Change of name was recorded with the Secretary of State, Albany, last week.
St. Louis Premier outfit has been in business some time and fairly recently went after name bands. It recorded Ted Fio-Rito and several other similar outfits and has made offers to others, among them Sonny Dunham.

NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week beginning Monday and through Sunday, Sept. 23-Oct. 1, from 5 p.m. to 1 a.m. List represents the first approximately 35 leaders in alphabetical order. (In some cases there are ties, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as reported by WEAF, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Reporting Service, regular checking source of the music publishing industry.

TITLE	PUBLISHER
A Kiss to Remember.....	Lincoln
Amor—"Broadway Rhythm".....	Melodylane
An Hour Never Passes.....	Shapiro
Dance With a Dolly.....	Shapiro
Day After Forever—"Going My Way".....	Burke
How Many Heavies Have You Broken?.....	Advanced
Dream of You.....	Embassy
"I'll Be Seeing You".....	Williamson
"I'll Walk Alone—"Follow the Boys".....	Morris
Is You to Or Is You Ain't—"Follow the Boys".....	Leeds
It Could Happen to You—"And Angels Sing".....	Famous
Kentucky.....	BMI
Let Me Love You Tonight.....	Robbins
Straight Up and Fly Right.....	Amer. Acad.
Sweet and Lovely—"2 Girls and a Sailor".....	Feist
Time Waits for No One—"Shine Harvest Moon".....	Remick
The Very Thought of You—"Very Thought of You".....	Witmark
There'll Be a Hot Time in Town of Berlin.....	Barton
Trolley Song—"Meet Me in St. Louis".....	Feist
Turn Off the Rain.....	Brown
What a Difference a Day Makes.....	Markis
Whispering—"Greenwich Village".....	Miller
Who Said Don't Come True—"Impatient Years".....	Williamson

* F.M.A. Inc.

NEEM ON THE BEAM

Henry Nemo, songwriter and Broadway character, is going to the Court this week for a fling at pictures. Maurice Duke agent—
Duke specializes in management of loose open stars and gag in the music biz is that only someone who knows about spurs, reins and boss whips could handle a character like the Neem.

Robbins Music Publishing

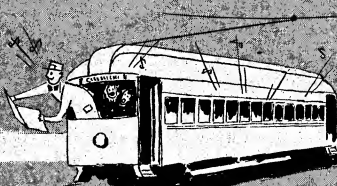
'Hall of Fame' Song Folio
Jack Robbins has tied up with Philco Corp. for a Paul Whiteman "Radio Hall of Fame" folio of the maestro's favorite tunes. It's edited by Abel Green ("Variety").
Whiteman has dug up some memorable photos of his sunny seventeen-year bands for part of the art layout.

ALL ABOARD FOR THE BIGGEST NOVELTY SONG OF THE YEAR!

The Trolley Song

Words and Music by HUGH MARTIN and RALPH BLANE

Sung by Judy Garland in M-G-M's MEET ME IN ST. LOUIS



A GREAT POPULAR STANDARD NOW A HIT REVIVAL

SWEET AND LOVELY

Words and Music by GUS ARNHEIM, HARRY TOSIAS and JULES LEMARE

Featured by Harry James in M-G-M's TWO GIRLS AND A SAILOR

Leo Feist inc.

1619 BROADWAY, N. Y. 19

HARRY LINK, Gen. Prof. Mgr.

GEORGE DALIN, Prof. Mgr.

The Correct Story at Last of the Authentic Version of

LILLI MARLENE

(MY LILLI OF THE LAMPLIGHT)

The Top Seller in England for the Last 4 Months

ALREADY OVER 600,000 COPIES SOLD

Published by

THE PETER MAURICE MUSIC CO., LONDON

Relayed from London by JIMMY PHILLIPS, Peter Maurice's Managing Director

"We first heard of this song about one and a half years ago. We understood it was one of the big song hits of the war and that our troops were catching on to it. I personally was in a little Inn in Stoke Poges—"The Dog and Pot"—together with a band leader, Billy Cotton, and the 8th Army had just come back after their successful campaign in North Africa and they were resting around these quarters. I had a conversation with the Major of the Major's band Division, who told me that he had adopted it as their theme and it meant so much to them. The Major got very excited and told how they had captured this song, with the taking of Tobruk, in the form of an old, cracked recording of Lala Anderson's rendition. Some of our boys told me that the patrols would have to go into the desert to locate "Jerry" and they would be able to identify them by hearing this tune played possibly on an accordion or mouth organ. At other times our boys couldn't help

hearing it in the stillness of the desert night from the "Jerry" camps where Fritz sat around singing the song. They also said that the prisoners they took all sang the song and our boys cottoned on to it right away. The Major implored me to get an English lyric to stop the boys from singing the German lyric.

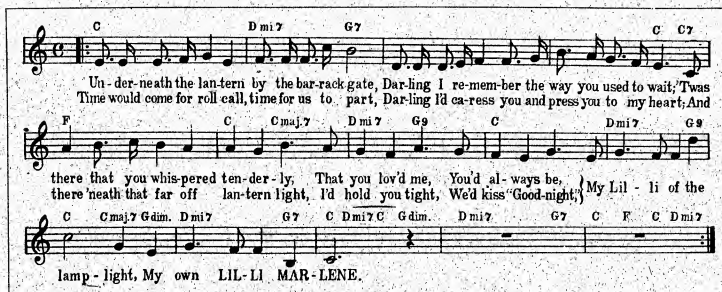
When I got back to London, I found out through the British that they both wanted the song on the air, so that our boys would all listen to the English lyric. As you know, we specialize in adaptations of continental songs. With our customary thoroughness, we enlisted the help of a writer—Tommy Connor—and we worked solidly on this lyric for two months until we got our final results, which are so terrific that over 600,000 copies of this authentic song have been sold in a short time."

The above indisputable facts and "Variety's" confirmation that the Maurice edition of "Lilli Marlene" has topped the British best sheet sellers for many weeks prove that there is only one authentic English lyric edition and it is the one our boys are now singing over there and they and we will all be singing over here when they come marching home victoriously.

LILLI MARLENE

(My Lilli of the Lamplight)

By HANS LEIP, NORBERT SCHULTZE, and TOMMIE CONNOR—Arranged by HELMY KRESA



Un-derneath the lan-tern by the bar-rack gate, Dar-ling I re-mem-ber the way you used to wait; 'Twas Time would come for roll call, time for us to part, Dar-ling I'd ca-ress you and press you to my heart; And there that you whis-pered ten-der-ly, That you lov'd me, You'd al-ways be, My Lil - li of the there neath that far off lan-tern light, I'd hold you tight, We'd kiss 'Good-night, My Lil - li of the lamp - light, My own LIL - LI MAR - LENE.

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MUSIC CORPORATION.

RCA Bldg., N. Y.

Chi Dance Men Secure D.C. Decision Lifting 20% Tax From All Ballrooms

Chicago, Oct. 3. Owners of 31 ballrooms in northern Illinois, including Chicago, scheduled to begin paying 20% cabaret tax Oct. 1, had the order countermanded by an order issued by Joseph D. Nunan, Jr., internal revenue commissioner in Washington.

Henceforth, according to Carter Harrison, Illinois district collector, dance cathedral owners in the nation's 61 collection districts will pay the usual tax on admissions only, and won't be obliged to kick in a 20% cabaret tax on admissions and refreshments. Opinion covers entire nation, though based only on Washington's findings for Chicago district.

Estimated weekly patronage here is between 75 and 100,000, a high-water mark created by incoming G.I.s from Fort Sheridan, Great Lakes and other nearby military installations.

This week's development is culmination of fight started by Aragon and Triunfo ballrooms, area's biggies, three years ago, and brought to a head Jan. 31, 1914, when Uncle Sam ruled two were not canteens for purpose of taxation. Status remained quo till July 22 this year, when ruling was reversed effective Sept. 1. Cuse was appealed and continued, according to John H. Lyle, attorney for Merry Gardens (Hera Byfield and Harry Rice), New Milford and Lions Ballrooms (R. Verdebarr), and Melody Mill (Benjamin Lejeune), while owners pulled strings with Sen. Scott Lucas, who aided lawyers draw up briefs.

Before they made the decision, internal revenue execs, headed by Nunan, required ballrooms to furnish info concerning admission charges; days and hours of business; hours orchestra play; other entertainment pro-

vided; whether customers are served at tables or bar, from sandwich counter or kitchen; copies of menu; diagram showing space for tables and dancing; and whether any tables reserved; and approximate receipts from admission charges, as compared with receipts from sale of food and refreshments.

CASA LOMA RETURNS TO PAR, N. Y., NOV. 29

Casa Loma orchestra, which started the name band policy at the Paramount theatre, N. Y., returns to that house after several dates at the opposition Warner Bros. Strand. Outfit goes into the Par, Nov. 29, for four weeks, with singer Andy Russell.

Outfit at one time played the Par every Christmas and New Year's in commemoration of its inaugurating the policy at that time of year.

'Sweet Rosie O'Grady's' Federal Court Exams

Examination of Edward B. Marks, Max Marks and John G. Paine, managers of American Society of Composers, Authors and Publishers, in connection with suit by composer Maude Nugent, Jerome against 20th Century-Fox, is scheduled for today and tomorrow (4-5). Notice of exams was filed in N.Y. Federal court last week.

Composer is suing 20th-Fox over the latter's alleged appropriation without permission of the song "Sweet Rosie O'Grady" for use in the film company's picture by the same name.

AFM Nixes Lobby Times

Los Angeles, Oct. 3. The American Federation of Musicians that canned music in lobbies will be prohibited unless the tunes are manipulated by a union platter spinner.

Idea explained in a warning by James Petrillo, is to prevent theatres from entertaining prospective ticket buyers with non-union music.

Rain, Truck Breakdown Ruins Krupa at Ritz

Thanks to a heavy rainstorm and the breakdown of his instrument truck, Gene Krupa's one-night tour started badly last Thursday (28). It wound up with his playing to 700 people at the Ritz Ballroom, Bridgeport, Conn., and the refusal of McCormick & Barry, operators, to pay the band's guarantee. They offered an undisclosed settlement instead.

Krupa played an Army camp date on the way up to Bridgeport. He and his men were on time at the Ritz, but the instruments arrived an hour-and-a-half late due to a breakdown. By that time most of a big crowd had been discouraged by the rain and failure of the band to show and left.

Taxes, Taxes, Taxes

Akron, O., Oct. 3. Thomas W. Bulcher, owner of 135 juke boxes operating in Akron, has asked for a writ of mandamus in a suit before Judge Frank Harvey, attacking the validity of a city ordinance taxing the boxes \$20 each annually. City officials had estimated the measure would bring in about \$40,000 in revenue each year.

Bulcher contends the ordinance is confiscatory and that the music boxes do not need special regulation.

Bill McCune orchestra held over at Edison hotel, N. Y.

PITT'S CASINO MULLING NAME BAND OPERATION

Bill Green's Casino, Pittsburgh, may go into a name-band policy. It is currently dictating with Tommy Tucker's orchestra to inaugurate a string of b.o. band bookings and reportedly is offering top money for a location job.

Green's follows in the wake of a number of other clubs in N.Y. and out, that are installing name-band policies. Not all are using the best names, some going for secondary b.o. power, but all are claimed to be paying unusually good coin. Coral Gables, Weymouth, Mass.; Highway Casino, Fall River, Mass.; Club Ball and Louisiana-La, Philadelphia, are among the more recent clubs going for name band policies.

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TO THE MUSIC WORLD

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799 Seventh Avenue, New York City

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Cariac
Cecilia
C'est Vous (It's You)
Chorley, My Boy
Confessin' (That I Love You)
Don't Bring Me Passion (It's Shackles I Need)
Ferdinand the Bull (Walt Disney Film)
(Gimme a Little Kiss) Will You Huh?
Heigh-Ho (The Dwarfs' Marching Song—Snow White)
I'd Climb the Highest Mountain (If I Knew I'd Find You)
I Hadn't Anyone Till You
I'll Get Along Somehow
I'll Get By
I'm Wishing (Snow White)
I Never Had a Mommy
I Never Knew (Gus Kohn-Ted Fia Kito)
Inka Dinka Do
I Promise You
It's a Lonesome Old Town
(I Wanna Go Where You Go) Then I'll Be Happy
Let's Fall in Love
Little Brown Gal
Little Town in the Old County Down
Love (Your Magic Spell Is Everywhere)
Lullaby of the Leaves
Mandy, Make Up Your Mind
Me and My Shadow
Mickey Mouse's Birthday Party
Moon Over Miami
Music Maestro Please
My Cabin of Dreams
My Lost Goodbye
My Little Bimbo (Down on the Bombaa Isle)
My Mammy
My Tone (My Man)
Object of My Affection
Oh! How I Miss You Tonight
One Night of Love
One Song (Snow White)
Play to Me Gypsy
Red Hot Mambo!
Remembering
Robins and Rases
Son Antonio Rase
Say It Again (I Don't Believe It)
Some Day My Prince Will Come (Snow White)
Song of the Open Road
That Old Gang of Mine
The Mortins and the Cays
There Must Be Somebody Else
There's a Gold Mine in the Sky
There's a Rainbow Round My Shoulder
There's Danger in Your Eyes, Charlie
These Foolish Things (Remind Me of You)
The World Owes Me a Living (Walt Disney Film)
Tony's Wife
Tuck Me to Sleep in My Old Tucky Home
Wabash Blues
(What Do We Do) On a Dew Dew Dew Day
When the Red Red Robin Comes Bob-Bob-Babbins' Along
When You and I Were Seventeen
When You Come to the End of the Day
When You Wish Upon a Star (Walt Disney Film)
White a Cigarette Was Burning
Whistle While You Work (Snow White)
Who's Afraid of the Big Bad Wolf? (Three Little Pigs)
(Who's Wonderful—Who's Marvelous) Miss Annabelle Lee
Willow Weep for Me
With a Smile and a Song (Snow White)
Yankee Doodle Blues (Gershwin, DeSylva, Caesar)
Yankee Rose
Yearning
Yes Sir, That's My Baby
You and I (Meredith Willson)
You Know You Belong to Somebody Else
You Tell Her, I Stutter
You're Nothin' But a Nothin' (Walt Disney Film)

N. Y. Legitimate Niteries Welcome Police Probe on the Industry

Rather than resenting the La Guardia-Police Department probe on niteries in Greater N. Y. area, but allowing them to continue operations via "probationary" licenses, legitimate operators are welcoming the proposed "purge" that would rid the field of hoodlum-operators and other undesirable.

This stand was taken by Noah Braunstein, attorney for Cafe Owners Guild, as spokesman for his group and also ratified by other cafe and niteries owners not within the affiliated group.

The Copacabana, which has been the target of the first investigation, gunned its case against official shattering last week and is still in the "Monte Proser" operator, had to promise the mayor that he'd keep Frank Costello, alleged racketeer, and other "officially" labelled undesirable off the premises.

Red Husing, among other enthusiastic character witnesses, helped get Monte Proser's Copacabana over the hurdle and into a probationary six-month license. For a time it looked as if Sept. 30 would see the N. Y. niteries license cancelled. The Copacabana, instead, must pay up the \$37,000 claimed sales tax arrears (\$10,000 down and \$5,000 a month) and divert itself of seven questionable employees, plus Costello, a particular target of Mayor La Guardia.

Red McKenize in N. Y. to was private label, playing for Milt Gabler. He has been singing on Eddie Condon's Blue network "Jazz Concert" broadcasts from Town Hall, N. Y., past two Saturdays.

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State, N. Y., Cuts Vaude To Allow for Long Pic

Loew's State, N. Y., will elip its stage show week of Oct. 12 to balance with running time of "Dragon Seed" (M-G), which consumes two hours and 25 minutes. Pic is set for one week with possibility of hold-over. Stage show will be headed by Henry Arnetta, pic comedian. Arnetta may play some additional vaude dates and also remain there for a lighter via deal pending for comedian to star in "They Live in Brooklyn," new one by Nicholas Cosentino, who authored "Moon Over Mulberry Street" some seasons back. Anthony Farolla will produce "Brooklyn."

WONG BOOKED SOLD UNTIL END OF 1945

Jim Wong, vaude standard, isn't worrying about a job.

His arc troupe has been booked for vaude, falls and circuses, sans layoffs, until the end of 1945.

Blackstone's 50-50 Deals Till Next April

Blackstone, magician, and his unit comprising two and one-half hour shows have been booked into theatres and auditoriums for one straight 50-50 until April 15, 1945, on week-end shows only.

Only week unit will play on a guarantee against percentage in Oct. 26 through Nov. 1, when tap version of revue will be at Capitol, Washington, vaudeville.

Saranac Lake

By Happy Benway

Saranac Lake, N. Y., Oct. 3.

Li. Clinton Rabbit stopped off to visit his old boss, Len Grotte, Loew manager who is "currying" her. Carl Korn off on a 16-day visit to home cooking in Fairmont, W. Va. It's his first trip out of the san in four years.

Harry Jackson, who did the trick in less than a year back to N. Y.

Heien O'Reilly, nightclub gal who did five-year stretch at N. Y. san, plenty aqoy now and partner of the local Melody Bar and Grill.

John Eaton, who was doing so nicely, ordered back to bed routine with a slight touch of the Red Cross.

Big Miley was handed an extra upped-exercise paper and he spends spare time making bangers for the Red Cross.

Marjorie Fischer, former Earl Carroll beaut and now radio actress, took time out to visit the Will Rogers gang at the lodge. Nifty gesture.

Mathea Merryfield back to the show with a slight touch of the Red Cross.

Eddie Reiberg back to the lodge after mastering a tough operation and making a small improvement in variety.

Betty Hoffman's pulse went up plenty when her husband snid in from N. Y. on their wedding anniversary.

Write to Nick Kenny for his nod to the colony.

Write to these who are ill.

Pearl Primus to Make Vaude Bow at N.Y. Roxxy

Pearl Primus, Negro interpretative dancer who has been featured in floorshows at both Cafe Society, Tip-top and Downtown, N. Y., will make her Broadway vaudeville debut at the Roxxy Oct. 18. Others on the bill will be Jackie Miles, comedian, who will double from La Martinique and another very Wayne.

Pic is 20th-Fox's "Laura."

PITT TESTIMONIAL TO HELLER-PARKER

Pittsburgh, Oct. 3.

Little Jackie Heller will be honored here tonight by more than 1,000 at a testimonial dinner following his return home from a 16-month USO tour of the South Pacific. His partner in long stay overseas, Lew Parker, comedian, co-star, from New York for alias, which will have as its toastmaster Rosey Rowswell, local sports announcer and after-dinner speaker, who is a leading candidate for role of Elmer Fife in "The Story of G.I. Joe."

Heller-Parker trek was longest continuous tour on USO record and pair brought back with them an official army commendation, first given in the Pacific theatre, for their work from Major General Breene, commandant of supply division over there. It's possible Heller and Parker may team up for stage and niteries now that they're back in this country; if not, they'll at least be on the same bill together for their first job in nearly two years, probably at the Latin Quarter in C.H.

Cafe Zanzibar Preems In New Spot Friday (6) Nite

Cafe Zanzibar, N. Y., will dedicate its new site, formerly the Hurricane, Friday night (5) with a high-budget floor show. Lineup includes Ink Spots, Ella Fitzgerald, Tops & Wilda, 3 Loose Nuts, Dorothy Donegan, Pewee Marquette and Peg Leg Bates, latter trio are hold-overs from former show. Also a line of 16 Zanzibars.

Revue, staged by Clarence Robinson, will have special music by Claude Hopkins, whose band will alternate with Jose Curbelo for the Rumba rhythms.

St. Regis Cafes Set

Iridium and Maisemotte rooms of the Hotel St. Regis, N. Y., reopen within the next week, the former set for a formal opening tomorrow (5) night and the Maisemotte skedded for next Thursday (12). Pierre D'Angelo and Yanya headline the Iridium show with Bob DuPont, comic juggler, the co-attraction. Fred Miller's arch and Theodora Brooks and her organ ensemble provide the music for dancing.

The Maisemotte lineups have been set yet except for the Lazlo and Paul Sparr orchs.

Act Vaudeville Corp. chartered to conduct theatrical business, with offices in the Bronx. Capital stock is \$20,000, \$100 par value.

Nightclub Biz Returns to Normalcy; Patrons Getting Used to 20% Tariff

Niteries big in New York and elsewhere is back to normalcy, if not more hot but even, despite the 20% Government tax, according to surveys made here and in other key cities throughout the country.

A good barometer is that more than half of the 10,000 vaude performers who had been "stranded" when the tax hopped from 5 to 20% last April are back working.

Consensus of opinion is that the 20% nick never appreciably hurt his in the topdrawer bistros, and less-affluent patrons of the smaller places have since become acclimated to the paraff.

Detroit Niteries Strong
Detroit, Oct. 3.

Ten percent seems to make a lot of difference in the niteries business. Where a few months ago there were predictions of widespread club shut-

terings and delegations heading for Washington to protest the 30% cabaret tax, the moderation of the tax put the grim back on bonifiers already.

Heading into the new winter season, 20% tax doesn't seem to bother the local niteries, Downtown spots, with headline attractions, are reporting off its boomish. Reservations at several of the hotels have been run out weeks in advance. What's more, instead of closing there are new spots such as Lou Walters' new Latin Quarter in Detroit.

The saddest spectacle is the fact that the hotels and niteries are in the position where they are willing to report off its boomish. Reservations at several of the hotels have been run out weeks in advance. What's more, instead of closing there are new spots such as Lou Walters' new Latin Quarter in Detroit.

This treason to the local Tigers, who were tied on the last day of the season with the Browns for the league leadership, only to lose when the Browns beat the Yanks and Washington nipped Detroit, was accounted for by the fact that hotels had no place to cache the big baseball following except in ballrooms and the niteries; were afraid the incoming baseball mob would drink up their precious but still slim quotas of good liquor.

PAUL SMALL SEEKING SCHNOZ FOR 'FUN TIME'

Paul Small may ready another vaude unit of same type as "Star Time," current at the Majestic, N. Y. New one would be called "Fun Time" and would bow in at San Francisco, Dec. 27.

Deal hinges on whether Small can pact Jimmy Durante at the sax and around whom he would build rest of the show.

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(FORMERLY STONE & LEE)

Assisted by **NINA KAYE**

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ORIENTAL THEATRE
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Personal Direction, **JAY EDI EDWARDS**

THANKS—
HARRY MAYER, Bookers
ZEB EPSTEIN, Manager
LEO MORGAN, Producer

THANKS—
HARRY LEVINE for releasing us from our Chicago Theatre date to play the Strand, N. Y.

Musicians Win Battle With Detroit Legiter; 3's Family Relights House

Argument between the Detroit musicians union and David Nederlander, manager of the Lafayette theatre, which interrupted the engagement of a company of "3's Is a Family," was settled last week, when Frank McCoy managed by arrangement with John Golden, religiously Tuesday night, after the house had obtained an injunction against the musicians and stagehands who walked out in sympathy. McCoy had been ordered not to pass the picket line by Equity, which advised McCoy that salaries for five weeks' performances must be paid, as the show rehearsed during the lay off. However, McCoy was given permission to send the company back to New York without further salary liability, but the dispute between the house management and union was suddenly settled in the judgment of McCoy, who sent the "Family" on without the stagehands, show being a one setter, Equity threatening stepping in with a mix on the idea.

Musicians Win Bet. Fight
Detroit, Oct. 3.—Musicians won their two-year-old battle with David Nederlander, who opposed the union's demand that the house have an orchestra "heavier lighted." A pit crew of 150 men will be used, and will be \$550 weekly. The pit crew was continuing the fight but it is reported to have entered into a settlement with the union at the urging of J. J. Schirmer. Nederlander is said to have a lease on the Lafayette, a theatre located operating the house for him. That an orchestra was contained when musicians played the house and acted on that nearly all attractions booked in are struck, plus. Most recent dispute was the three new contract. Last season, Nederlander obtained a favorable ruling from the Michigan supreme court in an action against the stage unions, and set for \$500,000 damages, the United Booking Office, which was named a co-defendant. Settlement with the musicians will probably result in the suit being withdrawn.

San Antonio Smoozy Cues Formation Of New Opera Troupe

San Antonio, Oct. 3.—Behind-the-scenes action between producer Charles K. Gordon and Mrs. Lewis Krane Beck, honorary vice president of the San Antonio Civic Opera Co., flared into the open Friday (28) with the announcement that the two directors would be held to form a new opera company to be known as the Municipal Opera.

Benno Clemen, v.p. of the present civic opera group, stated that the move was being made in the mayor's sanction and that the main purpose was to take the authority away from Mrs. Beck, who had managed the city a portion of the profits derived from the opera season.

Under the contract signed by the city, Gordon and Mrs. Beck, Gordon was to be producer of all plays with Mrs. Beck as administrative director. Difficulties between Mrs. Beck and Gordon have allegedly prevailed since the arrival of Beck as producer. Another source of friction was that between Mrs. Beck and Mario Gordon, composer. Contract calls for Mrs. Beck to receive \$10,000 a month, with Gordon getting a percentage of the profits. So far, states Gordon, there have been no profits.

'Turtle' for Aussie

"Voice of the Turtle" is a new comedy hit being bought by the J. C. Williamson Theatres, for presentation in Australia and New Zealand.

Purchase of the John van Druten theatre comedy was made through Dorothy Stewart, Aussie agent in New York.

SCHIRMER'S WINTER STOCK

Gus Schirmer, Jr., who ran a strawhat stock company at Stamford, Conn., last summer, will run a stock troupe at the Yale theatre, Greenwich, Conn., this winter. Plans a 10 to 12-week season, starting end of October.

\$8,600 Added Cast

Payoff on 'Helen'

"Helen Goes to Troy" presented at the Alvin, N. Y., last spring and spring, was a financial success after promising start, cost the New York City, more money than originally estimated. Because of the principals were under contract to the House for the season of 1944-45, and at this opera will not be sent to the road by its producers, two weeks' salary was automatically due them at the start of the new season. Players were paid off on that score by New Opera last week; amount being \$8,600, distributed among 16 of the original cast.

"Helen" was reported to have represented an investment approximately \$125,000, although that amount was claimed to have been in excess of the actual cost. Show started with weekly grosses of around \$8,000. It was taken off after 12 weeks, place slowing down to around \$15,000 during the June hell week.

Bloomer Draws Hefty N. Y. Pull

Phenomenal public interest was manifested last week for "Bloomer Girl" even before opening when a day-long line at the Shubert, N. Y., ticket sale started. It was the result of word-to-mouth about the new show, which opened tomorrow (5), after playing a capacity tryout engagement in Philadelphia.

New show has been compared to b.o. potential, to "Oklahoma!" in its early days. The show was named "Bloomer Girl" at St. James on the same block. Last season, when "The Voice of the Turtle," Morosco, N. Y., by mid-December, and that ticket production, "The Voice of the Turtle," at the Majestic there was also an opposition line to "Oklahoma!"

Line for "Girl" was embarrassing to the Mike Todd staff, because West was still at the Shubert in "Catherine Was Great," that show having moved to the Royale on Monday (2). It had been planned to move "Catherine" the week before but it was apparently slipped up in the Todd office. Signs were hastily printed to the effect that tickets for "Catherine" were being sold by the lobby without waiting and the "Girl" ticket patrons were verbally urged to come to the Shubert. "Catherine" was not materially affected, as most tickets are sold by agencies, and at the boxoffice just before performance.

Dual job of the boxoffice staff was made tougher because there were 31 sellout parties sold in advance for "Girl." Such package sales are common and the advance sale of tickets will probably be considerably higher than the boxoffice prices, which are being sold at a loss in confusion. Most of those in line sought balcony tickets, bulk of the tickets being sold by the brokers, and it was assumed that some smaller agencies had "dipped."

There is an odd ticket scale for "Girl," top being \$5.40, established by the Shubert's night, top being \$5.20. Federal admission tax, \$5 plus tax, and with the interest in the show mounting, that should be a disappointment. "Girl" is the only attraction on Broadway at \$5.40, the brokers are expected to see a big profit. Because "Girl" is the only attraction on Broadway at \$5.40, the brokers are expected to see a big profit. Because "Girl" is the only attraction on Broadway at \$5.40, the brokers are expected to see a big profit.

Writing 2-Person Play

Leonard Livinson, ex-Variety man in L. A., is in from Hollywood to write a two-person cast comedy, which will be produced by one character up on John van Druten's "The Voice of the Turtle" at the Shubert, N. Y., to capacity at the Morosco, N. Y.

Two-person plays have been plentiful in New York, the most recent "Jealousy" and the other "Under Orders" latter being popular, each character playing two parts.

Yost Gives Up Script

"The Healer," play by Sam J. Park having a juvenile delinquent theme, which had been scheduled for production several times by Ben Yost, will now reach production under the wings of Harry Rogers. Later plans to put it on at the Shubert, N. Y., in Los Angeles or San Francisco. In Los Angeles, working east to Chicago for now and back, after that.

Yost, the choral-group producer, who transferred script to Rogers, was a financial success in Broadway production. He reportedly sold out \$2,700 to Park in advance royalties to retain the script.

Doubt Congress Will Oppose Theatre Shell Out

There's some speculation over the \$9,000,000 theatre project announced for Washington under the National Theatre Act, which was passed by Maj. Gen. U. S. Grant, III, will see this appropriation under the Treasury administration.

This \$9,000,000 project was first proposed in 1939 and has been almost forgotten. The site is a big parking lot, near \$9,000,000 appropriation will have to go through through the Congressional process. The hearings, at which the remonstrants can be heard, members of the Appropriations Committee in December are ready to whittle down all bureau figures.

John Replacement When Sullivan Exits 'Turtle' in December

It is virtually definite that Margaret Sullavan will be replaced by John H. Williams in "The Voice of the Turtle," Morosco, N. Y., by mid-December, and that ticket production, "The Voice of the Turtle," at the Majestic there was also an opposition line to "Oklahoma!"

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BJOU, N. Y., REMAINS A LEGIT THEATRE

Decision to retain the BJOU, N. Y., for legitimate production was made under which Joseph and Summy Strickley would have taken over the legit theatre, which had been in operation, it costs \$50.

The Strickleys, who have the BJOU, N. Y., and the Majestic, Brooklyn, were negotiating for the BJOU with the City Bank Investing Co., which had offered a deal to put up \$40,000 in advance for a year's rent, that being the figure the City Bank had quoted. However, at the last minute the producers of the legit, "Angel Street," offered a lease for the BJOU, N. Y., and the Strickleys, with result the City Bank called off negotiations with Strickleys. The Strickleys, who have the BJOU, N. Y., and the Majestic, Brooklyn, had already discussed a proposal to make it a showcase for legit production, and the Strickleys boys and their father, Leon, are refugees from France where they have 75 theatres.

Out-of-Town Tryout Clicks Point Up Increasingly Need N. Y. Theatre Need

Get Pay Increases

Users and doormen in New York legit theatres have been granted pay increases, although not as much as last year. The average increase sought, Users' pay of \$11 per week will be boosted to \$13, those in general getting \$12 and doormen \$20. Ticket-takers will have a minimum of \$27, backstage doormen to get the same pay. Scale asked for doormen was \$40.

When higher pay for users was demanded originally, theatre owners objected, saying it was part-time work and that the union wanted to "make a career out of ushering." The union is not subject to the War Labor Board.

Judge Reverses Moss Agency, Nix

New York Supreme Court Justice Dineen has overruled Commissioner of Licenses Paul Moss, who had revoked the ticket agency license to Mrs. Ellen B. Green, and in ordering the permit issued. Dineen commented that the commissioner's move "appears to have been arbitrary."

Broker has a 42nd street office and has been operating the ticket agency since 1935. The same office was formerly used by the Park agency, license for which was revoked last season. The same office was formerly used by the Park agency, license for which was revoked last season. The same office was formerly used by the Park agency, license for which was revoked last season.

Last week Harry Cohen, who operates the defunct Cole agency, was listed for trial in special sessions on the charge of selling tickets without a license, last season. The case was postponed. Agency license was cancelled for alleged sipping and thereafter, Cohen was caught doing business on two occasions, resulting in his arrest.

Moss says he is investigating complaints of overcharging for tickets, "Oklahoma" (St. James, N.Y.) being the most common. He mentioned theatres arrest and criminal proceedings in magistrate's court preliminary hearings on license and pensions if offences are detected.

PROGRESS IN TRY TO GET ACTORS MAG CREDITS

Caption credits to actors in pictures, a public move made by newspapers is still Equity's problem child but progress is reported in a "campaign" to get players' names in type. A joint letter sent by Equity and the managers (League of New York Theatres) to N. Y. dailies and the leading mag brought a number of replies, mostly favorable. There were hardly assurances that all names in group photos would be used. Some publications did not respond, while one which did was distinctly resentful.

Saturnus replied that the idea seemed to be "furthering a publicity man's dream," editor refusing to place names in the paper. The "best" man's dream, Mag's letter went on to say that it declined to identify names, referring to them as "actors." "James named Sadie," carrying "space." Equity and the League thought of an indelible stamp to put it but the Post response inspired a single to those in the know.

Early in the summer there was a plan to publish a magazine and magazine people about picture credits, with a couple of the latter group to use what they could. The matter they wanted, also indicating that "theatrical layouts" might be used. The plan was to publish a magazine and magazine people about picture credits, with a couple of the latter group to use what they could. The matter they wanted, also indicating that "theatrical layouts" might be used.

Threat of a theatre death on Broadway to accommodate the 1944-45 product is becoming more evident as the season opens. The theatre new shows was not unusual; it was realized that such ventures would be a financial disaster. The theatre new shows was not unusual; it was realized that such ventures would be a financial disaster. The theatre new shows was not unusual; it was realized that such ventures would be a financial disaster.

Some showmen committed to go through with shows but without Broadway booking contracts, may attempt to survive the winter for more or less indefinite periods, to await main stem better. From present indications, new shows, although regarded as successes, will not be able to open in New York this late New Year's, and there is a reasonable chance that such ventures can fare well enough on the road.

Almost sure thing there is speculation about reclaiming former legit houses from picture houses. It is again being muffled. Several theatres on 42nd street are mentioned as possible locations for picture films and are reported to be profitable most of the year, so it would need convincing the picture operators to look in shows. Managers of two former prominent legit theatres, which have been closed, state shows but would require guarantees of profits equal to those being lost.

Only Ziegfeld Converting
Despite talk of picture houses changing shape, only one thing is certain, only one such shot is making any change. That is the Ziegfeld house, which is being converted to a picture house. The Ziegfeld house, which is being converted to a picture house. The Ziegfeld house, which is being converted to a picture house.

Thought of reconverting theatres to picture houses is being given less of a mirage, and there is even less chance that radio licenses will be obtained. The picture houses are being given less of a mirage, and there is even less chance that radio licenses will be obtained. The picture houses are being given less of a mirage, and there is even less chance that radio licenses will be obtained.

JUNE HAVOC REPLACES MERMER AS 'SADIE'

Sudden switch last week placed June Havoc in the title part of "Sadie Thompson" after Ethel Merman withdrew from the musical version of the play. The switch was made for more than two weeks.

Mis Merman is reported to have been in the hospital for a long time. The switch was made for more than two weeks. Mis Merman is reported to have been in the hospital for a long time. The switch was made for more than two weeks.

Mis Havoc was featured in "Merrill's Men" in the Broadway show. The switch was made for more than two weeks. Mis Havoc was featured in "Merrill's Men" in the Broadway show. The switch was made for more than two weeks.

THE GOLDEN TOUCH

FRANKIE CARLE

his piano and his orchestra



ONCE IN A MILLION DREAM YEARS a generation in show business

These were the optimistic terms used in this space less than one year ago to announce the introduction of "Frankie Carle and His Own Orchestra". Securing the colorful praise-phrase of newspaper critics throughout the nation, the earlier announcement, too, was headed: "The Golden Touch of Frankie Carle".

Less than a year later, it has acquired a Touch meaning to match its significance for Carle audiences throughout the nation. Without relying on imitation, sensation, or imitation, The Golden Touch of Frankie Carle has become accepted throughout the amusement world as topflight identification. Thus, the Dollar Sign to complement the G-Clef. The symbol marks one of the rarer instances in the entertainment world when what is considered "Big-Time" backstage is also "Big-Time" at the Box Office.

It is with pardonable pride, that his associates say:
"PREDICTION FULFILLED"

Shattered every speaking night record in the history of the Hotel Pennsylvania last Monday night!

Exclusively—COLUMBIA RECORDS

General

AMUSEMENT CORPORATION

NEW YORK CITY, N. Y.

THE NEW YORK TIMES

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PRICE 25 CENTS

AFM TO REJECT 'REL' SPREAD

AFM Rejects D. C. Bid for Disc Peace; 'Must Accept Our Terms'—Petrillo

Despite repeated assertions that he would give in to President Roosevelt if the latter requested the American Federation of Musicians to end the recording controversy, James C. Petrillo, union president, announced yesterday (10) that the AFM executive board has rejected FDR's demand to end the disc ban.

Rejection, while not wholly unexpected, is based, according to Petrillo, on the change of conditions since he originally promised to adhere to the President's request. AFM proxy further stated the situation will maintain the status quo unless RCA-Victor, Columbia and NBC transcriptions, the record companies affected, sign on his terms.

While Mr. Roosevelt's wife to Petrillo asking for an end of the dispute did not clearly state whether a settlement was sought on the basis of pre-ban conditions, or merely obedience to the recent War Labor Board decision (which ordered RCA-Victor, Columbia and NBC transcriptions to pay the AFM a royalty per recording sold with a governing board outside the union to administer the resultant coin), the executive board apparently chose to read into the message a request for return to pre-ban conditions. It is an-

(Continued on page 38)

N. Y. Daily News Plans

FM-Tele Studios In Own Plant After The War

Plans for a "Radio City" of its own are being developed as a post-war step by the Daily News, N. Y. City, plan to be included in the new 24-story skyscraper, the paper announced last week. The building, located on the corner of 42nd Street and Broadway, will start building as soon as war conditions permit.

N. Y. daily plans to have both an FM station and television outlet in its new setup. Applications now being filed by the FCC for licenses in the various spectrum.

News is owned by Joseph Patterson, cousin of Col. Robert McCormick, owner of the Chicago Tribune and WGN, and a major stockholder in Mutual.

NEW 3¢ STAMP GIVES DOUBLE HONOR TO PIX

Washington, Oct. 10. A new 3¢ stamp to be issued Oct. 31 by the U. S. Post Office will be a double-feature honor, for the picture business.

Officially, it commemorates the 50th anniversary of the industry, but the symbolic contention—male and female members in uniform looking in open-air scene on a South Pacific—also pays tribute to the pix biz's war effort.

Runyon's 2d Operation

Damon Runyon, who had a serious throat operation early in the summer, returned from the Coast last week and re-entered the Memorial Hospital, N. Y., where a second operation was performed. The surgery is medically termed "resection of the jaw."

No visitors are allowed.

'Voice' Silenced on FDR Visit Reference As Guest Of Benny; Plenty Burned

Frank Sinatra burned plenty Sunday (8) afternoon prior to his guest spot on the Jack Benny program, sponsored by American Tobacco Co. His "Lucky Strike Hit Parade" boss Script of his verbal exchange with Benny originally called for reference to his recent trip to Washington for tea with President Roosevelt. However, the bit was deleted.

Sinatra was so angry about the censoring that he almost refused to go through with the guesting and he's said to be still trying to determine who ordered the deletion, without success.

Sinatra is now a hot FDR rooster's going on the air Oct. 28 to vote for him) and his kid fans, even though they're not old enough to vote, are following suit. They're all wearing FDR buttons.

MONTGOMERY PIC PLANS VAGUE; OUT OF NAVY

Hollywood, Oct. 10. Lt. Comdr. Robert Montgomery went on inactive duty status with U. S. Navy yesterday (9) after arriving from the east over the weekend. He has seen war service for the past four years, having been in France with the American Ambulance Corps and then returned to enlist as Lt. (J.G.) in Navy. He served as naval attaché in London for four months and then took P.T. boat training in Panama, followed by a year of service in the South Pacific, where he saw action at Guadalcanal, the Marshalls and other naval engagements. He took further schooling in New England and served as operations officer aboard a destroyer during the D-Day invasion of Normandy, also in some capacity on the first destroyer to enter Cherbourg harbor.

Metro has announced there are no immediate plans for his returning former star.

Russia Itself Doesn't Want Communism to Sweep War-Shattered Europe for Basic Economic Reasons—Favors More Moderate Industrial Stability

NAZI-HATING THEME

Soviet screen, according to discussion among Russian expats in the U. S., is being called upon to handle a subtle type of propaganda to prevent a radical split in Europe following the termination of hostilities. Aim of the Soviets, through use of the screen among other media, from accounts is to block swift conversion to Communism, which is generally acknowledged as threatening in western and central Europe; and to avert revolutionary action in starved-out Europe.

At the same time the Soviets for (Continued on page 47)

Canteens Mull'd For Berlin, Manila!

American Theatre Wing is planning to set up Stage Door Canteens in Berlin and Manila as the Allied troops move in. Idea has been inspired by the steady advances of the Allied into enemy territory.

Wing's general procedure in establishing canteens outside of New York is to supply the first financing with the communities carrying on the war effort. Such cooperation is hardly possible in foreign cities as there are means to support canteens in those points will have to be worked out. Possible that the Army will be a factor in overseas canteens, figured to be cases not only for the men but touring entertainers as well. Likely that shows from this side and the canteens will supplement each other, and all indications are that both will be an Army "must" because troops will remain overseas indefinitely after hostilities cease.

Plans for a Stage Door Canteen in Paris are already under way, with Lt. Col. Warren P. Minnelli as well, representing the Wing. He acted similarly last winter when the first Wing Canteen was opened overseas in London.

MORE DRESSING-UP IN N. Y.

More dressing-up of late has been seen at the theatres and in the class parties in N. Y.

Fewling is beginning to assert itself as the fortunes of war warrant a little more gaiety in garb.

Legit Revue Urging FDR's Election Meets Plenty Fireworks in Boston

By RUDOLPH ELIE, JR.

Boston, Oct. 10.

Video Terp Teaching

Arthur Murray and his wife will teach the rhumba and jitterbug routines to Tars and Spars on the DuMont, N. Y. station, WABD, Sunday (23) at 8 p. m. Sinatra will be sponsored by Flatterie Hostery Co. Television Workshop is producing the Norman D. Waters agency is handling for the sponsor.

Rascoe Rips 'Bloomer,'

Ses 'It's All Right If You Don't Expect Too Much'

"Well, when he goes again," was the comment heard on Broadway last Friday (8) when Burton Rascoe, World-Telegram's wartime critic, panned "Bloomer," which opened brilliantly at the Shubert the night before. Most of the notices were rave, Rascoe's being an exception, though another reviewer grudgingly called "Gill" a hit, but it was a generally dismaying opinion, too.

Last season, when the World-Telegram man reversed the critical field, going overboard in praising shows that flopped, one showman cracked that favorable mention by Rascoe was "the kiss of death." Producer of another show, the critic didn't like last week was quoted as saying that his notice was "the kiss of life." It's a comedy that started off with a promising first week.

Frighteners rated "Gill" as strongly as out of town; where the new musical was labeled a sure thing. According to Rascoe: "It is on the whole, probably the least entertaining musical in town," but concluded with: "The show is . . . all right if you don't expect too much." In his Saturday (7) review of the season so far, the critic bated (Continued on page 47)

If its reception in Boston is any criterion, "FDR's Bandwagon" is going to have a checkered career on its political haul around the country. Show was branded a "red" outfit before it opened, was picketed and finally interrupted when somebody heaved cannon firecrackers onto the stage. Otherwise, no bloodshed.

Credited to Edward Royce, revue stars Mary Lou Williams, Negro piano boogie-ist, with bass viol, drums and trumpet accompaniment; Helen Tamiris, Woody Guthrie and Sisco Houston, Jack de Merchant, Laura Duncan, Bernie Herin, Betty Royce, Rollin Smith, William Koff and Dan Nagrin, with Will Geer as m.c. and Earl Browder, Communist leader, as chief speaker.

Show as such was none too well received and was produced here without certain, blackouts being used for the skits. Consisted of specially acts interspersed with political skits aimed at Republicans in general and Thomas E. Dewey very much in particular.

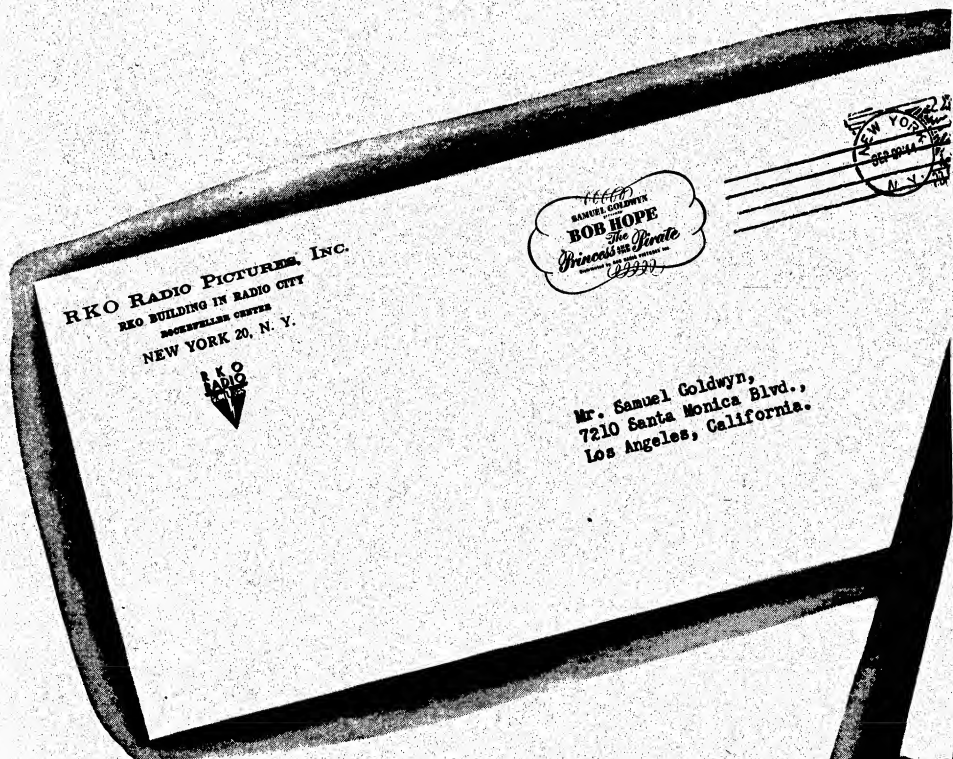
There was a skit involving Herin as a pitcher selling a dummy Dewey—and it looked like him! Man, who promised to do everything for everybody and still balance it. (Continued on page 47)

B'way Producers Fail To Encourage Theatre Attendance, Ses Serlin

Too many Broadway producers are lacking in the compulsion or initiative necessary to create greater audiences—that's a growing conviction among showmen who think this is a factor in what has become, of recent years, what they believe to be a static and sterile theatre. A major proponent of this thought is Oscar Serlin, whose production of (Continued on page 42)

IT'S A
NEW SHOW BUSINESS
GROSSING \$101,000
IN NO PROPRANCES

See Pages 24-25

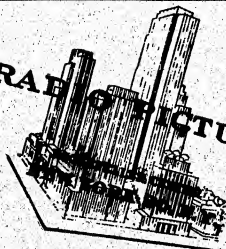


SAMUEL GOLDWYN
presents
BOB HOPE
The Princess and the Pirate
with
VIRGINIA MAYO
and
WALTER SLEZAK • WALTER BRENNAN • VICTOR McLAGLEN
IN TECHNICOLOR

Directed by DAVID BUTLER • Associate Producer DON HARTMAN
Screen Play by Don Hartman, Melville Shavelson and Everett Freeman
Released Through RKO RADIO PICTURES, Inc.

RKO RADIO PICTURES INC.

RKO BUILDING RADIO CITY



OFFICE OF THE
PRESIDENT

Mr. Samuel Goldwyn,
7210 Santa Monica Blvd.,
Los Angeles, California.

September 29, 1944.

Dear Sam:

I am so enthusiastic over "THE PRINCESS AND THE PIRATE" that I'm spreading the word to every member of our sales organization. To quote from my message:

"Not only is it the best comedy Bob Hope ever appeared in, but it's also one of the greatest adventure dramas ever filmed. Besides laugh upon laugh, it's packed with action, thrills and romance — and this unique blending of great comedy and colorful drama is something new to the screen."

"Bob Hope is positively terrific, and today he's at the very peak of his tremendous popularity. In lovely Virginia Mayo we have a new star bet who's bound to be big box-office. In fact, Samuel Goldwyn never demonstrated his genius for discovering stars more strikingly than he has in giving us this glamorous newcomer. Walter Slezak, Walter Brennan, Victor McLaglen and the others of the big cast are splendid, and Dave Butler's direction is something for the book."

" 'THE PRINCESS AND THE PIRATE' has been given the most lavish and spectacular production of any Goldwyn picture to date. It's packed with thrilling scenes of pirates and ships at sea and beautiful tropical islands—an atmosphere welcome to the screen at any time—and doubly attractive right now."

"All in all, it's Samuel Goldwyn's finest picture, and it will produce sensational box-office results far beyond anything we have ever encountered before."

You've given us a great show, Sam, and we're all highly enthused over its possibilities.

Best personal regards.

Sincerely,
Ned E. Depinet
Ned E. Depinet

Industry Looks for Raising of 15% Ceiling Under Little Steel Formula

The ceiling of 15% called for by the Little Steel formula, which has aroused much pre-election discussion, with demands from many quarters for its revision, will be raised rather than eliminated, in the opinion of industry union leaders and producer-distributor, execs, in touch with labor matters.

While in some circles it was confidently thought a relaxation of the Little Steel formula would come sometime this month, it is now virtually certain that President Roosevelt will not act on the matter until after the election on Nov. 7. A report on the L. S. controversy is being prepared by the National War Labor Board, which is making an exhaustive study of the situation and will probably have it in the President's hands in a week or so, but believed unlikely the Chief Executive will take immediate steps with respect to a change in the wage stabilization policy. Meantime, with many unions urging a revision or elimination of Little Steel, and several organizations are pressing for its retention.

Both AF of L and CIO unions in the film business are expected to do everything in their power to prevent, if not eliminate, the L.A.T.S.E., which at its convention in June passed resolutions demanding the rise in living costs, favor complete elimination of the L. S. formula.

James J. Brennan, v.p. of the I.A., is of the opinion that the L.A.T.S.E. may at least be raised, but argues that the whole formula should be thrown out because it doesn't fit in with film industry unions. The I.A. v.p. points out, however, as others have done, that the Treasury Dept., have been interpreting the L.S. formula too rigidly, with no regard for conditions and classifications under contracts permitting the granting of more money.

C. J. Scollard, executive assistant at Pac. to its v.p., ex-distribution, Arthur M. Braun, says that those who confide in the L. S. ceiling will be raised, but he, also, observes that the W.L.B. and Treasury Dept. have been generally liberal in acting on contracts calling for merit raises, boosts on classifications, etc., with rate more than 15%. Scollard, however, strongly emphasizes that the 15% allowable since Jan. 1, 1941, under the L.S. formula is away out of proportion to the increase in living costs since then.

Hyman Glickstein, widely known labor attorney and ex-president of the I.A., who represents various unions in the film industry, prophesies that the L. S. ceiling is bound to be eliminated in the same time expressing certainty that it won't be eliminated. Should the ceiling be raised, increases under any new ceiling established would be sought by unions he represents under deals that are comparable as far as wage scales are concerned, he stated.

TECHNICOLOR DEBUTING MONOPACK AT STUDIOS

Hollywood, Oct. 10. — Technicolor is going in for general introduction of its new monopack color negative for studio production, with Metro and 20th-Fox technicians cooperating in the task of smoothing out minor flaws and helping to make it available for widespread use in color filming.

Monopack is a 35mm adaptation of 16mm Kodachrome which has been made for six years for amateur field by Eastman Kodak. In its present form it is virtually a technicolor product and has for several years of testing and engineering. Metro has used it in "Lassie Come Home," and "One House," and "The Doctor, Son of Ficks."

SPU Protests Meet Delay

Hollywood, Oct. 10. — Screen Players' Union, issued an official protest against the recent action of the Screen Actors Guild in postponing for 60 days the regular annual meeting of Class B members, originally scheduled for Oct. 10.

SAG explained the postponement was ordered to await the National Labor Relations Board's decision on the SPU election petition. SPU's protest declared the move was "pure propaganda."

Schaefer Oversees 27

Hollywood, Oct. 10. — Busiest man on the Republic lot, Armand Schaefer, executive producer, with a program consisting of 27 pictures, almost 100% of the total output for the coming season.

Films are divided among 11 associate producers.

GI Fans Seen As Future B.O. Hypo

Minneapolis, Oct. 10. — Advice from Northwest exhibitors and film men in the armed services to friends here are giving rise to much industry optimism over the poster-outlook for the film industry.

"Sold soldiers here don't believe that the golden days for the movies will be ahead."

Showing of pictures in the camps here and overseas not only has created substantial good will for the industry, but, Northwest exhibitors have served to build a much greater potential audience for the films, as well as, Northwest exhibitors, serving Uncle Sam, who have commented on the matter in their letters.

Those who have been seen before are now even greater film addicts and many new fans have been recruited for the industry. The gain for the industry is all the more welcome to the industry here because, of course, the only motive of Hollywood in sending films to the camps was to help sustain morale by providing the boys and girls with entertainment.

As far as public good will is concerned, it also has been enhanced for the industry in this territory by the people's part of the W. L. B. and the showing of W. L. B. leases on the screens, it is pointed out.

FILM WAGES ON THE RISE, \$75.35 AVERAGE PAY

Sacramento, Oct. 10. — Wage earners in the film industry during August showed an increase over the same month year ago, although employment fell off generally, according to the California Labor Statistics Bulletin.

Studio workers put in an average of 160.4 hours a week to collect average wages of \$75.35.

Aircraft workers dropped off 67,000 and shipyard employees 32,000 during the year.

Universal Denies Lift Of 'Flugel Street' Skit

General denial of all allegations was made in answers filed on Friday (9) in N. Y. federal court by Universal Pictures Co., Inc., to the complaint brought by Joey Faye, burlesque performer for alleged infringement of his copyrighted "Flugel Street," used in a film produced by the company called, "This is the Life."

Universal asks for dismissal of the suit on the ground that complaints fail to state claims against them. At the same time, notice for the examination of Faye before trial was also filed. The examination is scheduled for October 18 at 475 Fifth Avenue.

Other defendants are Universal Film Exchanges, Inc., Big U. Film Exchange, Inc., distributors of the film, and Loew's, Inc., which has the copyright office and also deny entering agreement to acquire right to "Flugel" through negotiations with Faye, as alleged.

Farrow Draws O'Sullivan

Hollywood, Oct. 10. — First job for the new director, drawing his return from Canada, will be the directorship on "Make Way for O'Sullivan."

Picture, based on a story by Myles Connolly is slated for a late December start.



JERRY WAYNE
Currently Headlining RKO, New York
Singing Star of Ed Wynn Show
For RKO's "Pilot" Series on the Blue, WJZ

JERRY WAYNE Currently Headlining RKO, New York Singing Star of Ed Wynn Show For RKO's "Pilot" Series on the Blue, WJZ

"Jerry Wayne sings with delightful ease, audience really goes for this singer... had to buy off."

Personal Management DELL PETERS 421 Madison Ave., New York City Publicity, OTHER FINE

20TH HEADS HUDDLE ON HIGH-BUDGETER SALES

Hollywood, Oct. 10. — Studio and homeoffice execs of 20th-Fox held confab last week on the sales policy, promotion and advertising on \$120,000,000 worth of product to be released in the next few months.

Confab will deal with the greatest numbers the company have ever handled in one session. Pictures include "The King of the Kings," "Something for the Boys," "Winged Victory," "A Tree Grows Brooklyn," "Thunderhead, Son of Ficks," "Billy Rose's Diamond Horseshoe," "Where Do We Go from Here," "Hanging Square," "No. 1 Hill," "Bon Voyage," and "Casting."

Attending the huddles were Spyros Skouras, Tom Connors, Joseph M. Schenck, David F. Zanuck, Murray Close, Fred Astaire, Harry Brand, Ed Reek, Charles Schlatter, Louis Shandrew, William McNamee, Roger Perri, Joe Moskowitz and Sam Shain.

Payne's 'Sisters' Switch

Hollywood, Oct. 10. — Switch in production schedules at 20th-Fox slated John Payne at top male in "The Dolly Sisters" instead of Bernard Brelvi, "And Again With," as originally planned.

Irving Cummings will direct "Sisters," with George Zuehl producer.

L. A. to N. Y.

Amos 'n' Andy, Jimmy Aronson, Tom Blackburn, Norman Blackburn, Benedict Bogeaus, Clarence Brown, Charles Correll, Althea Lee Cost, Jack Donohue, Margaret Ewing, John Lee, Betty Granger, Laid Glickstein, Bernard Brelvi, John H. Jittica, C. E. Hooper, H. H. Klemm, Sig Lerman, Nat Laskovitz, Melvyn Frank, Thomas Lengyel, Phil Linden, Carl Loew, Tom Loper, John Lee, Althea Lee, Michael, Gail Miller, Bernard Brelvi, Dean Morris, Jr., Dean Morris, Robert Orr, Robert Paige, Jackie Foley, Casey Robinson, Robert Ross, Morgan Ryan, Charlie Samuels, David S. Sayers, Shirley Temple, Irving Vessel, Tom Wills, Victor Wolfson, Herbert J. Yates.

N. Y. to L. A.

Irving Berlin, T. Welis, Cliff Work.

Scophony Director Warns Films Should-Op on Television Or Hold the Bag

Taylor-Cox Vice MacKae

Hollywood, Oct. 10. — Ray Taylor and Morgan Cox took over preparation of a Universal's forthcoming serial, "The Master Key," left unfinished by the death of Henry MacKae.

Currently Taylor and Cox are filming another cliffhanger, "Mystery Queen of the Jungle."

Ernst for Indies In Crescent Case

Morris L. Ernst has been retained as counsel by the independent producers seeking to intervene as friends of the court in the Department of Justice and-trial suit against the Crescent circuit in which appeal is scheduled to be heard in Nashville, Tenn., starting Oct. 18. Ernst is to be associated with Lloyd Wright in handling the picture.

Before filing a brief applying for permission to intervene on this basis it would normally call for permission from the defendant, Twentieth Century-Fox, to agree, counsel for the independents would have to apply to the courts for permission, it is explained.

Independent producers such as David O. Selznick, and others, are interested in the suit because, presumably, breakup of the chain would open more theatres to more favorable selling terms.

U'S 9-MONTH NET OF \$2413,507

Fact that the third quarter year ago, when the company was going through its merger proceedings, was responsible for Universal's picture drop in net profit. In the quarter ended last July 29, a year ago had a different tax setup and other angles which made the tax picture different from the past fiscal quarter.

Despite this condition, which makes earnings seem out of line for the latest quarter, Universal rounded out its first three quarters recently with a net profit of \$2,413,507, or 15% below the \$2,771,000 in the first 39 weeks a year ago. Also pointed out in financial circles that the good wind up the profit in year with net profits little changed from last year despite big upset in price.

FitzPatrick to Film Britain and Russia

Hollywood, Oct. 10. — James A. FitzPatrick, who has been restricted to the Western Hemisphere since the war started, has closed deals with the British and Russian governments to film those countries as soon as the battle Europe.

Metro producer will steer away from wartime devastation and stress rebuilding programs.

Candy Machine Burglars

Cleveland, Oct. 10. — Three youthful theatre burglars who broke into four bank houses recently, were nabbed last night by detectives who used psychology to trap them. In one night the gang stole candy vending machines in the Jewell and Ambassador.

Cops deduced that the burglars would strike next at the Jewell in the same neighborhood. They showed up within an hour and virtually walked into the police trap. Stolen goods and money lifted from four theatres was found on the boys, aged 17 to 20.

DAVES' FOURTH CHORE

Hollywood, Oct. 10. — Delmar Daves, tipped from writer to director less than a year ago, draws his fourth pilot chore at Warner's in "This Love of Ours."

John Garfield draws the star role and Jerry Wald produces.

By MIKE WEAR

Urging motion picture producers to unite in a determined effort to play their part in television, Eddie G. Hines, head of General Pictures Equipment Corp. and a director of Scophony Corp. of America (television), told "Variety" this week that some such overall movement is essential if the film business is to attain its proper position in the television industry. He implied that the industry, as a whole, should start soon on a comprehensive program, with the cost split among interested companies, so that picture companies later on would not find themselves playing second fiddle in the matter of station allocations.

Hines cited many reasons to "Variety" for the picture business to get into television; now, not the least of them being that the motion picture industry can find and develop supply of material, such as studios, stars, execs, directors, cameramen, sound technicians, the highly important fact that it has that most vital ingredient—showmanship. He explained that the high price of telecasting would be from film. Hines also was convinced that if the price of telecasting fell, the highly praised and the picture industry interests protected now, it might soon be in jeopardy.

Holding that there is a too natural assumption that radio, broadcast, is in a declining stage, Hines said of television broadcasts, he said that, even if they are permitted to do so, they would be in a declining stage of the film industry. Hines said the reason for this is that the step from radio to television is a much greater one than the picture business faced in the transition from silent to talking pictures, and that that change was epochal. He said only the fact that technical knowledge of apparatus required for television now resides in the radio industry gives broadcasters their own accepted position in the industry. Hines termed this "first" a bit fallacious since material for production is not in motion picture industry and press, and also because there are sources of technical knowledge and equipment for television which are available to film producers.

Uniquely Needed
The way Hines outlined the proposal for unified industry effort to "Variety," motion picture producers should join with one another. He (Continued on page 20)

HARMAN 100% INTO FEATURE LENGTHS

Hollywood, Oct. 10. — Hugh Harman Productions will discontinue all short subjects, and confine its activities to feature-length film in Technicolor, W. R. Shafter, general manager, announced. Policy switch takes place upon the completion of the current program of shorts for the Government, and picture plans to start producing a new animation piece.

Two stories are now in preparation, "The Wolf of the Desert," and "Merry-Go-Round," with the first slated for only 10% animation, and this is furtherance.

MacMurray, Fenton Form Indie Producing Firm

Hollywood, Oct. 10. — Fred MacMurray, currently under contract to 20th-Fox, is organizing an independent production company to be known as Mutual Productions, in association with Leslie Fenton and Patterson MacMurray.

First picture will be based on a story, soon, to be published in a national magazine. MacMurray as star. His 20th-Fox contract permits one outside picture per year.

Karloff Back at Work

Hollywood, Oct. 10. — Boris Karloff returned to RKO, following a spinal operation, but work on his highly anticipated "The Call of the Dead," has been postponed until December. Several pictures are now working on other pictures.

Intended: Karloff will start "Body and Soul" as new working on other pictures, with completion of "Dead" to follow.

A GREAT BIG "AA" SHOW WITH NOTHING BUT

SURE-FIRE ENTERTAINMENT
for theatres from Main Stem De
Luxe to Side Street Action!...It's
one of the best pictures ever made
among the screen's greatest Epics
of the West...Double-barreled for
attraction and satisfaction with
powerful marquee names and top-
budget production—AND BOX-
OFFICE THRU AND THRU!

JOHN
WAYNE

ELLA
RAINES

IN

**TALL IN THE
SADDLE**

WITH

WARD BOND
GEORGE "GABBY" HAYES
AUDREY LONG
ELISABETH RISDON
DON DOUGLAS

Produced by ROBERT FELLOWS Directed by EDWIN L. MARIN

Screen Play by Michael Hogan and Paul F. Fit

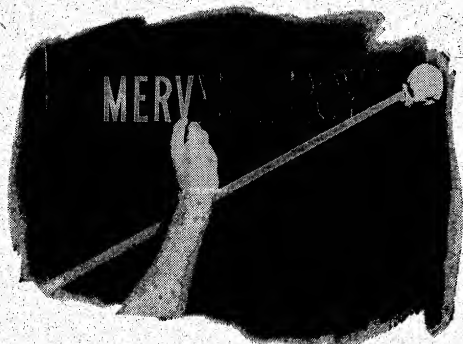


Eastern RKO Theatre Mgrs. Seek Mediation Bd. Action on Rathvon Nix

Filming starts Oct. 20, with John Gray producing and Jean YVES

brought directing.

WEL COME



To

Warners

AS THE COMPANY FOR WHICH
TRIUMPHS WE ARE ALL



Maryn HEN

ARROWHEAD PRODUCTIONS
FOR DISTRIBUTION BY



HE CREATED HIS EARLIEST
PARTICULARLY PROUD THAT

He Roy

CEFORTH WILL DIRECT HIS
TIONS EXCLUSIVELY*

Warners

JACK L. WARNER, Executive Producer



Argent. Exhibs Beat High-Rental Native Films Via Own Prod. Units

Montevideo, Sept. 28.
Argentine exhibitors have given
the military regime, which sought to

country, a big lesson in strategy for producers, who sought protection, will not soon forget. Government had decreed full rental of Argentine production. However, the producers' celebration of this victory was premature. Because several Argentine groups formed a powerful lobby, the producers' victory was a narrow one, which all exhibitors in that country may join by putting up 2,000 pesos (about \$1,220). In all, however, these associated exhibitors will have a share in all productions they run in their theatres. Also they virtually control

The top Argentine mini-producer, **El Trece**, is a public corporation that absorbs Pampa Studios and EFA producing organizations. Exhibitors are represented by Pablo C. Cavallo, Pablo Coll, J. A. Lattaret, Clemente Lococo and Jorge V. Linares. The company has a portfolio of theatres, including more than seven big first-run houses. Deal takes over all of Pampa's assets, including films in process of rolling, equipment, and contracts, at a nominal price of about \$780,000. The former owners are to receive a deceleration of their subscribed capital of around \$250,000. The Corporation also has absorbed EMELO, actively concerned in the production of ad-

Newly incorporated S. A. Pampa Film Co. board has J. A. Lautaret, as chairman, and Clemente Lococo, Pablo C. Cavallo, Pablo Coll and Jorge Mitre as directors, with Marcos and I. Fernandez as supplementary directors.

Still another Corporation is being formed also headed by Joaquin A. Lautaret with Manuel Pena Rodriguez, Mario Soffici, Francisco Mugica and Augusto C. Vatteone on the board. General distribution management of this setup has been offered to Don Enrique Pardo, chairman of the Argentine Picture Assn., and former manager of Universal's local office.

Independent producers, which include Lumiton and Argentine Sono-Film, now find themselves unable to release their latest product, except in second-run or nabe houses. Believed that by the time this snag has been overcome, the summer season will have arrived, making release unprofitable. As a result the same producers, who not long ago were shouting for obligatory release of Argentine pictures in first-run houses, now are holding back in hopes of saving their unreleased production for next

Pampa Corp. has announced it plans to make 24 productions during 1945. As a result of the government's announcement that it is prepared to select local studios with five tons monthly of liquid nitro-cellulose to allow producers to manufac-

ture their own raw stock, there is optimism in producer ranks. All principal studios are making plans for intensified production. In 1945, estimating 75 pictures will be made as compared with 20 produced (not all released) this year. San Miguel Studios, and Argentine Sono-Film estimate their 1945 production at 15 films each and Lumiton talks of 10.

SCHNEIDER SITS ON TOP OF ALL WB FOREIGN BIZ

All matters pertaining to foreign operations of Warner Bros. will henceforth clear through Sam Schneider, top executive at the homeoffice who has long remained more or less in the background. He carries the title of assistant to Harry M. Warner and, among other things, figures importantly in financial affairs of WB.

Following the resignation a couple weeks ago of Robert Schless as foreign general manager, Warners split the department, naming Joe Hummel, who was second in command to Schless, as sales head over Continental, Europe, all Scandinavian countries, Japan, the Middle East, and Africa. Wolfe Cohen, former general manager of distribution in Canada, was brought into the h.o. in charge of Latin-America, Mexico, Australia and the Far East. Max Milder, under the setup, continues in charge of Great Britain.

Warners is among the leaders in foreign sales.



OVER 150 PRECEDENT-BREAKING ENGAG



CENTURY-FOX

KEEP SELLING BONDS!

EMENTS...IN BIG CITIES...IN SMALL TOWNS...HAVE PROVED THAT EVERYWHERE

Darryl F. Zanuck's
WILSON
in Technicolor

Directed by HENRY KING Written by LAMAR TROTTI

IS THE MOST IMPORTANT BOX-OFFICE EVENT IN 50 YEARS
OF MOTION PICTURE ENTERTAINMENT!

H.O.'s Slow Chi But 'Buddy' Pastor Parker Brisk 32G, 'Janie Lust 22G

Chicago, Oct. 10.—Grosses continue on an even keel, albeit far from smash. "Armenia" looks solid at \$100,000, "Janie Lust" at the Roosevelt, looks brisk \$22,000. "Casanova Brown" is strong \$22,000 in second week. "At the Woods." Downtown is holding over \$10,000. "Impatient Years" (R) is riding for big \$26,000. "My Buddy" (WB) is a hand and Jean Parker will be big \$26,000 at the Oriental.

Estimates for Last Week:
Apollo (B&K) (1,500; 55-57)—"Gaiety" (MG) (3d wk), Hot \$14,000. Last week, net \$16,000.
Chicago (B&K) (3,500; 55-58)—"Seventh Cross" (WB) (2d wk), plus Perry Como heading stage show (3d wk), Miffy \$42,000. Last week, net \$20,000.
Downtown (Barker) (1,825; 44-45)—"My Buddy" (WB) (2d wk), plus Dore Delaney on stage (2d wk), Hot \$28,000. Last week, stock \$22,000.
Garfield (B&K) (3,500; 55-57)—"Mr. Winkle" (Col) and "Secret Command" (Col) (2d wk), net \$17,000. Last week, net \$15,000.
Grand (B&K) (1,500; 55-56)—"Christmas Holiday" (WB) (2d wk), plus "Night Gaiety" (WB) (3d wk) net \$10,000. Last week, net \$10,000.
Madame (WB) (WB) (releases), net \$5,000.

Oriental (RKO) (2,500; 44-45)—"Buddy" (WB) (2d wk), plus Arthur and Jean Parker on stage (2d wk), net \$22,000.
Libson (Rep) (plus Peter Lore and Louis Jordan on stage, ditto \$22,000).
Heavenly Days (RKO) and "Singing Sheriff" (U) (2d wk), net \$22,000. Last week, net \$22,000.
Chicago (B&K) (3,500; 55-58)—"My Buddy" (WB) (2d wk), plus Dore Delaney on stage (2d wk), Hot \$28,000. Last week, stock \$22,000.

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'Soldier Big 13G, 'Night Tars' Huge 21G, 'Lville

Louisville, Oct. 10.—Downtown houses got plenty of company from baseball over the weekend, with the Little League Series and the World Series at St. Louis holding 'em to the radio. Local team's success in winning the International Association, and games here with Baltimore Orioles, kept the fans excited and did not help him biz. Leader looks like "Love Soldier" among straight hits. "Night Tars" (WB) and "Strangers in Night" and "Stars and Stripes" unit on stage.

Estimates for This Week:
Brown (Fourth Avenue-Love's) (WB) (2d wk), net \$15,000.
"Dangerous Woman" (WB) (2d wk), net \$15,000.
"Pearl of the South" (WB) (2d wk), net \$15,000.
Kendrick (Switzer) (WB) (2d wk), net \$15,000.
"Show Me Love" (WB) (2d wk), net \$15,000.
"Pardon Myself" (WB) (2d wk), net \$15,000.
"Since Went Away" (WB) (2d wk), net \$15,000.

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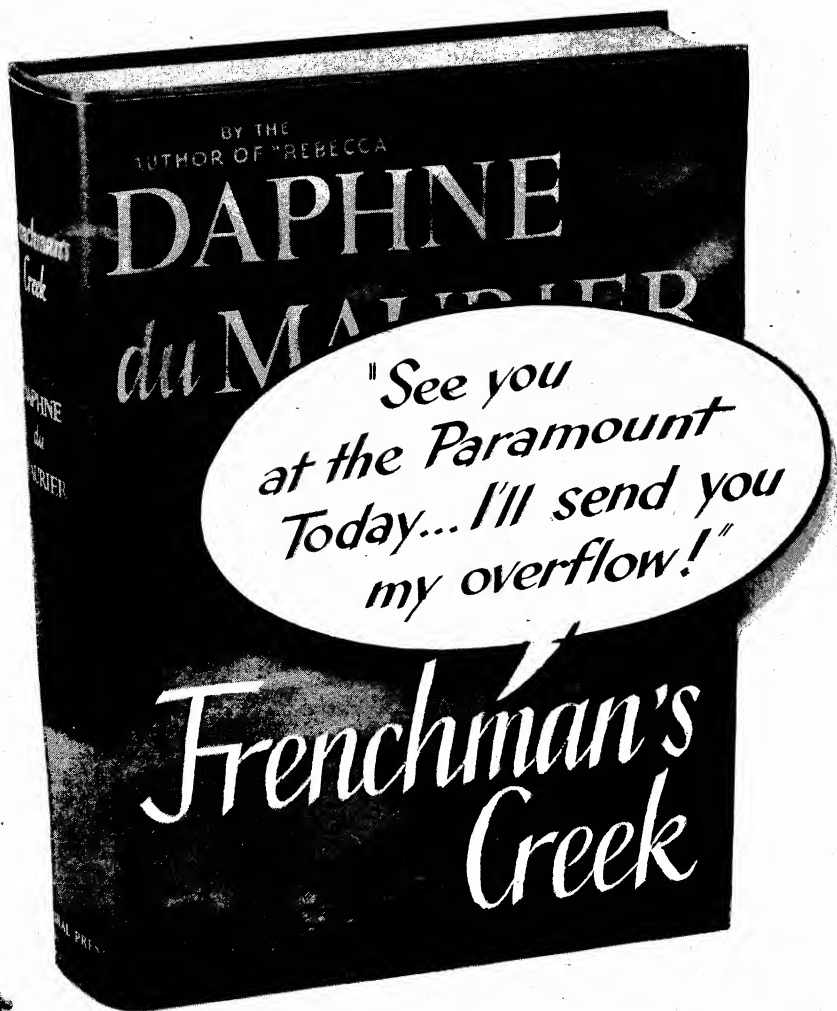
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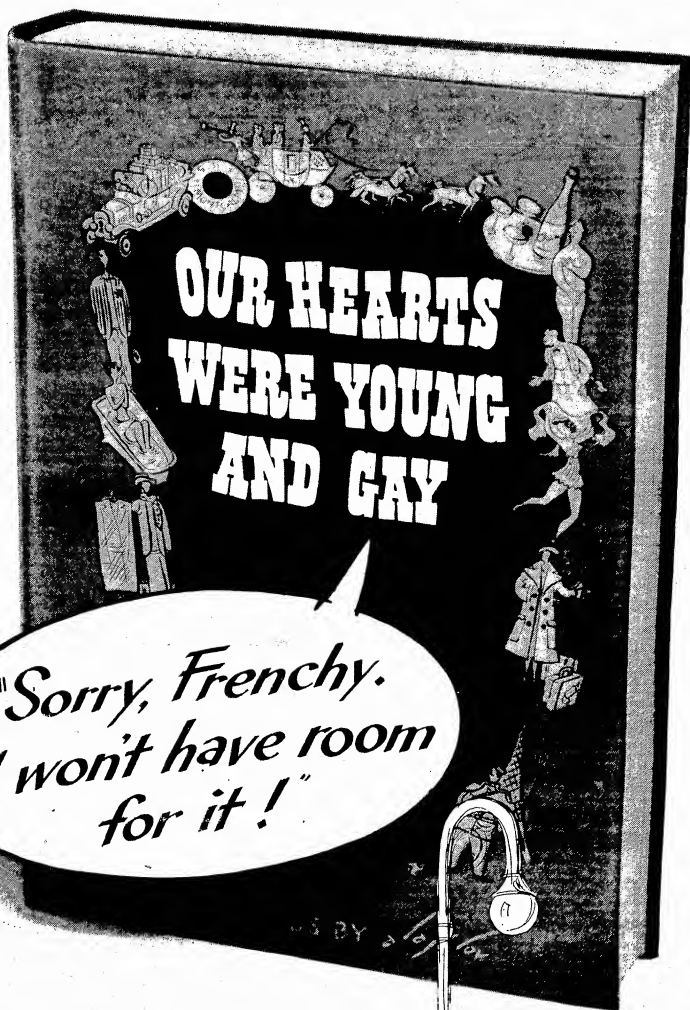
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YOURS FOR CHRISTMAS as 3rd week again breaks every record for receipts and attendance in 27-year history of New York Rivoli!

Paramount has the two



*"Sorry, Frenchy.
I won't have room
for it!"*

Best Sellers on

BROADWAY

20,000,000 PEOPLE read
it in Reader's Digest, Cos-
mopolitan and as a Book-
of-the-Month best-seller!



The glories of "Kismet" in rich Technicolor!
 "Mrs. Parkington," a production of magnitude!
 Mighty "American Romance," Technicolor Titan!
 The Bigness of "Seventh Cross"!
 Wonderful Technicolorful "Meet Me In St. Louis"!
 Never-ending is the magic of M-G-M
 We shoot the bank-roll to bring you HITS!
 Read what the trade paper Film Bulletin says:
 "This M-G-M lot is humming with big things—
 Mammoth sets . . . The Penn Station in New York—
 A famed tourist street in Los Angeles—
 A WAC dormitory—Lake Arrowhead Hotel—
 Even the Rocky Mountains are not immune—
 These are added reasons why M-G-M
Outspends all other film studios."
 Right you are, Film Bulletin, and they're
 Added reasons for  Leo's Leadership!

here is the story!

"TOP PICTURE of the industry's TOP YEAR!"

...and here are the facts!

TRENTON, N. J. population 124,000. ... Since you have seen this picture, you know it is the best picture ever made in more than 3 weeks in "Trenton history!"

"Since You Went Away" is a hold-over attraction everywhere! For instance, San Francisco, Oakland, Portland, Seattle, Los Angeles, Minneapolis, St. Louis, Chicago, etc., etc.

Hold-over grosses on "Since You Went Away" are a four 10% better than on any other hold-over attraction in years!

"Since You Went Away" plays to packed houses in the South, New York, and everywhere else. It is the most popular picture in the world as by the time it is released it is screen history!

Yes, that's what they're saying about...

David O. Selznick's

first production since "Gone With The Wind" and "Rebecca"...

Since You Went Away

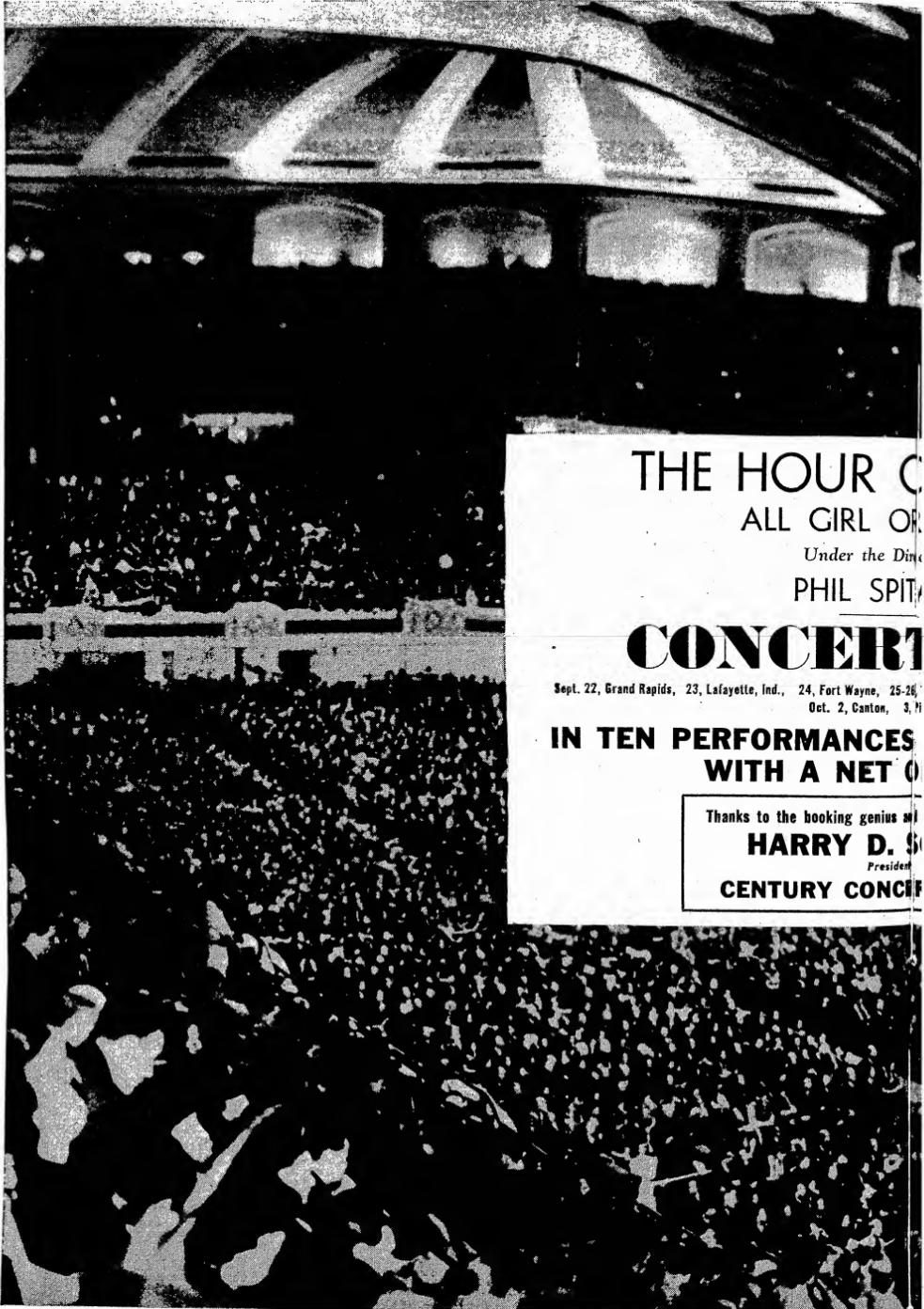


with the greatest all-star cast in screen history!

CLAUDETTE COLBERT · JENNIFER JONES · JOSEPH COTTEN · SHIRLEY TEMPLE · MONTY WOOLLEY · LIONEL BARRYMORE · ROBERT WALKER

DIRECTED BY JOHN CRONWELL · Released thru United Artists

U.A. DAY!
IT'S INDEPENDENTS



THE HOUR C
ALL GIRL OR
Under the Dining Room
PHIL SPIT

CONCERT

Sept. 22, Grand Rapids, 23, Lafayette, Ind., 24, Fort Wayne, 25-26,
Oct. 2, Canton, 3, M

**IN TEN PERFORMANCES
WITH A NET O**

Thanks to the hooking genius of

HARRY D. S
President

CENTURY CONCF



OF CHARM ORCHESTRA

ction of

ALNY

T TOUR

, Toronto, 27, Montreal, 28, Buffalo, 30, Cleveland,
Pittsburgh,

**GROSSED \$101,000
OF \$52,500**

the smart promotion of

QUIRES

RTS, Limited

AFRA-Web Deadlock Looks Headed For WLB; Agencies Pressing Retain In Move to Get Regional Pacting

Predicted fireworks between the American Federation of Radio Artists and the networks are now in the full flaming stage. Strong possibility that AFRA will bring its case to the Labor Board now that negotiations for new codes for commercial and sustaining shows are going down into a complete stalemate Monday and yesterday (10). Although negotiations between the unions and agencies have been on more than a week, virtually no progress has been made.

Deadlock has been caused by agency insistence, as presented in their behalf by the nets, for separate regional contracts for Hollywood, Chicago and New York. Although the agencies do not sign directly with AFRA, commercial contracts being covered by AFRA-network agreements, agencies have the dominant say in commercial contract provisions. Agencies rally the commercial code by letters to networks covering each spotter's program.

AFRA refused to accede to the regional contract proposal on the grounds it would weaken its bargaining position. One all-over contract was demanded by AFRA members since the union's recent convention, agents feeling that in view of radio's coast-to-coast operational range, all affiliates are out in line.

Network-agency stand is that signing one contract would put them in a vulnerable spot, to criticism from affiliates and agents in the middle and far west for "selling them down the river." They maintain that they should sign one contract binding affiliates and western agencies to certain practices, latter would have a justifiable belief the code include provisions the affiliates subsequently might require.

AFRA, it is understood, has yielded on one major point, in that it is willing to negotiate a separate scale for Chicago and Los Angeles, as opposed to one flat scale. But that AFRA is willing to sign a N.Y. scale, covering coast-to-coast shows and N.Y. local commercials, with another scale to cover Chicago and L. A. regional and local commercials. In any event, the coast-to-coast scale is the program's point of origin, would be the same.

Present AFRA code expires Oct. 31. New union demands include pay hikes, air credits and off-the-line practice revisions.

Harold Lloyd's Debut Ken Murray's Comeback For 2 New Old Goldies

Old Gold is turning back the clock by posting Harold Lloyd and Ken Murray as pilots of the two new Hollywood alicies which replace late star Allyn Ann Bates and the Jackie Gleason comedy alic on NBC. Show switches follow Ford O'Grady, transfer of affection from G. Walter Thompson agency back to Lennox & Mitchell.

New one-hour MCA package, Lloyd is down to do a Cecil B. DeMille on "Conquest Theatre of the Stars" slated to Oct. 23 on NBC in the 10:30 half-hour segment Sunday nights. It marks the radio pilot of the routine to air in the net and his first professional appearance in years.

Following "Comedy" shot will be "Palm Beach Story" with Claudette Colbert and Robert Young. Carl Hia has been set as technical director for the series with Myron Dunitz favored to land the producer chore. Ford O'Grady, transfer of affection from G. Walter Thompson agency back to Lennox & Mitchell.

Ken Murray's return to the network picture is set for Oct. 25 on the 10:30 half-hour segment of "The Wally Party" which is being handled by the agency as a new idea in audience quizzing utilizing an ingenious gimmick involving important names. Music will be Dick Himber's with Mel Williamson as the producer. It will be 8 p.m. slot vacated by Alan Jones.

John J. Woolley

Personnel at WNEB, N. Y., can hardly wait for the control stanzas, "Soldiers With Coupons" to end last Wednesday night, before announcing under Daniel P. Woolley, OPA administrator for this area, while the complaint concerning their own landfills.

Woolley participated in show each week with short jabs.

Union Coin Seen Going Nets' Way On FDR's Behalf

With the International Ladies Garment Workers Union set for four shows on Blue and the CIO and Teamsters Union (AFL) both closing deals this week for half hour spots on radio, it is clear that labor will become a sizeable purchaser of radio time between now and election day.

With NBC indications that labor will become a sizeable purchaser of radio time between now and election day, it is clear that labor will become a sizeable purchaser of radio time between now and election day.

CIO bought the Nov. 2 (Thurs.) 10:30 p.m. NBC spot being vacated by the campaign show "The Blue" moves to the Blue that night. Program has been completely set, but will stress the union's support for FDR, with Philip Murray and James B. Carey, CIO president and secretary, definitely scheduled to talk.

Teamsters will broadcast the following night, Nov. 3, in the 8 p.m. niche, cancelling "Waltz Time" for that night. Main speaker will be Daniel F. Tobin, Teamsters' president.

Stars on ILGWU A-liners

ILGWU has lined up five major show-biz names for its four weekly Presidential campaign shows on the Blue network, with the possibility that more may be added between now and Nov. 2, date of the ILGWU last pro-Roosevelt broadcast. Stars set by the union are Frank Sinatra, Danny Kaye, Edward R. Robinson, Paulette Goddard and Quentin Reynolds. Cagney and Reynolds will headline the "The Blue" show (Thursday). All work couple.

ILGWU format will be to use one or two stars per show, depending on the time slot. The union is working with prominent political figures, including Sen. Robert E. La Follette, Jr., and Vice-President Henry A. Wallace and Sen. Harry Truman. Sinatra and Wallace have been penciled in for Oct. 28.

Scripts for the ILGWU show are being done by Iva Marlon with Nat Rabinoff producing. Show will be being done by Harold Rome.

Wilbert Macfarlane, Mutual Executive, Dies Of Heart Attack in Chi

Wilbert E. Macfarlane, chairman of the Mutual Broadcasting System, died of a heart attack in Chicago, Oct. 10.

Macfarlane, chairman of the Mutual Broadcasting System, died of a heart attack in Chicago, Oct. 10. He was president of the company until 1943 and was v.p. of WGN.

Connected with the Tribune for 38 years, he was a widower and two sons both in the armed forces.

EVELYN KNIGHT

Singing Princess to King Ed Wyn on the "Happy" radio show (Friday 7-8:30, Blue) had DECCA RECORD, "Dance With A Dolly," is today's juke-box favorite.

"... closest to the king of them all—Crosby," Daily News.

"... shows how good a singer can be."—PM.

Management.

WILLIAM MORRIS AGENCY

Hooper Cancels Service to Dems

Claiming that the Democratic National Committee violated the terms of its arrangement by releasing to the press and radio information special audience measurements on Dewey and Roosevelt network speeches, C. E. Hooper on Friday (8) notified Lincoln and Reineck that he was suspending his further service on behalf of the Committee on campaign ratings.

Hooper in a letter to Variety that the rating organization's refusal to furnish such data to the trade press was in the interest of protecting out of the confidential arrangement between us and the Democratic National Committee.

Suspension, Hooper notified Reineck, included ratings on last Thursday's Lincoln and Reineck broadcast which the Dems had ordered on under the name of "Precinct Victory Drive" and also the rating on the audience to the single-DeWey speech carried Saturday (7) night.

Hooper, who by the time the arrangement made with the Dems specified "no release privilege permitted" and that the Committee violated the arrangement by releasing the data.

Reineck claims that during Hooper's absence on the Coast an associate gave the Dems an ok for the release of the data, but Hooper denies such was the case; that the Committee specifically refused to alter its policy.

Elgin's Thanksgiving 2-Hour Salute Taking Shape; All-Star Cast

Chicago, Oct. 10. Final talent lineup for the two-hour show "Elgin's Thanksgiving 2-Hour Salute" is about set with Dan Amberg as MC. Included are: Howard Stern, Burns and Allen, Frances Langford, Spike Jones and his City Slickers, and Lou Silver and his orchestra.

Ed and Jardine and Tyler Davis of the J. Walter Thompson agency here are currently negotiating with Fred Allen, Carl Brisson and Ben Barbers to round out the show with contracts scheduled to be signed by the end of the week.

Akers—Akron, DeSnoy National Council of Catholic Women is scheduling a monthly series of radio programs over WAKR, first one set for Saturday at 11:30 a.m.

It's Benny 4 to 1

Jack Benny copped a 212 Hooperating for his opening NBC program, Oct. 1, with the Kate Smith opposition show taking a 4-point nose dive (47) from its previous week of 193. In ratings, the 15-minute break-downs, however, here's how the Smith show lined up on the night that Benny premed: For the first half-hour the garage band of Hooper, direct to second hour, when the program signed off, and Flitch "Bandwagon" took over the NBC slot, the General Foods show went up 1 point to 8.

Unbaited delight in Benny's ratings is due to top rating hours. Hooper tallies for Oct. 1 disclose, is the 22.4 registered by Walter Winchell (Blue-9 o'clock) which puts him over Benny and in the No. 2 Blue night slot.

In fact the Winchell-Jergen's Journal program is only three-tenths of a point behind the Sunday night leader, Edgar Bergen, which shows a 22.7 rating.

Comment is the trade is that Ted Collins, who masterminds the Kate Smith package, could hope the second-half audience pull by the format of the program. Many remember that in the case of the Oct. 1 broadcast, many switching dial to CBS at the time of the Benny teatoff show found themselves midway through the Helen Hayes guest-host dramatization, resulting in audience confusion.

NBC's 'Policy of Persuasion' Aimed At Bolstering 'Weaker Sister Shows'

Job of hyping low rating shows on NBC has been taken over personally by the network's president, NBC chief is now engaged in combat with agency and station executives toward injecting more showmanship into programs NBC feels are not of radio, but are lacking in showmanship and station facilities in the present radio market.

Trammell declared last week that he is now working on six such programs, but refused to identify them. Success to Stan Jones, who is in charge of the talent group who's sketched for the Blue, hasn't been heard of with no decision expected for few months.

First Nighter's Last Curtain

Chicago, Oct. 10. Combination of low listener ratings, inability to get good scripts and poor showmanship, however, the Mutual network setup has prompted Campana Sales Co. to cancel its "First Nighter" series. The cancellation of the series was announced Saturday afternoon on NBC for resumption of "Grand Hotel."

Series which goes off Mutual Oct. 28 is one of the oldest dramatic series on radio, having been on since 1930 and on Mutual since September, 1942. It also has been on both CBS and NBC. The series, which bought the 4 to 4:30 p.m. (CWT) Saturday spot being vacated by "The Union Pacific" and "Grand Hotel" series to start Nov. 4.

Before deciding on reviving "Grand Hotel" there was talk of replacing the series with a new Saturday spot but Campana decided against it because name and nature of show did not fit with an afternoon airing.

Radio Writers' Guild, In Move to Fatten Treasury, Sets \$12 to \$120 Dues

Depleted treasury was responsible for decision of the Radio Writers' Guild to raise dues to \$120 a year. The last year's dues schedule and the group's constitution was amended by vote of the members to provide for an income via dues. New setup calls for \$12 annual dues for incomes from \$2,000 to \$5,000; \$16 dues for \$5,000 to \$10,000; \$24 dues for \$10,000 to \$20,000; \$30 dues for \$20,000 to \$30,000; \$36 dues for \$30,000 to \$40,000; \$40 dues for \$40,000 to \$50,000; \$48 dues for \$50,000 to \$60,000; \$56 dues for \$60,000 to \$70,000; \$64 dues for \$70,000 to \$80,000; \$72 dues for \$80,000 to \$90,000; \$80 dues for \$90,000 to \$100,000; \$88 dues for \$100,000 to \$120,000; \$96 dues for \$120,000 to \$150,000; \$104 dues for \$150,000 to \$200,000; \$112 dues for \$200,000 to \$250,000; \$120 dues for \$250,000 to \$300,000; \$128 dues for \$300,000 to \$350,000; \$136 dues for \$350,000 to \$400,000; \$144 dues for \$400,000 to \$450,000; \$152 dues for \$450,000 to \$500,000; \$160 dues for \$500,000 to \$550,000; \$168 dues for \$550,000 to \$600,000; \$176 dues for \$600,000 to \$650,000; \$184 dues for \$650,000 to \$700,000; \$192 dues for \$700,000 to \$750,000; \$200 dues for \$750,000 to \$800,000; \$208 dues for \$800,000 to \$850,000; \$216 dues for \$850,000 to \$900,000; \$224 dues for \$900,000 to \$950,000; \$232 dues for \$950,000 to \$1,000,000; \$240 dues for \$1,000,000 to \$1,050,000; \$248 dues for \$1,050,000 to \$1,100,000; \$256 dues for \$1,100,000 to \$1,150,000; \$264 dues for \$1,150,000 to \$1,200,000; \$272 dues for \$1,200,000 to \$1,250,000; \$280 dues for \$1,250,000 to \$1,300,000; \$288 dues for \$1,300,000 to \$1,350,000; \$296 dues for \$1,350,000 to \$1,400,000; \$304 dues for \$1,400,000 to \$1,450,000; \$312 dues for \$1,450,000 to \$1,500,000; \$320 dues for \$1,500,000 to \$1,550,000; \$328 dues for \$1,550,000 to \$1,600,000; \$336 dues for \$1,600,000 to \$1,650,000; \$344 dues for \$1,650,000 to \$1,700,000; \$352 dues for \$1,700,000 to \$1,750,000; \$360 dues for \$1,750,000 to \$1,800,000; \$368 dues for \$1,800,000 to \$1,850,000; \$376 dues for \$1,850,000 to \$1,900,000; \$384 dues for \$1,900,000 to \$1,950,000; \$392 dues for \$1,950,000 to \$2,000,000; \$400 dues for \$2,000,000 to \$2,050,000; \$408 dues for \$2,050,000 to \$2,100,000; \$416 dues for \$2,100,000 to \$2,150,000; \$424 dues for \$2,150,000 to \$2,200,000; \$432 dues for \$2,200,000 to \$2,250,000; \$440 dues for \$2,250,000 to \$2,300,000; \$448 dues for \$2,300,000 to \$2,350,000; \$456 dues for \$2,350,000 to \$2,400,000; \$464 dues for \$2,400,000 to \$2,450,000; \$472 dues for \$2,450,000 to \$2,500,000; \$480 dues for \$2,500,000 to \$2,550,000; \$488 dues for \$2,550,000 to \$2,600,000; \$496 dues for \$2,600,000 to \$2,650,000; \$504 dues for \$2,650,000 to \$2,700,000; \$512 dues for \$2,700,000 to \$2,750,000; \$520 dues for \$2,750,000 to \$2,800,000; \$528 dues for \$2,800,000 to \$2,850,000; \$536 dues for \$2,850,000 to \$2,900,000; \$544 dues for \$2,900,000 to \$2,950,000; \$552 dues for \$2,950,000 to \$3,000,000; \$560 dues for \$3,000,000 to \$3,050,000; \$568 dues for \$3,050,000 to \$3,100,000; \$576 dues for \$3,100,000 to \$3,150,000; \$584 dues for \$3,150,000 to \$3,200,000; \$592 dues for \$3,200,000 to \$3,250,000; \$600 dues for \$3,250,000 to \$3,300,000; \$608 dues for \$3,300,000 to \$3,350,000; \$616 dues for \$3,350,000 to \$3,400,000; \$624 dues for \$3,400,000 to \$3,450,000; \$632 dues for \$3,450,000 to \$3,500,000; \$640 dues for \$3,500,000 to \$3,550,000; \$648 dues for \$3,550,000 to \$3,600,000; \$656 dues for \$3,600,000 to \$3,650,000; \$664 dues for \$3,650,000 to \$3,700,000; \$672 dues for \$3,700,000 to \$3,750,000; \$680 dues for \$3,750,000 to \$3,800,000; \$688 dues for \$3,800,000 to \$3,850,000; \$696 dues for \$3,850,000 to \$3,900,000; \$704 dues for \$3,900,000 to \$3,950,000; \$712 dues for \$3,950,000 to \$4,000,000; \$720 dues for \$4,000,000 to \$4,050,000; \$728 dues for \$4,050,000 to \$4,100,000; \$736 dues for \$4,100,000 to \$4,150,000; \$744 dues for \$4,150,000 to \$4,200,000; \$752 dues for \$4,200,000 to \$4,250,000; \$760 dues for \$4,250,000 to \$4,300,000; \$768 dues for \$4,300,000 to \$4,350,000; \$776 dues for \$4,350,000 to \$4,400,000; 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\$1,160 dues for \$6,750,000 to \$6,800,000; \$1,168 dues for \$6,800,000 to \$6,850,000; \$1,176 dues for \$6,850,000 to \$6,900,000; \$1,184 dues for \$6,900,000 to \$6,950,000; \$1,192 dues for \$6,950,000 to \$7,000,000; \$1,200 dues for \$7,000,000 to \$7,050,000; \$1,208 dues for \$7,050,000 to \$7,100,000; \$1,216 dues for \$7,100,000 to \$7,150,000; \$1,224 dues for \$7,150,000 to \$7,200,000; \$1,232 dues for \$7,200,000 to \$7,250,000; \$1,240 dues for \$7,250,000 to \$7,300,000; \$1,248 dues for \$7,300,000 to \$7,350,000; \$1,256 dues for \$7,350,000 to \$7,400,000; \$1,264 dues for \$7,400,000 to \$7,450,000; \$1,272 dues for \$7,450,000 to \$7,500,000; \$1,280 dues for \$7,500,000 to \$7,550,000; \$1,288 dues for \$7,550,000 to \$7,600,000; \$1,296 dues for \$7,600,000 to \$7,650,000; \$1,304 dues for \$7,650,000 to \$7,700,000; \$1,312 dues for \$7,700,000 to \$7,750,000; \$1,320 dues for \$7,750,000 to \$7,800,000; \$1,328 dues for \$7,800,000 to \$7,850,000; \$1,336 dues for \$7,850,000 to \$7,900,000; \$1,344 dues for \$7,900,000 to \$7,950,000; \$1,352 dues for \$7,950,000 to \$8,000,000; \$1,360 dues for \$8,000,000 to \$8,050,000; \$1,368 dues for \$8,050,000 to \$8,100,000; \$1,376 dues for \$8,100,000 to \$8,150,000; \$1,384 dues for \$8,150,000 to \$8,200,000; \$1,392 dues for \$8,200,000 to \$8,250,000; \$1,400 dues for \$8,250,000 to \$8,300,000; \$1,408 dues for \$8,300,000 to \$8,350,000; \$1,416 dues for \$8,350,000 to \$8,400,000; \$1,424 dues for \$8,400,000 to \$8,450,000; \$1,432 dues for \$8,450,000 to \$8,500,000; \$1,440 dues for \$8,500,000 to \$8,550,000; \$1,448 dues for \$8,550,000 to \$8,600,000; \$1,456 dues for \$8,600,000 to \$8,650,000; \$1,464 dues for \$8,650,000 to \$8,700,000; \$1,472 dues for \$8,700,000 to \$8,750,000; \$1,480 dues for \$8,750,000 to \$8,800,000; \$1,488 dues for \$8,800,000 to \$8,850,000; \$1,496 dues for \$8,850,000 to \$8,900,000; \$1,504 dues for \$8,900,000 to \$8,950,000; \$1,512 dues for \$8,950,000 to \$9,000,000; \$1,520 dues for \$9,000,000 to \$9,050,000; \$1,528 dues for \$9,050,000 to \$9,100,000; \$1,536 dues for \$9,100,000 to \$9,150,000; \$1,544 dues for \$9,150,000 to \$9,200,000; \$1,552 dues for \$9,200,000 to \$9,250,000; \$1,560 dues for \$9,250,000 to \$9,300,000; \$1,568 dues for \$9,300,000 to \$9,350,000; \$1,576 dues for \$9,350,000 to \$9,400,000; \$1,584 dues for \$9,400,000 to \$9,450,000; \$1,592 dues for \$9,450,000 to \$9,500,000; \$1,600 dues for \$9,500,000 to \$9,550,000; \$1,608 dues for \$9,550,000 to \$9,600,000; \$1,616 dues for \$9,600,000 to \$9,650,000; \$1,624 dues for \$9,650,000 to \$9,700,000; \$1,632 dues for \$9,700,000 to \$9,750,000; \$1,640 dues for \$9,750,000 to \$9,800,000; \$1,648 dues for \$9,800,000 to \$9,850,000; \$1,656 dues for \$9,850,000 to \$9,900,000; \$1,664 dues for \$9,900,000 to \$9,950,000; \$1,672 dues for \$9,950,000 to \$10,000,000; \$1,680 dues for \$10,000,000 to \$10,050,000; \$1,688 dues for \$10,050,000 to \$10,100,000; \$1,696 dues for \$10,100,000 to \$10,150,000; \$1,704 dues for \$10,150,000 to \$10,200,000; \$1,712 dues for \$10,200,000 to \$10,250,000; \$1,720 dues for \$10,250,000 to \$10,300,000; \$1,728 dues for \$10,300,000 to \$10,350,000; \$1,736 dues for \$10,350,000 to \$10,400,000; \$1,744 dues for \$10,400,000 to \$10,450,000; \$1,752 dues for \$10,450,000 to \$10,500,000; \$1,760 dues for \$10,500,000 to \$10,550,000; \$1,768 dues for \$10,550,000 to \$10,600,000; \$1,776 dues for \$10,600,000 to \$10,650,000; \$1,784 dues for \$10,650,000 to \$10,700,000; \$1,792 dues for \$10,700,000 to \$10,750,000; \$1,800 dues for \$10,750,000 to \$10,800,000; \$1,808 dues for \$10,800,000 to \$10,850,000; \$1,816 dues for \$10,850,000 to \$10,900,000; \$1,824 dues for \$10,900,000 to \$10,950,000; \$1,832 dues for \$10,950,000 to \$11,000,000; \$1,840 dues for \$11,000,000 to \$11,050,000; \$1,848 dues for \$11,050,000 to \$11,100,000; \$1,856 dues for \$11,100,000 to \$11,150,000; \$1,864 dues for \$11,150,000 to \$11,200,000; \$1,872 dues for \$11,200,000 to \$11,250,000; \$1,880 dues for \$11,250,000 to \$11,300,000; \$1,888 dues for \$11,300,000 to \$11,350,000; \$1,896 dues for \$11,350,000 to \$11,400,000; \$1,904 dues for \$11,400,000 to \$11,450,000; \$1,912 dues for \$11,450,000 to \$11,500,000; \$1,920 dues for \$11,500,000 to \$11,550,000; \$1,928 dues for \$11,550,000 to \$11,600,000; \$1,936 dues for \$11,600,000 to \$11,650,000; \$1,944 dues for \$11,650,000 to \$11,700,000; \$1,952 dues for \$11,700,000 to \$11,750,000; \$1,960 dues for \$11,750,000 to \$11,800,000; \$1,968 dues for \$11,800,000 to \$11,850,000; \$1,976 dues for \$11,850,000 to \$11,900,000; \$1,984 dues for \$11,900,000 to \$11,950,000; \$1,992 dues for \$11,950,000 to \$12,000,000; \$2,000 dues for \$12,000,000 to \$12,050,000; \$2,008 dues for \$12,050,000 to \$12,100,000; \$2,016 dues for \$12,100,000 to \$12,150,000; \$2,024 dues for \$12,150,000 to \$12,200,000; \$2,032 dues for \$12,200,000 to \$12,250,000; \$2,040 dues for \$12,250,000 to \$12,300,000; \$2,048 dues for \$12,300,000 to \$12,350,000; \$2,056 dues for \$12,350,000 to \$12,400,000; \$2,064 dues for \$12,400,000 to \$12,450,000; \$2,072 dues

WIDE WORLD OF RADIO

'—Or Is You Ain't'

Already there are optimistic and pessimistic schools of thought on the ambitious network programming plans. The optimists are arguing that the postwar situation is ideal for the networks if it will take the agencies years to regain what selective service cost them in tonight personnel. On the other hand, the pessimists take the slant that postwar leave talk and big plus don't mean a thing. As one skeptic expressed it: "Give the nets a whiff of cancellation gas and they'll die for the economy crotch, then out the window goes the big program department build-up."

However, an optimist answered that the Clet LaRoche clique at the Blue is already running court to network behavior by not being afraid to get rid of bad programs, even at the risk of losing a good sponsor who is devoted to it. Same optimist is of the opinion that this sort of example may be catching.

One thing is certain: the trade is certainly going to watch all the network program departments from now on with a sharp eye. For it's a cinch that the move for programming supremacy will have both predictable and unpredictable results.

Fly Swats Down TBA's Counsel For Heckling' Kesten at Spectrum Hearing; What Do You Do? Routine Fans Spark

Washington, Oct. 10.—What was generally conceded as an attempt of the opposition to embarrass Paul Kesten, exec. veepee of CBS and back his policy presentation on moving into higher frequency highlights in the week's FCC allocations hearing here. Actually it was clinaxed by Chairman James H. Fly slapping down one of the opponents with Kesten emerging from the set-to with ecstasies being upon him by Fly.

Backgrounding the dramatic interlude in the FCC spectrum hearings was Kesten's attempt to present an overall CBS statement embracing international shortwave, FM and television on the contention that the services in the postwar spectrum picture were so interrelated. Furthermore Kesten pointed out that he was skedaddled to show overseas soon and probably wouldn't be available for future appearances before the commission. He pointed out that he and the other CBS toppers have been working in close cooperation with war technicians and that the latter would be available for after circuit examination, as back up the Kesten statement.

William A. Roberts, former counsel for DuPont and appearing at the hearing as counsel for the Television Broadcasters' Assn., raised strenuous protest to Kesten's presentation of the overall picture, at one point jumping Fly to the CBS exec's defense and berating Roberts for resorting to heckling. That was when Roberts asked Kesten: "What do you do?" Fly told Roberts to stick to the facts; that he was not testing him on ordinary personal matters with one of the industry's leaders.

Upon Kesten's completion of his remarks on international shortwave, leaving FM and tele policy still to go, Fly called an adjournment for lunch at which point RCA, DuMont and TBA rep went into a huddle. It was demanded of the commission that the TBA report be restricted to the international DX aspect. Upon resumption of the hearing, the commission was also ruled that FM and tele reports would be continued on page 34.)

Earl Larimore, Recovered, Returning to Acting, But This Time Via CBS Serial

Earl Larimore, former Theatre Guild star who played many of the most colorful roles in postwar years, recovered from his long illness and will resume acting, but in radio. He has been cast for the first time in the Shakespearean actor (father of the heroine) in the CBS serial, "This Life is Mine," written by Abby Richman and Lynn Stone. The part has been in the hands of legit actors, being played by John Barrymore, Jr., McGraw, now touring in "Tomorrow World," and later handed by William Woodson from "Othello" but since drafted.

"This Life is Mine" is supervised by William J. Landry and directed by Mark Leach.

AGENCIES FACING REAL CONCEPTS

By GEORGE ROSEN

The Blue Network's sensational raid last week on the staff of Young & Rubicam highlights a situation that has been apparent for some time to radio circles in New York. Draft Inroads have thrown advertising agencies for a bad loss, in the aggregate, as regards radio program showmanship, and consequently the four major networks now have their best opportunity since 1932 to make their program departments mean something.

While thus far only the Blue and Columbia, as many in the trade were quick to point out, have done much to prepare themselves for the competitive setup likely to prevail in 1945 and '46, Mutual has already moved to upgrade its own program operation, and prexy Niles Trammell has been stepping actively into the picture to hype NBC weak spots (as detailed elsewhere in this week's Radio section).

Broadcasters see the ambitious on-the-make Blue program team, led by Chester LaRoche and Hubert H. Brown, matched against the fabled, free-lancing Columbia program team, led by William S. Paley and Douglas Coultter. It's a provocative battle of creative brains and ready cash.

There are lots of factors that will influence the final results. One factor is the good will, extremely important in program departments, and "Variety" 1939 through 1941, often mentioned in the past. Columbia and the Blue are thought to be about even, though in the matter of the Blue is now playing, in spades, the same "pay-to-get-executive-talent" attitude that has marked CBS. (Continued on page 30.)

HIGH PLACES GETTING WASH AND POLISH JOB

A number of changes have been initiated in the CBS serial "The High Places." Show is moving from 3:45 to 3:30 p. m. and the original author, Ann Daly, is returning to duty after sick leave. Payette Krum of the CBS writing staff has been phasing-hitting.

Joan Tetzel and Ethel Owens are both out of the cast, presently on the road with legit shows. Casting is being completed currently for new plot sequence. John Dicke directs for CBS.

\$170,000,000 Record Total Billings Seen for Webs in '44; Blue's 61% Hike

With gross billings for the four major web airs topping \$135,000,000 for the month of August, representing a 20% increase in business over last year's figure for the same period, the networks appear headed for an all-time high total of \$170,000,000 for the year. This would exceed last year's gross time sales by approximately \$15,000,000.

CBS again was out in front for the month of August, with billings totaling \$53,945, with NBC running a close second with \$52,620. Representing a 61% increase for the month over last year's figure was \$53,590.46, way out in front with 61%.

On the cumulative side, total billings for the eight-month period reached \$429,249,145, representing an increase of 23% over last year's figure of \$353,325,259. CBS led with \$44,209,134; NBC second with \$41,508,382.

NETWORK GROSS TIME SALES

	1944	1943
Blue	\$53,590.46	\$52,715.063
Blue	\$47,531.945	\$47,313.104
Columbia	\$51,416.00	\$50,250.412
NBC	\$52,620.00	\$47,632.862
	\$155,948.997	\$127,972.981
FOR FIRST EIGHT MONTHS		
Blue	\$392,344.623	\$316,648.305
Blue	\$349,091.134	\$345,226.846
Mutual	\$129,230.224	\$119,954.974
NBC	\$41,508.382	\$41,508.384
	\$1,232,962.47	\$985,312,596

Blue Throwing That Coin Around Cuening Querries, 'How Long Can It Last?'; Postwar, Personnel Splurge

Rudy 'Dood' It

Interesting footnote on the latest Hoopers is the 10.1 rating, chalked up by Rudy Vallee, host of his new Proctor & Gamble NBC show, despite the fact he's been absent from the air for nearly two years. That puts him only 2.3 behind Frank Sinatra's 12.4 rating for his Wednesday night CBS Vinnie program.

Vallee rating, in the face of that is something short of ideal network time (Sat. night 8-8:30), and general consensus, that it's a misbegotten show requiring a hyped formula, is attributed to the vet crooner's showmanship. That he's retained a following was evidenced by the fact that during his tenure in the Coast Guard he garnered considerable fan mail.

They Satisfy—But Also an Irritant

Accompanied by reports of serious internal strife at the Newell-Emmett agency, it was learned this week that the NBC-Chesterfield-Johnny Mercer musical series, heard for the first time on the radio (replaced Waring) is being dropped early in December. No replacement as yet.

This Chesterfield moves completely out of Hollywood, its John Mercer, "Pleading Parade," show, aired three times weekly, tossing in the sponge next Tuesday (19). Next it is being replaced by a musical show starring Johnny Johnston, Jean Tighe, and Paul Brown's 20-piece orchestra with disc jockey Martin Block as emcee. Show, on CBS, will occupy the 7:15-7:30 p. m. slot Tuesday (19). New one on an MCA package.

"Zipped lips" were in order at Newell-Emmett concerning the reported dissension but the trade recalled that, when the Waring-Chesterfield divorce became final and Mercer went into replace, similar rumblings were heard leading to indicate that the choice of Mercer did not meet unanimous approval at the agency or sponsor's headquarters.

There's one aspect of the Blue network's "inner-sanctum" overhauling, its splurge to top-shelf programming and production and ambitious plans for a postwar excursion into television, FM and facsimile, that's causing considerable speculation within the industry. That concerns the financial aspect, with plenty of conjecturing as to what happens when the bottom of the sock is reached.

It's no trade secret that the Blue, in wooing its new hierarchy, is tossing out his bait, with the top-bracketed salaries reportedly bigger than anything rival networks are paying. Similarly, the Blue is lifting the ceiling on bolstering its programming "skid." And it's talking in terms of multiple millions on post-war expansion, which will include new buildings in New York, Chicago, San Francisco and Hollywood. All of which has provoked the comment in some circles that "the honeymoon period" isn't over yet. There was some capitalizing, since the upheaval must be understood by stock, hard cash.

In recent weeks, the Blue has talked on the possibility of the Cowles brothers moving back with the Blue, with Henry R. Lucas of the Life-Time-Fortune mag dynasty stepping out. Report had it that the Cowles would turn over to the Blue their newly-acquired stations. Recent reported attempts to buy the Blue, unhelped, WHOM immediately on the heels of their purchase of the Jersey World, and the Blue has been desirous to acquire one instead, in Philadelphia, in view of the Blue's long-standing rivalry with the city of Boston, Philadelphia, Washington and N. Y. However, the WHOM deal has to go through the city.

Furthermore, with the Luce interests moving "March of Time" out of Hollywood, the Blue's opinion now is that Luce has taken firmer roots in the network operation.

Plugs As Part of Benny Show Reason Behind Can. Fadeout After 1 B'cast

Toronto, Oct. 16.—To puzzlement of listeners in this country awaiting the Jack Benny program on the trans-Canada network, the Benny show, which began in the Corp. Sunday (8), slot was filled by a CBS stationer, "Serenade for Strings," called into action given by E. L. Bushnell, CBC director-general of programs, it was learned that Benny had hoped it might and the network, which Benny has been operating (1) was carried on CBC.

With Luckies not called in Canada now, the Canadian network was waffling messages in lieu of commercials with no mention of sponsors' profits in the entertainment portion of the program. Bushnell explanation now is that these plans were cancelled when Benny, being in Pacific, that Benny felt he could not commit himself to a guarantee that the show would be profitable in product-in-body of the program; hence cancellation of program in Canada for which he was paying the line costs.

Robert Luck's Exit

Fundamental differences of policy cited by the board of directors of the Robert Luck from the Pedlar, Ryan & Luck agency. He had become a partner in the firm Jan. 1 of this year.

Luck expects to continue in the ad business, but will not be actively forming his own outfit. Probably he will join another agency, HRAE, with no operation, under the old Pedlar & Ryan name.

Inside Stuff—Radio

How the radio industry in the Rocky Mountain region comprising Colorado and Wyoming is cooperating with civic and educational groups in public service programming with strong results is described in the fifth annual report of the Rocky Mountain Radio Council just made public.

Drawn up by Robert Hudson, director of the council, the report reveals that during the past year, the group broadcast 361 separate programs for 16 educational and civic organizations over 19 stations in the area. Computed at commercial rates, total value of the station aired reached \$46,338, requiring the time of employees of the agencies and professional talent valued at \$60,358, which included the activities of persons given exclusively to the planning, production and broadcasting of the programs.

Programs inaugurated a self-examination, in the region, designed to acquaint everyone with its resources—human and material; to inform them on issues of public policy, both domestic and foreign, and to aid in enlisting their skills in promoting the war.

Council, besides the stations, also includes in its membership 26 educational groups and colleges in Colorado and Wyoming.

CBS has prepared an interesting and informative brochure, tabbed "Fairness of the Air," which it is sending out to the industry. It deals with the recent discussion that arose between the network and the Writers War Board over the latter's refusal to accept the basic question of the allocation of time for the expression of opposing views on the nature of the peace with Germany.

Procedure set forth the CBS policy on sale of time for public discussion of controversial issues, backgrounds the circumstances surrounding the scheduled Rex Stout talk on the sponsored Edwin C. Hill program and contains reprints of "Variety's" "Time for Decision" editorial (Aug. 30) plus the two letters from Stout and Paul Kesten, exec. vicepres of CBS, which appeared in "Variety" on Sept. 13.

It cost American Tobacco Co. about \$12,000 to put Frank Sinatra on Jack Benny's program as a guest Sunday night (8). Sinatra's guest price is \$10,000, which he drew for the 15-minute appearance, plus the cost of the band with Axel Stordahl conducting, plus line charges to California.

Benny is on the Coast and Sinatra is in N.Y. for his opening tour (Wednesday) at the Paramount theatre, N.Y.

Dick Brown Retained

By Sponsor After Clergy

Panel Weighs Facts

Despite the fact that he misrepresented his service in the armed forces, Dick Brown, 23-year-old singer, will be retained on the Sunday night show which he does for the Forum Co. over Mutual.

Decision to continue was made by the sponsor after a panel of three clergymen, representing three major faiths, recommended that Brown's contract be honored "despite his exaggeration of his honorable war record." Dr. Robert W. Seattle, executive secretary of the N.Y. Federation of Churches, was chairman of the panel.

Brown, who admits inventing the lie which he claimed that a skin condition from which he is suffering is the result of injuries from a crash in an Army plane in the South Pacific, reportedly was caught up with a couple of weeks ago when his record in the armed forces was checked by producers of the "We the People" program on CBS, with the War Department in Washington. The singer also admits that he was unable to get work in radio until he had fiddled the fabrication to several radio station and program execs, who, taking his story in good faith, set him on several air shows. Actually, Brown has never been overseas.

By an affidavit released last Friday (6), Brown absolved David O. Alber, press agent, from originating the story about his services in the South Pacific. "I supplied them with that information of my own volition," Brown's affidavit stated.

Statement by the clergymen signed by Dr. Seattle, declared that they were convinced that "intactive hardship should be placed upon Dick Brown were his radio contract to be ended, with the probabilities of his being unable to get future employment."

Stopping Every Show
to Ken Murray's
"BLACKOUTS"

JAN RUBIN
And His Violin

RIGHT HAND MAN

Wanted with proven money-making ability, position as right hand man, with, south, personality, great education, "other" speciality.

Interested parties please write to: Mr. [Name] [Address] [City] [State] [Zip]

Plugless Guest!

In these days when "courtesy commercials" are being tossed around on air shows with an abandon that's warming the hearts of sponsors, the Jimmy Durante guest spot on the new Dinah Shore show last Thursday (5) was more or less of an innovation in this plug-conscious semester.

The "Schmo" routine was hoot in all respects—except the failure to integrate into the script any Camel reference. As some of the boys put it, it was just like old times, straight, unadorned comedy.

RUDY VALLEE MOVING TO THURSDAY NIGHT

Rudy Vallee Saturday night, 8-8:30, show shifts to the Thursday night, 10:30 slot Nov. 9 on the same net, NBC, when that location is vacated by March of Time after the Nov. 2 broadcast. MOT is switching to the same time niche on the Blue. Fletcher & Gamble, Vallee's sponsors, requested the first NBC opening after moving the airer in as a replacement for "Abe's Link" (Rudy).

Lever Bros. had been offered the Thursday night NBC spot for the Russ and Allen show but preferred to remain in their present CBS location. Helz to the Saturday night Vallee spot hasn't been decided yet.

Web Election Coverage Plans Call For CBS, Blue Comm'l Cancellations

Network plans for reporting and analysis of election returns on Tuesday night, Nov. 7, include cancelling of commercial shows on the Blue after 7 p.m. and on CBS after 8 o'clock, and the inclusion of coverage in all NBC and Mutual shows that night without cancellation of any commercial program.

NBC plans to weave its tabulations and analytical reports on the voting right into its sponsored programs, except at that web pointing out that two of the top Hooper-rated shows of radio, "Fibber McGee and Molly" and "Bob Hope" are aired over the network that night, and couldn't very well be cancelled. Mutual will also weave its reports into programs regularly aired.

On the other hand, the other network news and special events staffs are working in conjunction with program loggers to give continuous coverage to the big event, turning to entertainment, if necessary, when the returns are coming in sparsely, but going all-out when the tabulating gets "hot."

The Blue network for the first time during a Presidential election will move up its airing of election returns from the regular starting

hour of 8 to 7 p.m. Hour jump on other nets is believed by Blue chief, Laine, to be a prestige move, an endeavor to nab an audience earlier than the other networks, and an effort will be made to hold that audience throughout the remainder of the night. Blue news and special events director Johnny Johnstone is working in cooperation with national production manager Adrian Simlish to blueprint a program schedule for that evening, which will keep listeners glued to the Blue.

Augmented news and special events staffs will be working under Paul White at CBS, Tom Slatyer at Mutual and William Brooks at NBC. Top commentators for all networks will be strategically stationed in N.Y., Washington, Chicago and Los Angeles headquarters of all four nets.

APPOINT DICK OSGOOD

Detroit, Oct. 10. The post of program director at WJZ here has been reinstated after a long lapse during which a program board functioned. Effective Oct. 1, Dick Osgood took over the re-created post functioning not only for the station, but the Michigan Radio Network.

"There's something NEW on the BLUE"

What Can You Expect of
THE WORLD AHEAD
Let these Leaders of our National Life
Give You the Picture
in one of Radio's Most Vital Programs

MONDAY, OCTOBER 16
8 TO 9 P.M.

TUESDAY, OCTOBER 17
8 TO 9 P.M.

WEDNESDAY, OCTOBER 18
9:30 TO 10:30 P.M.

OVER STATION WJZ 770 ON YOUR DIAL

"Five people plus their unusual insight and knowledge are the making of Radio's most vital program. It is not responsibility or being known as a leader of public opinion, but the opportunity to give you the picture of the world as it is today, and the picture of the world as it will be tomorrow."

President Roosevelt and Franklin D. Roosevelt
Governor Dewey and Governor Murphy
Senator Borah and Senator McNamara
Senator Wheeler and Senator McNamara
Senator McNamara and Senator McNamara

What can you expect of this program? It is a program that is not only a picture of the world as it is today, but a picture of the world as it will be tomorrow. It is a program that is not only a picture of the world as it is today, but a picture of the world as it will be tomorrow. It is a program that is not only a picture of the world as it is today, but a picture of the world as it will be tomorrow.

PUBLIC SERVICE programs are not considered by the Blue Network as mere fill-ins but are a basic element of the entire structure of Blue Network programming. That is why the Blue Network will devote three full hours in one week to broadcasting the Herald Tribune Forum, three of the most valuable hours during which the greatest listening audience is available. And it will be advertised by the Blue in newspapers from coast to coast, full, complete, unqualified radio coverage of the free discussion of America, whatever the time and the cause. There's Always Something New on the Blue.

PHILIP H. HARRIS
PRESIDENT ROOSEVELT • GOVERNOR DEWEY • ADMIRAL HUNTER • JAMES HUGHES
BARNARD BARUCH • CLARE LUCE • HELEN GARLAND • HENRY J. KASSIR

"TUNE IN—BUILDERS OF THE WORLD AHEAD"
WJZ of The Blue Network

THE
Blue Network
AMERICAN BROADCASTING
SYSTEM, INC.
"In the Service of the People"

Health Study in N. Y. State Schools Doesn't Give Ad Biz Any Best of It

Throughout the syllabus, emphasis is placed on the danger of "self-diagnosis and medication" and of laymen recommending treatment or medicines to others: "Discuss the dangers and expense of patent medicines," is one of the topics suggested for senior high school health education. Another is: "Why should I not spend my money for colas and orange drinks?"

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WARD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

DINAH SHORE'S OPEN HOUSE
With Harry van Zelle, Jimmy Durante (guest), Robert Emmett Dolan orch, Joe Lilley singers, Wellens, Sid Zelnick, Howard Hanks, Sol Faks
Producer: Walter Bunker
30 Mins., Thurs., 8:30 p.m.
GENERAL FOODS
WEAF-NBC, N. Y.

(Young & Rubicam)
Here's part of the payoff underlying the strategy behind the realignment of General Foods bigtime network programs designed to solidify the sponsor's position and develop a sequence in programming that will attract a maximum of potential customers. The result is a Dinah Shore package built along solid production lines that will bolster interest in the NBC Thursday night. The initial performance (5) in the show's new time segment, with Jimmy Durante as the guest, in a series of guests chosen from the ranks of top comedians (Crowl, Marx up next) was a shock presentation that bodes well for the program's future.

Sandwiched in between the General Foods' Maxwell House-Fox Morgan show and the Kraft Music Hall program, this Dinah Shore-Bird's-Eye package, aside from its entertainment value, illustrates effectively how sales technique can be applied to radio with maximum results. The sequencing of one General Foods show to follow another permits for a multiplicity of sponsor plugs, in the case of the present Dinah Shore broadcast, Harlow Wilcox, announcer of the Maxwell House show, dropping in for a "kid's-the-comedian" routine with Harry van Zelle (the Bird's-Eye announcer). The Wilcox-van Zelle banter was a

good idea, but was overlong and repetitious. There's another aspect to the spotlight of Dinah Shore in the 8:30 o'clock slot, which precedes the Bing Crosby show on the same net, thus linking two of the four top radio boxoffice singing stars. It's a cinch that both will benefit from it in terms of Hoopers and Crosbys.

Miss Shore, just back from a GI overseas tour for USO-Camp Shows, was in fine fettle for her opening broadcast. She'd opened a fine for handling comedy lines and her singing, of course, was off the top shelf. That went for her opener, "I Learned A Lesson" (although she should have opened with a more familiar tune, "I'll Be Seeing You" and her "Baguette" for a closer. She set a splendid aside from the Robert Emmett Dolan orch and the Joe Lilley chorus, latter heard in "Chattanooga Choo Choo," that was a bit of a half-hour stunner. It was a half-hour stunner in its real solid comedy-punch. It was standard "Schmoo" material, including his "Toscanini, Stokowski and Me" routine, plus the "Unbraggo claret diet, but like most Durante, it never becomes standardized. It comes out fresh as though newly improvised. Rose.

Offer Lionel Stander

Keith Palmer has written a half-hour comedy show which will star Lionel Stander, recently discharged from the Army and currently on the Coast acting in pictures.

Presentation of the comedy-variety program is now making the agency rounds, with probability it will originate in Hollywood.

OZZIE NELSON-HARRIET HILLARD SHOW
With Desi Arnaz, Dick Ryan, Ozzie Nelson orch, Jack Bailey, an orchestra
Producers: Jack Bailey, Jack Rosig
Producer: Al Seapone
15 Mins., Sun., 5 p.m.
INTERNATIONAL SILVER
WABC-CBS, N. Y.

(Young & Rubicam)
The new Ozzie Nelson-Harriet Hillard show, replacing Shirley Theatre on Sunday night, is scheduled for slot, it is in some respects the surprise among the new season entrants. First, identified with comedy for years, now emerge as a full-fledged variety team. The comedy element of surprise isn't as great in the comedy material as it is in the previous comedy contrivance of the Red Skelton semesters on the CBS radio network. The comedy remains that the overall smoothness of their performance, based on the development of a new comedy team either in the Burns & Allen idiom or as a Burns & Allen-McGee & Macomber. They've got a long way to go, but the combination of a comedy team that initial broadcast (8). There are obvious flaws, but they can be rectified.

Firstly, the comedy team is a more definite pattern for characterization. Secondly, the comedy team is too straight, and should be enlivened with specific traits and exaggerated characteristics which could serve as a springboard for much of the comedy. Thirdly, in view of the fact that this is a half-hour of uninterrupted story continuity, with a script built around the personalities of the Nelsons, sans orchestra, save for the music of the Red Skelton orchestra. That, too, is something to be looked into. Full half-hour throws a more terrific burden on writers. The prospect that they can continue the pace week in and week out is very slim. As a matter of fact, Sunday night's performance appeared somewhat drawn out. Compression into a smaller period of time, which would allow for the highlighting of the musical break in the continuity, would allow a slow a swifter pace and more punch.

Gagsters appear to be having a field day this season on the air, or the trade without disturbing listener reaction. Intro of the Hoopers and Crosbys as characters in the script provided a good chuckle to insiders.

Commercials are as clever as ever heard in recent weeks; the 1947 Rogers St. Lag for the Nelsons; the "International Silver" Thesdis. Among the "Gold" gag added up to smart sales showmanship as well as into the script, but wisely kept at a minimum, as were the standard plugs. Rose.

"HEDDA HOPPER'S HOLLYWOOD"
With Hedda Hopper, Dick Auranat orch, vocals
Producers: Sam Petry, Glenn Wheaton
15 Mins., Mon., 7:15 p.m.
ARMOUR & CO.
WABC-CBS, N. Y.

(Pfeiffer, Cone & Belting)
To her urban brand of Hollywood gossip Hedda Hopper has been a guest policy revolving around the faster of salute in which some outstanding personality is honored by the femme gabber and invited on the show for a dramatized version of her achievements. Fortunate choice on program reviewed on Dinah Shore, cued in unannounced while waiting "I'll Walk Alone," and then introduced for a rapid-fire interview. Subject, of course, was her recent overseas trip.

Dialog was lively and interesting, and the combo of the two mikewake femmes made for easy listening. Followed some last-minute flashes on who's-going-to-marry-who and a similar stuff, seemingly so important to Hollywood chatter artists. Miss Hopper closed the session with a war bond plug based on the slogan, "Put a Bond in the Bank for a Yank." Plugs for Armour's meat products, especially their "sparkle" "Treet," were either on the repetition, with constant voicing of the tagline, "Treet is the meat." Maybe it'll sell the stuff, but it also might cause a lot of deli turning to get away from so much of the same thing repeated over and over. Musical contrivance by the Dick Auranat combo sounded okay. Davis.

SHIRLEY EDER
Group
15 Mins., Sat., 5:45 p.m.
STYREBE PRODUCTS
WOR, N. Y.

(Williams)
This new chatter series bowed in from Gloria Swanson's Fifth Avenue, N. Y. House. Naturally most of the gab had to do with explaining the spot, mostly done by Miss Swanson, who came over the airwaves okay while being interviewed by Miss Eder. Latter seemed a bit nervous on this one, but she'll probably be able to overcome this on the follow-ups.

In addition to the gleeing gab on La Swanson's ménage, plus a couple of plugs for her forthcoming stage vehicle, "A Goose for the Gander," Miss Eder did about three minutes of Hollywood chatter. Latter gave nice expansion to radio with current competition. Eder.

ABBOTT & COSTELLO
With Abbott, Costello, Lou Costello, Artie Auerbach, Conna Haines, Ken Niles, Freddie Rich orch
Producers: Dick Mack, Andy Lora
Writers: Don Prindle, Stanley Fields, Joe Kirk, Ed Forman, Ed Cheroka
30 Mins., Thurs., 10 p.m.
CAMELS
WEAF-NBC, N. Y.

(Estep)
Abbott & Costello last week (5) reacquired their franchise on the Thursday 10-10:30 p.m. NBC slot from Harry Savoy, who asked for them during the summer. Duo returned in their usually raucous, rowdy routine with Costello again in good voice after a year's hiatus, certainly retaining its popularity as a funny man.

Last season's bow-in was clouded by the loss of Costello's child and later seasons were further dampened by his own illness, which eventually kept him out of the air from March 3-Nov. 4. Abbott hung on for three weeks after Costello's departure but gave it up to avail his partner's return. When the pair hit the ether again in November, they lacked a little of their former sparkle and enthusiasm, but in spite of this season gave ample evidence that they're the same old purveyors of radio slapstick.

A&C initiator took its accustomed turn, with the duo. Abbott, counseling his partner's investment of latter's summer earnings. The proceedings were ably assisted by the dialect shenanigans of "Mr. Kilbuck" (Artie Auerbach), who is a fairly valuable and welcome addition to the A&C layout. Reminders of the lineup is musical. Conna Haines is a competent songstress. Freddie Rich's is a vocal band, some combo; good arrangements. "I Walk Alone" was a good example of how a pop number should be handled.

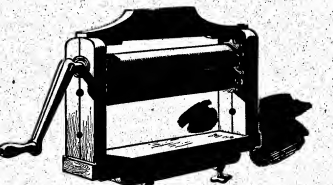
Copy followed the boilerplate Camel ciggie spiel—a standard by this time in air blurring. Thru.

BOB BURNS
With Shirley Root, Larry Adler, Doug Clewley, Gordon Jenkins orch
Writers: Glenn Wheaton
Producer: Sam Pierce
15 Mins., Thurs., 7:30 p.m.
LEVER BROS.
WEAF-NBC, N. Y.

(Rothberg & Ryan)
Form players, had they they staggered on Bob Burns' opening show for the week, they would have been taking quite a beating. Or, coming getting off to a dull start considerably below his own pace. In the monolog was usually a good for several chuckles, but this time he was strictly in the chuckle department and lightly at that. Chances are Burns will get back into his groove as the season wears, especially since he has Glenn Wheaton, one of it looked like a long road, after that first show Thursday (5).

Spent some time in the producers' haven't been able to find a satisfactory replacement. Weaf's they've dropped the overly comic "Archie Traveled" stories, in which Burns did a review of runner John J. Ambrose, but no satisfactory replacement has been developed. Program instead relying on guests, first of whom was a good one. Burns' program this season are Shirley Root, a better than average songstress, and Gordon Jenkins' orchestra, on hand for the debut with several really good arrangements. Most notably "Broadway Lullaby."

In addition to comedy sketches, the show had a lot of trouble, bunching its musical numbers in poor outlining. Burns, a band tune, Miss Rose "It Could Happen to You" and two pieces, one an over-arranged version of "Man I Love" and the other the sock "Hand to Mouth" Bondie were all jammed together. Closed with a brookside. (Continued on page 34)



12 Minutes
in the Life of an
Old-Fashioned
Wringer...

A few days ago the Jefferson Hospital asked us to broadcast an appeal for wringers, to be used in connection with the miraculous Kenny treatment of infantile paralysis. We started broadcasting the worthy appeal at 4:16 p.m. . . . at 4:28 Jefferson called and asked that we stop, as they had far more wringers promised than they could use.

RESULTS: We think it speaks volumes for the selling power of Philadelphia's Pioneer Voice. What we can do for a civic, humanitarian cause, we can assuredly do for advertisers.

AVAILABILITIES?
Yes, a few!

Represented Nationally by
GEORGE F. HOLLINGBERG CO.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM



AVAILABLE, at the moment, for sponsorship: Chet Gaylor, one of New England's most popular baritones, accompanied by Salvi Cavichio's novelty musical group.

Chet Gaylor and The Rhythm Rascals is a 15-minute morning program—9:45-10 A.M., Mondays through Fridays—now giving NERN listeners a five-week treat of currently popular tunes and old-time favorites — over a network that blankets New England.

A brochure with complete details is available from any Weed man or from NERN. Investigate today for sales results tomorrow.

NERN STATIONS

Frequency	Watts	
WBZ	1030	50,000 Boston, Mass.
WCBS	970	50,000 Portland, Maine
WJAR	820	50,000 Providence, R.I.
WLBR	620	5,000 Bangor, Maine
WTIC	1080	50,000 Hartford, Conn.
WVBR	1170	5,000 Manchester, N. H.
-WRDO	1400	250 Augusta, Maine

Nationally represented by
WEED & COMPANY

New York, Boston, Chicago, Detroit,
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

n e r n
127 GROVE STREET
HARTFORD 3, CONN.

Stars Galore On Yule 'Commander'

Hollywood, Oct. 10. Christmas "Command Performance," to be recorded Saturday at CBS by Armed Forces Radio Service for soldiers and sailors all over the globe, will contain the most star-studded cast ever heard on one air program.

With Sgt. Bob Welch as producer, the lineup includes Bing Crosby, Jack Benny, Fred Allen, W. C. Fields, Jimmy Durante, Kay Kyser, Judy Garland, Frances Langford, Dinah Shore, Spencer Tracy, Ginny Simms, Edward Arnold, Spike Jones, Harry James, Jerry Colonna, Tommy Cook and Ken Darby.

St. Louis Globe-Democrat Files for FM License

St. Louis, Oct. 10. The St. Louis Globe-Democrat Publishing Co., which publishes this burg only a m. rag, has filed an application with the FCC for a permit to install and operate an FM radio station. Granting of the permit will bring to three the number of newspaper owned and operated stations here. The Post-Dispatch (Pulitzer) operates KSD, and the Star-Times owns and operates KXOK. The latter two stations and KMOX, local CBS outlet, also have asked for an FM permit.

Television shows also are planned for KSD, KXOK and KMOX.

ED JIM CROSSON

Philadelphia, Oct. 10. Jim Crosson, member of KYW news staff, has been tipped to news editor, replacing Bill Rambo, now head of advertising and sales promotion department.

Mort Hendrickson, formerly of WFLP newscast, has joined KYW news staff.

Chet Heslep to Direct Mutual's Wash. Affairs

Chester Heslep, for the past two years associated with the Office of Censorship under Byron Price, has been appointed by Mutual prexy Miller McClintock as Washington rep in charge of MBS operations. Louis Caldwell will continue to represent Mutual in Washington in all matters dealing with legal and related activities.

Appointment of Heslep, according to McClintock, is tied to Mutual's "expansion of all its activities, which has necessitated the appointment of a full-time representative and the establishment of a regular office representing the network in Washington." He'll concentrate on news and program activities.

Heslep was formerly news and special events rep for NBC in New York.

HANK SYLVERN TO TOP MUTUAL MUSIC SETUP?

Mutual network toppers are reported negotiating with Henry Sylvern, musical director at WINS, Hearst station in N.Y., to take over similar chores for the web, which is currently without a musical coordinator.

Sylvern, a composer and orch leader for radio for the past 15 years, is also one of the busiest pianists and organists in the business. Among his chores are three across-the-board stanzas on MBS daily, including the Jane Covi and Sunny Skylar programs.

He resigned about a month ago as orch leader on Metro's "Screen Test" stanza over Mutual to accept the post of eastern musical director for Warner Bros.-Pictures.

'Challenge to Critics' New Program Prospect

"Challenge to the Critics" half-hour roundtable and quiz stanza, with Robert Coleman, drama critic of the N. Y. Daily Mirror as m.c., is being offered to sponsors. Other experts included in the program are John Chapman, N. Y. Daily News; Leonard Leibling, Musical Courier; and Irene Thirer, N. Y. Post.

Produced by Ted Green, of the Chick Vincent office, and written by Nat Caldwell, the format comprises a q. and a session of plays, music, films, etc., with five-minute dramatizations of each question, rather than direct queries.

Name Harlow Roberts Chi Radio Club Prexy

Chicago, Oct. 10. Harlow Roberts, vice-president of Goodkind, Joyce & Morgan, was elected president of the Chicago Radio Management Club last week at the club's annual election. Other new officers are Harry K. Gilman, of the Erwin Wesley Co., who moved up from secretary to vespee; Elliott Sanders, Mitchell-Paint Ad. Co. secretary; and Arthur F. Haare, general manager, WJJD, treasurer. Trustees elected to serve 90 days are Hugh Vogel, Kenyon & Eckhardt; David Dole, Hentz, Hurst & McDonald; Mark Smith, Presbo, Sellers & Prema; and Margaret Willie, of J. Walter Thompson.

WOKO Lands Dept. Store

Whitney's, one of Albany's two largest department stores and seldom a user of radio time, is now sponsoring a 15-minute daily "Headliner" program, with three newcasters, on WOKO. George Cole and Rudi Grunh handle international, national and state news, while Roma Ryan covers local social and religious items.

Chi School Air Meet, With Bryson At Helm, To Discuss FM, et al.

Chicago, Oct. 10.

Discussion of FM as an educational medium of major importance that might well revise the school system of postwar America will be one of the main subjects on the agenda of the eighth annual meeting of the School Broadcast Conference held here on Oct. 23-24.

Under the chairmanship of Lyman Bryson all problems of school broadcasting will be covered with some of the top subjects being "The Place of Radio in Modern Education," "Radio Program Techniques," "Special Techniques of Writing and Production for Transmission for Classroom Use" and talks on studio equipment and engineering.

CANADIAN WRITERS FOR CANADIAN RADIO

Ottawa, Oct. 10.

Evidence of the extent to which Canadian radio favors Canadian writers is in report of Andrew Allan, CBC drama supervisor, who says that 85 percent of dramatic sustainers on the two English webs between Oct. 1943, and Sept., 1944, were authored by Canadians. Plans for Trans-Canada network in that period was 92 percent.

Allan's report dealt with English-language sustainers only. He reported the two webs, in above period, aired 183 plays in English written by 71 Canadians who got more than \$15,000, an average of \$211 each. Total dramatic sustainer production of the CBC networks (Dominion and Trans-Can.) in past 12 months was 226, 18 of them by British Empire writers, 14 by U. S. authors. Production was in Vancouver, Winnipeg, Toronto, Montreal.

WLW's News Bureau In Wash. Starting Oct. 16

Cincinnati, Oct. 10.

Croley's 50,000-watt WLW is taking another forward step in bolstering its news service by opening a private bureau in Washington. An NBC affiliate, the station subscribes to all major news services, has special war correspondents at several portions of both fighting theatres, has on Cassidy, a staffer, on active duty at the German front, and maintains the largest corps of newsmen in the home studios of any comparable station in the country.

The Washington bureau opens Oct. 16 with Gordon Graham doing a weekday newscast at 6:25 p.m., and supplying special and feature stories to be included in regular WLW news programs. He is being transferred from here, having served as assistant director of special broadcasts for the past year.

What's "The Answer Man" got that you haven't

?

One of the most unique programs in America today is WOR's "Answer Man". Unique for these reasons:

1. "The Answer Man" brings you 1,000,000 young, active listeners every weekday evening.
2. "The Answer Man" has ranked as one of the most popular local shows in New York for more than six months.
3. "The Answer Man" personally writes to each listener who submits a question. As your or your product's name appears on all letters, you get the additional benefit of this personal contact.

"The Answer Man's" smooth, rapid-fire parade of questions and answers is always interesting, provocative news-making. (His recent scoop on the cousin-ship of Roosevelt and Dewey, for example, clocked up nation-wide publicity.)

Simple in conception, but powerfully provocative, educational and entertaining, WOR's "Answer Man" is probably one of the most successfully sales-slanted shows ever offered by WOR to a sponsor or his agency.

"The Answer Man" is now open for immediate sponsorship from 7:15 to 7:30 P.M., Mondays, Wednesdays and Fridays.

WOR

THAT POWER-FULL STATION AT 1440 BROADWAY, IN NEW YORK

Radio Reviews

Continued from page 27

harmonic-plans: comedy number, 10:15, on the heels of the last. Overlooking shortcomings for Life-busy, ending, singing, and the Sunday, were based on the song's standard (as-of-sometimes) approach.

"RESULTS, INC."
With Lloyd Nolan, Claire Trevor, Tony La France, others.
Producer-Director: Don Sharpe.
Writers: Leonard St. Clair, Stuart Sterling
29 Min., Sat., 10:20 p.m.
Sustaining
WOL-Minutal, New York

One of the initial entries in Minutal's move to bolster its programming division via high-budgeted sales and built-up advertising audience. "Results, Inc.," starring film stars Lloyd Nolan and Claire Trevor, is an enjoyable half-hour of mystery, romance and comedy.

The web is spending about \$25,000 per week for talent, scripting, etc., on this stanza, and is showcasing it in the Saturday night 10:30 time slot for listeners and prospective sponsors. The investment and effort should reap rewards, for WBS had started off on the right foot. This program is commercially sound.

Initial episode of the series (7) laid the setting for future programs. Nolan, operator of a new firm which advertises a pledge to get results for customers, is confronted with a brain young miss who answers his ad for a secretary.

She walks into his office and takes over. Their first case is to find a haunted house for an eccentric woman authorities at a good fee. How they do this, and capture a mad killer in the process, lends itself to interesting listening.

Miss Trevor, who is not new to radio, having been co-starred in "Big Town" series with Edward G. Robinson, gives a fairly good performance as Nolan's right-hand gal. But Nolan, stammered, fluffed lines in his role as head of "Results, Inc.," indicating he needs more rehearsing.

Best of cast, comprised of character actors and actresses, with distinctive voices, was well chosen. A number of St. Clairs, who also wrote for "Amos 'n' Andy" and Bob Burns, give deft, as worthy of the show, but Stuart Sterling also pitched in as scripter. Allogical background and bridge were excellent. Frequent and direction of Don Sharpe kept the action moving and set "his time" in every episode.

"ELECTION, U. S. A."
(American School of the Air)
With John Allen Wolf, Bernard Lee, Marlin Wall, Norman Marlowe, Joe Boland, Kermit Marlowe, Rod Henderson, Jim Bowles, Television Terry, Sylvia Sims, Alan Dims

Producer-Director: Robert Shayan
Writer: Michael Wren
Music: Alexander Scumler
30 Min., Fri., (6), 9:15 a.m. (one-shot)
Sustaining
WABC-CBS, New York

Coming as it did last Friday (6) the day after President Roosevelt's second political speech urged people to vote this year, Columbia Broadcasting System's preview of its American School of the Air series entitled "Election, U. S. A." was as timely as today's news happenings.

Using a new technique in the treatment of documentary problems, this half-hour dramatization was specifically designed to make people feel that they owed it to themselves to vote. As such, the program was a complete success. It was down-to-earth, filled with all the regimens, clichés and statements made by all candidates of all parties for all offices through the years. It veered neither to the right nor the left, but was understandable from opening to close.

The excitement of the current presidential campaign was shown without mentioning either candidate specifically. And in driving home its message this program faced at

traction on what happened to the German people when they lost interest in their right to vote.

A script that punched away for 30-minutes, written by newcomer Michael Wren, was produced and directed in a manner exemplifying of any tonight network show by Bob Sharpe, the producer, and narrator John Allen Wolf. Allen Wolf should receive special commendation for the straight job he did in putting across the transitory scene shifts, as should the bridge-master conducted by Alexander Scumler.

Followup Comment

Alan Young show shifted last Tues. (12) to the 8:30 p.m. spot on the Radio replacing "N.Y. City" for Milt Rup and Sal Hepatica (Radio-News). Young, who had been filling in for Eddie Cantor during the summer, started off with a fairly good show, scripted by Jay Sommers. Will Glickman and Young himself, being a gag version of Young's life. Show goes in heavily for slogans best of whom when caught near Jack Kirkwood, due to be replaced by Ed Berley, Kirkwood going to the Coast for Procter & Gamble. Kirkwood has a good comedy delivery and stands a good chance of entering as a strong comedy act on his own. New to the Young program is Diane Contreras, who did an okay job on "Trolley Song." Peter Van Steeden took back in up. Sales, such as Fred Titled were on the heavy side.

Olsen Welles, Milton Berle, Mary Martin, Burl Ives and the regular Philco-Variety "Hall of Fame" cast (8) on the recently resumed Blue network 60-minute 8 p.m. drama. Pick of picking out highlight was a tough one. Miss Martin and Ives singing contrails clicked all the way and the comedy team of Welles & Berle sounded like a sponsor's dream. Welles also clicked in his serious roles, including Paul White-man's preem performances of Shakespeare's "Song of Liberation" and in the recitation of Rupert Brooke's "England" to close the show.

Fly Swats Down

Continued from page 27

be held off until a later date, when either the statements would be placed into the hearings' records, or other CBS execs formally present the report.

Kesten's Blacklist

Demanding between 4,000 and 5,000 dollars a week and a number of "outsiders" in the spectrum for video. Kesten literally dropped a black-ban on the FCC to stop the network from good color reproduction. It is going to have trouble.

Although the commission cut Kesten off long before he was finished on the ground that parts of his statement didn't belong in that part of the record, smart CBS press agents got the statement around to newsmen and over the wires nationally, so that the bold CBS challenge to the tele-boys who want to operate in the lower frequencies went from cold to end of the counter.

Here are some Kesten highlights: We recommend 100 frequencies for FM broadcasting. While this is roughly the same number as the frequencies now available in AM broadcasting, it will produce vastly different results. The present 100 frequencies in broadcasting make possible something over 800 stations in the United States, and some of those are squeezed pretty tight.

Under a policy of licensing which we hope the Commission will adopt, 100 FM frequencies should make possible between 4,000 and 5,000 stations. A rough estimate indicates that, at least 10 nationwide networks could be possible under such a plan with as many as 25 or 30 stations operating in each of the larger markets as New York, Chicago and Los Angeles.

We want FM broadcasting to be wholly democratic. That objective, translated into terms of space in the spectrum and licensing policy, implies clearly two things: (1) that the supply of frequencies, the total number, be enough or more than enough to permit any visible demand; (2) that what we have called the "prime-and-pauper" status of big and little stations be avoided as the end-result of licensing.

We should like to urge a third plank in the FM platform. The third idea is this: That FM licensees be limited, by Commission policy, to coverage of the single market area within which they are broadcasting, rather than covering several separate markets by placing a single, higher-powered transmitter somewhere between them.

The single-market idea further increases the supply of FM facilities, by permitting the same frequency to be repeated more often, and thus used by probably twice as many stations, as you move across the country. Second, it abolishes the

price-and-pauper equation between stations operating in the same area. It puts every licensee on an equal technical footing with every other licensee. And it does something else—it throws all the emphasis for leadership on program competition. It awards the laurels of audience to the station which does the best program, just not to the station which has the loudest signal tracing the longest distance.

On the matter of television, Kesten's statement pulled no punches, despite the proposed compromise announced the week before between FM and video allocations.

Describing how CBS was accused right and left of trying to lord television by the proposal to move it into the higher frequencies, Kesten declared that the manufacturers of transmitter equipment have disclosed that they will be ready in a matter of months with equipment to operate away from the ether.

Kesten warned against the public being loaded with sets to handle only "prewar" television pictures and then being forced to buy new sets to get the improved pictures at the higher frequencies.

"Every consumer who buys a pre-war type and wakes up one fine morning to discover that there is a new and better television on the air which his set cannot receive at all, is going to be very resentful," he said. "Multiply that by about 1,000,000 sets—or about \$300,000,000 of public investment—and it becomes a very frightening predicament."

Besides being a fraud upon the public, it would be a fraud upon the broadcasters to delay new television standards.

"There is more and more evidence to indicate that present television standards are simply not good enough to put television over as a real public service, or even as a going enterprise."

Overseas for USO Since Jan. 43—Now in France

FRED LIGHTNER

Dir.: PHIL COSCIA

RAY
HARVEY
Author of
Comedy

THE DES MOINES AUDIENCE FOR "EASY ACES" IS ENLARGED

Yes, Jane and Goodman and Anacin get a Des Moines audience 76.6% above their national Hooper. Exceptional? Not at all. The 48 CBS commercial evening shows on KRNT average 27.4% higher than their national Hoopering (winter-spring 44). No wonder more than 150 national and regional advertising agencies are using KRNT in Iowa's No. 1 market, Des Moines.

76.6%
ABOVE NATIONAL
HOOPERING

Affiliated with
Des Moines Radio-News
Broadcast by KRNT

"THE VOICE OF JERSEY"

ELIAS
President of Goodson-Todman

NBC, CBS, Blue, Mutual Plugs

Following is a list of the most played popular tunes on the networks for the week: beginning Monday and through Sunday, Oct. 2-8, from 5 p.m. to 1 a.m. List represents the first approximately 35 leaders in alphabetical order (in some cases there are ties, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as represented by W.E.A.F., W.A.C.B., W.I.Z. and W.O.R., N. Y., and are based on data provided by Accurate Reporting Service, regular checking source of the music publishing industry.

FILE	PUBLISHER
Always—'Christmas Holidays'	Berlin
An Hour Never Passes	Shapiro
And Then You Kissed Me—"Stop Livin'"	Miller
Come With Me My Honey	Santley
Dance With A Dolly	Shapiro
How Many Hearts Have You Broken?	Advanced
I Dream Of You	Embassy
I'll Be Seeing You	Williamson
I'll Walk Alone—"Follow the Boys"	Warner
I'm Making Believe—"Sweet and Lowdown"	BVC
Is You Is Or Is You Ain't—"Follow the Boys"	Leeds
It Could Happen to You—"And Angels Sing"	Faust
It Had to Be You—"Show Business"	Remick
Let Me Love You Tonight	Robbins
Magic Is the Moonlight—"Bathing Beauty"	Southern
Some Peaceful Evening	C.H.
Straighten Up and Fly Right	Amer. Acad.
Sweet and Lovely—"Giz Girls and Sailors"	Feist
Swingin' on a Star—"Going My Way"	Burke
Ten Days With Him	BVC
Two Tons—"Bathing Beauty"	Southern
Time Waits For No One—"Shine Harvest Moon"	Remick
Very Thought of You—"Very Thought of You"	Winnick
Whispering—"Since You Went Away"	Crawford
What a Difference a Day Makes	Marks
Whispering—"Greenwich Village"	Miller

† Filmserial.

SCOTT CUTTING LOOSE FROM CBS FOR TOUR

Raymond Scott will leave CBS in N. Y. at the expiration of a 13-week period just started, to cash in on whatever new strength his reputation has gathered during two years or so of daily band broadcasts on the network. He will cut loose about Dec. 25 and will lead a band into a theatre route plus usual one-night and location bookings. Scott hadn't done any bemoaning outside CBS studios since he became a musical director, until several weeks ago, when he began playing one-nighters.

WB Firm Files Amended Answer in 'Parade' Suit

Advanced Music, part of the Warner Bros. music publishing group, has filed an amended answer in supreme court, N. Y., in its suit against American Tobacco Co. and Foote, Cone & Belding, sponsor and agency, respectively, of the Lucky Strike Hit Parade. "This is the action for \$100,000 damages that WB brought several months ago over the 'Parade's' classification of the song, 'Don't Sweetheart Me.' It was dismissed several weeks ago by Judge Hecht, but he later gave WB leave to file an amended complaint. American Tobacco and Foote, Cone & Belding have 20 days to answer the amended action.

10 Best Sheet Sellers

(Week Ending Oct. 7)

1. I'll Walk Alone—M. Morris	2. Dance With A Dolly—Shapiro
3. You Always Hurt—Sun	4. Together—Crawford
5. Swingin' On A Star—Burke	6. Time Waits No One—Remick
7. It Had To Be You—Remick	8. How Many Hearts—Advanced
9. Always—Berlin	10. Hot Time Town Berlin—Barton

HEIDT CONTINUES TRY TO BREAK MCA PACT

Horace Heidt went to the American Federation of Musicians again recently in an effort to pry himself loose from his Music Corp. of America contract. He is on a seven-year deal with MCA and has for some time attempted to have it broken.

Decca Will Platter 'Bloomer Girl' Cast

Decca Records will record the tunes of "Bloomer Girl," which opened in N. Y. last week to glowing notices. They will be recorded with the original cast, including Celeste Holm, and will be released as an album, the same way Decca marketed the songs from "Oklahoma." Sales of the latter book led up Decca's production for weeks when first released. E. Y. "Yip" Harburg and Harold Arlen wrote the "Bloomer Girl" score.

O'Hara

Continued from page 35

for pop singers, considered quite out of line. "Who considers it quite out of line? This is news to me. I haven't heard a peep from any of our pop writers to that effect. There may, however, be misunderstanding on my point. Let me say in explanation that the term "standard" as applied to songs has been bypassed by the committee for the reason that the term in recent years has lost its true meaning. We have set up the new term "art song" to take its place. Therefore, a plug song which grows into what is now known as a "standard" will not get five points rating. But I tire you and paper is scarce and all that. I wanted only to correct the impression which your stalwart language may have given readers. Geoffrey O'Hara.

Inside Stuff—Orchestras—Music

Story in last week's "Variety" on Billy Eckstine's orchestra apparently was misinterpreted by some in the trade. Point of the story was that Eckstine, in less than 10 weeks from his formation, was far in the black compared to the handful of new white bands formed during the last year. Virtually all of these are now five-days-a-week bands whereas Eckstine's combo was a money-maker from the opening date.

Band has grossed over \$100,000 since its inception. By gross it meant money left into the bag. His net—before expenses, of course—is about \$55,000. His personal earnings out of that are difficult to determine. No matter which way it's looked at this record is outstanding even for a new prewar orchestra.

Reports of an eventual split by Harry Link from his spot as general manager of Feist, Inc., a similar position with Saul Bornstein's new Boogie, Inc. music firm, persist despite emphatic denials by Link. Letter went to the Coast recently to become advisor to Metro executives on songs, but returned to N. Y. suddenly a few weeks ago. It was expected his stay west would be much longer.

Bornstein last week signed Bobby Melton as professional manager of Boogie, which holds all copyrights taken over Bornstein leaving Melton with several months of work and has since been in a similar capacity with Chelsea Music, owned by Musicraft Records in association with Irving Romm.

New Coral Gables, Weymouth, Mass. name band spot, denies that its policy is "rottering." It's admitted that the policy has \$4,000 opening week, with the Ted Fio Rito and Tommy Tucker bands, but it's pointed out that a loss was expected in the task of getting the place started, plus the fact that business for a couple nights was killed by the hurricane. G. Ronald Aulick, operator, emphatically asserts that the spot will continue. Due to the type of patronage the operation was found to be drawing, a floor show will be installed with Guy Cayler's orchestra Oct. 8, but Aulick's band will renew the name orchestra policy Oct. 27, also with a show.

Woody Herman is using a new method of presenting his band on the stage of the Palace theatre, Cleveland. On orchestral numbers and solos by himself and Frances Wayne, he is using a scrim on which is thrown scenes consistent with the type of tune being performed. For example, in the "Who Dat U Do" number, large likenesses of a couple of Negroes are projected. During ballads' trumpet country scenes are thrown into the scrim. Idea is novel and is a solid click with patrons of this house.

Progress is slow on the projected amalgamation of the Professional Music Men, songwriters' benevolent organization, and Music Publishers Contact Employees union. Following a meeting of 15 representatives of PMM men appointed to look into the situation with the MPCE Council, the results of the party will be placed before a general meeting of PMM members within the next two weeks and a final decision made.

Combination of the two pluggers' outfit has been in the firm for months. Cole Porter's personal hit parade is so prolific that a major problem for producer Arthur Schwartz, handling "Night and Day," the Porter film musical, is which songs to leave out. That was one of the basic problems when Schwartz came east to powwow Porter.

Eight of Ray Noble's band, sans the maestro, had a scare recently when an army transport plane, taking them to the Alamogordo (N.M.), army air base for a broadcast, was forced to make a pancake landing. No casualties, but the crew and the eight Noble musicians were plenty shaken up.

Warner Bros. producer, Arthur Schnitzler, is an AA ASCAP songsmith so it's natural that his 6-year-old son, Jonathan, inherited the musical strain. The kid, says his pop, "already is writing original tunes."

Godowsky Left 26G

Estate of the late composer and pianist, Leopold Godowsky, was appraised last week by the New York State Transfer Tax Department here at \$20,885, gross value, and \$21,486, net.

A third of it goes to Dagmar Godowsky, former actress and daughter. Two other children share similarly.

Stan Wood, formerly with Consolidated Radio Artists and Music Corp. of America cocktail unit, departments, has joined DeLorge & Gottell agency in Detroit in similar capacity.

Concerning LOUIS JORDAN

TO BERLE ADAMS:

You know, of course, that King and Louis did make that record. They are two sentimental about it. I have to tell you that we are sentimental about it too. It is one of the best of the day, not off of us, but that he has a great future.

JACK KAPP, President,

DECCA RECORDS, INC.

HE'S LIVING ON BORROWED TIME

Biggie, laugh-getter then Mr. "POOR PAULINE" of 1911 and "GOODNIGHT NURSE" of 1912
RAY WALKER (ASCAP), Suite 319, 1585 Broadway, New York.

A TRULY GREAT SONG—DON'T MISS IT

"I'LL KEEP MY FAITH IN YOU"

By S/SGT. ROBERT NAGY and JOS. J. LUCAS

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AND HER TEARS FLOW LIKE WINE

Lyric by JOE GREENE Music by STAN KENTON and CHARLES LAWRENCE

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The only time an audience walked out on Bing Crosby



Welcome home, Bing!

DECCA RECORDS

Bing Crosby records exclusively for Decca



Bands at Hotel B. O.'s

(Presented herewith, as a weekly tabulation, is the estimated concert charge business being done by name bands in various New York hotels. Dinner business (7-10 p.m.) not charged. Figures after name of hotel give room capacity and concert charge. Larger amounts designated weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Covers	Total
Lani McIntire	Lexington (500; 75c-\$1.50)	150	2,500 255.00
Johnny Long	New Yorker (400; \$1-\$1.50)	10	1,975 22.10
Frankie Carlie	Pennsylvania (500; \$1-\$1.50)	1	2,500 2.50
Nat Brandwynne	Waldorf (500; \$2)	6	2,650 19.75
Johnny Richards	Lincoln (475; \$1-\$1.50)	1	750 7.50
Gay Lombardo	Roosevelt (400; \$1-\$1.50)	2	2,475 6.97
Enoch Light	Biltmore (400; \$1-\$1.50)	2	1,100 2.75
Vaughn Monroe	Commodore (400; \$1-\$1.50)	1	1,925 3.075

* Asterisks indicate a supporting floor show. New Yorker, Biltmore, have ice shows. Lexington, Havana floor show. Victor Borgs at Waldorf.

Chicago

Carmen Cavallaro (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Cavallaro played to gross \$4.65.
 Bob Chester (Panther Room, Sherman hotel; 950; \$1.50-\$2.50 min.). Combo week of Les Brown and Chester, who followed (3), drew fine \$3.00.
 Glen Gray (Boulevard Room, Stevens hotel; 850; \$3-\$3.50 min.). Room reopened Wed. (4) patronage first four days reaching about \$3.00.
 Bill Snyder (Mayfair Room, Blackstone hotel; 400; \$2.50 min.). Snyder and The Hartmans kept room well filled, big \$2.00.
 Benny Strong (New Walnut Room, Bismarck hotel; 455; \$1.50-\$2.50 min.). Strong holding up to around \$2.00.

Los Angeles

Harry Owens (Ambassador; 900; \$1-\$1.50). Grass skirt rhythm luring 4,100 covers.
 Henry King (Biltmore; 900; \$1-\$1.50). Trade at even pace; 4,200 tabs.

Location Jobs, Not in Hotels

(Los Angeles)

Henry Buse (Paladium B. Hollywood, fifth week). Biz running evenly but a little low at \$4.00.
 Lionel Hampton (Crismon B. Southgate, second week). Will be a long time before they top new records being set here. Terrific 10,500.
 Ted Lewis (Slappy Moe N. Angeles, fourth week). Everybody happy including the management. Capacity 5,200.

(Chicago)

Bill Bardo (Latin Quarter; 650; \$2.50-\$3.50 min.). Randolph street spot with Bardo-Dee Apollon-Wally Vernon hit around \$2.00.
 Gay Castles (Chez Paree; 650; \$3-\$3.50 min.). Addition of Jane Froman to bill upped patronage to 4,800.
 Carl Ravazza (Blackhawk; 500; \$1-\$2.50 min.). Steady \$3.00.

Xavier Cupat and his music crew signed to play in "Chiquita," a musical to be held in Hollywood by a Mexican syndicate for release below the border.

Bill Foster, agent formerly with Stan Zucker, joined Consolidated Radio Artists band and cocktail unit department following his release from the Army.

TOP HIT OF YESTERDAY.
 A GREAT POPULAR STANDARD TODAY

DON'T BLAME ME

VICTOR RE-ISSUE 30-0827 SHEP FIELDS

For new artist contacts and arrangements
 Contact Standard Explication Department, The Big 3
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IRVING BERLIN

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DAVE DREYER, Gen. Prof. Mgr.

Temporary Address, 799 Seventh Ave., New York

Petrillo

Continued from page 1

swer to FDR points out that any retreat from the union's stand would have the effect of nullifying the contracts already signed with Decca Records and 104 other recording and transcription companies, which are now paying the AFM royalty fees.

Petrillo explains that his contracts with these companies contained a clause providing the AFM royalty fees is obtained by any other manufacturer concerned in the dispute the parties already in effect automatically must be revised to coincide with the later, improved arrangements.

In attempting to justify his stand, the AFM head cited the various activities of the union in helping service men get recordings (225,000 pressed monthly, he says), getting name bands into training camps, making records for Government agencies, etc.

He further states that pre-war there were 128,000 AFM members, 35,000 of whom are in service. After the war there will be 200,000 members and many unemployed as a result. Fund set up with recording royalties will go a long way to take care of them. He asserts only

Sinatra a Peacemaker?

It's difficult to figure, but there are people in the trade who believe Frank Sinatra's ties with President Roosevelt a fortnight ago influenced latter's wire to James C. Petrillo, head of the American Federation of Musicians, requesting settlement of the recording controversy. They feel The Voice copped the plea that did the trick.

Sinatra is under contract to Columbia Records, which is still arguing with Petrillo.

\$125,000 has been realized from contracts with Decca, et al, so far, and RCA-Victor and Columbia will go back to work under this arrangement or they aren't going to make any new records."

Most observers in N.Y. had believed that Petrillo would honor the President's request and settle the fight. People close to him, however, aware of his attitude toward the WLB's ruling that an outside body should govern the money realized from recording companies, were certain he would reject the Presidential plea.

Political Checkers
 The entire situation in which RCA, Columbia, NBC's transcription outfit and Petrillo are involved has in the past few weeks become more than a dispute over recordings. It is a political situation from end to end. Last week's move by the attorneys for the recording companies, which ultimately drew the President's wire to Petrillo, is said to be based on the former's discovery that the administration had temporarily shelved the problem until after the

10 Best Sellers on Coin-Machines

(Records below are grabbing most nickels this week in jukeboxes throughout the country as reported by operators to "Variety." Names of more than one band or vocalist after the title indicate, in order of popularity, whose recordings are being played. Figures and names in parentheses indicate the number of jukeboxes each song has been in the listings and respective publishers.)

1. I'll Walk Alone (7) (Morris).....	Mary Martin.....Decca
2. Is You Is Or Is You Ain't (10) (Leeds).....	Blanch Shore.....Victor
3. Always Hurt One You Love (12) (Sun).....	Crosby-Andrews.....Decca
4. Swingin' On Star (10) (Burke).....	Louis Jordan.....Decca
5. How Many Hearts (3) (Advanced).....	Mills Bros.....Decca
6. It Had to Be You (10) (Remick).....	His.....Hill
7. Dance With A Dolly (2) (Shapiro).....	Big Crosby.....Capitol
8. Time Waits No One (12) (Remick).....	Freddie Slack.....Hill
9. Together (1) (Crawford).....	Three Suns.....Decca
10. I'll Be Seeing You (21).....	Furness-Haymes.....Hill
	Earl Hines.....Bluebird
	Evelyn Knight.....Decca
	Tony Pastor.....Bluebird
	Blanch Shore.....Decca
	Blond Crosby.....Decca
	Tommy Dorsey.....Victor
	Guy Lombardo.....Decca
	Haymes-Forrest.....Decca

election, to avoid any possible repercussions.

When this was determined the nine company attorneys handed Fred Vinson, Economic Stabilization chief, a 3-hour ultimatum, advising him that if a decision one way or the other was not delivered within that time the companies would be forced, for their own security, to sign with Petrillo on his terms, and the action would be followed by page ads in daily newspapers giving the public the whole story. Since the fight has now gone on for more than two years, and it has been in the lap of the War Labor Board for more than half that time, the complete disclosure of the situation would have looked good in private. Petrillo requested a 24-hour extension of the period marked off by the nine attorneys, and the end of that was the President's wire to Petrillo, requesting him to call off the fight or settle it, was issued.

Government's preference to avoid a showdown in the matter as long as possible, and possibly until after election, which "Variety" has repeatedly pointed out (as probable), is clearly indicated. It's pulled out by recording men in FDR's wire to the AFM head. It made no demands admitted that Petrillo's stand didn't interfere with the war effort, and otherwise is regarded as a weak request for compliance with the WLB's recent directive to avoid "other instances of non-compliance which will impede the war effort." The tenor of the mistive induced daily papers all over the country to run cartoons and editorials deciding the situation. N. Y. Sun, for example, ran one depicting the New Deal handling the Montgomery Ward defense of the WLB with the sole of a shoe applied to Sewell Avery, head of MW. Newsweek, New Deal is depicted down on its knees to Petrillo. Another, also in the Sun, showed FDR on his knees, before Petrillo on a throne.

Since the President's wire to Petrillo, band managers and band leaders, in anticipation of going to work soon, have been casing the music publishing offices for likely tunes and otherwise getting ready to rush into a recording studio as quickly as possible.

Weak Gov't Case

Washington, Oct. 10.
 The FDR telegram to James C. Petrillo last week to call off the recording ban against RCA-Victor, Columbia Recording and the transcription division of NBC, was ad-

mission that the Government had a weak case and that the War Labor Board should never have taken jurisdiction. It also left the President high and dry on a spot, since WLB took the case without consulting him and then tossed him the hot potato when the Board got stuck.

Fact that the Government feared the case was frivolous and didn't take over the recording companies, as a war measure, for fear of public repudiation, was first disclosed in "Variety," a cause of months back.

Arts Recording Company, Inc., chartered to conduct a business in records, discs and sound recordings, with offices in New York. Capital stock is \$100,000, \$10 par value. Directors, each owning one share, are H. Henry Ramm, Charles N. Lowrie, Jr., and Paul P. Eagleton, all New York City.

Marty Keith, contact man, given medical discharge from Army last week after nearly two years in uniform.

Top Tunes for Your Books
 An All-Time Favorite

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Music by . . .
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Use this test VIBRA-L record of seven hits of over 100 popular songs. Includes lead sheets and lyrics of all songs. \$4.95.

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TEST-DUX

"Don't You Notice Anythin' New?"

it's

Andy Russell!

On Capitol No. 167

NEW YORK CHICAGO HOLLYWOOD

NEW YORK CHICAGO HOLLYWOOD

17 Circuit Theatres, About 42 Indies Operating Vaudeville This Season

Seventeen circuit theatres and about 42 independent theatres—that's the vaudeville setup nationally for 1944-45. It's approximately the same as last season for circuit houses, but a 50% jump in number for independent theatres over a year ago. This, of course, includes RKO chain of one and two-day vaudeville theatres. Circuit vaudeville is not included in circuit lineup because they're handled by outside indie bookers.

Booker agents and performers alike are still hopeful that additional vaudeville stands will be added as the season hots its stride. But thus far it's just wishful thinking.

Breakdown on circuit houses gives picture as follows, including Paramount, N. Y.; Chicago and Regal, Chicago; Olympia, Miami, and Paramount, Toledo; Loew's and State and Capitol, N. Y.; and Capitol, Washington. Warners has Strand, N. Y.; Stanley, Pittsburgh; Earle, Washington, and Earle, Philadelphia. RKO has RKO Boston, Boston; Palace, Cleveland; Palace, Columbia; Or Temple, Rochester, N. Y.; Golden Gate, San Francisco, and a booking agent on Radio Radio Music Hall, N. Y., although latter is independently operated, sandwiching an act in two in the presentation.

Roxby, N. Y., owned by 20th-Fox, is independently booked (Fancher & Fox) and generally employs four or five acts along with its presentation. All are full-week stands. Both Earle and Roxby remain long-runners, shows holding over with the pix, which in addition to houses booked out of N. Y., there are six full weeks, two 4-dayers and two 3-dayers in 11 cities.

According to bookers most operations of indie houses have upped 25% to 50% on talent cost for current season. Most houses having experienced with the presentation bracket shows have thus far been more than satisfied with the returns. However, dearth of sock money in comedy acts still obtains since there's not enough consecutive line-up of circuit act bookers to interest performers. Both types of act grab better coin and more consecutive line-up in theaters around New York, Chicago and other key cities.

With both circuit and indie houses providing employment outlet for some 200 acts, comedy, and one-weekly vaudeville stands are an integral branch of showbusiness. Added to this are the 50 or more niteries

In New York using five, or six acts and there's another employment channel for some 300 other acts. And in other key cities there are additional niteries channels for 1,200 to 1,500 acts and bands.

Any booker will argue that more vaude in the niteries than in the theatres—and rightly so.

Act Shortage in Chi

Chicago, Oct. 10.—Shortage of acts and reluctance of orchestra units to play the smaller towns because of transportation problems have stymied a possible increase of stage show entertainment in this area, according to several bookers.

Theatre managers in war plant towns around here, who have expressed interest in booking a vaudeville show every now and then, and one of the biggest problems in getting enough musicians to play the show. Those who are not in the armed forces work in defense plants, and on its own it's impossible to double from orchestra to studio.

Mojo, By-Passed

Minneapolis, Oct. 10.—Reported making a comeback, vaudeville will be passed up as Minneapolis is concerned. Stage-show purveyors here are convinced that the public still doesn't want it and that the only fare acceptable to a sufficient number of people to make it profitable is a same-band policy.

Even with strong names, vaudeville here has failed to catch during the past several years when some a name band or a strong picture which almost always had its own box office legs. It just wants the bands.

PEPPER HEADS REVUE FOR SOUTHERN VAUDE

"Overseas Revue," comprising 10 vaudeville acts, and a comedy team, retained servicemen-orchestra, has been booked by Bob Kerr, agent, and will break on a southern tour starting next month. Asking price is \$250 per week against 50% of the gross.

Jack Pepper, comedian, is scheduled to head the unit.

Film Deal Sets Back

Spitnaly's Chi Date

Due to the possibility of a film deal with Universal coming through, Phil Spitnaly net back scheduled week in the Oriental, Chicago, from Nov. 7 to Feb. 6. Spitnaly is booked into the house on a five-figure guarantee against 50% of the gross.

Leader's all-talent orchestra has been on a concert tour the past couple weeks and reportedly cleaning up. Band grossed \$101,000 on 10 recent dates, on a guarantee against 50% of the gross. (Wednesday) at Potsville, Pa., drawing a straight \$3,500 there because it's a charity affair.

Saranac Lake

Harold Rogers, Rogers' fund exec, shot in for general O. of the gang, himself in hospital staff, and trained back to N. Y.

Earle Larimore, former Theatre Guild actor, will get a new show to handle parties any day now.

Birthday greetings are in order for Harold Bentley, Dorothy Nolan, Stanley Rauch, Rufus Weathers and Eddie Rogers.

Stella Mae Feibler added to Will Rogers' staff.

For the first time in years the Will Rogers' will stage a Halloween party. Scheduled for Jerry McLean and John Eaton beat band odds and ends together for media and a Schiefel event.

Colony may stage "Breakfast at Tiffany's" program with Ben Schiefel emceeing.

Barrett (Juggling Barretts) seen daily doing a mild marathon up and down the main stem here.

Bobby Carter left for home last week. Worthenbaker has been upped to the post of head sports announcer at local station WNEB.

Write these who are

Lupe to Vaude

Lupe Velaz, who came east to go into Dave Wolper's new show, "Glad to See You," has played a tour of auditing houses in place of the show chore. She is out of the Wolper cast and her place probably will be taken by Bernice Barker.

There are no dates set for Miss Velaz as yet and its duration depends entirely on bookings. She hasn't done any vaude personnel appearances in the east since 1937, when she was paired with Johnny Weismuller, then her husband.

Niterly Owner Switch Can't Relieve New Op From Fla. Booking — AGVA

Despite change of ownership, the Clover Club, Miami, will have to live up to contract and play or pay the Bobby Gordon unit, "Fun For Your Money," produced by Frederick Ross, agency.

Jack Friedlander, who booked show in for opening Dec. 27, subsequently sold the niterly to Irving Moss (Miss Bros.), who wants to cancel on grounds that the contract was not made by him. American Guild of Variety Artists, however, holds that the contract is valid and that when sale of club was made Moss took over contractual obligations for the package show.

AGVA WARNS OF 'UNFAIR' RIOMBAMA

Simultaneous with announcement that the Riombama, N. Y. niterly, was planning to reopen under new managers Oct. 26, the American Guild of Variety Artists issued reminder bulletins that the spot was still on its unfair list, regardless of who operates.

Until further action, current status, talent union will take summary action against any act or agent supplying talent to the spot. AGVA's action dates back to last December, when the niterly, then managed by Riombama, was which Arthur Jawitz was managing director, folded, with acts having been booked on a southern tour.

There had been several huddles between club management and AGVA regarding pay-off, but it didn't come off.

Sol Hurok has reportedly booked in Gurney Aronson, dancer, and her family into the spot as initial attraction. Hurok was informed of AGVA's unfair listing of place last week, but as yet has not replied.

Canteen Abuses of Talent Draw Ire Of AGVA; Union Issues Warning

Nicholas Brother Out Of Army, Pair Teams Again

The Nicholas Bros., standard colonial dance team, are back together again.

Forward Nicholas, medically discharged from the Army, begins working with his brother, Harold, who has been soloing for the past year and a half. On Oct. 27 when the duo play a week of vaude at the Club Ball, Washington, follow starting Nov. 3.

The pair are under contract to 20th-Fox.

ROW WITH NEIGHBOR JAMS MARGIE COATE

fearing on felonious assault charge brought against Margie Coate, singing comedienne, by Mrs. Davis' Somerville was adjourned until Oct. 20 in N. Y. felony court, yesterday (10).

A Complainant alleges that Miss Coate, currently appearing with Dan Healy in latter's "Gay Nineties Revue," Monopoly, N. Y., beat her up last Friday night (8) and practically reduced her apartment to shambles while accomplishing the assault upon her. Both live on the same floor of the same apartment building, 300 West 29.

She subsequently hailed the actress to night court where ball was set at \$7,500 and Miss Coate was released.

Singer on other hand issues general denial of charge, adding that at the time of the alleged assault she was on route from a New Jersey soldier-camp where Healy had given a performance of his revue for servicemen. Healy substantiates the alibi. He and other members of the troupe will be witnesses for her.

Miss Coate also stated that Mrs. Somerville had been causing her trouble by a whispering campaign that the actress had anti-semitic leanings. Actress' counsel said trouble via a whispering campaign that the actress had anti-semitic leanings. Actress' counsel said trouble via a whispering campaign that the actress had anti-semitic leanings.

Privately operated servicemen's canteens not measuring up to standards required for clearance on gratia talent, through either the National War Activities Committee or American Guild of Variety Artists, will hereafter have to pay its performers or do without them, according to ruling handed down by Dave Wolper, N. Y. local director of AGVA. Fox has issued bulletin to members and performers of the canteen to inform performances anywhere unless cleared through above mentioned groups.

Bulletin also states that any operator who consents to or permits a violation of this rule shall be held responsible. One must first clear AGVA to the extent of one-fifth of the artist's weekly salary for each such performance. AGVA will take immediate action on any violation of the above.

AGVA had previously ruled against such practices but was forced to reiterate its stand because of recent abuses. One case cited was that of an orchestra leader tied in with a non-cleared canton, who, in guise of a patriotic pitch, had imported several nightclubs to send their entire floor shows to this canteen. Performers so enlisted complained to AGVA that, aside from giving the show for canteen personnel and its friends, with very few servicemen on deck, they were subjected to undue intonation and lack of gratitude.

DONNA DAE IN CHI BREAK-IN AS SOLO

Donna Dae, for the past several years featured vocalist with the Fred Waring organization, breaks in as a single this week, opening Friday (13) at the Oriental, Chi, for a week. She'll do appearances at the nearby Great Lakes naval base during her run.

Miss Dae leaves N. Y. following the Waring broadcast over the Blue network tomorrow (Thurs.) night when she'll be forced to miss the radio show the following week. Understood other stage dates are being lined up, cutting into radio circuit that Jane Wilson, another Waring singer, is in line for a buildup, with Miss Dae eventually breaking away from the organization for a buildup on her own a la Patsy Clegg, the Lane sisters and others who started with the Waring Pennsylvanians.

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8-Star Production—8

- 1. Laborscope Lighting Effect
- 2. Swirl Spin
- 3. Candle Skating
- 4. Battlefield Skating
- 5. Spinning by Teeth
- 6. Breakaway Spins
- 7. Jacket Spin (N. S. A. champion ship winners)
- 8. Horsemen Express Ride

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APOLLON

NOW LATIN QUARER, CHICAGO HELD OVER FOR 4 ADDITIONAL WEEKS

"One of the reasons that the show is as good at the beginning as it is in the end and vice versa, is that one man runs through the whole production from start to finish. That man is Apollon, who tops off the show like a piece of ice cream takes care of a lot of apple pie."

Pence Jones, Chicago Daily News.

"Show's, certainly, includes some of the best comedy Dave Apollon, a director himself is a genuine in a double-talk manner—as even."

Henry T. Murdoch, Chicago Sun.

"A show totally backed by the infectious little Dave Apollon, one of the genuinely pleasant entertainers of our time."

Dale Harrison, Chicago Sun.

"Dave Apollon, to us, is the first time in all the vaudeville that's been going on since the war. He's a genuine in a double-talk manner—as even."

Maurice Fischer, Chicago Daily News.

Thanks to RALPH BERGER and His Associates

Direction—WILLIAM MORRIS AGENCY

Broadway

Hearing of Metro's Lou Smith restored by operation.

Clifford Webb, in Doctor's hospital for several days, now out.

Alene Francis in vaude debut at Casino with "The Daisies."

Patte Davis, ex for two weeks, returned to the Coast over the weekend.

Walter Reade reported greatly improved and resting at his N. Y. apartment.

Booley Crowther, Times film critic, now commuting to his new home in White Plains.

Irving Rapper, Warner director, appearing (9) on the radio with a brief N. Y. visit.

Amory Hall, in vaude concert at Radio Music Training Station, New York, N. Y., Oct. 18.

Hal Horne, 20th-Fox advertising-publicity director, due from the Coast this weekend.

Andrew Galla, for 14 years with Blaine-Thompson ad agency, now with Shorter banking profits from stock market transactions.

Sylvan Levin, appointed associate editor of Leonard Stokowski's New York City Symphony.

Robert Forrest, Metro's vocal, making personality tour to four cities in Georgia.

Louis Lurie, one of Coastites in on the high program "Song of Norway," looking for Broadway.

Annual Social House-Arthur Wirtz Center of the "Hats Off to Joe," Sunday (15).

Janice Wallace, dancer at the Empire Theatre, has designed costumes for new Broadway show.

Sam Kennedy, formerly of Lyons & Lyons agency, has joined the Metro staff in N. Y., under Martin Schick.

Coast scripper Leonard L. Levinson working on the "Hats Off to Joe" Strauss Goss to Boston for Fells.

P. W. G. Gibbs and FPA (Franklin P. Adams) may collate on the Coast, via radio, for Meyer Dreyfus production.

Clarence, attempted by a cafe society figure almost named a name for no reason, as the recipient of an infatuation.

Octavio Roy, inebriated due for another junket into the desert but he's almost an inebriated for another because of the desert.

Research (Gibbs and FPA) division unit, injured in an auto crash last Saturday (9) near Hollywood.

Walter Jacobs, w.k. Miami Beach (10) in hotel, in Florida.

Marion, Goodman, legal aide and agent for Milton Berle, went with her husband to the Coast for today's broadcast, and the travel attendant to the junket is a saga all its own.

Arthur L. Mayer, recently appointed director of the Red Cross in the Pacific, will be a film-and-radio star.

Wednesday (18) at the Waldorf-Astoria hotel, N. Y.

Lebanon has wound up his writing stint at Metro and is heading back to New York for legal production office. Expects to discuss details of making "The Lavender," with Joseph Schrank.

Stanton Griffith, chairman of executive committee of the Red Cross, and recently appointed Red Cross committee for the Pacific, will be a film-and-radio star.

Mrs. J. S. MacLeod returning to San Francisco, following her husband's death, in the Pacific.

Arizona last July 4, he was in charge of exchange of money and general care for Metro.

Joe Vogel, v. of Lewis and general care for Metro, in the Pacific.

Arthur, on Broadway, and of Lewis' New York theatre, in the Pacific.

35th anniversary with the company yesterday (Tue.). He started with the "Red Cross."

Francis Andre, "king of the Pacific," reported killed by a bomb for all time.

William, in the Pacific, reported killed by a bomb for all time.

Catherine, in the Pacific, reported killed by a bomb for all time.

Elizabeth, in the Pacific, reported killed by a bomb for all time.

Sam Kaufman, in the Pacific, reported killed by a bomb for all time.

Chicago

Joe Morrison opens at Vine Garden, Oct. 16.

"The Millionaire" opens at the Arena Theatre 3 for 17 nights.

Ed O'Neill on tour in N. Y. to make a screen test for M-G-M.

Ed Warner, in the Pacific, reported killed by a bomb for all time.

Catherine, in the Pacific, reported killed by a bomb for all time.

Elizabeth, in the Pacific, reported killed by a bomb for all time.

Relief Association at the Morrison Hotel last week.

"Ralph (Latin Quarter) Berger and his friends" in the Pacific.

"Bugs and Bees" at Civic Opera House, Dec. 10.

20th Century-Fox reported dickering with Balaban & Katz for a picture.

"Wilson" so they can set their sights on the Pacific.

"The Millionaire" in the Pacific, reported killed by a bomb for all time.

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Pro-FDR Revue

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budget, etc., another portraying Hoover, Dewey and Pegler in hell "sitting by the Styx and spitting in their faces."

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London

"Blithe Spirit" approaching its 1,400th performance.

Alfred Jordan off to France to stage shows for the American Red Cross.

Jack Rubens, show his income tax returns, written several times over.

Whitehall theatre.

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Hollywood

Bernie Williams laid up with polio oak.

Don Lane celebrated her 18th birthday.

Paul Mulvey returned to work for Metro.

Walter Moscoso, film producer, died for divorce.

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Russ Pix

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Australia

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

By Eric Gorlick

Panama

By Stan Willis

By Stan Willis

By Stan Willis

By Stan Willis

By Stan Willis

Washington

Lena Horne booked into Howard theatre, October 27.

Ernie Kovacs moved the script for "I. Joe." Then left for New York.

Sammy Kay, actor leader, hosted the D. C. drama critics at Del Rio.

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IN 1929

—15 YEARS AGO, ABEL GREEN IN "VARIETY" SAID:

"Horace Heidt and his Californians have as their (punny) billing the phrase: 'the Heidt of entertainment.' That goes triple. His is the fastest band act in or out of vaudeville, topping everything for speed, punch, pep, versatility and entertainment."

"What is equally as noteworthy in the Heidt band act is that it is the conductor who's responsible for some of those staging effects, rhythmic routines, precise uniformity and showmonly evolutions, it might be well for Heidt to throw his baton away and become a producer."

HORACE HEIDT and his MUSICAL KNIGHTS

CLEVELAND

"The swiftest, slickest and funniest show on the vaudeville boards today is Horace Heidt's new Musical Knights."

Ward Marsh in the
CLEVELAND PLAIN-DEALER
July 28, 1944

NEW YORK

"Horace Heidt and his Musical Knights present an entertaining pocket-sized musical revue as the stage show at the Capitol. The program is lively, the individual offerings are interesting, and Heidt keeps things moving pleasantly in his customary engaging manner."

W. H. in the
HERALD TRIBUNE
Sept. 28, 1944

IN 1944

—15 YEARS LATER

ABEL GREEN IN "VARIETY" SAYS:

"Some years ago this reviewer punnily referred to the Capitol's current attraction 'as the Heidt of entertainment,' a billing which the maestro retained. (Horace) 'Heidt of entertainment' reference should be marked stet. He runs 55 minutes and doesn't bore a minute. That is solid 'Heidt' of entertainment."

DETROIT

"The showmanship formula which makes a Horace Heidt program a fast-moving, informal and thoroughly entertaining occasion is now at the Downtown Theatre."

John Finlayson in the
DETROIT NEWS
July 21, 1944

WASHINGTON

"Horace Heidt put on a marvelous show for the esthetic hepcats who crowded the house for the first performance. If Heidt excites 'em any more they'll tear the seats out and pile them in the aisles."

Marjorie Kelly in the
WASHINGTON POST
Aug. 24, 1944

BUFFALO

"Horace Heidt's stage show at the Buffalo is what a musical comedy in 1944 ought to be and very seldom is — musical and funny."

BUFFALO EVENING NEWS
Sept. 1, 1944



BOSTON

"Horace Heidt and that jolly bunch of boys and girls he calls his Musical Knights are now capering, singing, and dancing on the RKO stage, much to the delight of all beholders. The show is good and happy entertainment."

Don Ward in the
BOSTON-AMERICAN
Aug. 10, 1944

ROCHESTER

"The veteran band leader and show organizer proved to be a genial, democratic soul who established friendly relations with patrons at once."

George L. David in the
ROCHESTER DEMOCRAT-CHRONICLE

Sept. 8, 1944

CHICAGO

"As well as being a bandmaster on the solid side, Horace Heidt is a top-notch showman. His Musical Knights put up a real flash on the Oriental Stage."

Henry Murdock in the
CHICAGO SUN
July 14, 1944

On the Air for
HIRES ROOT BEER
HEIDT TIME FOR HIRES

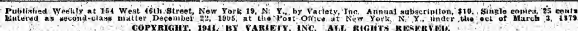
N. W. Ayer Agency
Blue—Mondays—7 P.M.

U. S. TREASURY
DEPARTMENT and U. S.
EMPLOYMENT SERVICE
Blue—Saturday Afternoons

Now Playing
CAPITOL THEATRE
NEW YORK

Thanks to: JOE VOGEL
MARVIN SCHENCK
JESSE KAYE

COLUMBIA RECORDS
Thanks to
MANNIE SACHS



PRICE 25 CENTS

Though Election Approaches, B'way Legit, Pix Biz Surprisingly Strong

A basic setup of Irving Berlin's new music company (it's now an unincorporated business since Berton, Inc. was dissolved) is a partnership system for all his staffers. Berlin took over most of the old Berlin, Inc. veterans when he dissolved partnership with Saul H. Bornstein, and has decided to give Dave Dreyer, gen. prof. mgr., and others a slice of the profits.

Bornstein, meantime, has set up Bourne, Inc. to carry on the old "ABC Music" business, minus, of course, all of Berlin's own songs, and the ABC Music Corp.

Incidentally, Berlin has written what he thinks is the first postwar song, "What Are We Gonna Do With This Love?"

'One Foot in Heaven' Keynotes Trend Of Successful Pix for Air Shows

An unusual twist in radio auditions has been introduced by Stanley Wolf, independent radio producer, for his ether version of "One Foot in Heaven" (Warner). Last week, in submitting the yarn to N. W. Ayer ad agency, Wolf instead of presenting the usual radio dramatization, ran a special screening of the picture for the ad men, at the Ayer office.

Wolf, who has set Hartzell Spencer, author of "Heaven", to script the radio version, and Freddie March who played the film lead, to do the same for the air series, told the ad men that the film told the story so eloquently he saw no need of needing expense for an audition. Filmings of the audition cost \$1,000, as much as the regular dramatization process would have. Agency still has the show under development.

Availability of "Heaven" for radio also highlights the fact that film majors appear to be relaxing their stand on refusing to release material proper for etherization serially. Wolf also has the rights to air "Topsy" (Mc-G), with Roland Young in screen star, doing the radio for Paramount. Likewise has optioned "Great McGinty" and "The Cocken-parkers" based on characters "Miracle of Morgan Creek," to Norman Waters, screen producer. Both yarns were written by Preston Sturges. Preview in the Par-Winter deal, however, that no Par players be used in the aires, supposedly because the studio does not want its talent to sign contracts which might interfere with film schedules.

Also available, on the Coast, is an adaptation of Leslie Charteris' "Saint" whodunit series, which Jimmy Saphir is peddling.

MAJOR WAYNE KING GETS ARMY RELEASE

Chicago, Oct. 17.—Major Wayne King, former orchestra leader, was given active army duty last week at his request. King entered the army over two years ago, was commissioned directly from civilian life for special duty in the War Department. He was radio officer of the public relations department when he left. King's plans are indefinite at present but it's likely he will again form an orchestra after a month's vacation.

Helfer's 20th Test

Lt. Commr. Al Helfer, former WL announcer-producer, is slated to receive a medical discharge this week. He is being credited tested 20th-Fox for character parts. Chick Vincent is agenting.

Helfer has been in the Navy three and a half years, seeing action in Africa, Europe and the Pacific.

MORE 'TAVERN' GUESTS

Hollywood, Oct. 17.—Paramount added Paulette Goddard, Brian Donlevy and Sonny Tufts to the list of guest stars in the Ed Gardner picture, "Duffy's Tavern".

Virtually every name player on the Paramount list will do bits or sketches in the film.

B'way Biz

Continued from page 1

without definite Broadway bookings. Recently several shows were set back, and at least two musicals slated for autumn have not yet started until after New Year. Where others will find bookings seems to be a guess.

For the Broadway picture houses, as well as in the neighborhoods, business has been exceptionally strong since the new season came in Labor Day, with the September take not only substantially ahead of August, but also better than for September in 1943. This is also true generally in other parts of the country.

October grosses, despite electioneering, should strike an average as good as for the corresponding 31 days a year ago. While this week is somewhat spotty, according to early gross reports around the country, in N. Y. attendance has been heavy with Columbus Day (12) one of the best, if not the best, film theatres have ever presented.

Brisson Eyed for 'Jake,' 'Norway' Pic Comeback

Carl Brisson's film comeback will probably be for Columbia Pictures, which has two properties—"Jacobowsky and the Colonel" and "Song of Norway"—in mind for the former "Chavalier of Denmark." Both of latter shows are current Broadway hits.

Since his Paramount starring contract 10 years ago Brisson has been playing roles and nitering, coming to renewed attention in the latter.

TWA'S GLOBAL FLIGHTS KEYED TO SHOW BIZ

Representing the film industry in its interest in international aviation, the Hix office has been appearing as a witness at hearings which started before the Civil Aeronautics Board in Washington Monday (18), on Transcontinental and Western Air's application for a round-the-world route. TWA has called for immediate action on a New York-London-Paris-Cairo-Cebu, shuttle, with seven roundtrips weekly between New York and London alone. Fare between two last named cities would be \$263.00, or half price of \$572.

Opening of overseas air travel greatly aids show biz, TWA officials feel. Film industry has been their best customer in the domestic field, they say, and they expect same in the international field. This applies to shipment of film as well as talent. TWA also expects to participate in show biz exploitation, as the opportunity presents itself.

Plans for gala premiums, similar to pre-war railroad stunts, are also contemplated. New routes grant permit transport of world company's legit attractions from New York to London, Paris, as well as premiere parties, airlines have capacity for 36 people in the domestic field, for mail and express. N. Y.-London flight will take 22 hrs., 40 minutes, with five stops en route.

Tone's B'way Play?

Franchot Tone is commuting between New York and Niagara Falls, N. Y., where he is settling his father's estate.

Tone may do a play for Jean Dailymple, her Broadway debut as a producer, based on a columnist's career, although he has a bid to do the lead opposite Deanna Durbin's next picture for MGM, the Sunday PM editor, Bill McCleery, titled "Hope for the Best."

122nd WEEK! KEN MURRAY'S 'BLACKOUTS OF 1944'

El Capitan Theatre, Hollywood, Cal. "You don't find a better show any place. Murray and 'Blackouts' are the best thing in entertainment!" JOE E. BROWN

9 WB Films Into Nat'l Archives

Washington, Oct. 17.—National Archives in Washington has requested for posterity nine Warner Bros. films. They are "Action in the North Atlantic," "The Hard Way," "Mission to Moscow," "Passage to Marseille," "This Is the Army," "Princess O'Rourke" and "Watch on the Rhine." Shorts requested were "Bugs Bunny Nips the Daisies" and "Struggle for Life." All films were chosen for their indicative of the present time. They will be placed in the Archives' vaults for future study and observation by those of the coming generations.

LON CHANEY, JR., TO DO DRAMATIC VAUDE ACT

Filmie Lon Chaney, Jr., has been set for six weeks of vaude by Music Corp. of America beginning about Dec. 1. Will do a quick-change dramatic routine using masks, somewhat reminiscent of the performance of his late father in film years ago.

Theatres in Washington, Boston, Columbus, Fall River and Worcester will be played, as well as Loew's State, N. Y. Dates are being worked out currently.

Cowan's Own N.Y. Setup

Irving Rubine, executive assistant to Lester Cowan, east, to open N. Y. office, as well as to appoint a N. Y. publicity rep.

Bernard Kreidler, vice-president and general manager for Cowan, will head the N. Y. office, dividing his time between N. Y. and the Coast.

This Week's Football

By Ted Husing

GAMES	WINNERS	ODDS
Holy Cross-College-N.Y.U.	BC	9-5
Holy Cross-Brown	BC	9-5
Colgate-Penn State	Colgate	12-5
Colgate-Sampson Naval	Cornell	9-5
Temple-Syracuse	Temple	9-5
Lafayette-Lehigh	Lafayette	6-5
Tennessee-Alabama	Tenn.	6-5
Duke-Auburn	Duke	6-5
Texas-Arkansas	Texas	6-5
Ge. Tech-Navy	Ge. Tech	5-6
Clemson-S.C. Carolina	Clemson	5-6
Kentucky-VMI	Ky.	11-5
No. Car. Penn.-Ga. Inst.	No. Car.	4-1
Missouri-SMU	Missouri	4-1
SMU-Rice	SMU	9-5
Texas A&M-TCU	Texas A&M	7-5
Purdue-Iowa State	Purdue	12-5
Oklahoma-Kansas	Oklahoma	9-5
Purdue-Iowa State	Purdue	12-5
Indiana-Northwestern	Indiana	4-1
Illinois-Pitt.	Illinois	4-1
Notre Dame-Michigan	Notre Dame	6-1
Great Lakes-Oshkosh	Gr. Lakes	6-1
Washington-USC	Wash.	5-6

National Pro League

Phila-Boston	Phila.	4-1
Wash.-Brooklyn	Wash.	2-1
Chicago-Packers	Chicago	11-5
New York-Carol.	New York	12-5
Green Bay-Cleve.	Green Bay	11-5

SEASON'S RECORD

Games Won, 48; Lost, 12; Ties, 6; Pct., .603. (Ties not counted)

SCULLY'S SCRAPBOOK

By Frank Scully

Hollywood, Oct. 14.—If Wendell Willkie had been a Russian and had come as much for the USSR as he did the last four years for America, the Russians would have his life story into film production already. They would tell it well, but they would make it carry a load of propaganda too. For what Willkie was trying to tell America these last few years is this: The American trinity of business, labor and government can be liberal, helpful and successful on a world basis, particularly in those industries which have a world appeal. This does not exclude refrigerators, vacuum cleaners, tractors or planes. Neither does it exclude entertainment, particularly motion pictures and, in the very near future, television.

Willkie is believed to be big and like people around the world and he found that they all had many ideas in common, whatever language they talked or the form of government they lived under. He liked these people and they liked him.

To tell Willkie's story on the screen would be to tell a beautiful story of a great Democrat who made his living with law and always fought to the best of his ability for his client. When his client was a corporation, he gave it everything he had. He would have done just as well if his client were the United States of America.

American pictures will find foreign pictures aided and supported by foreign governments. Those who have government in business will find themselves forced to look to our State Department for aid in the coming struggle for world markets. The picture business by it got Wendell Willkie to fight on its side, but it has got a great story in his life, and that could help over the rough places abroad.

I met Wendell Willkie only once, but that was enough to do the trick. The Scullys were house guests of Fannie Holtzman and as she went out to luncheon, she said, "I may bring Gertrude Lawrence and Wendell Willkie back to New York." Well, I don't believe that thing will happen to them. Within two hours she came back, not with Gertrude Lawrence but with Wendell Willkie.

I met Wendell Willkie to know why guys like me had worked against his election. I told him that since he usually came out with Roosevelt's answer three or four months late, guys like us preferred to take the first one to come along. He said, "I don't want to be violent, but I think you're right. He was miles ahead of Roosevelt on almost any successful idea which F.D.R. ever had advanced. I told him, "Why don't you tell the people what you think? I think in a wonderful position to understand many things but they understand good sportsmanship and immediately respond to it. You keep them hugging this illusion as to what Wendell Willkie is like in life and they won't believe anything else."

His flight around the world, which he recapped so admirably in "One World," may be "Gullible's Travels" to some people, but he was the best the United States has had in our time. And I think the picture business owes him a picture.

'Star Hysteria' B'WAY FOR ROOSEVELT SHOW; BARNSTORMING

Continued from page 1

shortage of Technicolor is reported behind back production of from 25 to 35 high-budget films, involving an estimated negative investment of \$1,000,000. It is estimated only one or two Technicolor (in some cases) could be secured. That is the additional output from independent and other sources which is estimated held up due to deficiencies in talent and manpower.

Touching on the inability to set established names, film execs report that a "great problem" long existing at the studios, has now reached a point where a tieup with a star is worth millions of dollars.

Reported by one major exec that virtually every motion picture star is entertaining independent producers, the studios are being outbid in other trade quarters are that more than 80% of all top players at the studios are interested in setting up independent production units. It and when previous commitments permit. The substantial number of stars already set in independent units, or who are already contracted, the death of star headliners.

The star system, on the basis of b.b. and exhibitor response, reward more rigidly entrenched with the public than ever despite all efforts to place greater emphasis on the material and exploitation, is giving production toppers serious concern because of the acute difficulty of retaining names. Barring a radical revision in income taxes in the near future, which appears unlikely, b.b. decline, the situation is likely to become more troublesome.

In a move to offset the star problem, some studio toppers are planning rapid upward revision of budgets for hiring strong production personnel of all types. Understand that studio execs, in staff meetings, have given subordinates to understand that cost is to be no object in hiring producers, directors, writers and talent or in paying for ideas.

Mentime, while the star shortage has been the No. 1 problem in production, the Technicolor shortage is affecting both production and distribution plans. Difficulty in getting Technicolor prints may delay release, as well as planned production of considerable numbers of high-budgets. Number of costly B-grade pictures, set for release in the U. S., may be among things to be held back from distribution owing to the jam on Technicolor prints. They are not given.

'Star Hysteria' B'WAY FOR ROOSEVELT SHOW; BARNSTORMING

Continued from page 1

Stars of stage, screen and radio will unite in a special program in tribute to President Roosevelt next Sunday night (22) at a dinner of the Independent Voters Committee for the election of Roosevelt for Roosevelt at the Hotel Astor, N. Y.

Called "Broadway for Roosevelt," the show is being produced by Moss Hart, George S. Kaufman, Russell Crocker, Herman Shumlin, Edward Connelley, E. W. Harniss, Beatrice Kaufman and Charles Freedman. Kaufman and Hart have written a script, and Harniss has produced Bert Lahr and Jackie Gleason will co-star, and Joe E. Lewis will emcee. Names of the radio stars, according to plans, and others will be introduced by Frank Sinatra. On the more serious side, Clifton Fadiman and Dr. Frank Kingdon are scheduled to speak.

Stars will barnstorm upon N. Y. State for President Roosevelt, the idea of the show is to proceed according to plan. The tour will be given an old-fashioned barnstorming buildup with the mayor of each city receiving the troupe at the station, parades down main street, etc. Mass meetings are being planned in advance in each city. Special sketches, songs, etc. have been prepared for the tour.

'THE BOYS'

By Alan Lippscott

Why does every radio comic always refer to his writers as "The Boys?"

When he calls his chauffeur "chauffeur" and his butler "butler." And bestows the proper billing upon every other domestic that he employs.

Even when they are old and wrinkled and bald, and he calls them "The Boys."

They are so called. Perhaps this juvenile appellation is due to the fact that writers, like the radio comic, are victims of frequent chastisement.

And then again—by calling his writers, "boys," it makes the comics feel more like men.

And then perhaps—I make this connotation. Without the Radio Writers Guild collaboration—

The radio comic, the Cantors and the Bertles.

Call their writers, "boys," because, in the jam on Technicolor prints, they are not given.

That Burma Affair

The basis of the spat between the service boys in Burma and performers is in the advance promises of the billing. It is wrong to turn a performer as going to play four, six, or eight weeks in an area when those doing the booking know that the entertainers may not physically be able to play out their routes, and of course the boys are disappointed when the performer doesn't show up. But seldom are the entertainers to blame. Nor is the resultant boys' squawk hard to understand.

Give both sides a break. Skip the extravagant promises. That should stop the complaints.

Pension Plan for All Par Employees Being Studied; Expect Early Action

An overall pension plan, to cover all employees of the company from president down to office boys, is an early probability for Paramount which, it is learned, has been quietly trying to arrive at a satisfactory formula. So far it has not been able to work out a retirement program that would appropriately apply to one side and not the other. While Par would follow the lead of Metro, which instituted a pensioning system, it is understood that the plan Par is trying to formulate would not be limited after the fashion of the competitive producer-distributor.

Although, as pointed out on inside, many and varied factors are involved in connection with the development of a company pension plan, and difficulties in that connection have arisen to delay drafting of one that would pass legal muster, it is indicated that very likely certain obstacles, confidential at the moment, will be overcome.

It is expected that the best features of the pension plans of the N. Y. Telephone Co. and General Motors may be noted in a Par retirement system, with age for pensioning either 50 or 65.

Par service boys of Paramount, it is understood to strongly favor a pension plan for their company, and is anxious that one workable character, suited specifically to Par, will be set up as early as possible. Specifically, in Par circles, retirement provisions for employees, if instituted, would serve as a terrific offset to any lack of good will that may exist as result of difficulties in getting increases.

Par several years ago, through insurance policies, set up a retirement plan for various top executives, but has since suspended payments toward it. There have been no previous under that plan since the year of 1934, but it has not been cancelled, however. Originally, only 10 executives were in on the plan, headed by Barney Balaban and Stanton Gridley, chairman of the executive board, now on leave with the Red Cross, but whose pension was set at \$10,000, while the other eight were listed at \$5,000. Subsequently the list was increased to 20 executives, with the same on the additional \$5,000.

ST. LOO ADITTER OVER GYPSY'S 'BELLE' FILM
St. Louis, Oct. 17. The Better Films Council of Greater St. Louis and the St. Louis Public School Patronage Alliance have joined hands in an effort to prevent the local showing of Gypsy Rose Lee's latest flick, "Belle of the Yukon." Last week members of the Alliance, who had seen the flicker, made a report in which they reported that the celluloid work was offensive and went on record as opposing its showing in Greater St. Louis.

The Films Council previously waged a strong bid against the flicker, and it is felt the clergy also will join in to prevent "Belle" from being screened here. There have been no previous attempts when the flicker will be shown.

Reading 'Mr. Broadway'
Hollywood, Oct. 17. Sam Hellman has completed the first story treatment of "Mr. Broadway," a story based on the life of Sime, by Abel Green.

Arthur Schwartz is producing for Warner.

Hoblitze's Scholarship

Austin, Texas, Oct. 17. Karl Hoblitze, Interstate picture, has renewed his \$5,000 scholarship for an academic and artistic career at the Texas University of Radio here. Hoblitze has earned a Radio House degree in his formation several years ago.

Programs of the Radio House are available to the Texas Quality network as well as originating station programs of interest and interest, independent station holdings.

RKO list to Reopen In European Keys

RKO Radio exchanges are now reported operating in Brussels, Bucharest, Marseilles and Lyon as well as in Paris. While other majors are operating in the Texas Quality network, RKO is believed to be the first U. S. studio to resume its own operations in Europe.

RKO staff in these three countries is composed of former personnel who were on the Texas Quality network. Staffers look virtually all RKO prisms into hiding when they were in the Germans over their countries and are now starting to sell the odds.

Meanwhile, majors are planning to send reps from the U.S. to Paris as soon as possible under SHAEF regulations. In the event Ben Miggins would represent 20th-Fox, Joe Hummel, Warner; Jack Kaster, Columbia; Fred Lange, Paramount; and Vladimir Lisin, who heads up European operations under Phil Reinman, for RKO. Foreign sales reps would cover the Near and Far East as well as France from Paris.

Lady Lawrence has been mentioned as a possible rep for Metro in Paris, but this also remains unconfirmed.

JOE MOSKOWITZ NOW A V.P. OF 20TH-FOX

Joe Moskowitz, eastern studio representative for 20th-Fox, with the company since the merger of 20th Century and the old Fox company, has been a vice-president last week. Executive vice is W. C. Mitchell, Long with United Artists as assistant to Joseph M. Schenck. Moskowitz moved to 20th-Fox with Schenck when the latter effected the merger combine the two organizations. He is a brother of C. C. Moskowitz, y. over N. Y. theatre operations for the past few years. He is now in the construction department of Loew's.

Fox Names Ed Cohen To New Latin Am. Post

Edward Cohen, 20th-Fox manager in Panama, has been named executive of Brazil, Argentina, Uruguay, Chile, Peru, Chile and Ecuador, this being a new post created by Murray Silverstone, company's foreign affairs representative in Latin America is handled under supervision of Joseph Mullen, who heads up the Mexico City office.

Naming of Cohen means that supervision will be in the field for the first time in the company's history, and other big countries having been handled from homeoffice previously.

EXHIBITS IN THE SET SPOTTERS SYSTEM

Major film companies are launching an investigation into the increasing number of commercial trade marks and trade names which have been creeping into both features and short subjects. Complaints have been coming in that independent producers and advertising representatives are using funds from industrial organizations, claiming they can fix it with film producers to insert some plug for product which will be shown on the screen to tremendous theatre audiences.

In one case reported that a producer received \$15,000 for using such a trade name in a film which later grossed around \$300,000 in rental, when regularly released. Both independent and major-affiliated in this line, it is complained and secured release of rentals paid for the short.

Exhibitor partners of major distributors are sending out representatives taking action to check the abuse while producer-distributors are planning a more check on the subject. Exhibitors contend that if theatre screens are used for commercial advertising they would be paid for it. Over 11,000 theatre screens are currently available for paid screen advertising.

While trade marks have been noted in features, most numerous are the products in connection with technical and scientific shorts. Businesses involved are automobiles, food products, kitchen appliances, plastics, electrical appliances, gas, oil, cosmetics and cigarettes.

Some of the products in some cases been written especially so that plugs can be fitted in easily and as opposed to the usual background.

Auditions

Practice has become to open the local dealers and retailers in various cities for the purpose of checking out all releases where commercial plugs are spotted so that they can be cancelled. Operators may also demand a clause in film contracts calling for adjustment of rentals, after a picture has been spotted, where a trade name has been spotted.

Distribution execs in major cities are in virtually all instances, aware of purposeful use of trade names in films until it is later drawn out of the picture by the distribution top, in one case, angered by the information, has already ordered an investigation as to the studio.

Those Not Affected

Complete about trade names in entertainment features does not affect sponsored shorts given free as those products in the company like General Electric, Metropolitan Life, Westinghouse, General Motors, National Association of Manufacturers and Chevrolet. No film rental is paid and exhibitors are not required to place plugs for their sponsors. As many as 7,000 or 8,000 theatres are reported available for release of the plugs, providing subjects have good production values and do not project too much commercialism.

Understood that some 10,000 to 11,000 picture houses in the U. S. and Canada will accept the new advertising pictures on payment to exhibitors of around \$3 average per picture, or audience per minute of showing.

A. Silverstone to Sales For 20th-Fox in London?

London, Oct. 17. British director, A. Silverstone, is reported leaving his sales position although retaining his position in the company. Silverstone is being attached to 20th-Fox, picture department in N. Y., to replace him.

Despite Britain's Dreams of Film Empire, Canada Not Going Quota

Schwartz Tuning Also

Hollywood, Oct. 17. Arthur Schwartz is collaborating with Leo Robin on 10 times for the score of "The Time, the Place and the Girl" at Warner, taking time off from his preparatory chores as producer of five musicals.

Tussling on the Schwartz picture are "Night and Day," "Mississippi Belle," "Mr. Broadway," "Simpsons in Happy" and "Conciliat, Yankee."

No Tele Threat, Par Exec Claims

Washington, Oct. 17. Film and television will help rather than hurt each other and it is unlikely that video will push the theatre into oblivion, Paul Rabourn, Paramount engineer and radio expert, told Government employees connected with Federal Film activity last Thursday (15).

"If there is any real question of who will push whom around," he said, "it is a problem of Eastman Kodak, Du Pont and Anso as against the telephone company, Radio Corp., General Electric, Public and Du Pont, rather than broadcasting companies against motion picture companies."

"Motion picture companies may make films for television and television may implement feature film fare in theatre programs. On the other hand, television might displace motion pictures in the home or schools in a reasonable period of time, and thereby destroy the dream of the film manufacturing companies of an ever-expanding market."

Rabourn predicted a heyday of the future which would combine motion picture news, and spot televised action.

"There is one phase of the motion picture field," he added, "where television is going to definitely appear in the theatre field. It is possible that we may have purely television theatres, as we now have (Continued on page 23.)"

HOPPER HOPS EAST FOR SCHENCK CONFAB

Hollywood, Oct. 17. Harold Hopper has planned east to confab with Nicholas M. Schenck concerning phases of Metro studio operation and production and to discuss the new film during two-week stay here.

Hopper remains in New York for a day, returning to the Coast next Monday.

Hopper's D. G. Stopoff

Washington, Oct. 17. Harold Hopper, Metro studio manager and former head of the film section of the War Production Administration, arrived here today for discussions with Lincoln V. Burrows, who succeeded him in the WPB office, pertaining to the new film situation. He leaves for N. Y. tomorrow (18) or Thursday on Metro business.

RKO Editors Currently Cutting 14 Features

Hollywood, Oct. 17. Film editors at RKO are stepping on the gas with 14 productions in production, 12 for first treatment and two for daily releases.

In the final stages are "Betrayer From the East," "Loving in the Dark," "Crime," "Pan-American," "Two O'Clock Courage," "Experiment Perils of China Seas," "Share My Broadway," "Come Share My Love," "Farewell My Love," "The Fall of the City," "The Girl in the Red Dress," "The Brighton Strangler," "In the Fall," "The Girl in the Red Dress" and "The Enchanted Cottage."

Canadian government is taking a firm stand against proposals which have reported been made for the establishment of a quota on the distribution of American pictures in the Dominion.

Understood that producer-distributors abroad, in move to gain a stronger foothold on Canadian box office, are contemplating \$15,000,000 annually in rentals for U. S. distributors, have been pressuring for some quota plan.

Views of John Grierson, Film Commissioner for Canada, on quotas is well known and there appears to be no likelihood that he will recommend quotas on U. S. films to the Canadian government, regardless of the trend in other countries.

Grierson, however, is reported planning for greater representation of Canada on the screens of the U. S. and the world markets through the production of more films dealing with Canada. Some U. S. and British films have been produced with Canadian backgrounds, but Grierson is understood planning the involvement of at least one Canadian theme in Hollywood's annual film output—providing suitable story material is presented.

British Expansion

Toronto, Oct. 10. British Empire governments are going into the international film field in the immediate postwar period and Canada is going to look for a share of the screen space, according to John Grierson, director-general of Canada's National Film Board. Just back from Britain, after film contacts with government officials and the London board of trade, Grierson said he will also investigate the film industry's share of screen space, particularly in South Africa, New Zealand, Australia and other units of the Empire. This will mean "cooperation with the Empire and the U. S., rather than the imposition of film quotas."

JACKSON'S 'SOBBRERO'

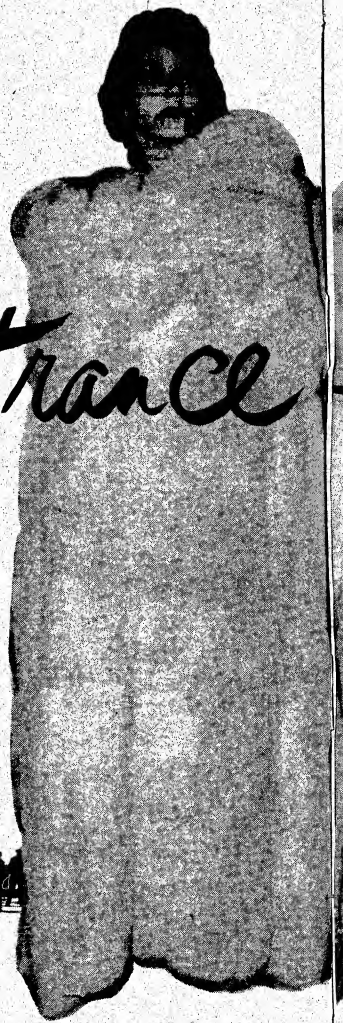
Hollywood, Oct. 17. PRC signed a contract with Jackson as an associate producer, with "Under Your Sobbrero" as his first chore. Jackson, recently functioned as an associate producer with Andrew Stone. In his new job he will double as a writer.

VARIETY
"The Most Important"
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(Published in Hollywood, Calif., Daily at 10:30 P. M.)
219 N. Broadway, Los Angeles

What an Entrance



The Critics
Lost Their Hearts...
Completely!

"CHARMING!"

— Said N. Y. Times, Film Daily, and Daily Variety.

"DELIGHTFUL!"

— Said N. Y. Sun, Photoplay, Showmen's Review.

"DELICIOUS!"

— Said N. Y. Mirror.

"CAPTIVATING!"

— Said N. Y. Daily News.

"REFRESHING

as a bubble-bath!" — Said Liberty.

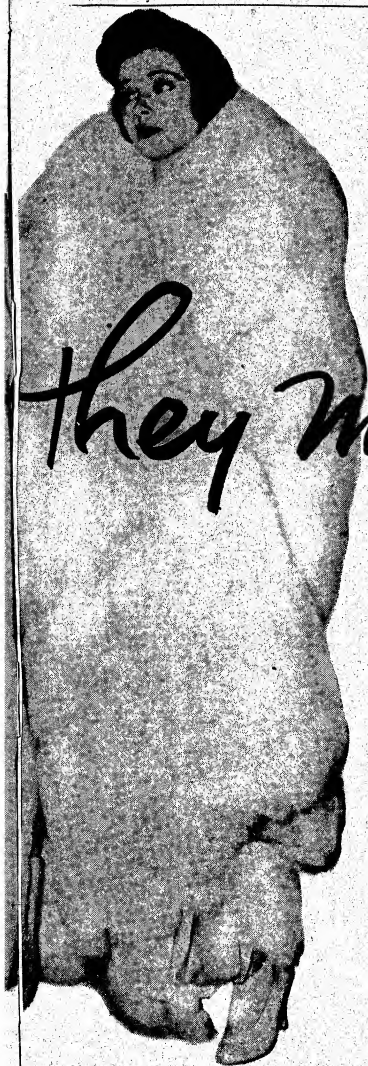
"SENSATIONAL"

is the word for Gail and Diana,
says every reviewer!

"OUR HEARTS"

with Charlie Ruggles, Dorothy
Gish, Beulah Bondi, James
Brown, Bill Edwards • Directed
by LEWIS ALLEN • Screen
Play by Sheridan Gibney





They made

at riotous, record-breaking,
rave-reviewed Broadway
Paramount world premiere...
of their first starring picture...
from the famous twenty-million-
reader best-seller—

Gail Russell
Diana Lynn

in

WERE YOUNG AND GAY"

Now sneak-preview it and find out for yourself

the tremendous audience appeal of this

Phenomenal new hit from **Paramount**

Ladd's Back

FROM THE ARMY, IN HIS FIRST PICTURE
SINCE HE ZOOMED TO SUPERSTARDOM IN
RECORD-BREAKING "CHINA" 18 MONTHS AGO



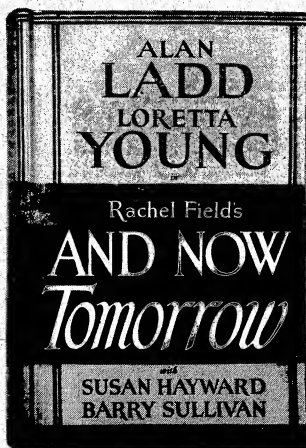
For



Thanks to

And Beulah Bondi and Cecil
Kellaway. Directed by
IRVING PICHEL. Screen-
play by Frank Partos and
Raymond Chandler.

(And for Christmas)



Thanksgiving

HANDSOMER AND MORE MAGNETIC THAN
EVER IN A TOTALLY DIFFERENT ROLE—HIS
BIGGEST AND MOST IMPORTANT PRODUCTION

Paramount

FOR THE MOST DISTINGUISHED HOLIDAY ATTRAC-
TION AVAILABLE—FROM THE BEST-SELLER BY
THE AUTHOR OF "ALL THIS, AND HEAVEN TOO"

... All-Time-Record-Breaking "Frenchman's Creek")

THE
THEATRE
THAT
PLAYED
"WILSON"

FOR
8
PRECEDENT-
BREAKING
WEEKS
GIVES
BROADWAY
ANOTHER
GREAT
PRE-
RELEASE
HIT
FROM

20th
CENTURY-FOX
The company that made "WILSON"

FA

Roxy opening day and first week-end sensational



GENE TIERNEY DANA ANDREWS CLIFTON WEBB



Vincent Price · Judith Anderson

Produced and Directed by

OTTO PREMINGER

Screen Play by Jay Dratler, Samuel Hoffenstein and Betty Reinhardt Adapted from the Novel by Vera Caspary

There's MONEY in LAURA! - M.P.DAILY "A sure thing at the box-office!" - Variety

L.A. Steady; 'Since' Giant at \$71,000. Three Spots, 'Gent' Tail 59 1/2 in 4. 'Monahans' 33G, 'Soldier' 37G, Both 2

Los Angeles, Oct. 17. — Biz is steady here in first-run shows with "You Went Away" (M-G) at socko \$71,000 in three spots despite long running time of picture. It easily tops the town. Combo of "Barbary Coast Gent" and "Maine Goes Reno" is doing sturdy \$59,500 in four situations. "I Love a Soldier" is also \$37,000 in two houses.

"Merry Monahans" and "Pearl of Death" looks okay \$33,000 in two spots. "Arsenic and Old Lace" still is strong in fourth stanza in three theatres. "Whisper" to Four Star, appears pretty \$5,500.

Estimates for This Week
Barbary Coast Gent (M-G) (15:16) 50-51—
 "Barbary Coast Gent" (M-G) and "Maine Goes Reno" (M-G). Nifty week. Last week, "Maine Goes Reno" (M-G) and "Enemy Women" (M-G), light \$5,500.

Charlie Gruenbaum-Walk (2:20) 50-51—
 "Barbary Coast Gent" (M-G) and "Maine Goes Reno" (M-G). Good \$12,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Arsenic and Old Lace (M-G) (15:00) 50-51—
 "Arsenic and Old Lace" (M-G). Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Since Went Away (M-G) (15:16) 50-51—
 "Since Went Away" (M-G). Solid \$71,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Four Star (M-G) (15:00) 50-51—
 "Four Star" (M-G). Solid \$5,500. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Invincible Man's Revenge (U) and "Dear Madam" (M-G) (15:00) 50-51—
 "Invincible Man's Revenge" (U) and "Dear Madam" (M-G). Light \$18,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Raymond (WB) (2:55) 50-51—
 "Arsenic" (WB) (4th wk). Sweet \$33,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Los Angeles (Down-Walk) (2:20) 50-51—
 "Since" (M-G) (2nd wk). Solid \$12,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Black Magic (M-G) (2:20) 50-51—
 "Black Magic" (M-G) and "Pearly" (M-G). Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Shadows Suspicion (M-G) with Chitrey Reeds—
 "Shadows Suspicion" (M-G) with Chitrey Reeds. Solid \$12,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Pantanas (P) (2:12) 50-51—
 "Pantanas" (P). Solid \$12,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Monahans (WB) (2:55) 50-51—
 "Monahans" (WB). Solid \$33,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Imagined Years (M-G) and "The Imagined Years" (M-G) (15:00) 50-51—
 "Imagined Years" (M-G) and "The Imagined Years" (M-G). Solid \$12,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Love a Soldier (M-G) (15:00) 50-51—
 "Love a Soldier" (M-G) and "A Little Soldier" (M-G). Solid \$12,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Gold My Way (M-G) (15:00) 50-51—
 "Gold My Way" (M-G). Solid \$12,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Good \$14,000 (M-G) (15:00) 50-51—
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Broadway Grosses

Estimates Total Gross
 This Week (based on 15 theatres) \$666,500
 Last Week \$666,500
 Total Gross Same Week \$1,333,000
 Last Year \$1,333,000
 (Based on 15 theatres)

Ellington Lifts 'Life' To

Huge 22G. Mpls. Topper;

'Arsenic Colossal 19C

Minneapolis, Oct. 17.

With the first stage show on month and better pictures on deck, boxoffice is reversing its downward trend.

Duke Ellington's "Life" is the life of the life to great session at the Orpheum. "Arsenic and Old Lace" is smelt at Radio City.

Estimates for This Week
Life (P-S) (1:00) 25-35—
 "Life" (P-S). Solid \$22,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Arsenic and Old Lace (M-G) (15:00) 50-51—
 "Arsenic and Old Lace" (M-G). Solid \$19,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Wings (M-G) (15:00) 50-51—
 "Wings" (M-G). Solid \$19,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Crime by Night (WB) (2:55) 50-51—
 "Crime by Night" (WB). Solid \$19,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

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'Romance' Modest 11 1/2G Indpls.; 'Raiders' 10 1/2G

Indianapolis, Oct. 17.

Biz continues sluggish here. "An American Romance" at Loew's is in lead for straight filers by small margin, and not big for bally given open.

Estimates for This Week
Sweet Lowdown (20th) plus
 "Sweet Lowdown" (20th) and "Sweet Lowdown" (20th). Solid \$15,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Indiana (Katz-Dolle) (3:30) 35-55—
 "Indiana" (Katz-Dolle). Solid \$15,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Marine Raiders (RKO) and "Gill-derewes Ghost" (RKO). Thin \$15,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Prayer (20th) and "Take It" (20th). \$11,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

Swing Fever (M-G) and "Swing Fever" (M-G). Solid \$15,000. Last week, "Abroad Two Yanks" (M-G) and "Enemy Women" (M-G), low \$11,000.

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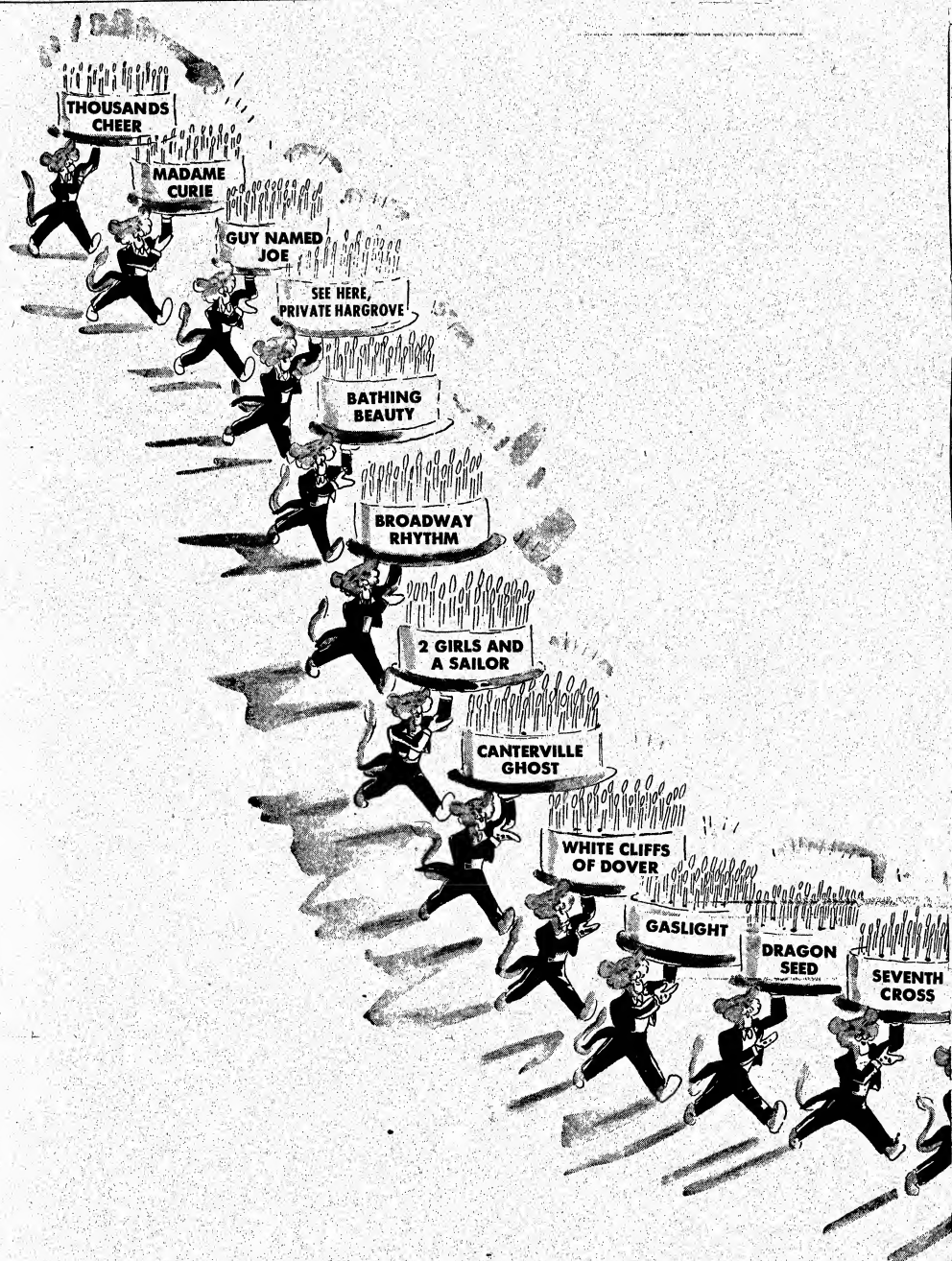
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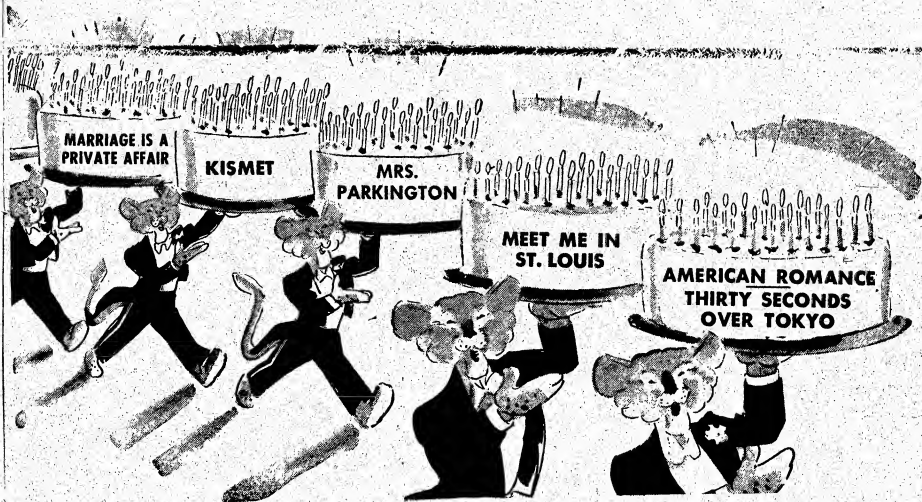
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THE BIRTHDAY PARTY THAT NEVER ENDS



There's
a
lot of
THIS
in
it!



- AND TERRIFIC SUSPENSE!

HEDY LAMARR • PAUL HENREID

"THE CONSPIRATORS"

SYDNEY GREENSTREET • PETER LORRE
VICTOR FRANZEN • JOSEPH CALLEIA • CAROL THURSTON

WARNER PICTURE

RELEASE NOW - watch it!

Directed by JEAN NEGULESCO • Screen Play by Vladimir Pozner and Leo Rosten • Additional Dialogue by Jack Moffitt • From the Novel by Fredric Prokosch • Music by Max Steiner • Produced by JACK CHERTOK • JACK L. WARNER, Executive Producer

KEEP SELLING BONDS!

And
a
screenful
of
names!

Literati

R.O.M. Lion's Share

Addition of Little, Brown & Co. and Scribner's to Harper's, Random House and Book-of-the-Month Club as joint purchasers of reprint firm of Grosset & Dunlap is further indication of importance of reprint field in the postwar era and determination of publishers to band together to reap this field. The lion's share of reprinting interests outside the book world who are trying to break in. Book-of-the-Month Club, in its reprint firm will be larger than four others, who will hold equal shares. Although discussing no reprinting, intention of entering low-priced book club field with a subsidiary, Book-of-the-Month Club, however, it said, "to put us in a favorable position should we in the future time decide to enter that field."

Click Folders

Click Magazine, the monthly published by Triangle Publications (Annenberg) in Philadelphia, slated to fold in December issue. Paper shortage, and Triangle's desire to build up its promising new venture, Scribner, given as reasons. Start-up as chessesque catalog, Click had gone socially conscious, evolving into one of top three six pagers. Circulation stated at 1,000,000, with November issue having 35 pages of ads.

Click staffers will be absorbed by other Annenberg publications, editor Andrew Hecht and me Ed Fels however not remaining. Helen Valentine is end of Seventeen.

Triste Serialization
An usually rare incident is the simultaneous serialization of one book in three different languages in New York papers. Since several weeks, Mary Berg's diary, which she brought with her from a four-year stay in the Warsaw ghetto, is being serialized in PM (English), Morning Journal (Yiddish) and Aufbau-Reconstruction (German) under the title I Lived Through Warsaw. Besides, Contemporary Record will have a large part of the book in its October issue in English. Miss Berg was discovered on the Gristleholms as an exchange prisoner by Mr. S. L. Schneiderman. It is he who also assisted her in editing her diary. J. B. Fischer will publish the book shortly.

Show Biz Dogs Go to War, Too
The part that show business has played in the war is well-known, but that the canine pets of many of our stars also are at war is revealed in a book, "Dogs at War," by Clayton G. Goring (Macmillan), introduction by Lowell Thomas.

Greer Garson, Mary Pickford, Bruce Cabot, Rudy Vallee and Elio Pinza, to mention a few, have entrusted their dogs in the K-9 Corps through Dogs for Defense, Inc.

Joan Crawford is recruiting chairman for the motion picture industry of the War Dog Fund, which finances the sending of the dog-footed war dogs to Europe.

show people have obtained honorary commissions or ratings for their dogs through contributing to the fund.

They include Kate Smith, Helen Hayes, Betty Davis, Mary Astor, Tullagh Bankhead, Ray Milland, Martha Raye, Constance Bennett, Katherine Cornell, George Cukor, Olivia de Havilland, Sara Haden, Frieda Inescort, Ralph Morgan, Grace MacDonald, Sally Rand, Sam Wood and William Haines.

"Dogs at War" recounts the little-known part of Helen Mouton and the American Theatre Wing in helping launch the first war dog army in U. S. History.

CHATTER

Quentin Reynolds doesn't expect to go overseas for Collier's until after election.

W. P. producer, Arthur Schwartz "profiled" in current Collier's by Kyle Crichton.

Groucho Marx completed another novel of the wild west, "Homicide On the Range."

Miss Chase Conley, public relations director since October, 1941, for Ziff-Davis, resigned to head own public relations firm.

Marshall McClintock now editor for Julian Messner. He will work with Kathryn Messner, managing editor and business manager, and Muriel Johnson as asst. ed.

"Music for the Millions," an encyclopedia of musical masterpieces, has been brought out by David Even via Arco Publishing (\$5), giving biogs, plots, surveys and kindred.

salient info in compact form. Book numbers 673 pages.

"The Nightingale of Broadway," novel of N.Y. literary life, by Stanley Tucci, just published by Edwin Hopkins, one time Broadhurst theatre (N.Y.) manager, but lately a play broker and play doctor.

"Take Them Up Tenderly," Margaret Case Harriman's collection of her profiles from The New Yorker (Knopf; \$2.75), just published, is an interesting galaxy of clippings on such personalities as Leland Hayward, Oscar Hammerstein 2d, Cole Porter, Max Gordon, Moss Hart, Lillian Hellman, Helen Hayes, et al.

"Blondie and Dagwood," by Helga Lund, (Smith & Durrell), is based on the Chic Young characters (King Features), but otherwise an original work, and any cartoon illustrations, Phyllis (Mrs. Bennett) Corb and Young both urged Miss Lund to write it, when she was seeking plot material for her first novel, and she has dedicated it to both.

Charles Siegfert, political writer and columnist of the Brooklyn, N.Y., Citizen, is resuming his "Siegfried's Workshop" series for the Bedford Press. Initial pamphlet will be "Wake Up and Write" (\$1), which tends to debunk shady journalism schools and other rackets which have been making embryonic writers for years.

B. P. Schulberg's Foreign Chore on 'Since' Dubbing

B. P. Schulberg, executive assistant to David O. Selznick, sailed this week for Europe on a Portuguese boat from Philadelphia after being stalled two months. He'll handle foreign dubbing details on "Since You Went Away" and will supervise the dubbing into Spanish of "Since" in Madrid, so that the picture can be shown in Spain, and later in French and German.

Schulberg has a number of other assignments, among them attending to setting opening of "Since" in London. Selznick-TIA opus is due to open in Britain's capital shortly; exact date depending on availability of a theatre.

He's likely to remain abroad indefinitely.

John McDermott Resigns Par After 18 Years

John H. McDermott, veteran auditing executive who has been with Paramount 18 years in charge of the general accounting department over prods distribution operations as well as various theatre partnerships of the company, has resigned. His department, numbering near to 50 auditors and accountancy experts, functions directly under Fred Mohr, comptroller for Paramount.

Future plans of McDermott's are not ready for announcement.

RKO Bows to N. Y. Theatre Managers On Hearing After Labor Board Threat

Capitulating to demands for negotiations, following threat of intervention by the N. Y. State Board of Mediation, taken on Oct. 8 after it had openly defied efforts to force recognition, RKO on Friday (13) listened to demands of the Motion Picture Theatre Operating Manager & Assistants Guild. This is composed of managerial employees, in 4 Greater N. Y. and Westchester county theatres of the circuit.

At the Friday meeting called after RKO had been notified to put in an appearance two days before at the N. Y. State Board of Mediation offices, the RKO executive group headed by N. Peter Rathvon, president of the company, went on record in recognition of the MPTOM&G as collective bargaining agency for its members.

While Rathvon still is of the opinion that managers are executives and should not be organized, he and his committee, in addition to recognizing the Guild, agreed to vacation and seniority demands, made by this. This ground rapidly gained by the MPTOM&G calls for two weeks' vacation with pay for managers or assistants on the job up to five years and three weeks with pay for those

in service with RKO over five years, in addition to protection on years of work through the seniority rights.

While the matter of minimum wages of \$115 for managers and \$75 for assistants was not discussed at length, the managerial negotiating committee sought to justify these salary demands by citing what least managers are paid. The RKO group, in answer, took the point that legit managers are paid more because their jobs are not of a permanent nature.

RKO group, headed by Rathvon, included John Whitaker, of the board of directors; James Brennan, general manager of theatre operations; W. B. England, personnel director; and Monroe Goldwater, of Goldwater & Flynn, attorneys for RKO.

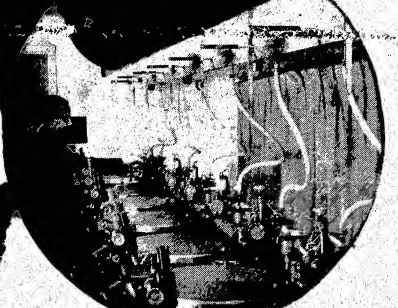
At a brief session the RKO negotiating committee held yesterday (Tuesday) with Major L. E. Thompson, RKO exec in charge of labor relations, it was agreed consideration would be given at a meeting tomorrow (Thursday) to a demand from which retroactive pay would apply in event agreement is ultimately reached on a contract.


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To render a better service to clients
... to shorten the distance between
two great talent cities ... New York
and Hollywood, WOR Recording
Studios in the east; under the direction
of Thomas M. Kullback, makes
available the unparalleled equipment
and superb production facilities
for high fidelity recordings.
the motion picture industry.
WOR's skilled engineers,
with many years of experience, in
their problems on all phases of radio
transmission work.

In Hollywood, C. P. MacGregor
heads the staff of the West Coast
Studios, with offices at 729 South
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1440 BROADWAY, NEW YORK 16, N.Y.

Trade Press Consensus:

International Pictures, Inc.

Presents

EDWARD G. ROBINSON

and

JOAN BENNETT

in

The Woman in the Window

Directed by FRITZ LANG

with

RAYMOND MASSEY

and

Edmond Breon • Dan Durvea

A NUNNALLY JOHNSON

Production

Released by RKO RADIO PICTURES, Inc.

The Screen's Supreme

Adventure in Suspense!

"CHALK UP ANOTHER BIG ONE FROM INTERNATIONAL!"

MOTION PICTURE DAILY — "First it was 'Casanova Brown.' Now it's 'The Woman In The Window.' Two goals — hand running — for Messrs. Goetz and Spitz and their International Pictures . . . The second of their four in 1944-45 for RKO is a corker."

FILM DAILY — "Melodrama at its finest . . . Rates raves . . . As smooth a job of its kind as one can hope to see . . . Should rate easily among the year's top contenders in its class."

BOXOFFICE — "Showmen should issue a sedative to everyone who buys a ticket to this magnificently produced murder yarn, lest the suspense prove too much for some of the customers, of which the picture should attract so many that the SRO sign will be worn threadbare."

MOTION PICTURE HERALD — "International Pictures, Inc., follows up 'Casanova Brown' with another winner in quite a different field . . . The theme is murder and the story is relentlessly logical and continuously fascinating. Rating: Excellent."

VARIETY — "Strong and decidedly suspenseful, with the slick entertainment factors certain to be reflected in strong box-office returns in all bookings . . . A toplineer."

SHOWMEN'S TRADE REVIEW — "One of the most telling suspense-builders ever made. Will have them popeyed on the edge of their seats . . . With a name cast, ace production, and almost certain advance interest, the upper money brackets are indicated."

HOLLYWOOD REPORTER — "A sure sock hit. One of the most absorbing pictures of the year. Will keep audiences on the edges of their seats in tense anticipation to the last frame."

HOLLYWOOD VARIETY — "Most certainly will be one of the bloodiest pictures of the year. Its sheer suspense and gripping qualities it ranks with the best of all crime stories of the past . . . Should be high grosser."

THE INDEPENDENT — "A distinguished melodrama that should rate high when the final accounting of the year's pictures has been made. Finer melodramatic entertainment would be difficult to locate."

FILM BULLETIN — "First rate thriller. Brilliantly directed. Highly exploitable and will garner good gross."

GOOD ENTERTAINMENT



IS INTERNATIONAL!



starring

VERA HRUBA RALSTON • RICHARD ARLEN • ERICH VON STROHEIM
with **OTTO KRUGER • EDUARDO CIANNELLI • ROBERT LIVINGSTON • MONA BARRIE**

GEORGE SHERMAN, Director • Original Story by ELIZABETH MEEHAN • Adaptation by DANIE LUSSIER • Screenplay by DORIS GILBERT

A REPUBLIC PICTURE





IN ONE PERFORMANCE

PUBLIC AUDITORIUM, C

Capacity 10,037. Prices 50c

THE HOUR OF CHARM All Girl Orchestra ★

CONCERT

Booked by HARRY D. SQUIRES, President,



E-GROSSED \$17,089.20

CLEVELAND, OHIO

to \$2.50, Plus Tax

Under the Direction of PHIL SPITALNY
T TOUR

CENTURY CONCERTS, Limited

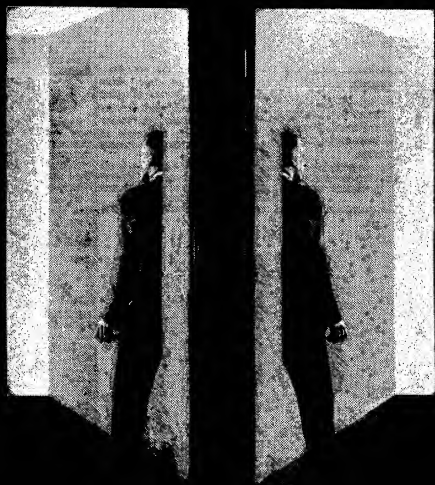


WHERE CROWDS ARE BOUGHT

Your biggest bargain buy in crowds is here. Or if you merely want a few nice long box office lines of people, the gentlemanly young salesman can also accomodate you. If your cashier suffers from lonesomeness, here's where you can buy the merry mobs with moolah

to keep her company. Small contingents? No. We're out of 'em. In fact, we never had 'em. But volume business that keeps the house help out front, handling the stampede—that's our specialty. Step up and buy. All the best brains in the business do.

—NATIONAL *Screen* SERVICE—
PRIZE BABY OF THE INDUSTRY



Neatest trick of the week?

EVER walk into two rooms at once? Nothing to it! It happens every time you step into an NBC studio. And it's done by walls . . . not mirrors.

For every studio is two rooms—one room floating inside another room—an engineering achievement to assure the highest degree of soundproofing.

NBC has 32 of these four-sided rooms with eight walls . . . each studio fortified with double ceilings, double walls, double floors . . . the inner one being completely suspended and isolated from the outer one so that there's no metal to metal, no masonry to masonry. That's why you

could say of each of NBC's Radio City studios—"It floats—and it's 99⁴⁴/₁₀₀ per cent pure quiet."

Result? Freedom from vibration while transient sound waves meet sudden death the moment they approach. In this way a symphony in one studio hasn't a chance of intruding upon a drama in the one next door.

Of course it might be possible to get by with less . . . but NBC likes to make sure. This is just another example of how NBC strives for perfection in every field of radio. It is the grand total of many things . . . large and small . . . done well which helps to make NBC "The Network Most People Listen to Most."

National Broadcasting Company

America's No. 1 Network



Blue Offers Agencies 'On Stage' As Spot For Talent Tryouts; Four-Week Runs

First steps by the Blue to build new air talent are being taken via its outlying, "On Stage Everybody," which the web is now revamping and streamlining. Most important change is that the Blue is offering free time on the show to advertising agencies, both to showcase talent to sponsors and to give actual air time and experience to acts agencies may be interested in.

Blue execs are making it clear to agency men that the chain's only interest in adopting the new policy is to help ease the difficult talent situation and that it's definitely not an attempt to move in on agency production. Offer on "Everybody," Blue spokesmen say, is being made with no strings attached, and should an agency develop an act through the show, agency is perfectly free to spot the act on any of the competing chains.

At the same time, the Blue is also

revamping its own talent policy insofar as "Everybody" is concerned. Hereafter, talent set for the show played one week only, with a possibility that if the impression was favorable, performers would wind up in the limelight. However, it is making of the airer: "New deal provides that any talent the web feels has radio potentialities will be used for four weeks, or more, rather than just the one-shot."

Thinking behind this move has several factors. One is that it's often difficult to tell from one broadcast just what a performer can do and that insofar as making an impression on the public, one airing is completely insufficient. With the Blue anxious to develop talent for future use, and air time as tight as it is, it's now virtually impossible to spot an act consistently at a good time for build-up purposes. That situation led the Blue to look to its own schedule for build-up time, with "Everybody," as

(Continued on page 35)

Style Note

Washington, Oct. 17.

Phi Beta Kappa keys were a dime a dozen around the FCC education hearing room during the past week as educators put in an appearance in their bid for FM spectrum space.

Gag around the hearing room was that it wasn't so much the pitting of educators vs. commercial broadcasters as it was the "battle of single-breasted suits as opposed to double-breasted suits." The average broadcasters showed up in the latter, the educator sporting the single-breasted pattern, with the dangling key from the watch chain very much in evidence.

CAPT. PETERSON NOW

Washington, Oct. 17.

Curt Peterson, former radio chief for the Marchall and Pratt Advertising Agency, has been upped from First Lieut. to Captain.

For the past four months he has been in the Radio Division of Army Public Relations in charge of the placement service.

Wallington Dropping 3 Shows to Move West

Due to ill health, Jimmy Wallington is dropping all his New York assignments effective Nov. 8. He has been suffering from sinus trouble along with other members of his family and will move out to the Coast.

Wallington currently pilots the Blue "Blind Date," CBS "Texas Star Theatre" and Mutual Dick Brown stanzas from N.Y. No successors on these sessions have been named.

Treasury Speeds Up Platters For Sixth

Washington, Oct. 17.

Because of complaints from broadcasters that platters plugging the sale of War Bonds reached them late in previous campaign, Treasury has stepped up the pace of shipping the discs for the coming sixth war loan.

The "Treasury Salutes" have already been shipped out and Horace Hiett's four 15-minute platters are now being readied for shipment.

PHILLY OUTLETS IN SCHOOL BOOK ROUTINE

Philadelphia, Oct. 17.

WFL and KYW are reaping a harvest of goodwill by the distribution of printed material to teachers to augment radio broadcasts which are being produced with cooperation of public schools. Shows are aired during school hours and have been made part of the curriculum by the radio committee of the public schools.

WFL's series is tagged "Science Is Fun" and is in conjunction with the Franklin Institute KYW's show, "Bible Penn Steps Out," includes dramatizations of historical events and patriotic themes.

Calhern's Showbiz Quiz

Louis Calhern, star of the Broadway show, "Jacobowsky and the Colonel," will be the guest on the "Questions" program on WNEP, N.Y., next Tuesday (24) in the 7:35-8 p. m. time slot, which is broadcast by the Hospital Fund drive.

Program will consist of a quiz on the theatre, with Russell Crome, Jean Dalympole, Capt. Burgess Meredith and Capt. John Patrick, of the British Army, participating.

Muzak In FM

Continued from page 28

ering the field from a non-sponsored radio shopping news service, fits criticism, etc., to cultural and educational programs and special features for children.

The subscriber would get all three for his nickel-a-day, tuning from one to the other as he chose. All three would be running simultaneously on three different wave lengths.

"The general idea of a radio service to be paid for by some other method than advertising sponsorship is not new," he said. "It has been the subject of discussion from the inception of general radio broadcasting. Nor is the present proposal entirely new. The general method of operation is to so mark a radio program that no one can listen to it pleasantly unless his receiving set is equipped to eliminate this mark."

Weiner said the principal backers are William Benton, and that his former advertising partner, OPA director Chester Bowles, may go on the board later on. Also on the Board is Beardsley Ruml, treasurer of R. H. Macy's, N. Y. dept. store.

FCC chairman James L. Fly, it's known, has been offered the position of general counsel for the new outfit upon his retirement from public office but has not indicated his reaction to the offer.

D. C.'s Spectrum

Continued from page 28

down here are the manufacturers—and with good reason. For on the basis of the line of questioning being pursued by the Commission in regards to FM, the trend seems to point to the likelihood that the FCC will recommend the moving of the band from its present 42 to 50 megacycles up to 100, for the questions most frequently asked by the commissioners concern the moving of the band into 88 to 108 megacycles (20 channels). Which, of course, would automatically aim a body blow at the manufacturers, making obsolete 500,000 receivers and \$30,000,000 in equipment.

There's considerable speculation, too, as to what's in store for some other Armstrong, who has four more years to go on his basic FM patents, which he's turned over to the Government on behalf of the war effort. The question being posed is: In view of the closeness of the expiration date on the patents, and with likelihood that the whole production schedule will be set back when the FCC moves into the new spectrum, will Armstrong be left without any claim and the patents revert to public domain?



Post-War Progress must be "Sparked" at the Point of Sale...

The responsibility for building a continuing prosperity in the decade after V-Day belongs to the men of Distribution... to sales executives, market analysts, testers, merchandisers and advertising men.

Our productive potential has burst through every previous ceiling. Capital, long restrained from investment in civilian goods expansion, awaits the green light. Manpower in millions will soon be at hand to tackle peacetime jobs. Billions in unspent wealth and unfulfilled needs stand ready to start the ball rolling.

But even these favorable factors cannot produce a sound, progressive economy without the impetus of advertising. It is not enough that advertising

has done a magnificent wartime job, keeping familiar names familiar. Now, it must surpass its own best performance in the Distribution Decade ahead.

As we turn from war to peace, the lady who buys refrigerators, or cars or cabbages or cosmetics, will keep the nation's manpower at work, producing both purchasing power and consumer goods. The men whose advertising influences her to buy will wield the driving power behind our economic progress.

Shrewd management, in its post-war planning, will allocate to the men of Distribution... and particularly advertising... a share of importance commensurate with the magnitude of responsibility.



DIVISION OF THE CROSLLEY CORPORATION
CROSLLEY SQUARE, CINCINNATI 2, OHIO

"Umbrella Coverage"

See Page 37



Our Thanks to You

EDWARD ARNOLD
PAULETTE GODDARD
LEE BOWMAN
NANCY KELLY
WALTER BRENNAN
AGNES MOOREHEAD
WALTER ABEL

SIGNE HASSO
RALPH BELLAMY
MILDRED NATWICK
AKIM TAMIROFF
Entire Cast of
Cheryl Crawford Production
PORGY & BESS

ROBERT NATHAN
PAUL GALLICO
LUDWIG BEMELMANS
JOHN STEINBECK
DOROTHY MCCLEARY
DOROTHY PARKER
JAMES CAIN

Our appreciation for your cooperation and your graciousness in getting THIS IS MY BEST off to a wonderful start.

Thanks also to Paramount Pictures, Warner Bros., Metro-Goldwyn-Mayer and Columbia Pictures for your cooperation in helping to arrange for the services of these stars, and that of the many other stars we hope will find time in their busy schedules to appear in the future on THIS IS MY BEST.

Thanks also to Robert Armbruster, Bernard Katz, Ned Freeman, Howard Chandler and the gen-

tleman of the orchestra for creating such a superb musical setting for THIS IS MY BEST.

Thanks to Joseph Schweiger for top-notch handling of the control panel. Thanks to Harry Essman for his expert handling of sound effects. Thanks to Stewart Garner and the entire CBS staff for their cooperation.

Thank you again for helping us to present America's greatest stars in America's greatest stories, by America's greatest authors on THIS IS MY BEST, radio's most unique dramatic show.

Cresta Blanca Wine Co. Inc.

LOS ANGELES, CALIFORNIA

HOLLYWOOD MYSTERY TIME
With Gordon ...

Van Carter Young, Gloria Blo
 dell, Ernest Gill orch. Jim Boy
 others
 Producer: Travis Wells
 Writers: Jerome Epstein, Louis V
 les
 10 Mins; Sun. 9.15 p. m.
 ANDREW JERGENS CO.
 413-Blue, N. Y.
 (Lennon & Mitchell)

Spotted to replace the long-life blue network feature, "Chambers Music Society of Lower Basin State" has been the past couple of seasons has been the Jergens followup "Walter Winchell's 9 o. m. Hoop-La," this modest budgeted smash, is not calculated to attract an over-enthusiastic audience and does not seem destined to disrupt the "Chambers" lineup as if "new slands."

It's in the "Mr. and Mrs. Noris" pattern, being the work of the Southern Jergens scripters, and as presumed the full Blue cham Sunday night

ers to warrant its continuance. "Mystery Time" has been a Pacific web feature for some time, according to advice from the

Using the conventional pattern, permanent characters spotted

new Jergens show, geared to promote Woodbury's cosmetics, has Carl Young in the role of a straggly-

... Jim Doyle handled selling cho

capably and incidental music assignments were okay in hands of Eric Gill's AFMers. Travis Wells handled "Basin St." from N. Y. been switched to Hollywood by L. Men & Mitchell to produce this new

"NIGHT EDITOR"
 Writer-Director-Narrator: Hal B
 dick
 15 Mins.; Thurs., 8:15 a.m. (PWT)

KPO-NBC, San Francisco
Veteran and versatile Hal Burdick spun his 425th original yarn on KPO-NBC's "Night Editor" on NBC's radio network Thursday, Sept. 28. In the occasion he revived one of
(Continued on page 36)



FRED LIGHTNER
Dir.: PHIL COSCIA

"Umbrella

Coverage
See Page 37

RAY

RAY, AUTHOR OF COMEDY
HARVEY

VICKEE
PIN-UP GIRL of TODD SHIPYARD

The Original Blue Velvet Voice
On The Air For **TODD SHIPYAR**
Every Mon., Wed., Fri.—7:25 a.m. WN

SEE WITHOUT GLASSES
INVISIBLE, UNBREAKABLE
CONTACT LENSES

INNER-SIGHT LENSES, INC.
475 Fifth Ave. at 41st. N. Y.
Suite 1114. Tel. LE 2-5

Inside Stuff—Radio

Indicative of screwy procedure tied in with present-day a.s. his around wbs and agencies is recent experience of an important N.Y. client who's been anxious for the past year or so to get into radio in a big way with a coast-to-coast. Cautious business with the company's advertising agency failed to produce an acceptable program so, a few weeks ago, a couple of the world-be sponsor's hired hands got together and whipped up a working outline for consideration.

Their bosses took a look-see and affixed an okay cueing feverish activity designed to get the thing started pronto.

Only thing holding up proceedings is that the client hasn't been able to get money together to "audition" the proposed airters even though it's almost a certainty that the bankrollers have made up their minds to go ahead at earliest possible moment.

All of which means, of course, that the agency's 15% would start as soon as someone can find time to listen to the thing. But even this phase hasn't been able to speed things up, 15% or no 15%!

New eng in promotion is being introduced by WOV, N. Y., today (Wed.). Station is airing spot announcements, quoting directly from fan mail received by various station programs. First act to be exploited through the new stunt is Hume Jacob, commentator.

Station is recording the announcements itself, using staff personnel, some of them non-pros, to do the voices, male or female, according to the original letter writer. Among those wearing such spots are Lela Wourcel, station p.a., and Ruth Ray, receptionist. Lou Charles, announcer, is doing some of the male voices.

In all cases, WOV has copied releases from the original writers.

Producers of the "March of Time" (Time mag) aver that the responsibility for having caused the dramatization of Margaret Halcyon's novel "Some of My Best Friends Are Soldiers," lies with them and not NBC, as reported. They declare the dramatization as made did not shape up to do the "March of Time" and therefore it was rejected. Story deals with race prejudice in the Army.

NBC FITS HAL BURDICK, FRISCO'S 'NIGHT EDITOR'

San Francisco, Oct. 17. Two milestones in Life of Hal Burdick, favorite Coast radio personality, were celebrated by NBC last week (14) with large party in swank Bohemian Club's Red Room. Events were Burdick's 51st birthday and start of his 10th year as "Night Editor" on KPO and Pacific Coast net. More than 100 radio associates, fellow Bohemians and their wives were entertained at cocktails and dinner party, with Sidney N. Strotz, vice-president in charge of NBC's western division, as host.

Strotz presented Burdick with a silver cigarette box from NBC. Other gifts ranging from antique brass spittoon to new green eyeshade, corn-cob pipe and other "Night Editor" accoutrements came with birthday greetings from 12 of Burdick's "Night Editor" characters. Most of them he had killed off by murder or execution for murder in scripts of last few years.

Speakers included John W. Elwood, KFO gen. mgr.; William D. Chandler, managing ed.; San Francisco Chronicle and longtime news associate of Burdick; Carlton E. Morse, author of "One Man's Family"; Superior Judge Julian C. Goodell, and Mrs. Harold Burdick.

Navy Super-Exhibit From Chi Next Month Has 14 Web Shows Lined Up

Chicago, Oct. 17.

Navy's Super-Exhibit opening at the Navy Pier here Nov. 19 will place heavy emphasis on radio. Navy hopes to have 14 network shows now originating from Chicago come out of the exhibit's studios, with other shows, now coming from N. Y. or Hollywood, also being invited to move to Chicago for the run of the show. In addition, OWI allocations for the Sixth War loan will be produced in the Navy's auditorium, seating 1,500, in the form of minute and a half interviews with Navy personnel recounting combat adventures. Each will end with a bond plug.

Exhibit will have a total of 235,000 square feet of space, highspots including devices until now secret, captured enemy equipment and 20 vessels of all types, completely manned by personnel recently returned from combat duty.

Navy's network plans are being handled by Lt. (jg) George Zachary, assisted by Lt. (jg) David Levy, both working out of Chi. New York

liaison are Lts. Thayer Cummings and Armand Deutsch, with Lt. Condr. Roger Q. White acting as Chicago contact. Hollywood rep is Lt. (jg) John Christ, and in Washington, it's Lt. Condr. Charles E. Dillon, of public relations.

CLAYTON, VICE BOLER, NORTH CENTRAL G.M.

Chicago, Oct. 17.

Donn Clayton, vicepres of the North Central Broadcasting System, St. Paul, was appointed general manager of the regional network last week, taking over duties which have been performed by prey John W. Boler, who is transferring his activities to Chicago.

Boler, who has been acting gen. mgr. as well as handling national sales, will make his headquarters here and will confine himself to the national sales end. Plans are underway for the expansion of the NCBS and it is probable that general offices of the network may be moved here in the near future.

WWB WANTS COMIC AIR STUFF FOR GI SHOWS

Harry Herrmann, of the J. Walter Thompson agency, is currently serving as a liaison between the Writers War Board and radio scribes in enlisting the aid of the latter in submitting material to be tried out in camps and subsequently shipped overseas for GI production purposes. Ten sketches to "blueprint" such overseas shows are needed by Nov. 1, with comedy writers asked to pitch in on the chore.

Feeling has been that radio comedy scribes haven't been responding as enthusiastically as they should, with a concerted effort now being made to channel the gag into the fighting fronts.

Blue Offers

Continued from page 32

a sustainer with an established audience, getting the nod.

Only other network now engaged in talent development policy is CBS, which has already scored with Perry Como, Jeri Sullivan and others. One basic difference, however, between the Blue and CBS approach is that while CBS signs its people to exclusive radio contracts, Blue is not. Blue figures that it stands to gain should its policy produce star-calibre performers, with agencies hiring such players naturally gravitating toward the network.

Break for Talent

On the angle of free time to ad agencies, Blue exerts figure agencies frequently have acts which warrant consideration for sponsorship or inclusion on programs already on the air, but that circumstances keep the act from getting a chance, either because of inexperience, lack of name or some other factor.

First changes made on "Everybody," which shifted last week from Saturday afternoon to 7 p.m. Wed., was in its m.c. Bob Russell, on the show since it started, is now off.

Two legit producers and a former dramatic critic have been set to take over starting tonight (Wed.). Over on tonight's show will be Burns Mantle, former drama critic of the N. Y. Daily News, who recently started his own play criticism stanza on WNEB, N. Y. Emcee next week will be Oscar Serlin, and on Nov. 8, Broderick Pemberton. Theory behind these bookings is that as critics and authors, Mantle, Serlin and Pemberton have discovered talent on their own and therefore fit into the "Everybody" format.

Possibility also exists that the format on the sustainer will be changed to include a 10-minute dramatic spot.

"Umbrella Coverage"

See Page 37



Baltimore's Ears and Eyes are on WFBR*

THE EARS . . .

Millions of them in the Baltimore trading area! And they listen to WFBR right across the board from "Morning in Maryland" at 6:00 A.M. until sign-off time at midnight. Swell local shows and top Mutual network attractions keep WFBR's ratings high on all surveys. Check for yourself; see how many times WFBR is mentioned in first, second or third position!

THE EYES . . .

Plenty of eyes see WFBR, too! Because we have the finest studio facilities in the South. They come to

see many of our best local shows go on the air or they come just to see what the inside of a radio studio looks like. Over 75,000 is the average yearly attendance . . . no other Baltimore station can make this statement!

There you have it . . . the eyes and ears of Baltimore are pretty familiar with this station and have been for the past 22 years. It's the kind of listener interest and loyalty that builds sales for advertisers on WFBR.

RADIO CENTRE, BALTIMORE-2, MARYLAND.
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

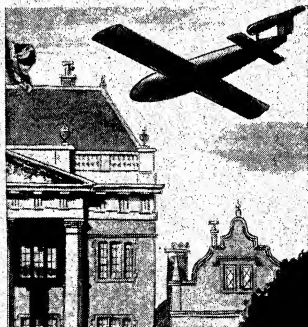
*ANOTHER GOOD REASON WHY

WFBR

IS YOUR BEST BALTIMORE BUY!



Left: The English Channel on D-Day with "Umbrella Coverage." Below: A Robot Bomb ready to nose-dive over a town in southern England. ("Directional Coverage")



"Umbrella Coverage" and "Directional Coverage"

In Air Power—Either Military or Radio

The Robot Bomb represents "directional air coverage" in warfare, and the armada of planes which roamed the English Channel on D-Day, over the Invasion Fleet, represents "umbrella air coverage." Obviously, "umbrella coverage" is of greater importance.

It's the same way in Radio. Stations with "directional air coverage" are aimed in certain directions like the Robot Bomb, and therefore give limited coverage. On the other hand, a 50,000 Watt station like WCAU with "free" Watts surging out in a great flow of

power in all directions, over a clear national channel, represents "umbrella coverage." For this reason WCAU covers millions more people than any other Philadelphia station. . . . For your merchandising program, rely on this "umbrella coverage" in Philadelphia.

WCAU

CBS AFFILIATE



Umbrella Coverage

50,000 "FREE" WATTS giving "Umbrella Coverage"
over a Clear "American Channel" on D-Day and Every Day and Night

PHILADELPHIA'S LEADING RADIO INSTITUTION

10 Best Sellers on Coin-Machines

(Records below are grabbing most wheels this week in jukeboxes throughout the country as reported by operators to "Variety." Names of more than one band or vocalist after the title indicates, in order of popularity, whose recordings are being played. Figures and names in parentheses indicate the number of weeks each song has been in the listings and respective publishers.)

1. I'll Walk Alone (1) (Morris)..... Mary Martin..... Decca
Dinah Shore..... Victor
2. Is You Is or Is You Ain't (2) (Leeds)..... Crosby-Andrews Sis..... Decca
Louis Jordan..... Decca
3. Dance With a Dolly (7) (Shapiro)..... Evelyn Knight..... Decca
Tony Pastor..... Bluebird
4. Always Hunt One You Love (3) (Sun)..... Mills Bros..... Decca
"Three Suns"..... Hit
5. How Many Hearts (3) (Advanced)..... Bing Crosby..... Hill
Bing Crosby..... Victor
6. Sweet "n' Lovely (Robbins)..... Russ Columbo..... Victor
Bing Crosby..... Decca
7. Swingin' On Star (4) (Burke)..... Freddie Slack..... Capitol
Forrest-Haynes..... Decca
8. Had to Be You (6) (Remick)..... Earl Hines..... Bluebird
Bing Crosby..... Decca
9. Together (9) (Crawford)..... Tommy Dorsey..... Victor
Bing Crosby..... Decca
10. I'll Be Seeing You (10) (Williamson)..... Bing Crosby..... Victor

Petrillo Jams Dancery

Los Angeles, Oct. 17.—Reopening of the Pacific Palisades Ballroom with the Lew Gray and Ray Whiteley orchestras, was postponed because of a wire from James C. Petrillo, American Federation of Musicians chief, ordering the spot to remain closed until the owner, Walter Newcombe, paid \$3,850 salary arrears due to Tommy Reynolds' orch for a recent engagement. Ballroom was leased several months ago to Al Yoho, who engaged the Reynolds crew and never paid off. Gray recently leased the spot and spent more than \$2,000 for publicity, but found himself in the middle of a lawsuit between Reynolds and Newcombe.

Ruggles' U. S. Songsmiths For British (Rank) Pic

Wesley Ruggles, who recently was signed by J. Arthur Rank to produce and direct pictures for Gaumont-British, is seeking Jimmy McHugh and Harold Adamson to do the score and lyrics for his "London Town."

Picture is to be made in Technicolor in Great Britain, being planned as one of the most elaborate musicals in color made in that country since the war started. Ruggles is reported trying to get release of McHugh and Adamson from 20th-Fox.

Tommy Dorsey's orchestra booked for two weeks at Sherman hotel, Chicago, opening Dec. 1.

10 Best Sheet Sellers

(Week Ending Oct. 14)

1. I'll Walk Alone..... Morris
2. Swingin' On a Star..... Burke
3. Time Waits No One..... Remick
4. How Many Hearts..... Advanced
5. Dance With Dolly..... Shapiro
6. Together..... Crawford
7. Trolley Song..... Feist
8. Day After Forever..... Burke
9. Always..... Berlin
10. Hot Time Town Berlin..... Barton

Palmer Orch. New Ice

Show Into Newk's Spot

Jimmy Palmer's orchestra and a new ice show went into Frank Daley's Terrace Room, Newark, last night (Tues.), looking being completed latter part of last week. Ice layout is the "Circus Daze" revue which just bowed out of the New Yorker hotel, N. Y. Palmer followed Lee Castle's orch.

Band and blade show are in for a two-week minimum.

Decca's Disc Dramas

Decca Records has completed recordings of "Moby Dick" and "The Pickwick Papers," with Charles Laughton, and "Alice in Wonderland," with Ginger Rogers, as well as "The Lonesome Train," directed by Norman Crane, with Burl Ives and others. Discs are being rushed for Xmas release.

"Train" is being packaged in 12-inch records in a \$3.50, six-disc album. "Papers" will comprise same number of sides on 12-inch discs in a \$2.50 binding, while album on "Alice" will consist of 12-inch records, four sides, for \$1.50. "Moby Dick" packaging has not been decided upon to date.

George Welles, former director of the "Lux Radio Theatre" on CBS, directed the three recordings.

NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week beginning Monday and through Sunday, Oct. 9-15, from 5 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order (in some cases there are ties, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as represented by WEAF, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Reporting Service, regular checking source of the music publishing industry.

TITLE	PUBLISHER
A Kiss to Remember.....	Lincoln
Always—"Christmas Holiday".....	Berlin
An Hour Never Passes.....	Shapiro
Come With Me My Honey.....	Santly
Dance With a Dolly.....	Shapiro
How Many Hearts Have You Broken?.....	Advanced
I Don't Want to Love You.....	Chelsea
I Dream of You.....	Emboss
I'll Be Seeing You.....	Williamson
I'll Walk Alone—"Follow the Boys".....	Morris
I'm Making Believe—"Sweet and Lowdown".....	BVC
Is You Is or Is You Ain't—"Follow the Boys".....	Leeds
It Could Happen to You—"And Angels Sing".....	Famous
It Had to Be You—"Show Business".....	Remick
Let Me Love You Tonight.....	Robbins
Magic Is the Moonlight—"Bathing Beauty".....	Melodylane
Some Peaceful Evening.....	C-P
Straighten Up and Fly Right.....	Amer. Acad.
Sweet and Lovely—"P2 Girls and Sailor".....	Feist
The Very Thought of You—"Very Thought of You".....	Witmark
Together—"Since You Went Away".....	Remick
Trolley Song—"Meet Me in St. Louis".....	Crawford
Two Again.....	Feist
What a Difference a Day Makes.....	Southern
	Marks

1. Musical.

Freddie Fisher's four sidemen, the Schickeltrix Band, formed a combo of their own and open this week at the Victory Inn, Los Angeles.

Xavier Cugat and orchestra inked to play in "Weekend at the Waldorf" at Metro.

Woody Herman and miscirew checked in at Republic to play in "Karl Carroll's Vanities," meanwhile doubling at the Hollywood Palladium.

Harry James and band left on an eastern tour, returning to Hollywood Nov. 20.

IRVING BERLIN wrote this song in Italy to entertain the boys in the service. TED COLLINS heard it and felt that all the American public should hear

WHAT ARE WE GONNA DO WITH ALL THE JEEPS

THE PIONEER OF SONG

KATE SMITH

will introduce this number on Sunday, Oct. 22, at 7 P.M., EWT, over CBS

The New IRVING BERLIN MUSIC CO.

Temporary Address: 799 Seventh Ave., New York

DAVE DREYER, Gen. Prof. Mgr.

A great popular standard—now a hit in 20th Century-Fox's "Greenwich Village"

whispering whispering whispering whispering whispering
whispering whispering whispering whispering whispering
whispering whispering whispering whispering whispering

Words and Music by JOHN SCHONBERGER, RICHARD COBURN and VINCENT ROSE

MILLER MUSIC CORPORATION 1619 BROADWAY • N. Y. 19 LON MOONEY, Gen. Prof. Mgr.

One-Night Band Business Held Up Strongly During the Past Summer

One-night business generally did pretty well this past summer for the first time since the warm months of 1942. Virtually every standard spot, like Mahanoy City, Carrolltown, Hershey Park—all in Pennsylvania—did well at the b.o., with both top names and secondary outfit, alike. Mahanoy City, for example, clicked from the start, doing its biggest opening-day business with Woody Herman. Hershey Park had one big day among good ones with Harry James, who piled up a gross of over \$11,000 on a one-nighter.

Strangely enough, New England territory, which, prewar, was one of the best for bands with tune outfits did not do so well. Ever top names going in that direction failed to pile up any impressive grosses, and this convinced promoters that the best course would be to stay within reasonable price bounds. New England's

failure to support travelling bands is difficult to understand in view of its past history.

As for the rest of the country, reports through the summer indicated good business. Many of the summer spots in the midwest closed within the past few weeks with good coin. On the Coast, the one-night business is jumping, from reports.

Spade Cooley crew returns to Riverside Ranch, Los Angeles, about Dec. 4, when that spot is reopened after repairing the damage done by the early last month. Cooley, currently at Sunset Ranch, was playing at Riverside at the time of the fire, and is subject to recall.

Bands at Hotel B. O.'s

(Presented herewith, as a weekly tabulation, is the estimated charge business being done by name bands in various New York hotels. Dinner business (10-15 p.m.) not rated. Figures after name of hotel give room capacity and cover charge. Larger amount designated weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Weeks	Rooms	Week	Weekend
Land McIntire	Lexington (300; 75c-\$1.50)	139	12,880	256,821	
Johnny Long	New Yorker (400; \$1-\$1.50)	11	2,014	24,254	
Frankie Carle	Pennsylvania (600; \$1-\$1.50)	2	2,821	5,721	
Nat Brandwynne	Waldorf (550; \$2)	7	2,255	22,130	
Harry Richards	Lincoln (775; \$1-\$1.50)	3	1,500	1,500	
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	3	2,193	19,475	
Ernie Light	Biltmore (400; \$1-\$1.50)	3	1,150	3,725	
Vaughn Monroe	Commodore (100; \$1-\$1.50)	2	1,000	4,975	

* Asterisks indicate a supporting floor show. New Yorker, Biltmore, have live shows. Lexington, Hawaiian floor show. Victor Barrie at Waldorf.

Los Angeles

Harry Owens (Ambassador; 900; \$1-\$1.50). Limited types keep him high at 4,000 tabs.

Henry King (Biltmore; 900; \$1-\$1.50). Strong and solid for continued 4,200 covers.

Chicago

Garnet Cavaliero (Empire hotel, Palmer House; 700; \$3-\$3.50 min.). Combo of band and John Haysland, leading bid, drew good \$150.

Bob Chester (Panther Room, Sherman Hotel; 950; \$1.50-\$2.50 min.). Chester's first week drew fine \$500.

Glen Gray (Boulevard Room, Stevens hotel; 650; \$2-\$3.50 min.). Gray and splashy show, albeit no big names, reached solid \$400.

Bill Bryson (Mayfair Hotel, Blackhawk hotel; 400; \$2-\$5 min.). Slyder and the Hartmans holding it steady 2,900.

Benny Strong (New Walnut Room, Bismarck hotel; 400; \$1.50-\$2.50 min.). Big going along okay, with 2,600.

Location Jobs, Not in Hotels

(Los Angeles)

Henry Busse (Palladium B, Hollywood, sixth week). Woody Herman and ork come in to live things Oct. 17; Busse bow-out to show 2,000.

Louise Houston (Criston B, Southgate, third week). Not all jamming being done on the bandstand. Plenty crowded for possible 11,000 payola.

Red Lewis (Slappy Maxie's, N. Los Angeles, fifth week). Only worry here is income tax. Capacity 3,200.

(Chicago)

Bill Barde (Latin Quarter; 650; \$2.50-\$3.50 min.). Barde-Dave Apollon-Wally Vernon down to 2,000 from last week's 3,000.

Guy Snyder (Cheer Parade; 650; \$3-\$3.50 min.). Biz up to 5,000, with Claridge-Jane Froman-The Barrys responsible.

Carl Ravazza (Blackhawk; 500; \$1-\$2.50 min.). Ravazza still doing around 3,800.

No Songplunger Violations in Tieups Between Pubs-Leaders, Union Finds

Inquiry by Joseph R. Brodsky, attorney for the Music Publishers' Contact Employees, into relationships existing between certain publishers and bandleaders, has evoked the response that "the arrangements do not constitute a violation of MPCE regulations." Brodsky stated Monday (16).

Brodsky had written Broadcast Music, Inc., Jack Robbins (Robbins Artists Bureau) and Irving Romm (Chelsea Music) for information as to their deals with various leaders. BMI is currently campaigning to set masters up with their own publishing house. Robbins is backing band leaders and Romm is interested in Musicraft Records and manages singer Phil Brito. Song pluggers unions had instructed Brodsky to make the inquiries. Attorney also declared that the BMI-Robbins-Chelsea replies were being turned over to the MPCE board for further study.

Spokesman for BMI, replying to trade criticism that that firm's leader-licensing activities, and that "for the first time it gives leaders a chance to cash in on their uncopied original rights, a line otherwise their broadcast plugs benefit no one." Argument against the practice of financing leaders is that it results in undue emphasis on the songs lead-

ers own, regardless of quality, with tunes published through normal channels getting the go-by.

Top Tunes for Your Books

An All-Time Favorite

DON'T BLAME ME

Music by . . . JIMMY McHUGH

Published by ROBBINS

Use this hit VIRGIL record of sing hit of over 100 publishers, plus all favorite records and sheet music and lyrics of chorus. SAMPLES FREE.

HILDEGARDE And Many Other Top Notch Performers

Use this hit VIRGIL record of sing hit of over 100 publishers, plus all favorite records and sheet music and lyrics of chorus. SAMPLES FREE.

1619 Broadway New York 1, N. Y.

TUNE-DEX

TOP HIT OF YESTERDAY
A GREAT POPULAR STANDARD TODAY

DON'T BLAME ME

VICTOR RE-ISSUE 30-0827 SHEP FIELDS

For new artist copies and arrangements
Contact Standard Exploitation Department, The Big 3
PHIL KORNHEIMER, Manager
1619 Broadway, N. Y. 19 Circle 6-2939

(THERE'LL BE)

A YANKEE CHRISTMAS

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Will Be Sung This Wednesday, Oct. 18th, by

EDDIE CANTOR

WEAF—9 P.M., EWT—Coast-to-Coast

Thank you, LOUIS ALTER and PAUL WEBSTER, for this uplifting Christmas Song.
A worthy running-mate for our sensational

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'Ice Follies,' 'Icecapades Sign For 4 Years With AGVA at Upped Pay

Shipstad & Johnson, producers of "Ice Follies," and John Harris, producer of "Icecapades," have signed four-year contracts with American Guild of Variety Artists on the Coast last week. Matt Shelve, national administrator for AGVA, who had gone to Los Angeles to set the deals, returned to New York Friday (13).

Under the contracts, the salary increases, and more rehearsal pay. Principals who get \$100 the first year will receive \$125 for second, and chorists are upped from \$50 to \$60 weekly on the same time scale.

Contractors S. & J. show also established a better status for principals than heretofore. Previously, if show members were called routinely, given special music arrangements, and costumes by the producer, their salaries were lifted slightly, but not up to minimum salaries for principals. Under new pact they are rated as principals and get \$100 weekly minimum, first year, with 25% tilt the following year. There also has been no reduction of rehearsal pay, both while playing and laying off, with maximum fees for rehearsals during non-playing time to be set later.

Rose Signs AGVA Pact
Bill Rose has finally signed signature to basic minimum pact with American Guild of Variety Artists on the Coast last week. Under his N.Y. contract, Rose's salary is \$100 weekly, plus 25% tilt the following year. There also has been no reduction of rehearsal pay, both while playing and laying off, with maximum fees for rehearsals during non-playing time to be set later.

AGVA Sets 2 N.Y. Cafes
Bill Angel and Bill Shelve, Village, both N.Y. niteries, signed pacts with American Guild of Variety Artists last week. Under the Angeles class A contract calls for \$175 weekly minimum for principals, and \$100 for chorists. In the New York matter of chorus salary is held in advance if and when.

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Newport Sign, AGVA Sign
Ideal Rest, Newport, R.I. signed an agreement with American Guild of Variety Artists last week. Under the Angeles class A contract calls for \$175 weekly, plus room.

2 NEW CHICAGO CAFES ON ONE SITE PLANNED

Chicago, Oct. 17. With the purchase of old McDonald Club by a syndicate headed by Johnny Mack, extensive remodeling plans call for two new spots to be opened early next fall on the site. Biggest of these will occupy the site of the former Boulevard Club on the fifth floor, and will feature name bands and top acts. Smaller spot will be called "The Club," and will be located on the ground floor.

When the building is remodeled, the Hotel Savoy will be used. Planned to spend around \$50,000 on decor for the night spots.

Saranac Lake

By Harry Benway
Saranac Lake, N.Y., Oct. 17. James A. Wotton got his first okay for a downtown flop. Flashing good looks and added good looks, Edwin Wilkins, Boston night operator, is headed South for the season and will winter here on doctor's orders.

Howard Levy given permit for mild exercise.
Howard Levy added to the entertainment committee of the Will Rogers and arranging show for the Hotel Savoy.
Eleanor Dawn doing so well she's not for meals.
Downtowners urged for daily exercise.
Include Benway, Wotton, and Harry Benway.

Thanks to Jack Bernstein, now somewhere in the South Pacific for his Australian literature and greetings to the gang.
Mortyfield a check for \$100 while she was in the hospital.
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Mortyfield a check for \$100 while she was in the hospital.

Write to those who are ill.

Det. Niteries Training Waiters How to Spill Soup

Detroit, Oct. 17. Because of the death of good waiters, Detroit's niteries and restaurants owners are sponsoring training course in the Detroit schools. The course was put in this fall at their request in the Mungler Training School, with the niteries and restaurants providing the equipment, with part-time employment for the boys and girls taking the new study. Training covers such matters as: restaurant cooking and catering, food service, correct business behavior, the etiquette of food service and personal grooming. Under the teaching arrangement, the new waiters spend a half-day in school and a half-day "work" in the field.

Report Mich. Rum Aides Taking Advantage Of Nightclubs' Generosity

Detroit, Oct. 17. Hereafter when employers of the State Liquor Control Commission to night-clubbing they'll have to dig down.

All employees of the commission received an ultimatum last week that unless they accept one of the "bribe" on the house they'll be looking for new jobs.

The State sent out the order after plenty of complaints were received that the boys and girls taking the new study. Training covers such matters as: restaurant cooking and catering, food service, correct business behavior, the etiquette of food service and personal grooming. Under the teaching arrangement, the new waiters spend a half-day in school and a half-day "work" in the field.

Late last week the numerous employees of the commission had picked up their paychecks and were told their own checks. However, there were a few more vacant chairs in the club.

'ICECAPADES' SMASH \$220,000 IN CLEVELAND.

Cleveland, Oct. 17. Fifteen-day run of "Icecapades of 1945" at Al Suphina's Arena (18 percent) initial date in its coast-to-coast tour, took such a landslide that Suphina is trying to get a re-run for it in February.

At \$2.90 top, the ice extravaganza, with cast of 152 headed by Donna Fargo, drew a crowd of 1,200, grossed nearly \$220,000.

Reported that an new production, "The Great American Circus," for bigger cut than last year's edition. Suphina also penciling "Ice Follies of 1945" for January.

RKO Palace, Chi, Seen Reverting to Vaudeville

Chicago, Oct. 17. One that RKO Palace here might revert to vaudeville policy by the first of the year was seen with the announcement by Frank Rapp, RKO's division manager, that a special one-week show will be booked into the house the first week in December in celebration of the theatre's 15th anniversary.

Move is viewed here as the first step toward a permanent return to vaudeville. Oriental and Downtown are currently packing them in with vaudeville.

Kelly's Stable 'Unfair'

Kelly's Stable, N.Y. niteries, had declared unfair, effective this week to the American Guild of Variety Artists.

Spa refused to negotiate basic agreement with talent union and members, play after they were moving after Monday 16th of AGVA's action and urging suit.

So. American Politicos Cooperating On Talent Bookings For New Nitery

Metz Plans to Drop Pitt Shows for Bands

Pittsburgh, Oct. 17. While Bill Green is considering a move to the city for his new niteries house, Casino, another local niteries operator is likewise planning a move. The new niteries, which runs Club Casino in Oakland and is thinking about dropping floor shows entirely for small, well-known musical units. "Tried to get the Three Sins but they're still tied up at the Hotel Pindley, New York."

Green doesn't run shows, sticking only to dance music. For last year of so, he featured local outfit, chiefly Metz operates another spot, the Sky View Club on the outskirts of town, opposite the County Airport.

White, AGVA to Confer On \$3-4,000 Claims For 'Scandals of 1944'

Tabloid unit of "George White's Scandals of 1944," which closed its season in San Antonio last week, has a number of \$3,000 and \$4,000 by principals and chorists. Sun involves money allegedly due performers for 16 days' coverage on its acts in excess of period stipulated by American Guild of Variety Artists.

White, who returned to N.Y. with members of the unit, notified Matt Shelve and Dave Fox, of AGVA, that he would meet with them to discuss the matter of claims.

Kelley Succeeds Butler As Ringing P.A. Head

Rolland Butler, who headed the Ringing P.A. department, is no longer with the show, having been succeeded by F. Beverly Kelley, who topped the Ringing P.A. publicity campaign last week. Kelley has been merged with the regular press division. Understood that Kelley had different views on Robert Ringling, as indicated by a statement when the RBB season recently closed, former being quoted as pessimistic over the show's financial status because of damages payable as the result of the Hartford fire disaster.

Frank Braden, who left the RBB press division last week, has been doing fine in film exploitation, will probably be back with the big top, under the name of "The Great American Circus," for bigger cut than last year's edition. Suphina also penciling "Ice Follies of 1945" for January.

While he has returned with the "Playwrights Co. as head of the press department, Pettie will have more time between that office and the circus.

AGVA Restrains Det. Nitery Op on Ceilings

An order restraining Frank Rapp, niteries comedian and owner, from violating Office of Price Administration regulations on drinks, costs or admissions was issued last week by Federal Judge Frank Pierce.

Rapp's purchase of the Club Top Hut, prices went top hat. They accused Rapp of selling liquor at 10c a glass when the local top is 33c, three price of Italian leg production with current stock and occasion.

Harry Owens' crew, originally slated for eight weeks at Coconut Grove, will remain in Detroit longer, until Dec. 4, when Friday night moves in.

Problem was the first Broadway night club to enter the field with the co-operation of associations and ministers of foreign nations will be Barney Josephson's new "Cafe Simon, Broadway." The "Cafe Simon" owner is working on for a winter opening. With the Good Neighbor policy, Josephson will import all his talent from South America and some of his cooks. The South American talent is helping him get the talent, and also helping him ease the transportation problem between the U.S. and S. A. Already set are a group of Inca dancers, (Peru) and a staff of native Guatemalan women for the Latin American cuisine.

Josephson's approach to his new venture is to make it authentic, not a Yanket version of South America. In effect, it gives the Bolivar the "Cafe Simon" a new twist. The niteries travel being one of the few really accurate show interpretations of South America, the niteries served will be native only, and no act that's worked the U. S. will be booked. There will be a price scale the same, or possibly higher, than Cafe Society optimum.

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STAR TIME CUTS 1 SHOW SO SMALL CUTS PAYROLL

Pro rata cuts amounting to one-eleventh of a week's salary went into effect last week. Another feature will be an open kitchen, where customers will be able to come into the kitchen and see the food being prepared. The niteries, in fact, are now working on the location, one of the spots he's checking for being the ex-Childs eatery in downtown \$127 Plaza Hotel, N.Y.

Although Holtz, Benny Fields, Tony and Sally De Marco were contracted to give 12 performances weekly, according to Emmet Callahan, general manager of the show, they will be given 11 performances weekly, starting on Monday, "Star Time," at the Majestic theatre, N.Y. Voluntary cuts were result of cutting forego the 530 Sunday show. When Lou Holtz's physician refused to permit him to do the three-show Sunday schedule.

Shaw has been reportedly going to the show, but he's not, but has to do better than \$20,000 for an even break, according to Callahan, who evaluates that, in addition to hefty payroll expenditures, Shaw will be spending an extra \$10,000 in display needs in addition to the regular fixings in theatrical places.

Star, B'klyn, Foregoes Vaude for Stock Legit

Management of the Star, Brooklyn, will not go vaudeville as previously planned. The show, which had been given 11 performances weekly, starting on Monday, "Star Time," at the Majestic theatre, N.Y. Voluntary cuts were result of cutting forego the 530 Sunday show. When Lou Holtz's physician refused to permit him to do the three-show Sunday schedule.

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Inside Stuff—Legit

Though three of his five "best play" choices were Sops, George Jean Nathan singled them out for Broadway's 1944-45 season in his book, "Theatre Book of the Year." Picking his first choice, "The Sign of the Cross," Nathan selected Ross Frank's "Outragious Fortune" as his best new dramatic play, Jack Kirkland's "Suds In Your Eye," best farce; Margaret Currie's "A Highland Fling," best fantasy; John van Druten's "Voice of the Turtle," best comedy; and the Oscar Hammerstein-Robert Russell Bennett "Carmen Jones" as best musical. First three named popular.

George Nathan ("best" selections; actor, Joe Farrow; "Othello"); actress, Elsie Ferguson, ("Outragious Fortune"); director, John van Druten ("Voice of the Turtle"); scene designer, Stewart Chaney ("Jacobowsky and the Colonel"); drama costume designer, Motley ("Charley Orchard"); musical costume designer, Ross Frank ("Carmen Jones"); stage lighting, Hassard Shurt (Carmen Jones).

Jamming of bookings out of town as well as on Broadway explains why the Shubert, Philadelphia, is again playing legit for the first time in 12 years. House is a 1,900-seater, much too large for straight plays, but "The Perfect Marriage" played the house last week. For several performances the actors shopped their lines on the theory that the audience couldn't hear 'em.

For the "Marriage" engagement the gallery of the Shubert was not used. House on Broad street was dark for a considerable period, but last season stock was tried there, that policy stopping.

When Sinatra jams Broadway and surrounding streets to the Paramount theatre, where he's pining, on the opening day of The Voice's engagement last Thursday (12), cops don't chase all the kids away, some crowding into theatre lobby on 44th street, pretending to be street.

Complaints were made by the house managements and the following days saw mounted police on the job. So many youngsters were on hand that audience was forced to use Eighth avenue when leaving the theatres instead of Broadway.

Surprising sidelight to intended production of "Happily Ever After," new comedy by Donald Kirkley, Baltimore Sun drama critic, and Howard Burman, "Variety's" Baltimore, new making rounds of Broadway producers, is the number of financial backers. Authors claim they're finding more angels than experienced producers and directors. Comedy concerns an unordained minister about to perform his 10,000th marriage ceremony. Authors are using joint nom-de-plume of Howard Howe.

Ticket sale has opened on schedule at the International theatre, Columbus Circle, N. Y., for the new ballet outfit, opening there Oct. 30, although the lobby had been littered because of renovation and the lobby was blocked the entrance. Despite that, the sale has been lively, ticket staff working from tables as the boxoffice went then ready. James Hughes is the manager, George Asher, treasurer, and Frank Williams, assistant.

Harry Kaufman keeps in active touch with rehearsals of "Laffin' Room Out" the new Olsen and Johnson show, although not at the hospital, N. Y. Last week he sought to register for the Presidential election but was informed there was no provision for registration of hospital-ized persons. Records show that all voters must register in person at designated quarters in each election district.

Battle of 'Merry Widow' SAMROCK, BILL FIELDS On Between Shuberts TO PRODUCE COMEDY And New Opera Troupe

Detroit, Oct. 17.

First the battle of "The Merry Widows" will be fought here, but the Messis. Shubert having booked their version into the Cas to open a week in advance of the new Opera Co.'s opening at the Wilson.

Understanding is that several years ago the Shuberts put out "The Merry Widow," a better seller. Last year, when the New Opera Co. came up with its proposal to revive the opera, the Shuberts refused for the Majestic, N. Y., the Shuberts refused to harbor it on a percentage. The company put it in the legit rental and ran "Widow" into a hit.

However, when the company sought Union Theatre Office for this year for the road, there first was a delay, and then the New Opera Co. was asked if they would get UBO booking if its version followed the new Shubert productions into town. The Shuberts refused, reading two companies for the road, one to play in the south.

As a result of making their bookings in independence, the New Opera Co. will arrive at the Wilson on Nov. 9 to find that the Shubert operation opened on Oct. 14 at the Cass.

Stated in New York that "The Waltz King" had been announced for the Cass, booking being switched to the Shubert. The Shuberts will play the spot, after New Opera had advertised its date at the Wilson. It was reported, too, that the Shuberts had booked their show ahead of the rival in Cincinnati and Birmingham.

Elison Joins 'Ladies'

Los Angeles, Oct. 17.

Howard Lang and Al Rosen, producers of "Good Girls Go to College," have signed Jimmy Elison to co-star with Skeets Gallagher in the first comedy role, which means Elison will play the spot, after New Opera had advertised its date at the Wilson. It was reported, too, that the Shuberts had booked their show ahead of the rival in Cincinnati and Birmingham.

Several managers are already considering performances for New Year's eve, which falls on a Sunday. Whether to go to the prom or to the ball on Saturday afternoon and night, is the question.

At this time, the principal concern is the question of stand-out attractions, for which the advance sale extends for months. Since the first New Year's eve showing since legit shows were permitted on Broadway, the question of stand-out attractions not regularly showing on the Sabbath will make a difference. The question is, will they be paid pretty much on the disposition of some players to appear. "Life With Father" Empire, for example, to announce Sunday for the eve, although through long run it had in previous years been a Sunday.

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Current London Shows

London, Oct. 17.

"Arsenic & Old Lace," Strand.

"Banbury News," Wyndhams.

"Bird in Hand," St. Martin's.

"Brighton Belle," Duke of York.

"Cecily Jane," St. James.

"Happy Feet," Cambridge.

"How to Succeed in Business Without Really Trying," Palladium.

"Honeycomb," York's.

"How Are Things?" Apollo.

"Hush," Jones's.

"Hippopotamus," Last Mrs. Chymey, Savoy.

"No Medals," Vaudeville.

"Peck-A-Boy," Whitehall.

"Sadler's Opera," Prince's.

"The Sign of the Cross," Lyric.

"Sweetest Lower," Ambassadors.

"Three's a Family," Saville.

"This Way Woman," Comedy.

"Tomorrow World," Aldwych.

"Uncle Harry," Garrick.

"What You See," Cambridge.

"While Sun Shines," Globe.

2 New London

Plays Get Over

London, Oct. 17.

Two new legit entries in past week look like possible winners. Most likely is "Happy Feet," which started Oct. 10 at the Cambridge. It's a comedy about an American pianist. Built along the lines of "Journey's End," it has more comedy than the play. It was splendidly received.

"It Depends on What You Mean," which came into the Westminster Oct. 11, is an uproariously funny comedy by James Bridle. Piece is a series of comic situations hanging on an optical illusion. Latter angle plus the lack of plot is likely to make it meaningless for American appeal.

New Olsen-Johnson Show Creates 'Mex Hayride' Crimp on N. Y. Theatre

"Laffin' Room Only," the new Olsen and Johnson revue which, will shortly in Boston starting Nov. 9, is being booked by the Garden City. Most likely to open in New York, although the current attraction in that house, "Mex Hayride," is Broadway's top-grossing musical. Understood that when Mike Todd booked the show into the Garden there was an understanding that he would move it to another spot when "Laffin' Room" was ready. It was the Garden that O.J.'s "Hilltopping" and "Sons of Fun" clicked for long run.

Todd, back from the Coast Saturday (14), conceded the likelihood of "Laffin' Room" being booked by other beth, mentioning the Broadway and Majestic, either of which are also possibilities for the O.J.'s musical. However, Billy Rose plans to keep the holdover hit, "Carmen Jones," running through the winter in the former theatre, and "Star Time," vaudeville, at the latter house. Todd added that he's "not in the manager," that he has no formal say, so the problem of booking "Hayride" there by a verbal agreement with Lee Shubert. However, he conceded that he was drawn by his musical continues he cannot figure how "Hayride" can be moved.

Every musical on the list is playing to capacity, or approximating it, so the problem of booking the new musicals is becoming acute. There's no doubt that every available theatre with a good musical will be lighted soon. There is also a shortage of houses for the new straight shows. Broadway is close to 10 months at the Garden.

New Year's Eve Plans

By Broadway Showmen

Several managers are already considering performances for New Year's eve, which falls on a Sunday. Whether to go to the prom or to the ball on Saturday afternoon and night, is the question.

At this time, the principal concern is the question of stand-out attractions, for which the advance sale extends for months. Since the first New Year's eve showing since legit shows were permitted on Broadway, the question of stand-out attractions not regularly showing on the Sabbath will make a difference. The question is, will they be paid pretty much on the disposition of some players to appear. "Life With Father" Empire, for example, to announce Sunday for the eve, although through long run it had in previous years been a Sunday.

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\$500,000 Advance Ticket Sale

Seen for 'Arts' Before Dec. 7 Bow

MGRS. TIX SELLERS IN HUDDLE ON NEW BLOOD

Broadway managers huddled with the "Arts and Crafts" League on union last week to consider the problem of "new blood" in the box office. The meeting was an application for a \$10-a-week increase for assistant treasurers. Both issues will be further discussed. Managers claim that the union tentatively agreed over two years ago to make provision for additions to the membership, but no play for the purpose has been drawn.

Under the present view it is virtually impossible for new people to qualify for membership in the union. Ticket sellers concede that their outfit is 100% employed at this time, although there are about two dozen members selling tickets of admission to the theatre.

Union people appear to be in agreement that some provision should be made for new blood, which would change the organization's status, that of a closed shop. Plan is to have a new person added to the staff by a reasonable time.

Metro's 62½; RKO's 31½ Back New Show, First Jointly by 2 Pix Cos.

For the first time two major picture companies are associated in the backing of one Broadway production, both Metro and RKO having booked "On the Town," musical due around the holidays. On the basis of its score and script the forthcoming show, which is highly rated, will be presented by a young, new managerial duo of Paul Feigal and Oliver Smith, Yale met.

Metro's investment is \$25,500, which represents 60%, while RKO's is \$16,500. Latter bought from Metro strictly as an investment, whereas Metro bought the picture rights in production. Herma Starr, of Warners' music publishing arm, has invested \$5,000 on its own.

New Managers

Feigal and Smith originally had connections with the New Opera Co. group of socialites, Smith having designed the setting for "Boa-Nada," while Feigal was associated with Loew's Vroom, who presented musicals. After show is credited with starting a new vogue for opera.

Feigal is familiar with the field of comic and ballet, for which he has been appointed managing director of the International Ballet, and Oliver Smith, Yale met, is managing director of the International Ballet, Columbus Circle, N. Y., Oct. 30.

International was formerly the Comopolitan when controlled by William Randolph Hearst, and prior to that of its own name was the Palace. It featured "The Women of Oz," "Louis XIII" and other major musicals. It had been erroneously reported that "Wine, Women and Song" scored a long run in the same theatre but that exceptional burlesque was caused by the nearby Circus, now a grand picture house, when it was owned by the late Percy Williams. It also had the then popular Columbia, a vaudeville house located several blocks further north.

In addition to the picture companies buying shares of "Town," Marie Genee de Cuevas, who heads International Ballet; Lucia Chase, also prominent in the ballet and opera; Helen Bonfils (Mrs. Sammes), Mrs. Sherman Ewing and Mrs. George Harlan Shaw are also investors.

Suzanne Fisher to Teach

Louisville, Oct. 17.

Suzanne Fisher, soprano of the Metropolitan Opera Co., has undertaken the vocal voice at the University of Louisville School of Music.

Private life Mrs. Clifford Menn, new manager of the Louisville Philharmonic orchestra, Miss Fisher will be teaching voice in the school. She has included engagements through December, including the lead in the production of "The Song of the Lark." She expects to make a tour early next year, however, and will return to Broadway for appearances with her teaching duties.

Shows in Rehearsal

"Seven Lively Arts"—Billy Rose, "A Bell for Adam"—Liland Haywood, "Glad to See You"—Dave Wolpert, "The Streets Are Sweeping"—John C. Wilson, "Sing Out, Sweet Land"—Theatre Guild.

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THE SEVEN LIVELY ARTS

The "Seven Lively Arts," dated for an early December premiere at the Ziegfeld, N.Y., was placed in rehearsal Monday (16) by Billy Rose, although Rose had not yet arrived from England and there is no definite word as to when he will reach New York. English critics will be co-starred with Bert Lahr, Benny Goodman, Alicia Markova and other top acts, among other things, and the production is such that "Arts" will probably cost more to operate than any Broadway attraction this season.

Mrs. Lillies' contract is said to call for \$2,000 weekly, approximately 80,000 to star people alone. Moss Hart, who wrote several sketches; Cole Porter, who composed the score; Igor Stravinsky, who has the ballets, and Hassard Shurt, the stage manager, are all said to be generous. Rose states that as the "Arts" production is a winner at the Ziegfeld it has a wider field of opportunity than ordinarily, and that it will be the first to be \$500,000 in the box office before the show opens, one half of the total advance ticket sale for the theatre parties. Rose stepped up the unusual advance booking accorded "Arts" and "The Sign of the Cross" in the dailies announcing the ticket sale and panning spectacles, although, of course, the latter is not a legitimate ticket broker.

Announcing that mail orders will be accepted at the Ziegfeld, where "Seven Lively Arts" is scheduled to open, Rose stated that 16 weeks' will go on sale when the boxoffice opens next Monday (23), but that the advance sale will be on a first come, first served basis. On which there are to be theatre parties, and the advance sale will be on a first come, first served basis. On which there are to be theatre parties, and the advance sale will be on a first come, first served basis.

LEAGUE GETS QUORUM AFTER WEEK'S DELAY

General membership meeting of the League of New York Theatres, scheduled for last week, was postponed when a quorum could not be reached. Explanation was that most producers are occupied redefining new shows, some being out of town as they stage.

There are 92 shows in the League and one third, or 30, members, must be in attendance for a quorum. A number of producers have been unable to attend, owing to a falling to present show, for the past two seasons.

It was stipulated that eight out of 14 on the League's board are to be elected to the post for the next year. The union will consider them for membership. All officers of League were reelected at Monday's meeting.

MIEZLINER EX-ARMY

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Broadway

Lou Clayton tonight from Hollywood. Agent Al Grossman back to the Coast.

Peggy de Albornz now hosting the Hotel Madison office. The "Blossoms" Club reading their 6th annual benefit Nov. 25.

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Paul Porter set as stage-manager for Dave Wolper's "Glad to See You."

Nitty-chantosity Jean Leslie to the Coast Nov. 10, in Paramount contract.

Manny Mannheim to script the Andrews Sisters' new Nash-Kelvinator number.

Sophie Tucker's attraction, "Some of These Days," now slated for March publication.

Theodore Weingand ("Tuddy Dais") conductor's return is on a \$73,345 basis, respectively.

Harold Mitchell, head of the film unit for RKO, off to Miami Beach to visit with wife and children.

Widow of Cora Brown, now professionally as Henrietta Browne, bedded with slight attack of flu.

Robert Paige will appear at a cocktail party by Universal tomorrow night at the Waldorf.

Red Sauter, press rep of the Waldorf-Astoria, now in Hollywood to negotiate on Metro-Goldwyn-Mayer's "The Wildcat."

William Wilson, executive assistant to Dan O'Shea, Vanguard Films (comedy) press, in from the Coast for a Broadway job.

Two hundred fifty (152) Pacific Coast employees will be sent to work stoppage Thursday (12) to demand wage increase.

William Morris agency treasurer (comedy) back to the Coast to see Bill Murray due in later, stopping off in N. O. and Chi on route.

Recent Illinois Campbell rushed to Chicago to be with her mother, who is recovering from complications by injuries sustained in fall.

Damon Runyon checks in and out of Memorial hospital, where he is under treatment, going out for dinner and to special events.

W. C. Cushing, 20th-Fox western sales manager, died the Barnes house in St. Louis, and was buried here over the past week, for a rest at home for a week before returning to the Coast.

Howard C. Petersen, executive assistant to the United States War, will be among speakers at the film industry at the Waldorf-Astoria tonight (Wed.).

In a more adult way, the same swoon technique was conspicuously manifested at Toots Shor's restaurant Friday night when Bing Crosby and Frank Sinatra both came in for supper before the Grand Canyon.

International dinner, attended by 150 Canadian film people, was given every week in Toronto, where Cohn, former, gm. for WB there, on his promotion to foreign distribution of the U. S. He was bed with a wrist watch.

Broadway's surviving the Frank Sinatra-induced Paramount movie morning window, still stands in all the way to 40th, and to 44th, then east again to the St. James, where "Oklahoma" was premiered. "There's a new angle for the Coast to get to the "Oklahoma" box-office-backing up to it!"

Minneapolis

Alvin's nifty has "Bobby" Ueta, known as headliner.

"Red Mill" St. Paul Civic Opera company's season.

"Waltz King" and Tito Guizar re-appearing into Lyceum week of Oct. 22.

"Ozzy Baron" into St. Paul Auditorium, Oct. 20-21, in Minneapolis.

Radio Station Plains Room holding over Walter Luter and Gene Egan orchestra.

Harry Hitch to Chicago to get of name attractions for Alvin theatre.

"Alvin" finally "Alvin" in Twin Cities as roadshow attraction.

U.S.-Brit.-Russie

Continued from page 1

this type of film will be allowed in German theatres.

The Allied powers will want to make a clean sweep of all German film production in the past.

Inclination among some of the Allied powers is to impose a ban on all German films, not only popular language films, but also political propaganda, and circulate only films from the Allied countries with German subtitles or dubbing.

It may be necessary, however, if the screen is to be used effectively in the plan to reeducate the Germans, to present German-language films in order to draw attention.

In any event, the German screen will be dominated by American, British and Russian production, on a basis related to respective output.

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Pat Kirkwood, misadventuredly sought by Mrs. McGinn on a job term contract.

Maurice Wilson and Arthur Moss "The Voice" show, "The Voice" show, "The Voice" show.

Terence Hatfield's new play, "Less Than Zero," may shortly be produced in London by the Lint.

British National B.C. was news broadcast, was off the air for a fortnight because of illness.

John, Norfolk, formerly with British National Pictures, packed off to produce three plays for Arthur Rank.

Arthur Rank takes over the Regal, Marble Arch, early next year when policy of house will be changed to bring back for second time.

George Wilmer, song-plunger, singing for second time.

George Black's Palladium show "Happy and Glorious," as headline.

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John Maloney enlisted 100 blood donors on Film Row last week.

Harmonics Rascals and Callahan were open with Boy Scouts last night at Vogue Terrace tomorrow (Thurs.).

Little Jackie Heller back to N. Y. after being in Hollywood for a while.

Estelle Sloan and Marian Burroughs, who played Martha Brown in "N.Y. & Angelina and Russ Smith in Terrace Room show.

Continued from page 1

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Hollywood

Henry King laid up with flu. Barbara Hay divorced Roscoe Arns.

Leonid Krasin, RKO chief, laid up. George Raft fined \$25 for speeding in Beverly Hills.

John Barrymore, western star, recovering from appendicitis.

George Raft, 42, was arrested last night after a series of hit attacks.

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Obituaries

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Deaths

Continued from page

On and On and On!

FROM THE OFFICES OF RESEARCH RADIO DIVISION
DR. JOHN PEATMAN, DIRECTOR, NEW YORK CITY

RADIO'S ALL-TIME STANDARD SONG FAVORITES!

(Listening Volume. Weeks Picked at Random)

Listening Volume. Week August 10

Begin the Beguine

Night and Day

Summertime

I CAN'T GIVE YOU ANYTHING

BUT LOVE, BABY

Who

All the Things You Are

ON THE SUNNY SIDE

OF THE STREET

Where or When

Three Little Words

St. Louis Blues

Cole Porter
Cole Porter
George Gershwin

JIMMY McHUGH

Jerome Kern
Jerome Kern

JIMMY McHUGH

Richard Rodgers
Harry Ruby
W. C. Handy

Listening Volume. Week July 27

Always

Stardust

Hallelujah

St. Louis Blues

Begin the Beguine

Night and Day

I'M IN THE MOOD FOR

LOVE

I Want to Be Happy

Summertime

ON THE SUNNY SIDE

OF THE STREET

Irving Berlin
Hoagy Carmichael
Vincent Youmans
W. C. Handy
Cole Porter
Cole Porter

JIMMY McHUGH

Vincent Youmans
George Gershwin

JIMMY McHUGH

Listening Volume. Week July 4

Oh Man River

My Heart Stood Still

EXACTLY LIKE YOU

Begin the Beguine

Thou Swell

Margie

I Know That You Know

Where or When

Mike Sallava

Give My Regards to Broadway

Jerome Kern
Richard Rodgers
JIMMY McHUGH

Cole Porter
Richard Rodgers
Can Can

Vincent Youmans
Richard Rodgers
Jerome Kern

George M. Cohan

Listening Volume. Week June 29

Who

Summertime

I've Got Rhythm

Give My Regards to Broadway

Pretty Girl Is Like a Melody

Mary's a Grand Old Name

Begin the Beguine

I'M IN THE MOOD FOR

LOVE

Dancing in the Dark

Embraceable You

Jerome Kern
George Gershwin
George M. Cohan
Irving Berlin
George M. Cohan
Cole Porter

JIMMY McHUGH

Arthur Schwartz
George Gershwin

Listening Volume. Week May 10

Great Day

Night and Day

The Way You Look Tonight

Begin the Beguine

Smoke Gets in Your Eyes

I Get a Kick Out of You

I've Got Rhythm

EXACTLY LIKE YOU

I CAN'T GIVE YOU ANYTHING

BUT LOVE, BABY

Embraceable You

Vincent Youmans
Cole Porter
Jerome Kern
Cole Porter
Jerome Kern
Cole Porter

JIMMY McHUGH

JIMMY McHUGH
George Gershwin

Music by

JIMMY McHUGH

Under Contract
20TH CENTURY-FOX

AL SALOMON
Music Representative
HOLLYWOOD, 28

MANAGEMENT MCA, LTD.

MAURY FOLADARE
Public Relations
HOLLYWOOD, 28



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VOL. 156 No. 7

NEW YORK, WEDNESDAY, OCTOBER 25, 1944

PRICE 25 CENTS

10-... FIGHT X WITH LOOMS

Coin Pool Donated by Legit Clicks Proposed As Aid to the Theatre

Jake Wilk, story editor and assistant production man for Warner Bros., is father of a plan to perpetuate the longevity of the Broadway legit theatre. It's getting considerable attention among the trade's braintrusts.

Wilk would siphon off 10% from the top grosses into a pool for the future welfare of the theatre. He argues that since the American Theatre Wing has successfully shown the way for the American theatre to get together in a common cause (Stage Door Canteens, etc.), then why not carry it further for the practical welfare of legit? This fund would encourage writers, schools for the theatre, perhaps help finance worthy plays, etc. All this is with an eye to the time when the lush bucks ease off when the stage will need financing when there isn't such an abundance of wartime boomtime angel coin.

Wilk prophesies that this 10% siphon off the top could be OK with the U. S. Treasury Dept. and realistically would be encountered now by the legit because of the current tax structure.

Marc Heiman, UBO pres., says he will help further the idea.

'New' Public Held Key To Sales Repopularity Of Oldtime Song Clicks

Time, it seems, makes old songs new again.

Music publishers believe that the great success being encountered now by the revivals of oldtime hits is due to the fact that such tunes as "I'll Get By," "I'll Be Home For Christmas," "Sweet and Lovely," etc., are new to the sheet-buying public and hence is claimed to be between 18 and 25 years of age.

When some of the above-men-

AGENTS MOVING IN ON BROADWAY PLAY DEALS

The agents are moving in on Broadway legit production as they have in Hollywood with package film deals. Nat Goldstone's association with John C. Wilson, ex-Broadway "Glad" has inspired others, among them Music Corp. of America, to act similarly. MCA presy J. C. Stein and one of his executive aides, Lew Wasserman, are both east from Hollywood. In it with Moss Hart on "Dear Ruth," the Norman Kraus play which Hart's brother, Benjie, and Joseph C. Hyman, his longtime business manager, will present.

MCA is making a pre-production \$400,000 figure for "Ruth" with Hollywood so far disinclined to accept.

Leiland Hayward, having clicked with "Voice of the Turtle," starring his wife, Margaret Sullivan, also controls the "Bell for Adam" package, starring Freddie March.

Orch Gals So Distracting Mgt. Deflates Their S.A.

Minneapolis, Oct. 24.

Management of the Minneapolis Symphony Orchestra, agreed to hire four women musicians due to war exigencies, has ordered them to eschew glamor, dress plainly and wear no jewelry.

"They will be placed inconspicuously so that they won't distract attention of male members of the audience or fellow male musicians from the business at hand."

Zanuck's Willkie Plan; Also a Film to Show Germans Their Wrongs

Omaha, Oct. 24.

Darryl F. Zanuck, hero for the "Wilson" midwest premiere, said he had not yet decided on making "One World" and will hold it up until he confers with Mrs. Wendell Willkie and the publishers. He admitted that the scenario was ready and everything was set to go ahead.

Zanuck's idea of the right man to play Willkie is Spencer Tracy. He believes Tracy is not only the right physical type but that he can portray the other attributes of Willkie better than any player now before the cameras.

ROYALTIES ON GIMMICKS TO UP MOPPETT'S PAY

Deal now being worked out for Margaret O'Brien by Metro, says that Metro exes may set a pattern for boosting income for juve film stars. Under that, she remains virtually frozen under War Labor Board rulings on the Coast. From accounts, a deal is being worked out whereby the Metro moppet-star will receive the bulk of the royalties from the sale of Margaret O'Brien dresses, books, dolls and other toys for which manufacturers are negotiating rights.

Youngster was under a \$20-a-week ticket at her studio for a long time. When Metro applied for permission to increase her salary the WLB office allowed a 15% increase. Under that, a limited bonus payment was later found feasible under Miss O'Brien's pact with the studio. At one time it looked as if the moppet would walk off the lot.

Youngster estimated that the deal for commercial products royalties now being worked out will net the studio between \$75,000 and \$100,000 annually.

RUSSIA AIMS FOR PAN-SLAV SPHERE

By MORI KRUSHIN

World powers are now set to cross swords in what American motion picture industry leaders estimate is to this date a 15-year-old rivalry for control of the international screen. It rivals in intensity the approaching battle over postwar commercial aviation routes. The scene of action in the film business will probably run parallel with trade routes and political spheres of influence since Governmental intervention is chiefly predicated on politico-commercial considerations.

Russia is reaching first for a Pan-Slav-Indo-China zone of interest which includes the Balkans, the Baltic States and a slice of Franco-German playing time. England is aiming for the United States, Europe, Near East and Far East, including (Continued on page 55)

Gracie Allen's 1-Finger Concerto With Hub Symph As Spur to War Chest

On behalf of the Boston War Chest drive, Gracie Allen will play her One Finger Concerto as soloist with the Boston Symphony Orchestra under Serge Koussevitzky's direction. Concert, to be held in the Hub's Symphony Hall, will take place the night of Nov. 15 and will mark the first of three War Bond and War Chest shows that Burns & Allen will put on when they head east soon. Others are scheduled in N. Y. and Phila.

Parill be off the air Nov. 7 because of election and on Nov. 14 they'll do their show from Boston. On Nov. 21 the B & A show'll originate from N. Y. with Alan Ladd as guest. They'll also help kick off New York City's Sixth War Loan drive and are set for a number of Treasury promotions including an operational rally in Times Square. 28 show will originate from Elmhurst Theatre, Philly; broadcast also being tied up with bond drive.

Bill Goodwin, announcer on show, and Felix Mills, orch leader, are among those making the trip east.

B'WAY SHOW BOOM CUE BY ABNORMAL INFLUX

What appears to be the most important factor in Broadway's boom show season is the abnormal influx of visitors in the metropol, as indicated by the jammed condition of the hotels. Under the ration situation during a non-holiday period.

Early this week it was an acknowledged fact to obtain rooms in one midtown hotelery that 500 requests for reservations had been accepted and that none would be accepted for the next three weeks. As the season wears on, none is to be had for six weeks.

Radio to Pace U. S. Gov't Campaign Educating Public on Handling Vets

Now's Agent, Perlberg, Now His Producer at 20th

Hollywood, Oct. 24.

Willie Solar, veteran of 46-years in radio, will do a specialty in the 20th-Fox picture, "Diamond Horseshoe," produced by William Perlberg, who was once Solar's agent.

Actor-writer and introduced the Abba Dabba song at the London Hippodrome back in 1906 and was a vaudeville headliner for years.

Negro Segregation Hit By Katherine Dunham; Won't Play Louisville

Louisville, Oct. 24.

Audience attending the Katherine Dunham dance concert at Memorial auditorium Thursday (19) was given quite a talking to by the Negro dance star at the conclusion of her performance here, relevant to the policy of segregation of races for concert and legit attractions. "Dancer came down to the foots and announced, 'This is the last time I am coming to Louisville because the management refuses to let my people sit with your people. Maybe after the war we will have democracy and I can return.'"

House was capacity, some 3,200, including 400 Negroes. Six Negroes, two of them Army officers, were seated on the main floor with whites. Other Negroes were seated in special sections allotted to them in the balcony.

The Dunham Dancers were booked into the house by J. H. Thuman, Cincinnati impresario, who said "I am sorry Miss Dunham feels as she does, but we have to use our judgment in these matters. I must conform to the rules and customs which prevail in Louisville."

One of the most vital public service assignments in U. S. history has just been given to the advertising and entertainment industries by the U. S. government. It is the campaign to educate the public on the treatment of discharged war veterans, sponsored by the Surgeon General's office of the U. S. Army and undertaken in cooperation with national advertisers, in radio and magazines. Campaign will start officially Jan. 1.

Admitting the importance of past, present and future bond drives and the part played in them by show biz and advertising, leaders in both fields consider the veterans rehabilitation campaign soon to start even more vital. Bond drives have helped finance some part of the war and have contributed to the battle against inflation, but the forthcoming educational campaign is seen as being far more dramatic because of the lasting effect it will have on the (Continued on page 55)

Bob Hope Only Show Biz Rep in 'Living Hall' At Smithsonian Museum

Washington, Oct. 24.

Small bronze statue of Bob Hope, to be added to the new "Living Hall of Washington" in the Smithsonian Institution museum, has not yet been finished. Collection was put on display Thursday (19).

The statue, from D.D.R. members of the cabinet, admirals and generals to CIAA chief Nelson D. Rockefeller, OWI director Elmer Davis, Henry Kaiser, Raymond Clapper and Ernie Pyle.

"Hope was chosen for his outstanding work in entertaining GIs overseas."

FOR TELEVISION

The Hour Of Charm

All-Girl Orchestra
and Choir

Conducted by
Phil Spitalny

Broadway supporters of President Roosevelt applied some of their own showmanship methods to politics Sunday night when over 1,500 from show biz and allied fields turned out for the "Broadway for Roosevelt" dinner at the Hotel Astor. Names from the industry studied hard at the room, floor as well as the dais in their tribute to the President.

It was impressive all the way from Ethel Merman's National Anthem opener, through Frank Sinatra's unadorned speech urging FDR's reelection, the Moss Hart-George S. Kaufman sketch lampooning Thomas Dewey (created by Jackie Gleason and Bert Lahr); Dr. Frank King's stirring plea for the re-election of Quentin Reynolds' eulogy (talked after by Mutual), etc. Fredric March, in the absence of the ailing Quentin, encouraged the crowd.

Reynolds' talk, incidentally, was the highpowered event of the evening. Particularly that crack he took at Congressman Clare Boothe Luce for her repeated attacks on the President, which states that "this was not the first time someone named Booth had so treacherously betrayed a President."

Bette's White House Visit
Washington, Oct. 24.
Bette Davis paid a brief visit to the White House last Thursday (19). Her name came to the fore when the Virgin of Warners' New York police, and breezed out the same day.

Cartoonist's Crack
Philadelphia, Oct. 24.
Warner Bros. exploiters were recently planning a spread for a campaign on "Youth Runs Wild" with Milton of the WB publishing the cartoonist's crack (Continued on page 13)

GALENTI SIGNS, SEEK CANZONERI FOR PLAY
Tony Galeanti, former heavyweight title contender, plans to trade hands with Thurgood Marshall. "Kid's Clever," comedy of the prizefighting by Mark Lander, and Tony Galeanti, a former boxer, will produce on Broadway. Galeanti will essay a unique management of fight scenes. Play was originally set to be done at the Biltmore, Los Angeles, with author and producer attempting to put Barney Ross, former boxer, and water camp, for the title role. Ross recently given medical discharge from Marines, had to die because of his health. Lander planned in from Coast last week and is reportedly negotiating with other ex-champ, Tony Canzoneri. Lander is currently negotiating with Joe Adams at Leon and Eddie N. Y. Nitory.

256 for Freddie Stewart
As T. Dorsey Vocalist
Keynoting the first of first-grade band vocalists is the 256,000, young Tommy Dorsey is said to be paying Freddie Stewart, whom he signed last week. Stewart left for the Coast Thursday (19), where he'll join T. D.

Stewart's figure is quoted as twice for any singer, male or female, appearing with a dance band. It's quite double the amount Frank Sinatra drew when he was under contract to Dorsey.

Nix Service Show; Tunes Found to Be From Ex-Hit
Plan for a Broadway production of a service music show, but along "This Is the Army" and "Winged Victory" lines have been nixed, said on discovery that the show score has been borrowed in the main from an old hit show of a well-known composer.

Odd part of yarn is that no one in the hep contingent of Broadway showmen that was flown to the coast where musical was being prepared recognized the tunes, that fact being discovered by a service officer.

ISOBEL ELSON'S PLAY
Hollywood, Oct. 24.
Isobel Elson leaves for the east this week for the top role in "Hand in Glove."
Play breaks in Nov. 24 in Boston.

CBI Grippers Come Back In 2d Blast Vs. Stars, Joe E. Brown's Answer
Obvious of, or undeterred by storm of protest stirred up in entertainment world by its previous blast on stars for allegedly running out on military assignments in the China Burma-India area, the Army newspaper CBI Roundup came back with another volley last week, sticking to its guns. Calling the stars' denial of cutting short their CBI tours "outraged squeals of wounded patriots," roundup again cataloged instances of stars flouting out on them, while denying some of the counter-charges of bad food or poor accommodations received by actors.

Alan Sheridan had the best beef told "available" everywhere she went. Roundup said: "If and when she ate K or C relations, which was seldom; everyone else was eating it!" The last time the endowment ever hit the CBI. But Army records indicate he contracted to play 120 days in CBI and played only 37.

Arrived in New York last week, Brown denied cutting his CBI visit short, saying there hadn't been any understanding as to length of stay there. Brown defended Jack McCreary from the Roundup's attacks for failing to show up for his assignment. McCreary thought his act not good enough for the boys. Brown denied feeling "a little bit of a hypocrite" for his own accusations against himself, but said he was going out again to play for troops, adding: "Why should I take my GIs and incidentally to Brown himself."

GRACIE FIELDS BOOKED FOR AUSSIE CONCERTS
Comedienne Gracie Fields has signed to do eight weeks of civilian concert in Australia, beginning previously booked for three months, tour was cut to eight weeks because of Miss Fields' pie and candy commitments. Original tour had also included India, but that's been nixed so that singer can be back in time for next fall's air series.

Miss Fields will also do six weeks of concert for troops en route to and from Australia, doing three weeks on way out in various Pacific islands, and three weeks on way back home in Australia will cover 20 concerts for civilians, as well as extra appearances at camps and hospitals.

Aussie tour will be under J. & N. Tait concert management.



Joe E. Brown's Book Is A Tribute to GIs and Self
Joe E. Brown's "Your Kids and Mine" (Doubleday, Doran \$2) is a frankly, sentimental, unabashed story of the actor's many trips to various fronts to entertain troops, set in the form of a report to the nation on his kids in service and some of those Brown met. The actor covered 150,000 miles, visiting Alaska, South America, the Pacific China-Burma-India and Italy. He did shows at all hours, under all conditions, in any location—on the banks, at advanced gun posts, in the clouds. He mixed with the boys, played ball with them, visited their sick. He flew on five bombing missions. He writes with heart on the little but about the boys, trained. But out of the self-conscious blur of words and incidents comes something fine—a terrific tribute to our GIs and incidentally to Brown himself.

Brown couldn't have known at the time he wrote his book that he would be attacked by an Army newspaper for "insulting the GIs on the CBI area." Let his book be the perfect defense. Here is a man of 33, under severe strain by the duties of his job, an Air Transport captain, setting out to bolster soldier morale by talks to troops, getting sea-sick, and being treated with sea-sickness treatments whenever he could, and on one occasion, lying down—and never once letting on to the boys. He was in New Delhi, India, on Dec. 23, Don's birthday, and tried to forget his misery by visiting a hospital and talking to every single patient.

"I'm not an expert reporter," Brown says in his foreword, "only a man who felt very keenly this great experience." You feel with Brown and realize he doesn't need a defense against isolated heers. Bron.

That thousands of ex-show business reps are seriously concerned over the manner in which they'll fit into the post-war civilian pattern is evidenced by inquiries, letters, etc., being channeled back home from the GI bases around the world. With the sweeping Allied smash against the belief among the show-biz boys that they'll soon come marching home, they want to know in uniform, just what steps the industry is taking or intends to take toward solution of their problems.

The boys bearing arms frankly admit they're behind the martial might but in trying to find the answers to the question that's causing them the greatest anxiety: i.e., whether there's a homefront consciousness, as pointed up frequently in the past by the industry's efforts for a "Show Business Bill of Rights" to help get the guys readjusted into civilian life. It's a question, particularly, that's disturbing the boys who know that whatever happens, they'll be back in uniform before going into uniform will be null and void once the firing ceases.

Striking illustration of the trend of thought these ex-show boys is provided in a letter just received by "Variety" from Pvt. J. C. Balke, currently recovering from wounds in an army hospital in California. He writes as follows:

"I'm in my third month in an army hospital and regardless of physical health, I'm worried about my future. I'm something else. Not the time that's now history that I spent in this line; not 'when will I get well—I will I ever be well again?' not 'will this damn war ever end?' not 'these things, but that old, old refrain: 'What's going to happen to myself, and other writers, when we are returned to civilian life again?'

"Will we be able to get jobs? We'll be less known than before. Whatever rep we had will be nil. Will there be any of us? I thought, gave our time and talent for the entertainment of our buddies after our daily training in the war, be forgotten? Will we be turned away from our deliberate work? Will we be when we get back? Yes, these and similar questions have me, and dozens like myself, behind the mental grid lock.

If these were ridiculous questions to someone else, we'd seek answers from the Bible, or further yet, ministers of God and the Bible. But being questions of such a nature, we ask the 'show business' 'Variety' to help us.

"Will you please answer me, answer us—help us—by putting the question up to the entertainment industry, the executives, the press agencies, the producers, the writers, the stars, and this appeal, this inquiry? Your interest, kindness, knowledge of show business are the basis we depend on for immediate relief. We don't want, or expect to, get better, and other form; all we ask is a little consideration and opportunity to show what we can do."

SCULLY'S SCRAPBOOK
By Frank Scully Hollywood, Oct. 23.

Long before the blackout which turns Bob Hope's "Princess and the Pirate" from a hit into a smash, a guy was asking me to suggest a similar finish for "D. O. Seiznick's "Starlight West" (Avalon). Absent that of "Away," who, like Duffy in the radio tavern, never appears, finally sends C. Colbert, J. Jones and S. Temple completely hysterical when news of his death is announced. Seiznick's finish on the father actually coming down the road and when he reaches the front door, it turns out to be Bill Fields.

Those Hips:
WAC uniforms have been bettered by many lovely touches, but Hollywood still contend that the trouble is in the tunic. They're cut and shaped for men who are notably thinner around the hips, and since much of the work of the WAGS, WAVES, SPARS and Marines is deskwork, the girls make the slenderness of the tunic a liability. Solution is so simple that it should get the gal who suggested it the rank of first admiral of her sex. She advises that the costs be cut below fashion. Gets away from doubling cloth around the hips. Cue?

Literat Autumal Notes
Comic belief that every man has his price has only one flaw in it. It's not always money. Here's proof. This author lost some praise recently and the other fellow was so touched that he sneaked into Central Park, where he was searching for a place to sit, and was nabbed by six park policemen, Robert Moses and the Petit Fleur. Back in his hotel he packed it tenderly and shipped it here by air express. Having been named between Hollywood and Palm Springs, it was the very first meal he had seen fall in his life. Thought I might like it as a bookmark.

For Bravery Under Ire
Scrapbook of the Month Awards: To Bob Cummings for beating a studio suspension for refusing inferior roles, and being able to convince a judge that there is such a thing as a "good" role. To the same judge for his court convictions and switches from a dick to a gangster again in his next one: to Dalton Trumbo, who used to be a Los Angeles baker and is still there, though, having signed a five-year optionless writer's contract with Metro.

Mrs. Broadhurst's Play KINGSLEY'S \$100,000 A YEAR FROM METRO
Hollywood, Oct. 24.
"Out Goes She," comedy by Mrs. George Broadhurst, will have its first production at the Lyceum Theatre, Barbara, Nov. 10 and 11, with playwright directing.

Author who is in her sixties, is wife of vet Broadway producer now living in Santa Barbara (Broadhurst, N.Y., is named after the author's mother). Thoma, older brother of George, has died.

BERLIN-SANDRICH SET 'BLUE SKIES' FOR BING
Irving Berlin and Mark Sandrich reunite at Paramount in a film deal starring Bing Crosby titled "Blue Skies." It will reprise a number of Berlin oldies along with new tunes. Berlin has already completed all scenes. It's based on his original idea as was "Holiday Inn" which he and director Sandrich likewise did for Fox, with Crosby and Fred Astaire. Berlin, while west, is consummating other film deals, including a possible trip with Joe Schenck to the number of 20th-Fox musicals.

CAROLE LANDS PLAY
Hollywood, Oct. 24.
Carole Landis has been granted a loan of \$50,000 by 20th-Fox to appear in a Broadway show for the Shuberts.

She remains away from the studio for the run of the play.

THE SECRETARY OF THE TREASURY
WASHINGTON

October 11, 1944

(To All Motion Picture Exhibitors:

I am gratified to learn that we may again count on the full support of the Motion Picture Exhibitors during the coming Sixth War Loan Campaign.

The record of accomplishment which this group has built up in support of past drives is impressive indeed and has contributed greatly to the overall record of which we are so proud.

The development of War Bond Premieres has added substantially to the value of their assistance as has the willingness of so many of the individual theatres to act as issuing agents for War Bonds.

The task of raising the additional fourteen billion dollars required during the Sixth War Loan Drive will by no means be an easy one. However, with the knowledge of the loyal support of groups such as the Motion Picture Exhibitors we face the task with full confidence.

Sincerely,

Henry Morgenthau, Jr.



W. W. C.

Film Biz Must Unite for Battles Coming in Postwar Era Warns Mayer

Flanked by leaders of the motion picture industry, Arthur Mayer, adviser to his departure for Hawaii as deputy Red Cross commissioner, last week warned that the film industry will be in for a scrap with powerful enemies after the war. He cautioned that a divided industry would not be in a position to cope with peace problems which will be no less complicated and devastating than those of war.

Mayer, speaking at the dinner tendered him by the film industry at the Waldorf-Astoria hotel, N. Y., last Wednesday (18) stated that, with the coming of peace, a War Activities Committee need no longer exist, but that the machinery for concerted action which has been created should not be junked like old film.

"We have within the industry many 'organizations' said Mayer. "I'm not suggesting for one moment that any of them be scrapped. But when we get into a scrap, the resources manpower and equipment of all of them must be concentrated in a solid phalanx of defense. And make no mistake. We are in for a real scrap. The reactionaries, bigots and anti-Semites are more virulent more vicious, more widespread and more deadly than the horrors of war have not extracted, but enhanced, their venom. The need for national unity has not made a dent in the hard epidemics of their enmity. They constantly seek to pervert the war effort and to exploit the patriotism of our leaders, the services of our fighting men.

"Temporarily they are in no position to attack us. But they await only the auspicious moment to strike. If we are the statesmen we are, and far-sighted, we must prepare to meet this attack as a united industry."

Mayer did not appear to have any such organization, representing the entire industry, should interfere with their exhibition and other organizations engaged in fighting intra-industry battles, but to serve as an emergency unit when the "unity, usefulness, dignity" of the industry is imperilled.

Mayer referred to other problems confronting the industry, such as Government production of film, which could best be faced collectively rather than as a collection of discordant and hostile factions.

"Some 30 different Government agencies are now making motion pictures," stated Mayer. "No Government, Democratic or Republican, New Deal or Old, having once tasted the sweets of nationwide showing of its pictures, will be willingly relinquish this marvelous opportunity for propaganda and self-justification."

PAT HENNING VS. STONE FOR 75C OVER BILLING

Los Angeles, Oct. 24. Pat Henning, comedian, filed suit here for \$75,000 against Andrew Stone Productions, Inc., for overbilling of a screen credit in "Sensations of 1944." Actor declares he was contracted, publicity campaign devoted for a comedy lead and later dropped from the picture.

He demands \$75,000 as loss of screen credit and \$50,000 as damages to his professional reputation.

Film Waits on Youth

Hollywood, Oct. 24. Lack of a young name player, for the romantic lead is holding up production on the Samuel Gold production, "Decision," a tale of anti-Fascist precautions in this country. Completed script has been approved by censors, and Walter Huston has been signed for a top role, but there is a shortage of handsome youths.

Walkie-Talkie Bally

Chicago, Oct. 24. 20th-Century-Fox got a first break in the Chicago Daily News last week, the day before "Wildcat" opened at the Apollo. Here the paper devoted one-third of its front page to a stunt interview with stars who came here for the midwest premiere of the picture.

Jerry Thorpe, one of the paper's reporters, met Claire Leland, John Payne and George Jessel at the station and interviewed them over a walkie-talkie, two-way portable radio as they alighted from the train, relaying conversation to Sydney J. Harris, rewrite man at the News office. Glenn Feldman, city editor, was so well pleased with the results of the experiment in midwest news coverage that he used the layout on the front page.

Writers Ask To Probe Cal. Sen.

Hollywood, Oct. 24. Hollywood Writers Association, through a special committee, charged State Senator Jack B. Tenney with "obstructing the war effort," and demanded that the California State Bar Association investigate his "increasing abuse of the power of inquiry-over-privilege." Recent Tenney, as head of the Legislative Interim Committee on Un-American Activities, declared that Hollywood writers were linked with the Communist front, "representing 3,500 members, consisting of the Communist Bill Blawie, Marc Connelly, Frank Fearing, Atch Oboler, John Howard Lander, Kenneth Macgowan and Albert Maltz.

N. Y. REGENTS CONCUR IN BANNING INDIE PIC

Albany, Oct. 24. The Board of Regents has upheld the action of Irvin Erenow, director of the Motion Picture Division, State Education Dept., in refusing to license the film, "Going My Way, Mister." It was the third time the picture had been presented to the board for review, but only the first time an appeal had been taken from Erenow's decision. In his answer to Erenow's decision, the board of Regents, N. Y. City, attorney for Eastern Trading Corp., Erenow described the film as "a picture of the abuse of highway, inns and cabins" for immoral purposes, and set forth that it was "indecent, immoral and would lead to corrupt morals" within the meaning of Section 1,082 of the Education Law.

The appeal, filed Sept. 16, went to considerable length in disputing Erenow's viewpoint. Among other things, the appeal stated that the feature had been shown in Chicago, New Jersey and North Carolina. After a committee of the Regents had witnessed a screening of the film, and after the Regents had heard oral arguments, they voted to sustain Erenow.

Dissolution of K-A-O Simplifies RKO Setup

Dissolution of Keith-Albee-Orson Corp. by RKO, Inc., which results in absorption by RKO of Keith Corp. of K-A-O common stock, is another move in simplification of the RKO corporate structure. K-A-O was recalled June 15, leaving 1,226,112 common, of which the public shares were held in 100,000 shares. The move involves no change in operation.

Other corporate changes along the same lines are also being likely soon.

GIVE OKAY BY WFB SINCE 1942

Washington, Oct. 24. Construction of about \$60,000,000 worth of theater, hotel, USO buildings and other recreational facilities in this country has been approved by WFB since 1942, according to WFB chairman A. K. Krug.

Krug sent the figure to Senator Mon C. Wallgren who had complained that priorities were being given to "recreational" facilities despite the fact that home builders could not get the go-ahead to build houses.

WFB approvals on recreational construction were primarily for war bond tours, where there was not enough amusement to keep war workers from quilting and drifting away to other places.

Min. Bldg. Plans

Minneapolis, Oct. 24. As soon as priorities are out of the way and materials are available, there will be a spate of new theatre building in this territory, according to all present indications. Film salesmen bring reports of being approached by large numbers of individuals contemplating building new showhouses.

The strange part of it is that these individuals are not in the show business now, but they want to enter it. A few are non-operating theatre owners, who have found that it's always possible to lease out a showhouse at a good rent. However, only a comparatively few are concerned, apparently, with the problem of obtaining land in competition with established exhibitors. They aren't easily discouraged, branch managers.

Even in Minneapolis, where during recent years new theatre construction has been blocked by the city council, which has taken the position that the city already is sufficient. In 19 new neighborhood houses are being planned by men with capital not in the business, the Impression seems to be that there's gold in "them, their hills," that theatre owning and operations, well pay money. The ignorant protective theatre builders are entirely wrong in the regard and have been thoroughly misled by their own publicity by boomtime theatre operations, independent exhibitor leaders here insist.

The extent to which the trend has gone is illustrated by the case of Waterville, Minn., a town with 1,800 population now having two houses, one seating 400 and the other 300 and located within a mile of each other, larger town with a de luxe 1,000-seat house. Even in Waterville a group is planning to build a new theatre, and, incidentally, the present 400-seater, is beautiful and modern.

Among those itching to go on the theatre construction is Harry Gilbert, Fairmont, Minn., hotel owner, who now owns a number of theatres all of them leased out.

6 IN WORK AT PAR. STUDIO AT CAPACITY

Hollywood, Oct. 24. Hal Wallis productions this week make a total of six in work at Paramount and fills the lot to capacity.

Wallis films are "The Love Letter," and "The Affairs of Susan." Others include the comedies are "The Lost Weekend," "Sally's O'Rourke," "Duffy's Tavern" and "The Golden Years."

SAG'S 109G Net

Hollywood, Oct. 24. Screen Actor Guild announced a total income of \$20,017,000 and operating expenses of \$19,908,000 for the year ending last Aug. 31, leaving a net of \$10,909,000.

The Guild's membership during the last month amounted to 175 compared with 88 withdrawals, 19 of which were for military service.

U. S. Supreme Court Denies Indies Plea to Enter Crescent Case Via Brief Linking Pix to Free Speech

Double-Take

Hollywood, Oct. 24. "Holding Out Your Hands" is complicated by two beginnings and two endings, use of which will depend on duration of the war. Epilog and Prolog No. 2 will be shown in case peace comes before the picture is ready for release through United Artists.

Col., Woods Part Over Pix Costs

Hollywood, Oct. 24.

Sam Wood's producer-director deal with Columbia went on the rocks, following disagreement on production costs of several pictures Wood was to make with the studio, following the negative bids.

Understandably Columbia spent around \$200,000 on preparations for "Ujial Trop," which Wood postponed until the end of the war. The deal was made on conditions in Utah. Second picture proposed by Wood was a western featuring a cast of \$1,676,000, which was whittled down to \$1,400,000. The studio considered too high. Third picture, "The Bride and the Groom," was called for \$1,000,000 in addition to \$800,000 already spent by the studio on the picture. Fourth, "Patina," which is listed at \$51,000 on the company's books.

Wood was asked that he could go out and sell any or all these properties, with Columbia to be repaid for its investments.

HONORARY LL.D. DEGREE TO GRIFFS IN ABSENTIA

Stanton Griffiths, now serving as Pacific Coast Commissioner in the Red Cross and stationed in Honolulu, was awarded an honorary LL.D. degree by the trustees of Union College in Schenectady, N. Y., Oct. 22.

Citation was read by President Dixon Ray Fox at the fall commencement of the college. Griffiths' interest in awarding this degree to Griffiths because his grandfather, Prof. William K. Griffiths, was given the degree and was pastor of the First Reformed Church in Schenectady. He also received an honorary degree from Union College in 1912.

Griffiths was head of the domestic film bureau of Office of War Information from Oct. 1, 1943, until recently, after given the Red Cross assignment. During the previous year Griffiths visited neutral countries on special assignment from the Office of Strategic Services, and more recently visited Sweden and Finland for the Foreign Economic Administration. During the visit to the former country, he was instrumental in negotiating the agreement with Germany whereby the ball-bearing supply to Germany would be curtailed, thus ending the suddenly the Office of ball bearings to Germany stopped.

5 New Pix Into Prod. For WB in 4 Wks.

Hollywood, Oct. 24.

Pix new features go into work in Warners in the next four weeks, starting Oct. 25th with a double entry: "Hotel Berlin" and "Stolen Life." The others are "Mildred Pierce," "This Love of," and "Happiness."

Before the camera are "Sam Antonio," "The Big Game," "The Love Letters," "Parker," "Pillar to Post," "The Day After" and "The Human Boyling."

Washington, Oct. 24. Unusual argument, which sought to have the effect of guaranteeing films the free speech protection that newspapers enjoy and might also cause the junking of numerous pictures, was made in court, where some producers are barred from certain areas—was presented before the Supreme Court, but turned down by it on Monday (21).

Argument was contained in the brief of the Society of Independent Motion Picture Producers of Hollywood, which asked permission to intervene in the Crescent-Ames, Ga. appeal scheduled for a hearing before the High Court week of Nov. 6. The Society asked the Supreme Court to see that the chain was in violation of the Sherman Anti-Trust Act, 106, where the brief asked the Supreme Court itself for permission to come in.

The brief, by Morris L. Ernst, reported having made the claim that when exhibition chains bar the production of any picture, they thus violate the First Amendment to the Constitution, which guarantees freedom of expression. The case will go to press. Contention was that films are, on exactly the same plane as newspapers and the spoken word, and that a lockout of films in certain areas is in effect a denial of the freedom of press.

A second contention was reportedly made under the 14th right process—equal protection of the laws—that denial of the right to show films is a deprivation of property rights without due process of law.

The Government considers the Decree case so important that it has asked the Fourth Circuit Court of Appeals to certify the case to the Supreme Court.

The Government considers the Decree case so important that it has asked the Fourth Circuit Court of Appeals to certify the case to the Supreme Court.

Meanwhile the Anti-Trust Division does not expect to wait with regard to the Big Five Consent Decree case. Anti-Trust will press for action before the end of this year, if possible.

SEE NO FREER FLOW OF RAW FILM AFTER V-E DAY

Washington, Oct. 24.

One more warning that the 35 mm raw stock situation will not ease after Germany's defeat came from WFB last Friday (24). The agency announced that the Photographic Film Manufacturers Association Committee had unanimously voted after killing 1,233 after the defeat of the Nazis. The committee stated the film manufacturers had taken such action and backed up the Anti-Trust. Any announcement that their film requirements would be greater, or at least as great, after the war in Europe ends, as at present.

Although the 35 mm film restriction is not a free speech protection, the overall film order and it largely solves it.

WFB demands to lift about 60% of all its limitation orders when the Nazi phase of the war is concluded, but it is not willing to make a deal for a considerable period after that.

RAPPER GETS 'LINING'

Hollywood, Oct. 24. War, as named Irving Rapper for the new picture, "The Significance of Significance," "Silver Lining," picture, based on the career of Marvin Miller.



A PUSHOVER ... IS HE?



ASK A MARINE BACK FROM THE
BLOODY BEACHES OF TARAWA



PUT IT TO THIS BLUEJACKET
SURVIVOR OF A PROUD SHIP



ASK THIS FLYER WHO'S FACED
THE HELL-FIRE IN THE SKIES

Mr. Exhibitor: Perhaps you don't need a jolt - but lots of Americans do to bring them out from under their complacency!

For the facts are - we haven't won the battle of the Pacific by a long shot - nor is everything over in Europe!

Peace is still to be earned - by hard fighting.
Peace is still to be bought - by the dollars
Americans put into War Bonds.

The European war has been expensive but the Pacific War will cost far more! Fleets of planes, fleets of ships, armies of supplies and men will be required - all to be transported over vast distances!

And this all costs money - and that's where you come in! With every resource of your theatre - every ounce of your salesmanship and showmanship needed to put the necessary drive behind the Smashing Sixth!

So put all your 'know-how' and savvy behind those War Bond Premieres, make Free Movie Day roll up a record in your theatres - put across the Children's Premiere in your community - and, what's more, don't let down a moment any day!

Let's go!

and show America

what the "movies"

can do for America

Sponsored by War Activities Committee of Motion Picture Industry, 1501 Broadway, N.Y.C.



"Black
as the ace I am . . .



CARY GRANT

Smashing...

Adventurous...

Restless...

Virile...

IN THE ROLE OF HIS CAREER!

*(Trust RKO:
to give you the
Big Ones!)*

A story that looks life strai and blinks at nothing!

Here are conflict, violence, devotion
... in a picture that takes its place among the
screen's finest triumphs ... that intensifies the
emotional sweep of the novel that thrilled millions — by the
author of "HOW GREEN WAS MY VALLEY."



CARY GRA

In
None

Mi



FROM THE NOVEL BY RICHARD LLEWELLYN

GET SET FOR THE SIXTH WAVE



ght in the eye . . .



NT

but the Lonely Heart

with

ss ETHEL BARRYMORE

BARRY FITZGERALD JUNE DUPREZ • JANE WYATT

GEORGE COULOURIS • DAN DURYEA • ROMAN BOHNEN • KONSTANTIN SHAYNE

PRODUCED BY DAVID HEMPSTEAD

DIRECTED BY CLIFFORD ODETS

Written for the Screen by Clifford Odets



Golden Sees More Restrictions For U. S. Films in European Market

Washington, Oct. 24. Plenty of plain talk on the increasingly difficult Spanish situation features a survey of European motion picture markets released Sunday (22) by Nathan D. Golden, chief of Department of Commerce's film unit. Survey points out that American films are sitting idly in the vaults of the world so far as the non-Axis European market is concerned but that there are signs of increasing restrictions in various countries which will squeeze our export big hard. At present, Spain is one of the toughest foreign countries to get money out of after films are shown. "In the past," comments Golden, "American exporters of motion pictures are said to have received from this country about 5% of their total returns from foreign sales. Since the end of the Spanish civil war in 1939, American products in this field have met with many obstacles. Without exception, the Spanish organizations or American distributors have had to succumb."

"Regardless of the fact that, until recently Spain has possessed no motion studios, few movie producers, actors or technicians, and little capital ready to be risked in films, the country has now become the device of the slogan of self-sufficiency and is attempting to limit the importation of motion pictures. If foreign films are admitted at all, it is officially specified that when currency for payment of such films is to be passed through an existing clearing or to be compensated by a balance of trade, they are exchanged against Spanish products."

"Certain taxes imposed upon newly imported films are earmarked for the indirect subsidizing of national producing studios. The granting of prizes to be awarded to foreign features is also a device. "Against this succession of difficulties and discouragements," says the report, "the chief executive of the American supply is the quality of his product. Because of this, though the supply of American films is very limited, Spanish audiences remain faithful and in favor for the time being."

Golden adds the following highlights: "Taxes take about 50% of what is paid in at the boxoffice. "One Spanish firm is turning out the animated cartoon, the Dado color process. The country cannot copy technical, and no American producer has been able to get into Spain. Golden feels that if some of our new color were sent into Spain, it would completely go by. "Some U. S. firms have not sent new product into Spain for the last two or three years, and some are at a seven year old and still profitable to the exhibitors."

'JANIE' REPEATS N. Y. SUCCESS IN LONDON

London, Oct. 24. "Our Daughter Janie," London version of Brock Pemberton's Broadway "Janie," opened at the Apollo where it opened Oct. 18. Play brought plenty of laughter and most of audience in the balcony. The comic in the gallery which booed the finale, however, was few.

Carroll-Musgrave, Aussie Operators, \$64,284 Net

Sydney, Oct. 1. Carroll-Musgrave, operators of Prince Edward theatre, last week profit of \$64,284 in year ended last June 30 and paid dividends at rate of 4% on participating preference and deferred stocks.

It is shown in a window here for Paramount product, with Dan Carroll as managing director.

FORM LONDON AGCY.

London, Oct. 24. Cecil G. Buckingham, back after three years in the RAF, and Alfred G. Wingrove have opened the Buckingham-Wingrove talent agency

Wilcox, Theatre Guild After New London Play

London, Oct. 10. "Sweet William," a new play written by Lord Vanistart, bought by the Theatre Guild, has acquired "The Lisbon Story," London Hippodrome success, which they intend to film in technicolor. Lord Vanistart, Vanistart formerly was Permanent Under-Secretary for Foreign Affairs, also was a diplomatic adviser to British Government and president of the "Win the War" movement. Latest opus is historic drama written round William Lamb, Lord Melbourne, nicknamed "Sweet William," contemporary and rival of Lord Byron in courtier Madcap Caroline, who became Lady Lamb.

Herbert Wilcox and American Theatre Guild are reported to be interested in the play.

Argentina May Invoke Good-Nabe Policy Vs. U.S. Pix Dubbing Setup

Montevideo, Oct. 17. Reports from Buenos Aires are that little of U. S. motion picture dubbing all their pictures for 1945 are causing resentment in film circles there. There's a move on to lodge protest with the Washington office, the claim that such plans are not reconcilable with aims of "Good Neighbor" policy. Suggestions also are being made for boycotting talent which shows any disposition to cooperate with U. S. contract for dubbing purposes.

However, there is a tendency in Argentina to shrug this off as part of a "war of nerves" on the part of Yank producers. Claimed in some quarters that attempts at dubbing for the European markets proved a failure. Others recall that these dubbing suggestions stem from extreme Yank preoccupation with Latin-American cinema in view of war's restriction of other markets, but as so many fields are more open to U. S. picture, the American supply of U. S. picture with other problems that they will forget this additional one of dubbing.

Griffiths Leaving Ealing

London, Oct. 10. David Griffiths, general manager of Ealing Studios and English representative of International Pictures, is expected to leave the company, the former to confine all his efforts to the job of representing I. P.

Expected to make change through "B'way for FDR"

Continued from page 2

telephoned Jerry Doyle, columnist of the New York Record, and said if he ever had drawn a cartoon on the little delicacy that would be the thing, it would be "Bang, Wad, Crackled, Dodge." "Good, Tug Run Wad!" Sounds like a youth tag for a cartoon on Tom Dewey."

Griffiths, who is well-known as handling entertainment for giant Democratic Rally Friday night (27) at Madison Square Garden, said Roosevelt will speak. Handling the show will be Mrs. Meyer Davis, wife of the late Meyer Davis, president of Stanley, former manager of Fay's, and Oscar Newman, film exec.

Nix on 'Ham and Eggs'

Hollywood, Oct. 24. For first time in years Hollywood studios and California theatre operators are throwing their full weight against in a political campaign.

Issue of pending congressional attack is state's Proposition 11, which will be voted on Nov. 7. It's the old "Ham and Eggs" issue in new dress which, if carried, it would cut the tax payers around \$940,000 annually. If carried, it would cost \$800 monthly to the state.

Studios are turning out special trailers attacking the measure and pointing out all transactions would be made through the fund. Trailers will run in theatres statewide in a concentrated campaign, just ahead of polling time.

BRIT. NATIONAL BUYS 'STORY' FOR \$20,000

London, Oct. 10. British National Pictures Ltd. has acquired "The Lisbon Story," London Hippodrome success, which they intend to film in technicolor. Lord Vanistart, Vanistart formerly was Permanent Under-Secretary for Foreign Affairs, also was a diplomatic adviser to British Government and president of the "Win the War" movement. Latest opus is historic drama written round William Lamb, Lord Melbourne, nicknamed "Sweet William," contemporary and rival of Lord Byron in courtier Madcap Caroline, who became Lady Lamb.

Because of Billy Hartnell's success as the English sergeant in "The Way Ahead," British National Pictures Ltd. for stellar role in "The Bliver Bit," which is being directed by John Ford with shooting to start at Elstree, this month. Mary Morris gets femme lead.

Time Saved by Plane Looms Big in Aussie Postwar Stage Upbeat

Sydney, Oct. 17. Drive to line up interest in the Australian legit theatres has started in earnest with Williamson-Tait and the newly formed F.O.M.I. (Foreign Motion Picture) Ltd., headed by C. A. Nettfield and David N. Martin, controlling the new venture. The F.O.M.I. is U. S. talent for Aussie playdates. Campaign to interest American talent in the vaudeville theatre. These Holdings also operates the Tivoli vaude-circuit here. It also reports to be in George U. S. name bands and top acts. They would be given 10 weeks playing schedule with theatre to cover.

It now appears that bulk of talent from U. S. would come over by plane, taking about four days instead of three weeks time required for the same result. This would overcome the former bugaboo of getting players here since so much time was consumed to their Australian dates.

Offers already have been made to Fredric March, Florence Eldridge, Alfred Lunt, Lynn Fontanne and Laurence Olivier to come here for legit productions. These were handled by Kathleen Robinson and Robert Minter, who are now with Minter here via a pact with Theatre-Holdings. Walton is set to make the N. Y. to N. Y. so on set contracts.

E. J. Tait, of Williamson-Tait, Ltd., is reported to be working in the meantime "W. H. have advised their N. Y. agents to make contracts with players who would be needed."

Third active in the campaign to obtain postwar talent is Sir Ben Hurston, is reportedly a well-known, legit-minded currently. Several of the principal film theatre circuits are reported to be ready to take in case they use stage presentations after the war.

French Filmer Due in U. S.

London, Oct. 24. Pierre Blanchard, president of the newly formed "Cinema Libre of France," may be going to New York shortly.

It's part of the Franco-U. S. accord on future film distribution.

Goodwillers from India

Washington, Oct. 24. The Independent Cinema Centre of India is planning to send delegations of Indian film directors to this country to study the techniques of the U. S. British and Soviet motion picture industry.

India is the largest film producer in the Orient.

Current London Shows

London, Oct. 24. "Arsenic & Old Lace," Strand. "Last Year's Wine," Strand. "Bird in Hand," St. Martin's. "Blithe Spirit," Duchess. "The Sign of the Cross," Apollo. "Felicitas Jasmine," St. James. "Happy Feet," Cambridge. "The Sign of the Cross," Apollo. "Moonbeam," York's. "Tony Jones," Hippodrome. "The Sign of the Cross," Apollo. "Lisbon Story," St. James. "Merrie England," Winter Garden. "The Sign of the Cross," Apollo. "No Medals," Vaudeville. "Pink String," Phoenix. "The Sign of the Cross," Apollo. "Sadler's Opera," Prince's. "Scandal at Salisbury," Lyric. "The Sign of the Cross," Apollo. "Three's a Family," Saville. "This Was a Woman," Comedy. "The Sign of the Cross," Apollo. "Uncle Harry," Garrick. "What You Sings," Cambridge. "White Sun Shines," Globe.

Argent. Decree Favoring Native Pix Flops; U. S. Films Hld Favored Spot

Finland Sees 1st Russ Pic in Several Years

Washington, Oct. 24. Russian films are now being shown in Finland for the first time in several years. Initial pic, which opened in Helsinki Oct. 1, was "The Russian People."

House was sold out in advance and drew a brass band audience, including new Russian emigrants and other Russian officials in the capital. Leaflets are being distributed to the public urging them to see the Russian subjects to "dispel suspicion" against the Soviet.

About 10 Russian pictures are now available to Finnish exhibitors.

British M.O.I. Making Film Series to Show Up Japanese Fascism

Britain is producing a series of films dealing with the Pacific war intended to develop among the British people an attitude towards Japanese fascism similar to that felt toward Nazi fascism in Germany. Lord Archibald, controller in Brit. Ministry of Information, London, said in N. Y. last Monday (23) that about 20 educational shorts will be made along these lines plus such commercial films as arise out of the Far East fighting. Archibald, formerly director of the "C" film information, is now in Film Division in New York, stated he had brought along a British film titled "I" about the robot bomb. No decision has been made regarding a U. S. distributor. Two other British Government film shorts for U. S. release soon are "Western Approaches," first British Government feature film in production, "Monopack," and "Journey Together," with Edward G. Robinson.

Archibald, who has been reported joining the J. Arthur Rank organization in England, stated that he had been in contact with Rank and expected to when he leaves the British Government service. He said he had no plan for leaving the Ministry at this time.

CONNOLLY TO SURVEY LATIN-AM. PIX SETUP

Washington, Oct. 24. Jack Connolly, director of newsworld service for CIAA, is on tour of Latin-America, Nov. 16, to make a general survey of the reel situation there.

CIAA figures disclose that upwards of 16,000,000 weekly view U. S. pictures in the theatres of the other Americas, while another 2,000,000 view the same subjects, reduced to 16 mm. in non-theatrical venues. According to Connolly, newsworld footage gets far greater audience than the bulk-up from the distributors and exhibitors. America than in the U. S. He recalled that newsworlds are consequently billed equally with feature films, though they are subject to censorship in some areas, little actually has been subjected to date.

French Film Censorship To Remain in Algiers

The French Government has decided to continue maintenance of film censorship headquarters at Algiers instead of moving offices to Paris.

French officials had advised U. S. that other film companies recently that moved their offices to Algiers transferred to Paris and that all films would have to be shipped to the French capital first in future. With shipping facilities for commercial purposes still strictly limited, under 1940 laws, it was felt that moving against the move on grounds it would virtually eliminate all film shipments to French territory.

No new film, under such a condition, could have been shown in Algiers since prior censorship okay on product would hardly have been obtainable in Paris where lines of film production, as well as transportation, have not yet been fully reestablished for commercial purposes.

Montevideo, Oct. 17.

Although only two months have passed since the Argentine decree issued by Argentina's military regime stipulating high percentages for Argentine production of films and forcing exhibitors to show Argentine product, already is rated a disaster for Argentine producers. Centrally located theatres continue showing the same U. S. fare as before.

As in so many matters which this government has tried to regiment, it was found the decree could not be enforced. This is due primarily to lack of suitable local production for first-run houses. Also, the formation of exhibitor-producer corporations, such as recently lined up by Pampa Films and Lautaro-Lococo groups, has had the effect of reconciling exhibitor and producer interests, taking the wind out of the sails of those who agitated against exhibitors' alleged unfair treatment of local production.

Exhibitors all over Argentina have not been slow to find the \$1250 necessary to now appear in line with these corporations, although for many smaller exhibits this is a fabulous sum. It's a tip-off on the confidence in which the future of the nation's film industry is held. Those producers now appear, seeking speaking distribution in Spanish-speaking countries. Don Miguel Mestral, president of the Argentine Studio, is off on a tour of Mexico, Cuba, Venezuela, Bolivia, Peru and Chile. He is accompanied by Luis Mestral, of Argentina Sono-Film, is also leaving for Mexico. Luis Mestral, of Argentina Sono-Film, is also leaving for Mexico. Luis Mestral, of Argentina Sono-Film, is also leaving for Mexico.

Summing up this year's production, critics describe it as remarkable not only for limited quantity, but for poor quality, depicting the use of stories, "adapted" from foreign subjects. They advocate more originality, more interest in the local color, and point to "La Guerra Gaucha" and "Si Me Hubiera Alumno" as the best.

Possibly inspired by the fact that historical productions are favored by the Argentine audience, the Argentine Studio is about to invest 1,000,000 in the production of "Reina de España," with Della Garcia in the lead, with such stars as Antonia Herrero, Spanish actress. Story will be about a girl who was born in Santa Rosa de Lima, patriot saint of America, with locale chiefly in Peru. The picture, which has devoted its efforts mainly on booting military regime, is now concentrated on promoting anti-Communist activities. Don Alvaro J. Mestral has announced a big production, "El Rey de España," which will be produced in Argentina. It will be produced in Argentina. It will be produced in Argentina.

Hoys, Greater Union Set Key Theatre Deals For Melbourne, Sydney

Sydney, Oct. 24. Ernest Turnbull, Hoys, circuit managing director, has extended the lease on the Capital, Melbourne, and the Victoria, Sydney.

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Mex Pix Studio's 2-Yr. Pact

Mexico City, Oct. 24. Film players in Mexico have reached the strength of the union they recently formed. They have forced the Mexican government to agree to pay for two years. It's highest in the history of the business.

The Mexican government, as well as the players, will do next, now that the pay freezing has taken a heavy toll of overhead until 1946.

SENSA

**SUBSEQUENT-RUN HOUSES IN CHICAGO REPORT: C
7 TIMES "CONEY ISLAND" HIGH! BYRD-8 TIMES
IT BACK FOR REPEAT ENGAGEMENTS IN 30 HOU**

SENSATIONAL

circuit performance for Loew's, RKO, Warner's, M.
record long-run in Boston (now in 26th week and

THE SONG OF

The Picture That

Won 5 Academy



NOW IS THE TIME TO PLAY IT! . . . from

ATIONAL

**APITOL—TWICE "CONEY ISLAND" HIGH! SHERIDAN—
"CONEY ISLAND" HIGH! MILWAUKEE BRINGING
SES! ALL THIS AGAINST THE BACKGROUND OF**

*A. Shea, Butterfield, Schine, John Friedl, Fabian, Wilmer & Vincent and many others. Plus all time
still playing to capacity). Plus great grosses in all situations, large and small, coast to coast!*

"BERNADETTE"

Awards

20th
CENTURY-FOX

The company that made "WILSON"

KEEP
SELLING
BONDS!

L.A. Thin; 'Loney Heart' Boff \$4½G, 2 Spots, 'Conspirators' 49G in three, 'Smiling' 51G in 4, 'Sine Big 59½G, 2d

Los Angeles, Oct. 24.
His continues unbroken in local circuits through brisk in some spots. Topper currently is "None But the Loney Heart," building to strong \$34,500 in two theaters. "Conspirators" will be next best but only \$49,000 in three spots, good. Combo of "Irish Eyes Are Smiling" and "Dangerous Journey" looks fairly good, \$41,000 in four houses, with draw in the former picture.

Second frame of "Since You Went Away" continues to pull \$25,000 in three spots. "Third Movement" advances to week of "Wilson" is now \$7,500.

Estimates for This Week
Cardinal Circle (F-W) (1,151; 50-51)—"Irish Eyes" (20th) and "Dangerous Journey" (20th). Okay \$25,000. Last week, "Hatchery 7" (20th) (M-G) and "Maise Goes Reno" (M-G). Okay \$7,200.
Columbia (Gramm-W) (2,034; 50-51)—"Irish Eyes" (20th) and "Dangerous Journey" (20th). Okay \$25,000. Last week, "Barbery Coast Gent" (M-G) and "Maise Goes Reno" (M-G). Okay \$7,200.

Dawn (W) (1,800; 50-51)—"Conspirators" (RKO) and "Wilson" (20th). Okay \$25,000. Last week, "Arsenic" (WB) (4th wk). Okay \$13,700.

Exhibition (F-W) (1,335; 50-51)—"Since Went Away" (UA) (2d wk). Fair \$14,500. Last week, \$18,000.

Four Star (UA-WC) (200; 55-110)—"Irish Eyes" (20th). Okay \$25,000. Last week, \$38,300.

Hawaii (G&S) (50-51)—"Music Machine" (RKO) and "Wilson" (20th). Okay \$25,000. Last week, \$38,300.

Hi-Fi (G&S) (50-51)—"Music Machine" (RKO) and "Wilson" (20th). Okay \$25,000. Last week, \$38,300.

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Broadway Grosses

Estimated Total Gross (Based on 15 theatres) **\$322,500**
Total Gross Same Week (Based on 15 theatres) **\$357,500**

'Cross' Tidy 204G, Pitt; 'Monahans' Rousing 12G, 'Maise'-Calloway 22G

Pittsburgh, Oct. 24.
"Seventh Cross" at Penn and combo of Cal Calloway and "Maise Goes Reno" at Stanin running about neck-and-neck. "Seventh Cross" with latter likely to cop. "Maise Monahans" is sturdy at the smaller Harris.

Estimates for This Week
Fidelity (F-W) (2,000; 40-45)—"Seventh Cross" (20th) (2d wk). Okay \$3,500. Last week, \$11,400.
Harris (Harris) (2,000; 40-45)—"Maise Monahans" (U). Okay \$1,200. Last week, \$1,200.

Penn (F-W) (2,000; 40-45)—"Seventh Cross" (20th) (2d wk). Okay \$3,500. Last week, \$11,400.

Stanin (F-W) (2,000; 40-45)—"Maise Monahans" (U). Okay \$1,200. Last week, \$1,200.

Calloway (F-W) (2,000; 40-45)—"Maise Monahans" (U). Okay \$1,200. Last week, \$1,200.

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Last week, "Marriage Is Private Affair" (M-G) (2d wk), good \$8,000.
Gopher (P-S) (1,000; 40)—"Big Mouth" (20th). Appears to be a last week, "Crime By Night" (WB), \$2,000 in six days.

Lyrie (RKO) (1,000; 44-60)—"Kismet" (M-G). Moved here after two weeks at Palace. Light \$3,000. Last week, "Tillie Again" (Par) (2d wk), ditto, also m.m.

Orpheum (P-S) (1,000; 44-60)—"Heavenly Days" (RKO). Light \$6,000 in five days. "Woman on the Beach" (WB) opens Wednesday. Last week, "This Is Life" (U) and Duke Rignold stage (44-70), also m.m.

Radio City (P-S) (1,000; 44-60)—"Radio City Old Lady" (WB) (2d wk). Socko at \$12,000 on top of smash week. Last week, \$12,000.

State (P-S) (2,000; 44-60)—"Conspirators" (RKO). Last week, \$10,000. Next week, "Kismet" (M-G) (2d wk), also \$4,500 in six days.

Uptown (P) (1,000; 40-50)—"Janie" (WB). Last week, \$10,000. Last week, \$10,000. Last week, \$10,000.

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Det. Better; 'Smiling' Robust \$37,000, 'Pin-Up Girls' Lift 'Night' to Fine 23G

Key City Grosses

Estimated Total Gross (Based on 22 cities, 172 theaters, chiefly first-run, including N. Y.) **\$234,500**

Total Gross Same Week (Based on 24 cities, 184 theaters) **\$232,000**

Philly Bogs Down, But 'Smiling' Lofly \$28,000, 'Sine' Fancy 29½G, 3d

Philadelphia, Oct. 24.
There's a crucial letdown in the city grosses this week with many exhibs blaming complish of Roosevelt's Saturday night radio address. "Irish Eyes Are Smiling" at Stanin, is top among the newcomers, but is playing second fiddle for honors to "Since You Went Away" at Maimon, now in third week.

Estimates for This Week
Aldine (WB) (1,303; 40-45)—"Great Moment" (Par). Medeiros \$38,000. Last week, \$38,000.

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Fox Leases Own Twin City Spots for 'Wilson' Preen

Minneapolis, Oct. 24.
Disinclination on the part of John J. Fitch, Minneapolis Amus. Co. (P circuit) prexy, to exhibit any films in his theatre at advanced admission has made new necessity for 20th-Fox to rent the Century, here, and the Riviera, St. Paul, for showing of "Wilson," which opens next Friday (27).

An inveterate foe of boosted sales, Fitch, passing up a box, has refused to make a local or circuit deal for it.

ST. LOUIS STILL OFF; 'GENT' BEST, \$15,000

St. Louis, Oct. 24.
Although the grade of screen fare currently about average, the picture in the holdrooms, "Barbery Coast Gent" at Loew's will lead.

Loew's (Loew) (3,172; 35-55)—"Barbery Coast Gent" (M-G). Average \$15,000. Last week, \$15,000.

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'SMILING' STOUT 17G, TOPS IN MILD CINCY

Cincinnati, Oct. 24.
Two first-run are healthy, but not enough to break the Indian summer, high school night football games, political and war news, and general trend for major studs is bogging in last week. Of the newcomers, "Irish Eyes Are Smiling" is an Albee bellingbird. Palace has a winner in "Conspirators." Holdovers are mostly...

Albee (RKO) (3,100; 44-60)—"Irish Eyes Smiling" (20th). Hardy \$17,000. Last week, \$17,000.

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'IRISH EYES' BRIGHT 20G, 2 DENVER SPOTS

Denver, Oct. 24.
"Irish Eyes Are Smiling" day-date at Denver and Esquire, is pace-setter this week, being smash at former.

Aladdin (F-W) (1,400; 35-74)—"Irish Eyes Smiling" (20th). Hardy \$20,000. Last week, \$20,000.

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THE LEADING

FOR THANKSGIVING



"AND NOW TOMORROW"

ALAN LADD and LOREITA YOUNG in Rachel Field's "AND NOW TOMORROW." By the author of "All This, And Heaven Too." With SUSAN HAYWARD, BARRY SULLIVAN, Beulah Bondi, Cecil Kellaway. Directed by IRVING PICHEL. Screen Play by Frank Partos and Raymond Chandler.

Vote the Straight **Para**

CANDIDATES

FOR CHRISTMAS



"FRENCHMAN'S CREEK"

mount Holiday Ticket

JOAN FONTAINE and ARTURO de CORDOVA in "FRENCHMAN'S CREEK." A MITCHELL LEISEN Production IN TECHNICOLOR. With Basil Rathbone, Nigel Bruce, Cecil Kellaway, Harold Ramond, B. G. DeSylva, Executive Producer. Screen Play by Talbot Jennings. Directed by Mitchell Leisen.



THEY'VE
GOT
BIG
DATES

COAST TO COAST NOW
A HONEY ABOUT LOVE AND
MONEY FROM WARNERS

Co-Starring

ALEXIS SMITH · JACK CARSON · JANE WYMAN · IRENE MANNING · CHAS. RUGGLES · EVE ARDEN

Directed by: JOHN RIDGELY · JOHN ALEXANDER · CRAIG STEVENS · BARBARA BROWN · ALAN HOWBRAY
Screen Play: James V. Kern, Sam Hellman · Add, Dialogue: Wilkie Mahoney · From Play by Joseph A. Field · Produced by Max Gordon.

Produced by MARK HELLINGER

JACK L. WARNER, Executive Producer

"GET SET FOR THE SIXTH WAR LOAN."

VOTE EVERY



KEEP THEM ALL IN(BOX) OFFICE!



MRS. PARKINGTON
Their public demands Garson, Pidgeon!

KISMET
People's choice! Colman, Dietrich, Technicolor!

SEVENTH CROSS
Spencer Tracy! He serves you well!

MEET ME IN ST. LOUIS
Judy Garland, Margaret O'Brien, Technicolossal!

30 SECONDS OVER TOKYO
Spencer Tracy, Van Johnson, Robt. Walker. Tops!

NATIONAL VELVET
Winners! Mickey Rooney, Technicolor, Big Cast!

THIN MAN GOES HOME
William Powell, Myrna Loy. Indispensable!

**THE M-G-M TICKET IS
THE BOX-OFFICE TICKET!**

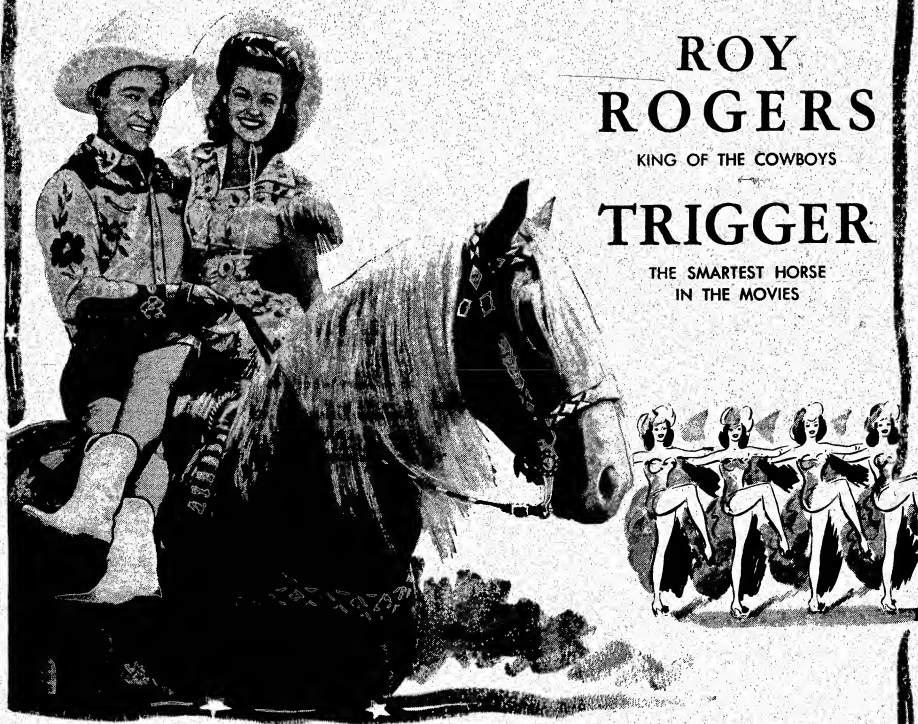
HIS NEWEST, HIS GRANDEST MUSICAL HIT

ROY
ROGERS

KING OF THE COWBOYS

TRIGGER

THE SMARTEST HORSE
IN THE MOVIES



LIGHTS OF OLD SANTA FE

Featuring GEORGE "GABBY" HAYES

and DALE EVANS

LLOYD CORRIGAN • RICHARD POWERS • CLAIRE DU BREY

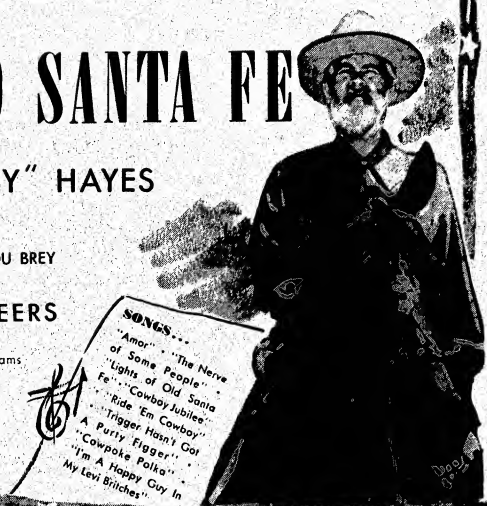
and BOB NOLAN

and THE SONS OF THE PIONEERS

FRANK McDONALD, Director

Original Screenplay by Gordon Kahn and Bob Williams

A REPUBLIC PICTURE



Paper Shortages Symie Plan To Promote Gracie

Headaches confronting ad agencies attempting to place spotlights on newspaper campaigns for new radio programs are revealed in a study just completed by Doherty, Clifford & Shenfield for its Gracie Fields-Bristol Myers show debuting on the 30th of the 14. Agency quoted \$9 dollars in 60 key market cities as to whether they'd accept ads for the show. Of the total, 14 papers turned the business down flat, with 13 more going on the doubtful list because of newspaper blanketing.

Result is that the agency was unable to buy any space in five of the 40 keys. Cities are listed, which has three dollars; Kansas City, with one; Seattle, three; Louisville, two; and Akron, one. Agency conducted its study among evenings in most cases, shifting to A.M.s when necessary.

Agency is placing five insertions of 60-line, two-column ads. It was originally planned to use four insertions, but the amount of money saved as a result of the rejection of the business in the five cities made it possible to expand elsewhere.

Battle of Wording Only AFRA Snag

Negotiations between AFRA and networks and ad agencies slowed down to a crawl again in New York. Principal problem is reported being the wording of the stipulation previously agreed on by AFRA and ad agencies.

Understood the question is one primarily concerning terminology. Stipulation represents the compromise reached between AFRA's demand for one tentative contract setting forth all conditions, with the chains and agencies holding out for individual agreements covering N.Y., Chicago and Los Angeles. Stipulation allows both sides to maintain their positions and hence its wording presents a knotty problem. "Until it is signed, negotiations on the individual demands made by AFRA cannot get under way. Compromise calls for separate wage scales covering Chicago and L.A. to be appended to the stipulation."

One tentative feeder that has been put forth by AFRA and ad agencies is said to call for a 5% pay boost for actors, this being half the increase AFRA is asking.

Present contract expires Oct. 31, and, with negotiations proceeding so slowly, it is now a foregone conclusion that the new deal won't be set until after the expiration date, new ticket to be retroactive to Oct. 31.

National Spot Accounts Expected to Stay With Small Midwest Stations

Chicago, Oct. 24. General consensus among radio men here is that most of the smaller stations of 250 to 1,000 watts in the Midwest, where most sales representatives in most cases have increased from 10 to 30% in dollar volume during the start of the year, will be able to hold a large percentage of their present accounts in the post war period.

Most reps agree that many of the national accounts who are currently using the facilities of the smaller stations for the first time will continue to use radio after the war rather than return to newspapers and magazines when the paper shortage eases up.

Kesten Shoves Off

Paul W. Kesten, executive v.p. of CBS, has shoved off for England to confer with William S. Paley, web presy.

Besides important policy and program discussions, conflict will touch on CBS' tele activities in connection with current FCC allocations hearings in Washington.

Network Shows and Producers

PROGRAM	NETWORK	ACCOUNTS	AGENCY	PRODUCER
Abbott & Costello	R. J. Reynolds	Int'l Silver	Whyte, Eddy	Dick Mack
Adventures of Ozma and Harriet	CBS	General Foods	Young & Rubicam	Al Seapone
Adventures of Thin Man	CBS	General Foods	Young & Rubicam	Bill Brown
Aladdin	NBC	General Foods	Young & Rubicam	Edwin Hunter
Amadeus of Honeycomb Hall	CBS	Phillips Chemical	D-F-S	*Ernest Ricca
America in the Air	NBC	Wigley	J. Walter Thompson	Les Weintraub
American Melody Hour	NBC	Bayer	D-F-S	Frank Hummert
Amos 'n' Andy	NBC	Ever Bros.	Ruthrauff & Ryan	Don Clark
Antony and Cleopatra	CBS	Anchor Glass	Wm. H. Weintraub	Tom McLaughlin
Art Armstrong	Blue	General Mills	Knox, Reeves	James Jewell
Aunt Jennie	Blue	Quaker Oats	Sherman K. Ellis	Palmer Clark
Auntie Anne	CBS	Lever Bros.	Ruthrauff & Ryan	Patricia Brennan
Bachelor's Children	NBC	Continental Baking	Ted Bates	Burr Lee
Backstage Wife	NBC	Phillips Chemical	Albhum Co.	*Lou Jacobson
Believe It or Not	NBC	Albhum Co.	Foller, Smith & Ross	*Robert Ballin
Big Benny	NBC	American Tobacco	Ruthrauff & Ryan	Robert Ballin
Benny Baker Show	NBC	Kellogg	Kayson & Eckhardt	John Hues
Big Town	CBS	Patist Beer	Warwick & Legler	Jack Mack
Edgar Bergen	NBC	Clave & Sanborn	J. Walter Thompson	Earl Ehl
Big Sister	CBS	Lever Bros.	Ruthrauff & Ryan	Tom Victor
Big Town	CBS	Sterling Drug	Pedlar & Ryan	Jerry McGilli
Blind Date	Blue	Lehn & Fink	Wm. Eddy	Joseph Bell
Blondie	CBS	Colgate	Wm. Eddy	Tom Wallace
Blue Jacket Choir	CBS	Minneapolis-Honeywell	Addison Lewis	Don Bernard
Blue Moon	Blue	Allis Chalmers	Addison Lewis	Al Morey
Breakfast Club	Blue	Kellogg Co.	Kenyon & Eckhardt	Arion Amor
Breakfast at Savoy's	Blue	*Swift & Co.	J. Walter Thompson	
Bright Horizon	CBS	Kellogg-P. & G.	Kenyon & Eckhardt	Compton
Burns & Allen	NBC	Lever Bros.	Young & Rubicam	Pat Sier
Burns & Allen	CBS	Portnoy Co.	Ruthrauff & Ryan	Sue Tuttle
Can You Top This?	CBS	Lever Bros.	Young & Rubicam	Don Telling
Captain Midnight	Blue	Colgate	Young & Rubicam	Boger Berman
Carnation Contested	NBC	Wander Co.	Bill Blackett	Alban Wallace
Cartoon	NBC	Carnation Co.	Erwin Wase	Gary Gilman
Cartoon	NBC	Frank W. Long	Erwin Wase	Goodman
Cartoon	NBC	Campbell Soup	Foots, Cone & Belting	Larry Berns
Cartoon	NBC	Rafael	Russel M. Seeds	Jack Hill
Cartoon	NBC	Dupont	Paul Seibert	Paul Seibert
Changing World	CBS	Standard Brands	Ted Bates	Jay Clark
Chatham Shopper	Blue	Chatham Mfg.	M. H. Hackett	Marion Coffin
Cities Service	Blue	Cities Service	Foots, Cone & Belting	Walter Lurie
Confidentiality Yours	Mutual	Richfield Oil Corp.	Hixson-Donnell	
Coronet Storyteller	Blue	Reichardt Refining Co.	Foots, Cone & Belting	Compton
Correction, Please	CBS	Levin-Hove	Rocke, Wm. & Cleary	Ted MacMurtry
Country Time	CBS	Levin-Hove	Newell-Empett	Alan W. Fihbrun
Countryside	Blue	Mail Pouch Tobacco	Newell-Empett	Harold F. Kemp
Crime Doctor	NBC	Phil Morris	Walker & Downing	Martin Hinch
Croquet	NBC	General Mills	D-S-C	Leonard Bass
Stella Dallas	NBC	Chas. H. Phillips	Bowman Hinch	Max Martin
Darts for Dough	NBC	Wm. Pepper	Homer Hinch	*Richard Leonard
Days with Judy	NBC	Wm. Pepper	Tracy-Locke	Orval Anderson
John Davis & Jack Haley	NBC	Sealtet	Melchior-Albright	Robert Reed
Death Valley Sheriff	NBC	Radio Color Box	Wm. H. Erickson	Dorothy McCallum
Morton Downey	Blue	Coca-Cola	D'Arcy	George Lowther
Doctor Talks It Over	Blue	Leclerc Lab.	Hatard	J. L. Boland, Jr.
Dr. Crookshank Mfg.	Blue	Dr. Crookshank Mfg.	Hatard	Dorothy McCallum
Dr. I. Q.	NBC	Mars, Inc.	Grant Adv.	Evelyn Allen
Double or Nothing	Mutual	Pharmaco	Ruthrauff & Ryan	John Wellington
Double or Nothing	Mutual	Bischoff & Rubenstein	Grant Adv.	John Wellington
Dunneigan	Blue	Kem-Tone	Newell-Empett	Blayne Butcher
Early American Dance Music	Blue	For Motor	J. Walter Thompson	Charles J. Butler
Electric Hour	CBS	Light & Power Cos.	N. W. Ayer	Goodman
Elmer Queen	NBC	Emerson Drug	Ruthrauff & Ryan	Charles Herbert
Everything for the Boys	NBC	Elect. Auto-Lite	Ruthrauff & Ryan	*Bob Steele
Family Hour	CBS	Prudential Ins.	Benton & Bowles	Youn Young
Famous Jury Trials	Blue	Williamson Candy Co.	Ambrey, Moore & B. B. Hackett	Les Harris
Fashions in Rations	CBS	Serv.	Ambrey, Moore & B. B. Hackett	Carl Esplan
Fiber-McFee & Molly	NBC	Johnson Wax	Needham, Louis, Brody	Homer Hinch
Jimmie Fidler	Blue	Carter Products	Smith & Seiffer	Cecil Underwood
First Line	CBS	Wigley	Arthur Meyerhoff	David Underwood
Fitch Bandwagon	NBC	F. W. Fitch	Arthur Meyerhoff	Bobby Brown
Freedom of Opportunity	Mutual	Mutual Benefit of Omaha	Jm. Lawrence	Joe Allen
Friday on Broadway	CBS	Anacin	D-F-S	Frank Hummert
Front Page Farrell	NBC	Kolynos	D-F-S	*Richard Leonard
Gambusters	Blue	Sloan's Liniment	Warwick & Legler	Leonard Bass
Gay Nineties	CBS	U. S. Tobacco	Arthur Rudner	Frank MacLean
General Motors Symphony	Blue	General Motors	Arthur Rudner	Arthur Aspin
Glamour Manor	Blue	Procter & Gamble	Compton	Arthur Aspin
Goodwill Hour	Mutual	Cink Bros.	Walker & Downing	Betty Buckle
Golbergers	CBS	Procter & Gamble	Compton	R. C. Goddard
Grand Central Station	NBC	Phillips Flour	McCann-Erickson	Gertrude Berg and Evelyn Pierce
Grand Ole Opry	NBC	Purina Mills	Gardner	Bill Rousseau
Great Gildersleeve	NBC	Kraft Cheese	Needham, Louis, Brody	Ken McGragg
Great Gildersleeve	NBC	Kraft Cheese	Needham, Louis, Brody	Cecil Underwood
Greenfield Village Chapel	Blue	F. W. Fitch	Young & Rubicam	McGragg
Guiding Light	NBC	General Mills	Knox, Reeves	Charles J. Butler
Harold Lloyd	NBC	General Mills	Knox, Reeves	Guilbert Gibbons
Horace Hires	Blue	Charles E. Hires	N. W. Ayer	Jack Rourke
Hollo Sweetheart	Blue	Gum Labs.	Moulton	Hal Makellm
Here's to Romance	Blue	Bonville	Foots, Cone & Belting	Fred Bethel
Hollywood Mystery Time	Blue	Jergens	Lennen & Mitchell	Tavie Fickett
Hollywood Star Time	Blue	HKO-Radio	Foots, Cone & Belting	Arnold Maguire
Hot, Hot, Hot	CBS	General Foods Corp.	Foots, Cone & Belting	Frederick Maxwell
Hedda Hopper	CBS	Amradio	Foots, Cone & Belting	Fred Bethel
Joseph C. Harnish	NBC	B. F. Goodrich	Bohr Ehrman	Ray
Edwin C. Hill	NBC	Johnson & Johnson	Young & Rubicam	Ralph Butler
David Harum	NBC	B. T. Balbit	Clements	Arthur H. Harna
Hooky Hall	Mutual	Pharmaco, Inc.	Foots, Cone & Belting	Heleen Smith
Bob Hope	NBC	Pharmaco, Inc.	Foots, Cone & Belting	Albert Cupstoft
Hour of Charm	NBC	General Electric	B. B. D.O.	Charles White
Fanny Brice	NBC	Benton & Bowles	Young & Rubicam	Eric Pinker
I Love a Mystery	NBC	Procter & Gamble	Compton	Carlton
Inner Sanctum	NBC	Colgate	Ted Bates	H. Brown
Information Please	NBC	H. J. Heinz	Maxon	Edn Golepaul
It Pays to Be Ignorant	NBC	Phillips Flour	Young & Rubicam	Ralph Butler
Joyce Jordan	CBS	General Foods Corp.	D-F-S	*Gene Rubanks
Just Plain Bill	NBC	Anacin	N. W. Ayer	Art Jacobson
K-C Janboro	NBC	Janus Mfg.	Foots, Cone & Belting	Paul Phillips
Kay Kyser	Blue	American Tobacco	Warwick & Legler	J. H. McKee
Sammy Kay	Blue	George W. Luff	Warwick & Legler	Robert Thompson
Keep Up With the World	NBC	Kraft Cheese	J. Walter Thompson	Al Rinker
Kraft Music Hall	Mutual	Grove Labs.	Donahue & Co.	Lanny Grey
Lanny's Session	Mutual	Prince Matchavelli	Morris Jull	John Mitchell

(Continued on page 30)

802 Strike Call Brings Out Web Political Dough

Question of payment for N. Y. musicians on broadcasts canceled for political talks has finally been settled, but not until a strike call had been issued by Local 802 of the musicians' union, before the strike was to become effective. The clause stipulated, agreeing that henceforth all musicians on cancelled shows would be paid.

Strike call was authorized by William Feinberg, 802 secretary, after some weeks of haggling between the union and networks. So far, no agreement has been reached covering payment on shows canceled prior to last week's settlement, and the union still negotiating on that point.

Just Let 'Em Pay The Tab—Keating

Warning advertisements "to keep their fingers out of the advertising experts' assurance that the calibre of programs would improve as agencies joined a free agency, but local ad agency head, told a meeting of the Businessmen's League here that "agencies are not doing unless they establish totalitarian principles governing their relations with clients."

Pointing out that the situation is tolerated mainly because agencies are the less lucrative account, Keating declared that many agencies are producing inferior advertising, against their better judgment, and are suffering as a result.

He blasted "agents who fancy themselves all advertising experts" in calling for the elimination of client interference in the planning and execution of advertising campaigns.

ACLU's Radio Committee Meets to Discuss Issue On White-Wheeler Bill

The radio committee of the American Civil Liberties Union met last week (21) at the Waldorf hotel, N. Y., to discuss what position it would take on the White-Wheeler legislation bill, which is scheduled to come up again early in 1945.

No action was taken on the issue. Chairman Thomas Carleton, of the 20th Century Fund, will appoint a subcommittee to make an analysis prior to committing itself to a definite stand on the White-Wheeler situation.

BRACKEN SHOW TOPS OR DISMASHED

Hollywood, Oct. 24. New comedy show starring Eddie Bracken will be broadcast in the next two weeks by Hal Hackett of MCA and Mann Holmer. If it comes into its own, the show's producers will be offered for sale, otherwise the record will be destroyed.

Hackett and Holmer are determined it be a top show rather than a flop. Hackett, who has a doubtful prospecting. Half dozen agencies are interested.

Spot Glass, Crolley, Roper Election Night

CBS, Mutual and the Blue will have a crystal gazing battle all their own. Election Night, each of the three networks will forecast election trends. CBS has Elmo Rogers, Blue Dr. George S. Crolley and WOR, for itself and Mutual, has Archibald Crolley.

Pulse-taking, for all, three weeks will undertake to forecast which way doubtful states will go, on the basis of early returns, as well as using a general ballot analysis. Roper did a similar sketching last year for CBS in 1940.

COLUMBIA


IRENE
DUNNE

*The year's
most exciting
romantic
comedy!*



PICTURES presents

CHARLES



BOYER

**Together
Again**

with CHARLES

COBURN



Screen Play by Virginia Van Upp and F. Hugh Herbert

Produced by **VIRGINIA VAN UPP** • Directed by **CHARLES VIDOR**

BOOK-LEAVE-NO-

Impromptu Guest Shot

An error in switching by a telephone company employee resulted in a bizarre jam-up Thurs. (19) over NBC. It affected the start of the Sealtest Joan Davies-Jack Haley show, slated to take the air at 9:30 a.m. Eastern listeners, however, got the opening of the Bob Burns Lifeway broadcast, intended for western ears only. Burns' show had already been on NBC two hours earlier at 7:30. Burns, who had caused much of the talk and surprise was that the boner with Burns doing an unskilled guest appearance for Sealtest, went on unbothered for three minutes and three seconds, Burns' broadcast being fed to the east that before anyone got hot and bothered "who?" After that, the Sealtest show was switched in without an opening announcement, to be cut off after a few seconds while a standby announcer came on to explain the mechanical snafu. A piano filled the air followed by another 15 seconds, after which Sealtest finally took over its rightful slot.

Question of a relate and who owes who how much wasn't a plan for some time, pending a receipt in N.Y. of a report from the Coast office of Am. Tel. & Tel. From all reports though, it's AT&T's bag to hold.

Meanwhile, Sealtest, Joan Davies and Haley are reported doing a Burns.

From the Production Cerebrum

IN NEW YORK CITY . . .

Jerry Lawrence, WMCA disc jockey, now also handling the announcing chores on Frank Sinatra show. . . John Royal, NBC v.p., back from Mexico City (19) and returned to New York. . . Virginia Hottel, Bob King, recently bronzed after a vacation near Savannah, Ga. . . Stark, a recent Army dischargee, has resumed time-keeping for WMCA, N.Y. . . Bob King, of Duke, Clifford & Sheffield, dropped the mite and bit off at Ft. Wayne, Ind., on his way to the Coast. Trained out Fri. (20) . . . Frank Sinatra, until his discharge a captain in Army intelligence, is now night press top at Mutual. Wounded in the Naples postoffice explosion, he was with UP and Reader's Digest before entering the Army.

C. E. Hooper, Inc., research firm, has rented new space at 10 E. 40th St., N. Y., and is consolidating units now spread throughout that building. Some staff also is establishing a radio headquarters in Hollywood, figuring it's closer to the biz than L.A. . . Eugene Waddell has quit Geyer, Cornell & Nevel to go with Dancer-Fingert-Sample as group copy supervisor. . . Alan May and Charles Boyer, who are due east, being lined up for guest shots on the Frank Sinatra CBS Vima show. . . Virginia Hottel, secretary to poet maestro George Gallup, weakened in Washington . . . Ken Delmar is the announcer on the Blue network Alan Young show (Bristol-Myers), not Fred Uital, as recently reported.

Gloria Manes, formerly in the Metro publicity dept., has joined CBS as secretary to Robert Landry, succeeding Beverly Reynolds, who takes over as exec assistant to the N.Y. office for Cowles Bros. Miss Manes' father is a theatre manager for Warner Bros. . . Marion Stevens, of UP's radio newswire and formerly in CBS press info, to wed La H. V. Hight at Sherry Netherlands on Oct. 28. . . Katrina Paxinson, star of forthcoming Broadway production, "Sophie Halekenci, American," will appear on two broadcasts this week to aid Greek relief. She'll be heard Friday (27) over NBC, 11:30 to 12 p.m., in a program commemorating fourth anniversary of invasion of Greece, and Saturday (28) night over CBS, 11:30 to 12, heading a program sponsored by the Diabetic Rebilit Committee.

Dianne Kemble, Coast radio actress now east, has joined the cast of the Alan Young show. . . CBS' Johnny Morgan slanza to use guests regularly starting in two weeks.

IN CHICAGO . . .

Danny O'Neil, WBMM singer, in town over weekend after signing seven-year M-G contract. O'Neil plans to make his home in Hollywood, doing his Minneapolis Honeywell network show from the Coast. . . WKBV, Richmond, Ind., joins Mutual Nov. 5 as full time affiliate. It's a 250-watt station. . . Virginia Crane, singer, has joined the cast of the Aunt Jemima show. . . Don Finlayson, takes over as sales promotion manager and general chief of WLS Nov. 1 when Don Kelley leaves to become assistant to Jack Van Vollenburg, manager of WBMM. Wilma Goullins continues as press chief. Harry Burke, WOW commercial manager, in town for a few days enroute to N.Y.

McGon Hult, formerly on the Chit office production staff at the Compton agency, joined Benton and Bowles last week in the same capacity. . . Gene Moore, formerly with KMBC, has joined KCMO, Kansas City, as musical director. . . John Hunsicker, who left the Army after serving three years as a Lieut. in the air-borne infantry, joined the NBC central division as an announcer last week. . . Art Harre, WJLD general manager, of New York City radio station WJLD, at Harris, 16-year-old WJLD commentator, has been named to the executive council of the School Broadcast Conference, which opened a three-day meeting here Sunday (19).

Charley Luckman, President prexy, Frank Schriber, WGN station manager, John Whedon, of Union and Rubicam, and Bill Kester, of Sher-

(Continued on page 36)

THAT'S TOWN HALL SELLING SLOGAN

In what is probably the first time such a campaign has been used, a program with so-called intellectual aspirations is making a pitch for listeners on the plea that you-too-can-be-saved by the simple expedient of tuning in to the Reader's Digest-sponsored "America's Town Meeting of the Air." Using an advertising stunt designed to promote new audiences for the Thursday night Blue network forum, it's a campaign that resorts to playing on the fear of being socially and intellectually inferior via a name-dash that characterized the B.O., dingy teeth, pink toothbrush, etc. ad approach.

Spotlight late of the strip pattern (see illustration below) are currently appearing weekly in about 100 newspapers around the country. The campaign, which is being handled by how leading an ear to "Town Meeting" will provide the open sesame to the clearance. . . It's a far cry from "Town Meeting's" pre-ponorship days when, by virtue of the CBS radio show, it was designed to appeal to those in the upper-mental brackets. . . The program, which has been raised in some quarters whether it hasn't tobogganed down the social inferiority, is being offered as a panacea. By competing on the level of the cure-alls for social inferiority, it is being offered as a panacea. By competing on the level of the cure-alls for social inferiority, it is being offered as a panacea. By competing on the level of the cure-alls for social inferiority, it is being offered as a panacea.

By the same token, it's believed that if "Town Meeting" attracts via the spotlight also a different type of audience, they may find it feasible to make the program conform to the audience and so inevitably lose its audience. . . If "Town Meeting" intends to retain the same cerebralized pattern, the question has been raised whether such an audience can in any way bolster its listening ranks. Or could it possibly become, some poster, that while appeal from the educational and forum plank is not lost, the audience is being sold.

Ads are being spotted by BBDO agency on behalf of Reader's Digest.

FCC WARNS STATIONS ON POLITICAL SPOTS

Washington, Oct. 24. FCC warned all broadcast stations last week that they are required, under the Commission's regulations, to announce the names of the sponsors for all political spot announcements.

FCC said it had received "numerous complaints" about a political spot "going on the air without any announcement, and said that its rule applies to the briefs as well as the longer programs. Most recent complaint came from the American Civil Liberties Union.

Radio's Boff Coverage on Philippine Invasion Gets Dailies Out of Spot

Russian Not Mad?

Predicated on the premise that the Russians in view of the sweeping Allied smashes, aren't mad any more, the "Mad Russian" tag is being dropped by Bert Gordon on the Eddie Cantor-Bristol-Myers show.

Effective tonight (Wed.), Gordon takes on name of Boris Tsoris, with Cantor trying to build rule with more continuity. This format hereafter calls for Gordon to play Cantor's next door neighbor.

Lt. Col. Falkner To Manage KMOX

St. Louis, Oct. 24. Lt. Col. Frank B. Falkner, now on duty in China in the Office of Strategic Services, has accepted the general manager position at KMOX, local CBS outlet and will take charge about Jan. 1. In announcing Col. Falkner's appointment, to succeed Merle Jones who bowed out of the local radio picture four weeks ago to accept a post with WOL, Washington, H. Leslie Allas, v.p. of the CBS central division said Falkner will receive a discharge from the service.

Col. Falkner, a nationally known radio engineer is also recognized as a business exec. in the radio field having been one of the founders of the firm of Doolittle and Falkner, radio consultants, before joining CBS in Chicago. He also is the first radio engineer to complete the synchronization of distant radio stations on the same frequency—WBMM in Chicago and KFAB in Lincoln, At. said Col. Falkner's qualifications will fit in with KMOX's recent application to FCC for a television and frequency modulation license in the postwar period.

Williamson Coast Head Of Lemmer & Mitchell

Hollywood, Oct. 24. Niel Williamson has been named head of the Coast office of Lennen & Mitchell and also will produce Old Gold's "Which Is Which?" on Oct. 25 over CBS. Edith Hophan is big manager of the firm and Hal Finberg will be script editor. Thomas Conrad Sawyer produces "Comedy Theatre of the Air," and Travis Wells holds reins in "Hollywood Mystery Time" and Erskine Johnson's "Tonight in Hollywood."

Ernest Charles East To Join Y&R Talent Dept.

Ernest Charles, Coast announcer and production man, has joined the N. Y. office of Young & Rubicam. Most recent work on the release "Great Moments in Music" show and in the talent department.

Biggest newspaper pick-up ever given any story covered by radio correspondents was last week's invasion of the Philippines, according to network news heads. Radio reporters' coverage, much of it eye witness stuff, was given plenty of newspaper space, more so, it was claimed, than even the invasion of Europe.

Principal reason, of course, was the difficulty of communication between the islands and the U. S., with a limit apparently placed on newspaper coverage because of the strain on Army communication facilities. This was proven even several days after the invasion, when wireline accounts, notably that of Bill Dunn (CBS), received wide newspaper pickup. Dailies all credited the various networks when using their stories.

Broadcasters expect that the dailies will continue to pay for radio for a good portion of the Philippine coverage for some time. It's considered unlikely that communication lines will open up soon.

On Oct. 19, right at the official confirmation of Gen. Douglas MacArthur of the start of the Philippine campaign, for the first time radio broke keeping network lines in operation longer after the usual 1 a.m. shutdown than any of the other networks. NBC, which had aired the flash earliest, as did all other channels, and which also, together with CBS, Blue and Mutual, aired the four-network (Continued on page 37)

Blue, Biow in Tiff On 'Let Go' Rebate

Blue network sales department and Biow agency, on behalf of Ever-shine, have taken the question of rebate on the Milton Berle's "Let Yourself Go" stanza last Tuesday night (17). Show was cut off promptly at 11 despite fact it started seven minutes late, due to President Roosevelt's United War Fund address running over.

Ever-shine, who runs the studio when the program was being aired, has asked the Biow agency to secure a full rebate for the half-hour, claiming that the alleged mixup with Berle being cut off right in mid of a line, was fault of the network.

Blue program execs, on the other hand, point out that Hal Block, producer of the Berle show, agreed to having the show cut off, no matter what was going on, promptly at 11 p.m. Fact that stanza started late, Blue execs declare, is no fault of, or even making, the network. Berle's talk was not a political affair, but a public service program on behalf of the United War Fund. Blue agreed as of yesterday (Tues.) to rebate money for seven minutes of air time during which the program was cut off, while sponsor and agency still is insisting on full rebate for entire 30 minutes.

Reader's Digest-Town Hall's Inferiority Cure As Spotted in 100 Newspapers, (See Story Above)

Advertisement.

HOW JOE GOT IN THE KNOW

IT'S M-H-PH. THAT WHEN JOE OF JANE'S HAD ANY OPINION ON ANYTHING

GUESS YOUR FATHER THINKS I'M A NITWIT BUT I NEVER WENT INTO ANY COLLEGE

NEITHER DO, DAD, BUT ONE WAY HE KEEPS UP ON IMPORTANT SUBJECTS IS BY LISTENING TO TOWN MEETINGS

AMERICA'S TOWN MEETING OF THE AIR

SPONSORED BY THE READER'S DIGEST

THURSDAY EVENINGS

WJZ - 8:30 P.M.

Advertisement.

IT'S THE ONE RADIO SHOW I WOULDN'T MISS. GIVES BOTH SIDES

MONTH LATER IT'S A PLEASURE TO FIND YOU SO WELL INFORMED ON CURRENT AFFAIRS

JOE'S AS BIG AS THE TOWN MEETINGS YOU ARE, DAD

THIS WEEK'S QUESTION: Should industry guarantee a minimum annual wage?

Advertisement.

JOE'S AS BIG AS THE TOWN MEETINGS YOU ARE, DAD

WMCA, N. Y., Brain X-Ray Course First In Unique Series on Adult Education

After months of study and test programming, WMCA, N. Y., has finally hit on a formula for its adult educational series and has tentatively set Nov. 18 as the gateway date of its new project. WMCA series, one of the most ambitious of its kind ever undertaken by an independent station and believed to be a radio first, is being eyed with considerable interest within the trade.

Format will be actual lecture class-room sessions in the studio, with adult students sitting in. Students' questions and an ad lib discussion after the lecture also will be aired. To emphasize key points in each lecture, programs will use brief dramatizations, most of which will run less than 60 seconds.

First subject chosen by the advisory committee set up by Mrs. Nathan Straus, wife of the WMCA owner who'll supervise the program, will be psychology. It is hoped to get the second subject, geography,

on the air within a month or so after the psychology course starts. Lecturer for the brain X-rays will be Dr. Carroll Pratt, psychology professor at Rutgers and more recently active in the Army's special training program at Harvard.

Station will make reprints of the broadcasts available to listeners, as well as recommended supplementary literature. Leaders of various adult education groups in N. Y. will be called in before the program debuts, so as to get a line on what the station is doing and to coordinate activities.

Advisory Committee

Series is being produced by Howard Phillips and written by David Shaw. Station's advisory committee includes Harry Carmen, dean of Columbia U.; Winifred Fisher, N. Y. Adult Education Council; Dr. Houston Peterson, Cooper Union; Dr. Jacques Barzun, Columbia U.; Dr. Ordway Teade, president N. Y. City

'Beautiful' and Damned

Here's what happens on a party line in Virginia. When Don Becker, who spends time on his farm down there, called Carl Busby, his collaborator on "Life Can Be Beautiful" series, a delegation of indignant neighbors stormed the homestead.

They had their own ideas about how life can be even more beautiful and insisted on story switches.

DICK BRAY RESIGNS

Chicagoland, Oct. 24. Dick Bray, sportscaster on WLW and WSAI for the past seven years, last week tendered his resignation, to take effect Dec. 2, with conclusion of his series of 10 college football games taught by MacGregor-Goldsmith, Inc., sporting goods makers.

Board of Higher Education; Dollie Lowther, Amalgamated Clothing Workers' Union and Mary McBride, W. Y. C. A. Prior to radio, Mr. Straus was active in adult education developments.

WCAU in Tieup With Trans-Lux on Newscasts

Philadelphia, Oct. 24. WCAU last week made a deal to pump 13 newscasts daily to the Trans-Lux Newsreel theatre every hour on the hour.

The new news shots to the newsreels now makes a total of 225 newscasts weekly aired by the station. In addition to regular news shows, WCAU pumps seven newscasts daily to warplants in this area. Three additions were made to the newscasts to meet the hypod schedule—Leigh Hunt, formerly of the Inquirer; Dwight Davis, free lancer, and Jack Davis, former Cincinnati newsmen.

Bob O'Donnell Added To DC&S Ballyhoo Brigade

Robert O'Donnell, formerly with the Chicago News promotion dept., John Doherty, Clifford & Sternfeld Mon, (30) to handle publicity on the new "Gracie" Fields-Bristol Myers show. He'll work under Bob Kind, agency p.a.

O'Donnell recently received his discharge from the Army. He was a loopy.

Cops, Firemen In Spectrum Bids

Washington, Oct. 24.

Spoken for by the nation's police and fire departments and for firefighters demanding more exclusive FM and standard-wave lengths for their services, and insisted that the FCC also must provide them with a reasonable number of channels in the share of the spectrum to be allocated for facsimile.

The demands, made at the frequency allocation hearing last Thursday, Friday and Saturday (19, 20 and 21), were directly in line with "Variety" disclosure of a week ago that commercial broadcasting faces a heavy fight for frequencies from these interests. Municipal, State and Federal officials said present projected plans do not allow them enough room and said they would have to have more, or else.

Capt. Donald S. Leonard, of East Lansing, Mich., said he was a member of the communications committee of the International Association of Chiefs of Police, threatened to bring the matter to Congress unless more FM frequencies for police services are provided than are recommended by the Interdepartmental Radio Advisory Committee. A letter from FBI chief J. Edgar Hoover also recommended more police frequencies. Mayor Fiorello La Guardia, of New York, appeared on behalf of mayors of 230 large cities, to urge plenty of frequencies for police and fire work. Herbert A. Piele, of the Radio Technical Planning Board, disclosed that at present 90% of all cities over 10,000 population are without any form of radio service for their fire departments. Other testimony was to the effect that telephone service is frequently disrupted in large cities and that radio service is necessary to cut losses from conflagrations.

WJR-WGAR Co-op Brings Eyewitness Story of Fire In Cleveland to Detroit

Detroit, Oct. 24.

What radio can do by using the telephone was demonstrated here last Friday on coverage of Cleveland's disastrous fire. The two mid-west stations, WJR here and WGAR, Cleveland, cooperated swiftly in providing first-hand coverage.

When Fred Vanderventer opened his 9 p.m. newscast he advised Detroit listeners that they were being transferred to WGAR for an eyewitness account of the fire. The switch was made on a time cue with Sid Endorn, WGAR newscaster, coming in with a dramatic on-the-scene news coverage.

An added factor to sharpen the value of the coverage was that the fire broke between the final editions of Detroit's afternoon newspapers and the first editions of the a.m.s to give radio a clear field on coverage.

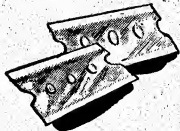
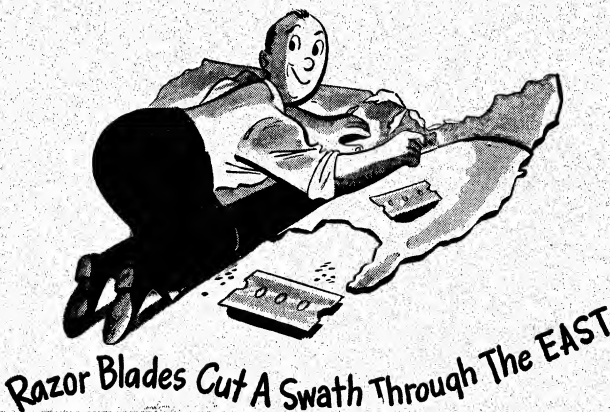
A short while before the cooperative newscast hit the air, Owen Urdrige, asst. gen. mgr., and George Cushing, news editor of WJR, made the telephone call to John F. manager of the Cleveland station, to work out details of providing a close-up broadcast to the Detroit station.

Gen. Ike's Wife Serves As Cake Baking Judge

Washington, Oct. 24.

Mrs. Dwight D. Eisenhower, wife of the general, served as judge in a cake baking contest held last Friday (20) by WTOP, the Columbia outlet here. Stunt featured the station's 12th anniversary celebration.

Station put up \$100 in cash prizes and turned the cakes over to the military hospitals and servicemen's centers in and around Washington.



More and more are sales-minded advertising managers looking to the Easts (Ed and Polly) to send sales zooming.

And a razor blade manufacturer recently proved once again the sales potency of this early morning show—Breakfast in Bellarm—despite the fact that hundreds of thousands of shaving-age men in this area are away in the armed forces.

One single 50-word announcement brought a 49% greater response than a similar announcement a couple of years back when those hundreds of thousands were still at home.

This is not an isolated case. It is one of many that points to three things—(1) the

pre-eminence of the entire Blue Network in the morning field (greatest audience of any of the networks); (2) the mounting popularity of Breakfast in Bellarm; and (3) the new strength and clarity since WJZ moved its transmitting station closer to the millions in the New York trading area who will buy those products they hear about over WJZ.

Yes, 7 million more people are now within the range of the brilliantly clear 50-millivolt signal of WJZ—your strongest voice in the world's richest market.

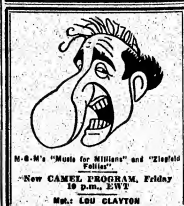
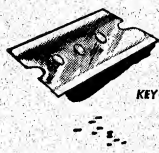
For further details of lowest-cost-per-inquiry ask Blue Spot Sales in New York, Chicago, Detroit, Los Angeles or San Francisco or the Sales Department of

KEY STATION OF THE BLUE NETWORK

WJZ

770 On Your Dial

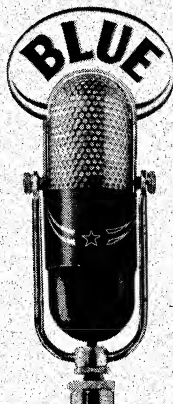
Your Strongest VOICE in the World's Richest Market



*Thanks to all those
swell people in Baltimore!*



ED EAST



AND POLLY

Ladies Be Seated

We've just played the Hippodrome Baltimore—week of October 12th to 19th—to more than 60,000 swell people. We liked them and they liked us—and we hope to be back there soon.

A great big heap o' thanks to Izzy Rappaport and all those swell boys at the theatre!

And a high Hooper to Radio Station WCBM for their cooperation in feeding our daily Blue Network show—"Ladies Be Seated"—to the boys in Master Control at the Blue.

We've had many a grand review from the Radio

Editors of Variety—here's what their *theatrical* reviewers had to say about us—

VARIETY—*Hippodrome—Baltimore—October 15th*

"Ed East and Polly stage a broadcast direct from the stage of theatre. Sent over the Blue—it's a good show with East measuring up to his stature as a radio attraction. Audience invited to participate in the quiz-talent and general gag-fest ALMOST ALWAYS PROCLAIM THEMSELVES REGULAR LISTENERS and act just like home folks on a big party. East handles things skillfully and his assistant Polly is smooth in bolstering the general Audience Participation."

For available dates on Personal Appearance Tour

WIRE—PHONE—WRITE

Max Richard, 1776 Broadway, New York, N. Y., Circle 7-4074, 4075

Today's Best Day



ED EAST



Ladies

CONSIDER THESE FACTS:

1. CONTINUITY: "Ladies Be Seated" has been on the air almost without interruption for over 16 months—ever since June, 1943. This has made it possible for Ed East and Polly to cut and fit their show until it has fallen into a practically foolproof audience pattern.

2. HIGH RATING: "Ladies Be Seated" has maintained a consistently high audience rating—a rating that would show a sharp upward trend under the added impetus of sponsorship.

3. SMALL COST: Because of its small cost "Ladies Be Seated" is a show that can be travelled at extremely

low cost and become one of the most valuable radio properties from the point of view of dealer and customer relations and product merchandising.

4. GREAT TICKET DEMAND: More than 100,000 requests were received for broadcast tickets during the first 12 months. This is an amazing record for a sustainer with no dealers or salesmen offering tickets.

5. AUDIENCE DEMAND: Because of important scheduling demands, a single broadcast of "Ladies Be Seated" was dropped. Over 5,687 letters of vehement protest were received by 65 stations.

The Blue

time Radio Buy!



AND POLLY

Be Seated

6. AUDIENCE REQUESTS: 5 short announcements on "Ladies Be Seated" brought a flood of 270,685 requests for a booklet of tongue twisters and games previously used on the program. **THIS WAS NOT A FREE OFFER!** Each letter was accompanied by a nickel, bringing the actual cash outlay to over thirteen thousand dollars! Think what this could amount to in terms of a self-sustaining, thoroughly merchandised offer on the part of a sponsor!

7. P. A. BRINGS OUT THROINGS: This month, when Ed East and Polly played the Hippo-

drome in Baltimore—over 60,000 attended in a single week. An impressively high percentage of this audience volunteered the information that they were regular listeners to "Ladies Be Seated" on their radio.

Here's another Blue pre-tested program for the advertiser who wants the guesswork taken out of radio! Following the program policy of the Blue Network, we have polished, proved and perfected this half-hour daily program. It's yours—ready to go, ready to sell.

May we? Just one word about radio time. "Ladies Be Seated" represents a valuable franchise on the Blue—Monday through Friday. We sincerely believe that this program can form the radio backbone for some national advertising campaign. Yours?

Network

Flays FCC After Bulova Deal O.K.

Washington, Oct. 24.

Recent FCC action on the transfer of two more Bulova stations brought to the fore to Commission chairman James L. Fry last week from Rep. Richard B. Wigglesworth (R., Mass.), member of the Fair Committee. He charged concealed ownership of Bulova stations.

Wigglesworth denounced that FCC revoke of hold in suspension all approved transfers from Bulova until Congress reconvenes after election.

There was no immediate answer from the Commission. "I am amazed," advised Wigglesworth, "that FCC has approved the transfer of station WCOB from Bulova interests to purchasers despite charges and pending investigation of charges of concealed ownership. I am also amazed by ad-

vice indicating that the Commission, or a majority of its members, have agreed to annul during Congressional recess of transfer of other stations from Bulova, interests which have been subject to similar charges of concealed ownership which, if substantiated, would call for revocation of station licenses."

"As a member of Select Committee investigating FCC and its activities, I request immediate assurance that all transfers of Bulova stations, to frequencies or stations will be reviewed under 15-day rule or held in suspension in state of becoming of Congressional recess of pending the reconvening of Congress. This assurance will obviate the necessity of requiring immediate meeting of the Select Committee of pending publicity can bring transfers referred to and certain very large and illegal campaign contributions."

NBC Goes All-Out On Bond Drive Thanksgiving

All programs on NBC Thanksgiving Day, Nov. 21, will devote some portion of their time to a Sixth War Loan bond push, winding up with a 90-minute, star-studded variety show from Hollywood from 11:30 p.m. to 1 a.m.

"Now Let's Talk Turkey to Japan" will be the theme of the day during which military leaders, screen stars and radio stars and clergymen will be heard on the web making bond appeals. At least, over every hour during the day sound of a doorbell will signify the appearance of a bond salesman on the network.

From the Production Centers

Continued from page 11

man Marquette, were appointed to the Sixth War Loan publicity committee here last week. Luckman heads up the flacks. . . WIND was the only Chi station to air the preem of "Woodrow Wilson" at the Apollo last Friday (22). Murray Polke, the variety actor, is writing a novel. . . CHI radio actors are mulling the idea of presenting an annual "Oscar" to top talent in the various divisions at their annual party each year. Presentation will, if plans go through, tend to an annual award to the best radio talent on a nationwide scale.

IN HOLLYWOOD . . .

W. B. Lewis was found for a few days to look in on the Kenyon & Eckhardt Coast cities (Hayden MacQuarrie and Tom Breneman). . . Before leaving for the east to take over production of the Calnease show, Ernest "Bunny" Charles paid this tribute to the gang at Young & Rubicam: "They're the finest bunch of fellows I've ever worked with." Les Gottlieb shared the train back east with "Charles." Harry Murnau, who made faces at the cameras in the silent days and also wielded a megaphone, is now the talent buyer at Batten, Barton, Durstine & Osborn. He was a major in the Marines. Bert Macintosh moved over from NBC production to the J. Walter Thompson staff. As a starter he draws Elgin's two-hour Turkey Day show for GIs around the world and home frontiers. . . Jimmy Durante and Carry Moore touring the Army and Navy hospitals between broadcast trips. . . Carl Stanton hustled back east with a cutting of "Let's Listen to Spencer," a comedy sketches. Procter & Gamble gets the first hearing. . . La. Pat Weaver joining up with G. Tim Lewis at Armed Forces Radio Service. . . Announcer Chuck Niles was pulled off Fitch Bandwagon because Lever Bros. (Pepsodent) has its own shaving cream (Lefebvre). . . There'll be a match for ducks in Frank Sinatra's broadcast Nov. 8. Charles Boyer will be in the guest corner. . . John Jordan hung a "30" on his job as KMPC news editor to move over to the Blue. He replaces Edmund Sauter, who devotes the afternoon for an assignment to Chungking for the chain. . . Phil Spitalny due out next week with his music made for picture work. If all the picture deals pending are consummated he'll pass the rest of the season here. He adds spice to the scene so he's always welcome. . . Felix Mills given leave of absence as music director of "Man Called X" to accompany Burns and Allen on their three-week War Bond tour. Claude Svelten inherits the bit. . . Larry Berns, producer of the Jack Chinno show, drew one of those rare memos from a client. It was a request for lifting the show to 11:15 in the Hooperatings with a recent leap of 3.7. . . Clark Gable makes his first radio appearance since becoming a civilian on Oct. 30 Cavalcade of America broadcast of "Take Her Down."

CHI GOP'S 'CRIME CLUB' USED AS VOTE WOOL

Chicago, Oct. 24.

New gimmick in the way of political broadcasts is being aired here by the State's Attorney's Club, a group composed entirely of former members of the State's Attorney's staff. Organizations of Chicago, famous criminal trials are being done, with narrations by Michael Romano, local radio actor and a former assistant state's attorney, then bringing on plus for current Republican nominees.

Series started yesterday (23) over WAIT six times weekly, 5:25-5:59 p.m. (CWTA) for two weeks. On Nov. 6 the day before election program will be expanded to 15 minutes running from 5:30 to 5:45 for a round-table discussion.

Detroit. — Fred Vandevelter, newsreader for WJB, moves to WOB, N. Y., Nov. 6, in same capacity.

Overseas for USO Since Jan. 43—Now in Belgium



FRED LIGHTNER
Dir. PHIL COSCIA

VELMA MICHENER
Director of KLZ
Women's Activities

Broadcaster directing women's activities. Velma Michener conducts "Hush of Belvedere," a weekly film program with the latest headlines from our women in America.

KLZ Always Has Women On Its Mind!

In programming for listeners of all ages, interests and tastes, KLZ never loses sight of the fact that for the greater part of the day, the better half of its audience is women.

KLZ keeps the interests and activities of women always in mind and through regular and special programs has earned their high favor and esteem.

The extra thought and effort KLZ puts into every phase of its operation makes it a better station to listen to and a better station over which to advertise.

KLZ
DENVER
CBS • 550 Kc.

Affiliated in Management with the Outboard Publishing Company and WNY, Outboard City

Represented by
THE WATZ AGENCY

Mutual Can't Make Up Mind Between Cincy's 50,000 and 250-Watters

Odd situation of a network debating whether to nab as its affiliate in Cincinnati a 50,000-watts, WKCY, or a 250-watts, WCPO, with strong listener rating controls. Mutual execs who will early next year to decide.

Dilemma revolves around the shift of WKRC, 5,000-watts daytime, 2,000-watts nighttime, from Mutual back to CBS after two years as an affiliate. Move takes place next June.

One of the reasons for dropping of WKCY as a CBS affiliate was failure of station to fulfill contractual obligations. Fact that station signal is not picked up too well outside metropolitan Cincinnati during the day resulted in both Procter & Gamble and Lever Bros. switching daytime serial business over to WLW, in that city, which, incidentally, is home town for P. G. WKCY is located on 1530 Kcs.

Mutual execs undecided whether to take the station with the greater wattage, but the weaker signal during daylight hours, or the 250-watts WCPO which reportedly is doing a surprising job in the southern Ohio city.

YOUNGMAN SIDELINED BY DAD'S ILLNESS, BERLE IN

Henry Youngman's father is reportedly dying, which forced Milton Berle into a frenzy of last-minute rehearsals yesterday and Monday in order to make two Youngman commitments tonight (Wed.). One is Youngman's regular show (Raleigh) and the other was his guesting on Frank Sinatra's program. Complicating matters was the fact that Berle's agency, Milton Blow, Philip Morris, and there was some hesitancy about a Blow act appearing on a Raleigh program. Berle himself is sponsored by Eversharp.

Another serious illness is that of Orson Welles, confined to his Waldorf apartment with a strep throat, which shot his fever up to 104. It was 101 last night (Tues.) and forced cancellation of his p.a. at the White House the night before. Welles has no radio commitment until Sunday (26), on the Edgar Bergen show which it is expected, he will fulfill.

Cincinnati—Taking leave from WCPO after seven and one-half years, the past five as assistant general manager, John Patrick Smith joins WINX, Washington, D. C., as general manager. Latter station was recently purchased by Washington Post.

WWJ Detroit's First Station

WWJ is the most listened-to radio station in Detroit. And Detroit is the greatest industrial market in the world. What a combination for postwar sales!

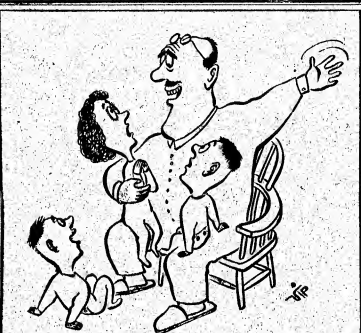
WWJ'S

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5500 WATTS

THE GEORGE F. HOLLINGBERG COMPANY

National Representatives



"Rivers of milk! Forests of bananas! And . . . and all the Whistles in the world!"

Shoo Utopia, this . . . as you can imagine, if you're a devotee of The Cereal, Crisp-toasted flakes, rich and nut-sweet. And what a break for vil-

lains-hounds, getting good whole wheat nourishment in such an enticing form. Ask for Wheaties, the cereal that's second-helping good!

Network Shows and Producers

Eighth Annual School Broadcast Confab Brushes Off FM Mixup, Etc.

PROGRAM	NETWORK	AGENCY	PRODUCER
Voice of Prophecy	Mutual	G. C. Hoskins	None
Vox Pop	CBS	Ruthrauff & Ryan	"Dave Grant, Rogers Bruckett, Frank Hummert, Fred Waring, Wm. Wilson, Tyler Davis, Joe Hill, Hal Mickelson, Eugene Walecott, Dottie Yates, James Andrews, Joe Amler, Don Cuje"
Waltz Time	NBC	D-P-S	Homor Hack
Fred Waring	Blue	J. Walter Thompson	Wm. Livingston
Watch the World Go By	Blue	J. Walter Thompson	Ray Knight
We the People	CBS	Young & Rubicam	Dave Elton
White Cooking	Blue	McLunkin	"Martha Atwell, Dottie Yates, Tom Hicks, Lyle De Moe"
What's Your Idea?	Mutual	Al Paul Leffon	
When a Girl Marries	NBC	Benton & Bowles	
Wally Winchell	Blue	Lennox & Mitchell	
Woman in White	NBC	Knox Reeves	
Woman of America	NBC	Benton & Bowles	
Wu!n Front	NBC	Burke Bros.	
World News Parade	NBC	Scheffer Pen	
World of Song	Blue	Sherwin-Williams	
Wish Today	Blue	General Electric	
Ed Wynn	Blue	Borden's	
Alan Young Show	Blue	Bristol Myers	
Young Walter Brown	NBC	Craig H. Phillips Co.	
Young Dr. Malone	CBS	General Foods	
Your Hill Parade	CBS	General Tobacco	
Your America	Mutual	Union Pacific RR	

* Asterisk denotes show is produced for *Dancer-Fitzgerald-Sample* under general direction of Frank and Anne Hinnert, individual listed above directing show.

* *"Emerson Drug account shifts Nov. 1 to McCann-Erickson, when Bill Rousseau takes over production of 'Elly's Queen.' Dave Grant and Rogers Bruckett continue producing 'Vox Pop' after the shift.*

** Where no producer is listed, announcer on the show in most cases also handles production.

*** Shifts to Blue Nov. 2.

Radio's Boff

Continued from page 31

pool broadcast from the Philippine boothhead.

Pool newscasters were Art Feldman (Blue), George Folger (NBC), Gordon Walker (MBS) and John Hughes (CBS), latter pinch hitting for Dan, who was believed to have been with Gen. MacArthur at the time the pooled newscast went on the air. Quality of the broadcast was somewhat fuzzy, but was intelligible in the main. There have been several pool airings since.

CBS coverage the night of the invasion included talks by Richard Wilson, former United Press head in the Philippines, Col. Manuel Nieto, Philippine Army officer, a U. S. Dept. spokesman and a documentary drama especially written for the occasion. Blue had a special documentary recording made by Gen. Carlos Romulo just before he returned to Gen. MacArthur's headquarters. John Whitmore, MBS news manager, G. W. (Johnny) Johnson of the Blue and Paul White, CBS news head, worked around the clock.

A radio sidelight which got wide play from dailies was the use of recordings to keep the Japs from knowing the invasion fleet was on its way. Art Feldman, Blue newscaster, reported that all radio reps assigned to the story looked at pre-recorded placards in advance, these being aired at the usual times. Theory was that, should discontinuance of newscasts from New Guinea would have been a tipoff. Web heads in the U. S. were in on the ruse, believed to be the first time radio has been put to such a strategic use, but did not mention it for obvious reasons.

First U. S. station to air Gen. MacArthur's speech upon landing at Leyte was WNYC City-owned non-commercial station, which got the broadcast via a BBC recording and aired it at 7:30 p.m. Fri. (20). Platter quality was good, with the pooled network show, an hour later that evening, coming in poorly. Not known whether the speech aired by the webs was MacArthur himself or a recording.

Memphis—Kyle Thomas, formerly of the staff of WHBQ, and Harold Hill, formerly with WTJS in Jackson, are now with the announcing staff of WMPB.

RAY HARVEY

author of comedy

VICKEE

PIN-UP GIRL OF TODD SHIPYARDS
The Original Blue Velvet Voice
On the Air For TODD SHIPYARDS
Every Mon., Wed., Fri.—7-11 p.m., WMM

"...by the company it keeps"

'A' is for Allegheny Ludlum steel. 'B' is for Bayuk cigars. 'C' is for Conti products. And so on through the alphabet to 'Z' for Zonite.

Midway in the alphabet is a big 'M' for Mutual, which serves all these clients, which is proudly known by the company it keeps, and which currently adds more prestige advertisers to its roster.

Three more leaders in three more fields are signing with Mutual within this six-week span:

ADVERTISER	STARTING	PROGRAM	AIR TIME
WALTHAM WATCH COMPANY	OCT. 11, 1944	SUMNER WELLES "Time for Decision"	10-10:15 p.m. EWT WEDNESDAYS
UNION PACIFIC RAILROAD	OCT. 15, 1944	"YOUR AMERICA"	4-4:30 p.m. EWT SUNDAYS
THE GOODYEAR TIRE & RUBBER CO.	NOV. 21, 1944	"THE ROY ROGERS SHOW" Singing Cowboy	8-9:30 p.m. EWT TUESDAYS

Yes, the move is surely to Mutual, and if you move swiftly, you can still find the best time-buys in radio, at peak listening hours, on this network.

this...is Mutual

Chicago, Oct. 24.

Educators here to attend the eighth annual School Broadcast conference are devoting the major portion of their time to discussing such subjects as: "What children are interested in" and "Art, song and dancing in schools," etc. Few if any broad subjects such as the future of FM, ways and means of earmarking funds for the execution of education stations and studies; and long-range forecasts for educational programs were on the agenda. This despite the fact that the FCC has repeatedly warned schools and colleges that mere application for licenses will not be enough to hold frequencies open indefinitely.

At the opening session, Monday (24), which was supposed to be devoted to talks by top-flight educators, including Lyman Bryson of CBS and Dr. William H. Johnson, superintendent of the Chicago Board of Education's radio council, was instead confined to discussions that not nowhere Dr. Johnson was supposed to welcome delegates in person, but didn't show up, with his speech being read by George Jennings, acting director. Talk at the meeting pointed toward more frequent regional meetings of the

organization being held to strengthen the whole educational picture.

Despite false premise that most teachers are burning with love for education by radio, one teacher summed up the situation by remarking: "I haven't even thought of teaching by radio before," which seems another indication that plenty of promotion lies ahead for the conference in selling the idea to the teachers first.

Fifth annual award of merit for outstanding service was awarded to Keith Tyler, director of radio education at Ohio State U., with special citation citations to Robert B. Hurston and Rocky Mountain Radio Council, Denver, for "Story Time" (KLZ) and "Art Speaks: Your Language" (KPEL). Six teachers also were cited by Judith Walter, public service director, NBC, Chi. for outstanding attainments in utilization of radio in classrooms.

SIGN EDWARDS PROTEGE

Marian Kingley, 18-year-old singing protegee of Joan Edwards, joins WHAM, Rochester, NBC outlet in that city under a contract effective Friday (27).

She'll be a staff vocalist.

VARIET

Wednesday, October 25, 1944

"CHESTERFIELD TIME"

UNREEL-FINANCING

Formula for this new Chester three-a-weeker impresses as on a dubious side. It's a straight music session with a simple hype—a list for new hit songs—thrown in. The view is for one new tune to be trotted on each show, with a host of three judges picking the fella of three. Song selected is then prized the following Tuesday. Whether it's a slant to appeal to "Parade" followers or an attempt to give a teaser interest to the music series makes little difference. But is that it's probably not the kind a gimmick listeners will get excited

Songs used during the show's first week (green) was Tues., Oct. 1, were "Just a Prayer Away," "Please Don't Say No," and "Set a Place for the One You Love." Judges' two do not appear on the show, but announced as listening elsewhere were Pct. Frank Loesser, Mary Martin and Vaughn Monroe.

Singers are Johnnie Johnston, recently one of the hot entrants in crooner-swooner derby, and Muriel Lewis, former Benny Goodman vocalist. Johnston has a pleasing rhythmic and saleable style, but flitted several times when caught. Miss Lewis failed to make a last impression, but it may have been fault of the ballad. "Set a Pace" just another of those things.

Commercials and song salver-

about the only ones this show will satisfy will be the song pluggers.

"WOMEN OF THE WORLD"
With Alice Berezowsky, Lily Dac
Ed Richardson
Writer: Alice Berezowsky
15 Min., Tuesdays, 3 p.m.
Sustaining
WNEW, N. Y.

Distasteful viewpoints on world affairs are dispensed by Alice Berzovszky, sophisticated author-wife of composer Niccolò Berzovszky, with aaid of prominent guests on this stanza, which bowed in an Oct. She's got a pleasant, fluid style with a typically cosmopolitan approach which should make her a good for female listeners, especially well coupled with subject-matter definitely slanted towards developing Americans an understanding of women of other countries.

position of women in France pre-war and post-war and, presently, together with the prominent French hat designer, Lily Dache, Miss Berezhatzka deplored some of the false notions about "les femmes de belle France" and brought out the broad possibilities for good that the future should bring Frenchwomen. Some child-care was devoted to Miss Dache's entrance into the hat business and her subsequent success. The whole program having been well written and produced, even the latter portion palatable to male tastes, although aimed in that direction. The

Swank Slips quarter-hour airer

Mutual which teed off Sundry at 9:45 p.m., lives up to its opening program being a simple pretentious one of soft relaxing music. Songs were simply sing musical arrangements were pleas

Bob Barker gave quiet rendition of "I Had to Be You," "I Walk Alone" and "I'll Never Smile Again." Jean Tigue introduced the first series of songs tagged "old-time stars" in this case "It's Delightful to Be Married," Anna-Heid's hit. Mr. Tigue's singing was cool and attractive, if just a little lacking in color. Only complaint on program was the overabundance of commercial matter, there being too much product mentioned for so short a program, ending as it did at start, midway to close. A case of too many slips.

"THE ETERNAL LIGHT"
("Jacob and the Indians")
With Raymond Massey, A
Scourby, Roger de Koven,
Boland, Sid Cassell, Richard K
Bernard Lenrow, Cantor D
Puterman Choir.
Writer: Morton Wishengrad
Director: Ira Avery.
20 Mins.; Sun., 12 (noon)
Sustaining
WEAF-NBC, N. Y.
NBC carries a nod for this Sun

chief salesman in, furthering
cause of good music. That being


It's a rivalry why the backers of Detroit Symphony settled for 8:30 Sat. nice spot, where the competition, among other items, include the Boston Symphony, under Seiji Koussevitzky, one of the best in the world. It's especially perplexing the case of the Detroit group, who was almost disbanded in 1942, at that time Henry Reichhold, head of the firm sponsoring these airings stepped forth with his back. Against the competition, the Det seems destined for a low audience result of an obviously unwise of programming.

Opening night (22), there were commercials, program sitting out, and that the broadcast was "presided" through the courtesy of Heinrich Reichhold, chairman of the Reichhold Chemicals, Inc. That is the only plug line used. Reichhold is also prez of the symphony series, apparently, is sponsor of the series, and the only move in on the financial problem is also credited with hiring conductor Karl Kreuger away from Kansas City Philharmonic.

Initial broadcast offered Bruckner's Fifth, the last part of the first three movements broadcast. I heard impressed as a colorless thing. Me

"TAXI! TAXI!"
With Sterling Chelardine, Don L.
Marlanna Morris, Wayne Muller,
Lawrence Pepper, Dean S.
Writer: Walter Armitage
Producer: Bena Shaw
15 Mins.; Tues., 9:45 p.m.
Sustaining
WEYD, N. Y.
Format of this somewhat resem-
bling "Grand Central Station" except
switch to spotlight an a.k. philo-
sophical taxi jockey, who does an in-
sincere John J. Anthony pitch
whomsoever hails his cab. After
a few, of course, is dramatized
aphorism.

Last Tuesday's (17) stanza was a saga of a G.I. with a French gal on his hands. He and his had run across her after invading France, adopted her and pooled resources to get her to the U. S. that she's here and his aunt moved from Brooklyn to Fla. there is posed a problem of what to do with the gal. The cabby says it and everything is joke at sight. Ed



FRED ALLEN: "When I stop laughing at me, Alan Young will be my favorite comedian. And

EDDIE CANTOR: "Take it from Eddie, Alan Young is the hottest young comic in years. He is right in the groove. He has a baby—he has a girl—and he is young yet."



DON'T MISS A
TUESDAY

Follow-up Comment

"Freedom of Opportunity," on trial, bit off more than it could eat. In its attempt to find a dramatization of the life and death of George M. Cohan, Proctor was excessively episodic, failing to establish any characterizations other than that of Cohan as a brash troublemaker as a kid. None of the warmth that existed among the Cohan's, nor between Cohan and his wife, Edna, was shown. The play might be given to the advisable changing format to spreading dramatizations over two weeks. The cast of nine included such names as George M., with Earl Wicking, singing the vocals; Charles Irving; Ed Harris; Charles Eggleson; and John J. W. Jones. The production was by Mary Lou Newmeyer as Justice. The production was by Joe Ainley.

Dorothy Thompson, recently stalled on a 39-week deal as pilot of "Listen, the Women," Sundays on NBC, has been cast as the voice of Sinatra problem. Instead of international affairs Sunday and she should take the Voice in strict, easily as foreign dictators. Dierks revolved around tribulations and the most recent of these is a confirmed Sinatrafanatic, but it so bad she waltzes around kitchen clasp a broom on her Frankie's picture is affixed. Thompson and rest of panel, Frank Morris, Mrs. Chester, Thyra Santer Winslow and Val Dean Mildred Thompson tossed

(Continued on page 40)



KATE SMITH 34.3°

W T A G
WORCESTER



ER: "If the
ED "ARCHIE" GARO

Good luck, Alas, my old spot. Hop didn't put the g curse on it. I know will pack them in."



SHORE: "On from my USO Europe, I heard Young Show. I said that I am able to laugh during the

OSZIE NELSON AND HARRIET HILLIARD: "I think Alan Young is of the brightest stars in the radio life. We wish him every success on his show."



"Take it from Jim Durante and George Moore, this kid A Young is terrific—He's great! He'll place—and it can't too soon! Everybody wants to get in the a

AN YOUNG
8:30 P. M., E.W.T. • WJZ

The Swing is to WHB in

**Meet WHB's John Schilling—
a Radio Veteran ... and our Genial General Manager!**

To *pioneer* in radio, you begin as a "ham" about 1914...instruct in the Naval Radio School at New London, Conn., during World War I...then work for IT&T and the "Father of Radio", Dr. Lee De Forest, in New York. You cruise some 75,000 miles as "sparks" on a tanker...then install a transmitter for an oil company at Tampico, Mexico. Along about April, 1922, you and a chap named Sam Adair build WHB in Kansas City—originally known as the "Sweeney

Automobile School" station, one of the great pioneers in American broadcasting. You manage WHB uninterrupted through the years...1922 to 1944... and you learn a lot about how to give radio advertisers sincere service. "Sincerity" is the word for WHB's John T. Schilling...sincerity plus modesty, ability and being always-on-the-job to serve WHB listeners and advertisers. If you want to sell the Kansas City Market, WHB is your *bappy* medium!

For WHB Availabilities, Phone DON DAVIS

KANSAS CITY—Scarritt Building—Harrison 1161
NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2550
CHICAGO—333 North Michigan Blvd.—CENTRAL 7900
HOLLYWOOD—5855 Hollywood Blvd.—HOLLYWOOD 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City • Wichita • Salina • Great Bend • Emporia
Missouri • Kansas • Kansas • Kansas • Kansas

HOOPER MORNING INDEX JULY—AUGUST MON. THRU FRI. 9-12 A. M.	Station A	Station B	Station C	Station D	WHB	Station E
	13.7	11.4	28.0	13.7	31.0	2.2

HOOPER AFTERNOON INDEX JULY—AUGUST MON. THRU FRI. 12-6 P. M.	Station A	Station B	Station C	Station D	WHB	Station E
	18.1	5.8	19.1	29.1	24.7	2.3

TWO GREAT NEW OLD GOLD PROGRAMS

COMEDY THEATRE

DIRECTOR AND HOST

HAROLD LLOYD

YOUR FAVORITE STARS IN YOUR
FAVORITE SCREEN COMEDIES

NBC

10:30 P. M. E.W.T.
SUNDAYS

TUNE IN!

WHICH IS WHICH

PRESENTING

FAMOUS PERSONALITIES OF
STAGE, SCREEN AND RADIO

OR

THEIR REASONABLE FACSIMILES

KEN MURRAY

M.C. AND HOST

CBS

9:30 P. M. E.W.T.
WEDNESDAYS

TUNE IN!



Scophony Planning Plugless Tele Service to Homes at \$2.25 a Week

Likely answer to who will pay the initial high cost of television developed last week. "Variety" learned that Scophony Corp. of America is seriously mulling "subscription television" and in time would make sign-on programs available for about \$2.25 weekly. Subscribers would not be bothered by any commercial programs being all entertainment, news and sports events. Understood that Scophony definitely patented device which would make possible this sort of television in the home. Key to setup is an exclusive scrambling device which would keep

non-subscribers from being able to pick up the service programs. A setup for "subscription television" calls for furnishing sets in the home and servicing them for this fee. An initial installation charge (said to be low) has been paid.

According to information obtained by "Variety" the sets or models used for such television would be the latest improvement of the Scophony set employed successfully in London in 1939. This type would provide a picture 24 by 16 inches in size, comparable to 16-millimeter home motion pictures.

Reported plan of the Society of Motion Picture Engineers to have television equipment for commercial theatre use patterned along the lines of current sound and projection booth equipment apparently is in line with Scophony's setup. Its method closely follows the present picture theatre projection, most improved theatre models differing little from now-used booth equipment and reported nearly as easy to operate.

\$7,500 For Theatres

Regarding the cost angle, reports that theatre installations would cost \$25,000 to \$35,000 brought demand from Arthur Levy, head of Scophony Corp. of America. He said that, based on London experience with Scophony, theatre installations for the average house should not exceed a maximum of \$7,500. Levy indicated that it might run higher for the largest theatres or where special engineering problems were encountered.

Paul Ralibour, a director of Scophony and treasurer of DuPont Labs left for Washington yesterday (Tue.) to be at resumption of hearings by FCC being held on radio and television allocations. Understood that no decision on television allocations will be made by the FCC until sometime in November at the earliest.

Cincinnati.—Moveups recently in the WLW organization: Edward G. Feinthal, who was in charge of copy production, to assistant production mgr.; John Gilbert, from field representative in the merchandising department, to copy production mgr.; and Rudolph Prihoda to director of the art department, of which he has been a member for six years.

Radio Followups

Continued from page 37

ball around with unfailing good luck. The decision—forget about Sinatra, the kid'll outgrow it.

Paul Whelan is becoming quite a live-reader on the Philco "Hall of Fame." Handling dialog, the Benny or Allen and should emerge an equally funny quipster as he is a maestro. Past Sunday's comedy parody of Ralph Edwards' "Rogers with Guy Willing" and the Riders of the Purple Sage, Whelan's "The Benny" was the first anyone ever pegged her as the "Benny" of her own show.

Lowell Thomas, who has been criticized by some listeners for alleged election bias, due to his personal favoring of Guy, brought the matter up again on a broadcast over NBC last week (17) and said he would welcome the arrival of Nov. 8. Commentator declared that he had made every effort to lean backward in the current campaign, lest he be accused of favoring Governor Dewey. Thomas stated that any President running for office had the great advantage of being in the news "because he makes it." He remarked that a President-candidate drew "as much time as much" space as a non-incumbent leader of the office.

Veter Jory turned in a sock job Sunday afternoon, including a changed-format "Matinee Theatre" (7:30-8:30) on CBS with "Wuthering Heights" the Emily Bronte classic. Jory's "Heathcliff" was strongly reported by Gertrude Warner's review and the program received excellent production and a smooth-running script. Switch in series means Jory will not be restricted to derring-do roles, henceforth giving him a chance to display for radio audiences the versatility which has marked his thespian in other fields.

Television Review

"THEY WERE THERE"

With Mimi Dvorsky, Jan Murray, Jean Darling, Paula Bane, Vivian Francis, Arnold Purst
NBC, 8:30-9:30 p.m.
30 mins., Thurs., 8:35 p.m.
Sustaining

WCBW-CBS, N. Y.
During the time that "Variety" has been reviewing video programs with any amount of regularity it is doubtful whether there have been many more video series written, performed, staged and directed on a classier level than "They Were There," which went out over the CBS N. Y. station WCBW, last Thursday night (18).

If anyone has the idea that the fighting men overseas were being entertained by inferior performers sent over by USO-Camp Shows, this program knocked that premise into a cocked hat. A troupe of five entertainers, guys and gals who have been around in vaude, radio and films for several years, but still plenty youthful, were responsible for a real enjoyable show. This troupe is a joy for overseas again shortly, despite the fact that all have been over at least once before.

Telecast, half-hour in length and cosily produced by Frances Ross, tied off with a short talk by Mimi Dvorsky of USO-Camp Shows, who invited the audience to visit a rehearsal hall in here, where a group of five performers were going through their routines prior to hopping off to the front. The star of the group, who proves to be the star of the group and a comedian in his own right, Miss Dvorsky is shown into a studio where Paula Bane is singing a tune, accompanied by pianist. While she is rehearsing, Murray explains who Miss Bane is, and then introduces Vivian Francis, tapster, Jean Darling, "Our Gang" comedies child star, who has blossomed into a peachy blonde dish with a swell voice for the Arnold Purst and his rabbit Oscar, magi act.

After some rapport between Miss Dvorsky and each of the girls, which the kids tell a little about themselves, they put a few typical of one they will do before servicemen, except that each does only one number because of time limitations. As long as there are youngsters around as eager and capable as these, those on the homefront need not fear for the morale of our boys on the fighting front. This troupe is capable of doing a topflight job wherever they play.

And another thing. There is nothing amateurish about the way of the five performers go through their pieces, either. They start a show on time, are plenty hot about the handling of cameras and equipment; and even though the video lenses failed to do justice to the feminine pulchritude on display, the crew did a worthy all-around job. However, there still remains plenty of room for improvement in the makeup department. Those, telecameras sure, don't distort a gal's beauty, especially in closeups. Sign.

TELE SHOW SANS GAB IS RAY NELSON'S IDEA

Newest exploration of tele as an entertainment medium cropped up last night (24) via WABD-DuMont, N. Y., when Ray Nelson, Charles M. Storm agency chatter and video chief, spotted a half-hour ballet performance sans gab. Idea was to demonstrate that in the tele pic is nothing but music and dancing with latter under direction of choreographer, Ray Nelson. Others lined up for top chores were Margaret Severn, Anita Carroll, the United Nations folk dancers and the Leon Danes.

Except for open-and-close gab the show, dubbed "Ballet," was nothing but music and dancing with latter under direction of choreographer, Ray Nelson. Others lined up for top chores were Margaret Severn, Anita Carroll, the United Nations folk dancers and the Leon Danes.

Ayer, Benton & Bowles Make Tele Appointments

In tune with current industry-wide activity laying the groundwork for immediate participation in commercial television at the close of hostilities, Benton & Bowles agency has set up a New York video department. Move was made so B&B can keep clients posted on advances in the field and offer them first-hand info on expected developments.

Herbert Leder, of the agency's radio dept., was named by Clarence B. Goshorn, proxy, to head up the new division. He's had Broadway experience as well as having been active in radio producing, directing and script handling.

N. M. Ayer has appointed Don McClure head of the agency's television department, replacing Herb Sanford, who took over the firm's Hollywood office recently. McClure's been in films and legit, and was one of the founders of the American Television Society.

ARMY'S DUKE AND N.D. GRIDDERS ON NBC TELE

NBC's video outlet, WNBT, will televise both the Army-Duke football game, next Saturday, and the Polo Grounds, and the Army-Navy Dame grid tussle at the Yankee Stadium, Nov. 11. Marks the first time ball telecasting this season in the N. Y. arena.

Announcer has not been assigned for either airing, although Bill Stern will handle the games for the network, which will carry descriptions of both games on standard broadcasting wavelengths as well.

'Cissie' Patterson Files For D. C. Tele, FM Station

Washington, Oct. 28.
Eleanor M. ("Cissie") Patterson, publisher of the Washington Times-Herald, and member of the Patterson-McCormick clan, filed an application Mon. (28) for commercial FM and television station here.

Similar applications filed by F. L. Boston, department store, for outlets in that city.

Des Moines.—Wm. T. (Bill) Diamond is the new east farm agent at WHO. He was graduated from Iowa State college and has a background in agriculture and dairy extension work.

WFL ... means progress!

WFL has maintained a consistent policy of producing local programs fitted to meet the exacting demands of discerning Philadelphians. WFL is privileged to broadcast, among other fine programs, "Cross Town Quiz," "This Week in Philadelphia," "Junior Music Hall," "Sweet Land of Liberty."

Because they are constantly aware of the need for the development of new radio programs, the WFL Program Department is alert to new trends in radio practices. Almost daily experiments with new program ideas has kept WFL free from hardening of the Mykara arteries... has tended to make it "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

Represented Nationally
by The Katz Agency

WFL

★ 560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

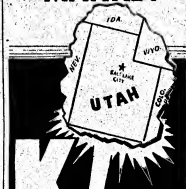
St. Loo Co-axial

Portends Telenet

St. Louis, Oct. 24.
The Southwestern Bell Telephone Co. is laying a co-axial cable from St. Louis to Terre Haute, Ind., making possible a regional television network comparable to existing radio networks. The Terre Haute end of the line will connect with lines to Chicago, Atlanta, Pittsburgh and points east.

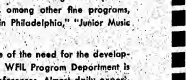
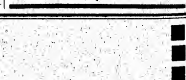
Any two of the six co-axial conductors in the cable provide 48 separate telephone circuits or two television channels and thus permit a considerable increase in the number of long-distance circuits with a minimum amount of scarce materials. The new line is the first major use of its kind and is part of a network of approximately 7,000 miles tentatively planned.

Reach the ACTIVE SALT LAKE MARKET



Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & Co.
National Representative



RADIO BROADCAST REPRESENTED BY WEEB & COMPANY

Top time buyers, seeing this line on a station letterhead, know it means quick action. Stations that use WEEB, know it means more sales.

WEEB

NEW YORK DETROIT SAN FRANCISCO LOS ANGELES

WEEB

BY ANY VARSSUCK
Cincinnati's Best Buy

WEEB
CINCINNATI'S NEWS STATION

REPRESENTED BY THE BRANHAM CO.

Associated with The Cincinnati Post

Inside Stuff—Radio

Until he left the Chesterfield show two weeks ago, John Nesbitt was one of the highest paid commentators on the air. He drew \$4,000 weekly for his three-a-week Chesterfield series, plus the \$2,000 he rates for his Sunday "Passing Parade" slot for Westinghouse. Nesbitt is also under contract to MG-M as a producer of shorts.

Nesbitt asked to be relieved of his Chesterfield contract because of the difficulties involved in traveling to Hollywood from the Metro studios at Burbank, a trip he had to make six times weekly because of rebroadcasts. Lines could not be installed at Burbank since censorship regulations required that the checkup be made in L.A., Nesbitt frequently discussing topics which required government approval. Commentator's deal with Liggett & Myers runs until the end of this year.

Nesbitt was discovered on a San Francisco station some years ago by George Grutkin of the William Morris agency. Latter still handles him.

Ed East and Polly from the Blue network played a break-in week at the Hippodrome, Baltimore, last week, getting \$1,800 for the troupe. This is considered exceptionally high for an act never having worked a theatre before and with Polly (Mrs. East) only two years in show business. Ed East, of course, is a radio personality who was back at East & Dumke. Ralph Dumke is now a legit comic and also doubles in radio.

In radio the Easts are among the hardest workers. In fact they may be tops in point of sheer volume of mike work. They conduct an early morning participating program, "Breakfast in Bedlam," for which they rise daily at 5:45 and every afternoon, Mondays through Fridays, they conduct "Ladies Be Seated" for the Blue. East writes all his own copy in both shows.

Mutual has brought out its own specially-designed four network program schedule, which Dick Puff, the station's manager of research, has mailed out to a limited number of agency time buyers. Schedule will hereafter be a monthly service. Initial booklet is an elaborate job in full color detail, listing network opt-in time, programs, both sustaining and commercial, number of stations carrying each commercial show, repeat broadcasts and starting date of new shows. Booklet was designed by art director Arnold Roston.

FCC TO REVIEW BAYLOR STATION'S OPERATIONS

Corpus Christi, Oct. 24. The operations of KWBW, principally controlled by Baylor U. of Waco, Carr P. Collins, president of the Crazy Water Crystal Co., and the two sons of Senator W. Lee O'Daniel, are scheduled for a review by the FCC before it acts on the station's application for a regular broadcasting license.

Originally operated by Collins and others at Reynosa, Mexico, as XEAW, the station was set up here and program tests authorized, Feb. 15, on a temporary basis. That authorization has been extended since.

Commissioners Paul A. Walker and C. J. Durr have issued statements critical of the programs aired here by KWBW, which on Oct. 1 became a Blue network outlet. Pat Neff, president of Baylor and v.p. of the Century Broadcasting Co., has been to the FCC for private conferences.

According to the statement made by the commissioners, the past records of the president of the company (Collins) and certain other officials and stockholders of the station in the operation of XEAW and the program which KWBW has carried while on program tests raise a serious question as to the qualifications of the Century Broadcasting System, as now constituted, to operate in the public interests. Fear was expressed that the university position in the station setup was not prominent enough from a policy viewpoint.

WJNO's Hurricane Job

West Palm Beach, Fla., Oct. 24. Hurricane which lashed Florida last week was the occasion for a considerable expansion of public service airings by WJNO here, station carrying 24 weather advisory broadcasts from the U. S. Weather Bureau office in the 48 hours from Tues. noon (17) to Thurs. Station which has a permanent line to the Bureau office, was on the air all night Tues. and Wed. and is credited with considerable effect in calming the panic that became increasingly apparent as the storm drew closer.

Station also pitched in with broadcasts aiding various relief and disaster control units operating in the area.

GAG WRITER—

Original material, made to order. Practical, dependable, no snafu. If no humor, no money.

DAVID SANOFF
101 East 35th Street
New York 18, N. Y.

100 GAGS—\$1.00

Fun-Master Gag File Nos. 1-2-3
\$1.00 EACH

Make Checks Payable to Paula
Sanoff, Inc., 101 East 35th Street,
New York 18, N. Y.

CBS Brushoff

Ronald MacDougall, former CBS staff writer, did an autobiographical sketch about himself and a descriptive essay on the CBS program, "Man Behind the Gun," in the recent book "Off Mike" edited by Jerome Lawrence. MacDougall's piece has attracted some trade interest around New York because although he mentions NBC there is not one solitary mention in the text of CBS.

MacDougall is now with Warner Bros.

BILL SCHROEDER NOW GEN. MGR. OF WINS, N. Y.

Willard (Bill) Schroeder, who had unofficially been acting as general manager of WINS, N. Y. Hearst station, assumed that title officially Friday (20), succeeding Clarence Cooby, now out. Schroeder came from Pittsburgh, where he managed Hearst's WCAB for eight-and-a-half years.

Station is now concentrating on building its daytime female audience, adding food and fashion shows, and running a six-and-a-quarter hour plateau parade daily, starting at 11 a.m. Session gears its selections to housewives.

Trevor Adams remains at WINS as sales manager.

Fear Argentine DXers Will Saturate Uruguay With Propaganda Wave

WGAR Toppers Greet Returned Dave Baylor

Dave Baylor, European correspondent for WGAR, Cleveland, was spotlighted Thursday (19) when his bosses tossed a cocktail party at the Ambassador, N. Y., to welcome him home from the scenes of action. Baylor was the first non-network reporter to go across under the Army's recently installed plan which allows indie stations to send men on war coverage assignments.

On hand for the shindig were John F. Patt, WGAR gen. mgr.; Carl George, his assistant; Harry Camp, sales mgr. and Marnie Ester, publicity director. Flock of N. Y. agency folk also turned out.

King's New Birth

Huntington, W. Va., Oct. 24. Henry King, sports editor of the Huntington Advertiser, is now sports announcer at station WSAZ, replacing Herb Mazo, who recently returned to New York.

Montevideo, Oct. 14. Monevideo is fast becoming a center for "Free Argentine" activities, with Uruguayan networks guardedly affording time to exiled Argentine politicians to air their views and in spite of obvious jamming from across the River Plate, the message has managed to reach a certain number of Argentine short wave fans.

Peculiar situation has now arisen in Uruguay, as a result of some Argentine networks owning Uruguayan short wavelengths, concessions for which were obtained at a time when no Argentine wavelengths were available, or were not granted to the stations requesting them. Uruguayan officials have been protesting against possibility of these Uruguayan channels being used to carry the ultra-nationalist diatribes by Argentine officials and propaganda programs lauding the Argentine Government's policies, which entire Argentine networks have recently had to rely on all their outlets.

As a result of the Uruguayan protests, all mention of the Uruguayan wavelengths is omitted during the offending broadcasts; but some listeners in Uruguay insist that they have picked these up on their short wave sets and ask that official steps be taken.

CEDRIC FOSTER

HE SPEAKS
EVERY DAY TO A LOYAL,
TESTED AUDIENCE ON
MUTUAL AND YANKEE
NETWORKS



YOU CAN SPONSOR HIM LOCALLY!

Cedric Foster is now available in many Mutual markets for local sponsorship—Monday through Friday, 2:00-2:15 P.M., E.W.T.

Here are some current "Hooper's":

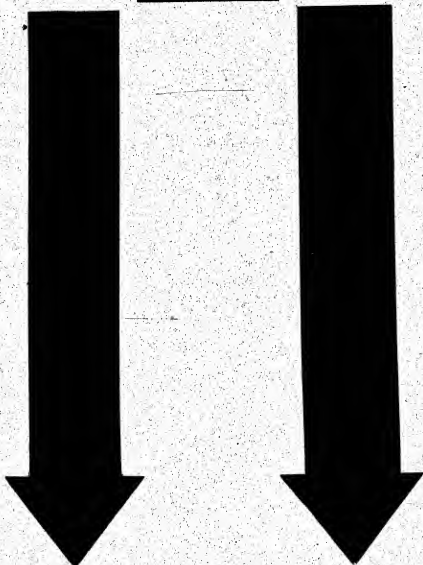
BOSTON 5.2 ATLANTA 5.7 PORTLAND, ORE. 5.5
OKLAHOMA CITY 5.7 PITTSBURGH 5.3

Consult your local Mutual station, or

THE YANKEE NETWORK 21 BROOKLINE AVENUE
BOSTON 15, MASS.

CURRENTLY FEATURED IN UNIVERSAL'S "IN SOCIETY"

With **ABBOTT and COSTELLO**



Returning to Hollywood in March
For Monogram Feature

Picture Rep. **EDWARD SHERMAN**, Beverly Hills, Cal.

PERSONAL APPEARANCE TOUR NOW BETWEEN PICTURES

Oct. 26 2 Weeks **LOEW'S STATE**, New York
Nov. 2

**Oriental, Chicago
Palace, Cleveland
RKO, Boston
State, Allentown
State, Harrisburg
Adams, Newark
State, Hartford
Palace, Youngstown
Capitol, Washington**

WILL OSBORNE

and His **HOLLYWOOD BAND**

Management

General AMUSEMENT CORPORATION
NEW YORK CHICAGO HOLLYWOOD CINCINNATI LONDON

Bands at Hotel B.O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business being done by name bands in various New York hotels. Dinner business (7-10 p.m.) not rated. Figures after name of hotel give room capacity and cover charge. Larger amount designates weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Weeks Played	Room Capacity	Cover Charge
Lani Delicata	Lexington (300; \$5-\$1.50)	140	2,017	258.940
Johnny Long	New Yorker (400; \$1-\$1.50)	132	2,139	26,393
Frankie Carle	Pennsylvania (500; \$1-\$1.50)	3	2,844	8,565
Nat Brandwynne	Waldorf (350; \$2)	8	2,835	24,956
Johnny Richards	Lincoln (275; \$1-\$1.50)	3	800	2,500
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	4	3,092	23,027
Ruech Light	Biltmore (400; \$1-\$1.50)	4	1,150	4,835
Vaughn Monroe	Commodore (400; \$1-\$1.50)	3	1,800	6,573

* Asterisks indicate a supporting floor show. New Yorker, Biltmore, here ice shows. Lexington, Haymarket floor show. Victor Hotel at Waldorf.

Chicago

Carmen Cavallera (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Conventions helped Cavallera and John Haycraft keep figure around fine 8,000.

Glen Gray (Boulevard Room, Stevens hotel; 650; \$3-\$3.50 min.). Business continues steady here with very good 4,000.

Gene Krupa (Panther Room, Sherman hotel; 950; \$1.50-\$2.50 min.). Combo draw of Bob Chester, who closed (19) and Krupa, who followed, rang up great 7,000.

Los Angeles

Harry Owens (Ambassador; 900; \$1-\$1.50). Brass skit tunes ain't hay for putting customers at 4,100 covers.

Henry King (Biltmore; 900; \$1-\$1.50). Breeding along getting his share with good 4,000 tabs.

Location Jobs, Not in Hotels

(Los Angeles)

Woody Herman (Palladium B, Hollywood, first week). In like a tornado for possible 33,000 admishes.

Elton Hampton (Trilone B, Southgate, fourth week). Frankie Masters on deck for 24th. Hampton exit to smash 11,000.

Ted Lewis (Slappy Maxie's, N. Los Angeles, sixth week). Held over to continue capacity biz still at 5,200 tabs.

Atty. Says Long Owes Him 12C

A. Edward Masters, attorney, whose association with Johnny Long was recently cancelled by the American Federation of Musicians, plans to allege breach of contract against the bandleader in the suit he's expected to file shortly. Naming the AFM as co-defendant, Masters will charge the union with inducing Long to break the pact. Masters completed his briefs in the action this week, service, presumably, to follow shortly.

Masters' agreement with Long called for him to serve as the maestro's attorney and financial monitor, the lawyer having helped finance the leader almost from the start. In return, contract called for a percentage of the band's gross, percentage being on a sliding scale, depending on how much was advanced Long.

Contract signed in 1943 by Long and Masters had 10 years to go. Percentage started at 6% but, because of advances, was up to 10%. Masters' suit will charge that \$12,000 is still due him.

Contract was voided by the AFM on the strength of its rule limiting personal managers to 5%.

On the Upbeat

Reid Jaynes, Jr., pianist whose late father directed the orch at Dave's (Gretna, Pittsburgh), during its two-a-day-day, has left the Music Bar, Pitt. After several months to join the Billy Yates unit at the Continental Bar of the William Penn hotel, that city.

Jimmy Dorsey orch opening Friday (27) at Stanley theatre, Pittsburgh, will be final stage attraction at WB deluxer for at least couple of months.

Top Tunes for Your Books An All-Time Favorite I CAN'T GIVE YOU ANYTHING BUT LOVE BABY

Music by . . .
JIMMY McHUGH
Published by
MILLS



MEREDITH WILLSON
And Many Other Top Notch
Orchestra Leaders

The King of VICTROL records of song hits of over 100 publications. The only favorite includes final sheets and lyrics of chorus. SAMPLES FREE!

1619 Broadway
New York 19
TUNE-DEX

concerning JOHN JORDAN

"BILLBOARD's first annual poll of G.L.A. record preferences, Nov. 1944, LORI IS JORDAN's biggest and best record. LORI IS JORDAN has two sides in the top thirty and only one record in the top fifty. LORI IS JORDAN is the TIMPANY JIVE KING. THE BEST OF LORI IS JORDAN IS YOU. AIN'T MA BABY."

BILLBOARD
Sept. 23, 1944, issue

TOP HIT OF YESTERDAY.
A GREAT POPULAR STANDARD TODAY

DON'T BLAME ME

VICTOR RE-ISSUE 30-0827 SHEP FIELDS

For new artist copies and arrangements
Contact Standard Exploitation Department, The Big 3
PHIL KORNMEISER, Manager

1619 Broadway, N. Y. 19 • Circle 6-2939

Harry Fox Gets Music Men's Support To Quit MPPA for Job As Sync Rep

There's an intra-trade movement afoot for Harry Fox to leave the Music Publishers Protective Assn., where he is agent and trustee for the publishers on song synchronization, etc., and go into business for himself. He has the reported backing of Herman Stark, head of the Warner Bros. music publishing interest; Walter Pacher, Saul H. Bornstein, Gus Schlimmer and Irving Berlin, among others.

It's presumed that Fox, since he would get 10% of all sync deals he negotiated, would further the idea of increasing the film synchronization fees. Unlike the fancy fees paid for some special situation songs of the type of "By the Sea," "Good Old Summertime" or "Schooldays," the fees for straight instrumentals are sometimes as low as \$50, and \$200 for vocal-videos.

Back of the idea for Fox to step out of the MPPA is a feeling that the MPPA is a trade association, and that the business phase, whereby Fox acts as trustee for the publishers, should be divorced from the protective association. Prexy of MPPA is Walter G. Douglas.

Stark withdrew from the MPPA because of this, whereas the Robbins-Metro interests, at one time outside the association, have since rejoined.

Fox, incidentally, is reported to have figured in certain negotiations for sundry catalogs involving Buddy Morris' acquisition of DeRose and White-Smith, along with Arthur Freed's Variety Music (Hollywood), in negotiation with the Jacobs catalog, also in placing individual songs abroad and locally. Thus, Fox's trusteeship is seen as an expanding business.

LOU LEVY REFUSES METRO BUY OFFER

Lou Levy, owner of Leeds Music, Inc., and manager of the Andrews Sisters, has turned down an offer from Metro whereby the film company would buy in on his music firm.

Leeds, with the various catalogs it has bought in recent years, now owns about 10,000 copyrights.

Morris' *Starlight* scoring "Tonight and Every Night" at Columbia.

Report 24G Settlement On Marks Infringement

Copyright infringement suit brought by Charles King, songwriter, against Edward B. Marks Music Corp., was settled out of court Monday (23). Case was due for trial in federal court, N. Y.

Terms of the settlement were not made public, but it was reported it involved a cash payment to King of \$24,000, with the songwriter dividing his rights in the songs involved, "King's Serenade" and "Song of the Islands," to Marks. Action charged that Marks had failed to pay royalties in agreement with a renewal contract signed in 1943.

Tobiasen's Golden Anni

Parents of the songwriting Tobias brothers, Charlie, Harry and Henry, along with Nat and Milton, are celebrating their golden anniversary in the Hotel Ambassador's Gold Room, Los Angeles, tomorrow (Thursday). Eddie Cantor, a cousin by marriage (Ida Tobias is Mrs. C.) will be a guest of honor.

Incidentally, the first time the three songwriting brothers collaborated on one tune was on their current "Moon On My Pillow."

Inside Stuff—Music

Life still-photographer Gjon Mili, filming "Jamin' the Blues," a one-reeler, for Warners, has successfully transferred his distinctive air-film technique to the commercial short subject. Result, though not unique or pioneer, is still highly original in its imaginative quality and capture of mood, for an exciting 10 minutes of music-dim. Short shows a group of Negro players at a jam session. Mili has caught real impromptu atmosphere of the occasion, using no scenery, and only plain black or white cloth for background, getting his effects simply with interplay of lights and shadows and roving camera. Impressionistic effect of black on black, and black on white, is striking. Technique of roving camera, from group to individual, from player to instrument, isn't new, but Mili has captured some startling art shots in so doing. Afterbuds dancing under a trumpet, a singer's reflection in a piano top; the shot of a clarinet, with girl seated in background, are only a few of the arresting visual moments. The music itself—the girl singing "On the Sunny Side of the Street," the Melody Masters playing an improvised number called "Jam Session"—is excellent.

A mixup jammed the date of Charlie Spivak's managerial switch from General Amus, to the William Morris office, as reported in last week's "Variety." Date given was Oct. 20, but should have been March 20, 1945. Oct. 20 was the date Spivak started a theatre tour, booked by GAC.

MUSICIAN SUES AFM TO VACATE PENALTIES

Chichestnut, Oct. 24. Seeking an injunction to force his reinstatement as a member of the Cincinnati Musicians Assn., prohibit further interference with his employment as a musician, and prohibit collection of \$2,000 due on a \$2500 fine, William Morgan Knox filed suit Friday (20) in common pleas court against the union group. He also asked for \$3,000 damages.

A violinist for 27 years with the Cincy symphony orchestra, Knox was fined \$2,000 and suspended for six months last May by the local after a hearing in which he was charged with holding a meeting to discuss possible disbanding of the orchestra. Eugene Goossens, director, and several others also drew fines and suspensions.

Knox says he paid \$500 of the fine and lost his job with the American Federation of Musicians executive board and to the convention of the Federation in Chicago last June. He lists as losses \$1,100 for salary and \$250 to prosecute the appeal.

Johnny Burke and Jimmy Van Heusen are publishing an expanded version of their song, "Swing On a Star," with 10 animals added to the original lyrics and illustrations in four colors.

Select Music Distributors, Inc., chartered to conduct business in printing and publishing music in New York. Directors are Dr. Kurt R. Fonthelm, Paul Hirsch, N. Y., and Frank Sobotka, Forest Hills, L. I.

10 Best Sellers on Coin-Machines

(Records below are grabbing most nickels this week in jukeboxes throughout the country as reported by operators to "Variety." Names of more than one band or recording after the title indicate, in order of popularity, whose recordings are being played. Figures and names in parentheses indicate the number of weeks each song has been in the listings and respective publishers.)

1. I'll Walk Alone (1) (Morris).....	Harry Martin.....Decca
2. If You Is Or Is You Ain't (2) (Leeds).....	Dinah Shore.....Vocalion
3. How Many Hearts (4) (Advanced).....	Crosby-Andrews Sisters.....Decca
4. Always Hurt One You Love (4) (Sun).....	Joey Jordan.....Decca
5. Dance With Dolly (3) (Shapiro).....	Three Suns.....Decca
6. Swingin' on Siar (7) (Burke).....	Mills Bros.....Decca
7. Sweet 'n' Lovely (6) (Robbins).....	Three Suns.....Decca
8. Together (3) (Crawford).....	Everly-Knight.....Bluebird
9. I'll Be Seeing You (10) (Williamson).....	Bing Crosby.....Decca
10. Trolley Song (Felt).....	Freddie Slack.....Capitol
	Bing Crosby.....Decca
	Tonny Dorsey.....Victor
	Haymes-Forrest.....Decca
	Bing Crosby.....Decca
	Ped Piper.....Capitol

NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week beginning Monday and through Sunday, Oct. 16-21, from 5 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order, (in some cases there are six, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as represented by WEAF, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Reporting Service, regular checking source of the music publishing industry.

TITLE	PUBLISHER
A Kiss to Remember.....	Lincoln
Always—A Christmas Holiday.....	Berlin
Come With Me My Honey.....	Santley
Dance With Dolly.....	Shapiro
Day After Tomorrow—"Going My Way"	Burke
How Many Hearts Have You Broken?.....	Advanced
I Don't Want to Love You.....	Chesola
I Dream of You.....	Embassy
I'll Be Seeing You.....	Williamson
I'll Walk Alone—"Follow the Boys".....	Morris
I'm Making Believe—"I Sweet and Lowdown"	BVC
Is You Is Or Is You Ain't—"Follow the Boys".....	Leeds
I Could Happen to You—"And Angels Sing".....	Famous
It Had to Be You—"Slow Business".....	Remick
Let Me Love You Tonight.....	Robbins
On My Way Out—"2 Girls and Sailor".....	World
Sweet and Lovely—"2 Girls and Sailor".....	First
Ten Days With Baby.....	BVC
The Very Thought of You—"Very Thought of You".....	Wilmart
Trolley Song—"Meet Me in St. Louis".....	First
Two Again.....	Southern
What a Difference a Day Makes.....	Miller
Whispering—"Greenwich Village".....	Miller
Wish You Were Waiting For Me.....	Saunders

† Fimutual.

JOE GREENE SINGS "LOVE TO-NIGHT" WITH SUKI-FIRE NOVELTY

LOVE TO-NIGHT

Lyric by MITCHELL PARISH

Music by RENE TOUZET

WOODY HERMAN—Decca 18619 • CHUCHO MARTINEZ with RAY SINATRA ORCHESTRA—Hit 712

XAVIER CUGAT—Columbia 36718

AND TEARS FLOWED LIKE WINE

Lyric by JOE GREENE

Music by STAN KENTON and CHARLES LAWRENCE

STAN KENTON—Capitol 166



WE "CAN'T HELP SINGING" THE PRAISES OF JEROME KERN

*L*ooking around for a statistic, as one will do once in a while, we discovered that Jerome Kern is now celebrating his 40th anniversary as a composer of hit songs.

Well, may he know that he is not celebrating alone. Certainly, everyone who has enjoyed the beautiful Kern music over the years will celebrate with him, and certainly all of his friends in the music business, all of his friends in radio and motion pictures will celebrate also.

We extend our felicitations to Jerome Kern.

And we salute him on the occasion of having completed a typical, fine Jerome Kern score for Universal's Technicolor production, "Can't Help Singing," starring Deanna Durbin.

You will be hearing these Kern hits, which include "More And More," "Any Moment Now," "Californ-i-ay," "Elbow Room" and the title song, "Can't Help Singing."

T. B. HARMS MUSIC COMPANY



Lou Walters on the Spot in Detroit As Series of Events Snags New Cafe

Detroit, Oct. 24. Lou Walters' new Latin Quarter in Detroit ran into a series of events last week which put the night spot on the hot spot.

The series, all within a span of 24 hours, included:

An order from the War Manpower Commission that the Latin Quarter discharge 116 of its 146 employees on charges that they were employed in violation of hiring regulations.

A charge by the Office of Price Administration that the squeak mistry was charging prices for drinks in excess of Government ceilings.

The disappointment of an employee with the \$7,000 payroll he was supposed to deposit in a bank.

Charges brought by the WMC were that the Latin Quarter had hired employees from the war plants without statements of availability and that others were taken from hotels and restaurants without such statements or referrals. Another part of the complaint was that the mistry had violated a strict rule of employing more than 30 male workers without special permission of the WMC. Only 10 of the 146 employees of the spot are women.

The OPA in bringing its citation listed six kinds of whiskey, three of beer and cocktails sold in violation of ceilings.

The last of the trouble trouble came when the club appealed to the police to look for Roger Logan, who vanished with the payroll before arriving at the bank.

None of the series of events interfered with operation of the mistry, doing strong biz since its opening a month ago, and with all the Government charges still to be countered at the official hearings.

Local gossip is that Detroit's other cabaret owners, upset by the competition they are facing in the lavish spot, needed the Government agencies into bringing quick action against the new Detroit mistry.

Jennie Goldstein, Yiddish Legit Star, in Cafe Debut

Jennie Goldstein, veteran actress of Yiddish legit and films, makes her first New York pop appearance in five years, and her nightclub debut as well, when she opens at Romainian Village, on Broadway, tomorrow night 120. Miss Goldstein will do character and comedy songs, in English.

Rest of the show is being held over, plus a new musical director, Roy Stevens.

HUB CAFE OP GUILTY IN SLAYING; FACES 20 YRS.

Boston, Oct. 24.

Joseph Rubin, Hub mistry proprietor, was found guilty last week of manslaughter by a Suffolk county superior court jury. He faces a possible 20-year jail sentence. He is said to be comedian Benny Rubin's brother.

Rubin was charged with having shot and killed a bartender in a dispute on the sidewalk in front of his mistry. Rubin testified he did not recognize the man and thought he was being held up, claiming he intended only to flee into the ground to frighten him away.

The bartender's widow has meanwhile brought a bill for equity against Rubin and his Richmond Cafe, Inc., of Boston, and the court has issued a temporary restraining order preventing Rubin or his nightclub from disposing of the assets.

The verdict followed more than 12 hours of jury deliberation during which the jury asked if it could properly recommend leniency. It was advised that it could not. Bail was increased to \$10,000, and Rubin will be sentenced next week.

CONOVER GUESTER WITH BERLE CUES VAUDE ACT

When Harry Conover did a guest shot on Milton Berle's radio program, a Conover Cue-Gists act was unwittingly born. It happened through two of his models accompanying him to the radio station, which intrigued Marty Goodman of the Moore's agency to put together an act of this type.

Pat Powers, level O'Hara's and Mickey Ames are the three Conover beauts who broke in their act in Hartford a week.

Harry Howard Wins Verdict by AGVA On Beri's Billing Squawk

Beri Beri, juggler appearing with Harry Howard's vaude unit, "Hooby for the Girls," has lost a billing dispute to the producer, American Guild of Variety Artists, ordering Beri to withdraw his notice and fulfill contract.

Beri had claimed Howard had not lived up to contract on billing his act.

AGVA SIFTS PAYOFF ON WHITE'S SCANDALS

Payoff of unknown due principals and chorus of tabloid version of "George White's Scandals" is being held in abeyance for retaliation by American Guild of Variety Artists. Amounts due are for longer than permitted layoffs between dates.

Although acts and choruses were under contract to White, latter permitted some of the acts to play dates when unit was laying off and that he also paid chorus half-salary for lay-offs.

White will forward memoranda to this effect to AGVA this week, with talent union sitting claims for final adjustment of this case next.

Wahls's Chi Cafe Rate

Comedian Sammy Walsh linked into Rio Cabana, Chicago mistry, Nov. 8.

In four weeks, with options.

'Hoppy' Jones, Bass Of Inksports, Dies at 42—Of Heart Attack in N.Y.

Orville ("Hoppy") Jones, of the Inksports, died of a heart attack in N.Y. Oct. 17. He was 42.

Jones, who sang bass with the Spots, helped organize the fourtime, in 1934, when he came to N.Y. from the midwest where he'd been with the Four-Riff Bros. Riffs worked with the late Little Walter, who it was Walter, who nicknamed Jones "Hoppy," monicker coming from a contest Jones once entered in the band's stage and radio shows. He'd been a hooter, before turning vocal, working in vaude, elucies, carnyvaks and burlesque.

Jones' death leaves but one original member of the Inksports, Billy Kenny. Deak Watson recently could be replaced by Billy Bowen and Charlie Pinau in the Army.

Latter, was replaced by Bert McGee. Jones was regarded as the spot-plus of the act.

McGee, who has managed the act since it was formed, is auditioning for Jones' successor. Now in the Zanzibar, the Spots are working as a trio until the new man is chosen. Jones was on tour in New York when he became ill. He returned home and died shortly after. Spots' Zanzibar salary is said to be \$5,000 weekly, the major portion of an \$8,000 show budget which includes \$750 for Pat Fitzgerald and \$600 for Dorothy Donegan.

Published reports as to the extent of Jones' family were many and varied, some listing him as the father of 11 children and others as father of four. Actually, he and his wife had five children, one of whom died. Widow and the four children, ranging in age from three to 15, survive.

CHI CAFE'S NAME SWITCH

Chicago, Oct. 24.

The Colony Club, which has had a checkered career since reopening last year and has been under several different managements, changed its name over night last week and is now known as the Mocambo. With the change of name spot went into a nightclub policy.

Nitery Taxes Dipped in Nov.

Washington, Oct. 24.

Nationwide, the nitery tax returns filed in August, first dip since higher rates were indicated April 1. Uncle Sam's August take was a fat, total \$4,155,235, which nevertheless showed a slight dip from the figure of the previous month, the record-breaking \$4,222,078, according to Internal Revenue Bureau figures.

Business apparently was very abn in the Broadway sector, with the dip occurring out in the sticks to the surprise of Revenue Bureau people who said that the nine-centers generally report larger returns for August than July.

Returns for recent months are as follows—April, last month, of the 30, bte. \$4,304,332; May, \$4,090,825; June, \$3,085,023. The shift from a 30 to 20+ levy on nightclub began July 1.

Earl Carroll to Recruit Talent East, West For Mex City Yank Revue

Rehearsals will start around Christmas for American Revue Earl Carroll will direct and present at the Palace of Fine Arts, Mexico City, in February. Next month he will leave Hollywood, where he's operating a theatre-restaurant, for the Mexican capital, and rehearsals will start around the holidays.

Carroll will visit New York also to secure talent and production materials. It is expected that at least part of the cast will be engaged on the Coast.

Bert Fassio Collapses

Bert Fassio, veteran stock and vaude actor, was removed to Metropolitan hospital, N.Y., last week after having collapsed in a Broadway booking agency.

Illness was diagnosed as nervous exhaustion. Condition reported favorable.

JOHN HEYSLAND

Starring In

"AUTUMN REVUE"

EMPIRE ROOM PALMER HOUSE, CHICAGO

"John Heystrand, who is making his second Empire Room appearance, has brought back parrots that range from the gentle to the brutal and from the mirthful to the melancholy. His piano impression of the coronation of Franz Joseph of Austria in 1848 is great."

William Leonard,
Chicago Journal of Commerce

"Heystrand, closing the show, has 'em guffawing most of the time, with usual acrobatic and freeze for solid returns."

Marg, "Variety"

"Heystrand makes his presence in the revue one of interest in his friendly conversation he covers a multitude of characters we might meet in everyday life."

Charlie Dawn,
Chicago Herald-American

"New revue excels Empire Room's best. Carmen Cavallaro and John Heystrand form a star combination of the first magnitude. Heystrand is a top act in his own right. A fact that did not escape the capacity opening-night crowd."

Henry T. Murdoch, Chicago Sun

"Those who attended opening-night performances were set back in their chairs by the mirth-provoking John Heystrand. He does a smooth, easy job, doesn't try to force his humor, has top-notch material and is the first comedian of the first order. One of the most novel acts we have seen is Mr. Heystrand's 'Show-Off in a Night Club'."

Pence James, Chicago Daily News

"Outstanding bit of the show is John Heystrand, whose series send the audience into hysterics through a routine superbly done."

Not Green, Billboard

"John Heystrand a year ago established himself as one of the Empire Room's all-time favorites and his reception this time shows his continued reason in that lofty position. His wit is as sharp as ever, his sense of satire as fine as ever."

Will Davidson, Chicago Tribune

FEATURED OPPOSITE TALULAH BANKHEAD IN "PRIVATE LIVES"—Stamford, June, 1944
FEATURED IN MUSICAL COMEDY "ALLAH BE PRAISED"—New York, April, 1944
Management—MUSIC CORPORATION OF AMERICA—New York, Chicago, Hollywood.

CARL RAVAZZA



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DETROIT

MEMPHIS

ST. LOUIS

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