



**The Hour
Of Charm**

**All-Girl Orchestra
and Choir**

**Conducted by
Phil Spitálny**

Fulmers Sell Out in New Zealand For \$2,000,000, Expand in Aussie

Sydney, March 6.
The Fulmers are moving out of New Zealand after 50 years. Deal was closed last week where the Fulmer New Zealand theatre holdings will be taken over by Keridge Theatres, Ltd., powerful independent operators, headed by Robert Keridge. Sale was for \$2,000,000.

The Fulmers operated and were associated with 60 New Zealand film theatres. A. Ben Fuller, president of Ben Fuller, told "Variety" that the reason for selling was to concentrate solely on expansion in Australia. He said that it was not until 1939 that he build more modern cinemas in all key spots when wartime restrictions were lifted. He also stated that he was making preparations for his latest shows quite apart from his picture theatre activities. Plans are now being finalized for the opening of an independent Fulmer film exchange in Australia. Ben Fuller would return to Sydney, where he will join Sir Ben and Garnet Carroll on major expansion plans.

Gracie Fields' 7-Month World Tour to Entertain Aussie, American Troops

Gracie Fields' proposed Australian tour, postponed three times, has a new twist, and will now be set to leave west coast in May. Tour has now been extended to a seven-month world jaunt, largely in behalf of troops. Miss Fields will entertain Aussie and American troops in Australia and New Zealand, then probably visit India on her way to Europe, arriving back in U. S. by mid-December. Whole trip will be done by air.

Monty Banks, Miss Fields' husband, will accompany, as will Dorothy Stewart, New York rep. of J. & H. Rait, Aussie theatre agent. Mr. Stewart, who set up tour, is also acting as manager and emcee at many concerts. Miss Fields will be lined up for a limited number of civilian concerts in Australia and New Zealand.

Aussie tour will be sponsored by Australian Amenities (similar to USO-Camp Shows in U. S.), with British and Europe visit under auspices of ENSA (British USO).

THEATRICAL CHARITIES SHARE \$24,000 DIVVY

First division of charity money this season was made by Theatre Authority last week. Total amount divided among the various organizations benefited being around \$24,000. Major shares of \$18,75 went to the Actors Fund and the three national guilds—Hollywood, Jewish and Episcopal—and the same amount to Equity, Chorus Equity, Screen Actors Guild, American Federation of Radio Artists and League of New York Theatres. Latter and the other guilds give 25% of their shares to the Negro Actors Fund, balance going to the Actors Fund while SAG gives its 75% money over to Stage Relief Fund.

For the first time the Negro Guild was the beneficiary in total Broadway show, it being "Annie, Lucasta," Mansfield, Performance was given Sunday (4) by the colored-cast drama.

Tibbett Off 'Parade' In May, Back in June

Lawrence Tibbett leaves Lulu's Strike "Hit Parade" for four weeks in May to fulfill three concert dates on the Coast, returning to the program in June.

Tibbett, 37, and to rumors that he was being cancelled by the show. Fred Wakeman, Force, Cote & Belding as producers of the Lulu's stated last week sponsor had no thought of replacing the Metoplers star at the present time or in the immediate future.

Edith Smith, organist, will replace Tibbett during his monthly absence from "Hit Parade."

Lowie As Hildy Johnson In 'Front Page' Legit

Los Angeles, March 6.
Edmund Lowie returns to the stage as Hildy Johnson in James Cagney's revival of the newspaper "The Front Page," starting here about six weeks.

Currently, Cassidy "K" in Detroit with his legit production, "Doll's House."

WB Producer Jerry Wald Thinks Studios Should Nurture More Writers

Burbank, Feb. 26.
The major problem that faces the film industry is securing new writing talent. Unfortunately, the studios are looking to Hollywood and New York for their source of material and for the many years I have been around this business I have noticed that writers seem to hatch in every other place and town in America except New York and Hollywood. Of course, most of the typewriter material that comes up there but beyond Mitchell, Ben Hecht and Louis Bromfield all seem to have gotten their start in other cities.

To me, Hollywood has missed the boat by not having spent more time in developing the typewriter leads and connections. When you begin to realize how much money is put into digging up and grooming new actors and actresses and yet it has completely ignored the very foundation of all pictures—the writer and the screen play. The picture publishing business faces the same problem that the motion picture industry is facing. It is not that we are not locating young authors, somehow figuring out a plan to subsidize them, but that we are not encouraging the fruits of their early developments.

As you know only too well, radio has managed to develop quite a number of new pen-pals. Some of them have already migrated west, a lot of others prefer to stick to the grime, grinding out one or two radio shows a week and ignoring the temptations of Hollywood's gold for the luxury of being their own boss. Of these, the time element danger over their heads continuously. Yet the pressure of the Hollywood deadlines is just as great sometimes. You've seen it happen so many times—a bright new author has his jet set with his first book, is air-mailed out to Hollywood and that is the last you hear of him.

Someone says: kind of an arrangement should be made to allow these young writers to live in Hollywood six months writing picture and the other six months writing new novels so that the very thing you hired them for—originality and creative ability—is not dissipated. I think that's a good idea. swimming pool, membership in three or four golf clubs and knowing the heads of the industry. The "Romanoff" by their first names.

The way I feel, the writers themselves should be encouraged to step into the Hollywood quagmire and they allow themselves to be completely "swamped" without too much of a struggle.

But not so with writers like, say, Albert Wendt, who has a beautiful typewriter punch and he has been smart enough to refuse all offers of money to come to Hollywood to continue his career as a novelist. A year ago he worked on a script, "Destination Tokyo," and he did a great job. When he went to the west, went away to finish his novel, "The Cross and the Arrow," came back to Hollywood and did a script on the Al Schmid show, "The Ours," and recently quit writing to go to the Coast to work on his novel. Naturally, Wendt is a very happy to take him back for another assignment as soon as he wants to come.

So you see it can work out if the writers want it. Most writers, however, don't like the idea of spending long, dreary months in the constant companionship of the studio writers. They prefer to live the second novel. The luxury of playing their daily gym and worrying about the various little details of their lives. Very little time to worry about their second novel.

Terry Wald

152nd WEEK!

KEN MURRAY'S "BLACKOUTS OF 1946"

El Capitan Theatre, Hollywood, Cal.
"Yes, I've seen what I've seen! Ken Murray—let's hope!"

ROBERT YOUNG.

Hal Halperin Dies in Miami

Hal Halperin, longtime with "Variety" as head of its Chicago branch, died of a heart ailment at the St. Vincent's hospital Sunday (4). He had recently gone to the Florida resort for a rest. Death was the result of a heart ailment. He was 51 years old.

To newspapermen in the Midwest, to show people in Chicago and on both coasts Halperin represented the closest approach to the human dynamo. Of diminutive stature, he had an amazing facility for becoming a factor in activities, civic or show biz, that would have been taxing on one better equipped physically than he. To an associate some years ago he confided that his physician had told him "to go easy," but Halperin passed this off laughingly, in fact laughing and formed the "Coronary Club."

At the time of his death he was a director of a show his group operated in the Red Cross War Fund drive in Chicago, in addition to being mid-west representative of the USO-Camp Shows. He figured prominently in many other civic and charitable activities in Chicago. Highly regarded by Chicago municipal officials, Halperin was frequently referred to as Chicago's "assistant mayor."

Halperin joined "Variety" in 1917, as an advertising solicitor in its Chicago office, then headed by Jack Pulsak (Doc). The following year, Sime Silverman (Sime), editor and publisher of "Variety," recalled Pulsak to New York and put Jack Lait in charge of the Windy City.

Hal remained as Lait's aide, and when Lait shifted east to become editor of the New York Mirror, Halperin took charge of the branch office, a post he held until several years ago, when increasing illness forced him to relinquish his duties. He continued, however, in an emeritus capacity, Bill Hunt succeeded Halperin as active head of the Chicago office.

Max Halperin, a brother, who is also active in Chicago, was with him when he passed away. He accompanied the body back to Chicago for interment at the Mount Carmel Undertaking Home 395 So. Stonewall Avenue, Chicago, tomorrow (Thursday).

Survivors also include widow, two daughters and three sisters, one of whom is the former vaudeville headliner, Nan Halperin.

TALLU'S LULU 2006

ADVANCE FOR 'NOTION'

Advance sale for "Poosh Notion," movie by Theatrical Guild, will be to the Martin Beck, N. Y. next Tuesday (13), with Tallulah Bankhead starring. Advance sale of \$200,000. Boxoffice sale averaged \$4,000 daily last week when the sale began. Theatrical Guild is now selling the picture parties arranged, such block sales averaging \$60,000.

ELIZING HOG FOR FILM

Hollywood, March 6.
Screen rights to the life story of Julian Elzinga have been bought about \$100,000 by a producer. Tale of the famous impressionist was recently completed by Tom Reed.

SCULLY'S SCRAPBOOK

By Frank Scully

Boom Town, Cal., March 4.

That land rush to 29 Palms! Everybody is claiming to have discovered the place. Matt Weinstock of the L. A. News, goes so far as to credit Edith Cavell of the "Hollywood Reporter" with the discovery. He reports three weeks ago that several picture people had tried for five-acre cabin sites three miles east of "town," and that since then the roads have been crowded with homesteaders and chain-jumpers. One day a bunch from Fox makes the trek. The next day it's Universal. Then Fox takes over. It sounds, Matt says, like a gold rush without the gold.

For years there have been sections of land available for homesteaders around there. Nobody bothered to claim them, however, until recently. Now a couple of hundred do so every day, mostly picture people. Matt says the pioneer has to pay the government \$10 for the five acres and spend \$100 on "improvements." He says that the land is sold and the materials are released for building.

The land happens to be a piece of the Mojave Desert left over after government surveyors got through mapping everybody's title. It didn't seem to belong to anybody. I've told people about it for years.

Readers of this column (Joe Laurie, Jr., and Mame Scully) will remember that I wrote about 29 Palms far away and long ago. I remember that there have been spilling over the air and pointing with pride to the fact that Frank Scully, Esther Williams' brother, M. G. Watkins, who used to troupe with Robert Montell, and Barbara Faye, widow of the first King Feature Drama Circuit, had homes there. In the end the high command became so impressed it sent 2,000 sailors there and set up a naval airport 150 miles from any port under any recruiting slogan. Join the Navy and See the Desert!

There are 6,000,000 acres of unclaimed land between Casa Nova Scully and the Parker Dam, and most of the picture people who are directed to head right over it. After all, we didn't pass up Palm Springs for nothing. We passed it up, because when we wanted to get away from Hollywood we wanted to get away from the new look what's happened to the Villa Variety of the Mojave Desert.

The Dice Committee

That vice just can't get nowhere is again being demonstrated in California. The latest victim of the puritan pressure is Borrah Minevitch who got clinked in Sacramento for letting dice roll uninterrupted in a niterie he bought into recently.

Some fugitives from Bob Hope's program were standing at the end of the bar, minding their own business and throwing dice for the drinks. Minevitch was entertaining everybody by not playing his harmonica. Sacramento never was happier.

"Arrest that guy," they said.
"He was playing," they were asked.
"Dice."
"An old Spanish custom," they were told, "People have been doing it for many years."
"But here they're enjoying themselves," they insisted. "Arrest that guy." They did.

The town hasn't laughed so much since Mark Twain gambled in jumping frogs at nearby Virginia City.

"Dorian Gray"

Albert Parsons Lewin, the "little guy with a big brain," was sounding off around here one day when Skipper, our first fire from heaven, asked with innocent wonder, "Mr. Lewin, when are you going to grow up?" Lewin, who has been a director of the picture "Dorian Gray," gave Skipper's question another "take." Given enough rope, Lewin might have become the poet laureate of N. Y. He still directs pictures, but he has one eye on his untold riches. The results are beautiful and inclined to stand still. However, this is Oscar Wilde's flawless yard of lavender who whines he could always remain young and beautiful while the painting of him shrivels with vice instead of vice versa, and gets his wish. Hurt Halstead has the title part and George Sanders plays Lord Henry Wotton as if he were Oscar Wilde.

There probably has never been a picture out of Hollywood more beautifully made. It has perfect attention to detail, flawless casting and direction. It is a picture that does with its story what it does with its picture, it seems a good picture of limited interest in a day of blood and guts.

It is reported that the paintings used in the picture are almost priceless. The work of the painter, John Albert, who painted the portrait of Dorian Gray, disintegration, didn't even sell this canvas to Metro, but rented it.

Years ago "Variety" printed a story about an actor who was spraying the wall with his Dorian dial, and the picture was a picture of him shriveling. "Take your hand off your hip and act like a man!" The Dorian replied he wasn't hired for character parts.

"Okay," snapped the director, "cast him in westerns, where he can ride with his hand on his hip and no questions asked."

Pix-Radio Boys

Continued from page 1

saying the seriousness with which all look upon view in the near future. Firstly, it's now a realistic studio program.

Both the radio and the picture for NBC and Don Searle, Hollywood head of the Blue Network, for instance, are up against it for studio space, aircast or telecast. CBS is in the same position, so far as Columbia Square is concerned. All need extra studios, so whether to change going into the Valley, where the film studios have been, or to stay where they are, around Sunset and Vine is the big headache.

'LUCASTA' DIVIDING 20C NET MONTHLY

Among the season's shows, Lucasta is the only one that is a 20c net. N. Y. Colored cast drama is slicing a \$200,000 monthly and has been a success story for the past three months.

Last month, with several holidays, Lucasta's net was \$20,000. It does not include the theatre's earnings. It looks like one of the record money-makers.

Soph's \$25 Earnings

Sophie Tucker's autobiography, "Some of These Days," soon due from Doubleday, has been selling very well. Copies of an autographed of luxe edition at \$25.

Parties sponsored by the division among the Actors' Fund, Jewish, Catholic and Episcopal Theatrical Guilds, the Motion Picture Relief Fund (Hartford, Conn.) and the Sophie Tucker Playground Camp Fund.

States Quo for Pic Work

Sacramento, March 6.
While going to the States, Los Angeles area continued its monthly drop, work and wages in the film industry during the last week remained stable.

Average weekly earnings increased 1.5% from \$74.44 to \$75.00 last week to \$74.44 average of \$71.14.

THE SCREEN

Rank Due in U. S. in May, Probably Will Make Strong Pitch for U. S. Mart

J. Arthur Rank, according to sources close to his organization, plans to make strong pitch for recognition for British films in the U. S. market in his scheduled meetings with U. S. industry leaders in May. Rank, who will be accompanied by his legal adviser, Woodham Smith, and theatre operating head John Davis as well as Barrington Gai, will hold out for important representation in the U. S. market. He is reported planning negotiations looking to opening of a substantial slice of playing time in U. S. theatres for British films.

Understood, also, that Rank plans to meet with U. S. Government officials to make representations along these lines and also seek raw film stock allocations necessary for the release of his product in the U. S. Rank's British film executives think reciprocal film trade arrangements are necessary towards amicable American raw film stock, that by making U. S. screen as available to British product as British theatres are to American product, national film exchange can be fostered, and a better understanding fostered. Rank, from accounts, may consummate a deal for the purchase or lease of a large showcase theatre in New York, possibly where stage shows can also be presented.

Unpublished Novel May Garner 150G In Paramount Deal

Long stretch of inactivity so far, this season in the purchase of books for film rights was broken over the past weekend with deal by Paramount for the screen rights to "Blaze of Noon," unpublished novel, by Robert Merit author, Ernest Gann, as much as \$150,000 under various escalator clauses. It is the most important book buy since "Forever Amber," which was purchased last season by 20th-Fox.

Understood that Paramount is taking an option on "Noon," paying \$150,000 on the basis of four completed chapters and an outline. If exercising option Paramount will pay \$35,000 more when book is completed.

Should novel become a selection of one of the major book clubs, author would receive \$50,000 more, while an additional \$50,000 is provided for if the book hits the best-seller category. Deal on this basis was under consideration by several major studios, with Paramount reported winning out.

"Cannery Row," by John Steinbeck, another pretty currently under consideration by some studios, although none is reported ready to pay \$200,000 advance price for the screen rights as yet. Some believe that the high price would be paid only if the Steinbeck novel should hit the best-seller lists.

SAG's Coin Claims:

Hollywood, March 6. Screen Actors Guild collected a total of \$451,141 in claims for film extras during the eight years when atmosphere players were Class B members, according to a survey publication ending Feb. 1, when SPU became the extra's bargaining representative.

Collections ranged from \$14,735 in 1927 to \$90,795 in 1945.

Sheehan Recruiting

Hollywood, March 6. Recruiting from operations, Winfield Sheehan leaves the hospital and will return to 20th-Fox in time for final trials of "Captain Eddie," his independent production.

Filing of the picture during Sheehan's illness was carried on by Darryl F. Zanuck and Lloyd Bacon. It is now in the cutting room.

Sailors Beat Up Producer

San Diego, March 6. Max Alexander, film producer, is in serious condition in a hospital here after an attack by two sailors whom he had offered to drive to Hollywood. He was thrown from his car and found in a pool of blood beside the highway.

Alexander released his productions through PRG.

Selznick's Own British Distrib?

London, March 6. While rumors persist that David O. Selznick plans to start his own distribution organization in England after completing two more pictures for United Artists release, more likely that the producer will have a group of his own distribution executives for a start-up to supplement the regular U. S. sales force.

David Griffiths, Selznick's London representative, is in charge of anticipated expansion in operations. Also reported here that Republic and Monogram plan to open exchanges.

WMC 'KEY MAN' LIMIT HALTS STUDIOS' PLEAS

Hollywood, March 6. Requests by film studios for determinations of employees under 30, on the plea that they are "key men," have stopped suddenly. Cessation is the result of a recent ruling by the War Relocation Commission that nobody is a "key man" in any industry unless he had at least 15 years' experience.

This ruling applies alike to technicians on front office men in executive jobs.

Deferral Regulation

Washington, March 6. Requests for draft deferments for key men in the amusement industry must be filed no later than March 10, Maurice Green, head of the Recreation Section of the WPB Office of Civilian Requirements, has announced.

Under the new Federal plan, deferments for men under 30 in essential activities must be made by appropriate Government agencies and Green's unit is handling it for show business. Deferments for men 30 to 35 must be requested on Form 42-A-Special, Green explained. Requests for deferments of personnel 36-45 must be filed on Form 42-A with the local draft boards.

Understood here that the newswell and particularly the film laboratories will apply for a deferment, but that they will not be able to apply for deferments until they will seek to keep any one under 30.

Since most other branches of show business are not rated "essential," they will not be able to apply for deferments.

Hartman, Goldwyn Sever

Hollywood, March 6. Don Hartman winds up his producer-writer pact with Samuel Goldwyn May 15. Contract was abrogated by mutual consent several weeks ago, but Hartman is remaining on the job, long enough to complete his screenplay for the next Danny Kaye picture.

Mearwhile Hartman is mulling a proposition to produce independently for Columbia release.

BRETTON WOODS U. S. TRADE WAR

By MORI KRUSHEN
Outbreak of international economic warfare, which U. S. Government officials and economists fear would follow failure to work out a formula along the lines of the Bretton Woods monetary plan, would quickly engulf the vulnerable American motion picture business, in the opinion of film topmen.

Molding both a promise and a threat for the U. S. film industry's \$176,000,000 annual export trade, final decision on the Bretton Woods monetary proposals for economic cooperation in both foreign and domestic film operations. That's the belief of industry executives watching for the outcome of the Bretton Woods controversy for a clue to film industry prospects at home and abroad.

Devaluation of foreign currencies alone could quickly reduce American film exports to \$50,000,000 to \$75,000,000 a year. (Film industry is considered more vulnerable than any other because the film is now recognized by foreign powers not merely as a commodity but as a commission system which other nations are preparing to harness for their own respective propaganda and world trade needs.)

A double threat would confront the U. S. foreign film trade on the economic front—the threat of exchange depreciation. There's already a cloud of reduction in the value of the English pound sterling from \$4 to \$3. This would mean an automatic decline in the value of the film exports to Britain of some \$20,000,000 to \$25,000,000 annually even if rates of exchange were held constant.

France, too, is believed getting set for eventual devaluation of the franc. While officially valued at 2c, the franc has been bringing about 1c on the black or uncontrolled (Continued on page 32).

WB Sets New Film Low, Only 25 Pix

Reported that Warner Bros. will establish a new all-time low for major picture companies by delivering only 25 features in 1945 (1944-45, taking it up to Sept. 1).

This is likely to be revealed on Friday (9) when Ben Kalishman, sales manager for WB, holds a homeoffice sales conference to outline distribution plans and sales policy for the season. In addition to company's field district managers, who expect to attend will include Bert Blumstein, Roy Haines, Jules Lupinus, Norman H. Moray, I. F. Dold, Ed Hinchy and Stanley Hatch.

VAN DRUTEN TO ADAPT 'TURTLE' PLAY FOR WB

John Van Druten has agreed to do the screenplay of his "Voice of the Turtle" when Warner Bros. films it in a couple of years.

The playwright, alerted to Hollywood scrivining, guessed WB's N. Y. story exec, Jake Wilk, at his (Van Druten's) California name was "Leo Spitz" was consanguineous. Wilk just got back from a two-month Coast stay after being recruited by Warner on other story properties.

Leo Spitz's Checkup

Hollywood, March 6. Leo Spitz (International Pictures) is in the Codars of Lebanon Hospital here last weekend (4).

He is in for a general checkup.

No Matter the Readjustments in Pix Operation, No Question the Curfew Cuts B.O. in Keys; Figure 5-10% Dip

5 P. M. Changeovers

Chicago, March 6. To make up for loss of revenue caused by midnight curfew, Warner Bros. theatres have advanced times of price changes in its three top houses here on Saturday from 6 to 5 p.m.

Move is cueing a trend in same direction on part of other circuits.

Schaefer Sets 'Tomorrow' Deals

With George J. Schaefer on point of finishing partnership deal with Lester Cowan, United Artists has reportedly resumed distribution of "Tomorrow, the World," which had been temporarily held up. Schaefer has ironed out and approved many of some 400 contracts previously rejected by the Cowan office which had held out for higher terms and better dates.

Also under consideration is plan to tie "Tomorrow, the World" with Cowan's forthcoming G.I. deal with both pictures to be sold on a single contract if the proposal is adopted by Cowan.

"Though deals on 'Tomorrow' do not bear the Schaefer signature since he had not formally joined the Cowan organization at last report, understood that the distribution was handled by the Cowan office, on which objections had been raised by the Cowan office.

Schaefer's deal with Cowan, first reported in "Variety" several weeks later, when consummation would call for a salary and profit-participation. Schaefer had planned to leave N. Y. next week for the Coast to handle with Cowan and gender "G. I. Joe." He may postpone trip, however.

His deal with Cowan, it was stated last week by sources close to Schaefer, is still under discussion and no agreement has been signed.

Eddie Mannix Heads H'WOOD PRODUCERS

Hollywood, March 6.

E. J. Mannix of Metro was elected president of Producers Association, yesterday (5) to succeed V. Frank Furber. Paramount studio head, who held the post for four years. B. Kahane, of Columbia, was named first vice-president, and Cliff Work, of Universal, second vice-pres. Fred W. Beeton was named executive v.p., James Howie was given post of secretary, job formerly held by Beeton. Latter has been ill for more than a year and has spent only a few days at his desk.

Beeton was also re-elected president of Central Casting Corp., with Howie as president. He was at same time retaining his post as gen. mgr. Howie was named sec.-gen. of Central.

All members of board were re-elected with exception of Col. Jayson Joy, who was replaced by Joseph M. Schenck, former proxy of Association. Other directors named are: Frankman, Samuel Goldwyn, Kane, Kahane, Charles Koerner, Mannix, Work, H. M. Warner and Allen Wall. Howie was re-elected president without comment, although Warners have served notice that they will resign from Production Code Administration, as well as Motion Picture Producers and Distributors of America, upon six months' notice effective May 1.

Midnight curfew is taking a substantial slice out of motion picture theatre receipts in many cities throughout the U. S., according to M. J. Home office execs. Its consequences is estimated as high as 10% although this percentage will likely be offset by revamped methods of operation. Major areas point out that from 66 to 75% of the total national gross is earned by major cities in the country; that these key theatres are located in large cities where the curfew is mainly felt.

Reduction in weekly take, during first week of curfew, of such theatres as the RKO, Radio City, Paramount, Capitol, in N. Y., is estimated ranging from \$10,000 upwards up to earlier closure hours, with boxoffices being closed by around 10 p.m. and in some cases earlier. The curfew is adding to the many instances that, which the curfew, which exacts calculate would have been a reduction in the national gross, since war conditions continue the dominant factor, it may serve as a brake, however, any further climb in receipts and is being felt.

Cut in attendance is being computed in terms of large cities rather (Continued on page 54)

REISMAN'S PARIS TRIP PRELUDES U. S. ENTREE

Heads of foreign departments of American film companies may soon be enabled to enter France for business purposes, according to sources here, since the Franco-American film industry relations.

Phil Beaman, RKO v.p. in charge of foreign distribution, reportedly arrived in Paris over the weekend. He is the first of film company foreign department head to be given permission to visit France.

Expected to be adding visas to go into France in recent months was seen a sore point with U. S. major companies, particularly since the war of the entries okayed for British film crops.

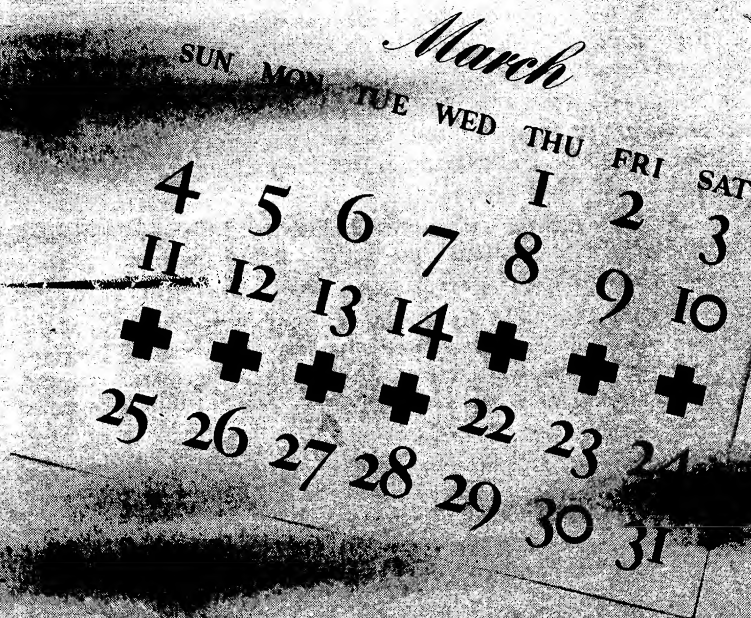
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THE RED CROSS IS
DEPENDING ON YOU

MOTION PICTURE INDUSTRY • 1945 • RED CROSS WAR FUND WEEK • MARCH 11 - 17

Our industry, too, has campaign ribbons it can proudly wear on its chest . . . Bond Drives . . . War Funds . . . March of Dimes . . . United Nations . . . Red Cross . . . yes, dozens of important missions on the home front—and more to come before this show is over. But we can look any G.I. Joe in the eye and say “we didn’t let you down!” . . . and we’ll be in there pitching ’til it’s over, over there!

That’s show business . . . the business we’re all proud of . . . the business that organized itself for national defense before the first shot was fired . . . the business that knows how to do things and how to get things done.

Yes, it’s our job to pass the ammunition! To get the dollars that help fight battles . . . to get the dollars that help bandage the wounds of war!

We all know that the true measure of showmanship is at the box office. We love records like we love the sound of laughter and applause in our theatres. We love record grosses! . . . and that goes for bond sales, collections . . . or anything else we’re asked to do for our country.

We are now called upon to bring, into the RED CROSS WAR FUND BOX OFFICE, more money in a single week than ever before. It’s going to test our showmanship . . . our ability to think of new ways to make the public dig deep and come across when we put up the house lights and pass the helmet.

The Red Cross needs your help . . . just as the boys in the foxholes and the whole suffering world need the Red Cross!

“The Red Cross is great because it reflects and is sustained by an idea that is lodged in the emotions and consciousness of all the people. That idea is the dignity of man, and the responsibility of all society toward its individual members.”

Basil O'Connor

CHAIRMAN, THE AMERICAN NATIONAL RED CROSS

“It is gratifying to learn that the Theatre Division, War Activities of the Motion Picture Industry, again plans to organize collections in the nation’s motion picture theatres from March 15th through March 21st, 1945, for the benefit of the Red Cross War Fund.

“I am confident that the enthusiastic co-operation of the nation’s exhibitors will materially help their local communities in attaining or exceeding their chapter goals.”

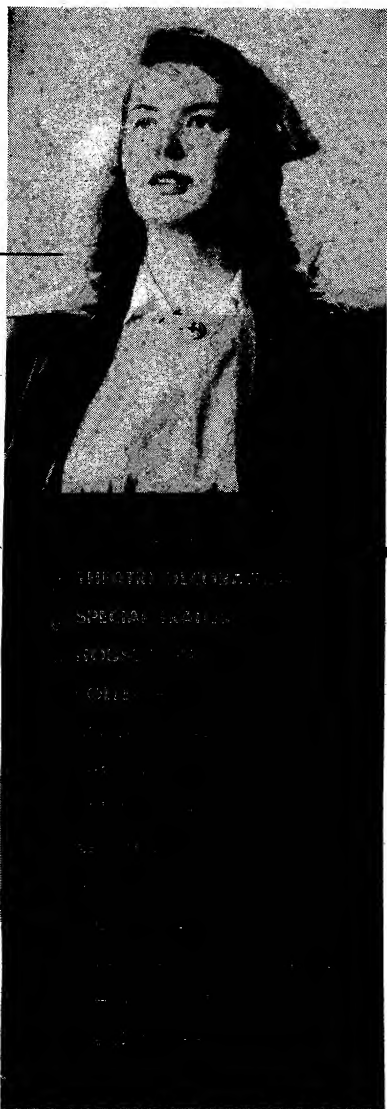
Qu. Quater.

NATIONAL CHAIRMAN, 1945 RED CROSS WAR FUND

YOUR TRAILER

Is a terrific heart punch.
It stars
INGRID BERGMAN
and was directed by
Jacques Tourneur.
You get it free.
Run it at every
performance.

A COLLECTION AT EVERY SHOW



"This is the eve of battle. For months your national and local committees have labored with the vast detail of organization and preparation for this drive. March 15th is D-Day and H-Hour for us. We have a great task to perform. As in every battle, success will depend on the initiative and fighting qualities of every man and woman in our industry. The RED CROSS is depending on YOU . . . I know you will not fail the RED CROSS."

M.P. Dalton

NATIONAL CHAIRMAN, MOTION PICTURE INDUSTRY 1945 RED CROSS WAR FUND WEEK

This advertisement contributed by Columbia Pictures
Metro-Goldwyn-Mayer • Monogram Pictures • Paramount
Pictures • Republic Pictures • RKO Radio Pictures • 20th
Century-Fox • United Artists • Universal Pictures • Warner Bros.

5 Majors Set Up Own Checking Bureau, V-E SPOTLIGHTS Jack Levin at Helm; 3 Cos. Remain out of GROWING BACKLOG

Formation of an industry checking bureau in an effort to plug losses through insufficient returns on percentage deals, previously reported by "Variety" last June, was formally announced last Friday (2) in New York.

New agency, called Confidential Reports, has been organized by five majors—Paramount, RKO, United Artists, Columbia, Universal—at a reported investment of \$500,000 for installations and supervision.

Metro, Warners and 20th-Fox have refrained from joining new organization, two former having their own checkers and latter remaining with Ross Federal.

John J. O'Connor, Universal v.p., will also function as president of Confidential Reports. Jack Levin, who resigned from the Copyright Protection Bureau, has been appointed v.p. and general manager of the new agency.

Levin stated that some 5,000 men might be needed for the new checking service and that, wages will be paid at \$5, \$8 and \$7 minimum a day. He also announced that leases had been signed for practically all 30 branch offices in key districts.

Levin pointed out that personnel for the organization was being lined up outside the industry. Harold L. Groves has been appointed field director; William J. Wilkins, personnel director; Harold Sax, comptroller.

'BERNADETTE'S' ANNUAL REISSUE; N.Y. RIV DATE

Regarded as a natural for Easter box office, the reissue of "Bernadette" is being made available across the country the end of this month by Metro-Fox. A representative number of bookings have been set up for exhibition of the picture at general admissions.

The Rivoli, N. Y., is the only house so far which has bought the picture as an experiment during the height of the Lenten period. "This house has dated 'Bernadette' for a run and March 10-17 in the belief that it is the only picture on file that may importantly offset the usual Easter picture."

"Bernadette" played approximately 2,500 dates at advanced prices up to last December, drawing over \$300,000. It set a new high in grosses for all time for RKO's 41 Greatest N. Y. Theater.

RKO Production Skid Tops Studio Record

Hollywood, March 6. Production program for March is the heaviest in the history of RKO, with six starters and five holdovers crowding the stages on the Hollywood Culver Center.

Newcomers for March are "The Sign of the Cross," Radio Stars on Parade, "Bar of Gold," "Ding Dong Williams," "Chicago Loud," and "Confessions of a Teenage Idol." Others are "First Man into Tokyo," "The Most Dangerous Game," "George White's Scandals," "The Invisible Army" and "Man Alive."

Irwin Esmond, 70, Resigns As N.Y. State Film Censor

Albany, March 6. Irwin Esmond, 70, who has headed the motion picture division of the State Education Dept. since Oct. 10, 1932, has resigned his position. He has held the post, has retired, effective March 1. He arrived at the statutory retirement age of 70 in February.

Dr. Irwin A. Conroe, 46-year-old Assistant Commissioner for Higher and Professional Education, will assume an interim period as acting head of the mpd. He will handle this in addition to his other duties.

'Duel' Dampers Hollywood, March 6. David O. Selznick took his "Duel in the Sun" troupe to a New York City "first" Tuesday night where the sun always shines—nearby always. Shooting was delayed several days by a snow storm.

MARK SANDRICH DIES AT 44 IN HOLLYWOOD

Mark Sandrich, 44, topflight producer and director of musical films and comedies, died at his home in Hollywood last Sunday (4), of heart disease. He had gone into the library to read after dinner, and was found dead a short time later by his wife. Sandrich had been executive producer of Paramount for the past six years. Prior to that he had been a director at RKO, making a name for himself as director of Fred Astaire-Ginger Rogers musicals. Before that he had gained attention as director of comedy shorts for Educational.

Sandrich was an ex-president of the Screen Directors Guild and vice-president of the Hollywood Writers' Guild. He helped assemble and direct the Hollywood Writers' Guild Caravan several years ago. At the time of his death he was preparing the program for the 17th annual Academy Awards presentation. Paramount employees observed five minutes of silence Tuesday (Tuesday).

Sandrich had been preparing to make a picture called "Blue Skies," with Bing Crosby as star, slated to be one of Par's outstanding pictures. He most recently completed "Here Come the Waves," another Crosby picture. He also had been preparing to produce and direct "So Proudly We Hail," also for Paramount in New York.

His wife, Claudette Colbert, Miss Goddard and Veronica Lake starred. Others he produced and directed for Par after joining the company in 1938 include "Holiday Inn," "Crosby-Astaire film," "Love Thy Neighbor," "Buck Benny Rides Again" and "Man About Town." Sandrich signed a new contract in March, 1944, whereby he was to produce and direct one feature annually for Par for five years with the right to produce three pictures for other companies during the period of his contract.

Born in N. Y., he studied at Columbia University, going to Hollywood in 1927. After working for RKO, Fox and Educational, he made a name for himself as a movie-maker. He did three Astaire-Rogers musicals in a row for RKO after this.

One of his last dramatic efforts was directing Katharine Hepburn in "A Woman Rebels."

Survived by widow and two sons.

Brackett Appointed Hollywood, March 6.

At meeting of the Academy of Arts and Sciences, yesterday (5), Charles Brackett was named producer of the 1945 annual awards show March 13. Brackett takes over job vacated by William A. Wellman, who will continue with program as originally planned by Brackett, including montage from films nominated for Os-

The motion picture industry's \$250,000,000 inventory problem, tied in with a growing print shortage, approaching end of the European war, and need for flexible position to liquidate high-cost negatives if necessary, is again in the spotlight of executive concern.

Unusually high inventory, an advantage in view of the market slowdown in production due to shortage of manpower and materials, is also regarded unfavorably by some film toppers should any weakening in the market develop. In event of a dip in b. v. values, inventories would have to be marked down in line with potential losses.

Some major executives are not calculating in terms of backlog pictures, but in terms of dollar value of inventory. One executive in the industry stated he would raise the issue of the high inventory levels at board of directors meeting with view to adjustments.

Meanwhile, however, replacement v. replacement inventory exchange since production costs continue high—estimated by studio heads at about 45% higher in 1944-45 than in 1942, and 60% higher than in 1939. V. Frank Freeman recently estimated that due to increased cost of labor and materials (other studio heads have also referred to slower output due to less experienced personnel) it takes 53 days to make an "A" production, which formerly took 42 days. "Per cost of making an 'A' product has been estimated at from \$15,000 to \$20,000."

Slower rate of distribution as a result of raw film limitations, expected to make itself felt in terms of revenue, is also expected to speed up liquidation of inventories in the event that such a move is made.

For the time being many executives continue favoring high inventories as a hedge against line production facilities, also taking view that a lower replacement value of negatives is not a near-term prospect that decline in labor and material costs is not likely in the months ahead.

Metro, Warners, Paramount and 20th-Fox inventories are now computed at around \$18,000,000.

LOU POLLOCK HEADS BLOW'S PICTURE DEPT.

Lou Pollock, former United Artists ad-publicity director, has been named head of the expanded film department of the Hollywood agency. He will be headquartered in Hollywood, moving out there shortly, following the departure last Saturday (3) of Milton Karmel, agency topper who surveyed the situation.

Jack Pegler took the Blow film which carries a spell, but the agency will extend the department, concentrating on the many independent producers in the industry.

'Berlin's' Boffi Bally

Warners is using a talk-provoking, in-your-face point-of-view picture for "Hotel Berlin," currently at the Strand, N. Y. It's framed around the idea of "Apartments," with this word highlighted to catch on public eye, with the words "apartments" in 1,000 rooms and 2,000 secret passageways in "Hotel Berlin," for occupancy at Strand in N. Y. March 2.

This was tied in with the picture's tag line, with the words "apartments" in 1,000 rooms and 2,000 secret passageways in "Hotel Berlin," for occupancy at Strand in N. Y. March 2.

cars which will be shown that night at Chinese theater. Sandrich also named Franz Waxman and Alfred Newman as veepees to assist Brackett in carrying out program.

D. J. Demands Divorcement: Action Against Big 5 Set for Oct. 8; Court Reserves Decision On Clearance

Nix Arbitration

Big Five, following further confabs last week, decided against proposing offer to arbitrate specific run which had been discussed as a measure to compromise with the Department of Justice on other consent decree issues.

Reported that although Metro and RKO reps were in favor of the plan, two other majors opposed it. They would obviously be affected in too many important sectors.

RALPH KOHN, VET OF PAR FINANCING, DIES IN N. Y.

Suffering from heart ailment for about 10 years, Ralph A. Kohn, veteran Paramount executive, who at the time of his resignation from the company after his first serious heart attack, was treasurer and a member of the directorate, died last Sunday (4) in N. Y.

The corpulent, red-faced Kohn, was a truly colorful figure in the picture industry but one of the shrewdest financiers. He is said to have made the deal when Paramount Public was in trouble, to obtain \$15,000,000 in loans from banks by putting up film inventory as collateral. When Par went into bankruptcy this was made the subject of a suit on the ground that it violated the indenture of bonds of P-P. He was among directors named in the action, which was finally set out of court through payment of varying sums by each.

After leaving Par 10 years ago, Kohn was associated with Ben Schulberg, also a former Par executive, for a time in independent production. In recent years, he sold insurance as a member of Keith, Cogswell & Co.

Kohn suffered his first heart attack at home one night when he was running off some 16 mm. pictures he had made. He was forced to call a California for a long rest after that, quitting Par to do so. He originally joined Famous Players in 1918 as assistant counsel and assistant secretary, later becoming assistant secretary and assistant treasurer of Paramount-Famous-Lasky. In 1927, he became treasurer of Par and in 1934, a director.

Survived by a sister; a son, Ensign Ralph Kohn, Jr., of the Navy, and a daughter.

Hedy - Chertok Set

Indie Production Unit

Hollywood, March 6. Hedy Lamarr and Jack Chertok are setting up a deal to enter independent production with Metro, with Metro expires in about 30 days and although she may re-sign with Metro, the other major industry contract will be that she do one outside picture annually on her indie deal.

Chertok, however, not ironed out as yet, nor is releasing deal set up. Chertok formerly was producer at Metro with Warners.

Mis Lamarr was spoken of as joining the RKO roster.

Walsh to Pilot 'Don Juan'

Hollywood, March 6. Warners assigned Ralph Walsh to direct "The Adventures of Don Juan," next Rex Ryoyn starrer, starting late this month. Jerry Wald, producer, is assembling eight femmes, representing as many nationalities, to play opposite Flynn.

Robert L. Wright, assistant U. S. Attorney General, told Judge Henry W. Goddard in N. Y. federal court Monday (5) that trial of the Government's action for a new consent decree involving divorcement of theatre chains from producer-distributors would be necessary. Trial of the issues involved, set for Oct. 8, may take a long time, according to Wright.

In order to expedite matters, first of several pre-trial conferences between Government reps and counsel for the Big Five was set for March 26. Attorneys are scheduled to meet to decide upon the issues to be presented to the Court for adjudication.

Judge Goddard reserved decision on the Government's application for a temporary injunction, preceding trial, on clearance practices. Judge Goddard said he was in doubt as to the Government's belief in the immediate necessity for such an injunction, and cited the fact that the proceedings will be submitted by March 20.

Wright asked for interim relief on clearance. Wright said that the Government's Arbitration Appeal Board did not go far enough in the decree to permit elimination of "unreasonable" clearance. He said that many of the discriminations were "unreasonable" and that the proceedings will be submitted by March 20.

Former Judge Joseph M. Prosser, who is acting as counsel for the Government, asked for a quick trial and got it and now was seeking the most drastic relief. He said that the Government would show the Court where in the name of fairness and decency the picture industry had been cleared. He stated that the Anti-Trust Division of the Department of Justice had been told that it was true, and conditions have not changed since.

Chertok said that in 75% of the cases before the Appeal Board the picture industry had been cleared. He pointed out that if necessary, the injunction were granted there would be legal suit by thousands of independent exhibitors.

Whitney Norton Seymour, for United Artists, also opposed the Government's move for injunctive relief.

Judge Goddard granted applications of the Society of Independent Motion Picture Producers, represented by Morris E. Ernst, to a conference of Independent Exhibitors, represented by Jesse Stern, to file briefs in the case.

At the conclusion of the hearings, which lasted about three hours, Judge Goddard said that his preliminary decision is that a decision of the picture industry on clearance must be made, but in each case, must be decided upon individual merits. "I'm not going to be legalistic and say 'Judge Goddard, why if I do I run against you, Mr. Wright.'"

Col, Banks to Back Filming of 'Snafu'

Hollywood, March 6. Film producer Jerry Wald, who is producing "Snafu," by Jack Moss and George Abbott, will be financed 40% by Columbia and 60% by United Artists. The arrangement for Columbia release.

At play will contribute his interest in the project. Lou Solomon and Herold Buchman, authors, will be credited on a percentage basis equal to that of the other three. Billy Rose, who is producing the stage piece, will play the same role on the screen. Film stars about "Snafu."



"THE PICTURE OF DORIAN GRAY" with George Sanders, Hurd Hatfield, Donna Reed, Angela Lansbury, Peter Lawford, Lowell Gilmore, Richard Fraser • Screen Play by Albert Lewin Based Upon the Novel by Oscar Wilde • Directed by Albert Lewin • Produced by Pandro S. Berman • An M-G-M Picture

LEO HAS PRODUCED
A MASTERPIECE!



IN THE NATIONAL MAGAZINES AND SYNDICATED COLUMNS!

"People are talking about the movie 'THE PICTURE OF DORIAN GRAY'—so amazing!"
—VOGUE MAGAZINE

"Orchids for 'THE PICTURE OF DORIAN GRAY!'"
—WALTER WINCHELL

"M-G-M has given us a picture with a daring theme. Never did I dream it could be done so beautifully."
—ELSA MAXWELL
in her syndicated column

"See it and let it speak for itself!" —SIDNEY SKOLSKY

FROM HOLLYWOOD'S CORRESPONDENTS!

"Unusual! Exciting! 'THE PICTURE OF DORIAN GRAY' will be the most talked about movie of 1945!"
—ERSKINE JOHNSON, Hollywood correspondent,
Newspaper Enterprise Association

"No one should miss it! Breathless... from start to finish!"
—JOHN TODD, International News Service

"One of the most daring and revealing films ever produced! Truly remarkable!"
—FRED STANLEY, Hollywood correspondent, N. Y. Times

"One of the best to come out of Hollywood in years!"
—PHILIP K. SCHEUER, Los Angeles Times and Family Circle Magazine

"A daring story to film and M-G-M has filmed it daringly! Marks a milestone!"
—HAROLD SWISHER, United Press

FROM THE TRADE!

"Rugged box-office stuff. Swell entertainment. A thriller!"
—FILM DAILY

"Magnificently produced. Excellently acted. Will hold tense, fascinated interest. Outstanding performances."
—SHOWMEN'S TRADE REVIEW

"Unusual, intriguing and novel. Interpreted with superlative artistry. Hurd Hatfield superb."
—MOTION PICTURE DAILY

"Oscar Wilde's daring story exceptionally good film. Hatfield gives brilliant performance. Sends shivers up and down the spine."
—BOXOFFICE

"Its magnificence can hardly be approached by any picture that has ever been made."
—HOLLYWOOD REPORTER

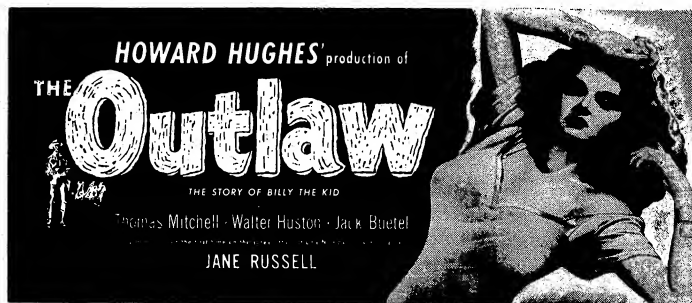


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SETS
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YEAR
RECORD!



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Collect At Every Show!

The Picture...



**THAT HAS BEEN MOST
NATIONALLY PUBLICIZED
OF ANY MOTION PICTURE...
WILL BE RELEASED
THRU UNITED ARTISTS!**

COLLECT AT EVERY SHOW!
RED CROSS WEEK...MARCH 12-17

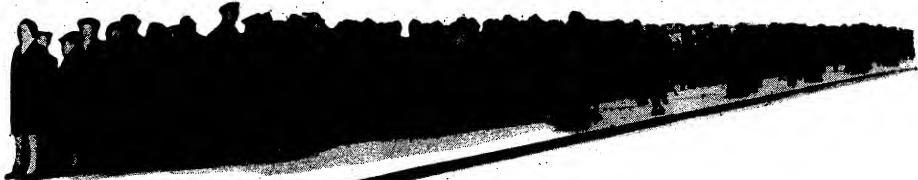
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"A TREE GROWS
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RED CROSS WEEK - MARCH 18-21

WALT DISNEY

JOHN PANCHI

Three cheers for those "three happy chappies!" ... now hitting sensational box-office success all over the nation — NEW YORK - BOSTON - WASHINGTON - ROCHESTER - CINCINNATI - DENVER - NEW ORLEANS - HARRISBURG - BALTIMORE - RICHMOND - NORFOLK - BUFFALO - OMAHA - MILWAUKEE - BIRMINGHAM - SALT LAKE CITY - HARTFORD - NEWARK - OKLAHOMA CITY — with dozens more important first runs readying for the big box-office doings week by week!

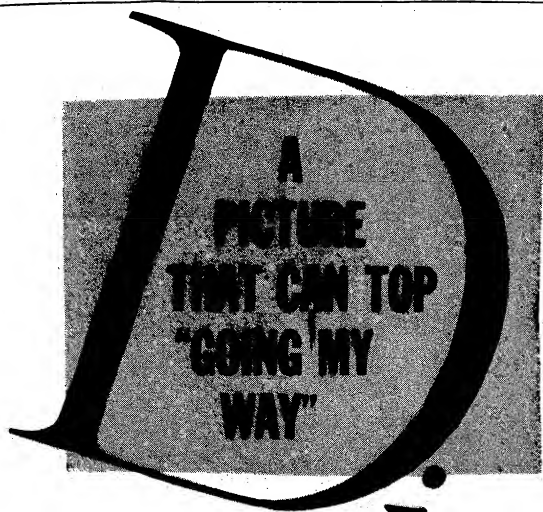
The Three Caballeros

IN TECHNICOLOR

Y'S
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CARIOCA • DONALD DUCK and in the FLESH ... AURORA MIRANDA • DORA LUZ • CARMEN MOLINA

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is covered!

WHAT'S YOUR CLUES?

Paramount's

"FOR WHOM THE BELL TOLLS"

"GREAT... GIANT... LUSTY... SMASH," SAYS VARIETY

19% Over "Going My Way"

26% Over "Story of Dr. Wassell"

70% Over "Lady in the Dark"

"FOR WHOM
THE BELL TOLLS"
in TECHNICOLOR

directed by

GARY COOPER

INGRID BERGMAN

From the celebrated novel by

Ernest Hemingway

with ALAN LANKER - JAMES AGAR - CAROL
JOHN CARRA - and EXTRA! PARAMOUNT

Executive Producer R. G. BUSHBY

Produced and Directed by

SAM WOOD

Screen Play by Stanley Kubrick

First Time At Regular Prices

AT SEATTLE'S NEW THEATRE AND MORE

Chases 'Em Home to Drink Even More?

A group of influential mothers, more or less a part of the academic side of show business, is having a tea with Mrs. Roosevelt this week, and will present a new slide to the curfew. To quote one of the slide:

"My little girl (she's 17) came home after 8 a. m. on a recent Sunday morning, because she had turned on the Capheart and dance. Normally they go to the Stork or the Blue Angel, which they favor, whether to dance or sit around at 10 or 11. Now, the party is over, and the beverages at this other girl's home were doubtless superior to anything you can buy in even the best of night clubs, still there it was, free and accessible, and you can't convince me that the girl didn't drink more than if they had to buy it."

"In other words, if this curfew sends children of that age into one another's homes because they have no place to dance in the city, what is the point of it? It must do to adults who are drinking alone, really seriously."

Leave Us Face It, Kids, There's No Doubt the Speakeasies Are Back

Judging from the number of cards left with bartenders and waiters, speakeasies are already a part of the New York scene. They're believed to be operating in restaurants behind drawn blinds of taprooms and in brownstone fronts, with hard drinks being peddled at \$1 a throw.

Cafe men aren't surprised at the new illegal joints in the springing up. With nighties closed and most of the regular post-hourtime haunts having to shutter at midnight, day-ups, they say, are virtually forced into the speakeasies.

Survey of the restaurant situation after cafes and theatres let out at midnight, reveals that the ropes are up at virtually every cafe and restaurant. In the Broadway area, because Toots Shor's, Lindy's, Roth's and the Brass Rail, now shuttered at midnight, the Stern and Reuben's, which soon is filled to capacity. In a few minutes, the around-the-corner Loochamps also has the ropes up and standees even appear in the hamburger houses. At that time, they can get a cafeteria—if they can get in. Consequently, it's believed, they're open for anyone who knows of a place.

The New York police seized its first big Sunday night raid. Fifteen were seized in a brownstone house on the East Side. Patrons as well as the operators were jailed, and the customers let out after being fined \$5. Whether the drinkers will be arrested in the future, and if at the discretion of the raiding officer.

In the week, the N. Y. Daily News described visits to several speaks.

A tribute to the Broadway crowd that none of those seized in the Sunday night raid were part of the regular Sunday crowd, is not known whether the regulars will go for joints. But it's still too early to tell.

TUJANA RUNNING WILD FOR CURFEW REPELES

Tijuana, Mexico, March 6.

Business is whooping in the night spots of this little border town as the city of midnight closing in the U.S.A. Under recent relaxation by the Mexican government, bars and dance halls are going to be open, and their front doors kept away and run around the clock. Town is only 17 miles from San Diego and even more distant from numerous American power plants. To help the trade, tourists from across the border are permitted to buy three gallons of ration-free gas per day.

Midnight drinking is for cowboys only. Military personnel from the U.S.A. must get back across the border by 11 p. m.

Influx of tourists to Mexico City, heightened by fight of bantam flyweights from Miami Beach to the Mex capital, has alarmed Mexican government officials to the extent they are discussing further tourist travel as an impediment to its own war effort, listing strain on housing, transportation, and danger of inflation.

Night spots are getting the biggest part of the Yagis. Chiefly in the Hotel Reforma, is best patronized by the gambling elements. It's the old times to C. Blumh, operator of the spot and expatriated New York reeler, show-backer and another-traveler. Heavily patronized are the El Patio, Sans Souci and the Casanova.

Like the Good Old Days

As a result of the curfew, with taxis now more plentiful, two hackies were battling over who got the first cab at around 1 a. m. the other morning.

This hasn't happened so long—since the cabs breeding by you at will—that even the cop who witnessed the episode was so open-minded to interfere.

Ham 'n' Eggs 'n' Vaude

Three vaude houses along Broadway, including "breakfast" shows Saturday (3) and Sunday (2) at the showings. Earliest opener was the RKO, which put on its first stage display at 9:04 after showing a short newscast.

Posthumous, after an early opening with the film "Bring on the Girls," started its first fresh session at 10:37, while the Strand held at its latest at 10:43.

All houses operating under the early schedule, had comparatively small crowds, but start with the showings.

The Loew houses, State and Capitol, only spots on the street to maintain the four-show schedule.

Curfew Hurts

Continued from page 1

advance sales at the boxoffices similarly have shaded off. It was thought that the drop in grosses last week may have been the reaction after Washington's birthday but it was clear by Saturday (3) that the curfew was the cause.

Nightly scenes on Broadway are incredible. While legit shows exit between 11 and 11:30, the outpouring from picture houses, cafes and night clubs at midnight jams the sidewalks. Some of the traffic is being diverted from Times Square. Resultant transportation may be as imaginative. Subways and buses are overloaded, but by one a. m. Broadway is a virtually deserted street.

It's now axiomatic that when they do out they go. Out-of-towners no longer are content to commute to the city and back, but are special back to Westchester, Connecticut or Jersey. They wanna go out there, to a club or a hotel and catch a 2 a. m. train or stay overnight.

In the ticket agencies there is virtual no business after 6:30, telephones not even ringing. People know that the brownout has made the city a district with no light at any other spot and they are aware that there is little time after permanence to go to restaurants and clubs. So the night is stay home or in the hotels.

Devious Device

Behind the scenes of the conservation and behind that is absenteeism and behind that is overcares morale of the fighting force. Seems that those who planned the measure, weakly labeled a "request" order, did not consider the effect it would have on leave in the army. Asked what they thought of the curfew a couple of G. I.s laconically replied: "Stinks."

There are any number of men from combat who come to New York to see their families. If it didn't, they want to know how come that they cannot have amusement and their loved ones. If the town folds up at midnight, indications are that more of the troops will be away. If that proves to be correct, theaters will be sure to be affected and it will be a pity.

Mayor LaGuardia had the right idea when he sought to make New York an exception, but was vetoed by Washington. To pipe down the number of visitors to New York is due to sharp decline in industry and commerce. If the town folds up at midnight, indications are that more of the troops will be away. If that proves to be correct, theaters will be sure to be affected and it will be a pity.

The curfew started with New York's first show, which was turning out the lights after the ban played the national anthem, but by Thursday, the curfew was in effect. The ban was noticeable. Floor show in cafes going on early. It was in fact, the curfew was a way of life, but reports at the end of the week, that many nighties may be forced to close.

Bistros Knocking Selves Out Trying To Clip B.O. Blues Biz Of Nationally

"There's no kidding, it doesn't take six minutes to figure out that if you chop off three or four hours, no joint can add up to the same gross," says one top nightery pro.

No All-Nite Drugs

All-night Broadway drugstore had been averaging \$200 in sales between midnight and dawn. Saturday (3) and Sunday (2) business after 12 o'clock dried and takings didn't pay for the lights.

Saturday (3) at 8 a. m. the cash register showed sales of only \$4 and the place will probably close at 12, henceforth.

prior to New York. "And don't get me wrong, I still can't say that I'd like to go steady with Jimmy Byrnes, but that's the patriotic thing to do, so be it."

"So all right, many a spot won't be in the red brackets. Some will settle for the 50% tax brackets. Maybe when Uncle Sam realizes how much he's taking out of the business, they'll give a thought to what it's also costing in public morale."

So, the curfew has cut the return of the speakeasy. Ask some of our bartenders; they'll steer you to the next place to get a cut. That's the cafe situation in a nutshell.

The big problem now is for the ingenuity of the bistros to assert itself. First, how to hype the early bistro, but business. One way is to start plugging a bottle of wine with dinner. Certainly with food and drink they're-it's a good average—that doesn't make as much profit as the late-hour liquor selling.

"The get-in-early idea is the next campaign. That's easier said than done. Some joints are all gang up for that 10 p. m. "supper show" and the turnover isn't as good. One joint that the Broadway crowd made a sharp turnover crowd after 11 p. m. Well, that's no more.

But the joint is just a joint. Overcapacity at both shows, but that doesn't mean as much profit, because the business on food and drink is that late-hour drinking creates a higher profit margin.

Chi Against the Ropes

Niteries, especially late spots like Lido, Hammer and Chit, are the most terrific battle against any other amusement here first week of curfew. The curfew has cut the return of the speakeasy. Ask some of our bartenders; they'll steer you to the next place to get a cut.

Chicago, March 6. Niteries, especially late spots like Lido, Hammer and Chit, are the most terrific battle against any other amusement here first week of curfew. The curfew has cut the return of the speakeasy. Ask some of our bartenders; they'll steer you to the next place to get a cut.

Most night houses also felt the axe, albeit it's generally conceded that it will rise and shine again in a few days. The curfew has cut the return of the speakeasy. Ask some of our bartenders; they'll steer you to the next place to get a cut.

Beck's new 16-Byrnes cover, meanwhile, is being played with late nightery operators' most vehement because they claim their time is as legitimate as any other. If the curfew is W.C. were fair it would clamp down on latter top. Underneath all that, the curfew is a way of life, but reports at the end of the week, that many nighties may be forced to close.

Compliance, according to police and W.M.C., is almost perfect with the curfew. The curfew has cut the return of the speakeasy. Ask some of our bartenders; they'll steer you to the next place to get a cut.

Philly Hit Up to 50% Philadelphia, March 6. Initial week of the Byrnes curfew in the entertainment industry has left Philly's nightery and amusement belt at midnight looking like Philly is dead or about to die. The curfew has cut the return of the speakeasy. Ask some of our bartenders; they'll steer you to the next place to get a cut.

Business in the large cabarets—those which feature large shows—was reported off as much as 50%. The smaller spots, which bank more on the cash and the show, reported said their business wasn't hurt as much as it was when the 30% Federal tax was levied on their business. In fact, some of the latter spots reported that with cutting down of expenses (light, heat, etc.) and also on an act or two, they made their business equal or even a little more profitable than before the midnight curfew.

Film business, except for the all-nighters and midnight shows, showed a slight increase, especially on weekends. Saturday night business in the theaters is down.

A Chaser

Parts of a sports scene (2) to see the fights at Madison Square Garden. Ordinarily when visiting to see a fight, many fans stay over or a night or two. Instead they entrained for Philly immediately after the fight.

Actor who came to town from Connecticut got a peak at the fight. He was in the crowd at 1:30 a. m. Sunday (3) and said there were just as many people on Main Street, Newark, and as many places open.

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IT'LL BE MORE FUN
"GETTING THERE"



There's a *Ford* in your future!

Here's a promise to be fulfilled only when Victory is accomplished. Then a smart, new peacetime Ford will be waiting to make those trips more fun.

... For your coming Ford will be big and roomy—youthful in action and in styling, too. Rich appearing—inside and out—its smart lines will surely rate a "second look"

wherever you go on street and highway. ... Naturally, this new car will live up to the famous Ford tradition for economy and reliability. Into it will go all the skill and experience that Ford has gained in more than 40 years.

... When? We're going to start production plans as soon as we receive the

necessary "go ahead." Meanwhile, the full Ford resources will continue to be engaged in helping speed final Victory.

FORD MOTOR COMPANY



"STARS OF THE FUTURE." Listen to the new Ford musical program on all Blue Network stations. Every Friday night—8:00 P.M.T., 7:00 P.M.T., 9:00 P.M.T., 9:30 P.M.T.

ADMAN

IN WONDER LAND



This Is My America

by Maurice Maeterlinck

...When they return home, the heroes will recall that wings are needed not for our bodies, but for our souls. They will understand the meaning of this war which they have won amid acclamations and gratitude. Every one of them has learned that his country is an inn on the border of the eternal roads of the ideal. The heroes' eyes have been opened...

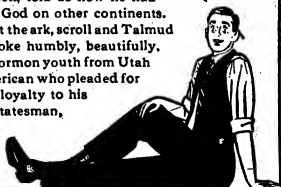


I'm That Country Parson's Wife

by Mrs. A. Ritchie Low

...What happens here in our little church, in Johnson, Vermont? A Catholic priest spoke in our Protestant church, told us how he had preached the word of God on other continents. A Jewish rabbi brought the ark, scroll and Talmud Torah of his faith, spoke humbly, beautifully, and convincingly. A Mormon youth from Utah spoke; a Japanese-American who pleaded for a chance to prove his loyalty to his birthland; a Chinese statesman, a Hawaiian...

THIS IS GETTING CURIOSER AND CURIOSER



Mady Soyka

HITLER'S FAVORITE WOMAN SPY

by Princess Amelia Kasapow

"I've found her," Goebbels reported, "the Mata Hari of World War II. She is cold, but clever and devilishly greedy for money. And she can make men love her."

"Her greed," replied Hitler, "will be convenient for our purposes." So Hitler summoned Mady. "I am interested only in what you can do for the Fatherland," he told her.

"And I am interested only in money." They understood each other.

WHO'S THE EDITOR? THE WALRUS?



NEVER EXPECTED THIS

MY VALENTINE

by Gladys Martin

Some Valentines are fragile things
With frilly lace where Cupid sings
And doves fly out on satin wings.

My Valentine is a silver star.
A banner flung in lands afar
To save and keep the dreams that are.

My Valentine is a lonely lad
Stained with dust and khaki clad.
Tall and brave as Galahad.



Do you really know True Confessions? The sample here represents the character of True Confessions. The motto on the cover calls it "Your Magazine for a Better Life." It is,

There's bigness in every issue—and that shouldn't be news to you.

"I...Never Walk Again?"

by Nana Gollner

Prima Ballerina, Ballet Theatre

... "For infantile can and will be conquered—especially now when we're all fighting it together. This is a day of miracles! Who should know it better than I? At four I had Infantile paralysis..."

WONDER WHY I EVER THOUGHT...



TRUE CONFESSIONS

Bought at newsstands by 3,000,000 women a month for the living service it gives.

The Beginning....

and what a beginning! From one city to another... from one town to the next... "I'll Be Seeing You" is establishing itself as a top-grosser and record-breaker in every type of situation!

REPORT
FROM FOUR
MAJOR
CIRCUITS!

LOEWS:

STATE THEATRE - CLEVELAND

WARNERS:

FOX THEATRE - PHILA.

RKO:

ALBEE THEATRE, CHIC.

NATIONAL THEATRES
FOX THEATRE, SAN FRAN.

Differ

SELZNICK INTERNATIONAL presents

GINGER ROGERS
JOSEPH COTTEN
SHIRLEY TEMPLE



"I'LL BE
SEEING YOU"

Directed by WILLIAM WELTER • Produced by ROSE SCHARY
Screen play by Marion Posament • From a story by Harlow Martin

RELEASED THRU UNITED ARTISTS

2 crowded weeks and then a moveover!

3 great weeks of record business!

most phenomenal business in recent months!

all time gross and attendance records shattered!

Springfield, Mass. . . . Poli Palace
Seattle, Washington . . . Liberty Theatre
Worcester, Mass. . . . Poli Palace
Miami, Florida . . . Capitol, Miami and Lincoln Theatres
Detroit, Michigan . . . Michigan Theatre
St. Paul, Minn. . . . Paramount Theatre
Akron, Ohio . . . Loew's

BUT THE SAME STORY—

RECORD BREAKING BUSINESS

AT THESE ENGAGEMENTS

And all this is only . . . **The Beginning!**

Joan Davis' No. 3 Spot Cues Trade O.O. at Web Maneuvers on Drug Deal

Spiraling of the Joan Davis show into third-position on the new Hooperatings (28.5), making her at the moment the biggest heretofore radio star with the exception of Bob Hope and Fibber McGee & Molly, has caused renewed interest about the trade in the United Drug-Miss Davis \$400,000 four-year pact. The whole thing appears to be in a state of flux over influence of NBC's CBS to push up cream time to her new show, but the trade is principally conscious of one thing—that the "holiest" femme star in radio today in terms of audience pull doesn't know exactly where she stands.

As pointed out in last week's "Variety," United has renewed its option for the comedienne for another period, but it appears equally likely a four-year contract at top coin, may blow unless a suitable offer is found for the show. That's why the trade is watching to see what maneuvering is in store at NBC and the inside track of CBS as the star to capture the account and the star who's riding the crest.

Which wonder, as to how Sealcast, current sponsor of Miss Davis, feels about parting company with her at the end of the current term of that No. 3 program payoff.

Meanwhile, an odd angle arose during the past week following the announcement that Andy Cline, on behalf of United Drug, has renewed its option.

Seems that William Morris Agency radio topker Bill Murray has been offering the supposed \$25,000 per week package around to other sponsors, agencies, despite fact that United Drug still has exclusive option on show. Couple of sponsors to whom program has been presented have asked nighttime network spots, with good rating shows, but the market for the program is flat. Reported, too, that despite that \$25,000 weekly package, the show is losing \$10,000 per week, and one agency topker declared, "Offer them \$10,000, and get away the way quickly before they knock you over in the rush to accept."

Ballantine Stooze Now Lead Comic

Instance of a show developing a stooze into the lead comic is the new Cameron Andrews' "I'm Over the Star Spot" on the Ballantine Monday night show on CBS this week (6). Andrews' lead the Mr. Savage routine during the long-time Johnny Moir regime on the show. When Morgan stepped out several weeks ago after a dispute with J. Walter Thompson, Andrews' "I'm Over the Star Spot" was assigned for a two-week fill-in. It's recalled that Andrews had expressed a preference for returning Andrews and the show's other stoozes if it came to a showdown on keeping Morgan.

Carlin Gets Oboler's 26 For Mutual 4, Apr 5 Bow With 1st 4 From N.Y.

Arch Oboler's 26-week series for Mutual gets rolling April 5 in the Thursday night 10-10:30 niche. "Orchid dealer" for series, titled "Arch Oboler's Play," was between Oboler and the Blue network. But Phil Carlin, Mutual's chief, outmaneuvered by long-time friendship between Carlin and the writer-producer-director. Oboler takes over all three other series. Initial four shows will emanate from N.Y., subsequent two from Chicago, and remainder from New York.

Deal doesn't interfere with Oboler's Metro chores, latter still representing his big source of income. He's down for the Mutual series at a reported \$500 a week. While series bows in a new era, it's up for potential sponsorship.

How Hooper Rates 'Em

(Top 15 for March 1)

Bob Hope.....	35.1
Fibber McGee & Molly.....	32.9
Joan Davis & Jack Haley.....	28.5
Theatre.....	28.5
Charlie McCarthy.....	25.6
Screen Guild Players.....	24.6
Bing Crosby.....	23.2
Walter Winchell.....	23.1
Mr. & Mrs. Henry.....	22.5
Abbott & Costello.....	21.6
Take It or Leave It.....	19.7
Kay Kyser (first 1st hr.).....	18.5
Your Hit Parade.....	18.4
Eddie Cantor.....	18.2

Include V.I. Out On Mutual-Coke Deal for Downey

Unexpected development defied Coca-Cola & D'Arcy agency decided to shift Morton Downey's daytime series from the Blue to Mutual came when the N.Y. bottle for coke baked at buying time on WOR with result that Downey is not being aired in New York City. Gimknick on the series is that the Albers soft drink outlet says if the line for talent on the show with bottles in various territories kicking in, it's better to have Downey. Strange quirk in the WOR-less Downey series is that the same bottle outlet refused to sign up for that station is paying the freight for general outlets in upstate New York, where he holds the coke franchise. Downey's availability is now, it's two-plesed over a state of affairs, and while efforts are being made to induce the bottle to get on the bandwagon the situation is such that nothing even resembling pressure can be brought to bear. As much as participation in Coca-Cola radio campaign by the bottle is purely a voluntary basis. There are indications, though, that the Downey show eventually will wind up on WOR.

Multed Separate Show

For one thing, plans in the works for a separate show to be aired on the N.Y. outlet, apparently have been dropped. Bottle here was shopping around for an hour on WHN a while ago and later dickered with WNEW. Program was to have been built especially for the N.Y. bottle but continued the long-time show after the Andre Kostelanetz Sunday afternoon CBS series bowed out.

This week the bottle reported on how, had no immediate plans for a show of his own, but he would like to have the Downey deal for WOR may be nearing a clinch. Downey, of course, is the beneficiary of the audience when he was on the Blue. Incidentally, his current platter plays well. Mutual has been giving him plenty of leeway for p.a.'s around the country. He'll be in Philadelphia (12) to receive the "Senate Award" voted by 5,000 high school students. Previous recipients are Herbert and Edgar Hoover, Prof. Einstein, Babe Ruth, Gov. Thomas E. Dewey, Paul Robeson, etc. Tenor also set for an appearance before Detroit's Ad-Craft club (23), and is guesting on several Blue "Coke Band" programs. For Coca-Cola this month from eastern service camps.

R.H. Beer Likes 'Blackie,' Chan Taking It on Lam

"Blackie" Beer, detective thriller series produced by the Fredric Ziv office, returns to the air April 11. Since the show's inception, the show has 8:30 to 9 p.m. slot under sponsorship of R. H. Beer. Advertiser "is a big name in the 'bankroll' on WJZ. N.Y., April 5.

"Blackie" was on the air for Lever Beer's own show, "The Blue Screen Star" Chester Morris in the lead time. Last for new series not yet set, but Jean Harlow will probably direct.

Amos-Andy, Bob Burns Taking Summer Hiatus

Among definite summer vacations scheduled for June are Amos and Andy, Bob Burns.

Rutland and Ryan, agency which handles both shows, no certain yet about replacement shows, etc.

McCormick, NBC, COP Radio Lead Voice Turn Bull

John McCormick, NBC salesmen in Chicago for a number of years, will be named head of radio for the Republican National Committee next week. Announcement will be made by Herbert Brownell, chairman of the Republican National Committee.

McCormick, who already has notified NBC he is resigning to accept the GOP post, will succeed William J. Duane, agency, as party radio topker. It's understood Duane, Jones will continue to handle the ad business, and other media, for the Republicans, with Turnbull recently announced. Appointment of McCormick is in line with Brownell's recently announced personnel expansion plan in preparation for the Congressional elections this year, and eventually looking forward to the 1948 Presidential election.

Video to Go To Town on V-E Day

NBC, CBS and DuMont television outlet plan to go into action on V-E day along with the networks, possibly for the full nine hours out of the day. NBC is planning to deal with the Allied victory in Europe. Video will bring to owners of sets a chance to handle a number of special shows that will be aired orally.

DuMont has agreed to lend its facilities to the Blue television day for the purpose of having the web's video unit produce shows in conjunction with the special reporting and programming on the eventful day.

As soon as Allied victory is officially announced, no matter what time, to 12 midnight, the video networks and Blue-DuMont will take over while radio, map commentators, programs, etc. all dealing with the big event.

Day will mark the largest television operation in history, according to present plans. All three major outlets in N.Y. will be on a high time, competing for the attention of several thousand sets on one of the most important days in the history.

Pointed out by those in the trade that this event could provide an excellent opportunity for a survey among television set owners, to see which N.Y. outlet has the greatest video audience. Whether or not this is done, however, is doubtful, at the present time.

REPRIEVE FOR 'MASCOT'

Danny O'Neill's Moppei Friend May Remains After All

With the Danny O'Neill show, currently being heard in the 11:15-11:30 p.m. slot, moving into the late afternoon slot last night, when Joan Brooks returns to the late evening slot, it now looks as though Moppei Lorna Lynn will remain as O'Neill's mascot.

Recent weeks over the use of the child on such a late nighttime program has been a source of controversy. However, the new time appears to have solved the problem.

Elwood Hoffman, who's been scripting the show, bowed out last night, but has been replaced by Madeleine Clark.

Cops Quiet Jersey Cleric's Flock, He Gets the Air—But Not for Long

Camden, N. J., March 6

For the second successive week W C A M, Camden's municipally owned station, was forced to bar

Rev. Charles V. Gilmore, around its sex evangelist, from the air—but this time the police reserves had to be called out.

Rev. Gilmore, banned Sunday Feb. 26 because he refused to provide a complete list of his flock, around a broadcast, brought 100 followers to the station last Sunday (4). For the first six minutes of his hour-long service his script and then introduced Rev. George W. Ridout—no ad program for the air and substituted recorded religious.

The followers of the cleric then started to sing songs, shout, etc. Markward later refused to let them quiet down and was met with shouts of "atheist," "God-hater" and the like.

So great was the hub-bub that the announcer was unable to make his station broadcast resume for a hour, so that Markward had to send another speaker to the WCAM transmitter building, in order to take the station off the air at 5 p.m.

Menue to handle the cops were summoned and the studios cleared with difficulty.

Police also announced yesterday that was turning the case over to the Camden City Solicitor's office with a view to having the Rev. Gilmore from the air permanently.

P&G Control Of 'Mother Hours' on CBS Daytime Sked

With General Foods dropping "Joyce Jordan," Procter & Gamble has grabbed another 15-minute daytime segment on CBS, with that P & G will have captured almost total control of the "Mother Hours" between 1 and 3 p.m. With the exception of the 2-2:30 p.m. slot, the 2-2:45 to 3 p.m. effective April 2, will hold almost uninterrupted sway over the two-hour continuous board CBS afternoon sked.

Scramming of "Jordan" will cue the following lineup: General Foods' "The 2 p.m. slot in which 'Jordan' is heard, moving its 'Two On a Clue' program up from the 2:15-3:00 period, with P & G taking over the latter slot. Just what goes into the spot hasn't definitely been determined, although there's strong indication, according to Procter & Gamble executives, of P & G moving "Rosemary" over from NBC. Later in the day, heard in the 11:15-11:30 a.m. slot.

'Women' Forced to Call In For Cops Closing Hypoex, Reynolds, Morley Inade

"Listen, the Women." Blue web Tuesday night sustainer, which bows out March 27 after a 32-week run, is applying the hypo needle to the last four weeks with a couple of agencies reported on the sidelines.

entertainment might rescue the stanzas from its doldrums.

Program plots are said to welcome the idea, taking the stand that network policy hereafter has kept the show on a high creative level to make for healthy Hypoex.

Sad to relate, the "Women" are better off to send out a couple of males for the hypo doses—but out-of-conference that the all-distant "Women" didn't click.

Closing circle started last night (6) with Betty "Brooklyn" Smith and Morley Draper on hand for the first time. Next week (13) Quentin Reynolds will break down the femme barrier, as heard with Broadway's popular Dorothy Kilgallen. Christopher Morley and Dorothy Parker are down for final pair of broadcasts (28 and 27).

"Women" represents \$52,000 of the show. Since the year-end run for talent alone, last 40 of which were possible to showcase the package, is available sale on another network.

Dorothy Thompson exited from the show. She's headed for Europe and starts a Mutual show March 23, using shortwave re-broadcasts returning to the U. S.

'American Forum of Air' Peddled as a 3G Package

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Flock of Shifts On Blue's Aft. Sked

In an effort to build up its ratings for afternoon shows, the Blue, effective April 2, is shifting to a 2-3 p.m. program in what web topkats believe will be a stabilization of audience, by providing a more advantage of the stanzas and the network.

Most important shift involves the moving of "Ladies Be Seated" from the 2:30-3 p.m. time slot to fill the 2-2:30 p.m. slot, in consecutive 12. Since "network" time does not open up in the afternoons until 2:30, Blue has been picking up this audience-participation show. However, by moving it to a consecutive slot, it'll gain stations and may have more potential backdoor lure.

To replace "Ladies," "Sunny Side of the Street," musical stanza with Irene Woods and Tommy Tyler, goes from 10:10-10:30 a.m. to 2:30-2:45 p.m. while "Blue Correspondents Here and Abroad" moves from 3:15-3:30 p.m. across-the-board.

"Yours Alone," musical from Chicago, transfers from 3:15-3:30 to 10:30-10:45 a.m.

Alma Kilgallen's "Women's Exchange" program, now heard 11:15-11:30 a.m., is being moved to 2:45-3:00 p.m. time slot. Galen Drake, heard in two 15-minute segments (1:45-2:00 and 2:00-2:15), is being moved to half-hour 1:30 to 2 p.m. To round out the shifts "Ethel and Albert" from 2:15 to 2:30 p.m. from its former 1:30 p.m. niche network and "The 2 p.m. slot in which 'Jordan' is heard, moving its 'Two On a Clue' program up from the 2:15-3:00 period, with P & G taking over the latter slot. Just what goes into the spot hasn't definitely been determined, although there's strong indication, according to Procter & Gamble executives, of P & G moving "Rosemary" over from NBC. Later in the day, heard in the 11:15-11:30 a.m. slot.

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Woods Seen Breaking Out of Woods To Bolster Blue's Network Structure

Emergence of Mark Woods, proxy of the Blue network into a more active part in the management of the affairs is anticipated with a resultant division of authority whereby he'll share directional duties with vice chairman, Charles LaRoché.

Proposed line-up is to have latter concentrate on sales and production matters, agency and client relations and direction of top personnel while Woods will devote himself to the physical operations of the chain and matters pertaining to regional administration—Chi, West Coast, etc. as well as affiliates elsewhere.

Seque already is underway, as a matter of fact, with Woods functioning as head man during La Roche's three-week vacation in Florida. Upon his return he's expected to pick up the reins in departments mentioned above while Woods will continue to devote himself to the network as a network.

Anticipated division of authority at the top is viewed in the industry as only a natural move in view of

Here We Go Again

Vaughn Monroe and his band, set for a Coen-Cole "Spotlight Band" date on the Blue next week, was cancelled when sponsor learned that his band did the recording of a "Spotlight-Cole Two."

Ironically enough, it was the Monroe band which recorded "Rum and Coca-Cola," and first broadcast it on CBS when web took ban off song Feb. 9.

CBS Accenting Documentaries On Summer Sked

The CBS program department is currently mapping a "summer replacement" schedule of sustainers aimed at attracting maximum audience pay for shows that have something vital to say. It's not known yet just how many nighttime spots will be vacated by sponsor-hiatus, but the net's programming dept. is currently going along the supposition that at least three choice time spots will be available for such documentary hours.

"Reassignment Home," the veteran rehabilitation series currently held Saturday afternoon, is not seen during the summer. The War Dept. is still holding off on a three-week okay with reported friction arising as to whether CBS or the Army Service Forces should (the production of the show), it's to be spotted in one of the alternate time slots when open up.

The Norman Corwin 26-week series will also have the nets' audience and there's likelihood that the Saturday afternoon "The Land Is Bright" sustainer may be moved into one of the open evening time slots. If various production kinks can be straightened out.

LaRoche's admitted lack of knowledge regarding the actual running of a network. While his background qualifies him as a top valued asset, it's acknowledged, in dealing with clients, agencies, talent, etc., he's been working in virtual territory as far as straightening out the grievance and tangles that can't help but occur during the natural course of web affairs.

Woods knows "em all. Work on the other hand, was in attendance when the network was born, is known and liked by Blue's top managers in all parts of the country and has a working knowledge of just how a network should operate. Following the departure of Kobak from the Blue, and the ascendancy of LaRoche, considerable wonderment was expressed about the trade as to why Woods was going to do at the Blue when it became known he was resigning with the net of agency years. (Continued on page 39)

Gag Writer Shortage Cues Louis Quin L.A. to N.Y.

For JWT 7-U Show

Shortage of comedy scribes in the East has resulted in the J. Walter Thompson agency putting in an SOS for Louis Quin on the West Coast. The latter comes east to join the new show being sponsored by Seven Up, etc., which bows in on Mutual in about three weeks. Show will star Barney Grant, who stepped into the ballantine show when Johnny Morgan straggled over scrip differences. Both shows are handled by J. Thompson agency.

Ben Herrman is working over as head writer on the new 7-U show which will be produced in N.Y.

SEE US AS GURD

By GEORGE ROSEN

The tyranny and the magic of popularity ratings continues to be a much-discussed issue in radio trade circles with the critically-minded former on the attack. Latest comment involves recent publicity of Blue and Mutual network officials who have described their own ambitions to upgrade their programs almost exclusively in terms of securing "better Crosley ratings."

To the critically-minded this has been unfortunate language. "They are furthering the very thing which is constantly interfering with independent thinking, experimentation, showmanship and with realistic desire to advertise effectiveness" is the feeling of the dissenting commentator put the matter.

The argument against the type of "hope" expressed by Blue and Mutual is in with the practices in the older nets, too. All worship at the altar of Great God Ratings and yet all suffer from the narrow dogma of their own religion. In this connection a possible new development is reported from the direction of the Nelson auditorium. The latter is very "copyright-protected" stuff but word has spread through the trade that now that actual home meters are being analyzed a sensational exception to the cliché-thinking of the radio business is developing, namely—sustaining programs have more money listeners than they have been credited with in the past 10 years. If this turns out to be well-grounded by either Nelson or the other data it opens up new concepts.

An oddity about the ratings is the existence of side issues conflicting attitudes toward them. One, the business man, fearful of "Crosley" holds them in great reverence. Two, the showmen and particularly the more original and creative producers, loathe them as straight-jackets.

Bracken Story Writer Scrams

Hollywood, March 6. Following inability to get together on contract terms, Robert Rely Crutcher, writer of the "Eddie Bracken Story," obtained his release and withdrew from scribbling chores on the show over the weekend.

Crutcher, who had been in for new air before checking out. He and his manager, Marty Martin, had been dissatisfied with setup for the show's auditions. Crutcher's reps held out for original terms. New writers were brought in but still none set for. Indications from radio side point to further dissatisfaction among other principals on show.

Attorneys for both sides have been battling to iron out details but Crutcher's reps held out for original terms. New writers were brought in but still none set for. Indications from radio side point to further dissatisfaction among other principals on show.

Elaine Carrington's 4th Soaper Headed CBS-Way; Auditioned for Bankroller

New Elaine Carrington daytime serial, "Marriage For Two" (which makes her Queen of the Snappers) will be in the air on Saturday (3) at CBS on behalf of a bankroller being handled by the Grey Wolf. Miss Jane Hume and Michael Fitzmaurice are spotted in the lead roles, with one directing. Carrington's board show is slated for an early CBS preem with John Gibbs representing Miss Carrington on the deal. Hume and Fitzmaurice are "Rosemary," "When A Girl Marries" and "Pepper Young's Family."

'What's Wrong With Radio?' Survey On NAB Agenda Looms As Most Intensive Ever Made by Industry

Behind-the-Scenes Talk

Washington, March 6. Corridor discussion in hotels here among those who were in attendance at the two-day convocation of the National Assn. of Broadcasters board of directors and allocations hearings last week seemed to center principally on two possible developments.

Talk had it that the Crosley Corp. owner of the powerful WJW station in Cincinnati and recent purchaser of WINS in New York for \$1,700,000, has become "network conscious" with the ultimate aims of a postwar network in mind.

Sharing equal prominence was a report that William Benton has up for sale all of his property with the exception of Subscription Radio, with the gossip having it that Muzak is among the holdings Benton ready to relinquish.

Camel Also Can Go Eight Days Without Snooz

The Jimmy Durante-Fargo Moore Friday night show on CBS, which is being dropped on broadcast, with four weeks' notice of cancellation given the program after last Friday's (2) session. Cigarot sponsor, R. J. Reynolds (Camel), is also turning back the Friday night CBS. Reason for dropping the comedy show is that the ad budget has been whittled, due to reduced circulation.

William Ely, agency which bills the account, is said to have another client ready to take over the show and time March 30. Understand, too, that Borden's would like to switch it to Jerry Wayne's show, which bowed in on the Monday (6) to succeed the Ed Wynn stanza, over CBS, but the web is following the regular formula of offering the time to its own advertisers, with number of clients having bills in for more favorable time.

Due to ciggie shortage, Reynolds dropped "Blonde" last week and American Tobacco (Luckies) asked Kay Kyser to Colgate-Palmolive's cigarette-Moore has maintained consistently a Hooper of around 14 despite the stiff opposition of Ames "n' Andy."

Teletest Studio Close-Up Of CBS Radio Serial 'This Life Is Mine'

CBS television is preparing a special unit to telecast for the first time, beginning April 12, demonstrating how a daytime serial episode is produced. The performance of the serial, "This Life Is Mine," will serve as the model, an actual episode being taped on the CBS radio set. The lead roles will be played by Warner and Michael Fitzmaurice, are expected to appear and director. The lead roles will also be pictured in the act of doing his thing.

Explanatory material will be used for the telecast based upon the explanation now being made to advertising agencies by CBS' Frances Warner.

Ben Feiner is handling the setup for Gil Seldes of CBS television.

The National Assn. of Broadcasters is about to embark on the most intensive ratings campaign to date to determine "what's wrong with radio."

When the Board of Directors of the NAB met in Washington last week, the ambitious undertaking came up for consideration, with the directorate reportedly giving it the green light. Thus far the NAB has been making every possible effort to hush-bush the plan and, in fact, every director in attendance was pledged to secrecy.

However, "Variety" has learned that the okay has definitely been given. The NAB believes the survey will be one of the things that the board prefers to keep under wraps, but this much seems clear: that the public-opinion poll analyzing radio's failings will probably be the most comprehensive ever undertaken by the industry.

Nowhere in the four-page release issued by the NAB "covering the Washington agenda is there a reference to the proposed survey. Nor, in the NAB's press release, is there a touch on the recent action taken in Chicago by the sub-committee on the NAB's code of conduct in "Variety" recently, with a "virtual unanimity of expression at the session" in the NAB's code of conduct. The present code preventing sale of time for controversial issues, and the NAB's membership. Comment is restricted to the NAB that "a lengthy discussion was held in order that the committee might have the benefit of the thinking of the NAB's code of conduct. It was followed by an announcement that the committee will meet in N. Y. on March 21 and 22."

Nie "Hitch-Hikers"

Washington, March 6. "Hitch-hike" announcement and inter-station and inter-web plugs would go out the window on the basis of two resolutions adopted by the NAB board last week at its meeting here.

Noted subject before the board and the one on which it will talk the least involves liberalization of the NAB's code to allow time sales to labor unions, cooperatives, etc. With nothing very much noted, the NAB board voted to allow time sales in New York March 31-30, in an effort to (Continued on page 40)

Curfew Styries 'Hit Parade' Repeat

First midnight curfew casually among the top network programs is the Lucky Strike Saturday night "Hit Parade" which will be beginning this week (10), cancels his repeat show for the Coast.

Program from now on will be aired only at 8 p.m. (EWT) coast-to-coast with CBS Pacific Coast web of 12 affiliates picking up program along with all other stations at that time. The "Hit Parade" will be scheduled to start last Saturday night (3), but the 12 CBS Pacific Coast stations are being urged to start the show on "Products Life" in the 6-8:30 (PWT) slot, and did not have chance to shift shows to another slot. The latter starting next Saturday (10). Coast stanzas moved into Luckies' "Greater Time" (PWT) slot.

Last week program was not heard on the Coast, due to fact that George W. Kington, Hill, such as curfew called repeat show when curfew went into effect barring live audiences. He told curfew to simulate and audience by sound effects would not do. As a result, Coast stations, at 8 p.m. (PWT) will report to listeners why "Hit Parade" was not being aired that night. Announcement also will state for next week.

United Nations Frisco Conference Top Special-Events Job For Radio

Radio is planning one of the most comprehensive special events jobs in history in connection with the United Nations Conference which is to open at San Francisco on April 25.

Both the domestic network radio and the independent agencies connected with short-wave operations are expected to go all out on the big world security show.

Space and facilities are being worked out by the State Dept. public information units in Washington, D. C. The four network news bureaus have formed a committee to work in liaison with the State Dept., with Charles William Pabst, manager of KPRC, San Francisco, Don Lett, chief radio commentator.

First of the networks to announce its plans is CBS. Directors of news broadcasts, Paul White, will send top New York and Washington news commentators to the Coast, including Bob Trout, William J. Weaver, Major George Felt Eliot and Bill Henry.

Everett Holmes, CBS assistant director of news, will be in New York, N. Y. to take charge of the CBS operations during the conference, and from the Coast, Philip Woodyatt and Fox Case. Letter is special features and public events director of KNX, Hollywood. Reporters for

Dairy Renews Musical For Year Over WMAQ

Chicago, March 6.—"Musical Milkwagon," the Bowman Dairy show heard over WGN for the past two years, moves to the 11:30-12 noon (CWT) WMAQ slot, five-times weekly on March 18. Contract is for 52 weeks and went through J. Walter Thompson.

Skip Parrell has been retained as featured singer and show will continue with practically the same format. However, several talent changes are contemplated. There's a possibility that the Cadets, singing quartette, and Charles Irving, current emcee, may not be able to remain due to conflicting commitments. Musical combination will be enlarged with Lou Jacobson continuing as producer.

Washington—Tony Parrish has been added to announcing staff of WTOP. He comes here from WTAR, Norfolk, where he handled special event assignments.

Waring's Newspaper Tieup
Fred Waring, in search of a new singer for his Thursday night Blue network show, is mulling a tie-up with newspapers around the country, with possibility that the Donna Dae successor may emerge from a contest.
Mile Dae recently left the Waring outfit.

Servel Is Dropping Billie Burke Show

Board of directors of Servel, Inc., met last week and decided, in view of wartime priorities and inability to manufacture refrigerators, to scrap out of the radio picture and is giving up sponsorship of the Saturday morning Billie Burke show on CBS. Servel, which has been bankrolling the show on behalf of a number of gas companies, is bowing out at the end of March.

BBD&O agency, now handling the show for the Servel account, has other prospects in view and it's possible Miss Burke will have a new sponsor by the end of the week. Shows a clench to stay on sustaining. In the event no sale is arranged, provided CBS and Miss Burke can get together on the question of media.

'Right of Privacy' Looms As Legal Video Headache, Especially in N. Y.

Added to all the other headaches of a technical and trade nature that are worrying television, there is one possible legal minefield that may involve video entrepreneurs, and lawyers are already watching that angle. It's the danger of television violating "right of privacy" by showing people without their written consent.

In New York State, where much of the future television is likely to originate for network purposes, and where at any rate much of it will be seen when video really gets going, there is a very strict law protecting a person's "right of privacy." The law is part of the state's Civil Rights Act.

Other states, besides New York, have similar laws on the statute books, but none as strict as the binder in New York. Here, the violator of the law is liable not only to a damage suit, but also to criminal prosecution. The law is very clear. It prohibits anyone from using the "name, portrait or picture" of an individual for trade or advertising purposes without the written con-

sent of the person so named or shown.

The law exempts newspapers or other media using such names or pictures without permission in the process of making "fair comment." But there have been enough court decisions to show that the exemption would never operate in favor of a sponsored video show—where the purpose could easily be identified as trade or advertising. There is even doubt among the legal brains who have looked into the matter whether experimental television could get away with showing faces of people who had not given written consent. Such people could claim that the experiments being conducted are for trade purposes.

Newsreel companies have long been aware of the law, and are already being careful—when showing crowd scenes—to pan their shots. But if video were to turn its cameras on a prize fight or baseball game—to use two examples of the kind of shows usually sponsored commercially by present-day radio—anyone in the ring or diamond crowd could sue the sponsor or telecasters if his face was shown. If the "victim" were minor, the minor's parents could have cause for action.

Granik's Scoop

Mutual's "American Forum of the Air" has sewed up one of juiciest special events to originate out of San Francisco in connection with the United Nations world security conference, which opens April 25.

Night prior to confab's opening, Moderator Theodore Granik will put on the air four leading members of the U. S. delegation. Quartet will be Senator Tom Connally of Texas, chairman of the Senate Foreign Relations Committee; Representative Sol Bloom, chairman of the House Foreign Relations Committee; Commander Harold Blasen, former Governor of Minnesota, and Senator Arthur H. Vandenberg, of Michigan.

CBS will include Harry Flannery, Cher Huntley, Nelson Pringle, Wallace Sterling, Don Money, William Eilers and Grant Holcombe.

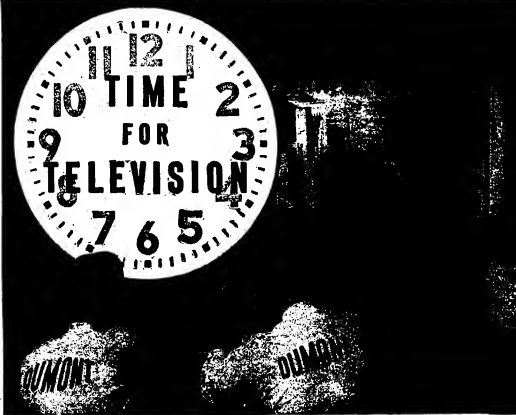
On the technical side, CBS will use engineering staff of San Francisco's KQW, along with Les Bowman and John Quinn from Hollywood.

Mutual's plans, as announced so far by news division manager John Withmore, are to send to the Coast Gabriel Heatter, Upton Close, Alexander Griffin (Phila.), Leo Cherne, and Arthur Garth. In addition, as pre-conference preparation of the American radio public, MBS plans to have all its talk shows between now and April 25 include various experts who will discuss the United Nations conference and American part in it.

Blue and NBC are still keeping detailed plans under wraps. NBC's details were held up pending return of News and Special Events Director William F. Brooks, who got back only last weekend from a five-week visit to the European war theatre.

OVI, RBC, CIAA Plans
Most ambitious of the plans for coverage, however, are being made by the various government agencies. OVI Overseas Branch, BBC, and Coordinator of Inter-American Affairs.

OVI Overseas special events section, under Stanley H. Silverman, (Continued on Page 41)



Uncertainty over the postwar course of Television has been swept away by the recent decision of the Federal Communications Commission. A great new medium now waits only for the green light of Victory.

Alert advertisers and advertising agencies are exploring Television's mass sales potential now through experimental commercial programs... (are acquiring skill, subtlety and showmanship in the use of visual appeals to small home groups.

For the past two years, DuMont's pioneer television station, WABD New York, has shared its facilities and experience without charge. Experimentation today, in consequence, is inexpensive. After the war, rate cards as well as charges for rehearsal periods will be the usual thing. While Television marks time, you have a once-in-a-lifetime opportunity.

A visit to WABD is an excellent beginning. Write our Guest Relations Department for an appointment.

Copyright 1945, Allen B. DuMont Laboratories, Inc.



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

M-G-M's "Music for Millions"
New CAMERON PROGRAM Friday 10 p.m., KTV
Host, LOU GRAYDON

It happened on NBC



In the Beginning . . .

SEPTEMBER 27, 1938

Pepsodent launched a new program on 55 NBC stations, coast to coast. The star was Bob Hope, a personable young entertainer with a solid background of stage and radio experience.

OCTOBER 11, 1938

The new Bob Hope Show received an opening Hooper Rating of 13.3—not bad for a new star in a new program.

AUDIENCE—1938

During his first season on the air, Bob Hope reached an estimated weekly audience of 3,000,000 families.

► The moral of these figures is that Hope grew up on NBC. In six short years—all under the astute sponsorship of the Pepsodent Company—Hope grew from a moderately well-known performer to

one of the world's greatest entertainers and favorite personality of millions. Here is striking proof that *good* programs have a better chance of catching on and becoming *great* programs when

The Story of Bob Hope NO. 1 OF A SERIES

Six Years Later . . .

Bob Hope is heard on 126 NBC stations, coast to coast, Maine to Mexico, and short-waved to American troops all over the world.

FEBRUARY 19, 1944

The Bob Hope Program hit an all-time peak Hooper rating of 40.9—the highest Hooper rating ever earned by a half-hour program.

OCTOBER, 1944—JANUARY, 1945

Bob Hope earned an average rating of 31.0—the highest Hooper-rated program on the air.

AUDIENCE—1945

Today, Bob Hope reaches an estimated weekly audience of 11,000,000 families.



they are heard on NBC. A man is known by the company he keeps. NBC gives its programs the best in radio: the finest network facilities—identification with the greatest shows on the air—and the

greatest listening audience in the world.

It stands to reason that a good show, given these NBC facilities and association, has every chance to grow into a great show—an NBC show.

National Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America

Inside Stuff—Radio

Chicago Tribune, after joining Westbrook Pegler in his "crusade" against William S. Gailmor and the Blue network not long ago, seems to have reached a decision to attack the Blue alone, since Gailmor himself is only heard on WJZ, the web's N. Y. outlet.

Latest outburst against the network occurred Feb. 20 when, in an editorial lacing Soc. of War Henry Stimson, Col. McCormick's publication said—and "Variety" quotes—"Our ancient secretary of war raised his voice Sunday evening on the Blue network, which no respectable man in his right mind would condescend to use, on behalf of the legislation which seeks to impose slavery on labor and industrial management in the United States."

Editorial is entitled, "An Incompetent Indicts the Competent." The Blue is letting it go at that.

That all is not going too well with the Danny Kaye show is indicated by the inclusion of Music Corp. in the setup as "expert advisor" for a full escrow out of 10%. Talent or package brokerage was eliminated at the outset of the Pabst-Kaye deal when Lou Mandel, attorney for the comic, completed the transaction with Paul Warwick (de Legler) and Ed Morris, v.p. of the Pabst outfit. In its capacity as advisor, MCA will have Hal Hackett keep close tabs on the show and make his suggestions for its improvement. Kaye, owner of the package, called in MCA when it is understood, the brewer complained of the rating. Pabst is paying \$16,000 weekly for the program. Kaye is handled for pictures by the William Morris agency.

WJNO, West Palm Beach, utilized the recent moving of its quarters for a neat exploitation stunt. Broadcasting a re-dedication program from its newly-renovated studios at 1500 N. Flagler drive, station dramatized the events leading to the move, as well as the actual move, thus letting its audience in on what goes on inside a station. Station's change of quarters was occasioned when the War Dept. adjudged WJNO's tower a flying hazard to Morrison Field and ordered its removal.

Des Moines—A new novelty show, "Stump Us Gals" a 15-minute musical has been opened during the noon hour on KRRT. Organist Dayse Mae Gaylord and Sue Smith pianist, play tunes requested by listeners and send theatre tickets to listeners suggesting songs they can't remember.

Salt Lake City—The Wasatch Oil Co. has begun sponsorship of a Sunday evening half-hour for a 52-week run. Called "The Wasatch Show," the program features show tunes of the Victor Herbert and Sigmund Romberg type. Account was placed by Ad-Craftman of Salt Lake.

Switcheroo Ups WOR Quizeroo to MBS Web

In line with Mutual's new policy of "network above all," another local program, which achieved a high rating, goes full network shortly.

Stanza is WOR's "The Better Half," audience quizeroo with Tiny Ruffner as m.c., which will fill the MBS Monday, 9:30 to 10 p.m. niche starting in April. Program now is heard Wednesdays at 8:30 p.m., sustaining, same basis it shifts over to the network.

Phil Carlin, Mutual programs v.p., impressed with high rating stanza garnered in N. Y., is augmenting the program with larger prizes, etc., for the network origination.

DIANE COURTNEY OFF ALAN YOUNG PROGRAM

With Doherty, Clifford & Shensfield slated to take over the Alan Young show from Young & Rubicam for Bristol-Myers, April 3, first member of the cast among the regulars of the program to get the axe is songstress Diane Courtney, who leaves after the stanza of March 27.

Young show, heard Tuesdays at 8:30 p.m. on the Blue, has been a "hot and cold" stint for several months. Frank Cooper, who owns the Young package, blames unsatisfactory laugh returns on the inconsistent material the comedian has been handed, and reportedly will permit the comic to write his own material for the coming summer cycle, dropping the present writing staff.

NAB Can't Agree With N. Y. Indie On Objections to BMB Methods

Following a two-day session last week in Washington, the National Assn. of Broadcasters Research Committee answered in a five-page letter the 50-page documented recommendation by WNEW, N. Y., for NAB's coverage plan, which will be undertaken by the newly-formed Broadcast Measurement Bureau.

The NAB answer deals with a two-page letter listing six steps which WNEW "would want to be considered before becoming a BMB subscribing member." Point one of the outlet's letter stated that since there were weaknesses in the BMB plan which are pertinent only to independent and small stations "there might be a permanent sub-committee of the BMB's research unit to represent them." NAB replied that it is "designed to measure all stations on an equitable basis, whether network, independent, large or small... with this structure, the interests of the indie and small stations are protected."

Measuring Families

Point two, which asks for a clear-cut statement by BMB of what the bus is measuring is answered by "the total number of radio families who listen to the stations." Point three brought up by WNEW declares there is a "definite bias" by setting a minimum figure of 50% returns from all families since larger income groups will be over-represented. The BMB reply states that "a minimum return of 50% from any county (or city) must be secured before results are tabulated."

WNEW on its fourth point, says,

"It is doubtful if written instructions will be clear to all groups, with BMB answering that experience has shown no difficulty with its technique of balloting. Point five by the indie asking BMB to include a list of stations in the ballot is declared 'not workable' by BMB, while a committee conclusion of WNEW's sixth and final point denied that 'audience of certain programs exceeds the total circulation of the station.'"

In answer to the reply from the NAB, WNEW stated that it was never the intention "to supply an argument against the BMB plan. Exceptions to the method of BMB intends to employ are a prime factor."

"Analysis of the WNEW survey by competent and impartial research authorities will determine its importance to those stations which, while in accord with the plan, must take cognizance of its potential shortcomings." WNEW said.

Another Minn. Strike?

Minneapolis, March 6. Operators' union has served demand on WDGY here for employment of control operators. Ultimatum states that the demand must be met in five days from time of service on penalty of calling a strike against the station.

Hitherto, the station, which uses recordings for the most part, has had its controls handled by its announcers direct from transmitters.

For months, WOR had been eyeing Kent & Johnson. "Funny, aren't they?" said we to us, sort of looking at them sideways. Then we thought, rather idly, "Hm-m-m. Kent & Johnson, writers, producers, showmen; creators of those awfully successful jingles for Pepsi-Cola, Larvee, Mazza. Might be for our all-night show, 'Moonlight Saving Time'...ho hum...HEY! WAIT! WHOA!"

So, we asked Kent & Johnson to run "Moonlight Saving Time". We said, "Take it, boys, and make it an even better all-night show than it is. Blend our music and news format with your own brand of bedlam." Result: one of the most original, uninhibited, and entertaining exhibitions of radio showmanship to ever hit the air.

We believe that WOR's new "Moonlight Saving Time" is smart business. We believe that it's fresh, lively, extremely effective. We also believe that it's one of the most economically-priced all-night packages ever to have been offered by any station anywhere for sponsorship. (Oh yes...custom-tailored Kent & Johnson commercials are included in the price.)

For facts, prices, tested time now open for immediate purchase, write or call—WOR, Executive Sales Office, 1440 Broadway, N. Y.—PE 6-8600.

WGR

That power-full station
Member of the Mutual
Broadcasting System

Radio Reviews

Continued from page 36

was hit, and himself blinded, by a well-known Christiana, Belgium, an infantryman from Brooklyn who was shot by an 88; a paratrooper from Indiana wounded by artillery enroute. Details of battle and of what was experienced by the survivors, giving a personal touch to the impersonal struggle overseas. Nonchalant manner. Gie threw off their stories and exploits was also gripping and effective. — Bron.

"THE NEGRO IN THE WAR"
With Max Johnson, Randy Dixon.
Fletcher Martin
15 Minets, Fri. 12:15 p.m. (one show)
Sustaining

WABC-CBS, N. Y.
Work of the Negro in the war effort is so apparent to the observer that it really doesn't need signifying in special program. But an article "The Negro in This War," given as a special broadcast over CBS Friday (7), was still eminently worthwhile. Not necessarily because it showed the Negro as a brave fighter and patriot. But because it showed the Negro going about his business of living, playing, and building air strips, and the Negro doing his job of repair and war correspondence, and in every way being a normal part of the democratic makeup in these trying times, instead of a creature apart. As General MacArthur said in his cable message, "there is no differentiation because of color among the soldiers of my command." Program itself was completely successful, report of one of the overseas Negro correspondents, that of Max Johnson of the Baltimore Afro-American, speaking from Rome, before Johnson and unimpeachable Randy Dixon of the Pittsburgh Courier, reporting from Paris, came in clearly to describe the work of Negro soldiers on western front and behind lines. "They've learned one thing," he said, "there's no place like home and no place like America." Fletcher Martin of Louisville Defender, speaking from Godman Field, Ky., described the work of the 47th Squadron at that base, the first and only Negro bombardment group in the Air Force. Broadcast marked the 11th anniversary of the establishment of the Negro press in America, and part of the Negro Newspaper Week. — Bron.

"WE SEE BY THE PAPERS"
With Dick Bell
15 Minets, 3 p.m., Mon. to Fri.
Sustaining
WLBB, N. Y.
This stanza is a news digest culled from items and editorials in

difficult, with Dick Bell giving capsule news, and the program being a combination and in controversial issues giving the other stance commentary as well.

Munday's (15) stanza pointed up comment on Nazi propaganda to the youth of Germany as national democratic principles promulgated to the youth of Germany and other free thinking countries. Also discussion on postwar military training, among other timely subjects.

Program has plenty of info of interest and much value, and offers free thinking elements. Also discussion on postwar military training, among other timely subjects.

"WAY BACK WHEN"
With Jess Kirkpatrick
Producer: Fred Levine
Writer: Bill Fisher
15 Minets, Tues., 8:15 p.m. (CW)
CHICAGO TIRE MARKET
WGN, Chicago
(Robert Kohn Associate)

Although a recorded program (with live commentary and continuity) this show has more appeal and entertainment value than many a 15-minute live show. Show is built around original material, including old-time radio personalities and tied up with recollections, by Jess Kirkpatrick of events, facts and fancies when those stars were in their prime. It stands out for its model of a character of the past.

Opening program (27) teed off with "Supper Tunes" which was a "Sum of These Days" backed by the "Supper Tunes" of the orchestra, followed with Maurice Chevalier singing "It's a Habit of Mine" from his 1929 film, "Innocent in Paris" and wound up with the Helen Morgan disc, "Why Was I Born?" adding up to a swell trip down memory lane. Subsequent programs will feature recordings of Irene Bordino, Moran and Mack, Bert Williams, Weber and Fields and other favorites of the good old days.

Dues were neatly tied by Bill Fisher's continuity with comments delivered by Jess Kirkpatrick in his usual excellent manner. Two commercials, one after the first number and another at the end of the show, were short and crisp. — Morp.

Des Moines—Betty Wells, director of Women's Affairs for KRNZ, was one of seven women invited to take part in a discussion group, "A Career Conference for Women" sponsored by the Associated Women Students of the Univ. of Missouri, March 1 and 2. Title of the conference was "Women Wanted."

NBC Polls Televiewers To Find Out If Fight Shows Have Any Sock

Ever since it was first granted that televised boxing bouts are going to be like money in the bank, Madison Square Garden and the other stadium owners of the medium attain its full growth, but NBC is adopting a Missouri attitude and wants to be shown. Known owners of video receivers in WNBC's New York area were thumped this week a comprehensive questionnaire dealing with the outlet's current series of punchfest fights from Madison Square Garden and the St. Nicholas arena. Gillette Razor of Boston sponsors the programs.

Questions dealt with number of viewers per receiver, whether set is located in the home or other place (café, restaurant, etc.), frequency with which boxing bouts are tuned in, whether commercials have impact and whether work of the announcers, Steve Ellis, Bob Stanton and Bill Corum meets with viewer approval.

Not stated but the questionnaires obviously are being distributed in an effort to place some sort of value on the rights to televise professional boxing bouts in N. Y. and the web undoubtedly will use the info when drawing up its television rate card when commercial video starts popping.

Television Review

"ON STAGE, EVERYBODY"
(Blue Network)
With Jimmy McCall, Hildagard Halliday, Cyril Smith, Pearl Primus and dancers, Danon Walker, Billy Rose and Harry Herlihy.
Sponsored by Paul Newberry
Director: Harvey Marlowe
Associate: Jerry Ambrosio, Martin Andrews
Writer: Charles Spear
10 Minets, Tues., 9 p.m.
WABD-DuMont, N. Y.

While the Blue Network inaugural show on DuMont's WABD, N. Y., last Tuesday (27) was one of the better things to have come out of that outlet in months, it lacked the entertainment values, clarity, direction and evenness of pace of the web's first try at television the previous Sunday on E's WBNS in Schenectady.

Fault apparently not only lay with Marlowe, but in the operation of the cameras, microphones, lights, etc., as well as the technicians at DuMont, as well as

the fact that the newest, and largest, studio recently completed is poorly laid out, lacking proper room for placing of a decent-sized set, and hampering the movements of technicians.

Shown opened with a tone gimmick — a theatre manner, lights blinking on and off, with a playing moving picture. However, the cast, however, names were printed in script, but the names would have been better to give the billings greater clarity. Introduction by Blue announcer, W. H. Hertz, explained that "On Stage" is a Blue web radio show which features talented young stars. Danon Walker and Billy Rose introduced the show before the first act, Jimmy McCall, impressionist, recently discharged from the service, who sang a song in the stage and screen version of "This Is the Army." McCall did a takeoff of an Italian radio station announcer imitating Herbert Marshall, Henry Stephenson and Charles Boyer giving a commercial. He has a nice set, but at start of his stunt, lack of coordination with sound made him inaudible for several seconds. Not his fault.

Rose, in discussing television with W. H. Hertz, said that he would like radio out of business, but will not hurt theatre attendance. Hildagard Halliday, who sang a song, and a young hair curler in a 10-cent more flat hat, did not draw much of a crowd throughout the entire five or six minutes. But Cyril Smith pepped things up with his singing and comedy.

Walker and Rose, while the acts were being telecast, sat with the studio audience, who were picked up by the cameras after each act. This was a clever move, since the music could not be used between times due to AFM ban. Show could have used just musical interludes in the act. Pearl Primus and her dancers did not move the show in the least, but of tonal tones. This part of the program was its highlight. Miss Primus and her crew were on television before, but never without musical background. However, they suffered by lack of music, but rather by shortcomings of the DuMont video crew in televising their dances.

Selling was the same throughout, backdrop of paint being substituted for sets, but especially appropriate for chore by Miss Primus. DuMont toppers do not permit them to speak directly to technicians when piloting a show. They give their orders to a DuMont technical director, who in turn passes them on to technicians. Entire procedure takes time and results in a show which is less than the best of the best. Shots being passed over. — Sten.

Labor Goes on Radio

To Present Its Side
Hollywood, March 6
Labor's side will be explained to the general public via radio under a plan whereby this union and others are preparing to spend from \$25,000 to \$50,000 annually on the airwaves. Move started with Moving Picture Patrons Local 664 proposing to take over the program of Sam Walter, KFWB commentator. Other crafts in the Conference of Studio Union are mulling the idea of educating the public to labor's side of the story, to counteract the millions spent by employers in presenting their side of the picture.

San Antonio.—Pat White has been added to the news staff of KTXS. He comes here from KWSJ, San Antonio, and replaces Eaton Pace of KTXS who joined the Marines.

Follow-up Comment

"Can You Top This?" on NBC for Colgate last Sat. night (3) got along without Senator Ed Ford (Ill.) who had been invited to give the closing line, but was not there. Ward Wilson, subbing for him, said he was not there consistently with his wife and with a week trip along with her, and Harry Herlihy and Joe Laurie, Jr.

"Hall of Fame's" return to N.Y. show was ragged Sunday (4) under Beatrice Lillie's control. Ward Wilson, the old stuff with Bert Lahr in the comedy writing was off. Artie, a monotonous interlude with his overly wild behavior, and even Williams old vs. new arrangement didn't come off. Jo Stafford's straight song—OK, along elicited. Peter Lorre OK.

Steve Ellis proved a capable sub for sports writer Bill Corum (7) night on the Gillette blow-by-blow account from Madison Square Garden, N. Y., of the Ike Williams-Willie Jager boxing bout aired via Mutual. Corum's out of the count on a special assignment for the N. Y. Times. He didn't draw a crowd in the punchouts until he returned working with Don Dunphy. Ellis' return to the ring, and comments, probably don't carry the authority of those by widely known Corum but the newcomer flashed a smooth delivery and demonstrated he knew what was going on up in the ring.

"Books Read Adventure" is one of the first large-scale projects by the Junior League of America, co-operating with local units, in the field of children's radio. Aim of the series, being undertaken on more than 50 stations in the U. S. and three in Canada, is to present dramatizations of better grade stories for children of ages 7 and 12 years of age. Titles selected by leading literary critics are located in various countries of the world, including Great Britain, Hungary, India, Turkey and Canada. Some have a war background, though not too pronounced.

Adventure" is an interesting and commendable radio effort, even if it never approached a Crocley or Hooper rating equal to those of juvenile commercial cliffhangers. "Trap Lines North," broadcast last Sunday, played in the format of the sponsored action-packed format. Written, written, sound and effect with a story line, and a tale of the ears of youngsters close to the loud speaker.

This is Helen Hayes

The return of Helen Hayes to radio is an important event. Her use of this network's stage door is most gratifying to us, and already her effect upon critics is truly exciting. Witness these reactions...

VARIETY LAPS INTO STRAIGHT ENGLISH!

"By stepping into the new Mutual series, Miss Hayes has automatically become the First Actress of radio."

and

WINCHELL COINS A UNIQUE SPEECH-FIGURE!

"Helen Hayes' new Mutual dramatic series proves again that when Helen rubs a script with her talent the spell-binding magic of fine drama appears."

We join the critics in welcoming Miss Hayes, and we congratulate Texton, Inc., and their agency, the J. Walter Thompson Co., on their sponsorship of the actress every Sunday evening at 10:15, EWT.

This is Mutual

JOSEPH ENGELHARDT
And His
Manor House Orchestra
have become the most listened to musical program, according to all surveys, and without a printed word of publicity.

RAY HARVEY
Comedy
Author of **STANLEY**

and we say it again in 1945*

*IF YOU DON'T BELIEVE THAT...

WFBL IS THE
LEADING STATION IN SYRACUSE, N. Y.

We'll prove it to you!

- Select only modern-type survey.
- Choose whom you want to make it.
- Choose when you want it made.

AND WE'LL PAY ALL THE CHARGES!

If you still don't believe that WFBL is the top station in Syracuse, New York, we'll gladly provide on request, modern survey... the way you want it... at our own expense! Absolutely no obligation on your part. Write: WFBL, Syracuse, N. Y. ... or our own radio, Inc., National Representatives.

WFBL
SYRACUSE, N. Y.

MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM
National Representatives
REE AND PETERS, Inc.

Industry Eyeing Decish on WOW

Omaha, March 6. When the Nebraska State court ordered cancellation last May of a 15-year lease of WOW at \$74,000 a year, did it invade the sanctity of the Federal Communications Commission?

That was the question argued before the U. S. Supreme court last week and the industry is watching the results because of the implications of FCC powers.

Suit was brought by Dr. Homer M. Johnson of Lincoln, publisher of the Woodmen of the World, life insurance society which granted the station lease to a company formed in 1942 WOW, Inc., headed by John Gillin, Jr. Plaintiff contended that the rental was "grossly inadequate" and asked nullification of the lease. The suit was dismissed by District Judge Frank Dixon in Omaha, but last June the Nebraska supreme court sustained Johnson's claim of "constructive fraud" and voided the lease.

James L. Fly, chief counsel for the WOW group, appearing in his first private law case since resigning as FCC head last fall, declared the Nebraska high court has, in effect, nullified a transfer of the radio license approved by FCC in 1942 when Fly was chairman.

Fly said there was a question as to whether the commission will give another license to an insurance company or a bank. He averred that a state court has no authority to nullify a license by removing property rights of a radio establishment.

'JOE & MABEL' SERIES READIED AS AIRER

The "Joe and Mabel" magazine series by Sgt. Irving Gaynor Neiman is being readied as an air show by the author, with possibility it'll go on a summer replacement program. Reported, too, that Procter & Gamble is interested in the radio adaptation. Sgt. Neiman has just been transferred from Vichy Air Field in Illinois to New York and is currently at work on both the air show and a new "Joe and Mabel" installment for Collier's.

Woods Seen

Continued from page 21

though LaRoche obviously was the head man.

For a while it appeared Woods had been sidetracked as LaRoche started importing veepes and making other personnel changes, and it's true that Woods until recently has remained mostly behind the scenes. Touted now, though, is a period of ascended activity for him.

It's known that Bluesters outside of N. Y. have been restless and somewhat disturbed over business losses that followed in the wake of Kobak's exit. Woods, formerly Kobak's running mate, is expected to alleviate some of this feeling by direct contact with those affected.

BBDO Research

Recent transfer of the Blue's advertising account from Geyer, Cornell & Newell to BBDO is seen another move by the web to strengthen its position in a hurry. McCann-Erickson remained in the picture right up to the final decision, but was passed over in view of BBDO's pledge to pitch in and do a two research job for the network, something it's been needing for a long time.

Research angle, of course, ties in with recent series of ads placed by the web which drew protests from competitors claiming listener rating figures were not all they should have been.

*Singin'
Sam*

Lawrence Golden
745 Fifth Avenue • New York 22, N.Y.

BLAIR LEAVES BLUE FOR WHBG TOP BERTH

Harrisburg, March 6. Wilbur Blair has resigned his position as night traffic mgr. of the Central Division of the Blue network, to become program and production mgr. for WHBG, Harrisburg's new Blue station, which will go on the air in about a month.

Blair, a former Harrisburger, is a graduate of William Penn high school, and was formerly a member of the engineering and announcing staff of WKBO, NBC and Mutual outlet here.

KRNT'S LISTENING POST

Des Moines, March 6. Listening post for receiving foreign broadcasts has been constructed by KRNT, Des Moines, under direction of Charles Quentin, engineering consultant.

Special programs analyzing the propaganda will be broadcast under the direction of George Crenshaw, special events head of KRNT.

Thesp, Not Prof.

Chicago, March 6. Eyebrows bronzed here last week when it was learned that Armand Hunter, head of the famed Northwestern U. School of Radio, would play the lead in a 15-minute drama series over WJLD, sponsored by the Metro College of Drama, one of the many schools to spring up here in the past few months offering radio courses.

Hunter, who earns an honest dollar now and then as a radio actor when he has time from his Northwestern duties, probably looks upon the deal as just another assignment and not a case where he's working for a competitor which still has to gain a reputation.

Blasen—Ray D. Scofield, formerly with NBC Radio-Recording division, has joined WCOP's sales department. He was in the Army Signal Corps for one year previous to his medical discharge two years ago. Steve Brickley, out of the Army, has joined the station's engineering department.

Less Talkie-Talkies, More Sock Spots Aim of Radio on 7th Bond Drive

Dick Tobin's Blue Stanza

Dick Tobin, recently hired by the Blue as a news program producer and director, will take over the 7 to 7:15 p.m. Monday through Friday special events reports.

Program, to be called "Headline Edition," less off tonight (Wed.) and will run Mon.-Wed.-Fri. until March 26 when it goes cross-the-board. Slot is currently occupied by pickups of Blue correspondents here and abroad.

Web presently clearing affiliates, so as to set up the stanza on a local cooperative sponsorship basis. Tobin will analyze news and also m.c. pickups of personalities who are involved in the news when accessible to the microphone in this country or elsewhere.

Washington, March 6. More emotional appeals and short spot announcements—and less oration—will be the radio goal for the Seventh War Loan Drive. Aim was delineated here yesterday (Mon.) at opening of a two-day meeting of state war loan publicity chairmen by Lewis Avery, director of broadcast advertising for the National Ass'n of Broadcasters.

Avery told the press agency chiefs that less than 1% of radio listeners pay attention to speeches coming over the air, while 40% hear baseball games. Obvious conclusion is that one spot announcement during a ballgame is worth 40 radio speeches. The emotional appeal, he said, and special events are also worth many times more than chatter pieces.

Give Now!

Give More!

Thanks from the Boys

Drew Pearson
Gloria Jean
Three Suns
Paul Brenner
Mills Brothers
Phil Brito
Anita Ellis
Tommy Dorsey
The Sentimentalists
Bill Darnell
The Modernaires
Johnny Morgan
Monica Boyar
Louis Prima and Orchestra
Lily Ann Carroll
Justine DuVal
Fred Sayles
Elton Britt
Gus Steck and Orchestra
Steck's Bad Boys

IT WAS A GREAT SHOW FOR A GREAT CAUSE! We feel pretty sure that every service man and gal would thank you entertainers for appearing in person on WAAT's big two hour Red Cross broadcast on February 28th (8-10 PM). You sure did your part toward helping the 1945 Red Cross War Fund Drive get off to a grand start. Your efforts—and those of many, many others in the entertainment world—will mean vitally important comfort to plenty of fighting men and their families when they need the Red Cross.

Army Dramatization by
Members of Army Air Force
Red Cross Women
North Jersey G. I.'s from
European Theatre of Operations
Nat Brunsloff and his Orchestra
Earl Wilson
Jerry Roberts

And not forgetting . . .

William N. Robson and Bourne Ruthrauff of the American Red Cross; A. A. Adams, B.B.C.; and Local 802 American Federation of Musicians. Plus extra special thanks to Frank Dailey. Show written and produced by Leo Stewart of WAAT.

Give more . . . Give now . . . to your Red Cross!

WAAT

570 NO
NEWARK,
N. J.

NEW JERSEY'S FIRST RADIO STATION

Continued from page 35

Blue, Cowles, Oppose "Stampede" While there were some demands for additional television channels in the lower frequencies, testimony generally agreed that a limited number of 6 mc. channels would do the job until the ultra-high experiments are completed. T. A. M. Craven, vice

The network representatives generally okayed the change since they are anxious to get video rolling immediately after the war and need the space now allocated to FM for the purpose.

Entries Close March 15

The annual Bernays radio award also is being continued despite the cancellation.

Waxed by British Stars

it was done at the specific request of WNEW, this station is being given first crack at the program. Later it will be broadcast on other outlets throughout the U. S. A. and Canada. Show was produced in England and flown to this country by bomber.

Washington, March 6.

Dallas. — In a special series of transcribed interviews, Texans are hearing first hand info on "Fighting Texans" in France. Through Wick Fowler, war correspondent for the

Dallas Morning News, interviews with the Texas GI's are aired each week over WFAA.

Continued from page 31

High M. Feltis, president of BMB, turned in his resignation as director-at-large for large stations because of his new post, and reported that 285 stations have already subscribed to the service.

Small stations: Dietrich Dirk
KTRI, Sloux City; Frank Kling
WMBR, Jacksonville; Clair R. Mo
Collough, WGAL, Lancaster, Pa.
Dale L. Taylor, WENY, Elmira
Matthew H. Bonebrake; KOCT
Oklahoma City, and Marshall Pen
gra, KRNR, Roseburg, Ore.

Albany—Tip Corning, former CB and freelance announcer, is now captain in the Marine Corps.

Blue will air a veterans' rehab.

Program will teeoff on April 18 occupying the Monday 10:30-11 p.m. time slot. Starting March 12 this niche for four weeks will be filled by a quartet of dramatic shows based on winning scripts submitted by GI's during a contest sponsored by the National Theatre Conference.

Tommy Taylor Goes

Taylor, father of two youngsters, also had to bow off a Saturday a.m. commercial for the Benjamin Moore Paint Co. slated to tee off on the Blue Saturday (10) over 75 stations.

Would Come Out of West

Les Weinrott, producer of "America in the Air," is readying a new type five-a-week strip show titled "Galahad," carrying a romantic theme plus a musical background. Two top Chi agencies are dickering for the program on a network basis following an audition of the first five programs. Show will package at around \$3,000.

Weinrott also is handling the new Quaker Oats show, "Those Webstersters," which replaced "Brewster Boy."

MURTAH—Will Out!

the  Radisson hotel
IN MINNEAPOLIS 2 February the twenty-fourth
194

EXECUTIVE OFFICES
THOMAS J. MOORE
PRESIDENT
STYRON E. CALHOUN
VICE PRESIDENT
AND GENERAL MANAGER
LOUIS A. ROZEL
MANAGER

100:

I can say without
Sisters are the best ones
in the Flame Room since its orgi-
nized for a two-week engagement
we've held them over twice for a total of
weeks ... six weeks of madcap Murtha antics
and song the Twin Cities will long remember!

The Murtha Sic-
tament we're always
find. Fans can't get enough
moving, unique brand of mirth and
Sincerely yours,
Byron C. C.
Vice President

CEDRIC ADAMS

In The MINNEAPOLIS STAR-JOURNAL

"Seated quietly, proudly at the organ in the background, Papa Martha, father of the three Martha Sisters, watched his daughters rock a Redstone hotel Flame Room audience into bursts of applause that the Flame Room had never had before . . . As a floor show offering, they top any sister act I've ever seen, and that includes the famed Andrews Sisters. Sixteen, spirited, talented, the girls use special material prepared by their father to give you 25 minutes of fast-moving, delicious singing—rocking, swinging, scintillating, superbly delightful. N. This Corner had a Seal of Approval, we'd stamp it doubly on those altogether charming young ladies."

Mr. Leo Salim
William Morris Agency
208 North Wabash
Chicago, Illinois

Direction
WILLIAM MORRIS AGENCY

Publicity
ROSS ASSOCIATES

Race Relations Among Service Returnees On WOV Post-Victory Sked

Posturing of amicable race relations among returned GIs is a definite job for radio, according to Arnold Hartley, program director for WOV (N. Y.). He is planning a round table air discussion on subject, to start shortly after V-E day, between white and Negro GIs. Moderator for the post-war show will be selected from the Army Medical Corps, with a psychiatrist preferred. Problem of adjustment will be acute, especially among returnees who have seen action, Hartley feels. Many come back, he said, unable to concentrate for any length of time, and some come back embittered.

The Negro problem will be far more severe. Coupled with usual complications of returning soldiers, the Negro ex-GI will be faced with the additional hurdles facing his race, it's felt.

Unless, this problem is tackled, Hartley feels, some dire, social upheaval may result. Although he feels problem is of immediate importance, he'll wait until V-E day as such discussions usually divert public attention from the task at hand, to clinch the victory.

Columbus—Howard Donahoe, who originated the program "Uncle Jim and the Kiddies" has returned to Columbus as program director of WCOL. "Uncle Jim's" program was first broadcast over WCAH in the late 20's.

Jack Stapp Back After ABSIE London Operation

Jack Stapp, program manager of WSM, Nashville, who has been on leave to OWI Overseas Branch for about 14 months, has just returned to New York after a year in London. In the British capital, Stapp was in charge of special events for ABSIE, the U. S. Government's powerful station which beams propaganda to the continent.

Stapp is now heading up the guest artist unit of OWI special events in N. Y. under Stanley H. Silverman.

Sandra Michael Back After Montana Stay

Sandra Michael is back at her Connecticut farm after some months in Montana, where she went after the accident which cost her brother, Peter Michael, also a radio writer, his left leg when he fell into a farm machine on his ranch. Peter is now in New York able to get around and about to be fitted for an artificial leg.

Miss Michael is now writing a novel. A third member of the writing family is in London for the OWI.

WOULD EXEMPT RADIOITES

Albany, March 6. Station managers, studio managers, newscasters and radio commentators would be included in the group exempt from jury duty, under the terms of a bill sponsored by Assemblyman Harry A. Reoux, of Warrensburg, chairman of a legislative committee in the Lower House.

Honest John

Chicago, March 6. An all-time high in radio script perfection was reached here last week by Johnny Nebbett and his "So Story Goes" series, heard over WBMM. In the three years show has been on the air, a total of 936 stories were broadcast, with only one factual mistake showing up in the scripts. This was when Nebbett said that Ulysses S. Grant was the youngest man to become President of the U. S. Actually, Theodore Roosevelt was two months younger than Grant when taking office.

Nebbett office gets an average of 3,000 letters each year from listeners, many of whom question facts on the basis upon, but each letter is replied to with definite proof that the scripts Nebbett uses, which are written by Judy Tom, are authentic.

Brooks Back, Skeds Some Changes in War Staffers

NBC is scheduling some changes among its war correspondents. Plans for the shifts have been formulated by William F. Brooks, newly head of news and special events, who got back to New York last weekend after spending five weeks in London, Paris, and various other spots in the European Theatre of Operations.

Brooks had an exciting time in European visit, coming very close to the front and finding himself at one time in a building being shelled by the Germans. While he was across, he made two broadcasts himself, one from Paris and another from Luxembourg.

United Nations

Continued from page 23

has already covered a half dozen international conferences. For the Francisco show, however, both San Francisco and New York offices of OWI Overseas have combined their forces to put over the biggest special events job ever.

Claude Buss, chief of the San Francisco OWI Overseas branch, has put West Coast radio program director Ken Fry in charge of the event. Louis G. Cowan, East Coast chief of the U. S. agency, and Lawrence Blochman, his radio program chief, have worked out plans to supplement Fry's staff.

Heads of foreign delegations will be interviewed by the OWI foreign language specialists, and many of them will be waxed for special commentaries daily. These commentaries will be aired to the speakers' native countries over OWI's short-wave facilities. New York will send talks in at least 21 languages, while Frisco will cover in every Oriental tongue as well as in English, Dutch and French. Indications are that an average of 1,000 OWI spots a week will originate from the San Francisco conference, as long as it may last. OWI's East Coast will send over 17 shortwave transmitters, and will serve the overseas networks, which includes ABSIE in England, Radio Luxembourg and Radio Algiers.

BBC will send Louis Byerson, chief of its facilities bureau, to set up the technical essentials at San Francisco. When the conference gets under way, the British office will shift its Washington commentator, Anthony Wigan, and its special radio correspondent, Alistaire Cook, to Frisco for thorough coverage. Spanish and Portuguese spots for BBC will be covered by the Coordinator of Inter-American Affairs (CIAA). Walter Roberts, in general charge of radio for the New York office of CIAA, and the outfit's radio program director, John White, Jr., have made plans for broadcasting the proceedings on all Latin-American beams. Mario Delgado, head of the organization's script department, and Demetrio Cabarga, will go to the West Coast from New York. Up from Mexico City, where they have been covering the Inter-American conference, will come Spanish-language commentator Enrique Rodriguez Fabrega, and Fernando de Sola. Latter is in charge of special shows in Portuguese for the Brazilian shows.

Dick Willis, beauty expert, tees off a series entitled "Here's Looking at You" on WNEW, N. Y., in the 9-9:15 a.m. slot Mondays through Saturdays beginning March 12.

Visitors From French Radio Outfit Tell of 'Underground' Developments

French radio men, like that country's journalists, poets and novelists, continued functioning during the German occupation, according to the first direct report on the subject brought to New York Monday (5) by representatives of the French National radio, "Radiofrance, France, France."

The men, here to study American progress in radio and television, to establish coordination between American and French broadcasters, are Pierre Garrigue and Pierre Schaeffer.

Because radio men in France met together constantly, recorded shows for future broadcasts whenever possible, and made documentary shows of historic events, the French clandestine radio, "Radiofrance de la Nation Francaise," was able to go on the air five days before the Germans were out of Paris.

Among the historic events waxed by the Frenchmen were the fighting on the barricades during the week preceding the liberation of Paris. General de Gaulle's first visit to the free capital, and the entrance of the Allied troops into Paris.

Underground Labs

During the four years of German occupation, the visitors said, French technicians continued experimenting both in radio and television, working in underground laboratories. At the same time, writers were developing special techniques for radio pro-

grams. Some of those program techniques, as described by the two Frenchmen, are not particularly new to Americans. The devices are similar to some used on better radio shows in this country during the last few years, with emphasis upon complete imitation of voice, sound and music. But the fact that the French radio men developed those techniques on their own, at great hazard and often at the risk of their lives, was applauded by American radio men who heard the Schaeffer-Garrigue report.

The men announced that before the end of this month they will be arranged for audiotaping about 16 hours of recordings from France which they brought with them.

The visitors confirmed earlier reports that French achievements in 1,050-line television images, while giving great promise for the future, have been confined to laboratory experimentation with, as yet, no actual transmissions having been accomplished.

Eileen Barton Off Berlin Show

In one of those "mutual agreements," Eileen Barton checks off the Milton Berle show after the March 28 broadcast.

Conflicting viewpoints over "too much script," with Miss Barton reportedly dissatisfied with her one-shot vocal, reportedly brought about decision.

RED HOT!

Could be a super-heated poker;

Could be a Communist in a Turkish Bath;

Or Skelton with a fever;

BUT, IT REALLY REFERS to Julie Benelli's "Women Commandos", daily strip that's put Oklahoma women back of every angle in the war effort and won for her and WNY national awards for two successive years.

WNY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and The Farmer-Beecher
KVOZ, Oklahoma Springs - KIZ, Denver (Affiliated News)
REPRESENTED NATIONALLY BY THE KATE AGENCY, INC.

"Dr. I. Q."

7th Year

Starting its 7th Year on NBC

Thanks to:

WILL C. GRANT--Grant Advertising, Inc.

MARS, INC.--Makers of Milky Way Candy

from

LEE SEGALL

Creator-Owner

Programs Now Available:

- "CHANCE OF A LIFE-TIME"
- "LET'S TRY AGAIN"
- "JOHN Q. PUBLIC"
- "FISH POND"

Represented by
MUSIC CORPORATION OF AMERICA

Nidorf in Deal With Peppe-Kaye As Co-Mgr.: Buys In On Music Cos.

Mike Nidorf has signed an agreement with Jim Pappi and maestro Peppe Kaye whereby he becomes a co-manager of the latter band and the active head of a management agency that will produce his ex-pensive Nidorf, who unexpectedly bowed out recently as executive of General Amuse, Co., is now in Florida but is expected back this week. It was in Florida that his deal with Peppe and Kaye was completed. Peppe is there recovering from an illness that has kept him out of action for some time. Kaye's band was working at the Frolics, Miami.

In addition to taking over a piece of the Kaye management and subsequent properties that will be developed by the combination, Nidorf bought out the bandleader's interest in World and Republic Music Companies, which had been jointly owned by Kaye and Peppe. Republic is a Broadcast Music, Inc. affiliate and the other is aligned with the American Society of Composers, Authors and Publishers. Republic recently completed a new deal with BMI, as a result of which it is going into full-scale operation. It's reported that since the Nidorf deal the headquarters of the two publishing houses will be on the Coast. Nidorf will spend most of his time in N. Y. at Peppe's current headquarters.

Since Nidorf left GAC and sold his stock in that company to Thomas Q. Rockwell, president, for a reported \$65,000, there has been wide speculation as to what Nidorf would do. There were rumors of a talent agency of his own; he was considering an offer from Music Corp. of America to act as an artist-relations man, and there was talk of his going into business with George (Bullett) Dargom, manager of Andy Russell, Jo Stafford, etc. He is said to have bought out 50% of the interest by Dargom and Bob Moss, his partner. In these two artists, it's unconfirmed, however. But nowhere was there even a whisper of a deal with Peppe. He again took the business by surprise.

Oscar Straus' 50th Anniversary Draws SRO at Carnegie

A continental audience, seated at Carnegie Hall, N. Y., Sunday night (4) to help Oscar Straus celebrate his Golden Jubilee. The 73-year-old composer of innumerable successful waltzes and operettas, including the ever-popular "Chocolate Soldier," wisely interspersed his program with familiar aweing harmonies of the late waltz king, Johann Strauss Jr., and the latter's son, Joseph. Licia Albanese and Fumero Valentin, of the Met opera, were the top-drawer participants who rounded out a proper dash of eclect.

"Fiesta Mexicana," by the composer's son, Erwin Straus, was the sole popper departure from the strictly nostalgic.

National Association for Advancement of the Blind was beneficiary of the concert.

Gabbe Wants to Hug N. Y.; Starts String Of Road Mgr. Moves

Dick Gabbe, manager of the Jimmy Dorsey orchestra, will give up traveling with the band at the conclusion of the outfit's current stand at the Pennsylvania hotel, N. Y. Ted Altaber, road manager with Jerry Wald, will join Dorsey in that capacity, leaving Gabbe free to spend all his time in N. Y.

Jack Archer joins Wald in Altaber's place along with his wife, Billie Rogers, who becomes Wald's vocalist. Later recently gave up her band, which was being managed by Archer, who only last week joined T. B. Harms music company as a contract man. He leaves that spot now, of course.

Chas. Kenny in Final Plea for Rating Hike

Charles Kenny, brother of M. Y. Daily Mirror radio columnist Nick Kenny and co-writer with him of a number of songs, appeared before the recent board meeting of the American Society of Composers, Authors and Publishers in a final effort for a raise in classification. Kenny, who's now BB previously had unsuccessfully appealed to the classification committee and the appeals board.

Kenny bases his plea on the fact that his brother has a higher rating than he. He draws around \$4,000 annually on the double B rating.

Block's For-Free Idea Dropped Fast

Martin Block came up with an idea last week that he apparently dropped quickly after sounding out various music publishers. Block, m.c. of the Chesterfield broadcast on NBC, formerly handled the same chore on the same sponsor's CBS show. On the last program, he drew new and untitled songs are played each week, with listeners asked to select the one they liked best.

Block devised an idea whereby the first 10,000 listeners voting for the song eventually selected as best of each week's trio would be given a copy of the song. He approached several music publishers on the idea of supplying the copies, at the minimum cost to Chesterfield of paper and printing charges.

Publishers who were approached, and those who might have been, laughed at the idea. The idea of giving away free something from which they make their living was odd enough, but to give free copies of music in these times, when paper and printing are at a premium, was unthinkable.

ASCAP Nixed by WLB

Bonuses and salary increases voted last December were rejected by the Authors and Publishers executive and employees by the board of directors last December were rejected by the War Labor Board.

Horace Heidt to Break Up His Band Due to Contract Dispute With MCA

Pitts. Courier Drives

For Bland Memorial

Pittsburgh, March 6.—Pittsburgh Courier, one of the leading Negro newspapers, has launched a drive to erect a memorial to James A. Bland, the almost-forgotten colored composer who turned out such songs as "Oh, Dem Golden Slippers," "In the Evening by the Moonlight" and "Barry We Back to Old Virginia." Later is the state of Virginia's official song. The Courier refers to Bland as the Stephen Foster of his race.

Unique Rebuttal In

S-B Suit Challenged

U.S. Copyright Laws

Stephen, Widenski, operator of Stephen's Cafe, Fourteenth, E. 11, in effect, has challenged the U. S. copyright law in defending a suit against him by Shapiro-Bernstein for infringement of "Sweet Girl," one of that firm's apogees.

Shapiro originally filed suit against Widenski in 1941. It was tried in 1943 and in March, 1944, Judge John P. Herdigan decided the case in Shapiro's favor. It was appealed to the higher court, which last week overruled Widenski's arguments with the U. S. copyright law and upheld the original decision.

Los Angeles, March 6.—Horace Heidt goes out of the orchestra business March 18, with the close of his current stand at the Trianon ballroom near here. He has handed notices to his entire band. Reason for his move, he maestro declares, is difficulty with Music Corporation of America, which he has been fighting for some time. He has an action pending at the time. He has an action pending at the time. He has an action pending at the time.

Heidt's demand for a termination of his contract with MCA is now up to the AFM executive board, with a decision expected in about a month. Heidt has two more years to go. Band leader asserts that he has had improper representation by MCA and has been forced to arrange most of his own bookings.

Explaining the break-up of the orchestra in his dismissal notice, Heidt declared "certain existing conditions make it impossible to continue." Understood his will require his action career when the current problems are straightened out.

Tinturin, Martin Suit Halted; Deal Pending

Los Angeles, March 6.—Peter Tinturin staved his \$107,400 suit against Freddy Martin through a compromise arranged by attorneys for both sides. Agreement is that Martin will record two of Tinturin's tunes for RCA-Victor and give both a reasonable amount of air plugging. Meanwhile, Tinturin is making a deal to have the tunes published.

Clause in the agreement provides that RCA will decide whether or not to release the record and that Martin will be relieved of further responsibility in case the disc company decides the sides are not worthy of release.

Art Kahn, record musical director, opening a voice-coaching studio in Los Angeles.



All America
is clamoring for it!

Sung for the first time by JOHNNY JOHNSTON
on Chesterfield's "Music That Satisfies" program.

Lyrics by JOHNNY MERCER • Music by DAVID RAKIN

*The hauntingly, beautiful theme melody from the 20th Century-Fox
picture success "LAURA"*

MUSIC CORPORATION

AFM Held '100% Cooperative'

In Adjudicating Curfew Pay Slogs

American Federation of Musicians, according to nightclub and hotel men concerned with the slow beginning of the curfew last week has been bending backwards in an effort to settle all contractual disputes based on Justice Byrnes' own self-edition. Details of the numerous cases brought before the court are too numerous to mention, but the case of the Cafe Zanzibar, N. Y., is an example.

Zanzibar's owners, Joe Howard and Carl Erbe, sought to out Louis Armstrong's musicians \$18 each since the job had been cut from three sessions to two. Men were reluctant and the case went to the national office, which decided the salary of each should be cut roughly, about \$22 apiece. Other cases are similar because all buyers and managers agree that the AFM's cooperation has been 100%.

At the first full week of the curfew completed last Saturday (3), it has been determined that, while N.Y. night clubs have been closed, many band hotel rooms have not suffered nearly as much. Cover charges in the majority of hotels have been maintained, though cover inlets have lessened due to the short period of time for dancing. Latter figures are difficult to obtain for accurate comparisons, but it's obvious by those who would know that the drop hasn't been too bad.

Billmore, with Edgy Rogers and an ice show, is the only one even having intermittent closing. It's still not definite.

Hardest hit, according to the Variety Bands at the outdoor tabulation of N.Y. hotels, is the Pal d'Or, a banyan, where Jimmy Dorsey's covers dropped from 3,425 before the curfew to 2,725 during the first week of the rule. This was due, it's thought, to the lack of turnover.

During the week when the curfew is jammed. With such short time, patrons can't move from one spot to another, or prevent turnover. That's indicated by the 641-cover total last Saturday (3) as against 812 the prior Saturday. Even so, Dorsey is doing better; his cover has doubled that preceded him.

Two spots held their own. Tommy Dorsey just about equalled his previous week's take from the 400 Club New Yorker, with Jerry Wald surpassed the previous week's covers by 75. Of course, most spots lower the time at which covers are slapped on checks. Whereas, the charge formerly was effective at 10 p.m. it now goes on at 9:30 and earlier. At the 400 it applies after 9:30 p.m.

Frank Dalley's Torrance Room, Newark, with Louis Prima, had the second best Saturday (3) the room ever experienced. It's full week was comparable with pre-curfew big.

Chi Has AFM Trouble
Chicago, March 6.

Battle between cafe owners and American Federation of Musicians, according to a report in the press, is on here, as Byrnes' order. Operators are claiming Byrnes' order nullifies existing contracts, and that an opinion to that effect was obtained from Hugh Cox, assistant Chi Cafe Owners. And who talked to Washington last week to register complaints on how curfew is affecting business.

An appeal was made to Janice C. Arnoff, AFM rep., by COA immediately on return of delegation from the capital, asking that musicians take a pay cut, since they will play shorter hours. It was, it was understood, will demand that notices advance starting hours for business, and also in voting at the time of the discharged musicians if Petrillo and others who union won't compromise contracts.

N.Y. to Rio; Wally Downey
Wally Downey has gone to Rio to do some playing on business. Will be gone six or seven weeks.

The music man represents ASCAP and has his own U. S. agency.

Freddy Martin Co.

Closes N. Y. Offices

Mestre Mo, owned by interests headed by bandleader Freddy Martin, has temporarily closed its office in N. Y. and gone on the inactive list. Staff that formerly operated the N. Y. office realigned during the past couple months, and they have not been replaced. Paul Barry, who was professional manager, is now with Mayfair Music.

Maestro's headquarters is on the Coast.

Dorsey's Team For Orch Discing, 'Armstrong in Solo

Tommy and Jimmy Dorsey's orchestras will be combined sometime during the next few weeks for recording purposes. Two outfits will make V-Discs together in N. Y., using special recording studios. The latter figures are difficult to obtain for accurate comparisons, but it's obvious by those who would know that the drop hasn't been too bad.

According to the two bands, as a soloist, will be Louis Armstrong, whose band is now at the Cafe Zanzibar, N. Y.

One of Tommy Dorsey's arrangers is making the orchestration for the V-Discs. There will be about 40 men involved in all. Bands have been combined before, as stands on record, but this situation has never, have two been dovetailed with different arrangements laid out for them.

ASCAP Withdraws Duke Test Suits

Test suits filed in the summer of 1943 by the American Society of Composers, Authors and Publishers against establishment employing coin machines are being withdrawn. Suits alleging infringement of ASCAP material via performance without proper license, were filed on the grounds that the spots involved had formerly employed live music and had ASCAP licenses, which were dropped when the musicians were let go and coin machines used.

Withdrawal of the suits is different based on the Society's desire to ascertain the situation from a different angle. Spots and were Donohue's Bar and Grill and New Westport Cafe, both in N. Y., and Mary's Cafe and Otto Winkelman, an operator, both of New Rochelle, N. Y. The first two cases were handled by the Edwin H. Morris song, "I've Heard That Song Before," and Wally Downey's "Think of Me" had been played from recordings without permission or license.

PAXTON MOVES FROM PAR TO CAPITOL, N. Y.

George Paxton's new orchestra, originally booked into the Paramount for two weeks, is now being switched to the Capitol. It opens at that house either April 26 or 27.

Paxton had been set into the Paramount week of March 28, but that period was taken over by the original Goodman's new band. Par wanted to set Paxton back, but he desired a Broadway show. Prior to his opening at the Pennsylvania hotel, N. Y., only in June.

Leader last week in our "Duke" band, now back, current at the Lincoln hotel, N. Y. Move was to cut down costs during the curfew, along with two French horns, before the Cap date.

Practise of small live clubs on 84d street, N. Y.

Practise of small live clubs on 84d street, N. Y., in advertising approach of new laws and ideas as "guest stars"—often without permission—is proving a thorn in the side of booking agencies. For some time, such spots have been employing a "guest" policy on nights their regular musicians are off, without disturbing anyone, but of late they have been employing tactics that have agencies on the verge of applying for union relief.

Guests, rather, similar to the methods of operation that occur in all star up trouble in the vaudeville club performer field, operates in this way. Someone connected with the clubs, also friendly with the clubs, also friendly with name leaders and musicians, will off-handedly invite one of the latter in "next Monday" for a drink. Most of these invited accept the invitation without much thought of fulfilling them. As soon as they say okay, however, the club goes to work to vertify them in daily papers and outside the establishments as appearing at the club.

Such a situation threw Louis Jordan's recent Paramount theatre, N. Y., into a tizzy. He had already his appearance and when his agency, General Amos, Corp., checked him in, it pointed out that Par contracts forbid concurrent playdates, he asserted he knew nothing of the situation. Advised by wire he wouldn't appear, the club nevertheless continued to assure patrons the show would be there. On another occasion, Count Basie was advertised at two different clubs, one of which he was at the Lincoln hotel, N. Y., with his band. Benny Carter got into a similar situation. He was at the Lincoln hotel, N. Y., with his band. Benny Carter got into a similar situation. He was at the Lincoln hotel, N. Y., with his band.

Another developing headache for agencies is the unlawful use of pictures of some performers to lure for obscure one-nighters. GAC has a placard advertising the King of Swing. Another recent case involved an advertisement of Benny Martin in Trenton, N. J., this time using the right name and right picture. He also was not booked.

Question If Curfew Nixes Bands Rehearsing After the Midnight Folds

There is a difference of opinion among hotel and cafe owners as to the literal translation of the midnight curfew ruling. During the last week of the clamp, both the Lincoln hotel and Cafe Zanzibar refused permission to George Lewis and Louis Armstrong's bands to rehearse after the job that is, after midnight.

Barbenters were prevented from rehearsing after midnight are squawking bitterly. They must rehearse new material, they say, and practice has been to do it in the wee hours, which allows musicians to get their act off. If done in the afternoon, the men must break up their day.

O'Connor in Hospital

Johnny O'Connor, manager of Five Waring, Johnny Lutz and Art Mordkin, is in St. Vincent's hospital, N. Y., with a bad throat condition. His condition is reported fair.

O'Connor is a member of the American Society of Composers, Authors and Publishers board of directors and president of the National Publishers Contact Employees Union.

McFarland Twiss arch aimed a management contract with General Amos Corp. last week.

Highest N. Y. State Court Holds ASCAP Corps. Not Directors' Keepers

American Music Fete Set for Paris in June

An American music festival, held under joint sponsorship of the French government and Office of War Information, will be given in Paris in June. Aaron Copland will direct the event, with Leonard Bernstein as chief conductor.

Purpose is to acquaint French people with development of American music since 1939.

Palladium B. Cries Discrimination At ASCAP Fee Jump

Hollywood, March 6. Claiming he was overcharged, Maurice Cohen, general manager of the Palladium Ballroom here, has demanded a reduction of the \$3,000 annual music rights fee levied by the American Society of Composers, Authors and Publishers. In his request for a refund, Cohen contends his ballroom is in the same general classification as the Aragon and Trianon in Chicago, which are assessed only \$2,200, which recently fought with ASCAP over a proposed increase.

Cohen declares he agreed to a 10% increase in the Palladium's fee with the understanding that it was necessary in compliance with the terms of the contract. Cohen is keeping with the Society's national standardization policy. Since then, he has learned that the Chicago ballrooms were taxed \$2,200. He calls it "discrimination in price between licensees similarly situated," and wants a refund of \$800.

James Severing Grand Music Tie?

Harry James has notified Grand Music Co., operated by George Weiner in N. Y., that his association with that firm will be discontinued on the expiration of 90 days. James' cancellation of a deal that brings him a minimum of \$25,000 annually is based on a desire by him to set up a music publishing firm of his own. He has announced recently that he was making a deal with Buddy Morris, but that's been completely denied.

Weiner flatly denies receiving James' cancellation notice. He says his agreement with James runs for a period of three years, which is just about three months from now.

James' deal with Weiner elicited wide comment in the music trade when it was made last year. Without paying any cash, the deal gave the firm and guaranteed an annual income of \$55,000.

HAMPTON'S SENSASH \$14,898 NET IN CHI

Lionel Hampton's orchestra reportedly took a total of \$14,898 out of the Dawsonville, Ga., show during the week ending last Thursday (1), probably the highest amount of money ever earned by a colored band for one week of theatre work.

Hampton was in on the 54-50 split, and he took home \$7,449. He had his eight shows played, Feb. 25. He was cupped to the film, "Hi, Beautiful."

Proceeds from Hampton's orchestra play the Paradise, Detroit, running up a total gross of just under \$26,000. This is exclusive of tax, say, the above Chicago figure.

The Court of Appeals, N. Y. State's highest, has absolved ASCAP's corporate members having representation on the society's board of directors from all liability for the acts of such directors. This determination was made in the action of Gem Music Corp. and Denton & Haskins Corp. against ASCAP, its officers and directors, and its corporate members having representation upon the board.

The appeal was argued by Louis D. Frohlich, of Schwartz & Frohlich, on behalf of certain corporate defendants, and by Leopold Bleich of Julian T. Abley's office on behalf of others. Lowe's and other motion picture companies, with music publishing interests, also had appeared, but had evidenced concern that such subsidiaries, and in turn the parent motion picture companies, might be liable for acts of the ASCAP board. It was for this reason that Abley, in his representation of Lowe's music companies, had separately appeared and argued in the interests of the motion picture companies.

The complaint alleged that ASCAP's directors and officers had been negligent in their management of the corporation and that they and the corporation defendants, having representative liability for the alleged liability of such corporate defendants was predicated upon an ASCAP article of association that "each publisher member, if a co-partnership, firm, association or corporation, shall file with the corporation a statement from time to time, the name of a person who shall be deemed to be representative in the Society for all purposes."

Plaintiffs contended that by virtue of such a statement, each representative of a corporate defendant as a director of the Society was guaranteed to be a representative of the defendant. Justice Benedict D. Dineen, in N. Y. supreme court, had granted summary judgment for the defendants, dismissing the complaint as against them. The Appellate Division reversed Justice Dineen's order upon the ground that such article made the corporate defendant liable for the alleged acts of their designated representatives on the ASCAP board. The Court of Appeals reversed the Appellate Division and reinstated Justice Dineen's order dismissing the complaint as against said defendants, saying: "None of the corporate defendants had power to appoint a representative of the corporation as a director of ASCAP. On the contrary, under ASCAP's articles of association, the representative could be nominated only by a committee of the board and could be elected only by the members of the board. Moreover, no director of ASCAP derived any authority from any of the defendants' appointment as a director again, the power of complete management of ASCAP's affairs was vested in the directors by its articles of association."

This decision removes any question of the liability of the corporate members of ASCAP for the acts of their representatives as directors. It also remains open for the court to take the action only the alleged individual liability of the officers and directors of the Society for all alleged acts.

Jazz in Detroit

Detroit, March 6. Jazz concerts are now competing with long-haired concerts here. Bill Hammett, who has been in the city, has launched a series of concerts featuring top musicians.

For the next concert, Randle has booked the Sullivan Trio (the night of March 10), to present Meade (Lew) Lewis, boogie-woogie pianist, Sidney Bechet, New Orleans clarinet, Gunter, pianist, the George Rose quartet and the Willie Anderson group.

The Sullivan Trio, featuring David Jam Band.

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 and business (12 to 15 p.m.) not noted. Figures after name of hotel give room capacity and cover charge. Earlier amount designated weekend and holiday price. Compilation is based on period from Monday to Saturday.

Hotel	Band	Cover	Room
Hotel			
Hal Aloma	Lexington	\$500.	\$15-\$130
Jerry Wald	New Yorker	\$400.	\$1-\$130
Jimmy Dorey	Penns.	\$350.	\$1-\$130
Leo Rossmann	Waldorf	\$100.	\$1-\$130
Geoffrey Paxson	Lovell	\$25.	\$1-\$130
Guy Lombardo	Roosevelt	\$400.	\$1-\$130
Charlie Spivak	Commodore	\$400.	\$1-\$130

* Asterisk indicate a supporting floor show. New Yorker, Baltimore, have ice shows. Lexington, Hawaiian floor show.

Chicago

Buddy Franklin (Walnut Room, B's rock hotel; 445; \$150-\$250 min.). On some but Franklin and Tala still hit a substantial \$300.
 Bob Grant (Empire Room, Palmer House; 700; \$150-\$250 min.). Hildegarde still doing biggest biz, curfew reduced patronage to \$300.
 Dick LaSalle (Mayfair Room, Radisson hotel; 445; \$250 min.). Combo week of Phil Rosen and Dutchman, who opened Feb. 12, kept tabs up around electric 2500.
 Boyd Buchanan (Pamphlet Room, Sherman hotel; 853; \$150-\$250 min.). Customers here not yet accustomed to earlier hours, with resultant drop to 4500.
 Ted Weiss (Boulevard Room, Stevens hotel; 650; \$150-\$250 min.). Despite curfew ropes were up four nights for great total of 6,000.

Los Angeles

Freddy Martin (Ambassador; 900; \$1-\$130 min.). Didn't even get an eyelash when the curfew came. Maintaining its 4,500 standing.
 Joe Richman (Biltmore; 900; \$1-\$130 min.). Room holding its draw of 4,900 tabs.

Location Jobs, Not in Hotels

Chicago
 Gay Christe (Cler Parer; 800; \$150-\$250 min.). Always a late spot, this place really feeling the ban. Curfew-free mode—Dolores Grey bill playing at about 4,000, down from last week.
 Ben Cartney (Blighter; 800; \$150-\$250 min.). Courtney's popularity and addition of Saturday tea due to red machine held figure to five 4,000.
 Ben's Cammins (Latin Quarter; 700; \$150-\$250 min.). Another victim of the curfew. Show headed by Bert Wheeler and Jackie Heller drew 3,500.
 Los Angeles
 Vaughn Monroe (Palmdale B. Hollywood, fourth week). Registering 29,000 pastebars at the door.
 Horace Heidt (Troy; 800; \$150-\$250 min.). No fluctuation here, holding at 11,500 clamors.
 Leighton Noble (Lexington, N. Los Angeles; 12th week). With a new show to hype covers, spot climbed to 4,000 patrons.
 Charles Melina (Trocadero, N. Hollywood, first week). Hit a 90% slash with curfew and OPA's altered doors injunction coming in the same time, down to 2,000 tabs.

British Best Sheet Sellers

(Week Ending Feb. 15)

Rank	Title	Artist	Weeks	Copies
1	Ever Go to Ireland, Cinephonic	Trolley Song	1	1,775
2	Sun Chocolate Soldier	U. S. A.	1	1,775
3	Shine Harvest Moon	F. D. & H.	1	1,775
4	Together	Connelly	1	1,775
5	Irish Lullaby	Connelly	1	1,775
6	Time Waits No One	Feldman	1	1,775
7	Tico Tico	Latin-America	1	1,775
8	Dance With a Dolly	Connelly	1	1,775
9	Kiss Blue Eyes	Connelly	1	1,775

Feist Sued Over Radio

Rights to 'Blossom Time'

Suit involving the radio broadcasting rights of the operetta, "Blossom Time," was filed by the Karczag Publishing Co., Inc., against Leo Feist, Inc., music publisher and the American Society of Composers, Authors and Publishers, last week (1) in N. Y. federal court. Action creeps an injunction and damages and to declare that an agreement, which plaintiff made with Feist in 1919 for publishing musical numbers and mechanical rights to the operetta did not include radio rights.

Karczag, owner of the operetta, "Das Bräutchenhaus," known as "Blossom Time," according to the complaint, alleges that in 1919 they wanted Feist the exclusive rights to publish the musical numbers of the operetta and also the mechanical reproduction of the music. At that time radio broadcasting was unknown, hence Karczag claims these rights were not included.

Feist, the complaint further charges, without consent or knowledge of the plaintiff, made agreements with ASCAP, under which they granted the society the right to license broadcasting of the operetta and the music. Although notified that such rights were not included in the contract, the defendants have asserted ownership of and exercised the rights.

George Dowdy's severely injured hand, which cost the pianist-bandmaster five weeks of bookings, is now well enough to permit him to beat the ivories again for a run at Hotel Statler, Cleveland.

Inside Stuff—Orchestras—Music

Bands playing Coca-Cola broadcasts in various parts of the country since the string started five nights weekly almost two and a half years ago, have missed only three broadcasts in all that time. Coca-Cola keeps transcriptions of complete programs on hand at WJZ, N. Y., the Blue net home base, in case of difficulties. These are made by name combos and paid for at regular rates that the bands that make them usually get for a color spot. They are used only once, then discarded.

While only three shows have been missed for various reasons, there have been numerous close calls. O'Jary agency, which handles the accounts, now bars, trying to originate points. All approaches to broadcasts must be on terra firma, forcing the scheduling of prior engagements reasonably close, to minimize the danger of last minute blocks.

Band and music people who know of the situation have been annoyed no end by the action of a Hollywood civilian agent who complained to the War Dept. about the activity of another agent who continued to handle his affairs while in the Army. The latter, who was in a position that allowed him much freedom at night to handle his affairs, got in the other's way. A complaint to the commanding officer got the civilian agent nowhere, but the wire to Washington resulted in the transfer of the agent-GI to a midwestern post. The civilian agent's identity is well known despite the fact he signed another agent's name to the wire.

One of the better-known bass players, with various top-name orchestras the past few years, temporarily stepped out of the business recently during a trip to Florida with a band. While playing at a spot there the guy got into a big dice game and in the course of the evening won around \$3,000—plus a six months' free lease on a 65-room house formerly belonging to a nationally known society figure. With the lease went all the trappings, including a big car and chauffeur. During the latter part of the boss's run he came to work in the gas. When the band closed and headed north, he stayed on to take advantage of his full winnings.

ACA-Victor recently picked up four new artists for its Red Seal classic series. Three singers, Lela Albano, now with the Metropolitan in N. Y.; Margaret Harslaw, also with the Met, and Robert Merrill, were taken on along with the Argentine violinist, Ricardo Odoposoff. Merrill, a baritone discovered at Grossinger's, Catskill, N. Y., vacation spot, is now on the Blue network. He's managed by Mae Gale, who picked him up at the spot.

Clarence Gasill, who writes topical songs to order, has reeled off a couple to fit the times. One is titled "He's a Fellow With a Mutech (Looming for a Girl With a Cigarette)" and the other is "Here Comes the Revolving Man."

Decca's 30c Divvy

Decca Records' board of directors last week declared a dividend of 30c per share to stockholders of record March 18, 1945. This split is the same as the company declared for the same period (first quarter) of last year, and 30c per share higher than that declared in 1943. Coin is distributable March 27.

Col. Veepees Sachs

Marie Sachs was named a v.p. of Columbia Recording Corp. last week by action of the company's board of directors. He is director of the company's Artists and Repertoire division, headquartered in N. Y.

Sachs goes into a Philadelphia hospital April 7 for an operation.

Why Waste Paper? The Titles Tell The Story!

BOMB-SHELL!
A NO. 1
LYRIC
AND
MELODY

ANDY
RUSSELL'S
HIT
CAPITOL
Record No. 189

AN IDEA
THAT IS
PRICELESS

SENSATION
OF ALL
SOUTH
AMERICA

CUTE,
CATCHY
AND
CLEVER

I'LL REMEMBER SIZE AND

NEGRA CONSEJITA (My Pet Brunette)

EVERYBOD'S SEEN HIM BUT HIS DADDY

SANTA MARTA

IN MY LITTLE RED BOOK

EDWARD B. MARKS MUSIC CORPORATION

Feist Presents—

*The new hit score from the
M-G-M musical "ANCHORS AWEIGH"*

featuring FRANK SINATRA

*First Introduction Wed. March 14th
over C. B. S. by SINATRA*



I BEGGED HER

Lyric by SAMMY CAHN • Music by JULE STYNE

Recorded by FRANK SINATRA — Columbia

WHAT MAKES THE SUNSET?

Lyric by SAMMY CAHN • Music by JULE STYNE

Recorded by FRANK SINATRA — Columbia

THE CHARM OF YOU

Lyric by SAMMY CAHN • Music by JULE STYNE

Recorded by FRANK SINATRA — Columbia

I FALL IN LOVE TOO EASILY

Lyric by SAMMY CAHN • Music by JULE STYNE

Recorded by FRANK SINATRA — Columbia

WE HATE TO LEAVE

Lyric by SAMMY CAHN • Music by JULE STYNE

THE WORRY SONG

Lyric by RALPH FREED • Music by SAMMY FAIN

Leo Feist inc.

HARRY LINK, Gen. Mgr.

1010 Broadway, New York 10 GEORGE BALLOU, Asst. Mgr.

WMC Orders Chi Talent Agencies To Reduce Staffs 10%; Femme Worries

Talent offices in the Chicago area are faced with a serious employment problem because of a War Manpower Commission edict curtailing personnel in "non-essential" industries. William Morris and his staff have received notices ordering an immediate 10 percent aide in help and staff, with the order of male employees' outfits can have. Edict will eventually apply to all non-essential industries in that region which includes Illinois, Wisconsin and Indiana. So Fred Morris Corp. of America and Fred Morris Bros. branches haven't been notified.

Problem posed with reduction in male staff will be difficult in contacting niteries. It's felt that it's impractical to hire femme agents of late hours and during the day. Unemployed femmes making rounds of cafes. Agencies don't want to increase female contingent to the conditions. Again, most niteries don't like unemployed girls in their spots.

Agency execs feel that the WMC edict contains a number of incongruities amounting as it fails to specify age, draft status or physical condition of men it can dismiss or retain or whether dismissed men must go into war work. Another in the late date letter was received. Note, received only last week, ordered a 10% pruning by Feb. 15 and another five by March 1. This forced the full cut of 10% at one time.

Lou Walters' Det. Quarter Sued for \$120,000 By OPA Over Price Ceilings

Detroit, March 6. A suit for \$120,000 triple damages for alleged over-zealous charges for drinks was filed in federal court last week by the OPA against Lou Walters' Latin Quarter. OPA also is seeking an injunction to restrain the niteries from what it contends are overcharges.

Newsmen spot had its first brush with the OPA only a month after it opened last September. At that time it was charged that six kinds of whisky, three types of beer and cocktails were priced above ceilings. It set off a series of troubles for the spot which also got an order to disband 116 employees which the War Manpower Commission said were hired illegally, a summons from the State Liquor Control Commission to explain its drink prices on top of it, an employee disappeared with a \$5,000 payroll.

AL RACE

And His SILLY SYMPHONISTS
17 WEEKS ON
PHILIP MORRIS
PROGRAM—N.Y.
With
"IT PAYS TO BE IGNORANT"
SHOW
Dir. STAN ZUCKER

PERFORMERS NOW IN ARMED FORCES

If you are in special service unit for immediate use or post-war service, here is a Service You'll Always Want
FUN-MASTERS GAG MATERIAL
CUNY-MASTERS GAG MATERIAL
All Time Favorites
Karl Lauderbach, 100
New York Times—100
1-2-3-4-5-6-7-8-9-10
Make These Payable to
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Mail to "Fun-Masters"
100 W. 42nd St., New York 18, N.Y.

AL WALKER Working Writings

Now on Fourth Week
WALTON ROOF, PHILA.
Starting March 14th
BROADWAY, N.Y., CHICAGO
April 23rd, Latin Quarter, Detroit

Gerrocci Relieves Lowe In Role for AGVA

Pat Gerrocci, Building Trades American Guild of Variety Artists, has been brought into the national picture in New York to handle special assignments directly under Matt Shelvey, national administrator. Gerrocci, who will be in charge of the Emili Lowe, who had been temporary rep of AGVA in Baltimore, now returns to his former post in the N. Y. local, working under Dave Fox.

Gerrocci will remain in Baltimore until Shelvey picks a permanent rep there. Louis Smolin, who had been assistant to Gerrocci, takes charge of the Buffalo branch.

Interstate Time Using Single Vaude Acts To Fill Picture Breaks

San Antonio, March 6. Interstate Theatres in some of their key cities are looking for ways to bridge between pictures. Acts run between eight and 40 minutes and are proving beneficial. At the Majestic here, Bea Morris is heard at the keyboard in the piano in "Classic vs. Swing." Novel mirror set up enable all in house to see Pat Morris at the keyboard.

In Dallas, the Cass County Kids (3) are current on the stage of the Palace theatre and Kate Williams is holding forth at the Melba.

CUGAT REOPENING N.Y. COPACABANA APRIL 12

Monte Proser's Copacabana, solely current on the East Side niteries, is the main attraction with advent of the curfew. Feb. 26, will reopen April 12 with Xavier Cugat's orchestra. It's not yet clear whether show will go in as well or whether the Cugat entourage will provide the entertainment.

Proser declares he's not certain about return of the downstairs room, but it's known that Cugat's contract has been picked up again at \$6,000 weekly.

Proser states that the Cabana Room (upstairs bar) is holding its own, paying rent and other expenses. It's currently running at a loss.

Pitt's Vogue Theatre Is No Picnic Spot

Pittsburgh, March 6. Even the town's other niteries operators, who have taken it on the chin from time to time, find it with their hard-luck doesn't hold a candle to that of Bill Household, who, from time to time, finds it with their hard-luck doesn't hold a candle to that of Bill Household, who, from time to time, finds it with their hard-luck doesn't hold a candle to that of Bill Household.

Generally looked upon as this district's finest and best-looking room, spot has been lambasted ever since it opened four years ago. First came the war and gas rationing, then the ban on pleasure driving, which practically ruined the spot for several months. This year the heaviest month in half a century virtually isolated it for eight weeks.

Household finally got going, however, and then the roof saved him from the snows and he had to close down again. Last week came the curfew, and since nobody ever shows up at the out-of-the-way place until 11 o'clock at the earliest it looks like curtains.

Shople Draws Capacity In 1,000-Seat Seattle Niterie

Seattle, March 6. Sophie Tucker has been drawing capacity at Mike Lyons' Show Box, which seats about 1,000, to handle \$125, but the main money comes from and ad pop sales aside. Two shows are set early, 8:30 and 10:30, which induces 'em to stay for both shows, helping drink sales, but not dancing.

Shople's engagement here. Opens next at Music Hall in Portland.

Adjustment Of Talent Salaries Going Smoothly

Readjustments in talent salaries are going space smoothly. City in contracts, on a voluntary basis, average 20-30% in the hotels and 25% in the cafes. For the latter, the cut is less, because the offer is where they had to cut from three shows to two a night. The hotel shows, where it's a case of only one show per night.

It's no problem for most hotels and niteries to make the cut. Some show bios which are having real trouble because of the heavy cut.

Readjustment of niteries contracts to suit curfew conditions has been started by the William Morris agency, which is inserting salary clauses in all of past acts, based on continuation of the curfew. Morris says he's not sure if the clauses being current working price on continuation of the Byrnes edict. Morris at a slightly higher rate based upon a 1 p.m. closing and the third contingent upon repeal of the edict.

This system, inaugurated last week, will still contain the 1 p.m. closing despite the fact that Byrnes killed all hopes of pushing back the shattering time an hour later.

Agency signed a unit to three price ranges include those of Joe E. Lewis for Ciro's Hollywood, dated March 1, and closing at 11 p.m. at the cabana, Miami Beach, but no later than May; and another for the De Marco, at the Shorham Hotel, Washington, for four weeks starting April 2.

Other major offices so far haven't adopted this system.

SID PIERMONT NOT REJOINING LOEW VAUDE

Major Sidney Piermont, back in vaudeville, was not going to rejoin Loew's, where he was chief vaudeville booker. That's one certain thing.

What he's certain about are his future plans, although he has availed himself under consideration.

A.C. Steel Pier Sale To Abe Ellis Set for This Wk.

Negotiations for the purchase of the Steel Pier, Atlantic City, from owner Frank Grady for \$800,000 are now being conducted. Prospective purchaser is Abe Ellis, N.Y. concessionaire. Deal will probably be consummated sometime this week. Grady had a deal on the pier for the Pier last year, with Bud Abbott and Lou Costello. At that time the selling price was reported to be \$1,200,000. Pier was heavily damaged in last fall's hurricane, but was covered by insurance and has since been repaired.

Willie Shore Into Chez Paree, Chi; 2 Yrs. on USO

Willie Shore, recently returned from a USO tour, is starting his niterie date since coming back to the Chez Paree, Chicago, March 15. He's been playing the European theatre of war for two years.

Split Vaude-Legit

Center theatre, Norfolk, is varying its usual vaude with a fling into legit. Booked for March 10, the Norfolk Vaude-Legit of "You Can't Take It With You." Founders of this house is to take legit attractions, when available, in the a.r. Run is for one week, after which the house returns to vaude.

Nerret, Head of AGVA's Hub Local, Removed for Brushing Off Charges

Cornford Houses Go Legit-Vaude Split-Week

Cornford Houses, operating in New York and Pennsylvania, will institute legit and concert policy one night weekly in each of their houses. All attractions will be routed to start at the Capitol, Binghamton, and Temple, Scranton, and the Capitol theatre, Wilkes-Barre and Pottsville.

Policy starts April 9 with "Kiss and Tell" with "Student Prince" and "Life with Father" set for later dates. Houses will still continue their vaudeville policy later part of the week.

AGVA Okays Afternoon Sessions Without Change In Existing Contracts

Trend of some N. Y. niteries as well as those in other key cities to experiment with afternoon sessions to recoup some of the losses incurred through the midnight closing edict, has been approved by the American Guild of Variety Artists regulations, as has been reported.

AGVA's current contracts calling for night appearances only, has notified members of the union that the niteries will be allowed to add afternoon sessions without any change in current contracts, but in new contracts the matinee sessions must be cited properly or they won't be allowed.

DOWNTOWN, CHI, GOING BACK TO BURLESQUE

Despite reports floating around for a few weeks that Downtown theatre would dump its vaudeville policy for legit, house is definitely decided to return to burlesque, Friday, March 16.

It was reported that New York producers were interested, but lack of backstage space puts anything but vaude of burley out of the question. Burley was decided upon, according to Jack Berger, operator, because of impossibility of getting a constant diet of first-class attractions, which in face of Lionel Hampton's stock \$300 (net) chalked up in last week of house's operation as a vaude, is little short of heart-breaking.

Spot will play five acts plus double feature.

Weekends at Orph., J. C.

Orpheum, Jersey City, which reverted to straight night policy several weeks ago, will resume vaude bills on last half beginning March 22.

Spot will play five acts plus double feature.

Fred Nerret, head of the Boston local of the American Guild of Variety Artists, was removed from that post last week by summary action of AGVA, for failure to appear as national headquarters in New York, New York and Pennsylvania.

Multiple charges against Nerret by performer-members of the talent union, charging that he and niterie operators had been lodged several weeks ago. At the time, AGVA compiled a list of complaints and forwarded a copy to Nerret so that he could put in a defense. Dave Fox, head of the N. Y. local of AGVA, was then dispatched to Boston to hold hearings on the charges. Nerret's vaudeville policy later part of the hearing, according to Fox, who then recommended Nerret's suspension.

Shelvey then said he would have Nerret another opportunity to defend himself by summoning all complaints to the AGVA headquarters in N. Y. The accusers showed up. Nerret did not. Summary dismissal.

Freddie Dala, currently representing AGVA in Ohio territory, will over the Hub territory for AGVA. Dala will work with Pat Patton succeeding Dala in Ohio.

Bookbinder's Restaurant, Phila., Given for Free To Jewish Charities

Philadelphia, March 6. Old Bookbinder's Restaurant, one of the most famous eating houses in America and known to people in Philadelphia for more than 80 years, was given away—luck, stock and barrel—to the Federation of Jewish Charities here last week.

Place was presented to the organization by Harmon L. Blackburn, noted V. actor and show business figure. Gift included everything in the place, including the cash in the till, and a collection of theatre land and penates valued at thousands of dollars.

Blackburn's collection of playbills includes those of the original Park theatre, New York; London's Covent Garden; the "Big Van Winkle," at the Grand Opera House here. Blackburn will remain as manager at \$1 a year.

Bookbinder's does a yearly business of \$250,000. It was founded by Samuel and Cecilia Bookbinder in 1885. Their Bookbinder was the founder of the Federation of Jewish Charities. Minimum value of the business, according to experts, is \$250,000.

Bill Hardesty, operator of Bill's Gay 90's niterie, N. Y., has shuffled plans again and postponed production of a vaude unit, "Bill Hardesty's Gay Nineties," which he planned constructing.

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Frankie and Paul Were Sweethearts

Right after the red-hot censorship situation over the forced closing of "Trio," Balducci, N. Y. John Chapman, critic for the N. Y. Daily News, went gunning for Mayor LaGuardia and his license commissioner, Paul Moss. Attesting "Frankie and Johnny," a ballad by Paul and his partner N. Y. City Center, he stated in his review with "Moss last night sponsored a dirty show which had in it, beside a pimp and a couple of lesbians . . . show . . . being a direct violation of a collection of laws which you may have heard if you were brought up strict . . . 'Frankie and Johnny were lovers . . . and how they could love . . . he was her man but he done her wrong.' This is the way they've got into the picture."

"And that isn't all. Right in the program it says: 'Johnny loves Frankie too, gladly accepting the money she makes from other men . . . setting it in a store . . . and then he takes her to a party . . . Johnny goes up there and when Frankie finds out about it, she shows him fender than a Jap . . . Right in the program it says too: 'This story ain't got municipal institutions . . . Among the characters are . . . a saloon jay, a hustler, two bums, a policeman who doesn't bother anybody, and two interesting women, one of whom is unashamedly dressed . . . even if I look out of some morning he will have to pinch himself . . . and not just to see if he's dressed.'"

Dave Quick, also in the News, referred to the officials as Mayor (Bergen) LaGuardia and Paul (Charlie McCarthy) Moss. When informed about "Frankie and Johnny," the mayor said an incident such as this has no more right in the Center than anywhere else.

"Well, what he was waiting for?" asked Quick.

The notice inspired editorial comment in other papers. World-Telegram, saying it "hadn't heard," that Moss resigned from the Center because of the "jolly raucous" ballet.

Mantle on Censorship Evils

It is unnecessary and a little silly. For instance, in order to stimulate their protest against the action of License Commissioner Moss, both Elmer Rice and Margaret Webster have resigned as members of the Board of Directors of the City Center of Music and Drama. Now, to me there is work—and important work—for both the influential theatre air the theatre to accomplish in connection with the building and advancement of what is the nearest thing to a people's theatre in America we have yet developed. To let a personal irritation and difference of opinion, however important in itself, drive them from the bigger, better work which they both do at City Center is deeply regrettable. To quit is so easy. Especially to quit a volunteer job. To get a little mad and about in true American fashion, "All right, if that's the way you want it, I quit." That's the easiest thing in the world. Takes neither courage nor much intelligence. To stick—and to do your best—that's what counts. And what wins in the long run.

Silliness of Censorship

And consider the silliness of censoring from another angle. There was a play produced in Washington a week or so ago entitled, "Dark of the Moon." It contained what was described as a revolting scene of a man and a woman in a room.

Well, I remember, and so do you when the nightclub lads were going to be ruined by a 10% war tax and the high price of liquor. They survived that. And they were going to be ruined—possibly ruined this time—by a 20% tax. And they got by that. Now, oh, brother! The censor and most thoughtless are taking the order gracefully, and a little as though it were a grand favor to the country for them to be patriotic. But there are others who are practically fighting each other with their hands in line for the money. I wonder how we would feel about all this "if we were over there on two Jims?" Or had someone pinch-hitting for us?

Theatre Directory

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Play Out of Town

The Deep Mrs. Sykes

Boston, Feb. 28.

Shirley Clarke, and her play "The Deep Mrs. Sykes" is now on at George Krehm, 85 West 42nd St., New York. It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother.

While it wants for sufficient gain, it fairly to contend as a big money play. It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother.

A New Yorker quality short story rather than a full-blown formal drama, the play depends on a lovely depiction of character within the scope of a small dramatic situation. Two-acter this travails about 120 minutes to set itself for briefly, but it is a play about a woman who is a prostitute and who is a mother.

It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother.

It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother.

LaGuardia

Continued from page 51

holding of the Belasco license should not be a problem. It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother.

It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother. It is a play about a woman who is a prostitute and who is a mother.

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Int'l Coin Plan

Continued from page 3

market. In terms of U. S. coin the anticipated \$10,000,000 in firm rentals reported accrued to U. S. distribut in 1944, about the world's total of \$2,500,000 U. S. funds. If the anticipated \$20,000,000 annual market for franc depreciation in U. S. distribut, the value of that territory would drop to \$5,000,000 annually which would mean a depreciation value as expected. This is indicative of the possible world-wide effect on currencies of the plan.

It is virtually certain that exchanges will fluctuate after the war and that firm rental remittances from abroad, even at reduced U. S. values, will become immaterial unless some monetary agreement is reached.

Future of the U. S. film industry is being viewed by industry leaders as closely interwoven with the Bretton Woods proposals whereby United States would contribute some \$1,000 of an \$18,000,000 international monetary pool to maintain a high level of parity in the world. The plan calls for a Monetary Fund to stabilize currencies, to prevent temporary fluctuations needing exchange over a national period to pay for imports, and to provide direct, long-term loans for reconstruction purposes.

Bank Plan

The U. S. plan is to end or forestall the practice of blocking payments; to put an end to artificial trade barriers such as quotas, import licensing, export controls, and tariff reduction of industry and bilateral treaties.

The Bretton Woods plan, however, may be stymied. There is a wide gap between British and American proposals. The British plan would want loans from the U. S. and has definite reservations regarding the Bretton Woods proposals. The Federation of British Industries (equivalent of the National Association of Manufacturers in the U. S.) asserts that it would be a mistake to believe that the world Monetary Fund would be the foreign currency of the United Kingdom to the rigidities of the gold standard.

British leaders say that unless Britain can see her way more group out of the debts she has already incurred she does not want to incur new ones. Britain wants trade in payments whereby debts can be paid off with exports. British banks are opposed to long-term loans from the proposed \$18,000,000 International Bank and to the provisions of the \$5,000,000 Monetary Fund, which, it is claimed, would take the power to revalue sterling out of the hands of the British banks.

Britain's Plan

A planned economy, it is claimed is necessary for Britain and other countries to emerge from the depression that Great Britain will find it necessary to maintain a rigid control over the economy after the war. It is one of the measures, such as devaluation of the pound, to increase exports and to reduce imports. It is supported by British industrialists that the plan calls for the setting of a higher level of exports for Britain as a whole which are distasteful to American opinion—such as plans for quotas, licensing and cartels.

The effect which miscellaneous planned national economies, including currency devaluations, can be seen in the drop in world prices of some 50% during the currency devaluation period from 1928 to 1937.

U. S. Government officials see in the proposed Johnson act repeal (making loans again available to countries which defaulted previously) through the proposed International Bank for the setting of term direct loans available for reconstruction and development purposes. In the U. S. Monetary Fund, a means of preventing a huge decline in U. S. export receipts which is reportedly around \$15,000,000 annually.

Question of land-lease might cut imports to around \$4,000,000 or less. The effect on foreign film rentals would not be as great proportionately, but the decline

would obviously be extremely severe. U. S. Government, aiming to head off the threatening slump in exports, which would affect the national economy adversely, is seeking to maintain high export levels after the land-lease. U. S. Government officials say that the Bretton Woods plan would pave the way for U. S. exports to at least \$10,000,000 annually.

Bankers

Meanwhile, like the British banks, American bankers also are opposing the plan for the International Monetary Fund, American bankers also are opposing the plan for the International Monetary Fund, American bankers also are opposing the plan for the International Monetary Fund.

So much for the double-barreled threat to U. S. foreign film business because of the Bretton Woods plan.

Idiosyncratic warfare, according to reports, has also begun in various parts of the world as if in preparation for a day when the United States will force its way into the American film into those countries will be limited. Sharp criticism of the plan has been heard in the U. S. and in foreign film rentals.

25% Ceiling

Continued from page 1

line incomes for the public in general would make the 20% tax look much bigger than it does now, and the boxoffice would possibly be concerned over the drive, and issued a report last week pointing out that the only alternative to the 20% tax on sales and excise taxes on the consumers, most of which would hit the lower in the lower brackets.

One likely development, it is pointed out here, would be that present big earners in show biz, for example, should have their income slashed anyway. If the boxoffice should fall off due to a continuation of the present 20% amusement tax.

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HIT

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Berle Adams

Direction—

General

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U. S. GOVERNMENT'S

Rank Seeking U. S. Distribution For 15 Pix Away From United Artists

J. Arthur Rank reps in the U. S. have opened negotiations for the use of physical distribution facilities away from United Artists ostensibly for some 15 British pictures (on accumulation over a two-year period) which have not been accepted for major release in America. Since UA may not release all of the seven top Rank films during the period of the current deal (understood it's a one-year pact) because of Technicolor and raw film shortages, some of the costly Rank output may also be released independently if distribution offices and personnel are secured by Eagle-Lion.

From accounts, Rank's U. S. subsidiary has approached Monogram, Republic and Film Classics with a view to securing a distribution setup for product not being released through any major distributor. The deal was consummated, however. More recently, there has been talk of a deal with RKO Federal which maintains film checking offices in key centers.

Meanwhile, however, E. L. Alperson, 20th-Fox indie producer who has a majority interest in Film Classics, has been reported negotiating a deal with RKO Federal whereby Fox would be consolidated with the RKO unit.

Arthur W. Kelly, Eagle-Lion prexy, meantime set distribution for one of the Rank pictures titled "On Parade" starring Beatrice Lillie, with Nat Sanders (English films). UA, also, has taken an eight Rank film titled "20,000 Women" to release pending a decision on raw stock. Unlikely that sufficient Technicolor will be available for the release of the picture. Technicolor requires about 25% more raw stock than black and white.

Cagney's Frisco Preem
During Sessions Of World Security Conf.
San Francisco, March 13. "Blood on the Sun" starring James Cagney, will have its premiere at the United Artists here April 25. This will be on opening day of World Security Conference and proceeds of opening performance will go to the Tiffany auxiliary fund.

It is reported that the highest price a film company ever paid for a novel, William Cagney's "Prodigions in America" purchased by "The New York Street" for \$250,000.

Adria Locke Langley, riveter in a San Monica defense plant, wrote the book as her first effort. Jimmy Cagney will star in film scheduled for July.

Reg Armour Back
Reginald Armour, rep of the Motion Picture Bureau of the Overseas Branch of the Office of War Relocation, has arrived in N. Y., following assignments in England, France, North Africa and Italy.

He's here for confab with OWI officials and is scheduled to return overseas shortly.

Sam Goldwyn Back

Samuel Goldwyn returned to N. Y. over the past weekend from his mission overseas for the Federal Economic Administration.

Goldwyn was unable to talk to the FEA. He has submitted his report to the government in the meantime.

Schaefer Board Chairmans Cowan

Confirming previous "Variety" reports, George J. Schaefer yesterday (Tues.) announced that he had closed deal with Lester Cowan Productions. He will serve as chairman of the board, in charge of worldwide sales operations for the company.

Under the terms of the deal, Schaefer acquires an interest in the two films already produced by Cowan—"Among the World's" and "G. Joe," both set for United Artists release. Understood that it's a profit-participation deal based on the gross of these two pictures.

Schaefer's post as board chairman indicates a long-term rather than a two-picture deal. Reported also, that David Loew has come in Cowan Productions.

Schaefer, former RKO Corp. prexy, previously also held top posts in the United Artists and Paramount. He is slated to leave N. Y. for the Coast next Friday (16), although he is positioned as a result of War Production Board filings in Washington on the raw film situation. Schaefer was scheduled to leave N. Y. for Washington yesterday (Tues.).

VETLUGN HEADS M-G STORY EXPERT PANEL

Hollywood, March 13. Metro appointed Voldemar Vetlugn, former Red Book editor-in-chief, chairman of its editorial board. Appointment will not affect the duties of William Fadiman, who continues as head of the scenario department.

In addition to Vetlugn and Fadiman, the board consists of Nat Wolff, Frances Marion, Barriett Frank and Adela Rogers St. John.

MacLeish's H'wood Stop

Hollywood, March 13. Archibald MacLeish is expected to stop here to speak with film workers. He is expected to stop in San Francisco for the United Nations huddle.

MacLeish, assistant secretary of state in a letter to the Council of Hollywood Guilds & Unions, stated he hoped to arrange the trip.

McCarthy in Studio Stop
Hollywood, March 13. Leo McCarthy, former sales manager for RKO, arrived from Los Angeles and checked into the studio to take over his new post as associate producer.

New producer will work under supervision of Leon Fromkes. His first picture has not been announced.

FIRST OF NEW RELEASES COS.

First of a series of new distribution organizations by independent producers is in the planning stages. While lacking confirmation, reports both in the U. S. and in England persist that David O. Selznick has been discussing formation of a new releasing outlet with Samuel Goldwyn. This may later embrace such independent producers as Lester Cowan.

Apparently in the early stages, since all three producers have releasing commitments for current product, new distribution setup, if consummated, would contain top manpower from the selling field. Selznick has Neil Agnew, Cowan this week finalized deal with George J. Schaefer while Goldwyn has Will Heinenman, formerly with Universal.

New organization, if finalized, would take two producers out of the United Artists fold and one from RKO, leaving a wide gap in the production division of both companies.

Selznick's "Since You Went Away," as an instance, has already grossed \$3,000,000 in some 500 theaters, indicating a \$5,000,000 to \$6,000,000 domestic gross, possibly \$8,000,000 worldwide. "You" is already shaping up as another unusual grosser for Selznick, with the Selznick unit, with four to six pictures annually planned, would represent a \$15,000,000 to \$20,000,000 potential annual gross. Combined with Goldwyn and Cowan, there's a \$30,000,000 to \$40,000,000 annual distribution figure ahead depending on number and quality of pictures produced.

Much, of course, will depend on raw film situation. If established independent producers are allocated sufficient raw stock more production companies will likely be formed.

But while the War Production Board has recognized independent producers for raw film allocation purposes there is no word, as yet, on what extent the WPB can provide for requirements.

Selznick, meantime, is completing his five-picture commitments for United Artists with "I'll Be Seeing You," "Spellbound," "Duel in the Sun," and "Notorious," following "Since You Went Away." Five counts, delivery of these negatives would give Selznick right to exercise option on his UA stock. If he delivers five more pictures he acquires ownership of the stock.

WB's Have Not Has It A-Plenty; Sets New RKO (N.Y.) E.O.—4306

To Have and Have Not" (WB) hit a new record gross for the RKO circuit in the N. Y. metropolitan area.

All RKO houses in this sector, running the film's full week, single net grossed in the neighborhood of \$430,000. Picture played N. Y. and suburban houses (except Brooklyn) for Feb. 15, following into Brooklyn week of Feb. 22.

Humphrey Bogart-Laurie Bacall combo is regarded by theatre operators as one of the most popular on screen, particularly for the N. Y. area.

Probably the real reason for it all are more valid. Everybody has an idea they are, and also what they are. Why not do it in a forthright American manner? The fuel consumption is needless doubletalk.

Dear Mr. Byrnes

Show business is taking the curfew in true proper fashion. No squawks, if it's going to help in war. Or, yes, but gripping is a good old American custom.

Why not come out with it, Mr. Byrnes, and give the American public the real lowdown on the whyfore of the midnight closing? It's certainly not only to conserve fuel.

Probably the real reason for it all are more valid. Everybody has an idea they are, and also what they are. Why not do it in a forthright American manner? The fuel consumption is needless doubletalk.

Sharp Cut in Pix Production May Hit Some Indies Under New Film Allocation Plan Mulled by WPB

Future importance of independent film production will be determined largely by the outcome of raw film discussions to be held in Washington next Friday (16). Two important problems will remain to be settled when film industry leaders meet with War Production Board representatives in Washington, namely, how much raw stock is to be allotted each of the many independent producers, and where is this raw film coming from.

Based on current output such a group of independents as David O. Selznick, Samuel Goldwyn and International alone would need 50,000,000 to 60,000,000 feet annually. Assuming that from 125,000,000 to 150,000,000 feet a year would be required for independent allocations, this would mean a 30 to 40 percent reduction in 8-12% in the footage available for major distributors.

If, as reported, 1941 is to be the base year for volume of footage to be allowed independents directly by WPB allocation, then another basis would presumably have to be used in dealing on allocations for independents such as International, which did not operate in 1941. Also, if the 1941 base is used, production by an independent such as Selznick would be limited to perhaps one picture annually. Major distributors say that if they are obliged to curtail production and releases then indie should not be in position to increase output at this time.

British producers, such as those represented by J. Arthur Rank, would automatically be affected, possibly one or two features annually. (Continued on page 10)

Louis B. Mayer's Additional 5 Yrs.

Louis B. Mayer is expected in N.Y. within the next two weeks to discuss extension of his recently amended contract with Metro. This current pact, from accounts, terminates in 1947. Reported that proposed deal with Mayer is for an additional five years.

Mayer's previous contract with Metro was recently reported amended when salary ceiling of \$500,000 annually and diminution of percentage was agreed to by Mayer in order to secure U. S. Treasury approval of the Loew's unit, since further purpose of the huddles with Mayer now is to extend his amended pact to until next April.

Other Loew execs such as Nick Selznick, J. Robert Rubin, Eddie Mannix, A. L. recently set new deals with a \$200,000 yearly salary ceiling in line with retirement fund provision.

Loew's, Inc. stockholders are scheduled to meet March 29 to vote on new contract for Schaefer, Rubin, Mannix, A. L. Lichtenman and Ben Thau.

ERIC JOHNSTON'S MPFDA PACT MAY BE SET 26TH

Pact with Eric Johnston, president of the U. S. Chamber of Commerce, whereby he would become active head of the Motion Picture Producers & Distributors Assn., may be announced at the annual meeting of MPFDA scheduled for March 26. Johnston admitted several years ago that he had been approached for some top spot in the MPFDA, but would say nothing further, excepting that his present contract with the C. of C. does not expire until next April.

Contract with Will H. Hays, president of MPFDA, has another year on new contract for Johnston, renewing in the top spot comes up at the meeting. Current indications are that Johnston will possibly be chairman of the MPFDA directorate and adviser to the incoming president. Hays has indicated on several occasions in the past that he would prefer a less active position, but to retire until he is 70.

Depinet Due Out

Hollywood, March 13. Ned Depinet, RKO distribution proxy, who has been in Cedar of Lebanon hospital for more than two weeks, following a slight heart attack, will leave there Thursday (15). He will remain around for a week recuperating, and then return to New York.

Future importance of independent film production will be determined largely by the outcome of raw film discussions to be held in Washington next Friday (16). Two important problems will remain to be settled when film industry leaders meet with War Production Board representatives in Washington, namely, how much raw stock is to be allotted each of the many independent producers, and where is this raw film coming from.

Based on current output such a group of independents as David O. Selznick, Samuel Goldwyn and International alone would need 50,000,000 to 60,000,000 feet annually. Assuming that from 125,000,000 to 150,000,000 feet a year would be required for independent allocations, this would mean a 30 to 40 percent reduction in 8-12% in the footage available for major distributors.

If, as reported, 1941 is to be the base year for volume of footage to be allowed independents directly by WPB allocation, then another basis would presumably have to be used in dealing on allocations for independents such as International, which did not operate in 1941. Also, if the 1941 base is used, production by an independent such as Selznick would be limited to perhaps one picture annually. Major distributors say that if they are obliged to curtail production and releases then indie should not be in position to increase output at this time.

British producers, such as those represented by J. Arthur Rank, would automatically be affected, possibly one or two features annually. (Continued on page 10)

Louis B. Mayer's Additional 5 Yrs.

Louis B. Mayer is expected in N.Y. within the next two weeks to discuss extension of his recently amended contract with Metro. This current pact, from accounts, terminates in 1947. Reported that proposed deal with Mayer is for an additional five years.

Mayer's previous contract with Metro was recently reported amended when salary ceiling of \$500,000 annually and diminution of percentage was agreed to by Mayer in order to secure U. S. Treasury approval of the Loew's unit, since further purpose of the huddles with Mayer now is to extend his amended pact to until next April.

Other Loew execs such as Nick Selznick, J. Robert Rubin, Eddie Mannix, A. L. recently set new deals with a \$200,000 yearly salary ceiling in line with retirement fund provision.

Loew's, Inc. stockholders are scheduled to meet March 29 to vote on new contract for Schaefer, Rubin, Mannix, A. L. Lichtenman and Ben Thau.

ERIC JOHNSTON'S MPFDA PACT MAY BE SET 26TH

Pact with Eric Johnston, president of the U. S. Chamber of Commerce, whereby he would become active head of the Motion Picture Producers & Distributors Assn., may be announced at the annual meeting of MPFDA scheduled for March 26. Johnston admitted several years ago that he had been approached for some top spot in the MPFDA, but would say nothing further, excepting that his present contract with the C. of C. does not expire until next April.

Contract with Will H. Hays, president of MPFDA, has another year on new contract for Johnston, renewing in the top spot comes up at the meeting. Current indications are that Johnston will possibly be chairman of the MPFDA directorate and adviser to the incoming president. Hays has indicated on several occasions in the past that he would prefer a less active position, but to retire until he is 70.

Depinet Due Out

Hollywood, March 13. Ned Depinet, RKO distribution proxy, who has been in Cedar of Lebanon hospital for more than two weeks, following a slight heart attack, will leave there Thursday (15). He will remain around for a week recuperating, and then return to New York.

VARIETY

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DAILY VARIETY
(Published in Hollywood by
Sims Silverman Publishing House, Inc.)
\$10 a Year—\$12 Foreign



**THEY NEVER MISS
A PERFORMANCE!**



Please collect
for them at
every
performance
during the
week of
March 15-21st

THE NEWS

Shipment of Film Resumed in Ohio Territory After 6-Day Flood Stoppage

Cincinnati, March 13. A film shipment by express, parcel post and truck was resumed Monday (12), by exchanges here after the six-day Ohio River flood stoppage during which scores of exhibitors were authorized by distributors to interchange product as best they could to maintain operation.

Thirty houses are closed, some of them flooded by the rampage, the fourth all-time highest in the Ohio Valley.

John Goodno, manager of the Palace, Huntington, W. Va., reached Cincinnati Wednesday on a chartered plane and returned with a large supply of pictures for his and other theatres.

L. T. Levine and Louis Shure, Williamson, W. Va. exhibitors, and Everett Kresling of the Exchange and Newbold circuit of a dozen W. Va. houses, made separate auto trips via long detours to pick up pictures here.

NW INDIES MAY VOTE 'NO DIVORCING'

Minneapolis, March 13. When North Central Independent exhibitors' organizational committee meets this week to consider whether it will get behind a theatre district bill which would "free" the Minnesota Amus. Co. (Paramount), the territory's largest circuit, it anticipated the vote, will be "thumbs down."

Most of the Twin City independent exhibitors feel friendly toward Minnesota Amus. because they believe that John J. Friedl, its president, is operating it in a way that is as fair as possible toward the independents. While there are, of course, a number of exhibitors who are not in favor of the bill, the Minnesota Amus. Co. attitude, generally speaking, is "let's let the independents have their say." The independent exhibitors have often declared they'd rather have the theatres operated by Minnesota Amus. Co. than one of the independent circuit owners who "probably would grab them off" if the affiliated chain was compelled by law to relinquish them.

The independent exhibitors' organization has been successful in getting the measure through the Minnesota Legislature, it's declared. Henry Greene, its president, said he knows of nothing about it until he read about it in the newspapers.

The bill was referred to the committee on general legislation of the lower house. E. J. Chigren of Little Rock, who introduced it, claims that a substantial majority of the committee is lined-up to recommend it off favorably.

Nabe Theatre Robbers Apprehended in Chicago

Chicago, March 13. Safe robbery last Jan. 28 in Alex Theatre, nabe, was solved Sunday (11) with arrest of four men, one who confessed and implicated Michael Galichio, 28, and Sam Vesinno, 30.

Callo, however, admitted they took only \$100, while Martin Sullivan, theatre manager, said the safe contained \$1,000. Galichio and Cesario denied youth's accusations.

Jordan's 'Storm' Chore

Seymour Neizelbach, producer of "Winter Storm" (Angelus Productions), has purchased the screen rights to "Whistle Stop," novel by M. M. Wolf as his first production under his New York banner. House published the novel in 1941. Neizelbach has retained Philip Yordan, author of "Anna Lucasta," to script the screenplay at reported \$3,000 weekly stipend.

Aren't They All

Hollywood, March 13. Columbia assigned Alexis Thurn, Texas producer of the next Boston Blackie adventure, "Knave's Tale," The Lady of Mystery." Filming starts in two weeks, with John Stone as general supervisor.

Gable Resumes at M-G

Hollywood, March 13. Clark Gable formally returned to work at Metro for the first time since his release from the Army Air Force.

Star's first job was to go through a series of wardrobe fittings for his role in "This Strange Adventure," which goes before the cameras in 10 days.

BOB GESSNER'S EDUC'L FILM CONFAB AT NYU

Educators and cinema academicians will gather in New York the evening of March 13 for the opening of March 24 for a film conference on production needs and film uses in education, being conducted by the New York University Film Library.

Mainpur of the confab is Robert Gessner, NYU's associate professor and chairman of the Department of Motion Pictures.

On the opening evening, Professor Alice V. Kelley will speak "The Film in Education's Future." Outstanding new films in educational use will be screened. Films in special educational fields will be shown at the morning session March 24, pictures dealing with child development, parent education and psychology, economics, physical education and public health, science and social studies. At a luncheon closing the conference, the flexibility of the film as a teaching device will be discussed. The program will include Prof. Gessner; Lucille Allard, president of the National Association of Educational Film Producers; Vincent J. Murphy, president of the National Association of Educational Television (N. Y.) branch; Prof. Dan W. Dodson, S. Lewis, Robert K. Speer, and Capt. Raymond C. Lewis. Proceedings will take place at NYU's Washington Square College.

Harry Sherman Plans New Lot Buildings

Hollywood, March 13. Rental space is so scarce on the film lot that Harry Sherman has had his architects draw blueprints for another sound stage and office building on his California Studios, with construction slated to start as soon as the War Production Board okay labor and material. New structures will be built on space now used for auto parking and prop storage.

Currently quartered on the California lot are the Preston Sturges-Bing Hughes, W. R. Burnett-James B. Cassidy and Jack Skirball-Bruce Manning outfits, with Paramount Pictures' frequent use of the production. Other rental studios, such as General Service, Samuel Goldwyn and PRC, are crowded with indie productions.

2 More Weeks and Aired Then Goes in U Pic Prod

After two weeks on the Blue Network, "On Stage Everybody" will revert, after the March 28 broadcast, to the radio for another two weeks. The final two weeks on the air closes this air buildup by parading "On Stage Everybody" on the microphone on two broadcasts next Wednesday (31) and March 28.

For the first time in the 10 years, selected from more than 3,000 professionals from intercity vaudeville, radio and stage, to work to Universal for production of the film "On Stage Everybody," April 1.

"Stage" for the last 28 weeks of its run on the air, was a direct blow between Universal and the radio network to explore the coming picture. Its format on the air was the same as that of the film, with the radio show being a weekly 10 talented professionals awarded covered picture contracts carrying seven-year options.

URG. PROTECT FOREIGN TRADE

By MORI KRUMHOLTZ

With U. S. Government officials apparently lukewarm, thus far, to giving the motion picture industry a voice at the international peace confab, American film industry toppers are looking to the formation of their long-postponed export trade association to alleviate current and foreseeable future discriminatory practices in foreign film markets.

While the State Department, particularly through its Telecommunications Division, has shown interest in the U. S. film industry problems abroad and is prepared to help, the motion picture business is not apparently being selected for specialized handling at the peace table.

Concepts of both film trade exes and Government officials in film business, along with other American industry, will come under the general discussions relating to international trade. Films, in particular, are considered a part rather than the spearhead of the move towards improved international trade agreements.

Under current conditions, if one U. S. distributor decides to withdraw from any given territory, the result of discriminatory practices, other distributors would likely continue to operate, thus making the withdrawal of one distributor a costly action to fight. Restrictions on film business abroad are feasible.

Understood that one of the objectives (Continued on page 20)

Pix Buying Pools Would Swap Info

Various film buying-pooling committees, representing Independent exhibitors, are planning to organize an unit in order to speed exchange of information concerning various parts of the country.

Understood that move, with A.I.A. approval or approval, would bring buying commit. together in Chicago for regular meeting.

Current estimates show so-25 "bookings" throughout the country, with the industry planning to increase the number of 2,000 theatres. Consolidation of the units through a central information medium is planned to increase the objective of exchanging data on specific picture deals so that exhibitors in one part of the country will know the terms being set in other areas for product.

PHILLY VARIETY CLUB TO SPONSOR BOYS CLUB

Philadelphia, March 13. To help police and social agencies curb the juvenile delinquency problem, the Philly Variety Club, Tent 13, is planning a boys club, patterned after a similar organization in London, recently organized by the Variety Club of Baltimore. The plan will be discussed at next general meeting Monday (14).

On the committee handling details are Ben Amsterdam, head of Atlantic Theatre, chairman Jack Jacoby, president of Berlo Veneto, Earle W. Sweigert, district manager for Paramount Pictures, and Dr. Leon Levy, president of WCAU.

Film men feel that the industry has a role to play in the juvenile delinquency problem, inasmuch as they are the first to suffer from possible future regulation, hoodlums which causes damage to their property, etc.

Porter Yarn Re-Ground

Hollywood, March 13. Writers toiled "Night and Day," biography of Cole Porter, back into writing mill for a heavy repair job.

Meanwhile Cary Grant, signed for the top role, as Cole Porter, in the play, was revamped. Understood he is interested in co-starring with Ingrid Bergman in David O. Selznick's "Notorious."

Duals Pay Off, Chain Exes Stage; Say Only Top A Pix Can Solo

20th's Guerrilla Buy

20th-Fox has purchased the screen rights to an unpublished novel titled "American Guerrilla in the Philippines" for around \$50,000. It was authored by L. H. Richardson and Irvin Wolfer.

Understood book is coming up as a book club selection, a factor in the price set for the screen rights on many literary properties.

SAG-EXTRAS DISPUTE ROUTED BACK TO WASH.

Hollywood, March 13. Jurisdictional dispute between the Screen Actors Guild and the Screen Players Union gone back to Washington for solution as a result of a deadlock between the two local groups. Argument involves control of picture extras on grounds that extras are not actors.

Stewart Maclean, regional director of the National Labor Relations Board, was told that no compromise was possible between SAG and SP. Unless the two organizations reach a last-minute agreement, NLRB will either have to reaffirm its decision of SPU or grant the petition of SAG for a modification. In the petition, SAG is supported by the film producers.

Additional complication in the SAG-SPU battle was the formation of a new group, the Screen Extras Guild, made up of extras dissatisfied with the SAG-SPU arrangement.

The Screen Extras Guild is a new group of Extras and Artists of America for a charter to represent film extras. The guild is planning to submit an application for a similar local charter. Filed recently by the SPU. New group was headed by Larry Stern, Field Norton and Dick Brown, although no election has been held.

In an official statement, SAG declared that if the Screen Extras bill is granted a Four-A charter it will be welcomed by the actors as a sister union and granted full cooperation.

Madison Out of Shorts, Directs Par's 'Stork Club'

Hollywood, March 13. Noel Madison moves up from shorts to feature as director of "The Stork Club," B. G. De Sylva's high budget production at Paramount.

Former New York stage player, Madison directed a number of outstanding shorts on the Paramount lot, including "Bombalera," musical feature nominated for the Oscar Derby in 1944.

Bergman and McCarthy's Canadian Swing for U

Maureen Bergman, Universal's eastern ad-publicity director, and McCarthy, company's Canadian sales head, leave for a swing through principal Canada key cities Wednesday (14). They plan visiting Toronto, Ottawa and Montreal in behalf of coordinating exploitation publicity plans for future releases. In this way, they hope to advise principal exhibitors of U's forthcoming pictures.

The same plan of publicizing general picture already used in the U. S. will be employed in Canada.

Radio Funnies for Film

Hollywood, March 13. Two Bills, Pine and Thompson, have rounded up radio names for their film version of the airshow, "People Are Funny." Cast thus far includes Haley, Rudy Valley, Frances Langford and Art Linkletter.

Radio stars will be played by Helen Walker and Philip Reed.

Chain theatre operators, discussing possibility of single-billing as a hedge against seasonal drop in attendance due to increasing daylight hours, aggravated by the midwinter curve, have thus far decided against the move. Double-billing, it is reported, will be continued in most situations, regardless of the curfew, and single-billing as a fixed policy remains in the talk stage.

"According to some circuit operators in N. Y., single-billing will continue only with top features of virtually assured box potency. It has been found, however, that the average 'A' feature grosses considerably more when bolstered with a comparatively inexpensive supporting picture."

Possibility of going single-bill on weekends while dualling the balance of the week has also been discussed by at least one circuit. Theatre operators, in many instances, are opposed to hit policy on grounds that patrons would resent the higher box, scales and shorter entertainment provided on weekends and would attribute it as a move on the part of theatre management to gouge those who frequent the theatres on weekends.

Pointed out by theatre execs that while film such as "Meet Me in St. Louis," "National Velvet," "To Have and Have Not," and similar top grossers, can single-bill advantageously, lesser product has not held up well without supporting features. The contention is that entertainment buyers calculate in terms of volume of entertainment and feel chafed by the "one feature" unless its strictly top screen fare.

While single-billing is being discussed by some other circuit operators, following discussions during the last week.

(Continued on page 20)

20TH, F-WC ACCUSED OF K.O'ING THEATRE SALE

Los Angeles, March 13. Herman Sims, reformed, filed suit for \$10,000 against Harry M. Popkin, president of the Fox and Warner theatres, claiming that he was forced to go through with the sale of two theatres was influenced by 20th-Fox and Warner Bros. theatres are the Vogue and Pan Pacific which, plaintiff asserts, Popkin was ready to sell to Joe Blumenthal, San Francisco theatre operator, for \$10,000.

Sims declares he was to receive \$10,000 at the rate of \$400 a month for arranging the sale. F-WC and 20th-Fox, he says, induced Popkin to drop out of action when the option came up Jan. 5.

Schine Agents Winchell's Gift to Gloversville 'Y'

Gloversville, N. Y., March 13. The Gloversville Y. M. C. A. has received a gift of \$10,000 from Winchell, columnist, it has been announced by William Stubbs, general secretary.

The gift came to the local association as result of a suggestion by Winchell, who has been a frequent contributor to the Y. M. C. A. of Gloversville, who met Winchell in Florida.

300G Pix Divvys in Jan.

Washington, March 13. Picture industry dividends amounted to only \$300,000,000 in January of 1945, according to the Bureau of Commerce reports. However, no dividends at all were paid industry-wide in 1944, and the total was \$700,000,000 better than for the comparable period of a year earlier.

Loew's 50c Divvy

Loew's Inc. declared a 50c dividend on the common stock at the meeting of directors held last week. Dividend will be \$7,000,000 to the stockholders of record March 23.



IT'S
Chick Williams

THE PIN-UP IN
POLKA DOTS

COLLECT AT EVERY SHOW! RED CROSS WEEK — MARCH 15-21

THE COMIC SIDE OF HOMICIDE!

RKO's frightfully funny
murder mystery... with a

bride and groom and a best-
man "wolf" tangled in a trail
of clues and killers and
gorgeous glamour gals!

PAT
O'BRIEN
Sherlock in search of a body

GEORGE
MURPHY
Groom in search of a suite

CAROLE
LANDIS
Bride in search of excitement

Having Wonderful Crime

With **LENORE AUBERT**
Produced by Robert Fellows
Directed by Eddie Sutherland



Army's All-Out Plugging to Make 'Rodger Young' Official Infantry Song

Tenor will open the international proceedings by singing "The Star-Spangled Banner."

"Millions"

Picture!

THE Millions WHO READ THE **BOOK**

Over 5,000,000 a decade ago. There is no record of the added millions since.

THE Millions WHO KNOW THE **PLAY**

A Broadway smash in 1906, it has been running somewhere in America ever since. One of the longest run hits of all-time.

THE Millions WHO'VE READ THE **PUBLICITY**

Syndicated features in 1044 newspapers... special stories in national magazines... avidly read by 80,000,000 Americans.

THE Millions WHO'VE HEARD THE **RADIO PROMOTION**

...already has been plugged for two months over hundreds of network-affiliated stations—and even greater promotion yet to come!

...will reach one million laughs!

EDWARD SMALL
presents

BREWSTER'S MILLIONS



EDDIE "ROCHESTER" ANDERSON



GAIL PATRICK



MISCHA AUER



DENNIS O'KEEFE



HELEN WALKER

JUNE HAVOC



DENNIS O'KEEFE • HELEN WALKER • JUNE HAVOC
EDDIE "ROCHESTER" ANDERSON • GAIL PATRICK • MISCHA AUER

"BREWSTER'S MILLIONS"

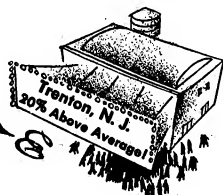
with

NANA DRYANT • JOHN LITEL • JOE SAWYER • NEIL HAMILTON • HARRIET HUBLEY • THURSTON HALL

From the novel by George Barr McCutcheon and Stage Play by Winchell Smith and Byron Ogley

Screenplay by Siegfried Hertz, Charles Rogers and Willis Mahoney

Directed by ALLAN DWAN • RELEASED THRU UNITED ARTISTS



"TOMORROW THE WORLD"... acclaimed by
critics and public as the hit picture of 1945...
backed by a pre-selling campaign of ads like
this... is now doing outstanding business in
its initial engagements all over the country!

praise

"The Hit Picture of 1945!" . . . *Draw Pearson* "RUE NETWORK"

"A Must See Picture!" . . . *Jimmy Fidler*

"Exciting - First Rate!" . . . *Liberty Magazine*

"Wondrously Warm - Tremendously Gripping!"
. . . *McCall's Magazine*

Top grosses thru U.A.!

DRESS UP YOUR THEATRE

30
ANNIVERSARY
20
CENTURY-FOX

Betty Smith's
**A TREE
GROWS IN
BROOKLYN**

A nationwide sensation grows!
3rd SRO week New York!
All-time records Los Angeles,
Cincinnati — everywhere!

Mary O'Hara's
THUNDERHEAD

SON OF FLICKA

IN TECHNICOLOR

Standing 'em up in every
opening! Topping "Home In
Indiana"! And running 100%
ahead of "My Friend Flicka"!

April's the Month! All these hits, plus Ernst Lubitsch's "A Royal Scandal"

FOR THE BIG CELEBRATION!

**HANGOVER
SQUARE**

Milwaukee, Los Angeles,
Hartford, New York and a
dozen other spots have ac-
claimed its box-office thrills!

Franz Werfel's
**THE SONG OF
BERNADETTE**

AT POPULAR PRICES

Watch its repeat Broadway
run at the Rivoli now! Hun-
dreds of Easter dates set
to play it at popular prices!

Clark Gable in "Call of the Wild"—and "Molly and Me"!



CENTURY-FOX

Get your special Anniversary ac-
cessories—ads, posters etc. from
your 20th CENTURY-FOX exchange

COLLECT AT EVERY SHOW! RED CROSS WEEK—MARCH 15-21

Metro's film "Boy's Ranch," on the farm operated by me of show biz and Variety. C. Texas near Amarillo.

The wearing of the Grin!

♣ March ♣						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



Red Cross Week—March 15-21
Collect At Every Show!

ALWAYS THAT WARNER TIMING!

Nation Goes
On Midnight Curfew

The lid clamped down on night spots today. The entertainment places, which once stayed open into the early morning, from the most elaborate night club down to penny arcade, will close at 11 tonight for every night.

The Horn Blows at Midnight

(AND THE LAUGHS LAST ALL DAY.)

Soon!!

JACK BENNY • ALEXIS SMITH in **"THE HORN BLOWS AT MIDNIGHT"**

with **DOLORES MORAN • ALLYN JOSLYN • REGINALD GARDINER • GUY KIBBEE • JOHN ALEXANDER**

Produced by
MARK HELLINGER

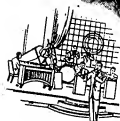
Screen Play by SAM HELLMAN & JAMES V. KERN • Based on an Idea by AUBREY WISBERG
Music by FRANZ WAXMAN

Directed by
RAOUL WALSH

Beautiful Girls



Romance



Top Orchestra



Comedy



Hit Tunes



Novelty Numbers

EARL CARROLL VANITIES

Starring
Dennis O'KEEFE • Constance MOORE

featuring EVE ARDEN *with*
OTTO KRUGER • ALAN MOWBRAY
STEPHANIE BACHELOR

and
PINKY LEE • PARKYAKARKUS • LEON BELASCO
BEVERLY LOYD • EDWARD GARGAN

and
WOODY HERMAN and his ORCHESTRA

Directed by JOSEPH SANTLEY

Screen Play by FRANK GILL, JR.

Based on Original Story by CORTLAND FITZGERIMONS

A Republic Picture



12th ANNUAL VARIETY SURVEY OF SHOWMANAGEMENT

.... BEYOND THE CALL OF DUTY

By GEORGE ROSEN

If "Variety" were to judge its 12th annual SHOWMANAGEMENT survey of American radio stations solely upon the collective efforts made in behalf of the important but nonetheless obvious contributions to the winning of the war, the symbolic if temporarily ersatz plaques would have to be ordered in wholesale lots.

A southern radio station that based its entry on its Red Cross blood plasma campaign found a worthy match in a similar broadcasting program launched in New England.

The record-breaking bond sales turned in by a prosperous 50 k.w. station in the prosperous midwest only topped a tiny 100-watter in the desert because it could reach more people.

A showminded station we heard from devoted pages of its entry to a chronicle of its hometown coverage of the European fighting front. "Anybody here from West Virginia?" asked an eager broadcaster as the boys hit the beachheads. But almost tripping over his recording equipment came a corps of other station reps seeking out heroic Ohioans, Pennsylvanians, Jerseyites.

Now don't get us wrong. "Variety" vigorously applauds what these stations, large and small, have done and are doing for the blood plasma needs, the war bonds, the big league invasion reports. And for the other efforts, victory gardens, recruiting, absenteeism, etc.

These things must be done. And because they have been done so well, "Variety" and the listeners accept them as a matter of American form.

As a matter of fact, no station can afford not to do these things.

Sure, it's hard to absorb these patriotic responsibilities, what with manpower shortages and war-done-in equipment. And knowing when to say yes and no to the million and one government agencies and local civic groups requires the combined patience, diplomacy and time that make the perfect radio station operator.

Accepting these handicaps "Variety," in analyzing them and finding them pretty well standardized, still says—NOT ENOUGH.

Not enough because after three years of war and casualty lists, a plaque for a blood plasma campaign should go to some kid sweating it out at two Jima.

Not enough because if there's still some rugged individualist within earshot of a transmitter who doesn't know the value of a war bond it's silly to waste kilowatt juice on him.

Not enough because the radio station knows its life depends on its independent integrity today and tomorrow. Not getting its call letters shortwaved by special correspondents is like the New York Times not bothering with its own war reportings, but content to rely on the wire services.

Therefore "Variety" goes one step further to single out those radio stations that in 1944 went one step further in their basic obligation to the American people.

....To the New York station that went one step further and gave a calm and sincere acknowledgment to the Negro's place in this war.

....To the tiny California border station that has a United Nations Good Neighborhood within kilocycle earshot and knows what to do about it.

....To the Oklahoma and Georgia stations that not only recognized a major agricultural problem, but cured it.

....To a Philadelphia station that had the guts to factually report an ugly racial flare-up and quicken its elimination.

....To a pair of prominent outlets that worried about their community's health and did something about it.

....To an Oregon station that went one step further and had its community colleagues following in its path.

The call letters and specific deeds, along with a half-dozen others are duly acknowledged on another page.

What they did could have been, in most cases, discreetly avoided. Their Red Cross, war bond and victory farm jobs wrapped up in gaudy brochures would have made for them a respectable report. BUT THE EXTRA STEP MADE THE DIFFERENCE.

And it will make a difference to the boys from their towns who are taking those bigger steps toward Berlin and Tokyo, because those that do come home will have a lot less steps to take.

Let this recognition from "Variety" have one basic purpose: to encourage the 700-odd radio stations to don kilocycle seven league boots in 1945 so that their cautious steps turn into positive sure-footed strides on the clean and healthy road charted so carefully by those three top topographers at Yalta.

-KLZ not only made the promise but came through with the performance. Sparked by "Highlights of the Rockies," one of the most thoughtful and ambitious locally-produced series of the year, KLZ did not confine its own program initiative to one specific production type.

-In almost every category, KLZ home-made thinking, writing and production asserted itself. Religious broadcasting, the American Revolution, the war and its impact on the state and city, children's programs (including one which the kids put on all by themselves), news, farming, and the armed forces.

Citations: 1944 Showmanagement Review

Helping to Make One World—Blueprint for the Future

WTAG, Worcester
Wendell Willkie would have liked WTAG, Worcester, what it stands for and what it's trying to do. For WTAG, in what is perhaps the most exciting forward-looking radio plan of the year, has brought "The One World to the streets and hearts of an industrial Massachusetts city."

WTAG reasoned that the only way to like your neighbors is to know them. And today and tomorrow, Worcester's neighbors aren't just the folks across the state line in Connecticut, but peasants in Poland, cobbler in Czechoslovakia, farmers in France and workmen in another Worcester—England.

As WTAG expresses it, "The test of tomorrow lies in the test of today. With foresighted wisdom and leadership, radio in the present can trace the way to the future of the future, paving new paths toward post-war progress."

"Worcester and the World" was the project. Originated by WTAG's program head, David Harris, the project was built around a series of United Nations weeks, with each week devoted to one Ally. WTAG couldn't sponsor such an ambitious project without full support of the community so all elements of the city were resourcefully blended.

Endorsed in proclamation by the Mayor, each week the flag of the nation sponsored that particular week flew from the city hall staff. Libraries, schools, department and other stores, women's clubs, colleges, city bureau, museums, forums, art schools, the press, and of course, WTAG, coordinated their efforts to bring the story of each United Nation to Worcester. United Nations emissaries came to Worcester. Our Government cooperated. These nations didn't remain strange lands or unpronounceable words, but people with hearts and courage and oddly enough, believing in what Worcester believes.


Short wave exchange programs between Worcester and the allied nations climaxed this weekly tribute. In this way Worcester only learned about its global neighbors and their mutual post-war interests, but they in turn learned about Worcester.

WKY, Oklahoma City
WSB, Atlanta
WLS, Chicago

Ever hear of grub control? It will sound more important if visualized as something that helps to pry the priceless red points turn into red meat. Down in Oklahoma, cattle raising is a way of life. To protect its livestock, cattle men spend \$10,000,000 yearly to wage war against livestock parasites. When anyone can lend a helping hand in this fight, Oklahoma is grateful. They don't build a monument, but they remember that they're sure to listen to this benefactor when he has something to say. That's how they remember those who WKY, WKY financed and inaugurated a grub control program to destroy every head of the worm-eating 20,000, in north Pottawatomie county, 499 square miles. 700 pounds of derris dust was purchased by WKY and 425 youngsters, all future farmers, volunteered to apply the dust. 8,000 head on 842 ranches were treated.

Even a "Variety" reader can understand WKY's in the life of its community. It's as sharply branded as any prize Oklahoma steer.

WSB, Atlanta
In another agricultural area Georgia, WSB, Atlanta used its 50,000 watts power and more important, its broadcast power to the people behind the plow. A series of programs were inaugurated to help the Georgia farmer understand many things—erosion, the death rate of chicken, the 101 OPA regulations.



PLAQUE AWARDS FOR 1944

FOSTERING RACIAL GOOD WILL AND UNDERSTANDING

WMCA, New York
KXO, El Centro, Cal.

WIP, Philadelphia

LOCAL STATION INITIATIVE

CKEY, Toronto

FOR OUTSTANDING WAR BOND PROMOTION

KOIN, Portland

OUTSTANDING PROGRAM ORIGINATION

KLZ, Denver

HELPING TO MAKE ONE WORLD—BLUEPRINT FOR FUTURE

WTAG, Worcester

HELPING THE FARMER FIGHT THIS WAR AND WIN IT

WSB, Atlanta
WLS, Chicago

WKY, Oklahoma City

CONTRIBUTING TO THE PUBLIC HEALTH OF THE COMMUNITY

WBT, Charlotte
WTIC, Hartford

And just to make sure those farmers knew they weren't the only ones sweating and cursing, WSB in cooperation with the BBC, broadcast many a short wave transcription telling about their British friends of the soil.

WSB gave help, then asked for it. On Bond Harvest Day, WSB sold \$10,000,000 worth of bonds to Georgia farm families.

WLS, Chicago
And Prairie Farmer station WLS of Chicago proved to its listeners that it has a right to be remembered for more than the National Barn Dance when it originated the most ambitious rural and agricultural air series of the year. Titled "Managing Your Farm," it included 25 stories all dedicated to one purpose: helping the American farmer fight this war and win it.

Special Three-Way Citation

To Arthur Godfrey—WABC, N. Y.—WTOP, Washington

Arthur Godfrey, the human alarm clock of WTOP, Washington, and WABC, New York, perhaps did more than any radio performer to help the Red Cross' urgent need for blood plasma.

His CAPSALS, "Give A Pint. Save A Life Society," got 2,083 pints of blood from listeners that perhaps might not have been extracted any other way.

Godfrey appeared on 14 programs, made 30 live station broadcasts, averaged 10 extra air appearances a day, rounded up 527 new donors before 10 a.m., and practically turned his own a.m. shots into a one-man blood bank.

Just recently he made his own ninth appearance at the blood bank. After his first campaign the Navy whisked Arthur away for a tour of Pacific fighting fronts so he could see, first hand, what blood plasma is doing to save lives.

Godfrey doesn't need a plaque from "Variety." He got his reward in the appreciative and tired eyes of a wounded Marine on some Gof-forsake Island.

Contributing to the Public Health of the Community

WBT, Charlotte
WTIC, Hartford

The dreaded polio struck the Carolinas with unremitting fury in 1944. By summer there were 500 cases. Epidemics don't wait for plans boards or brochures. Carolina and Jess Willard's WBT didn't wait either.

WBT and its 50,000 watts became a statewide public address system for hard-working medics. Vital information had to get to the people and WBT became the instrument: Children must stay away from public places. Hospitals succeeded old-fashioned hand wringers. Children recovering and needing activity for their throat muscles could use the harmonics. WBT secured enough hand wringers in one day to meet the entire need. WBT secured 400 mouth organs when, cynics said there weren't 90 left in the state.

Medical brains helped. Rich Carolina's polio. But every Carolina doctor knows WBT made the job a lot easier.

Nor was WBT remiss in other war-slanted and homefront extracurricular activities, once again taking up the cudgels in behalf of improved race relationship which had previously brought the station two "Variety" awards. WBT recognized that the long and bitter struggle in which were engaged has enormously intensified the need for peace and harmony at home and in 1944 the weekly programs of Dr. J. S. Nathaniel Tross, Charlotte's leading negro citizen, were directed at achieving this aim, culminating in the CBS "People's Platform" broadcast from Charlotte on Dec. 16, marking the first time in its history that Platform had a mixed panel.

WTIC, Hartford

Whereas WBT has a courage at its doorsteps and acted, Hartford's WTIC used its facilities in anticipation of one. WTIC learned that alcoholism was health problem number four and particularly aggravating in war time. Not a moral depravity but a disease, WTIC decided to awaken and educate its listeners to its causes and cures.

In cooperation with Alcoholics Anonymous, WTIC's Paul Morency and Leonard Pattiselli arranged for a series of broadcasts, presenting case histories faithfully dramatized and narrated by actual alcoholics. WTIC didn't want too many Last Weekends in Connecticut. Not a pretty subject but an important one, brought out into the alleyways by a front line radio operation.

--With Dignity and Honesty

Any honest appraisal of the home front contribution toward breaking down prejudices must of necessity include the untiring work of the American Jewish Committee. During the past year it utilized the facilities of radio to help do a colossal job and it helped demonstrate anew that this individual has important things to get across a message provides a wide scope that can be matched. Behold an important broadcast sponsored by the AJC as "Battle of the Warsaw Ghetto." Behold the Jewish "The Warsaw Call." Others have been the single-minded motive of fostering understanding by presenting the historical and religious life of a people with dignity and honesty.

War Casualty

The plaques awarded by "Variety" have, through the years, been made of bronze.

Because of the demand of metal for the war, the plaques for the 1944 Showmanagement survey, as in the case of 1943, will be of composition not coming within the purview of essential materials.

Indicative of the 'New York's

Defection in Manhattan, naturally, made total figures for NAB District 2 look bad with nine N. Y. state outlets and one in New Jersey making a total of 13 out of 36 stations in the district joining the

to break anybody's heart!

ALL WE AIMED TO DO was talk about the Blue's progress. (We find competitors strangely reluctant to do it for us.)

So we wrote an ad. Headed it, "How to Have Fun with a Hooper." We kind of liked that ad, too.

We never did check its readership, but at least one man read it. Mr. WCAU, of the CBS WCAU'S. He got real mad and took a shot at us just when we were leaning over to file our fan mail.



The shot he took at us was an ad... or rather it was a well circulated layout with copy. Headline said: "WCAU accepts the Blue Network's invitation to 'Have fun with a Hooper.'" People called it a "mystery ad" because it just got passed around among the boys in the back room. It never really ran.

But anyone looking at it must have gotten the idea that we at the Blue are frightful liars. We blushed a little ourselves when we read: "statistical skulduggery," "shameless misuse of figures" etc. By actual count there were nine double-barrelled, supercharged epithets before Mr. WCAU made a single definite statement of what we were supposed to have done wrong. Gosh, it was awful!

We would have spoken up sooner... in a friendly way, of course, but we've been pretty busy reorganizing our network, improving our program schedules, switching the whole trend of Sunday night listening, adding eight new stations, and doing a few other important things like that. We're still busy, but we guess you're entitled to know about that ad.

Well, as we were saying, CBS's Mr. WCAU was mad... and he broke out in a rash of adjectives for which we forgive him.

Finally, he got down to his version of what he labels, with great indignation: "the facts"; and do you know, his facts were absolutely right. The catch was that he cross-bred them and got an entirely new breed of pups.

For instance...

WE SAID: (in that ad we still like) The Blue has a very slight edge over CBS coverage in 561 important counties.

But Mr. WCAU, without reminding you of what we actually said, writes: "The Blue would have you believe its primary coverage tops CBS." We wish it did, and hope someday it will, but right now we only claim progress!



P.S. WOULD SOMEONE CARE TO TAKE A SHOT AT THIS ONE? 

The Blue was the only one of three major networks with an increase—1944 over 1943—in average Hooper rating of all daytime programs.

THIS IS THE Blue NETWORK
AMERICAN BROADCASTING COMPANY, Inc.

WE SAID: The Blue has higher morning ratings than any other network (and that's gospel, friend).



But Mr. WCAU, pretending to refute our claims, picked sponsored programs only, added the afternoon for confusion, and came up with a whole new set of figures. They were accurate, too, but he can't shift the base like that and prove with his new figures we were wrong.

WE SAID: In 1944, the Blue had more quarter-hour firsts in the morning than either of the two major networks.



This time Mr. WCAU, to make us look wrong, tossed in the afternoon, only considered sponsored programs, and then threw in a brand new requirement: Our sponsored quarter hours had to be opposite CBS sponsored quarter hours.

Thus he kicked out 32 per cent of the programs we were talking about, and left us stunned with admiration.

WE SAID: The Blue had better ratings between 9 and 10 P. M. Sunday than either of the two other major networks, and in certain other night-time periods "when we have top shows."

But Mr. WCAU put some words into our corporate mouth that never were there, and then called us naughty names for claiming what we'd never claimed: Over-all night-time superiority. (Sure wish we had it!)

WE SAID: The Blue is making progress, and the 1944 Hoopers prove it.



But Mr. WCAU liked June and December better than all the months in between. So he averaged himself some Hoopers from these two months only, mixed them with his own guesses about Blue coverage, and came out with us going backward.

(Actually, the only thing we're backward about is charging high prices. You can still buy a bargain audience on the Blue and save \$3500 on an evening half hour.)

If you aren't tired of all this by now, we are... tired but game, and we still kind of like that ad we ran. If Mr. Hooper hadn't put his limitation on the use of his figures (and, incidentally, his office passed our ad), we'd write some more.

WHIP All Set To Lash If OK Given

Chicago, March 13.—WHIP, local one-liner silent for the past two years, is expected to be back on the air in the next few weeks if final approval is given by the FCC, before which final hearings were heard recently to license the station's reopening. Application has been hanging fire for over a year and with all legal conditions now in the clear the FCC is looked to for immediate consideration of the request.

Quiet went off the air in Feb. 1943, when it was known as WJWC, owned by John W. Clark, LaSalle street financier, with an interest held by Marshall Field. License was given up at that time due to war conditions.

Doris Keane, general manager of the station, says that they have enough signed contracts and time commitments to finance the first year of operation of the outlet's return to the air. Additional space has been acquired in the Michigan avenue building, now occupied by WHIP, and staff is currently being lined up.

Borden—Jesse H. Borden, WEEI's agricultural director, has been appointed by Gov. Maurice J. Tobin to the new post of State Coordinator of Emergency Farm Labor.

'GASLIGHT' WILL GET INJECTION OF GAITY

P&G's "Gaslight Gaieties" stanza on NBC will undergo a formal change shortly in an effort to buoy its rating. This stanza will receive the immediate attention of Stan Jaccobson when he takes over as head of the show agency radio department next week.

Understood that, with the signing, a fortnight ago of Will Glickman, co-writer on the show, it will change in order to emphasize an entirely new show on CBS at the same hour Saturday nights. Glickman formerly was head writer on both the Alan Young and Ed Wynn radio shows, before his "Gaieties" tenure. A Agency, currently, is looking for a comedian to replace Michael O'Shea, film star, who left the stanza last Saturday (10) to return to the coast for a picture. Beatrice Kaye remains as star of the show, but John Kirby, male vocalist, has been given his notice and Jack Smith will replace, starting March 24.

MARY LOU WILLIAMS SHOW
"Mary Lou Williams Composer" featuring the "Femme workshop" and a rhythm section consisting of some of the top Negro musicians, starts on WNEW, N. Y., once weekly in the 9 to 9:30 p. m. slot Wednesday (21).
"Miss Williams' 12-movement "Zodiac Suite" will be featured on the show.

Inside Stuff—Radio

One of the femme gossip peddlers on a N. Y. station found herself within five minutes before broadcast time recently when the scheduled personality took it on the heel-and-toe because of dissatisfaction over the script handed him. It's a maestro currently gracing the bandstand at one of Gotham's playthings at all times, and the maestro would not be informed that he was supposed to take part in put him in the "moron" class, giving him no opportunity to say anything more important than vital statistics concerning his musical career, etc. Brilliance, if any, in the script was reserved for the gal interviewee.

Understandably enough, she did a zizzle when the guest walked out and, according to reports, intimated to him that tunes-in on future broadcasts. If he heard anything at all, the maestro would not be informed that he was a wonderful character and sweet personality. That's one way to grab a listener, of course. The guy's going to be monitoring from now on.

James Melton—happily, gracefully, out of a bad situation, and incidentally, a little better off financially as a result of a sense of humor on his side, on his visit to Vancouver, British Columbia, last week (7). Seems singer closed his Texaco broadcast Feb. 25 with remark he was going on concert tour to B. C., where he expected to encounter 40-below-zero weather. Also Vancouver local C. C. head, wired him indignantly that Vancouver never hit zero, and back came Melton's apology: "Sorry... I'm bringing my straw hat." When Melton arrived Feb. (7) wearing straw and fur coat, singer was—by summary—scotched set up by Vancouver Sun reporter, Ray Gardiner, being met by two bathing beauties carrying bouquets of spring flowers.

Despite fact that a musician's blow up in harbor day Melton arrived, with death toll of eight, singer had space in all sheets. Sun playing up yarn with half column story and three-column pic.

"Forum For Democracy," discussion program heard over WOV, N. Y., once a month, is affiliating with the Independent Citizens Committee of Arts and Sciences, to provide latter organization with a forum platform. Forum, organized last summer, held its sixth session April 6 at Times Hall, N. Y., aired over WOV 10 to 10:30 p. m. Subject will be "What Should Be Done With War Criminals?" Congressman Cecil King, Cal., and Martin Popper, exec. of the National Lawyers Guild, already set for program, with Herbert C. Pelt, Ella Winter and I. F. Stone reporters.
Forum also started a weekly quarter-hour airer over WOV, Tuesdays, 10:15 p. m., beginning last night (13). Samuel L. M. Barlow, composer, is chairman of the Forum.

Cliff Bellamy has bowed out as radio ed and columnist of the Milwaukee Journal following a series of tangles with highups over column content and other things. Reportedly the incident leading directly to the kissoff was adverse comment on the music produced by Guy Lombardo's orchestra. Bellamy does not rank among the finer things in life. Readers of the column entered a few protests and in the ensuing discussions with bosses of the Journal Bellamy decided it was time for him to Reno. He's in N. Y., looking over the situation before deciding on a new connection.

Press and talent invited to Sunday (11) WNBT television broadcast at NBC, N. Y., did a collective burn at difficulties: put in their way. Invited to see show in room 610, press was misdirected to wrong floor by attendants. Kept waiting till after show started, then shunted into darkened 610 to stumble over chairs and peddle total darkness to find seats. Room wasn't properly ventilated, audience perspiring long before the hour-and-a-half program was over, which didn't help.

Unfortunate situation cropped up last week, when one of the production men in a top agency turned in his resignation asserting he was checking in with one of the nighttime shows in the top production berth. The guy gave months ago and had suffered a nervous breakdown but was brought to have completely recovered. Sad aspect of the whole situation was that he had no such show lined up and last Thursday (8) he was taken to Bellevue.

The yarns cropping up about newspapermen picking up news of kin from foreign dispatches, had a parallel in radio last week, when Karl Korter, refugee from Nazi Germany, now monitoring overseas radio for NBC, picked up a broadcast with the item that Paul Hoerberger, prominent German actor, had been arrested for resistance to the Nazi regime. Korter and Hoerberger had been lifelong friends.

To Rev. William C. Kernan, once-a-week commentator (Wed., 9-9:15 p. m.) on WEVD, New York indie, the Writers War Board this month has awarded a three-bomb citation. WBB's radio shows for the bomb impact they make, maximum loud being a stick of W. Kernan's three were given for "a superbly clear and direct expression of war and peace aims, with particular emphasis on racial and religious unity."

HERE'S ONE GUY THE CURFEW DIDN'T HURT

Philadelphia, March 13.
It's an ill wind—
The curfew which forced the networks to cancel many band remotes came as a blessing in disguise to Elliott Lawrence, young maestro of the WCAU band.

Lawrence started with one network shot on CBS at 12:06 Thursday night, in itself quite a break to a band getting started. Byrnes' midnight closing order left CBS with many holes in its schedule. So young Lawrence and his band were given another spot each week—Monday at 11:45 to midnight.

Maestro Lou Breese In 'World Parade' Lineup

Chicago, March 13.
Lou Breese, conductor of the Chicago Theatre orchestra, takes over the musical direction of the Shearman "World Parade" show beginning March 18, succeeding Roy Shields. Breese has been signed for 13 weeks, but contract will not interfere with his theatre appearances.

John Riatt, who has been featured vocalist, is off the show as of last Sunday (11) due to Theatre Guild commitments. Seeds agency currently is dickering with Phil Krumm, baritone currently at the Boulevard Room of the Stevens hotel, as a replacement.

Summer Nite Revision Shed Cues New Comedy

For NBC Possibility

In an attempt to package several programs which may be sold to sponsors as summer replacements for nighttime Leagues, NBC programs v.p. Clarence Miesner last week started the ball rolling with a comedy situation half-hour show entitled "Dear Bobs."

Program is based on the Satevepo stories about tractor salesman Alexander Bobs, written by Frederia Hazlett Brennan. Radio adaptation has been scripted by Martin Steiner, with Tony Leach producing.

Happy Nelson, m.c. of NBC's audience participation arm, "Finders Keepers," is cast in leading role, along with supporting cast of odd-volume players from network shows.

Reported that the audition of this package last week did not meet approval of NBC program execs in entirety, and new player will be made shortly. However, they are convinced that it has strong commercial appeal, along with couple of other program ideas which are currently being whipped into shape for prompt auditioning.

R&R's 'Scotland Yard' Ready for Summer Sked

"Smith of Scotland Yard," half-hour whodunit, is being readied by Ruthrauff & Ryan as a possible summer replacement for one of its major network shows.

Stanza originally was slated as a replacement for "Double or Nothing" on Mutual, which is sponsored by Feen-a-Mint, but client recently renewed the latter stanza.

SPORTS

Exclusive!
Pacific Coast
League

BASEBALL

Entire 1946 Season

IMPACT
THE NEW RADIO PROGRAM
National Sales Representatives: Paul A. Rogers, Company



When you stop at the
same hotel year after
year the accommodations
must be good!

When scores of smart advertisers
use the same station to sell their
merchandise year after year—
as scores of WIP advertisers do
—the "register" must ring at a
merry clip!

Yes—there are a few availabilities
but they're being snapped
up quickly. Better register now!

3rd MARKET
5000 WATT
MUTUAL AFFILIATE



Represented Nationally by GEO. P. HOLLINGBERRY CO.

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**4 BLUE NETWORK
DEPARTMENTS
MOVE TO NEW
ADDRESS**

Because of the increased operations
of the BLUE Network and the
expansion of the staff, the Spot Sales,
Television and Co-operative Program
Departments, and the office of
A. D. Nicol, controller, have moved
to the 4th floor, Aeolian Building,
33 West 42nd Street.

The new offices have a separate switchboard and telephone number, Wisconsin 7-1737. (It will be impossible to reach the four departments by calling the BLUE Network).

"...FOR OUTSTANDING PUBLIC SERVICE IN ENCOURAGING, PROMOTING AND DEVELOPING AMERICAN IDEALS OF FREEDOM... LOYAL DEVOTED SERVICE TO THE NATION AND TO THE COMMUNITY..."

Both Alfred I. duPont

Radio Awards for 1944

(\$1,000 each, with citation on a plaque)

go to CBS Affiliates



THERE are some 900 radio stations in our country. A great many of them are doing wonderful jobs in serving their nation by serving their communities. Most stations on the CBS Network are doing unusual, exemplary, and ingenious jobs. They share with CBS a peculiarly sensitive feeling of which way the wind of progress or emergency blows, how to make it drive windmills, how to face it when it makes a gale, how to help steer their communities forward into it, no matter what comes. *For as go its component stations, so must go a network.*

So it's natural that the jury of the Alfred I. duPont Radio Awards Foundation, in combing the 900 stations of the nation for their conspicuous service to their communities in 1944, picked the two "outstandings" from the roster of the Columbia Network. And that the two took the only major awards offered. (The records indicate that of five such

awards made over 3 years, stations on CBS have won three.)

WJR, 50,000 watts (winner in the over-5,000-watt class) qualified by its 308 originated sustaining war programs, among them its notable *Victory F.O.B.* (the story of Detroit's war contribution), for *In Our Opinion* (its round table on war problems), its on-the-spot service to nearby camps, and for its persistent and unrelenting effort to do everything possible to further victory without regard to cost.

WTAG, 5,000 watts (winner in the 5,000-watts-or-less class) qualified for its current program series called *Worcester and The World*, which in 5 months has made direct contact with 21 different countries of the United Nations, and has brought their peoples into a relationship of intimate understanding with the people of Central New England. The city government, Clark University, the libraries, museums, schools and civic organizations have all collaborated in one of the most significant projects pointing towards the post-war world.

To the winners, our hearty congratulations.

To the jury—Bishop Tucker, President Gaines, our old colleague "Deac" Aylesworth of NBC, Mrs. duPont, Dr. McHale and Mr. Goodman, our discreet acknowledgment, and a considerable feeling of pride that 'them was our boys that done that'.

A station can be only as great as its community, and its service thereto; a network is only as great as the sum of them all.

E pluribus unum, a respected motto, is ours, too.

**This is CBS . . .
the Columbia
Broadcasting System**



Wiley Eyes Sorties Into St. Loo, Det.

Chicago, March 13. Fletcher Wiley's Housewives Protective League will soon be set up in the St. Louis and Detroit markets, according to Paul Gibson, who auditions the Wiley project here. Auditions are currently being held for two new voices to conduct the programs. In these territories which, when started, will give Wiley participation programs in the major markets. In addition a series of open end transcriptions are contemplated for other areas.

Strength of the Wiley operation is gauged by fact that the Chicago operation is grossing better than \$800,000 yearly with 24 sponsors using an hour and 40 minutes a day.

Joan Brooks' Catalog

Joan Brooks, who returns here 11:15 p.m. cross-the-border spot on CBS next Monday (19) has grabbed herself an initial 13-week catalog of 65 unused standards through the simple expedient of "saluting" a show by personally nightly via their "signatures."

"Fact that times have been so wisely identified with individuals have virtually given them an 'exclusive'."

Mitch Grayson to Blue; Directs '1 Foot in Heaven'

Mitchell Grayson, producer of the "New World's Comin'," racial sanity stanza put on weekly by WCCA. Grayson has been put in charge as director of Blue's Sunday night (10:30) sustainer, "One Foot in Heaven." In addition, he will do other staff chores for the network. Grayson continues producing and directing "New World."

More Resignations At McGillivray Chi Office

Chicago, March 13. Climaxing a long list of resignations that have occurred over the past 10 years, a clean sweep of the local Joe H. McGillivray office was made last week with the resignations of Jack Stewart, former manager, and Jack Kamler, salesman. Stewart has already left the firm with Kamler following on March 13. James W. LeBaron has been brought in from the New York office to manage the local branch with McGillivray here for the next two weeks to personally supervise the employee changes.

Pollock's Yellow Cab Pact

Philadelphia, March 13. Ed Pollock, Evening Bulletin sports columnist, has been signed for WCAU's weekly sports commentary on WCAU.

Sponsor is Yellow Cab Co.

From the Production Centres

IN NEW YORK CITY

Walk in trade has Klumbar, former vice president of CBS and now second in command of OWI in Washington, as altar-bound, with NBC proxy Niles Tranelle also about to rearm. Later is currently getting a Reno divorce. ... Ted Leader, NBC producer, married Rosemary Paia last Sunday (13), and is honeymooning in Florida. She's the sister of Al Paia, pre-war writer for Bill Stern, now in the Army. ... Blevins Davis has taken an option on the stage play "Joy Rides," written by Blevins Davis. ... NBC staff writer in the CBS program writing division. ... Baby daughter born to Mr. and Mrs. Charles Monroe Monday (13) in Markens Pavilion. She's script editor in the CBS program writing division. Mother is a CBS feature executive.

Nike Bocca, of the CBS press desk, is moving over to WABC to head up the N. Y. outlet's press activities, succeeding "Dinky" Dale, later having the job of appearing in Betty Hutton's new play. ... Arthur Healy now head writer on Sammy Kaye's Blue Friday nighter for Tangee. ... Bob Stanton handling NBC-Gillette telecasts while Steve Ellis is subbing for Bill Carroll on the Mutual blow-by-blow accounts. ... Ted Lawrence, WBTV program director, lining up a summer sports parade with outdoor boxing and Bushwicks ball games on the agenda. ... "48's" CBS house organ, celebrating 24 anni. ... Also Johnston preparing two-day television series for Settepoint. ... Mel Spiegel, of CBS press desk, bedded last week with temperature 103. ... Anthony Ross, of the CBS "Ma Perkins" show (key West, Fla., vacation next Sunday (18)). ... Dick Brill and Ralph DeBelle, original writers of "Glamor Man," who came east to Hollywood with the show couple of months back from the Coast, return to Hollywood this week. ... script the stanza via remote. ... Just didn't like the climate. ... Dorothy Bryant, nat'l secy of Radio Writers Guild, who has been ill, Coastward for a rest this week.

Joe Biglow, who supervises the scripting on the Earl Wilson Sunday night Mutual show, scrams back to the Coast next week. He just returned east recently, curing speculation on his redepture. ... Ray Sylvan, radio topper at WFL, goes to the Coast in April. ... Ray Sylvan has resigned as musical director of WINS, due to pressure of outside work. Has held the post five years. ... David X. Mannors, one of the experts in WNEW's "Crime Quiz," is author of "The Mystery of the Green Panther" in one of the ahundred pages this month. ... T/S Gene Emmet Klark, former freelance writer-director in N. Y., was second prize in the National Theatre Conference's radio play competition for the first time, with his verse drama "The Plot To Tear the Statue Down." ... Frank Richards, Mary Hunter, Jerry Mack and Andrew Wallace join "David Harum" players. ... Neil Harrison added to CBS' "The Case of the Mole" as a new character. ... Latimer and Luis Van Roolen join "Stella Dallas" and "Young Wilder Brown" respectively. ... Sylvia Simms and Mandel Kramer cast on "Just Plain Bill."

Mac Shoub, Canadian radio writer, down from Montreal last week. ... Stephen Fry of BBC back from wingaround through Texas. ... Elaine Carsonson off for southern vacation. ... Adelle Seymour is leaving the Mutual "Light of the World" serial. CBS solo following recent death of her sister and collaborator, Kathryn Seymour. ... Dolph Martin in N. Y. from WEEI, Boston, accompanied by 16-year-old singer Ruth Martin. ... Her mother for conferences apropos "Youth On Parade." ... Radio actress Mary Hunter hot on trail of an idea-peddling deal to Hollywood. ... Jury duty has taken CBS director John Becker from "This Life Is Mine" to New York's former director Mac Loeb to fill in temporarily. Loeb will presently take on commercial "Dolc Malone" serial. ... Julie Stevens did Eden "This Life Is Mine" last week for several performances with Gene Raymond. Warner got over the flu. ... Molly Berg taking shots for that trip overseas.

IN HOLLYWOOD

Richard Compton and his agency's radio director, Lewis Tilton, in town for talks with Murray Boen on the firm's Coast originations. Also around are Procter & Gamble's Bill Ramsey and Gail Smith and Compton's Floyd Holm to find director to replace Herb Most on "True or False" commercial. ... Albert Sindlinger, of "Doc" Gallagher's Audience Research outfit, in town to map new radio sampling adjunct with Jack Savers. ... Leigh Matteson, formerly with new services back east, joined NBC's. ... Evelyn Bigsby's radio gag stanza caught on with the Blue after being denied time on Don Lee, which no like cross references on other wags, shows and people. ... Bob Hope to make the Academy Awards party on the Blue net Thursday night. ... Don Belding back from a month's visit at the New York and Chicago offices of Fox, Cone & Belding. ... Blue has made an exception to its policy against networking platters for Tom Breneman's "Breakfast in Hollywood" excerpts. Now all that is needed is for the client to buy the time. ... Stanley Davis and Elton Peckard are being replaced by Bob Phillips and Al Singer on the new "The Andrews Sisters" show. ... Phil Cohen will produce the four quarter-hour platters for Sater on assignment by N. W. Ayer. On the discs will be Al Pearce, Count Daley, Gene Bailer, Harlow Wilcox and Lud Guenther. ... Charlie Davis, who leaves the Army after three years with rating of Lieut. Col., returning to KNX-CBS production staff in an executive capacity. ... "This Life Is Mine" was thrice decorated with Office of Censorship Services. ... Paul Warwick says he can't make it too empathic that Pabst is entirely satisfied with the Danny Kaye show.

IN CHICAGO

Ade Hull, Mutual network midwest sales chief, currently in New York for Mutual board meeting where he is slated to be made up, and general manager of central division. Jimmy Patten, partner and moved around while the office of moving his office to the west coast. ... Mort Jacobson of Johnny Neblett Productions leaving for the west coast this week to open Hollywood office for Neblett. ... Fairfax Cowie, partner and moved head of Foot, Cone & Belding, addressed the Northwestern University School of Journalism last week on how an ad agency should be run. ... C. E. Hooper is opening a Chicago office March 16. Janet Widmer, who did the survey outfit in New York office, will head it up. ... J. J. Wagner, Olan ad agency v.p., has checked out of the hospital after a long siege and is recuperating at home. ... Ed Kohak, press of Mutual in town last week for a series of talks with local Mutual staffers plus an overnight trip to Omaha to address the ad club there. ... Robert Graham, NBC central division sound effects man, was inducted into Army last week. ... Larry Taylor, WFTZ, has been proud pappy of a baby girl last week. ... Julian Bentley, WLS news editor, leaving for an overseas assignment this week. Stint will involve a new series of transcribed programs to be made in the combat zone. ... Moving from the 540 N. Michigan building to the 203 N. Wabash building this week. ... After more than two months of negotiating Don McNeill finally inked a five-year contract with the Blue network. Mac Shoub's handled deal for Blue. ... Karl Sutphin was officially appointed sales promotion manager of Blue central division last week, replacing Mike Huber, who is now ad manager of the Blue with offices in New York. ... Charley Irving replaces indecisive Bud Murphy as announcer on the NBC "Voice of the Dairy Farmer" show this week. Gregg Donovan inherits his "Woman in White" announcing stint. ... Latest rumor on the Blue Network's moving plans are that they are signing a lease to take up space in the Civic Opera building. ... Peter Cavallo, NBC director in central division, resigned March 1 to do freelance producing and directing.

NEBLETT 'NAME' DISCS WITH 1-MINUTE PLUGS

Chicago, March 13. Unique new series of open and transcriptions, with only one minute available for commercial plug, is being handled by Johnny Neblett Productions. Programs, which will carry interviews with world famous personalities, will be offered to class department stores and banks.

Gimmicks on the extremely short commercial is Neblett's belief that to allow any big names would be tied up to further their names to be tied up with a record that would be placed in basement specials and the like, whereas they can easily be induced to go along with an institutional type of commercial.

Series will be based upon format of "Distinguished Guest Hour," currently aired over WGN. Show, which has been on the air for two years, has featured such names as Jan Struther, Sister Elizabeth Kenny, Cecil Roberts, Will Duran, John H. Dumas and Dr. Stephen Wise.

Deal for transcribing the series was made with the Blue network. McClure, of the Smith, Brennan & McClure agency, which owns the rights.

Reach the ACTIVE SALT LAKE MARKET



Utah has one of the highest per capita ratings as a radio listening market.

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

WABC, NBC STATION

KLZ's Merchandising Service Brings Praise of Advertisers

KLZ understands the importance of merchandising a radio program and cooperates fully with its advertisers in this respect. KLZ's merchandising know-how is an important factor in making radio dollars pay maximum return in the Denver market.



DENVER 560 Kc.

DENVER 560 Kc.

DENVER 560 Kc.

DENVER 560 Kc.

Canned Television Spot Gets Chi Trial

Chicago, March 13. A new venture in video experimentation, as far as a Chicago station is concerned, will be tried Tuesday (30) when a 3½-minute television commercial is aired over WKBK, Balaban & Katz station here. Designed to fill in the air time between radio programs, the package is completely canned and is composed of slide film, synchronized to recorded musical background and narration with the video part entirely cartooned.

Set up as a Red Heart dog food commercial, it was produced by David W. Dole, associate radio director of the Heart, Hurd & McDonald, Inc., agency; written by Betty Babcock and narrated by Ray Suber. Following tests here it may later be used on WNTB (NBC) and WABD (DuMont), New York.

Hildred Sanders Upped To Mitchell-Faust V.P.

Chicago, March 13. Hildred Sanders, for the past four years associate radio director of the Mitchell-Faust agency, has been elected vice president of the firm following the return of Holman Faust from active duty in the Navy.

Nine Sanders joined the agency in 1940 as a copywriter, later became radio copy chief and associate radio director, and when Faust went into uniform in May, 1941, she took over all radio activities of the company. Faust, who has spent 46 months mostly in the South Pacific, returns to the firm as v-p and member of the exec board.

Dead End Kids in Cairo

Office of War Information has asked WMCA, N. Y., for scripts of 13 of its "Inquiring Parent" programs. Programs are to be broadcast in Arabic from a station in Cairo, Egypt.

Odd switch is that the ailer, conducted by Dr. Emma Osborne of Columbia University, consists of advice to parents how to raise their kids in New York City. WMCA officials are wondering why Cairo parents would be interested.

Unions Hire Sam Balter

Hollywood, March 13. Film unions, headed by the Moving Picture Painters Local 644, are taking over the Sam Balter program on KFWB as a means of presenting the cause of union labor to the public.

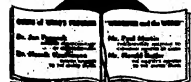
Painters subscribed \$2,000 to start the project which will cost about \$5,000 a year.

BOB PRINCE'S COMET TRIO

Pittsburgh, March 13. Bob Prince, freelance radio man, has just landed his third commercial on as many stations here to make him pretty close to the budget bank-rolled artist in Pittsburgh. New show is a quarter-hour news shot six mornings a week at 8:45 over KGV for Harris Amusement Co.

In addition, Prince has sports show on WIAS for a retired and another daily newscast on WCAE for meat pecking quiff.

Penn's Radio Course Philadelphia, March 13. The U. of Pennsylvania has added a course in radio script writing and production to its school of education.



OUTSTANDING WORLD FIGURES have been coming to WOBCESTER

WTAG

Line Up Coverage On United Nations Conference

Washington, March 13. Radio Correspondents' Assn. of Washington is accrediting radio reporters and commentators for the United Nations Conference in Fifteen next month. The association is seeking to get the names of all radio men who will cover by Thursday (15), in order to guarantee proper working facilities.

Requests for credentials and hotel space are being filed with the Senate Radio Gallery here.

The association last week elected Richard Harkness, NBC commentator, as its president to succeed Earl Godwin, Blue net, who has become a member of the executive committee ex-officio. Other officers elected include Rex Gosel, Trans-World Press, V. P. William Costello, CBS commentator, secretary, and Walter Compton, Mutual, commentator-treasurer. The association will work in the near future on whether to give places on the executive committee to reps of the regional news and radio stations which have Washington correspondents.

WNCA's "Science Reporter"

"Science Reporter," new 13-minute show telling what New York high school students do in their science labs, will go on for a 13-week shed next WMCA, New York, beginning March 31. It will be aired every Saturday thereafter at 2:45 p.m.

Lyn Murray's 'Tosti'

Maestro Lyn Murray has prepared a musical farewell to his sponsor, E. R. Squibb & Sons, for his final CBS program (23) which demonstrates that comic aren't the only ones in radio with a sense of humor.

Tunes lined up for the bowout are: "I'm Coming Home," "Think of Me" and "The Thrill is Gone."

WHO Shifts War Staff As News Head Returns

Des Moines, March 13. Several shifts in assignments of its war correspondents were made by WHO, Des Moines, last week. Jack Shelley, news dept. manager and war correspondent, returned from five months' service with First and Ninth Armies in Europe. He'd booked for extensive speaking tour of Iowa, Minnesota and Missouri.

Irene Plimbeck, farm editor, making second trip as correspondent, arrived last week in Paris, starting cable reports and regular broadcasts on arrival. Major Frank F. Miles, WHO's correspondent on Italian front since last September, has been transferred to western front in Germany.

WHO is carrying a daily schedule of news and news features, plus transcribed interviews by its own staff from the various fronts.

Blue Skeds Full Web Spots For Dishing Out Stay-Tuned-In Advice

In the belief that its own air is its best advertising medium, Blue network has convinced its sponsors to allocate 10 seconds of the time at the end of their programs on Wednesday nights to herald the show coming up. If the "stay tuned in" promotional plug works out, idea will be expanded to include all nighttime shows, very night.

Key stations of other networks have been using the idea for several months, but this is first time an entire web will be "included in" on this type setup. Blue Wednesday night sponsors have all agreed to relinquish the last 10 seconds of their shows, stanzas shifting to either N. Y. or Hollywood, which ever is more convenient, for the promotional announcement.

In line with this move, all Blue-network owned stations will continue talking about shows on the web for 20 seconds at station break time, after the original 10-second announcement. The message to station managers signed by promotion v.p. Fred Smith, states: "It is our policy to buy these 20-second spots into an interesting program, probably with one announcer handling

the whole business from N. Y., and one from Hollywood. It is conceivable that he can create interest in the lineup after the fashion of a good emcee."

Lloyd Yoder Back at KOA

Denver, March 13. Lt. Comdr. Lloyd E. Yoder has returned as manager of KOA, the NBC-owned station, which post he left about three years ago to enter the service. Yoder retired from the navy a few weeks ago and has been taking a vacation.

James R. McPerson, sales manager of KOA previously and manager while Yoder was on active duty, becomes asst. mgr. in charge of commercial activities.

SINCLAIR OIL'S KNOX QUIZZER

St. Louis, March 13. Sinclair Oil Co. is bankrolling a new "Quiz Club" program over KMOX, local CBS outlet.

Jack Sexton is the quizzer and the Ben Feld KMOX orecr dishes out drities. Contestants are chosen by lot from the audience. Thirty-minute show is heard Sat. nights at 9:45.

THREE MONTHS...

An interim report on some of the first things being done by the network that hosts slowly

For the past three months, Mutual's use of white space in the trade press has been devoted mostly to a plain exposition of new operating policies. We bragged not; neither did we promise miracles. We ventured to interpret nary a single rating trend. Except for noting a couple of rather spectacular newsmen from the warfronts, our ads spoke simply of the easy, deliberate pace to which we've geared our program.

Comes now, we believe, a proper time to report the state of the network and how it has changed during these three months. Some top advertisers and agencies have moved their business to Mutual. A few have departed. And some exceptional new program material has been signed.

1,042 NEW STATION-HOURS*

Look at the ledger first. Nine commercial programs were added, December through February, putting 1,042 more station-hours to work every week. Five sponsored shows, occupying 223 station-hours a week, were dropped during that period. And within the past few days we've signed 133 more station-hours a week in new business scheduled to start on Mutual soon.

Among Mutual's new (or returning) sponsors since December 1 are Carter Products, Chesapeake & Ohio, Coca-Cola, Kellogg, Textron, Seven-Up. Former shows

have been lately replaced here by General Cigar; Samler, Van Camp. The agencies in charge of this expanded activity include Ted Bates; Callins & Holden; D'Arcy; Erwin, Wassy; Kenyon & Eckhardt; J. Walter Thompson.

ASATRA, ARCH & COMPANY

Program talent coups comparable to the newsmen mentioned above have been scored by Mutual's newly strengthened Program Department. Agatha Christie's best-selling mystery fiction came to life, exclusively on these airwaves February 28, in the person of Hercule Poirot. Mutual also acquired the script and direction skills of that master craftsman, Arch Oboler, whose original dramas for radio will tangle spines and tickle funnybones when his new series begins April 5. Add, also, to the popular music sky Mutual's two new singing stars, Curt Mayney and Anita Ellis.

★ ★ ★

Don't let our recent reticence fool you; this network is on its way...UP. And, as we promised three months ago, we'll keep you posted from time to time on our progress.

This...is MUTUAL

*By station-hours, we mean 60 minutes of commercial time per station.

"THOSE WEBSTERS"

With Arthur Young, Jerry Spellman, Jane Webb, Joan Al, William Green, Constance Crowder.
 Writers: Al Miller, Friedella Kent.
 Producer: Les Weisheit.
 10 Min., 4:30 p.m.
QUAKER OATS CO.
WBMM-CBS, Chicago

(Richard & Ryan)
 Replacing "That Webster Boy" this afternoon is a practical cartoon comedy of "The Aldrich Family" from almost every angle. There's the adolescent 14-year-old high schooler, played by Arthur Young, and his spunky-voiced pal, Jack, played by Jerry Spellman, who has been recruited to the "Brewster Boy" cast, and their girl friends.

Laid in the small town of Spring City, the opening stanza of the new series had Billy Green (Arthur Young) in a jealous mood because his girl friend, Belinda Boyd (Jane Webb) is writing letters to a sailor in Australia. To get back at her, she starts writing to a Wac, letting Belinda know about it, but doesn't mail the letters. His sister (Joan Al) discovers this and tells the girl friend and they proceed to turn the tables, but during the mix-up a letter does get mailed, in which Billy has enclosed his father's picture. Usual excitement occurs until letter comes from what they think was the Wac but proves to be a job guru at a Wac base which straightens out everything. Plot, counterplot and complications were lightly woven in Al Miller's and Friedella Kent's opening script but they evidently have orders to write the series along the Aldrich lines.

Commercial is worked in cleverly when Bill calls his girl on the phone but get Charles Irving, the announcer, who gives him the sales blip. Competently played and directed by Les Weisheit in his usual expert manner the stanza was amusing, but it is doubtful that most listeners will even remember that it is a new show, preferring to think of it as the same show with a different name, it being that close in format to the old "Brewster Boy" scripts. *Morp.*

BASEBALL QUIZ

With Rip Collins, Joe Nolan. Guests 15 Min., Tues. & Thurs., 7:45 p.m.
ALBANY PACKING CO.
WABY, Albany

Program should be a natural for this red-hot baseball area. It presents Rip Collins, manager of Albany club and most popular athlete in city's history, discussing the play-by-play of Albany games over WABY for past two seasons and competing teams from local business, edu-

service and fraternal organizations. Combination probably cannot miss, but fact remains show is not as good as it could be. First week's stanza were definitely poor, by professional standards. Some of the faults bogged them down have been corrected; others have not.

Collins, who has done considerable sponsored broadcasting in St. Louis, Chicago, Rochester, Albany and elsewhere, is a long, colorful diamond cutter, sounds a little new and strange in quizmaster role. He shows less advantage than as a baseball commentator and story teller. The show's live star of St. Louis "Case House Gang" is given a brief spot for reporting at end of quiz segment, but on several occasions he caught he did not seem too well prepared for the ad-libbing. Noticeable fact he has not yet mastered the art of filling in while contestants think for answers. Ought to watch his voice and diction, too. If it were possible to get sharper replies consistently—shot on which one team composed of former players had a perfect score, ranked highest—broadsheet would hold greater punch. Technician faults, including placement of mikes and intonation, could be eliminated. Nolan, who acts as scorekeeper, interviewer and announcer, generally humbles himself well. *Jaco.*

"LISTEN TO LAWRENCE"

With Elliott Lawrence. Each Jack Hunter, Three Deas, Hugh Walton, announcer.
 Producer: Paul Phillips.
 25 Mins., Thurs., 10:05-10:30
Sustaining
WCAL-CBS, Philadelphia

Elliott Lawrence (now Brockson of Stan Broza, WCAL program director) has collected an aggregation of 10 footers, all with big league backgrounds and has molded them into an all-around outfit which can play sweet or hot with equal ease. Pivoting two network (CBS) shots per week and innumerable dance dates since its origin, the band is developing into a come.

Young Lawrence, with a background of lengthy musical training (poems, etc.) handles the keyboard chore as well as wading the crew and is a personable kid on the air. Feature of the band is the "French horn," a rarity in swing units.

Arrangements are by Gerry Muller, formerly with Tommy Tucker. In cooperation with the band are Jack Hunter, Marine discharges formerly with Jay Keas; and a singing trio, the "Three Deas," who

RAYMOND MOLEY

(Commentator)
 15 Min., Sun., 8:15 p.m.
Sustaining
WJZ-Blue, N. Y.

Nearest addition to the ranks of network commentators is Raymond Moley, who by background and experience should be equipped to analyze and interpret the outstanding political-economic developments of the week. Under the Blue network's avowed policy of dishing up the news in a better-balanced and more interesting variety and as part of an expanded News and News Feature Dept. setup which is spotlighting such new shows on the web as "Headline Edition" and "Washington Story," the Blue has given over the 8:15-8:30 Sunday night slot to the ex-New Dealer. It appears the network moguls have been disturbed of late because the Blue scales have tipped too far in one direction and therefore have chosen Moley as a "conservative, conscientious, middle-of-the-road commentator." The Blue's been cognizant of the situation for some months but bided its time until the right guy came along. In his initial commentary spiel last Sunday (11) Moley did delve too deeply. His analysis, for one thing, revealed no new viewpoint or approach. The overall effect was more in the nature of a recapitulation of the latest war and economic issues with no undue penetration. True, he ventured the positive assertion that it would be a just retribution for the Germans to pay for the destruction wrought by the Nazis in Russia by providing the manpower to rebuild the Soviet Union; again he gave his okay on Fred M. Vinson as the new Federal loan administrator, but all else was more in the nature of straight reporting.

Nor was any of it enhanced by Moley's lack of color or feeling. The "conservatism" was carried to an extreme by his script run-through in a monotone that gave little impression that the convictions were personal. The sad truth is that when it comes to air personality, Moley only accentuates the negative. *Ros.*

"GATEWAYS TO PEACE"

(Form Discussion)
 Moderator: Florence Warner
 Moderator: Victor Rosenblum
 30 Mins., Sun., 3 p.m.
Sustaining
WMOR, N. Y.

In cooperation with Columbia University, Barnard College and the United Nations Information Council, WMOR has been airing a weekly

forum designed to acquaint its audience with problems confronting various of the United Nations. Show originates in one of the auditoriums at Columbia University, and students question experts representing the nation under discussion.

In last Sunday's (11) fifth stanza, a pair of Columbia profs, one of leaders of "France Forever" and Pierre Gergonne, one of the two radio speakers, arrived from France two weeks ago, acted as the experts. They provided the historical background of problems currently facing that country, and indicated ways in which America could assist French rehabilitation.

Outstanding participant in the show was the student moderator, Victor Rosenblum. He has excellent radio presence and good voice, gave the show tempo, and kept the forum from bogging down into aimless chatter.

"IT'S A CHILD'S WORLD"

Producer: James McAndrew
 25 Mins., Sun., 4:30 p.m.
Sustaining
WNYC, N. Y.

A new venture in educational radio was launched Sunday (11) by New York's municipal station, in cooperation with the city's Board of Education. Thirteen programs will be aired every week, some of the shows be taught in classrooms, where they will supplement the more traditional curricula. Aim of the entire series, however, is not only to help educate the students but also to knit students, teachers and parents into one integrated community.

Opening stanza was not very successful. It lacked pace and interest; a number of the lay participants obviously suffered from mike-fright; there was no effort to enliven the program with a professional voice or two, although some of the material lent itself very well to such a device.

However, the show did bring parents, teachers and students to a common platform, where some of their problems could be threshed out on an adult level. It was a good try.

St. Louis—A divorce, to become effective upon signing of a property stipulation, was awarded last week to Mrs. Joan Harriett Cornwell from Harold Elaine Cornwell, Jr., former program director at KMOX by Circuit Judge Charles B. Williams. Cornwell is now an Army private stationed at Ft. Jackson, S. C.

"FUN AND FOLLY"

With Ed and Fanny East, Murphy Sisters, Herb Sheldon, Jerry Scaerone.
 Director: Joe Mansfield.
 30 Mins., Mon.-Fri., 8 a.m.
Sustaining
WEAF-NBC, N. Y.

Veteran Ed ("Sisters of the Street") East and his wife, Fanny, have carried over in toto the format of their Blue network "Ladies Be Seated" program for this NBC post-breakfast hour. But the senior network has provided them with a full-time staff under Jerry Scaerone, Jerome's baton and the three Murphy Sisters, in place of an organist and tenor. Les Sullivan, formerly heard on the audience participation

Unfortunately, the extra expenditure hardly seems worth while inasmuch as the East approach is strictly from mazel and doesn't seem to tie together the necessary ingredients for a show commercial stanza. While on the Blue, great claims were made regarding the program's mail pulling prowess and several all out campaigns by the sales staffers were launched trying to land a sponsor. But Ivory Soap, United Fruit and a couple breakfast toilet outlets just couldn't make up their minds and after a year the Easts bowed out of their 2:30 p.m. spot.

The 8 a.m. timing might make a difference but it would seem that a programming hypo was more in order than the time switch. Such backstage business as East intruding himself and frau, day after day, as that young, romantic couple plus the monotonous, feeble gag about the "best audience we ever had" may have been laugh provokers once but they land far outside of the target these days.

Routine interludes marked by East's forced laughter and obvious efforts to instill an "aren't we having fun" element can't be entirely planned on him, considering the sort of participants shows such as this are bound to run into. It's grim listening, nevertheless.

The paid entertainment, Murphy sisters and Jerome's offer, measure up okay. On show caught (12) the girls harmonized "You Belong to My Heart" and Johnny Mercer's latest, "Candy," ably backed up by the house crew of 60zers. Announcer Herb Sheldon officiates as go-between in the interviews which feature funny (?) prizes and cash awards as inducements for the folks to get up and provide NBC listeners (Continued on page 88)

ELVIS PRESLEY
 Now HEADLINING
THE ROXY
 NEW YORK

WEST COAST "E" BOND ASSAULT

RKO MOVIE

HOSPITAL
DATES

TRUTH OR CONSEQUENCE HOLLYWOOD BOND SPECIAL

SO LONG HERB—
THANKS FOR 5 GREAT YEARS
IN THE RIGHT DIRECTION
OF HAPPY CONSEQUENCES.
SORRY HOLLYWOOD
DOESN'T TEMPT YOU,
BUT THAT'S
NEW YORK'S
GAIN.

NEW YORK

Edwards West—Moss East
New York, Mar. 11
Ralph Edwards takes
his "Truth or Consequence" Dux show to
Hollywood.
Herb Moss, director,
remains for commitments
in New York.



BOMBSHELL ON MAESTRO DISCING

Leeds Music, Louis Jordan at Odds On Publishing Rights to 'Caldonia'

Leeds Music Co. has advised all recording companies and other music publishers that it has prior rights to the song "Caldonia," written by F. F. Moore and acquired for publication last week by Edwin H. Morris music company. Lou Levy, Leeds' operator, claims prior rights to the tune by virtue of an agreement with maestro Louis Jordan, who obtained the song from its writer and has been using it in his stage shows.

Beryl Adams, Jordan's manager, claims Levy's agreement with the leader gives him first call on only material personally written by Jordan. Accordingly, he had placed the disputed song in his and the leader's own Previews Music Co., a BMI affiliate.

However, Henry Spitzer, general manager of Morris' music interests, made an unusual deal with Adams last week as a result of which Morris Music will publish the tune. According to the deal, Adams retains all performance royalties earned by the tune, which will continue to be licensed by BMI, although Morris is a member of the American Society of Composers, Authors and Publishers. All other income from mechanical, synchronization, etc. sources, will be split in the usual way, of course.

As a result of the Leeds warning to record and music companies, it's expected a suit by Leeds will grow out of the dispute. Adams is also threatening legal action against Leeds in the event its letters interfere with any deals for rights to the song.

Geiringer's OWI Encore

Jean Geiringer, of BMI's foreign copyright division, has gone to Hollywood again for 6-8 weeks on loan to OWI.

This is his second stint in connection with supervising French radio programs to be disseminated by the Office of War Information and produced on the Coast in disk form.

Summer Spots Eye Resumption

Virtually all the usual summer bandstands and one-nighters have signified an intention to resume operation this summer. In addition, other spots that have been closed for some time have indicated interest in reopening if it's possible to obtain names. One of these is Sunnyside Ballroom, Pottsville, Pa., one of the biggest one-nighters in the east, which has opened only on the last two New Year's Eves, except for local affairs.

Parks reopening in addition to Steel Pier, Atlantic City, are Pallsades, which has rebuilt the dance pavilion destroyed in last fall's fire; Hunt's Pier, Wildwood, N. J., partially destroyed in the September hurricane; Pleasure Beach Park, Bridgeport, all will reopen around Decoration Day. Pallsades usually starts around May 1.

BLOWUP NEAR OVER PRACTICE

Attitude of recording directors with various disc manufacturers the past few weeks indicates that an explosion will occur shortly in the direction of bandleaders who have music publishing companies of their own and want to record their own songs. Disc companies are getting tougher about the problems, and there have been recent reports that on several occasions two of the major firms have refused to let leaders record their own songs, at least until the tunes are proven reasonably potential hits.

Subject of recording bandleader-owned tunes has been a sore point with disc company executives for some time. They don't mind, in most cases, plating tunes that seem to have a fair chance, after being tested (Continued on page 48)

GOODMAN BALKING AT ONE-NITE DATES

Benny Goodman is said to be balking at playing one-night dates for which he had been committed by his agency, Music Corp. of America, and which he okayed. According to one one-night booker for whom Goodman okayed a date but hadn't yet signed contracts, the maestro has now changed his mind and isn't looking kindly on good work. This operator already has advertising out on Goodman's appearance late next week on the basis of the leader's acceptance of the date.

MCA won't answer questions on Goodman's attitude toward the dates. They'll neither confirm nor deny whether they will be played.

ASCAP Board Nixes BMI-Marks Suit Settlement, Case Proceeds To Trial; Television Important Point

Cole to Guild Discs

Cory Cole, who starts as Benny Goodman's successor in Billy Rose's "Seven Lively Arts" tomorrow (Thursday), has signed with Guild Records.

He's packed for one year in which he's to do 12 sides. He'll record with a quintet.

Decca Mulls Entry Into Retail Radio

Decca Records is mulling an entry into the home radio sales field. It would like to set up a line of sets under its own name, but manufactured by someone else, much in the way Sears, Roebuck and other chains market receivers under their own firm name. Decca executives are acutely divided on the idea. Of course, the sets would be radio-victrola combinations.

There is also talk around N. Y. that the disc company is planning to set up a string of franchised retail stores postwar. These outlets would handle Decca's product only.

Hit Record Distributors, formed by Classic Record Co. couple years ago to distribute its product, has been dissolved and its offices in N. Y. consolidated with the new Majestic-Hit Recording firm.

Back of what appears to be a technical scrap between Broadcast Music Inc. and the American Society of Composers, Authors and Publishers over who has the performing rights to songs written by ASCAP writers, or in collaboration with non-ASCAP writers, is the more important angle of the entire future licensing arrangement of television. ASCAP's board of directors, called into emergency meeting Monday (12) to digest and vote on a plan for settling the BMI-Edward B. Marks suit against the Society, rejected peace negotiations and elected to go to trial with the action. Television rights may have been a factor in their decision.

ASCAP's board members rejected a plan whereby both sides would retain non-exclusive rights to the songs in dispute, without prejudice to respective future interests. Tunes are now published by Marks, who in 1941 switched allegiance from ASCAP to BMI during the height of the radio-ASCAP battle. ASCAP later claimed performing rights to certain songs in Marks' catalog by virtue of the fact some of its members had written or collaborated in their authorship. The BMI-Marks suit vs. ASCAP followed.

In a nutshell, ASCAP contends that it has prior rights to songs penned by songwriters who are members of the Society. It contends that the performing rights vested in it by the writer himself cannot be transferred by even the publisher of the songs, as Marks did when it transferred its performing rights in-

(Continued on page 54)

2 SURE HITS FOR ANY PROGRAM

I WALKED IN

A KISS GOODNIGHT

Sid Kornheiser to Burke-Van Heusen

As Gen'l Mgr. in Firm's Expansion

Sidney Kornheiser general manager of the combined Paramount and Famous Music publishing companies, has resigned to take over as v.p., general manager and stockholder in the comparatively new Burke-Van Heusen firm. Kornheiser's move is part of a pattern of expansion of the writer-owned firms that are restricted mostly to songs, and make of it a major objective with a scope as large as any firm in the field.

Burke-Van Heusen is owned jointly by Jimmy Van Heusen, Johnny Burke and Edwin H. Budd. Morris, who underwrote the establishment of the venture last year in the same way he has set up other subsidiaries. Kornheiser, in moving over from Paramount, has acquired a stock interest in the firm. To achieve this arrangement Morris and the writers relinquished portions of their shares. Kornheiser in no way will disturb the present staff setup of Van Heusen. Murray Baker, who moved over from Robbins last year to professional manager, will continue that capacity. He has a contract that runs several more years.

Kornheiser resigned last week from Paramount-Famous, with which he was connected for the past 10 years. Now on the Coast, where the B-V deal was completed, he will be back in N. Y. soon to take up his new chores. At B-V he will concentrate mostly on the business end.



EMIL COLEMAN
AND MANY OTHER
FAMOUS LEADERS

Use this test VISUAL record of song hits of over 100 popular, plus old favorites. Includes lead sheets and lyrics of choice. \$4.95 Post Paid.

TUNE-DEX
1619 Broadway
New York 19

NEW SONG HITS!

"SPRING WILL COME AGAIN"
JUST OFF THE PRESS
Orchestration—Professional
Copies Available

JOBBERS ATTENTION!
Sale Copies Now Ready—Write or Call at

Northwest Music Publishers
2534 Madison St., Chicago 47, Ill.

nately the acquiring of copyrights, develop the various phases of the music business that B-V has not yet touched, while Baker will continue the duties of the outlet end.

Burke-Van Heusen firm was started last spring and, on the basis of the output end of the writers, has been very successful. It started with the score from Bing Crosby's "Going My Way" (Par), which sold more than 1,000,000 sheet copies. It currently is working on the "Bella and the Yukon" score. With the new plans laid out for it, the firm's name may be changed.

400 Club, N.Y., Appears Success; Sets Duke Ellington as Next Band

400 Club, N. Y., which started a name band policy Feb. 16 with Tommy Dorsey's orchestra, apparently has become an established operation in spite of negative opinions of band big executives. At least it has been successful with T. S. band, even in the face of the curfew, and the spot will continue. It has set Duke Ellington's orchestra to follow Dorsey, opening April 5. Dorsey closes March 28 and another band will be bought for the intervening days.

Dorsey supported approximately \$27,000 (dinner and supper) the first week he was there, and the second week, which was the first week of the curfew, he rang up a gross of approximately \$36,000. In on a deal guaranteeing him \$3,500 weekly, plus the first \$3,000 worth of covers, then 50% of all covers thereafter. Dorsey took out for his end between \$6,000 and \$6,500 the first week and only a few dollars less the second. For his third week, ended last Thursday (8), Dorsey drew coin in the same neighborhood.

Ellington was bought on a deal, it said, calling for a \$3,500 weekly guarantee, with the first \$2,500 worth of covers going to the house, and then it's a 50-50 split thereafter.

Dorsey goes on a combined theatre and concert route after closing the spot. Most of his dates are in New England.

Ray Scott Reorganizes For Theatres; Earle First

Ray Scott, who disbanded his orch at the conclusion of a CBS sustaining series several months ago, will reorganize for a theatre tour, starting at the Earle theatre, Philadelphia, April 6.

Scott is reported unwilling to go too far out of New York.

Jimmy Palmer's orchestra's option picked up by N. Y. Roseland Ballroom.

T. Dorsey's Switches

Tommy Dorsey has added a Negro musician to his band at the 400 Club, N. Y. He is Charlie Shavers, trumpeter. Since Shavers is a radio musician (CBS) it's improbable he'll go on the road with Dorsey.

Dorsey also took on Gus Bivona last week. Former maestro, recently reported organizing another band after getting out of service, replaced Buddy De Franco. Stuart Foster, formerly vocalist with his Ray Hut-ton, took over vocal chores with the band the same week, replacing Frankie Lesser.

Feist's Hits Sure Come in Bunches

Perhaps one of the most unusual success periods in any music publishing firm is the pyramiding of hits for Feist under Harry Link's direction. "The Trolley Song," "Rum and Coca-Cola," "Candy" (upcoming) and the new "Bank Statement" (Almusical by Sammy Cahn and Julie Steine, have all ganged up in the last few months.

Link, as gen. prof. mgr., has a 10% stake in the songs.

A subordinated deal, based on a recent renewal with Loew's, for the previous 5% of "The Big Three" (Robbins, Feist and Miller: Music Corps.).

'Rum' Writers and Feist Sued by Calypso Pub. In Infringement Action

Leo Feist, Inc., publishers, and Paul Baron, Jeri Sullivan and Morry Amsterdam, writers of the songs "Rum and Coca-Cola," were named defendants in a copyright infringement suit filed last week (9) in N. Y. federal court. Action was brought by Maurice Baron, publisher of a song book, "Calypso Songs of the West Indies," charging that "Rum" was an infringement of his copyright song, "L'Annee Passee" (Last Year), penned by Lionel Balzano and Massie Patterson in 1943. Both Barons profane unrelated.

Baron claims that on Oct. 16 last, Balzano, a British subject, and Patterson assigned and conveyed him all rights to the original and renewal of "L'Annee Passee," existence of the song. Defendants, he alleges, infringed the copyright by publishing, distributing and mechanically recording "Rum," which he says was an injunction from his copyright.

Baron says an injunction, damages and accounting of profits from the alleged infringement of not less than \$10 for every infringing copy of "Rum" published and sold and not less than \$10 for every infringing performance of the song, including jukebox recordings.

NBC, CBS, Blue, Mutual Plugs

TELE	PUBLISHER
Accentuate the Positive—"Here Come the Waves".....	Morris
A Little On the Lonely Side.....	Advanced
All Of My Life.....	Berlin
Amadeo—"T Caballero".....	Southern
Candy.....	Feist
Close As Pages in a Book—"Central Park".....	Williamson
Cozy.....	Grand
Fury Time We Say Goodbye—"Seven Lively Arts".....	Chappell
Fuzzy Wuzzy—"Gartie From Biarritz".....	Dreke
He's Home For a Little While.....	Pamona
I Didn't Know About You.....	Robbins
I Dream of You.....	Embassy
The Beginning to See the Light.....	Morris
I Should Care—"Thrill of a Romance".....	Dorsey
Just a Prayer Away.....	Shapiro
Let's Take Long Way Home—"Here Come Waves".....	T. B. Harms
More and More—"Can't Help Singing".....	Santly
My Dreams Are Getting Better.....	Morris
My Heart Sings—"Anchors Aweigh".....	Barton
Saturday Night in the Loneliest Night.....	Burke
Sleighride in July—"Belle of the Yukon".....	Chappell
Strange Music—"Song of Norway".....	Kernick
Sweet Dreams-Sweetheart—"Hollywood Canteen".....	Shapiro
There Goes That Song Again—"Carolina Blues".....	Callant
There I've Said It Again.....	Stevens
There Must Be a Way.....	Triangle
This Heart of Mine—"Ziegfeld Follies".....	Haris
You Belong to My Heart—"T Caballero".....	

† Almusical. * Legit musical.

Lyle Engel Mulling New Rack Venture, Releasing Via McFadden Service

Lyle Engel, owner of Song Lyrics, Inc., which markets the magazine Song Hits, containing lyrics to hit songs, is mulling establishment of a string of new-song racks similar to one now operated by INT and supervised by music publishers themselves, through its agency, the Music Publishers Protective Assn. Engel, with McFadden Publications, which distributes his material, has been conducting a survey on the advisability of another rack venture, but says there is "nothing substantial" on the outcome until all angles are probed.

Handful of music publishers who know of Engel's idea, or who have been approached by him, don't feel kindly toward a second string of racks. They in no uncertain terms assert that an effort of this kind might have the effect of so confusing the field that the INT string might be injured to the point where it would lose its effectiveness. As it stands now, the racks currently in existence place an initial order for over 110,000 copies of a song, with less than 10% returns, and the achievement of a rack order equals some \$22,500. In many cases, this covers the cost of launching a song and, if it has the sales appeal to get into the first 20 tunes in popularity, it automatically is selected for the rack.

Carl Fischer also has a small string of racks in the eastern area, which call for an initial order of about 4,000.

American Music Co.
Sets Up Deal With BMI
American Music, Inc., which includes Cross & Winge and Westmore Music Corp. catalogs, has completed a deal whereby performance rights to its material will be held by Broadcast Music Inc. Catalogs are composed mostly of native American folk songs.
Sylvester L. Cross heads the firms.

Top Tunes for Your Books
An All-Time Favorite
ON THE SUNNY SIDE OF THE STREET

Music by . . .
JIMMY McHUGH
Published by
SHAPIRO-BERNSTEIN

Sally Is So Sweet to Me
Lyrics, Music and Published by
CARL ALBRIGHT
1301 Broadway Street
BALTIMORE 21, MARYLAND

Hear the "Hit" of Tomorrow Today
Tentative New Records by Publishers of
'All This I Miss'
'You Take Your Heartache'
Write for Listings—Special Rates for Subscribers
NORDEY PUBLISHING COMPANY
607 Grand Blvd., Baltimore 20, Md.

SCOP!!!

THE NOVELTY HIT OF 1945

We Have Acquired From Preview Music Company the Rights to

SCOP!!!

[WHAT MAKES YOUR BIG HEAD SO HARD]

by FLEECIE MOORE

Already Recorded by LOUIS JORDAN and WOODY HERMAN

EDWARD H. MORRIS and COMPANY, Inc.

1619 BROADWAY

NEW YORK 19, N. Y.

10 Best Sellers on Coin-Machines

(Records below are grabbing most nickels this week in jukeboxes throughout the country as reported by operators so "Variety" names of more than one band or vocalist after the title indicates. Figures and names in parentheses indicate the number of weeks such song has been in the listings and respective publishers.)

1. Rum and Coca-Cola (8) (Fats).....Decca
2. Accusate Me (9) (Morris).....Decca
3. Little On Lonely Side (6) (Advanced).....Decca
4. Don't Fence Me In (17) (Barnum).....Decca
5. Saturday Night In The Casbah (8) (Barnum).....Decca
6. I'm Beginning To See Light (7) (Grand).....Decca
7. My Dreams Getting Better (8) (Benly).....Decca
8. I Dream Of You (10) (Embassy).....Decca
9. More and More (1) (E. B. Marks).....Decca
10. Candy (1) (Fats).....Capitol

Popularity of Older Disc Hits Remains Source of Amazement to Music Biz

A copy of Artie Shaw's "Begin the Beguine" recording, issued in 1938 by RCA-Victor, has been in a Denver coin machine constantly since Oct. 1 of that year. It is estimated by the owner of the machine, situated in Shaner's Restaurant there, that 320 copies of the disc have been worn thin in the six and a half years

and that the eatery has been blasted by the arrangement no less than approximately 35,000 times.

Popularity constancy of such recordings as "Beguine," Tommy Dorsey's "Marie," "Song of India," Harry James' "You Made Me Love You," Glenn Miller's "Surprise Serenade," "Moonlight Serenade" and many other classic hits is a repeated source of amazement to leaders and music publishers, etc. Bette charts show a periodic rise and fall that recording men themselves say they don't clearly understand. Shaw's "Beguine," for instance, has been a consistent seller since it was issued, but every once in awhile there's a big spurt in sales. This applies to almost all such hits. Occasionally, subsequent spurs surprise original sales. This occurred with Miller's "Moonlight Serenade" and "Surprise Serenade," which were back to back. In 1941, they doubled the '39 sales.

During the recent record ban, sales of these items were more in demand and the royalty payoff on them formed a major portion of the heavy royalties that went to leaders who hadn't made a fresh disc in a year or more.

How Not to Lift Curfew

Curfew has made super-hip-shoot-out of some leaders. Since the inception of the clamp, and the consequent drop in grosses if not in attendance, leaders get on the p. a. about 11:15 each evening and remind patrons of the imminent closing. One guy, a bit more frank than others, practices his spiel with "as an authority on the art of getting plastered."

OH! MOYTLE OH! MOYTLE
OH! MOYTLE OH! MOYTLE
OH! MOYTLE OH! MOYTLE
OH! MOYTLE OH! MOYTLE
OH! MOYTLE OH! MOYTLE
TOBIAS AND LEWIS
Publishers
1250 Sixth Avenue
New York 20, N. Y.

A STANDARD TO REMEMBER!
I'LL REMEMBER
APRIL
LEADS MUSIC CORPORATION
NEW YORK • CHICAGO • HOLLYWOOD

10 Best Sheet Sellers

(Week Ending March 10)

- Dreams Getting Better.....Bantley
Saturday Night.....Bantley
Little On Lonely Side.....Advanced
Rum and Coca-Cola.....Fats
I'm Beginning See Light.....Werner
Accusate Me.....Morris
Sweet Dreams.....Remick
More and More.....T. B. Marks
Don't Fence Me In.....Barnum
Meet Me In St. Louis.....Vogel

Prima, WB Settle Theatre Date Row

Louis Prima and the Strand theatre, N. Y., settled their salary difference last week after an appearance before executives of the American Federation of Musicians.

AFM's Prima's claim that his contract with WB did not have to be honored, but suggested an amiable disposal of the case, which was done at a later meeting (8) between the disputants. Prima will play the house for six weeks, ending sometime in June at a reported but unconfirmed \$7,500 weekly, with usual run reductions.

When he went before AFM officials, Prima claimed his obligation to play the theatre had been ended by WB's "method" of handling his contract. He asserted that he signed an agreement with the house some months ago at a stipulated price lower than the above with a proviso that he get more coin if certain conditions prevailed when the date was played. WB accepted the signed agreement but did not in turn sign it and return it to Music Corp. of America, the leader's agent, until several weeks ago, after the start of the salary dispute. Union ruled WB's retention of the one-sided contract that long nullified the agreement.

'Danny Boy' Suit Vs. Decca Discontinued Before Trial

Infringement suit against Decca Records, filed last January, for allegedly illegally recording the song, "Danny Boy," was discontinued and settled the same day it was filed. Action has filed in N. Y. Federal court by Boosey-Hawkes-Belwin, Inc., claiming copyright owners of the song. Terms of settlement were not disclosed.

Decca was charged with infringing on "Danny Boy," by recording an arrangement made by Bing Crosby without the owner's knowledge or payment of royalties. Song was composed by the late Fred Weatherly in 1913, renewed copyright was obtained by the composer's widow and re-assigned to the plaintiff. Decca contends song is in the public domain.

ASCAP Licensing Symp Orchs To Perform Concert Material

Concert licensing department of the American Society of Composers, Authors and Publishers has started to do something unusual in licensing various symphonic orchestras to perform concert material to which the Society holds performing rights. This procedure, comparable to licensing name bands for the right to perform ASCAP's pop music, is based on the numerous facts encountered in licensing performance permits in the concert field.

There are so many different ways

in which an individual or corporation can be held responsible for payment for the use of ASCAP's legit music that the new department is still exploring and developing these sources. In the case of the outstanding symphonic orchestras, whose controlling organizations have been elusive, they usually rent a hall at a flat fee and all profits are theirs, which makes them directly responsible for the cost of the music. So far, the New York, Toronto, Philadelphia, Chicago, Cincinnati, Indianapolis, Pittsburgh, Rochester, New Orleans and San Francisco symphonies have taken out permits. Deals are on with a half dozen more of the bigger ones and 200 secondary symphonies.

OPA Prying Into Disc Black Market Complaints

Detroit, March 13.

With the police reporting that there are 2478 juke boxes in the city the fathers have hit on a new means of revenue.

An ordinance taxing every juke box in the city \$7.50 annually has passed its second reading.

Meanwhile the OPA has opened an investigation into a reported black market in phonograph records. Complaints have been received that some popular records, made to retail at \$5 to \$6, are being diverted to juke box operators at \$1 a copy. It's charged that while regular record dealers have received only a trickle of pop records, juke box dealers have plenty of them and are reaping a harvest on the desired pop recordings.

ANOTHER MARTIN BLOCK CUFFO IDEA GETS GO-BY

Martin Block, m.c. of the Chesterfield show on NBC, came up with another idea last week following quick discarding of his plan to send free copies of music to radio listeners. He later developed the thought of awarding certain of his listeners with postcards on which were printed the lyrics of songs winning in the program's tune contest. This idea ran afoul of lyric magazines, which pay music publishers for the privilege of incorporating song lyrics only in sheets designed for newsstand sale.

Block uses several new songs weekly on the Chesterfield show on CBS, with Johnny Johnston, the program Block m.c'd before he shifted to the NBC show. The pattern he started there is being continued, for which he gets credit. He asks listeners to select the song they like best. His idea last week was to send free copies of the top song each week to the first 10,000 listeners voting. Music publishers the free-copy idea quickly and the free-lyric thought was substituted. It, too, was quickly ignored.

TOP HIT OF YESTERDAY
GREAT POPULAR
STANDARD TODAY

YOU'LL SEE
YOU IN MY
DREAMS

Lyric by GUS KAHN
Music by ISMAEL JONES

Published by LEO FEIST, Inc.

For new artist copies and arrangements contact: Standard Exploitation Department, The Big 3, 1911 Broadway, N.Y. 19
Circle 4-2239

FROM THE BATTLEFRONT... AN INSPIRED TITLE!

DON'T LET IT HAPPEN AGAIN

By Sgt. HENRY PRICHARD

Composer of

DON'T LET IT HAPPEN AGAIN will be the World's watchword!

I DON'T WANT TO LOVE YOU • KENTUCKY
and one GI who knows what he's fighting for!



BROADCAST MUSIC INC. 830 FIFTH AVENUE
NEW YORK 19, N. Y.

Irving Tann—Joe Santly
NEW YORK

Jimmy Cairns
CHICAGO

Eddie Janis
HOLLYWOOD

Inside Stuff—Orchestras—Music

Count Basie's use of 12 strings to supplement his regular band on a recent recording date at Columbia has disappointed musicians in other bands that use strings. In one case, the outstanding member of an important outfit employing flautists has constantly availed the leader to throw them out. He's a Basie follower and always, pointed to the latter's jump style as the right approach. Flautists are only encumbrances, he insisted. When news got out that Basie used strings on the disc date, the heckled leader teed off on the musician in question and won't let up on him. It's by now a running gag.

Spinosa Pecci, viola player formerly with Jerry Wald, subpoenaed Wald's entire band before the trial board of N. Y. local 802 of the American Federation of Musicians to testify in his lost complaint against Wald. He claimed that on the basis of a revised date agreement made when he joined Wald, the latter erred in firing him before expiration of the band's current stand at the Hotel New Yorker, N. Y.

Red ears played when Maestro disc company execs discovered an error in the spelling on their record label of "The Trolley Song." Printer had left the "e" out of trolley. Later their chagrin changed to satisfaction when they learned that expert-ear platter buyers had grabbed up the misspelled discs as collectors' items.

Columbia Records' new pressing plant in Cincinnati, which is being readied for production soon, went under many feet of water last week as a result of the overflowing of the Ohio river. As a result, the debut of the plant's active operation will be delayed. Columbia acquired the building several months ago. It's a former Remington-Rand factory site.

There have been rumors around N. Y. that Harry James intended to cut away from Columbia Records as soon as possible and set up his own recording company, with others. James couldn't possibly clinch such a deal for a long while. He's under a five-year contract at Columbia which took effect when that company resumed recording late last year.

Music Publishers' Contact Employees' union has indefinitely tabled numerous applications it has recently received from musicians and members of bands for membership in the outfit. With things so unsettled as to present members of Music Publishers' Contact staff, due to the midnight curfew, meeting of the MPCE Council recently decided to delay action.

Dave Dreyer is putting on the drive for Irving Berlin's new ballad, "All My Life," as a "welcome home present" for Berlin, who's expected back end-March or early-April from his Pacific tour with "This Is the Army."

A Delightfully Articulate Confession Of An Inarticulate Love

THERE! I'VE SAID IT AGAIN!

By Redd Evans and Dave Mann

Recordings by

VAUGHN MONROE, KING GOLE TRIO, DIKE BROWN

Surgeon-General's Jive! The lyrics is so Hop,
We Don't Understand It Ourselves

ARE YOU LIVING' OLD MAN?

By Redd Evans, Irene Higginbotham, Abner Silver

Capitol Record—STAN KENTON (Vocal—ANITA O'DAY)

VALIANT MUSIC CO., 1619 Broadway, New York 19, N. Y.

Horowitz to Intro Prokofiev Sonata

Soviet consulate has shipped up a March 20 party for its N. Y. offices to mark the introduction in this country of Sergei Prokofiev's Eighth Piano Sonata. It will be demonstrated at the studio by Vladimir Horowitz, for whom it was written.

Music is, of course, automatically part of the Am-Rus catalog in this country, rights to which are owned by Leeds Music.

Owner of Nick's, N. Y. Jazz Niter, Dips Into Disc Biz As Sideline

Nick Rongetti, proprietor of "Nick's," Greenwich Village, N. Y., steak and jazz emporium, is branching out as a recording magnate. He will soon market three albums under the Manhattan label inscribed, "Nick's presents recordings of his Dixieland jazz band featuring Miff Molo, Pee-wee Russell and Mugsy Spanier."

Albums, six sides each, will retail for \$3 and are to be sold only at Rongetti's spot and by mail. Russell, Mole and Spanier each headline an album with tunes, for the most part, being standards such as "Livin' Single Blues," "Three Little Words," "Bugle Call," "Clarin' Mamalade," etc. Waxing was done at WOR's N. Y. studios.

Insiders are getting chuckles out of one of Spanier's titles—"Feather Brain Blues"—which ties in with the violent difference of opinion between the cornet player and a prominent jazz critic.

Advanced Music in New Plea on 'Parade' Song

Advanced Music Co. has filed an appeal with the N. Y. court of appeals on the recent decision of the appellate division, which eliminated its suit against American Tobacco Co. and Foote, Cone & Belding. Advanced suit is for \$200,000, claiming its song, "Don't Sweatheart Me," was not properly rated on the "Hit Parade," sponsored by American and advertised by FCCB.

Advanced's suit was thrown for a loss several weeks ago when the appellate division reversed a previous ruling by N. Y. supreme court relative to a motion by American to dismiss. Supreme court denied the motion, the appellate division granted it, with leave to the plaintiff to amend its complaint.

CARMICHAEL MULLS BAND

Mugsy Carmichael reported again planning to set up a new orchestra on the coast.

Songwriter has several tunes made plant in that direction.

Bands at Hotel B. O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business doing by name bands in various New York hotels. Dinner business (7:10 p.m.) not rated. Figures offer some 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	Price	Cover	Total
Hal Alonzo	Lexington (400; 75¢-51.50)	12	1,700	38,825	
Jerry Wald	New Yorker (400; \$1-\$1.50)	12	1,925	24,225	
Jimmy Dorsey	Pennsylvania (600; \$1-\$1.50)	4	2,750	27,225	
Leo Reisman	Waldorf (350; \$2)	15	2,800	39,550	
George Pascoe	Lincoln (375; \$1-\$1.50)	5	1,075	3,075	
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	24	2,200	62,225	
Charlie Spivak	Commodore (400; \$1-\$1.50)	5	2,075	11,000	

* Asterisks indicate a supporting floor show. New Yorker, Bitmore, New Ice shows. Lexington, Hapsonian floor shows.

Chicago

Buddy Franklin (Walnut Room, Bismarck hotel; 465; \$1.50-\$2.50 min.), draw held to around five 3,000.

Bob Grant (Empire Room, Pajaro House; 700; \$2-\$3.50 min.), Hildergarde packin' 'em in, but curfew limiting to excellent 9,000.

Dick LaSalle (Mayfair Room, Blackstone hotel; 465; \$2.50 min.), Big continues steady here with LaSalle and Dwight Fiske pulling good 2,300.

George Pascoe (Penhryn Room, Sherman hotel; 550; \$1.50-\$2.50 min.), Off here, Basium accounting for about 3,500.

Trading Weems (Boulevard Room, Stevens hotel; 650; \$3-\$3.50 min.), Weems proved smart draw. Big 6,200.

Los Angeles

Freddy Martin (Ambassador; 900; \$1-\$1.50). Some solid business at 4,300 tabs.

Joe Reichman (Biltmore; 900; \$1-\$1.50). No fluctuation since the curfew except for more diners; 4,000 covers.

Location Jobs, Not in Hotels

(Chicago)

Gay Claridge (Chez Paree; 625; \$2-\$3.50 min.), Picked up some with Claridge-Motel-Grey combo playing to nice 4,400.

Del Courtney (Blackhawk; 500; \$2-\$3.50 min.), With Saturday and Sunday maine Courtney had little trouble in bringing in well 4,200.

Bernie Cummins (Latin Quarter; 700; \$3-\$3.50 min.), Really got socked last week, show topped by Bert Wheeler chalking up a ragged 2,800.

(Los Angeles)

Vaughn Monroe (Palladium, B. Hollywood, fifth week). Big again, 30,000 dancers filing in.

Morose Held (Trianon, B. South Gate, seventh week). Same number of customers, 11,500.

Leighton Noble (Slapsy Mixie's, N. Los Angeles, 18th week). Capacity biz to 8,200 patrons.

Carlos Molina (Troadero, N. Hollywood, second week). On the climb again and curfew works practically over at 2,500 payolas.

Col., Decca to Market 'Song of Norway' Music

Both Columbia and Decca are marketing albums of "Song of Norway" music. Unusual aspect of the duplication is the fact that Decca's album uses the entire cast of the Broadway opera, with Kitty Carlisle in place of Iva Petina, star of the show, which is based on the music of Edward Grieg. Miss Petina herself recorded an album of virtual, by the same tunes for Decca.

Miss Petina was under contract to Columbia Records prior to the opening of "Norway," and Columbia took advantage of the circumstance by recording an album of the score itself, with Robert Weeds, Metropolitan Opera baritone, opposite Miss Petina.

Billy Eckstine's \$500 Per Side for National Label

Billy Eckstine's orchestra has been signed to the National label, one of the many independent recording companies now in operation, at an unheard of price of \$500 per side. This price is one that some of the better known bands on major labels don't equal.

TOP PEOPLE ARE DOING
THE TOP TUNE
AFTER A WHILE

This Week THE MILLS MUSIC MAN,



Kitten On The Keys

How Come You Do Me Like You Do

Let A Smile Be Your Umbrella

That Tumble Down Shack In Athlone

Copyright by Mills Music Inc.

"A STORY OF TWO CIGARETTES"

IS OUR SONG

LARRY TAYLOR, General Manager

Martin Block Music, Inc., 501 MADISON AVE., NEW YORK 25, N. Y.

CHIC KARDALE

54 W. Randolph St.
CHICAGO

HUGHIE CLAUDIN

1509 N. Vine St.
HOLLYWOOD

"Seven Lively Arts" is a gorgeous, smooth-running, good show. It is not brilliant in all its humor, but it is funny enough, a show with Lillie and Lahr in it just can't be sad. Visually it is lush, and the contribution of Benny Goodman is remarkable. Of all the players who 'hold' an audience not even Miss Lillie can top Goodman when he comes all alone in front of a curtain and plays a straight concert piece — Weber's solo for Clarinet".

JOHN CHAPMAN
Daily News, March 3, 1945

Goodman

Just Concluded 3 Months Engagement

"SEVEN LIVELY ARTS"

ZIEGFELD THEATRE, New-York..

Opening March 28th

PARAMOUNT

New York

With His

New ORCHESTRA

Exclusive

COLUMBIA Recording Artist

Current Release

AFTER YOU'VE GONE

(Sextette)

BODY AND SOUL

(Trio)

Next Release

NEW KIND OF LOVE

CLOSE AS PAGES IN A BOOK

Lastfogel Names 3-Man Committee To Run Chi USO Affairs Vice Halperin

Chicago, March 13. USO-Camp Shows, Midwest division, headed by Hal Halperin for three years prior to his death March 4, will be run by a three-man committee, headed by Charles E. Hogan of the Hogan Agency and Morris Silver and Leo Salkin of the William Morris Agency. Tom Ryan, appointed secretary six months ago, will continue in his present capacity. Also Lastfogel, here last week for Halperin's funeral, made the appointments, one from Woods Building to 203 North Wabash Ave.

SID PIERMONT JOINS MCA THEATRE DEPT.

Sidney Piermont, honorably discharged as an Army major a few weeks ago, last week joined Music Corp. of America in New York. Formerly he headed Leo's booking department.

Piermont joined MCA's theatre division, where he will work in association with Johnny Dugan, its head since Phil Bloom shifted into legit and went to the Coast. Dugan, incidentally, left for the Coast Sunday (11), on three-week trip.

Chi Sportsman's Show Defies ODT Travel Ban

Chicago, March 13. Text case of ODT's wartime powers over showbiz is seen in opening of International Sportsman's show at Coliseum Saturday (10) in the face of warnings from regional ODT office that exhibits from Minnesota, Michigan and Wisconsin required special permit from the War Committee on Conventions.

Defy was made by promoter Nick Kahler, who said he wasn't bothering to apply for permits because exhibitors in the three states represented have Chi offices, and that white slips from the government, therefore, are not required.

Following Kahler's move, ODT notified Leo Seitzer, Coliseum manager, that he'll be held responsible for Kahler's compliance with regulation limiting exhibitors to within an area served by local transportation facilities.

Crystal-Ball?

Fellow who had the smagnot concession in the night club was reported having sold out for \$30,000 about one week before the Byrnes curfew "request" was announced. "Was the 'go' tipped off?" If so he didn't say anything to the cabaret ownership bunch.

Biltmore, Commodore

To Continue Shows Both the Biltmore and Commodore hotels, N. Y., have challenged their minds about the effect of the curfew. Biltmore had mulled folding the ice show and band in its Bowman Room and was on the point of giving musicians and acts notice. It will now continue as before.

Commodore had severed Hal McIntyre's agreement to return to the Century Room following the current Charlie Savak. That booking has been reinstated and McIntyre's spot for a fortnight March 29. Who will follow him has not yet been decided.

'I-C of '45' Gets \$146,000 In 16 Shows at Chi Arena

Chicago, March 13. Arena Manager "Ice-Capades of '45" winds up its 16 performances at Chi Arena today (14), to join the parade of sellout rink extravaganzas booked here during the past year. Show moves to St. Louis for a five-day stint with take of total here of \$146,000.

That's nowhere near record-breaking \$750,000 chalked up by Sonja Henie's "Hollywood Revue" in 20 days at the bigger capacity Stadium two months ago, but still potent enough in view of difference in capacities. Shipstead & Johnson's "Ice Polaris" grossed \$400 in 22 performances recently at the Arena, also nice coin.

L. A. S CIRCUS STARTER

Los Angeles, March 13. Circus season opens here March 30 with the Russell Bros. show booked for 18 days at the Pan-Pacific Auditorium. It will be the first time the Russell outfit has ever shown indoors.

Bistros' Lenten Flesh Cut

Los Angeles, March 13. Three local eateries, the Buckhorn, Sherry's Barn and Vinc Marc Club, dropped flesh, but not because of the curfew.

To Florine Bale, AGVA's West Coast topper, they explained they were cutting out shows because of Lent.

40 Louisville Niterites Agree to Release 800 Of Help for War Work

Louisville, March 13. Operators of 40 downtown niterite spots in the Louisville area have promised full co-operation in releasing 800 men between 10 and 50 for War Manpower Commission after a local survey asked the night spots, which opened up every half of the workers in the town's 603 "less-essential" places, to release 800 men between 10 and 50 for re-assignment to war work.

Men will be released in three shifts the first March 15, the second April 15 and the remainder May 15. Town's "less-essential" places are listed as theatres, taverns, and bowling alleys.

CO-OWNER ONCE AGAIN HEADWAITER: CUREW

Pittsburgh, March 13. Forced to eliminate several employees on account of the curfew, Elzi Covato, one of the three owners of the Villa Madrid, is now serving as headwaiter at his place. He's taking over duties formerly assigned to Jimmy Prince, who has returned to regular waiting but which he held down before being elevated year ago.

Covato, ex-band leader who branched out as a niterite owner some time before repeat, has been associated in past with Flotilla Club, Palaz Cafe and Italian Gardens, before picking up Villa Madrid, always with various partners.

Burley Mgrs. Fined 16

Los Angeles, March 13. Follies Theatre Corp., operator of a Main st. burlesque house, was fined \$1,000 for putting on lewd shows while 10 individuals who took part in the performance were declared not guilty. Judge Leo Aggeler, in Municipal Court, fined the corporation \$500 on each of two counts.

CORELLI DEFENDS AGVA REP ON BOSTON RAP

New York. Editor, "Variety": On Wednesday, Feb. 21, in the Vaudiville section of the New York story was headed "Charges Levelled by Boston Niterites vs. AGVA Rep. Little Corelli Tactics." I am writing you an answer from Theatre Authority.

You say that "The national AGVA office also is particularly burned at the thought of the publicity given the latest union recently in Boston when Fred Nerret acting for TA and not AGVA, reportedly held up the show until promoters signed against 15% of the gross to TA because of the outside work being in connection with Bob Hope's radio program." Well, let's look that over:

1. The only union that got any publicity out of the Hope affair in Boston was AGVA, and the publicity that AGVA got was only good. I would like to see some of the unfavorable publicity.

2. It was not the Bob Hope "March of Dimes" in Boston. It was the Boston Record "American Service Men's Fund"—similar to our "Salute to the Soldier" held at Madison Square Garden here recently.

3. It was not Hope's radio program. Hope's radio program was on the night before from a Rhode Island Naval Base. They were late. It was the day when they appeared in Boston.

4. The show was not held up at all. The TA has had cordial relationships with Boston papers, and it was just a routine matter. Nerret was representing TA, not AGVA. Nerret was the official TA and United Theatrical War Activities Committee representative. I personally conducted all negotiations with the Boston Record management.

5. Again you repeat that "AGVA came in for much undeserved adverse publicity in the Boston press, evidently unaware of Nerret's connection with TA, and placing the onus of Nerret's interference with the show on Parlay's lack of insight on the vaude talent union." Who was unaware of Nerret's connection with TA? There was not any scolding, there was not any fight. A \$25,000 was held in Boston. TA rules the show. The gross was \$100,000. AGVA received its percentage of \$2,800.

At Nerret did was his job—so what's all the shouting about? Allen Corelli, National Executive Secretary, Theatre Authority.

N. Y. Cafe Owners Raise \$100G Fund for Nat'l Org.

Spurred on by the disastrous effects of the curfew, N. Y. military and restaurant operators at a meeting last week voted to raise a \$100,000 fund to expand the work now being done solely by the Cafe Owners Guild into a national organization. New group is to be known as the Allied Food & Entertainment Industries, is being organized to include restaurants as well as niterites.

Expressed function will be to deal with unions, arbitrate disputes and maintain watch over legislative activities that affect the industry. Approximately half of the \$100,000 fund has already been raised. Arthur Garfield Hays is reported being considered to head the legal end of the new setup. Billy Rose's lawyer, Noah Braunstein was COG attorney until now.

Cafe Zanzibar's Changes

Although talent budget at the Zanzibar, N. Y., is being cut, cafe will still shell out a sixties weekly for entertainment. Elimination in the original show now include Louis Armstrong's group, Bill Robinson, who bowed out last night, Nicholas Bros., and Delta Rhythm Boys.

Claude Hopkins orch, which previously provided relief music for Armstrong, takes over for the latter with Ralph Font now doing reed work. Ink Spots take over Bill Robinson's spot, starting tonight (Wednesday), while Son and Sonny replaced the Nicholas Bros. last week. Buell Thomas, who previously sang in the production numbers, will be given a featured spot. Maurice Rocco and Peters Sisters remain from the original show. New layout is scheduled to be replaced in about three weeks. No talent yet set for the new show.

Rail Travel Ain't Tough

Enough, Dante's Props Must Be Particular

Detroit, March 13. Even a magician can't buck the transportation problem.

Unable to roll out a magic rug, Dante, the magician, is closing his "Sim Sala Bim" revue following its current run at the Downtown theatre here. Dante's problem is that he needs a bus car with 12-foot openings to transport his props, and they can't be had.

He probably will build a vaudeville theatre on the New Miller, an Italian giant magician, who has been on tour with him for the past decade.

N.Y. PAR SETS PAIGE FOR REPEAT BOOKING

Paramount theatre, N. Y., apparently liked the performance of Raymond Paige and Betty Miller, apparently Frank Sinatra last year so much it is buying him back sans the singer, Paige and the company of men, 38, have been booked for the latter part of May.

Paige, radio maestro, worked his first Broadway show last year at the Par, with Sinatra because the sponsor wanted his type cast of stringed accompaniment, which none of the pop-youth bands could deliver.

That band was constructed by Paige for that date; it's assumed the forthcoming 38-piece combination will be handled likewise.

Chez Paree Bldg. Sold; Might Have to Relocate

Chicago, March 13. Possibility that the Chez Paree would have to find a new location loomed last week in the purchase of the three-story building, top floor of which club has occupied for the past 14 years. Property was offered for \$150,000 by the Anasco division of General Aniline and Film Corporation, which plans to remodel the building into a film processing plant and laboratories.

Manager of the Chez, said his lease expires on August 1 and unless arrangements can be made with the new owners to retain the space, he would have to look elsewhere. "However," said Fritzell, "there will always be a Chez Paree."

PAUL REGAN

COMIC-SATIRIST

2nd Week

CAPITOL, N. Y.

(Week March 8th)

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G.I.C.C.A.
Celebrity Artists

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That's the Way It is
Into Each Life Some Rain
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Making Believe

CURRENTLY AT THE

PARAMOUNT

Times Square, New York

Starline, March 14

DOUBLING

At The

ZANZIBAR

New York



Your Direction
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GALE AGENCY



**"ACTIVE-LATHER
FACIALS
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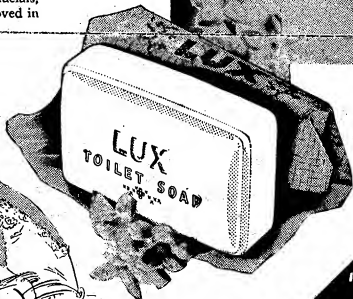
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EUROPE VS. 800 U.S. FILMS

Legit Angels Hide Out After Word Gets Around Wings Can Be Clipped

Angels seem to have gotten wise-up to legit production mathematics, because the trade now finds that angel is becoming not as easy to find as in the last two seasons. The angels are apparently thinking of power, or a possible leveling of the b.o. prosperity. But, fundamentally, there is considerable objection being voiced of late to the relatively small share the average backer gets for his money.

It's particularly true on the film rights, where only 20% of the net picture sales goes to the sundry backers. Here's how it works out: A \$50,000 production is underwritten 100% by the backers, and the producer puts up nothing but his skill (?) and the play (?)! After the production put is recovered, not counting the \$150-a-week drawing account to the producer, along with all the other costs, the backers start getting back their dough. This comes after royalties, press agents, advertising, theatre rental, social security, accounting, etc. So far so good, especially if it's a hit.

Comes a picture, sale say for \$100,000, and here's what happens: the author gets 60%, or \$60,000 thereof, and 40% goes to the producer. The producer splits the \$40,000 with his capital, on a 50-50 basis, leaving \$20,000. Actually that's not net at all there is 3% to the Dramatists Guild negotiator, Sidney R. Fleischer, and of course the usual 10% off the top to agent.

Rockefeller-Financed

Ballet International In \$1,050,000 Fold

The Rockefeller-nursed Ballet International, whose future has been undecided since its disastrous New York season earlier this year, has finally disbanded; for a reported loss of \$1,050,000 since its inception this year.

Principals and ensemble, all of whom were under contract till May 31, have mostly all been paid out. Principals paid on a 75% basis, corps de ballet members receiving \$500. However, 10 of the 36 ensemble members preferred not to settle or be released, although all they'll get under their contract after 48 hours.

Hepburn Going Overseas, Maybe in Shakespeare

Katharine Hepburn is expected to join the growing number of stars playing the fighting fronts. Miss Hepburn has expressed her eagerness to appear in a play, probably some-where in Shakespeare, with Margaret Webster handling the staging. Katharine Cornell was in the way of female usages overseas, with "The

WW, Dietrich Daughters In B'way Legit Debut

Walter Winchell's daughter Walda, now 17, and billed professionally as Tony Eden, made her Broadway legit debut last week, a day after Marlene Dietrich's 18-year-old daughter, Maria Mantion, did the same in "Polish Notion." They opened Tuesday (13) and Wednesday (14), respectively. Miss Eden in "Dark of the Moon," one of the Shuberts' rare personal productions in recent years. The Shuberts, incidentally, barred Winchell from their theatres some years ago, the columnist then observing, "That's OK about my staying away from their openings as I can come to their closings a few days later." It was one of the bitterest private feuds Jake & Lee Shubert have had, although it was later patched up.

Cole Porter No Varmint; Saga of 'Don't Fence Me' Explained by Music Pub

By ANEL GREEN
A compounding of misinformation has made the trade wonder what there is to the report that Cole Porter bought "Don't Fence Me In" for \$150. Adding some slight weight to the erroneous published statement is the fact that the cowboy song supposedly sounds so foreign to what is accepted to be Porter's sophisticated songwriting style.

All Porter did in 1934, was to buy the rights to a verse by a Montana farmer, titled "Don't Fence Me In," strictly at the behest of film producer Lou Brock. This was when Brock had Porter under contract to do songs for "Adios Argentina," which he (Brock) later sold to 20th Century-Fox but which the latter never produced. The Montanan.

(Continued on page 55)

DICK KOLLMAR'S WOR JEKYLL-HYDE STUNT

Richard Kollmar is going to play the lead on the new "Boston Blackie" show, which will go out over WOR, N. Y., Wednesdays at 10 p.m. beginning April 11. Kollmar, husband of Dorothy Kilgallen, is also sketched as co-star of the new "breakfast-brunch" show which WOR is to launch April 14. Kollmar and Miss Kilgallen will air from their own home in Manhattan, going on at 8:30 a.m. six days a week, and for a half hour at 11:30 a.m. Sundays.

Kollmar's double stunt will pose a fine problem in publicity technique for WOR. In the "Boston Blackie" series, he'll be the tough, fearless character outside the law, who stomies crooks. On the other show, he'll be the amiable palef familiar presiding over a lovely family group.

ENVOIES 5-YEAR EXPORT BACKLOG

By MORI KRUSHEN
More than 60% of some 1400 American films released in the U. S. since the war officially broke out in Europe in September, 1939, may become ineligible for distribution in France. It's possible also for other continental areas if, as in the past, western European nations follow the French lead.

French authorities are apparently invoking clauses of a decree whereby they can bar any American film released in the U. S. more than two years ago. They are reported asking for certificates giving date of release in the U. S. with every film shipped abroad. Potential revenue of some \$100,000,000 in foreign rentals is estimated involved, if other European territories follow this procedure.

Spain, as detailed further below, is clamping down hard on distribution of U. S. films, claiming a raw film shortage. From accounts Spain has been getting raw stock from Germany, via plane shipments, as recently as a couple of weeks ago and may still be receiving supplies.

Under the two-year limitation, (Continued on page 10)

Margaret O'Brien's 200C Yrly. From Toys, Dresses; Possible \$1,000,000 Take

Margaret O'Brien's income from licensing of products bearing her name may reach close to \$200,000 this year, with a \$1,000,000 income from this source likely over a five-year period. Deal was worked out by Metro execs following refusal of War Labor Board officials to grant the moppet an increase of more than 15% over salary under her studio pact. Understandings was getting around \$250 weekly when application was last reported made to the board.

Earnings from Margaret O'Brien dolls, dresses, hats, etc., are topping all previous figures for similar tieups.

Estimated that her gross from licensing will likely exceed the Shirley Temple figures when latter was a child star because of the current warlike period. Originally calculated that Metro's juv. headline would earn about \$100,000 this year through product licensing, but latest revised estimate indicates about double that amount.

Big Film Coverage For Frisco Confab

The Frisco United Nations Conference is shaping up for the most comprehensive motion picture coverage ever given an international pow-wow, according to a State Dept. spokesman.

With all the newswires planning extensive shooting, the red tops are (Continued on page 22)

Byrnes' Curfew Flickers, May Fade After La Guardia's Sunday Punch

All Majors Set With Special V-E Day Films

In anticipation of victory in Europe shortly, Metro, Columbia and several other majors have prepared special one-reel V-E Day films which have already been placed in exchanges throughout the country. At the same time there is also a Government V-E Day short ready for distribution the minute the war in Europe is over.

Distributors, thus far, are uncertain as to procedure when the time comes—whether to release their own or the Government film for showing throughout the U. S.

Company reps have been warned not to release any V-E Day film until authorized by top execs following word from the proper Government officials.

Mae West Sorry Chi Critics Came Up To See Her That Time

Chicago, March 20.

Mae West got back at the crix here Sunday (18), when Ashton Stevens, one of the six pill-y analysts here who gave "Catherine Was Great" any kind of a break when it opened Monday (12), published a letter from her claiming descriptions of the play by Lloyd Lewis (News), Henry Munko (Sun), Claudia Cassidy (Tribune), Bill Leonard (Journal of Commerce), and Robert Polak (Times) were much more "terrible" than the scenes described.

"You know, Ashton," wrote Miss West, "the way the boys wrote up the show, I'm surprised they weren't raided. Those kids should really be writing stuff for me instead of about me. The way they described certain scenes made me wonder how I ever (Continued on page 55)

The Byrnes midnight curfew will never recover from the sneak punch it took on the button from fiery Fiorello H. LaGuardia. New York's chief magistrate, over the weekend, most observers agree. The order hasn't been lifted but its author, Mayor Byrnes, James F. Byrnes, was among the first to admit that without widespread agreement among law enforcement officials as to its wisdom and practicability, it was merely a directive without any teeth in it.

LaGuardia's "New York is New York" stance, naturally, drew scorn in the hinterlands but here and there, even in the sticks, officials were not backward in agreeing that the Mayor of New York was on the right track.

Chief beds against the midnight closing order seem to center around the "coal saving" motive advanced when the surprise curfew was sprung. Not many persons actually tell for that gimmick. It's pointed out, and it's believed by many that if the thing had been advanced strictly on a moral and "let's share the hardships" basis it might have made more of an impact. Without logic to back it up, the curfew was doomed from (Continued on page 19)

U. S. Pix Still Suffer Under Italo-Fascist Laws, Says OWI Exec

The film situation in Italy is awful, largely because the industry is still in fascist hands, and fascist laws are still on the statute books, discriminating against American films. These charges were made this week by Louis Lober, assistant chief of OWI motion picture bureau. While the native film industry in France took back its control over pictures within five months after France was liberated, the situation (Continued on page 48)

FOR TELEVISION

The Hour Of Charm

All-Girl Orchestra and Choir

Conducted by Phil Spitalny



B'way No True Nat'l Barometer

Analysis of increased admission sales in motion picture theatres along Broadway shows that cold statistics provide no proper guide to a correct appraisal of U. S. variations.

Capper theatre, formerly around the top, is now scaled at \$120. However, house has gone in for costly stage shows since the low scale policy (Robert Walker, Lena Horne, Xavier Cugat currently). Metro has also been booked for one top and another one the bottom. The formerly distributor stopped virtually all of the "A" and borderline "A" grossers elsewhere, "A's" mostly in the Music Hall.

Rivoli, formerly around the top and now scaled at \$120 top, has been used almost exclusively for top product in recent seasons. Globe and Criterion, formerly around 44c to 50c top, are now scaled around \$120. Criterion, however, has been booking a large proportion of "A" product, mostly from Universal. Increased b.o. value of Universal product generally is reflected in the distributor's national gross which has climbed to around \$85,000,000 annually. Due to the first run bottleneck resulting from extended runs, the Globe has also been getting coddler product.

Far more expensive stage shows and important product for the Rovo, the 20th-Fox flagship in N. Y., have cut the higher scale at this house, also, in recent seasons. Radio City Music Hall, with policy unchanged, has increased only 22c to \$110.

However, while some theatres have apparently advanced scales from 50 to 200%, owing to more expensive type of operation, increases have averaged only from 10 to 15% throughout the U. S.

B'way Pix May Recoup Near 00G Wkly. By A. C. Currey: Others Keys Too?

Film industry toppers believe that New York's box extending the high end of the scale by a full hour to 1 a.m., announced by Mayor LaGuardia last Sunday (18), will eventually be followed by several key theatres throughout the U. S., particularly in the West.

Much, of course, will depend on clarification of public opinion in various sectors. Statement from War Mobilizer James Byrnes that without authorization from Washington, did not alter picture house operations in N. Y. before closing, moved up an hour in line with the new local 1 a.m. course.

While the closing hour affects motion picture theatre business more favorably than any other branch of show business, picture houses on Broadway will be in a position to accommodate virtually the same number of ticket-buyers as pre-curtain sales theatre, with exception of all-night grinds, mostly closed around 1:30 a.m. in any case.

Difference of 30 minutes now absorbed from indications, through scheduling and streamlining of schedules. Such time saving in the case of stage shows as the Capitol will again be in a position to run five stage shows daily, with warranted, straight picture grinds, of course, will benefit materially.

While some houses had already resorted to late schedules, live with the midnight curfew, through earlier opening hours and elimination of late subjects, early in the season, sales were necessarily much lower than night prices so that considerable revenue continued slipping away. A late curfew, it is estimated, had been costing first runs in New York over \$100,000 weekly. Loss in receipts averaged from \$200,000 to \$300,000 a week, and Saturday and Sunday for the smaller capacity houses to \$2,000 daily, or \$15,000 a Saturday and Sunday. (Continued on page 48)

U BOOSTING COIN FOR MONSTER MONSTER PIC

Hollywood, March 20.—Universal is going in for super horrors in "The House of Dracula" with a \$750,000 budget, almost twice the budget spent on "The House of Frankenstein." Script calls for Boris Karloff, Lon Chaney, John Carradine, J. Carroll Nash and David A. White.

Picture runs in July, with Paul Mervin producing and Eric C. Kenen directing.

LOW TOPPERS BACK
David Bernstein, Loew's, Inc., director of New York yesterday (Tuesday) from Palm Beach.

Didto Nick Schenck, Loew's proxy, from Miami.

JOINT FED GROUP TO AGIT

Establishment of a joint entertainment control committee for enemy countries is now being set up, according to George Archibald, top figure in the British Ministry of Information, who is in New York from London for a couple of weeks. Archibald stated that the B.M.I. meant for has no responsibility for immediate work in enemy countries, such as Germany and Austria, and that this is entirely in the hands of the military authorities. But as soon as Allied military conquest is assured, the E.C.C. will take over. Personnel of the entertainment control committee has not been announced.

The E.C.C. will be composed of U.S., British and Russian members. Archibald said that while the film division of the B.M.I. would be discontinued after the war, "I think postwar film-making under government control will probably be on a bigger scale than before the war." He referred, as an instance, to the program of six films to be made under the Ministry of Education—films on restraining munitions workers and factories for peacetime industry, making many pictures for the Ministry of Health.

He stated that new theatre construction and reconstruction of blitzed houses in England would have been waiting for building materials and labor even after the war is over. Homes would get first priority, with industry, schools and hospitals next.

Archibald reported that theatre business in England is very good, despite enemy air activity. He noted that the peak box was reached about a year ago, but that the industry is now on a sharp drop since.

Discussing the raw-stock situation, Archibald said that the British Information Services in the U.S. were not concerned with raw film, except for the short films. The British Office of Trade in London was interested in arrangements whereby British film production in Germany might get raw film.

In the first quarter of 1945 no allocation for stock had been made to the British Information Services but that the situation was changing. War information had taken care of B.I.S. needs.

George Archibald, controller of the British Ministry of Information, and Mr. Frank Owen, former director of the London Film Bureau, were also attached to Lord Louis Mountbatten's staff, have arrived here for a picture business conference.

They are working out details in connection with a factual film on the London Film Bureau, which the British and Americans have fought together. Archibald is former director of the film division of B.I.S.

LOEW'S 2 MEX-MADE PIX TO BE ENGLISH-DUBBED

In the first deal of its kind, where a company will produce two screen productions and dub in English, Metro has acquired distribution rights in the Mexican-made "Maria Candelaria," starring Dolores del Rio, and "El Peon de las Animas," starring Dolores del Rio. The films and "Maria" by Films Mambas. Facts were set by Arthur Loew's, Inc., in New York, who while on his current tour of Latin America.

Loew's has been leader in dubbing "Gaslight" and other American-made features into Spanish for the Latin American market. The new chase plans to sync into English for non-Spanish countries is a reverse of the usual. Both Mexican films are rated to have sufficient interest to make marketable when dubbed into English. Not sure if the dub what accounts the pictures are designed for, but it will be a new experiment. (Continued on page 46)

OP Threat of B.O. Ceiling May Curb Advanced-Scale Deals On Specials; Freeze Story, Talent, Labor Costs?

Redfield to Recreate

His 'Snarf' for H'wood

Billy Redfield, who played lead role in recently-closed George Abbott Broadway production of "Snarf," has been signed for same role in film version by Columbia, contract said to run four figures. Trick went, however, will be contingent on Army physical, actor recently being placed in I-A. Abbott, who will direct film version, is now on Coast and due back in New York in couple of weeks for short stay, but shooting not due to start till late April.

7 Vols. of Show Biz Encyclopedia

Barry Buchanan, advertising-publicity chief for United Artists, has completed a seven-volume encyclopedia on American show business, covering every phase of the field from the earliest days of the invention, which Funk & Wagnall is planning to publish.

Contribution which "Variety" has made to the parlance of Broadway and the road, through origin and the creation of slang expressions which, in course of time, have become part of the American language, is the subject of the new work. Believed to be the first encyclopedia on show business, the compilation of meanings and origins of slang, patois, technical terms and expressions, was completed over a period of 10 years. Field is covered in some 1,500,000 words and includes 60,000 key terms as well as a cross reference and index.

Books formerly with Ringling Bros., the Shuberts, the World's Fair, and more recently with the U. S. Navy, the books, before going to UA, covers the legitimate theatre, circus, carnival, burlesque, fairs, vaudeville, musicals, radio and vaudeville. A copy of typetting alone for the encyclopedia is estimated at around \$20,000. Commensurate deal with Funk & Wagnall, from accounts, will depend on availability of paper supplies.

VIVLEN LEIGH TO STAR IN KORDA'S METRO PIC

Hollywood, March 20.—Vivien Leigh draws the title role in "Lorie Dundas," tale of a U. S. thespian family, to be produced for Metro by Sir Alexander Korda in London, stage in May.

Currently Korda, chief of London Films, is editing "Perfect Strangers," starring Ronald Reagan and Deborah Kerr, as the first production under the agreement with Metro.

D.O.S. Setback

Miss Leigh opened March 18 in Edinburgh in first European stage performance of Thornton Wilder's "The Skin of Lions" at the Edinburgh Theatre. Playing Susan, husband Laurence Olivier is producer. Play has been in edit work since Leigh's performance was a legal as well as historic triumph, since production followed full production. David O. Selznick to block her appearance in any film or legitimate production. Selznick's latest production attempt to prevent actress' appearance in "Skin" was denied by English courts.

Miss Leigh recently finished film, "Anthony and Cleopatra," made in England with Claude Rains. Hunt' yet been released.

Threat of a price ceiling on theatre admissions and film rentals, while still considered by the Senate Banking and Currency Committee, will likely serve as a brake on industry, though unlikely to be effective, will, however, result in curtailment of the number of deals calling for unusual revision of b.o. sales for top product sold under special terms.

Film industry reps, long aware of sentiment in Washington to bring theatres under price control, were chilled by the Bowles plan. Bowles stated that a price rollback was not his "initial" objective, a hint that tampering with the intricate details of the highly specialized admission structure would seriously offend once the OPA stepped into show business.

However, even as show business representatives were preparing to marshal arguments against the threatened legislation, they once again freed on theatre admissions. Confirmed sentiment immediately clarified itself in a public opinion poll. Chairman of the Senate Finance Committee, Senator Robert F. Wagner, said that Bowles had "no necessary" and that Bowles had (Continued on page 6)

FULLER'S SON, PARTNER TAKE OVER ACTIVE MGT.

Sydney, March 20.—With the return A. Ben Fuller, son of Sir Ben Fuller, to Sydney, following the Fuller's sellout in New Zealand, it is expected that the management of Fullers Theatres jointly to his son and partner, Garth Fuller, will hand over the reins of their holdings to Robert Kerridge.

Sir Ben Fuller is expected to tour the world after the war seeking new shows and talent for expected big expansion in the theatre business in Australia. He hopes to spend some time in New York.

Reported to be worth \$100,000, obtained in the Kerridge deal will go into new Aussie theatres for the Fuller-son partnership restrictions are lifted.

VARIETY

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DAILY VARIETY
Published by VARIETY, Inc.
1454 Broadway, New York, N. Y.
154 West 44th St., New York 18, N. Y.

20th Century-Fox is proud that for the second



AND THESE
Academy Awards

WILSON

Best Screenplay
LAMAR TROTTI

WILSON

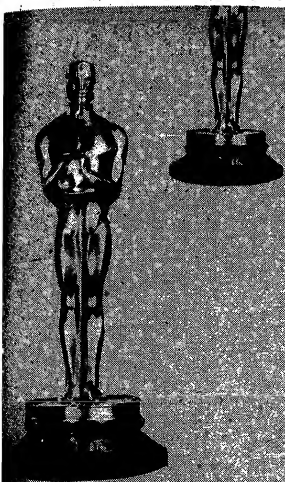
Best Art Direction
(color film)
WIARD IHEN

WILSON

Best Cinematography
(color film)
LEON SHAMROY

WILSON

Best Sound Recording
E. H. HANSEN



DARRYL F. ZANUCK

has been honored with the coveted

Irving Thalberg **AWARD**

for the highest consistent standard of achievement with
"Wilson," "The Purple Heart" and "Winged Victory"

WILSON

Best Film Editing
BARBARA McLEAN

WILSON

Best Interior Decoration
(color film)
THOMAS LITTLE

LAURA

Best Cinematography
(black & white)
JOSEPH LaSHELLE

THE FIGHTING LADY

Best Documentary Picture
LOUIS de ROCHEMONT

OPA Threat of Ceiling

opinion of our industry. We are branded as profiteers and gyp-

est publicity and certainly has a
 vicious effect upon the public's
 opinion of our industry. We are all
 branded as profiteers and gyp art-

It's SPRING—and



SPENCER TRACY
KATHARINE HEPBURN
in "WITHOUT LOVE"
with LUCILLE BALL
Keenan Wynn • Carl
Esmond • Patricia
Morison • Felix Bressart
Screen Play by Donald
Ogden Stewart • Based
on the Play by Philip
Barry • Directed by
Harold S. Huggins Pro-
duced by Lawrence A.
Weingarten • A Metro-
Goldwyn-Mayer Picture

you can't do
WITHOUT
LOVE



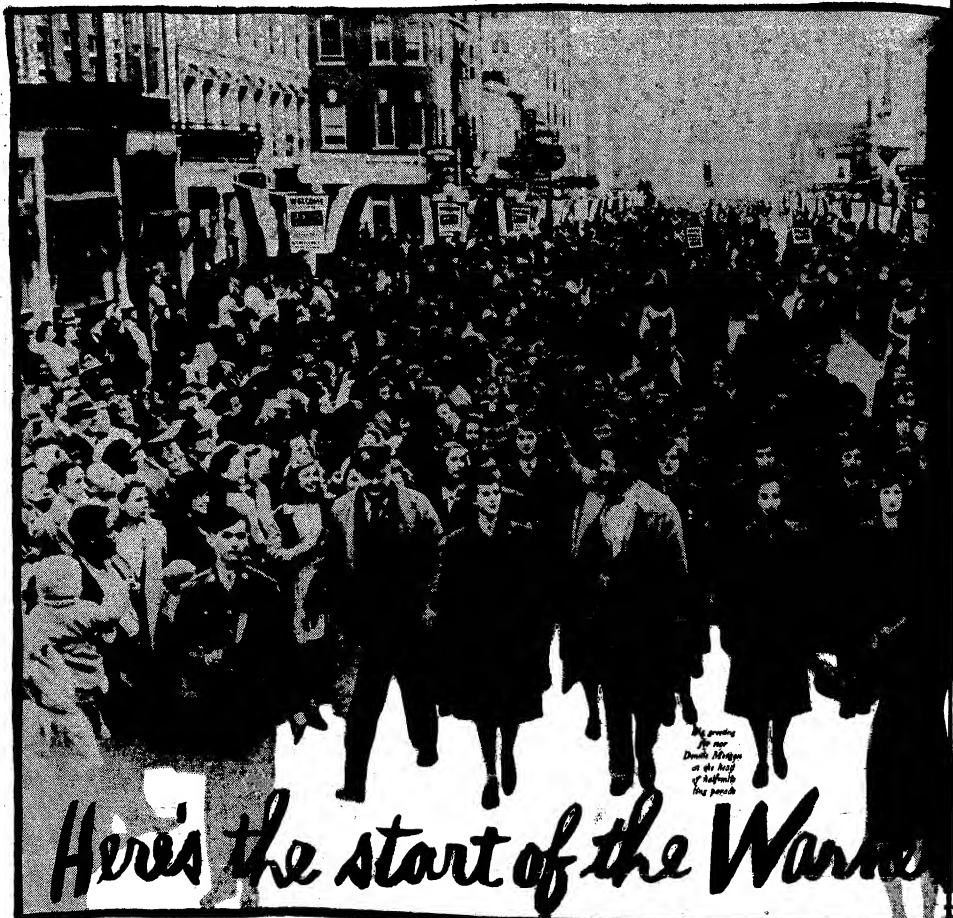
(SPENCER TRACY and
KATHARINE HEPBURN
tried it in their wonderful
new M-G-M romance! The
Gay and Golden World Premiere
at Radio City Music Hall!)



Get Credit For Your Red Cross Collection.
Send Your Report To Your Area Chairman.



Under this procedure all U. S. films destined for North Africa must be shipped first to Paris for censor-



Here's the start of the Warner

It's the Pre-release Super-Ballyhoo for Na

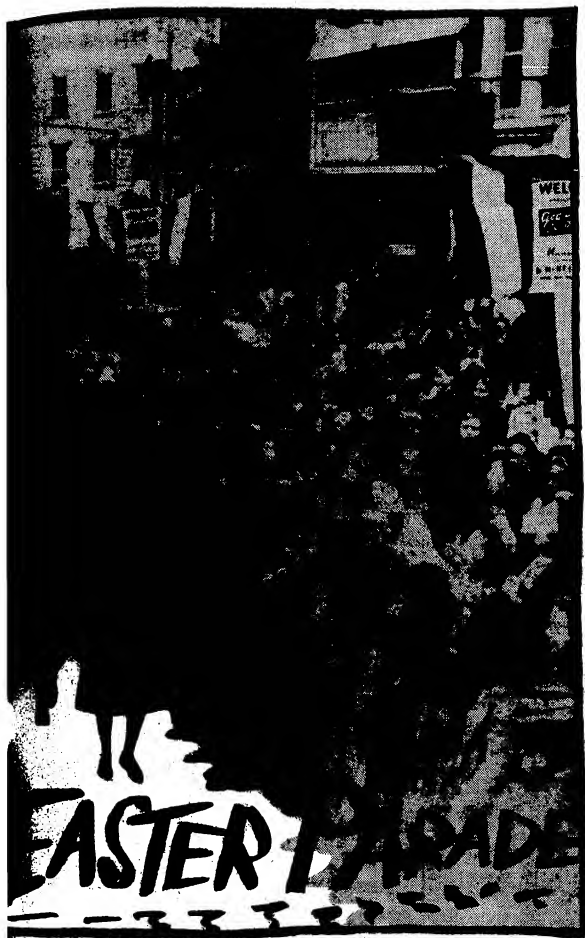
GOD IS MY C

From the Best Seller by that Ace Flying Tiger, Col. ROB

DENNIS MORGAN

Produced by ROBERT BUCKNER

Screen Play by Peter Milne and Abem Finkel • Music by P



onal Easter Showings of

O-PILOT

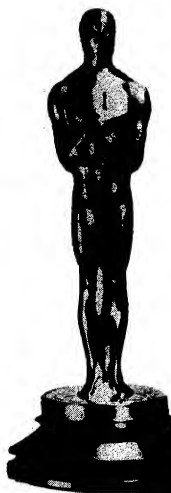
ST LEE SCOTT, Jr. Starring

DANE RAYMOND ALAN
CLARK · MASSEY · HALE
ANDREA KING · JOHN RIDGELY

Directed by ROBERT FLOREY

THE MACON, GA. WORLD PREMIERE CARNIVAL
Newspaper Syndicates covered it! Radio Net-
works covered it (196 stations coast-to-coast).
Magazines and Columnists and Feature Writers
and Photo-Services all covered it with glory!
A WARNER BALLY TO WARM YOUR SHOWMAN'S HEART!

To *P*aramount the



BEST ORIGINAL SONG
"SWINGING ON A STAR"
JAMES VAN HEUSEN
& JOHNNY BURKE



BEST PERFORMANCE BY AN ACTOR
IN A SUPPORTING ROLE
BARRY FITZGERALD



BEST PERFORMANCE BY AN ACTOR
BING CROSBY



BEST MOTION PICTURE OF THE YEAR
"GOING MY WAY"

world's most honored film company



BEST ACHIEVEMENT IN DIRECTING
BEST ORIGINAL MOTION
PICTURE STORY
LEO McCAREY
 A Double Winner—First Time
 in 17 years of Academy Awards!

PARAMOUNT AGAIN HAS
 BEST 1-REEL SHORT SUBJECT
 PRODUCED BY JERRY FAIRBANKS

BEST WRITTEN SCREENPLAY
FRANK BUTLER & FRANK CAVETT

THE GREATEST AWARDS OF ALL FROM THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

All our thanks to Bing Crosby, Leo McCarey, Barry Fitzgerald, Frank Butler, Frank Cavett, Jimmy Van Heusen, Johnny Burke and Jerry Fairbanks for their work which make Paramount Pictures the Best Shows in Town



*We're not
Teasin'*

It's all here... everything that makes a boxoffice click!

CHARLES R. ROGERS
presents

DELIGHTFULLY DANGEROUS

with
JANE POWELL ★ RALPH BELLAMY
CONSTANCE MOORE ★ MORTON GOULD AND HIS ORCHESTRA
and ARTHUR TREACHER • LONISE NEAVERS • RUTH TOBEY

Screen Play by WALTER DE LEON and ARTHUR PHILLIPS • Based on a story by IRVING PHILLIPS,
HOWARD VERDIER and FRANK TASHLIN • American Producer JOSEPH S. TUSHINSKY • Original
Music and Arrangements by MORTON COOK • Musical numbers staged by ERNST MAYER

Presented by
CHARLES R. ROGERS • ARTHUR LUBIN

World Premiere, March 21,
United Artists Theatre, San Francisco!

*Released—with delight
thru U.A.!*

"An artistic production which will catch critical praise and plenty of audience attention. With Dorothy McGuire, Robert Young and Herbert Marshall toplining in top performances, 'Enchanted Cottage' will play a merry tune at the boxoffice."

—VARIETY

"A natural, both as to box office and entertainment."

—Motion Picture Herald

"Gives one the feeling of having discovered some rare jewel."

—Hollywood Reporter

"One of the month's most noteworthy screen events."

—Boxoffice

"In the top bracket."

—Hollywood Variety

"Beats a path of its own . . . an attraction of some size."

—Motion Picture Daily

"Deeply moving . . . has tremendous appeal for women."

—Film Daily

"Timely . . . should prove beneficial to box office."

—Showmen's Trade Review

"Unusual love story will get the women's vote."

—The Exhibitor

**NATIONAL
PRESENTATION
IN MID-APRIL**

RKO PRE-SELLS WITH TERRIFIC AD CAMPAIGN

Full page seat-sellers in the biggest magazines, to a total of

29,007,375 CIRCULATION!

— in publications like WOMAN'S HOME COMPANION—McCALL'S—RED BOOK—COLLIER'S—LOOK—LIBERTY—TRUE STORY—WOMAN'S DAY—FAMILY CIRCLE and the ENTIRE FAN LIST.

The ad reproduced here appears in LOOK, PIC and TRUE STORY.

PEOPLE *Whispered* ABOUT THESE TWO!

Pride tried to drive them apart...conscience condoned their strange bargain...but something stronger than either worked a miracle deep in their hearts!

R K O
RADIO
PICTURES



DOROTHY MCGUIRE • ROBERT YOUNG

The Lovers of "Claudia"

HERBERT MARSHALL

The Enchanted Cottage

Mildred Natwick • Spring Byington • Hillary Brooks • Richard Gaines
Directed by JOHN CROMWELL • Produced by HARRIET PARSONS
Screen play by DelWitt Bodden and Herman J. Mankiewicz • Based on the play by Sir Arthur Wing Pinero

GET CREDIT FOR YOUR RED CROSS COLLECTION.
SEND YOUR REPORT TO YOUR AREA CHAIRMAN.

**DENNIS O'KEEFE
CONSTANCE MOORE**

EARL CARROLL VANITIES

Featuring
EVE ARDEN

with
**OTTO KRUGER • ALAN MOWBRAY
STEPHANIE BACHELOR**

and
**PINKY LEE • PARKYARKUS • LEON BELASCO
BEVERLY LOYD • EDWARD GARGAN**

and
**WOODY HERMAN
and his ORCHESTRA**

Directed by **JOSEPH SANTLEY**

Screen Play by **FRANK GILL, JR.**

Based on Original Story by **CORTLAND FITZSIMMONS**



Romance



Top Orchestra



Comedy



Hit Tunes



Beautiful Girls



A REPUBLIC PICTURE

OUR MAIL REACHES NEW HIGH

Recently through the trade press, we informed our friends of the difficulties in maintaining our reputation for service under wartime conditions.

We explained that 504 out of 1600 employees (It is at this date 511 out of 1600 employees) . . . or practically one out of every three . . . are away on military duty . . . and that we are trying hard to carry on until they come back . . . In short we said . . . "Mister, have a heart!"

We never doubted the nature of your response... but the "heart" shown since in your avalanche of letters . . . has positively overwhelmed us.

Very soon, let us hope, the dawn of Peace will arrive, with our old employees coming back to us once again. Then better conditions, coupled with the effects of your cooperation, will quickly bring our service back to its old high standard.

We are naturally grateful to you—our old friends—for your understanding and cooperation. It is this fine, generous spirit on your part, that has enabled us to carry on thus far.

We most sincerely thank you.



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

STANDARD ACCESSORIES • TRAILERS • SPECIALTY ACCESSORIES



leads the SHOWMANAGEMENT field...



Right on the heels of the 1944 duPont Awards to WJR and WTAG for their outstanding community service, *Variety's* nationwide Showmanagement Awards testify in striking volume, variety and quality to the public-mindedness, ingenuity and energy of many other CBS stations throughout the land.

For in 7 classifications, stations of the Columbia Network won four major awards.

Three of them were the *only* winners in their respective classes.

The next network (NBC) was represented by a total of three stations cited. The next (MBS) received two citations. Two other networks (BNC and CBC) received one each. And one independent station was honored.

What is more, a Special Citation was aimed three ways at Arthur Godfrey, and CBS stations WABC, New York and WTOP, Washington, thus upping the CBS stations honored to 6 out of a total mention of 14.

And just to round up the rest of the honors won by CBS stations, the judges specially "highlighted" the achievements of—

WEEI Boston • WIBX Utica • The West Virginia Network (of which WEHS Charleston, and WPAR Parkersburg, are CBS affiliates) • WRVA Richmond • KMBC Kansas City • WHAS Louisville • WCCO Minneapolis - St. Paul • WCAU Philadelphia • WTOP Washington • WGAR Cleveland • KTUC Tucson • WBIG Greensboro • KMOX St. Louis

—for a total recognition (unduplicated) of 19 stations on this Network. That is *genuine* leadership.

In the 12 years since *Variety* started these annual Showmanagement reviews, Columbia stations have received 40 major awards out of a total of 110 conferred.

That is *consistent* leadership.

To the winners, to the "highlights," and to the runners up, CBS extends its proud congratulations.

This is CBS...
the Columbia Broadcasting System



IN NEW YORK CITY

IN CHICAGO

IN CHICAGO

Bob Preiss, CH head of publicity and promotion at Dancer, Fitzgerald, Sample, has been upped to assistant account exec. Successor is Ed Goetz, who is discharged from his corp. ... Frank Blotie, WBMS-CBS sound technician, flew to Montreal to work for a British radio station for a week ... Ruth Walliser was elected proxy of the midwestern region of the Radio Writers Guild last week replacing Pauline Hopkins, who is moving to the Coast the first of the month. Herb Futran, writer-producer, was elected to the council to replace Miss Walliser ... NBC and Blue Net execs

Walgreen Drug Stores and Old Gold signed up to sponsor the White Sox ball game broadcast on WJJD for their twentieth consecutive year last week... Dr. Preston Bradley, local preacher rates the highest Hooper rating (6.2) in the local show. Bidley has been on the air for more than 20 years... Pat Ford, recently signed to an exclusive "WBBM contract, debuts "Patty Ford's Busy Line" next week... Directors of the three Ina Phillips-Carl Wester shows will start holding joint auditions next week in an effort to locate new talent. Move is in line with the expansion plans of Wester in his new partnership deal with Wayne King... Beverly Taylor and Guy Wallace have joined the cast of "Backstage Wife."

IN HOLLYWOOD

at Young & Rubicam... Burns and Allen had to call off that eastern terrier on account of Gracie's health... W. B. Lewis has taken an option on "Point Sublime" for summer duty in the Eddie Bracken spot. If it catches on it stays, that is if Bracken gets his Army call which is fairly definite... Tom Breneman and his "Breakfast in Hollywood" partners being sued by Dave Covey, operator of Sardi's, to head off threatened damage suits in the event Covey starts a series of his own called "Breakfast at Sardi's." Breneman pulled out of Sardi's to broadcast from his own chop-house... Jack Bailey is being packaged for his own show. He's one of the better emcees of the newer cron and de luxe audience warmer-upper.

Denny Named For Vacancy on FCC

Denny, 32, is a native of Baltimore, but has lived most of his life in Washington. Before joining FCC, he was with the lands division of the Justice Department. Denny is believed to have been the personal selection of Paul A. Porter, FCC chairman, who considered three or four men before finally recommending the lawyer to FDR.

Rosyl Hyde, assistant general counsel, will probably move up to Denny's old spot. Several other promotions are expected in the department.

BUCKLEY RESIGNS CBS TO JOIN DANCER, FITZ

Chicago, March 20. Bob Buckley, CBS asst. western sales mgr. here for the past two years, leaves Columbia April 1 to join Dancer, Fitzgerald & Sample's New York staff. Buckley will be media director and will handle publications as well as radio for agency. Spot, a newly created post, will make him directly answerable to Mix Dancer, prevy of the outfit.

Buckley spent several years on the N. Y. staff of the network as a salesman prior to his Chicago stint. No successor has been named as yet, according to Don Roberts, western gen. sales mgr.

Washington's *smartest* city desk wishes
to correspond with handsome sponsor...

(OBJ: profitable alliance)

SO YOU were a newspaper man once yourself? *Good.* Born reporter? *Fine.* That makes it unanimous.

For apparently the million-and-a-quarter well-to-do people in WTOP's 50,000-watt area are a lot like you. That's why WTOP decided to give them a chance to play reporter.

We made a program called *City Desk*. A program of local news, as accurate and swift and sharp as our national and foreign news. We recruit our reporters from the audience. For every item used on the air, out goes one dollar to the reporter, with a certificate of excellence. What's

more, the reporter of the best story of each week gets *City Desk's* very special award amounting to five bucks.

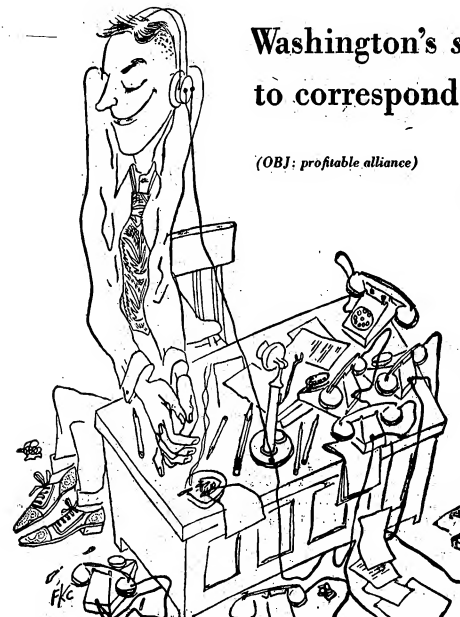
A veteran network newsmen, Cliff Allen, sits in the slot of *City Desk*—processes the stories—broadcasts them daily (5:35-6:45 p.m. EWT) Monday through Friday—giving WTOP listeners ten minutes of *first-rate hometown news*.

New twist? Yes. Sounds good? Is. Why didn't somebody think of that before? Because it's *WTOP's* business to think 'em up first, as witness Janice Gray, *The Factfinder*, *Stump Us*, Arthur Godfrey's *Sundial*, Arok McDonald's 6:30 *Show*, and *Battle of the Bureaus*.

All *City Desk* needs now is a smart sponsor. All a smart sponsor needs now is *City Desk* working for him.

So call us—or you can call Radio Sales
—but call. Quick.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS



WTOP
WASHINGTON'S
50,000 Watt Station
COLUMBIA OWNED

Top Tunesmiths, Writers Lined Up For Radio's 7th War Loan Contrib

Washington, March 20. Two new sets of transcription, "Music for Millions" and "I Know the Enemy," will spearhead the Treasury's radio promotion for the 7th War Loan, backstopped by the Treasury Salutes.

"Music for Millions," which will be one of the greatest nation-wide plugs Tin Pan Alley ever got, will feature leading tunesmiths, their top tunes, and a new number written by each composer especially for the bond drive. Series will consist of 15-minute discs, to be used three-a-week for the seven weeks commencing May 14 when the drive begins.

The composers will be interviewed on the platters, and there will be a vote of at least one of their own.

Composers lined up include: Frank Loesser, Dorothy Fields, Kurt Weill, Ira Gershwin, Richard Rodgers, Oscar Hammerstein, John Whitely, Alex Kramer, Lew Brown, Andy Razaf, Irving Caesar, Joe Meyer, Herman Hupfeld, Harold Rome, Robert Sour, J. Rosamond Johnson, Hy Zaret, and Livingston, Drake and Hoffman. Others will be added.

Vocals on the recordings will be handled by Joan Edwards, Lawrence Tibbett, Barry Wood, Ben Wynn, Hildgarde and others. Mark Warnow will conduct a 25-piece band for the platters.

Allen de Castro will be in overall supervision; with Loesser acting as liaison to the composers, and Alfred Coughlin producing. Richard Dawn will do the scripts.

If any of the songs especially written for the program should prove a particular click, it will be adopted as the official Treasury song for the drive.

Interviews on Sked

"I Know the Enemy" will be a series of 21 four-minute platters for three-a-week use during the drive. It will feature interviews with members of the Red Cross, war correspondents, civilian leaders who have been overseas, government officials, military men, refugees, etc.

Producers will include Lester Vail, Joseph Hill and Lindsay McHarrie, with Westbrook Van Voorhis, Milo Boulton and Quentin Reynolds as narrators quizzing the guests.

Ruth Barth, Paul Milton, Ted Adams and Vivian Skinner will script.

The Treasury Salutes, featuring outstanding fighting men, will be produced by Mark Goodson, with the following scripting: Hector Cheyney, Gene Hurley, George Worthington Post, Richard Dana, Peter Lyon, John La Touche and John Coburn Turner.

Kate Smith, who did not take part in the 6th War Loan, will be back prominently for the 7th. She will originate five day-time shows in Washington, May 7-11, inclusive, and will officially be the guest of Mrs. Henry Morgenthau, who will appear on the first of the shows with her. Stunt was lined up by Lt. David Levey, USNR, on leave to the Treasury for the drive. He also arranged talent and personnel for the other shows.

Eugene Carr, heading Treasury Radio Division, is supervising all production.

WCAU'S 'LIMPING LIMERICKS'

Philadelphia, March 20. "Limping Limerick" contest is being launched tomorrow (21) by WCAU on MacMcGuire's 7:30 a.m. "Early Bird" show.

Stunt is for listeners to supply fifth line, or clincher, to partial limericks. War stamps and bonds will be awarded for best lines, judges to be local showbiz leaders, newspapermen, columnists, etc.

M-G-M's "Made for Millions"
New CAMEL PROGRAM, Friday 10-11 p.m.
MRS. LEO CLAYTON

Mark WIP's 23d Anni, Toss Shindig for Kobak

Philadelphia, March 20. WIP—oldest station in Philly—celebrated its 23rd anniversary Friday (18). Occasion is being marked with luncheon Thurs. (22) to Edgar Kobak, president of Mutual, of which WIP is local outlet.

Luncheon to be held at Warwick hotel will be attended by advertisers and agencies having programs on station.

KFI's Newscast Policy Assailed by Film Group

Hollywood, March 20. Marc Connelly, chairman of the Hollywood Democratic Committee, has issued an open letter requesting the FCC to investigate action of KFI banning all newscasts and analysts except those in its own employ from broadcasting.

Letter asserts KFI's announced policy disregards "rights of both sponsors and the public."

No Premiums, Either

Chicago, March 20.

Ed Kobak, Mutual presy., on a recent visit here, issued an order that all Mutual execs and salesmen attached to the local office become regular readers of "Variety," to "keep up with what's going on," as he puts it.

In order that the boys could relax while reading and absorb the contents away from the hubbub of the business day, Kobak had subscriptions put through for all of them addressed to their homes.

CBS' MORT FRANKEL ON KMBC INST. FACULTY

Kansas City, March 20.

Mortimer Frankel, associate script editor of the CBS program writing division in New York, will conduct a three-week course in radio writing here in June in connection with the annual KMBC Institute for teachers and others interested in radio.

KMBC will defray all expenses and is providing the honorariums for the staff of professional radioties being invited.

Minneapolis.—Brooks Henderson has been named KSTP production supervisor, a newly-created post. He has been the station's principal animator.

14,000 Jam Philly Hall to Protest WPEN Religious Programs Policy

Philadelphia, March 20. A crowd estimated at 14,000 jammed Convention Hall here Thursday night (19) in protest against the Evening Bulletin's cancellation of commercial religious broadcasts over its station—WPEN.

The daily, largest in Philly and one of the most powerful in the U. S., was attacked by clerics whose shows were washed out as seeking to "control" religion, and resolutions were passed urging action by the Federal Communications Commission.

Rev. Carl McIntyre, one of the leading gospel broadcasters in this area, declared that the Bulletin's announcement that it would grant free religious time to "representative groups" was abuse of power.

Said Rev. McIntyre: "In free time, radio stations assume a responsibility that is not theirs—that of controlling a community's religious broadcasts. . . It is the community's right to determine how much religion they want on the air. Religion should be obtainable on an open market. If the people support and pay for it, they want it."

Rev. McIntyre, who is chairman of

the Gospel Broadcasters Assoc., said "free time can be obtained only at the expense of free enterprise."

Gospel Too Strong

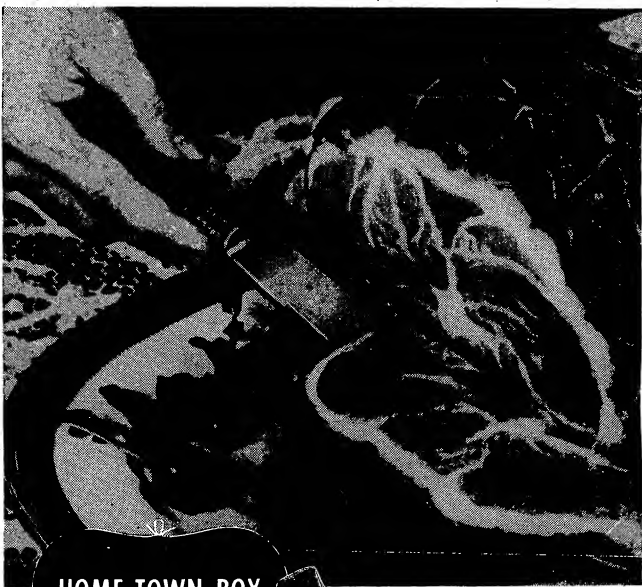
He called the Bulletin "smooth and subtle in its attack on religion," but added, "no newspaper is powerful enough to stand up against the gospel."

Rev. McIntyre also charged that NBC also was seeking to "control religion" in its policy on such broadcasts.

The Gospel Broadcasters, 16 radio clerics, urged that FCC grant a license to another station in Philly of present ownership, refuse, or cannot "take care" of, all religious programs seeking air time.

The audience by a voice vote passed a resolution urging WPEN to rescind its cancellation of the programs (effective April 2) at least until they are able to find time on other stations.

Another resolution asked FCC to rule that the right to buy religious time be sustained by the government, claiming that this right was within the scope of "freedom of religion."



HOME TOWN BOY MAKES GOOD

... there's MEAT in this story

For these home town boys really made good—not only in Baltimore but spread to become the largest packers of meat on the Eastern Seaboard. They're the William Schludersberg—T. J. Kurdie Company—makers of Easkey Quality Meats.

Radio Advertisers for 20 years, it took WFBR—the big home town station to tailor-make the program Easkey had been looking for—"It's Fun To Cook." Started in 1943—three days a week—listener demand

jumped it to five days a week. Mail averages 1000 pieces weekly.

Remember the above facts when people start talking about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore . . . buy what the successful home town boys have always bought and are buying today . . . W . . . F . . . B . . . R . . .

*Agency: Van Sant, Dugdale & Company, Inc.

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

Cott Suggests NAB Set Up Co-op Bureau to Handle 'Cuffo' Problem

National Assn. of Broadcasters has been urged to set up national and regional allocations committee to clear requests for airtime by public service organizations. Resolution to that effect, introduced by Ted Cott of WNEW, N. Y., at the recent NAB 2nd District meeting in N. Y., will be taken up by the national unit shortly.

Little opposition to the measure is expected. Indies and network stations long have been squabbling about the hundreds of quasi-governmental, charity, rehabilitation and public service groups which have been causing overlapping of campaigns and needless doubling up on the airwaves with messages extolling their virtues.

Mechanics of the bureau would operate with a fulltime head to determine priorities backed up by volunteer groups or a paid staff to handle the writing and bulletin details with volunteer groups to operate regionally. Financing could be determined in several ways. Cott adds in his resolution, "Member stations could pay a certain fee for membership, or the organizations could place with the bureau sum of money to handle their campaigns, or, finally, the NAB itself could absorb the cost."

N.Y. Indie to Mark

Whiteman's Birthday

Paul Whiteman's birthday, March 28, will be celebrated by a special show skedded over New York indie, WLIB.

Show will be feature of station's regular cross-the-board "It Happened Then" program, 10:30 p.m. Whiteman music will be aired from platters, and a disc has been prepared of an interview with Whiteman by Eddie Brown.

BLUE TO CO-OP WITH

RKO-TELE V-E DAY

RKO Television will film the activities in the Blue Network newsmen on V-E day and two hours later video the negative on the network's television show over DuMont's WABD.

Stunt will save from two to four hours in processing alone film will not be processed to a positive state, the negative being used instead.

Blue has exclusive use of DuMont facilities on V-E day, as previously reported.

Is Everybody Happy?

It may not be according to Hoyle, but the renewal last week of the "Vox Pop" Monday night CBS program carried with it something of a Ripley in agreement.

Extension was given on half a sheet of McCann-Erickson stationery and comprised the following:

"Sure, I'll go along. . . ."
(signed) Paris Johnson.
"I'll be glad to pay for it."
(signed) Ken Bonham, for Emerson Drug Co.).
"We're for it too. . . . we make 15%."
(signed) Lloyd O. Conliffe, for McCann-Erickson).

Star's Met Role Makes

Understudy 'Contented'

Landings of a leading role in the Metopora's "Golden Cockerel" result of year-long plugging for the part, interrupted Josephine Antoline's weekly Century hop from N. Y. to Chicago for "Contented Hour" Monday (19).
Virginia Haskins subbed here for the commencing diva.

TINY! RENIER'S TALENT HUNT

St. Louis, March 20.—Ghester G. "Tiny" Renier, KMOX director of program sales, is back from a 31-day trek in search of new talent for the station.

MORGAN TEES OFF ON WOY WASH. NEWCASTS

WOY, N. Y., will get its first program emanating from Washington, today (Wed.) when Thomas B. Morgan, head of WOY's Washington Bureau, boxes on his once weekly broadcast on political news.

Program will eventually have a direct line to New York, but until then, Morgan will set a platter immediately after the President's weekly news conference and ship it air-express to the broadcast point.

Scripps-Howard WMPS

Sale Brings \$35,000

Memphis, March 20.—Transfer of WMPS (Blue) from Scripps-Howard Radio, Inc. to ABC Flouge's new WMPS, Inc., took place Friday (16) with approval of FCC. Sale price was \$350,000.
Flood, head of the international chemical firm that bears his name, said Harold Kretschmer will continue as g.m. and that present personnel will be retained. However, a program of expansion is planned.

CBS TELE SNAFU

WCWB, CBS television outlet, went off the air suddenly Wednesday night (14), due to a breakdown of the audio system. Fault was repaired by next night, however, and regular Thursday schedule was put on.

Mutual to Hypo

10-11 P.M. Shows

Mutual's 10 to 11 p. m. niche is getting the attention of the web's programs via. Phil Carlin, who is intent on putting half-hour shows into this hour-long slot every night in the week, except Friday, which is filled by descriptions of boxing bouts from N. Y.'s Madison Square Garden. As Carlin has expected, he has assigned Arch Oboler to write and produce a dramatic series in the 10-11 slot. The first show is "The Fighting 69th," beginning April 5. He also is presently negotiating with several other name radio producers for shows in this 30-minute niche on the other nights of the week, and will announce the across-the-board "bump ahead."

Meanwhile, the 10-11 slot sets the sisters: "Wings for Tomorrow" on Tuesdays; "Soldiers With Wings" on Thursdays and "Human Adventures" on Wednesdays, with Mondays to be filled.

Carlin is presently working with excess of WOR, N. Y. Mutual flounders, so the outlet can clear time for still more network shows throughout the evening hours. Carlin is willing to put WOR shows on the network, if they are of east-coast caliber, and the station's officials are unable to a similar step in going for Mutual's X-Y-outlet objective. Both feel that a dual operation is more expensive and takes more time and effort all around.

Discussions are based on MBS prexy Edgar Kobak's "Network above all" policy, which is getting the approval of more and more of the web's stations daily, as signified by letters to execs at N.Y. headquarters.

DAVE ELMAN, WHODUNIT NEW MUTUAL PROSPECTS

Mutual is negotiating with Dave Elman for an auction-type audience participation half-hour once-weekly program. Elman, who had "Hobby Lobby" on the networks for several years until recently, has been doing the auction stint on bond tours and at service camps.

Network is also readying a 30-minute once-weekly detective mystery program for airing, "Mystery on Traveler," currently in the 9:30 to 10 p.m. slot on the web, is due to leave shortly, although definite starting dates for the two new shows have not yet been set.

FM Muddles

Continued from page 37
radio to all parts of the land, day and night.

That's one of the things the FCC is preparing to "rattle" with. Others include FM international setups in which Central and South America must be considered; the question of whether stations more powerful than 50,000 watts should be authorized to serve certain communities and a whole raft of kindred subjects.

Headed Down to Blue FM, of course, is one of the key-stones to the entire picture. If, as it's boosters predict, FM is all set to mushroom right after the war, the allocations logjam in AM will tend to break up. And as AMers drop out in favor of the concentrated, but reliable 24-hour saturation coverage of an area by FM, the clear channel problem will present less difficulties.

Background reason for the skeddaddled hearings and the FCC effort to clear the clear channel picture, of course, is the Rio de Janeiro international confab scheduled for 1946, when the State Dept. and a board of U. S. experts will sit in on an overall two-continent communications horse-trading carnival.

Overseas for USO Since Jan '43—Now in Germany

FRED LIGHTNER
Dir. PHIL COBICIA



We are proud to receive
the duPont Award
for 1944

In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community it serves

Radio Station WTAG
Worcester, Massachusetts
Has been presented a
Radio Station Award
of
One Thousand Dollars
for the year
1944
by The Committee of Awards
of the
Alfred I. duPont
Radio Awards Foundation

for . . . "outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal devoted service to the nation and to the community . . ."

WTAG WORCESTER, MASS.

BASIC CBS

Represented by RAYMER

Hooperatings Show KXOK Daytime Audience up 29.7%

1944 compared with 1943 shows a daytime increase in listeners to KXOK of almost 30%. All other network-affiliated stations in St. Louis showed an average audience loss in the daytime.

KXOK advertisers, on the average, enjoyed a plus audience of 29.7% at no increase in cost.

For the 40 quarter hour periods between 8:00 A. M. and 6:00 P. M.—a total of 200 Hooper checked periods Monday through Friday—KXOK increased its average audience almost 30% for the year 1944 compared with 1943. This over-all measurement is the first annual composite station listening index ever produced by C. E. Hooper, Inc.

This spectacular daytime increase in listener audience, without any increase in rates, means that KXOK advertisers received an average bonus measured in extra homes reached per dollar invested of almost 30%.

It is profitable to place your business on a station zooming to the top. It is satisfying to be among the many alert advertisers now enjoying a plus audience. No wonder KXOK's advertising volume has grown apace with the station's listening audience.

KXOK

SAINT LOUIS (1), MISSOURI.

630 Kilocycles • 5000 Watts • Full Time • Basic Blue Network

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & CO. • OFFICES IN NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

KSTP's Radio-News Assn. Cueing Nation-Wide Setup for Stations?

Chicago, March 20. Devised of obtaining full coverage from Associated Press, KSTP, St. Paul, is reviving its own radio news assn. and has concluded arrangements to serve most of the stations in Minnesota, including WCCO, Minneapolis. Movement may be prelude to the establishment of a national radio news service to give stations complete news coverage which they are not now getting on the Associated Press, "A" wire and press association wires.

According to Stanley Hubbard, president of KSTP, the station has the "A" wire but finds that the "B" wire is unavailable. The wire, he says, carries the overflow from the "A" wire, plus many local, state and human interest stories. Many of these stories get on the AP hours late, after the papers have carried them. Hubbard says this practice shows that the AP is trying to protect the newspapers by not making the "B" wire available to radio.

Station management of KSTP is re-establishing its correspondents in towns throughout Minnesota, parts of Wisconsin and North and South Dakota, and will pay them as in the past on a per story basis. Management is also expanding local news staff to get complete coverage in the State and City circles, and better general local coverage.

Falchner Takes Over

St. Louis, March 20. Lt. Col. Frank B. Falchner, recently discharged from the Army where he served in the Office of Strategic Services, has taken over as general manager of KMOX.

N. Y. Indie Featuring 'Old Palace' Platters

—New York Post-owned WLIB is airing half-hour series, Monday through Friday at 2 p.m., bringing famous old time vaude stars to the air via platters.

Stars so far have included George Jessel, George Price, Van & Scheek, Gallagher, & Shean, etc.

'Dauntless Doby' Preems WBZ, Hub, B-29 Sponsor

A letter from an air officer in the South Pacific provided WBZ with great copy as it presented Dorothy Miles on her initial program over Boston last Thursday (18).

Lt. Col. Robert K. Morgan, pilot of the historic "Memphis Belle," christened his new bomber "Dauntless Doby" in tribute to this 20-year-old girl whose 28-month battle against death and displacement resulting from the Cocoanut Grove night fire here has been won after hospitalization which included 16 plastic surgery operations.

On the day of the first broadcast, Dorothy received a letter from the B-29 squadron commander stating that "her prayers and shining example of courage were credited with bringing his fliers through a hazardous bombing mission over Tokyo without loss of a man or a plane."

She was singing at the niter when the holocaust occurred. Last fall, she accepted a WEEL program and recently signed with WBZ.

Nips Fixed Selves By Burning Manila, Feldman Reports, Gls Hate 'Em

Arthur Feldman, Blue network overseas correspondent just back from Manila, brings the story that the Japs really fixed themselves when they burned the Philippine capital city.

"Here's this gang of anxious fighters whose gona through all sorts of these things, just including their Japs, fighting every minute with the bright lights of Manila always in the background, and at night they relax, get in that 'rum and coke' mood and come close to living like human beings again," Feldman says. "Then, after they capture Manila, they find those yellow so-and-so's have just wiped out everything as they ran. The result is the GIs have no recreation at all. USO units haven't been moved up into the area as yet, and the GIs have been able to keep pace with the advance and Manila's places of recreation have all been wiped out. There's been no time for a personal thing now, so look out, Nips!" according to the Blue reporter.

Unlike many of the returning correspondents, Feldman is doing no squawking about lack of radio equipment. He says that the Japs did it and all efforts are made, he said, to get circuits set up for the radio men for the Philippines. The Japs, he says, did it. He says, "Mac Arthur gave communications officers the right to put in the Japs, floating transmitter which accompanied the task force from Manila right into Luzon, and the Japs could be started on their way back to the U. S."

Like the Japs, Feldman said it would have been merely a waste of time for the correspondents to get going as far as getting their stuff back home was concerned.

Nets in Middle

Continued from page 26

must go, according to a statement from Gray Niles Trammell, March installed to bring this about is rather a puzzle to many, however, inasmuch as sponsor messages are to be permitted anytime within the first two minutes or the last three minutes of all 15-minute news periods. It obviously means that plugs may continue to be sandwiched in between news items but that none will be allowed in the exact middle of the 15-minute segment.

Two-Man NBC Teams
Also in the works at NBC is a ruling that all news shows on the broadcast band-and-operated outlets become two-man affairs with one spicier giving out with the actual news and the other handling sales chatter. This, of course, is nothing new in the business with practically every established newscaster being strongly in favor of the practice. Nevertheless, it hasn't up to now, been standard NBC policy.

The Blue network, over the weekend, issued a somewhat lengthy statement by press Mark Wootton outlining a broad, overall policy on dispensing news. Billed down, it does not actually ban "going about for the ride" plugs but stipulates that pauses shall be inserted between news and sales talk, so-called news "springboards" or "weavers" are allowed and "middle commercials" that interrupt the continuity of thought also are on the black list.

Just who is to interpret this "continuity interruption" gimmick is not specified, although the Blue makes it plain the aim is to permit judicious plugging of products without interference of the news presentation by which the sponsor is grabbing his audience.

How About Heaters?

Mutual likewise joined in the parade, but only to the extent that Ed Kobak, president, and the matter was being studied. No announcement of any kind of policy line, was forthcoming.

Chief interest in the Mutual move of course, revolves about the Gabriel Heatter news show. He is delivering his own commercials because many sponsors feel they can sell more goods than an ordinary staff gabber through personal appeal and this, presumably, is borne out by actual sales figures.

Installation of a two-man team at Mutual (a la NBC) might lead to some fancy fireworks in connection with the Heatter sessions.

Sales Power of Radio

Continued from page 26

In fact, its success is in ratio to its selling power of these shows.

Many things in addition to the right kind of commercials make a program sell on the air. Wrong timing or the wrong type of show, bad programming and mediocre program content may all contribute to failure, often leaving the commercials to take the blame.

Many persons say that radio succeeds despite its commercials, but this notion is wholly disproved by the sales records of these same commercials. People will not buy sponsored products on any program commensal to its commercials. The trick in writing and placing commercials is to "sell" actual and potential customers in the audience. You can't do this by offering them with material that is in bad taste. The fact that billions of dollars' worth of goods are sold annually over the air proves that the mass audience of radio in general is satisfied with commercials as written and placed today. In fact, in the opinion of industrial leaders, commercials which help merchandise American products constitute a form of public service that would be hard to disagree with under our present economic system.

No Legislation Needed

Naturally I do not pretend that all radio commercials are perfect, any more than I do that all newspaper ads are perfect. But there is nothing wrong with them that common sense can't fix. It will not require an act of Congress or any other treatment that the advertiser themselves cannot be helpful in bringing about. Arbitrary rules and regulations from any source, without the cooperation of the advertiser, may do the situation more harm than good. By its very economic nature, radio must depend upon advertising for existence. Anyone who has listened to broadcasts in countries where radio is under government control would not wish to trade our programs for theirs. I'm sure commercial support vitalizes radio.

I am of the opinion that NAB's survey to find out "What's wrong with radio" is patently conducted, will very likely disclose that satisfied customers usually keep still and that most of the objections come from the critical minority of professional fixers who would like to curb radio's advertising value to suit their own whims.

In dealing with advertising on the air, we in the Duane Jones Co. have found that, when we increase the length and number of commercials to test our program, invariably their Crosley ratings go up. This certainly indicates that audiences will listen to long commercials, providing they say something of interest to them. When making these tests, we load the program to the limit under NAB rulings with commercials that precede, interrupt and follow these broadcasts. And we know from the results that any arbitrary curtailment of commercial advertising would seriously impair the audience value of these shows.

Charned Profits

As a case in point, to test the popularity of one program, we offered at a premium a charm bracelet containing a bit of stone from the grounds of Blarney Castle. In fact, the stone for these charms was cut from the same quarry that supplied the stone for Blarney Castle itself, including the famous Blarney itself. The company for which we offered this charming suggested a sale for its product, and in addition collected \$100,000 through the mail, for the sale of the bracelets, thus offsetting the expense of the entire deal. The Crosley rating exceeded several points while this offer was on the air, and the program stands today, after 10 years on the air, as one of the oldest and most successful in the daytime serial field, despite the fact that it does not boast a high Crosley.

I do not believe that my arbitrary ruling is needed to limit sponsorship of newscasts or any other type of program to certain kinds of sponsorship. Any other ruling, in the purview of the NAB Code Committee, aimed at patent medicine or other manufacturers, has already been hinted, would be dangerously discriminatory. The sales value of a program can best determine public reaction to it, and mass radio audience is the best judge. If listeners do not like either the sponsor or the type of program with which he has affiliated his name, they will not buy his goods, and the cash register figures will quickly end his radio activities. A program not successful enough in net goods cannot long endure on the air.

ACE ANALYSIS!

J. RAYMOND WALSH
historian... economist...
lecturer... who focusses a
sharp searchlight on world
affairs and events.

7:30-7:45 pm, Monday-Friday

EDGAR ANSEL MOWER
Pulitzer Prize winning
correspondent... columnist...
who rounds out each week
with acute commentary
direct from Washington.

7:30-7:45 pm, Sundays

B-4 are brilliant news analysts,
currently available for sponsorship.
Both—of course—are on WMCA!

wmca NEW YORK

AMERICA'S LEADING INDEPENDENT STATION

Representative: Weed & Company • Chicago, Detroit, Hollywood, Boston

Award

"For fostering racial good will and understanding"

WMCA feels honored that it is the only New York station to receive the Variety Plaque Award for 1944.

NEWS

MARCH 19

Marks Renewal of
News on the hour
every hour on our
first anniversary on

**RADIO-ROW
HOLLYWOOD**

KMPG
LOS ANGELES
7:00-8:00 PM
THE WORLD'S GREATEST NEWS TALKING
Show any Sales Representative a 1944 Report Card



"Leave us not in diligeence, gentlemen! Surely the world's big enough for either peachess or bananas with Wheaties."



GEORGE HICKS

Nine months after D-Day, George Hicks' documentary coverage of the Normandy invasion still remains the most exciting broadcast of the war. Well equipped by his background to dramatize the events, Hicks commandeered all his resources to report to the American people, via a four-network pooling arrangement, the stark reality of a fateful day in history. It was an honest job of actual reporting, done in a calm manner that never subjugated the effectiveness of dramatic values. And above all it demonstrated the effectiveness of documentary reporting when treated with this sincerity and ability that Hicks gave his now-historic D-Day coverage.

That "Variety" Citation for George Hicks reminds us

SAW THAT nice little bouquet for George the other day, and old man temptation almost got us: we came near writing an ad about the swell job some of our boys are doing on the news front. Felt like bragging a little. After all, George was the first one to broadcast the Rhine crossing... and Gordon Frazer was the first radio correspondent to cross the bridge... and Arthur Feldman was the first to broadcast the news of three major landings of the Philippines campaign... and Ray Swing *did* just get the BBC award last week!

Well, it was quite a temptation. But we finally put our bugle away without blowing a note. Settled down then to figure out *why* these men (and all our other Blue men up front and out at sea) do such a bang-up job. Got to thinking that our red-hot interest in the whole news and information picture might have something to do with it. That's a pretty important part of our operation over here, you know. We are building sound news policies. Frankly, it's tough going sometimes, but it's *right* and we'll make it work.

For example, we face the issue, and admit that everyone over the age of six is prejudiced one

way or another. And this fact in itself makes it impossible, on the face of it, to overcome bias by filtering all the news and commentaries through one "unprejudiced" man.

That's silly. No man is smart enough to know what the public ought to hear. So, having picked men with a sense of responsibility, we let them say what they feel, reviewing their work only for good taste and for competent news authority. Then we set out to balance these prejudices: a commentator with a slant toward the liberal is balanced off with another more conservative.

Then we let them ride, with only this bit of coaching: "Get it all; get it straight; get it first, if you can."

And maybe the fact that the Blue Network practices freedom of speech instead of just preaching it inspires these men to do a great job.

We trust America. We don't think our people

need to be spoon-fed. We think they can make smart decisions if they're given *all* the news, *all* the information, *all* the slants. And, so far, we can't see that we've been wrong.

WHAT IS NEWS? It's a lot of things, none of them simple. It's the first flash over the wire. It's the foxhole-eye view... the interview with the Commanding General... the Washington sum-up... the commentator's interpretation.

But whatever it is, news is the snail on which tomorrow's public opinion is shaped. That's why the Blue Network does everything, every day, to keep it—

Accurate Speedy
Comprehensive Interesting
Varied

A Whisper to Advertisers: A network that's winning acceptance by dealing them straight isn't a bad one to keep in mind!

AMERICAN BROADCASTING COMPANY, INC.
THE BLUE NETWORK

VARIETY

PLAQUE AWARD FOR 1944

...**"Beyond the Call of Duty"**

WTIC, Hartford

Whereas WBT had a scourge at its doorstep and acted, Hartford's WTIC used its facilities in anticipation of one. WTIC learned that alcoholism was health problem number four and particularly aggravating in war time. Not a moral depravity but a disease, WTIC decided to awaken and educate its listeners to its causes and cures.

In cooperation with Alcoholics Anonymous, WTIC's Paul Morency and Leonard Patricelli arranged for a series of broadcasts, presenting case histories faithfully dramatized and narrated by actual ex-alcoholics. WTIC didn't want too many Lost Weekends in Connecticut. Not a pretty subject but an important one, brought out into the airwaves by a front line radio operation.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

Inside Stuff—Radio

In a breezy, intimate letter mailed to the trade last week prez Ed Kobak of Mutual delivered a sort of "quarterly report" on operations since he moved into the post about three months ago. Adopting an informal, cross-the-desk approach, he attained an effective note and sustained it throughout the four typewritten pages. Undeniably a promotion, Kobak's letter smartly refrained from homoeopathic claims about the network's present position not did it boast in a "watch out smoke" vein. It placed reliance, on the other hand, in a well-expressed message exuding quiet confidence and a "you know we can do it" attitude.

Cueing the entire pitch was a listing for the Dec.-Feb. period showing 12 sponsored shows entering the Mutual barn with only five using the exit gate. Of the latter, Kobak's letter stated, two had been replaced by new shows for the same sponsor.

Number of radio features have been skedded by the Red Cross War Fund of Greater New York in the winding week of the March campaign. Saturday (24), a special program celebrating the 125th anniversary of Greek independence will go out over WOR, N. Y. Next day a "Quiz of Two Cities" will be staged on Mutual, originating at WOR and at WGN, Chicago. Monday (26), stage, radio and screen stars will pay tribute to the Red Cross over WEAF, N. Y., 6:15-8:40 p.m. Same evening, at 8:30, Robert Weede, baritone, will appear on the N. Y. indie WQXR. On March 28 a radio tour will be staged behind the scenes of Army's Halloran General Hospital. This show will go out over WOR/1:15-1:45 p.m.

"Love of Mike," daily radio column conducted by Ben Kaplan in the Providence, R. I., Bulletin and syndicated by Bell Features was scrapped by the Providence Bulletin last week because of the newspaper station. Kaplan, who had been fulltime radio editor of the sheet, has been side-tracked onto the news copy desk.

He'll continue to turn out the column for Bell, however.

New York city's owned-and-operated station, WNYC, and its FM running mate have skedded portions of the George Gershwin memorial concert (20) for airtime. Instead will be Leonard Bernstein, Muriel (Carmen Jones) Smith and William Franklin, of "Porgy and Bess" and Cafe Society Uptown.

WNYC has programmed the 9-9:55 p.m. slot; FM outlet to 10:30.

POSTWAR BOSTON GETS YANKEE NET SPONSOR

Boston, March 20. Boston's post-war possibilities will be the subject of a series of civic programs sponsored by Bolt, Dalton & Church, insurance company, starting tonight over WHAC-Yankee net. Gov. Maurice J. Tobin and Louis M. Lyons, Boston Globe top reporter, set off with discussion of the future of the Port of Boston.

Alley & Richards agency handles the account.

Ethan Allen, Gomez

Repeat Baseballers

Ethan Allen, former baseballer now overseas running baseball schools for GIs, and Vernon "Lafay" Gomez, ex-Yankee pitcher, again will do diamond info chatter sessions before and after the broadcast of the N. Y. Yankee and Giants baseball games on WINS, N. Y. However, Ruppert brewery will not pick up the tab this year, according to Trevor Adams, the station's sales manager, due to wartime restrictions on beverage deliveries.

Deal with another sponsor will be announced before the baseball season starts. While Allen is overseas, Walter Brown, former big-league pitcher, will substitute for him.

Barber's Red Cross stint.

WINS, N. Y., for the first time, will take its mikes into Yankee Stadium for broadcast of a pre-season ball game on behalf of the Red Cross between the Yankees and Brooklyn Dodgers, April 12. Red Barber and Goude Demond will handle the play-by-play chores.

Outlet will also air the N. Y. Giants-Dodgers game from Robert Field day before, on behalf of same agency.

Church to CBS News

Wells "Ted" Church, GOP radio rabid in the last three presidential campaigns, steps into the CBS news picture as asst. director of public affairs and news broadcasts under Paul White. He succeeds Ev Hollis.

Latter is joining WBBM, Chicago, CBS-owned, as news editor and analyst and it's understood he has an oil company sponsorship deal brokered out covering local daily newscasts. Successor to Hollis on WGBW-CBS televised news shows, twice weekly in New York, not yet decided.

Boston.—Bertha Jane Parry has joined WCOF's staff in charge of transcriptions.

▶▶▶▶▶ To read this ad turn page upside down and hold four feet away.

(Legal and business ad only)
RAY HARVEY, AUTHOR OF COMEDY

It Paid \$77

Chicago, March 20. "Crime doesn't pay," was Mollie "Mystery Theatre's" lesson for the evening Tuesday (19), but Jerry Triller, south side barkeep who was bending an ear to the thriller, can't get excited about such propaganda, inasmuch as a character leaned over the bar and pulled a gat just as the announcer punched home the clean living message.

"This is a stickup," said the stranger. "I just want your bills; keep the change."

Triller, his shivers of enjoyment over the radio crime affair suddenly supplanted by a distinctly different emotion, shelled out \$77.

WGAR SENDS GEORGE TO SOUTH PACIFIC

Cleveland, March 20.

Carl E. George, WGAR's asst. mgr., is enroute to the Philippines on a war correspondent stint aimed at getting first hand news concerning servicemen and women from the area back to folks at home for use on broadcasts.

Trip is a repeat as far as WGAR's concerned, station having sent Dave Bayler, program director, to Europe last summer on a similar assignment.

79-Station Miss. Valley Web Checks In April 15 With A.M. Farm Series

Ed Gottlieb Returns

To Carl Byoir Agency

Ed Gottlieb, radio director for Carl Byoir & Associates from 1941 to 1943, has returned to that office in charge of the Graham-Paige account.

During his absence, Gottlieb worked for overseas branch of OWI, first in charge of radio in the London office, later as chief tactical radio program man for Radio Luxembourg. In latter spot it was Gottlieb's job, as psychological warfare liaison man with the 12th U. S. Army group, to beam programs aimed directly at German soldiers in the front lines.

TUDING ON SPORTS

Hed Husing, CBS sportspieler, and Larry McPhail, new boss of the N.Y. Yankees, will uphold the negative of the question, "Resolved that all organized sport be abolished for the duration?" on America's Town Meeting of the Air? over the Blue network Friday night (23).

John R. Tunis, vet sports writer and a member of the New York U. faculty, will be one of the affirmative speakers.

Chicago, March 20. Time has been cleared on 79 stations comprising the recently established Mississippi Valley Network, organized by the North Central Broadcasting System, and the new chain gets underway April 15 with a streamlined farm show 6-7 a.m. (CWT), six-days-a-week. Program, to originate from WLOL, Minneapolis, will include latest war news as it affects agriculture, overnight Washington farm bulletins, complete market info and musical contris from a 15-piece orch.

Time for the entire hour is practically sold, according to John W. Boler, president of NBCS and MVN, with sponsors to be announced in a few days. Cost of hour, including time for entire network, runs around \$18,000 a week. Flexibility of circuits in the new setup will permit a round-robin type of operation, with any station enabled to originate all or part of any network broadcast.

Crosley Gets Started

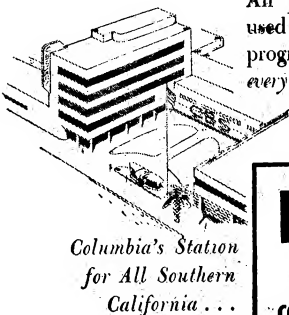
Albany, March 30.

Crosley Corp., of Cincinnati, has filed a statement designating its New York state offices for the operation of a radio broadcasting business at 120 Broadway, New York city.



Coast-to-Coast programs originate at KNX*

All production facilities
used for Coast-to-Coast
programs are available to
every KNX local program



Columbia's Station
for All Southern
California...

KNX
LOS ANGELES
50,000 WATTS
COLUMBIA OWNED



* G. E. House Party

Lux Radio Theatre
Screen Guild Players
Frank Sinatra Show
Hedda Hopper's Hollywood
Hrus and Allen
This Is My Best
Dr. Christian
Jack Carson Show
Which Is Which?
Meet Corliss Archer
Suspense
Moore & Durante Show
Sins Over Hollywood
Here Comes Elmer
Danny Kaye
Mayor of the Town
Adventures of Ozzie and Harriet
Fanny Brice
Blondie
Nelson Eddy
Jack Kirkwood Show

Inside Stuff—Orchestras—Music

Buddy Morris' angle on snagging Sid Korneheiser away from Famous and Paramount Music Corp. is with an eye to his (Morris') aundry film-music pub subside. Korneheiser, because of his longtime association with Paramount Picture film scores, knows all the niceties and wrinkles of that phase of the business. In joining Morris as a v.p. of Burke-Van Heusen, Inc., it's merely a reunion since Korneheiser used to handle the same assignments when Famous had the publishing exclusively on Bing Crosby's scores, which now go to Morris and his affiliated companies. Bing and brother Larry Crosby have a financial interest hereafter in these scores. Harry Warren is another songsmith similarly set up in the publishing business by Morris.

Jimmy and Tommy Dorsey's orchestras completed the two sides for V-Discs last week, which called for combining of their two bands. Date was kept rather secretly at Lederkraus Hall, N. Y., Thursday (15) as a means of preventing the studio from being overrun with people not directly involved with the bands or the Army recording crew. Put together the bands added up to 10 trumpets, seven trombones, 10 sax, eight rhythm plus the brother-maestros. Date was conducted by Si Oliver, former Tommy Dorsey arranger, who wrote arrangements for the two sides encompassing all the above instruments. Tunes cut were "More Than You Know" and a blues. Date was under the direction of Sgt. George Simon of V-Discs.

Just a year after he left Irving Berlin, Inc. to join Advance Music Corp., Ben Bloom has put over three smash pop hits for this Warner Bros. subsidiary, which is 50% owned by Moe Gale, the talent manager. Bloom plugged "Don't Sweetheart Me," "How Many Hearts Have You Broken?" and now "A Little on the Lonely Side," all within that year.

Long with Berlin's, and personally close to Irving and Ellin Berlin, Bloom's departure from the company was somewhat of a surprise within the trade at the time, even though presumably to a better proposition.

Recent suit between Decca Records and Booney-Hawkes over the latter's "Danny Boy" copyright was settled after Decca took out a license to record the tune. Decca originally disliked it without obtaining a license on the theory that it wasn't necessary because the song had been written in England ("Londoner's Air") prior to the establishment of a reciprocal agreement with this country on mechanical rights. Publishers claimed they acquired such rights upon renewal of their copyright. Decca didn't argue, although they claim the point is still legally inconclusive.

Some sort of record has been set by the song, "I Dream of You," published by Embassy Music. Song has been on the "Most Played" lists for 40 consecutive weeks, although other publishers agree is a mark for longevity. Tune also was among the "Best Sellers" for a long stretch. Another mark of some kind is the length of time the publisher has been working on the song. It was started more than 13 months ago. As a rule, not much more than six months is taken up by a pop tune, from start to finish.

Fields, Prima Slated For N.Y. Carnival Room

Shirley Fields and Louis Prima's orchestras have been bought by the Capitol hotel, N. Y., for its recently debuted Carnival Room. Spot is putting in stronger band names as averted in an effort to bolster trade by catching patrons of their type of music.

Fields, who was originally set to return to the N. Y. Copacabana recently, only to be eliminated by the curfew's effect, opens at the Carnival next week (27). Prima follows April 26 for four weeks.

1st ASCAP Quarter May Exceed 1944

First-quarter melon for 1945 of the American Society of Composers, Authors and Publishers, due around April 15, will be as large and possibly a shade larger than the corresponding period of last year.

First three months of '44 turned up a total of \$1,400,000 for distribution to members. Out of that total, of course, the usual foreign, etc. deductions were made.

ASCAP's melon for the full year of 1944 was the largest in its history. Total amount split ran over \$6,000,000.

Curfew Nips Buddy Rich Plans, Stays With T.D.

Buddy Rich has temporarily given up plans to build a band of his own, and will stay with Tommy Dorsey's orchestra. He has signed a new one-year contract with the leader, effective June 1, at the expiration of his current pact. He draws \$500 weekly from Dorsey.

Construction of a new band was extremely difficult enough in these war-times, but the curfew put the final clamp on the idea.

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, plus 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	Total Cover
Isai Aloma	Lexington (300; 75c-\$1.50)	22	1,825	40,450	40,450
Jerry Wald	New Yorker (400; \$1-\$1.50)	13	1,850	25,375	25,375
Jimmy Dorsey	Pennsylvania (500; \$1-\$1.50)	9	2,275	30,200	30,200
Leo Reisman	Waldorf (850; \$2)	16	2,900	42,850	42,850
George Paxson	Lincoln (275; \$1-\$1.50)	4	1,000	4,875	4,875
Joe Lombardo	Roosevelt (400; \$1-\$1.50)	25	2,375	44,800	44,800
Charlie Spivak	Commodore (400; \$1-\$1.50)	6	2,000	13,000	13,000

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

Chicago

Bob Grant (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Hildgarde and Grant continue to pile up best total in town with very fine \$3,000. Woody Herman (Panther Room, Sherman hotel; 850; \$1.50-\$2.50 min.). Big weekend business here due to Herman, who opened (18), topped tabs to nifty 5,000.

Dick LaSalle (Mayfair Room, Blackstone hotel; 465; \$2.50 min.). Eased off a little with Dwight Fiske and LaSalle accounting for good 2,000.

Ted Weems (Boulevard Room, Stevens hotel; 850; \$3-\$3.50 min.). No letup. Weems responsible for increase to great 6,400.

Los Angeles

Freddy Martin (Ambassador; 900; \$1-\$1.50). Curfew doesn't even make tremor; steady 4,300 covers.

Joe Belchman (Biltmore; 900; \$1-\$1.50). Jamming customers in early and keeping them late for 4,800 tabs.

Location Jobs, Not in Hotels

(Los Angeles)

Vaughn Monroe (Paladium, B. Hollywood, sixth week). Final slumped to 25,000. Frankie Carle follows this week.

Horace Heidt (Trianon, B. South Gate, eighth week). Bowed out with slack 10,500. Jan Garber looms.

Leighton Noble (Slappy Vase's, N. Los Angeles, 14th week). Capacity crowds night after night total on 5,200.

Carole Martin (Trocadero, N. Hollywood, third week). Building back to pre-curfew totals with hike to 5,000 tabs.

(Chicago)

Gay Charidge (Chez Paree; 650; \$3-\$5.00 min.). New show headed by Willie Shore helped put around 4,500.

Del Courneye (Blackhawk; 500; \$1-\$2.50 min.). One of the hot spots of town. Patronage keeping up around excellent 4,000.

GOOD THINGS COME IN THREE'S

Sensation of the Nation — Theme melody from 20th Century-Fox's "Laura"

Lyrics by JOHNNY MERCER Music by DAVID RAKSIN

Billington's Greatest — Being Acclaimed Everywhere

Lyrics by BOB RUSSELL Music by DUKE BILLINGTON

A Sure Hit Ballad — From 20th Century-Fox's "Nob Hill"

Lyrics by HAROLD ADAMSON Music by JIMMY McHUGH

ROBBINS MUSIC CORPORATION
140 WEST 42ND STREET
N. Y. 18

JERRY JOHNSON,
Gen. Prod. Mgr.

Attorney Labels BMI-Marks Suit Scheme to Harass ASCAP—Trial On

During preliminary skirmishes in the Broadcast Music—BMI vs. ASCAP suit against the American Society of Composers, Authors and Publishers, which started yesterday (Tuesday), the supreme court, Louis Fröhlich, ASCAP attorney labelled the BMI-Mark action as a scheme to further harass ASCAP. The suit was not a bona-fide action, suit seeks to disprove ASCAP's contention that it has interest in the performance rights of songs in the Metrol catalog by virtue of the fact ASCAP-affiliated writers either wrote or collaborated in their construction—Since Jan. 1, 1941, the BMI catalog has been affiliated with BMI. Its owners having pulled it away from ASCAP for \$200,000 a year guarantee from BMI. Fröhlich contends the reverse and seeks to win exclusive rights to the tunes in question. Music publishers not involved in the suit are vitally interested since the decision will prove or disprove the claim that rights to tunes in his catalog would not return to the small rights of writers.

Formerly of the first day's action, before Judge Ferdinand PCA, was limited to opening up the suit. Attorney John G. Brown, ASCAP general manager, took the stand late in the afternoon to confirm statements made during the ASCAP radio fight in 1940, which were included in stories in "Variety" and other trade papers.

Case is expected to take three weeks or more.

Art Weems Due Soon In N.Y. As Replacement For Nidoro at GAC

Art Weems, head of General Anson. Corp's Chicago Office, will be moved to N. Y. within the next week or 10 days to take over the spot recently vacated by Mike Nidoro. Weems has been expected to become Nidoro's successor, as pointed out in "Variety" at the time Nidoro was disassociated from the agency, but difficulty in clearing up in Chicago deferred the deal. Among things, Weems, who recently bought a house in a Chicago suburb.

After breaking away from GAC, recently completed a deal with Jim Peppe and Sammy Kaye whereby he took over the agency as Kaye's band as its part owner. Peppe, Kaye's manager since the leader's death, who makes it possible Nidoro also bought out Kaye's interest in World and Republic music companies, which makes Jim Peppe equal partners in the publishing venture.

DECCA, SUBSIDS NET SALES UP \$2,000,000

Decca Records subsidiary companies (World Broadcasting etc.) boosted net sales more than \$2,000,000 in 1944, but the company's costs declined a per share-cut, that was less than in 1943. Decca of 1944, which had 1943 sales of \$14,933,343 for the year, as against the \$11,278,343 racked in the previous year, paid \$2,000,000 more in 1944, 388,325 pieces of capital stock, whereas such holders drew \$2.66 per share.

Of the total take in '44, \$1,000,000 showed up as net profit after all charges and all taxes (including excess profits taxes). In '43 the profit was \$1,006,361.

Curfew, et al., May Keep Glen Isle Casino Dark

Glen Island Casino, New Rochelle, N. Y., may not operate this season. Among the many factors militating against a successful run, the curfew transportation, etc., that the spot's operators are waiting to see if opening the room is adequate. The Casino was open last season, with Benny Goodman and Bob Sherwood's orchestra (former head of the run), and did very well in the face of all the problems it had to back. Spot is looking and to reach it with comfort, patrons must come by car.

Sony Denham court opens season at Lake Park, Mahanoy City, Pa., Lake Park day.

Loew's, Miller, Feist Agree To Pre-Trial Action in Suit

Loew's, Inc., Miller Music and Feist, music publishers, are scheduled to go to court on March 21, April 10, 11, and 12, respectively, in connection with the \$75,000 damage award granted by Federal District Court, for alleged conspiracy to destroy his interest in the film rights of the song "Takin' a Chance On Love." Order was signed by Federal Judge Francis G. Caffey, in New York last week.

Defendants are charged with converting Feist's one-quarter interest in the song and granting a license without his consent for its use in two Metro (Loew's) films, "Cabin in the Sky" and "The Sign of the Cross." Feist seeks \$30,000 against all defendants for the alleged conspiracy, \$25,000 from Loew's for his share of the film rights and failure to give him screen credit, as one of the composers, and \$15,000 and \$7,500 from Miller and Feist, respectively, for violation of trust as holders of the copyright.

N. Y. Hotels Fail With A.M. Closing

Many New York hotels which have been immediately closed to night line with Mayor LaGuardia's a. m. closing time Sunday (16). Some hotels are still reluctant to close on Mayor's lead, due to possible War Manpower Commission retaliation, but by next night (Tuesday) they grooved their operation for the later closing hour.

Later curfew hasn't made much impression on remote broadcasting time for bands, however. Only WOL is still reluctant to close on Mayor's lead, due to possible War Manpower Commission retaliation, but by next night (Tuesday) they grooved their operation for the later closing hour.

There has been no clear indication as yet how the extension to night affecting music publishers, who had shifted many men out of N. Y. into the Midwest and Coast because of the shift of remotes to those areas. Reshuffling will take more time, if it's done at all, since only WOR has returned to normal N. Y. schedules.

OREGON SOLONS KILL ANTI-ASCAP BILL

Hollywood, March 20. The so-called "anti-ASCAP bill" introduced into the Oregon legislature last week died in committee. This bill was designed to regulate ASCAP activities and restrict the use of blanket licenses for performance of copyrighted work for the state. It was introduced by two or more persons holding separate song copyrights from banding together in pooling interest in the purpose of licensing public performance for profit.

The Oregon State Senate committee for revision of laws for final consideration and simply was not on.

Goldstein Vice Kornheiser At Par-Famous in N. Y.

Sidney Goldstein, Paramount and Famous Music publisher, and his wife, Goldstein, are assumed to be named to succeed Sidney Kornheiser at the combined Par-Famous. Goldstein's official title has not been designated, but since Kornheiser was general manager of the Par-Famous, it is assumed Goldstein has the same title. He arrived in N. Y. shortly after his arrival in New York this week and is expected to be in the office for some time.

Kornheiser, resigned from Par-Famous two weeks ago to move over to Burke-Van Heusen as v.p. and general manager. He was also a major publishing house, Murray. He is expected to be in the office of B.H. and he continues in that capacity. Kornheiser's efforts will be on the business end.

High Mathematics

Chicago, March 20. It would probably take a full-lap pull to find out who makes more for doing less than the ASCAP men who do the work of the Low, Hite and Stanley act now at the Stevens hotel here. Turns out records to paragon Andrews Sisters, etc. Anyway, here's the computation:

Pettibone boy gets a week. Doing 14 shows weekly, that's \$5.70 per show. Act lasts 18 minutes. He gets \$1.00 a minute. At three records a show, that's 63 cents a minute, or an evening for \$10.00. He gets \$1.00 a record.

New Rack Would Distribute Through American News

Another music rack venture is on the air. Exclusive Distributors has been formed by Barney Young, formerly associated with Gem Music, to place racks in outlets serviced by the American News Co., which has 30,000 sales points over the country, including street fairs, by the United News Co. Young says his organization is acquiring metal racks, which will be deposited in railroad depots, drugstores, stationery stores, etc.

Young's plans follow by a week or so the disclosure by "Variety" that Lyle Engel, publisher of Song Lyrics, was measuring the possibility of going into the rack field in competition with the long-established INT racks supervised by the music publishers themselves via the Music Publishers Protective Assn. Engel would distribute through Madsen Publications, which handles his lyric magazine business.

As cited last week, music publishers are emphatically against any new ventures in the rack field. They feel that the operation by INT, which now absorbs about 110,000 copies of a song with less than 10% returns, is the ideal operation, since it carefully avoids any competition with retail music dealers. Black are placed in stores, etc. remote from regular competition. Pure point out the new racks, which are placed in the rack field, and sales field might help destroy the main rack string, that its operators may be as careful.

Another argument against a new rack proposition is the shortage of song material. It's difficult enough as it is to get copies printed without doing so to unestablished sales ventures that might return the copies to publishers after a song has died and the sheets become useless.

PAINE PLANS TRIP TO ENGLAND FOR ASCAP

John G. Paine, general manager of the American Society of Composers, Authors and Publishers, and Hermon Finkelstein, the Society's assistant, will leave New York within the next couple weeks or so for a visit to England. Paine will be in London for discussions with the Performing Rights Society there, which is now negotiating a new agreement with ASCAP. It's said it's purely to clear up problems that have been hanging fire since the war.

Paine and Finkelstein reportedly will not go to France, where the Society had a reciprocal agreement with SACREM, pre-war French performing rights group.

Paine and Finkelstein have been taking shots the past week or so in preparation for the trip. They won't be in London until the second of April, after a general membership meeting at the Ritz-Carlton hotel, N. Y., April 5.

EVELYN'S SOLO DISCS

Evelyn, featured violinist with the Phil Spitalino's all-girl orchestra, released an album of solo discs for Columbia Records Monday (19), she was accompanied by an orchestra of 12 pieces.

Barnet-Ellington Take Over H'wood Spot for 60G As Palladium Competish

No Time to Gab For These Dicing Dames

Black & White Records rounded up a bunch of famous musicians from Hollywood recently to record a half-dozen jazz sides by them which will be released in the spring. The group includes the male and female bands, the girls involved are Marjorie Hyams, vibraphonist with Woody Herman; L'Amour, sax, Rose Getteman and Cecilia Zilli, drums and bass from the group Jean Star; trumpeter with Benny Carter; Marjorie Hyams, guitar; formerly with Ray Hutton and Victor Zimmir, piano.

Tunes are "I Surrender Dear," "Garry on Vocal," "Popie" (named after Benny Goodman's band boy); "Strip Tease," "Moonlight on Turban Bay," "Seven Years With the Right Women" and "The Sergeant on Furlough." They've all to be released as 12-inchers.

Dorsey's Film Biog Shaw's Pic On

Hollywood, March 20. Tommy and Jimmy Dorsey will be last film the story of the brothers effort the brothers have been trying to do ever since Hollywood became aware of name bands. They have formed Embassy Productions in association with producer Charles Rogers and the brothers will begin work on their initial effort. Tentative title of the picture is "My Brother Leads a Band" ("My Brother and I" had been the temporary title, but it was discarded as implying a dramatic story). Film will be produced by the brothers, with backing of the organization is undisclosed.

Plans to form Embassy, Tommy Dorsey had to secure a release from Metro, where he was under contract. The picture was completed last week by Dorsey's manager, Arthur Michael, and plans for the independent production were laid out. "My Brother and I" will be made at General Service Studios.

Artie Shaw has wrapped himself, his musicians and a screenplay into a package deal and is negotiating for a picture, major role in story by Martin, is a celestial fantasy about a swing master who gets tangled up with the long-departed spirit of a classical composer.

DAVE BROUDY RETIRES TO MANAGE WB THEATRE

Pittsburgh, March 20. Dave Broudy, Pittsburgh's best-known theatre musician and a veteran of the stage and screen business, is hanging up his violin to become a theatre manager. He's been named to manage the Shady Side by Warner Bros., for whom he has worked since the circuit days of the act to town.

Broudy was best-known as the conductor for the house band at the Shady Side (the Warner) and for the Stanley theatre. Few years ago, Maurice Spitalino took over the Shady Side from Stanley from Broudy and later settled into the first-class club. Deluxe house has been without stage shows now for several months, and subsequently Broudy has been jobbing around with dance outfits and also playing once a week for Bernie Armand's act in KDKA's "The Big Time" at the Shady Side immediately.

Savo's 'Meat Ball' Pressed for Decca

So many calls from record dealers are supposed to have poured into various disc manufacturers for pressings of Jimmy Savo doing his "One Meat Ball" tune that it has been cut. Decca made the tune last week. It's Savo's first attempt at recovery on the record. He first aired the tune on the radio broadcast of the NBC Orchestra Show.

Hollywood, March 20. The Palladium has had a record show last week offered \$10,000 a week to Tommy Dorsey and Harry James to play spot for a real show, in for more competition. Deal was finally completed last week whereby Dorsey and James are to record in partnership with Glenn Billingsley, former owner of the Tropics in Hollywood, and to play at the former Hollywood Casino in a deal said to involve \$60,000. They intend to turn the place into a ballroom, buck the Palladium, about three blocks away on Sunset Blvd.

At the time the Palladium has had an open field on the buying of name bands in this area, and the so-called "big spots" are being sold to the strongest b.o. bands in the country. Initially brought about a rebellion from the big spots, such as the leaders as Tommy Dorsey, Jimmy Dorsey, Harry James, et al., refused to play spot for the place. Dorsey finally acquiring the lease of the Casino Gardens Ballroom, Santa Monica, Cal., about 10 miles from Hollywood. Here Dorsey established his own band weekends and made personal deals with the owners, so that he succeeded in wooing away from the Palladium.

Now Barnet and Ellington are following Dorsey's example and setting up shop in the Palladium's backyard. Neither of the spots could be secured as the Palladium's physical appointments, but they can hunt the latter, especially in the spots of the place, and a club playdate agreement of some kind with the operators of the new venture.

That the Palladium doesn't feel comfortable while at odds with the big spots is being made known to James and T. D. Made through Music Corp. of America, the most vocal of the big spots, and the masters, whereas it had consistently turned down James' and Dorsey's pre-asking asking price of \$8,000. Now, it's said, neither will play the Palladium at any price. Woody Herman has also produced a deal with the Palladium, but his price is met.

Barnet and Ellington follow the same pattern, but they are asking at a cost of approximately \$25,000 (two-a-lass-back front, expansion, 100,000 and 2,500 patrons, which isn't large in the face of the Palladium's 10,000 and 2,500 patrons). It will be called the Hollywood Terrace. Barnet will open the spot May 4 for a week, and Ellington will follow.

Dorsey's Casino Gardens has bookings set far into the summer. Bob Willis starts next week (March 31) for six weeks, and Harry James will start May 3 for three weeks, Jimmy Dorsey June 27, for an indefinite period, the last of a liquor license. This has been corrected, it is said, for the forthcoming season.

CPRS Drops \$141,672 From Canadian B'casters, After Asking \$247,926

Ottawa, March 20. Federal Copyright Appeal Board has ruled that Canadian Broadcasting Corporation (CBC) should pay \$141,672 to Canadian Performing Rights Society from Can. radio stations for the use of copyrighted music in 1944. CBCS asked for \$247,926 when it appeared before the Canadian Assn. of Broadcasters, which is the owner of the \$138,310. Org. is affiliated with American Society of Composers, Authors and Publishers.

CAB also okayed collection of \$17,709 by Broadcast Music Inc. (Canada) Ltd. from the Dominion's station, which is the owner of the \$138,310. Org. is affiliated with American Society of Composers, Authors and Publishers.

CAB decisions were announced in the 1944 edition of the Canadian Gazette, official government publication.

CEADAR POINT WON'T USE NAMES THIS SUMMER

Sandusky, O., March 20. Cedar Point will keep its name off the shutters this summer for the first time since a name-ban policy was initiated in 1946. Company officials said the ban was lifted because the use of the name is obstacles too formidable. Cedar Point, which is reinstated as such as the name of the amusement park, will be reinstated as such as the name of the amusement park.

Goodman Denies Breaking Agreement With MCA to Play Series of One-Niters

Denny Goodman denies having first okayed, and then withdrawn from one-niters booked for him by Music Corp. of America. Leader states that he did not at any time verbally or otherwise approve any series of bookings laid out by MCA. He claims individual dates were submitted to him by the agency; some of which he accepted and some of which he rejected.

Since the case is now out in the open, via the squawk to "Variety" last week by a one-night booker who had already started to advertise Goodman—only to find later he didn't have him—MCA states that a total of nine dates had been okayed by the leader verbally and confirmed to the promoters. Four of them have now been knocked out. Legal action is expected on some.

As it stands now, Goodman is to play tonight (Wednesday) at Arcadia Ballroom, Providence, R. I.; Mechanics Hall, Boston, tomorrow ("Thurs.") and State theatre, Hartford, Friday to Sunday (23-25). Dates MCA says were cancelled after being okayed were to have been played last week. They were: Ro-

chester (N. Y.) Arena (16), Scranton (17), Turner's Arena, Washington, D. C., and Hagerstown, Md. (18-19).

Goodman debuts his new band at the Paramount theatre, N. Y., next Wednesday (28), after which he goes into the 400 Club, N. Y.

Teddy Powell to Write Score for N. Y. Copa

Former bandleader Teddy Powell has been signed to write the score for the N. Y. Copacabana's fall floor show, headed by Joe E. Lewis. Powell has been devoting much of his time to writing songs since the break-up of his band and the Copa assignment is his first nitery show venture. He'll write with an as-yet-unselected collaborator.

During the past couple months Powell has placed two songs with different publishers. "You Only Want Me When There's Nobody Else Around" went to Words & Music last week, and "Comin' Home for a Little While" was taken by Robbins several weeks back.

Negro Names Set At Philly's Robin Hood Dell

Philadelphia, March 20. Five noted Negro artists have been signed to appear at the Robin Hood Dell for the coming summer concert season, which opens June 19. They are Marian Anderson, July 27; Dorothy Maynor, June 26; Dean Dixon, Anne Brown and Todd Duncan, all appearing July 17, when Dixon will conduct the Dell orchestra.

Booked for piano solos are Alec Templeton, Artur Schnabel, Rudolph Serkin, Zedel Skolovsky, and the team of Lubbock and Nemessoff.

MCA Exclusives On N. Y. Niteries

Music Corp. of America, which a year ago could claim only the Waldorf-Astoria and Roosevelt hotels as its only exclusive band accounts in New York, after having had the town sewn up for years, is forging back to its former pre-eminence on exclusive bookings. However, the agency's resurgence as far as exclusives are concerned is entirely in the direction of cafes, which have increased considerably the past six months as high-paying dates for name bands, in N. Y., and out.

In recent months, MCA has had opened to them as exclusive bookings the Copacabana, which has been closed since the cafe's start but is opening again next month with Xavier Cugat; the 400 Club, the new Carnival Room at the Capitol hotel, and probably the new room being realized at the Park Central hotel. Later is now being built; it will combine a cafe with the hotel's swimming pool, a novel idea for this country since its "floor shows" still probably consist of vaudeville ballets.

MCA still has the Waldorf and Roosevelt, of course, the latter on the strength of Guy Lombardo's hold on that spot.

Freddie Rich conducting 55-piece orchestra on his own score for Lewis Milestone's "A Walk in the Sun" at United Artists.

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 weeks each song has been in the listings and respective publishers.)

1. Run and Coca-Cola (10) (Feist).....	Andrews Sisters.....Decca
2. Accoutrements Positive (10) (Morris).....	Crosby-Andrews.....Decca
3. Don't Fence Me In (18) (Harcamont).....	Johnny Mercer.....Capitol
4. Little On Lonely Side (15) (Advanced).....	Crosby-Andrews.....Decca
5. My Dreams Getting Better (4) (Bantley).....	Frankie Carle.....Columbia
6. Saturday Night Is the Loneliest (7) (Bartlett).....	Bill Brown.....Columbia
7. Candy (2) (Feist).....	Frank Sinatra.....Columbia
8. I'm Beginning to See Light (8) (Grand).....	Dinah Shore.....Victor
9. More and More (4) (T. B. Marney).....	Pick Pines.....Capitol
10. I Dream of You (11) (Emboss).....	Harry James.....Columbia
	Duke Ellington.....Victor
	Tommy Dorsey.....Victor
	Perry Como.....Victor
	Tommy Dorsey.....Victor
	J. Dorsey.....Decca

Gumbe Recovering

Mose Gumbe, 68, and by virtue of his 50 years in the music business, easily the dean of the Pan-Alley, is recovering from a slight stroke suffered some weeks ago. He is resting at his Manhattan apartment, receiving visitors and getting around.

Gumbe has been specializing in reviving oldies and making them into new hits, as witness "As Time Goes By" and others which have been incorporated into WB films as themes, receiving visitors and getting around.

New Band Sparked

Chicago, March 20. Unique electronic orchestra is being rehearsed here which will go on the road under the direction of Bert Lyman, about May 1. Instrumentation (10) consists of three electric violins, invented by Lyman; electric cello, bass and piano and regular clarinet, two trumpets and a trombone.

Volume of instruments will be controlled by a special built switchboard operated by a special engineer. Idea of an electric orchestra was put together sometime ago by Lyman, but nothing was done about it commercially at that time.

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WILL BRADLEY	GUS LEVENE
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Soliloquy	Spring Fever

THANKS

To you ALL for your lovely CARDS, GOOD WISHES and SALUTES on my
78th Anniversary and 96th YEAR in this MUSIC GAME!

"Uncle" Will Rossiter

HEAR BING SING "AFTER A WHILE" THURSDAY

Karl Krueger, Detroit Symph Conductor, Asked To Baton London Orchest

Detroit, March 20.—Karl Krueger, director of the Detroit Symphony Orchestra, has been invited to conduct from 12 to 25 concerts with the London Philharmonic Orchestra. Invitation sounds a new chord in international music. Revelation of Krueger's invitation came with the dismissal of a \$7,500 breach of contract suit by Sir Thomas Beecham against the Detroit Symphony Society. Beecham filed suit in 1943 after a scheduled engagement as guest conductor with the symphony was canceled coincident with the hiring of Krueger to perform regularly.

There is some doubt whether Krueger can accept the London bid. Detroit Symph has been booked for four this summer of southern cities, Mexico and most likely South American cities. The orch's big sponsor, Henry Reichhold, chemical tycoon, has posted a prize of \$50,000 for a symphony of the Americas.

TOP HIT OF YESTERDAY GREAT POPULAR STANDARD TODAY

Lyric by ARTHUR FREED
Music by NACIO HEBB BROWN

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BILL GREEN'S, PITT, INTO NAME BANDS, TED WEEEMS

Pittsburgh, March 20.—Bill Green's Casino, Pittsburgh's dance spot, will resume a name-band policy late in May after a lapse of nearly two years. Ted Weems opened on May 18. It'll be the first time Weems has ever played a dance here. Green himself left last week for Bainbridge, Md., to take his boot legging in the navy. He's just six weeks out of being 38 and is the father of three children. For the duration, Casino will be operated by Max Sonnenfetter, Jr., looking after the publicity and advertising.

London's Jazz Concert

Troupe Set 1-Niters

Kiddie Cudino's Blue network jazz troupe hits the road next month for a series of one nighters starting at Phil's Academy of Music April 2. He plans to use his regular broadcasting stock company plus other local talents available. Club plays, Benishell auditorium, Hartford, and will do afternoon and evening stints in Symphony Hall, Boston, Sunday, April 15.

His managers, Johnny O'Connor and Ernie Anderson, also have lined up dates in Worcester, New Haven, Baltimore, Washington, Springfield, Providence and Albany with appearances in Chicago and New Orleans also a possibility this spring.

Upbeat

At Donahue band renewed for four weeks at the Aragon Ballroom, Ocean Park, Cal.

Phil Ohman orchestra followed Ivan Scott into Ciro's, Los Angeles.

Lee Kellou and WJAB, Pittsburgh, staff orch will open 1945 dance season at Kenwood Park, Pitt., on April 21.

Bob Wells orchestra booked for six weekends at Casino Gardens, Los Angeles, starting March 31.

The Calhamsa cowboy band, signed for "Springtime in Texas" at Moorhousin.

Kurie Madrigal band inked for film chores in "Rendezvous in Rio" at Columbia.

Chick Floyd orchestra moves into the Town House, Los Angeles, in April.

Jerry Bowen fronting his own band at Topo's, Northgate, Los Angeles.

Spacie Conley doubling as an actor while leading his band in two films at Columbia.

Tony Pastor band booked for June 12 at Mission Beach ballroom, San Diego, following Frankie Clarke.

Nick Stark's orchestra booked underlining Hotel El Rancho, Las Vegas, Nev.

Huggy Johnson band booked into Back Stage, San Francisco, indefinitely.

Xavier Cugat orchestra to be featured in "Holiday in Mexico" at Metro.

10 Best Sheet Sellers

(Week Ending, March 19)
DREAMS Getting Better, Santly Saturday Night Barton
I'm Beginning See Light, Wenar Little On Lonely Side, Adoration Acunetia Positive Morris
Sweet Dreams Remick
Meet Me In St. Louis Harns
Don't Fence Me In Harns
Run and Coca-Cola Feist
Candy Feist

HARRY COHN (COL) YENS OWN MUSIC PUB. CO.

Harry Cohn, prez of Columbia Pictures, and himself a renowned song-plugger, will have referred to a music-publishing company, or affiliate with one. Cohn, in his earlier years, was a plugger for the now defunct Waterson, Berlin & Snyder music house, and his longtime friendship with the late Max Winslow and Irving Berlin gave Berlin, just as in the Col. musical scores. In later years, however, Shapiro-Bernstein, Newell, T. B. Harms and C. L. have published the Col. pix tunes.

Cohn is said to have sounded out a number of topflight professional men with a similar plan to set them up in business, but no snap.

Goodman to Follow

Ellington at 400, N. Y.

Benney Goodman's orchestra is set to follow Duke Ellington's into the 400 Club, N. Y., around the end of April. It was the spot which has proved well into the spring, with negotiations going on for talent to follow Goodman. Latter's price, \$15,000 weekly guarantee, plus the first \$8,000 in covers and a 50-50 split thereafter.

Incidentally, Ellington's salary arrangements for the 400 were misprinted in last week's "Variety." He's getting a \$3,500 weekly guarantee, plus the next \$2,500 in covers, with the next \$500 worth going to the house, then a 50-50 split thereafter. Ellington will open April 4, while Dorsey closes March 28. Frankie Hawkins' orchestra has been signed for the intervening time.

Army camp entertainment funds must be growing to considerable proportions. Camp Bradford, Va., last week made an offer of \$5,000 for a one-nighter by Benney Goodman's orchestra. No decision yet.

Camps in various parts of the country frequently offer \$1,000 and more nightly for big name bands, sometimes throwing transportation in, but Bradford's NG for B. G. is the tops.

Ben Rolfe Back in N. Y.

B. A. (Ben) Rolfe, the veteran bandleader, is back in New York after two years of bawling at Long Beach, Cal., where he averaged 300 concerts annually for men in uniform, not counting Saturday night dances. Rolfe's plans are not set and while radio may again hear the musician, he is eyeing television.

Rolfe dropped 80 pounds, now weighing in at 240, and he ditched the cove that was necessary for many years. He pioneered in vaudeville production with Jesse L. Lasky and also in silent films for Metro.

Ray Gilbert dubbed "Destino" and "Blame It on the Samba" for the Walt Disney cartoon feature, "Carnival."

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, March 12-18, from 8 a. m. to 1 a. m. List represents the first approximately 55 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 WEA, 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

Accentuate the Positive—"Three Coins the Waves"	Morris
After Whistle	Starlight
A Little On the Lonely Side	Advanced
All Of My Life	Berlin
Always—"Christmas Holiday"	Berlin
Candy	Feist
Close As Pages In a Book—"Central Park"	Williamson
Confession	Bourne
Evilva—"Blossom Girl"	Crawford
Every Time We Say Goodbye—"Seven Lively Arts"	Chappell
I'm Beginning to See the Light	Grand
I Should Care—"Thrill of a Romance"	Dorsey
I Walked In—"Nob Hill"	Miller
Just a Prayer Away	Shapiro
Magic Is the Moonlight—"Bathing Beauty"	Meloyne
More and More—"Can't Help Singing"	T. B. Harms
My Dreams Are Getting Better	Sanly
My Heart Sings—"I Anchors Aweigh"	Leeds
Saturday Night Is the Loneliest Night	Barton
Sweet Dreams Sweetheart—"Hollywood Canteen"	Remick
Sweetheart of All My Dreams	Shapiro
This Heart of Mine—"Ziegfeld Follies"	Triangle
Too Ra Loo Ra Loo Ra—"Going My Way"	Burke
Waiting	BMI
You Belong to My Heart—"3 Caballeros"	Harris

* Legit musical.

Phil Spitalnik's "Hour of Charm" orchestra booked for a concert at Syria Mosque, Pittsburgh, April 10, under auspices of Begie Concert Bureau.

Jessie Regal, Pittsburgh band and radio singer, has left for New Orleans to join Clyde Lucas' orch as featured vocalist.

Another JOHNNY MERCER HIT! (WORDS AND MUSIC)

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THE PIED PIPERS
(CAPITOL)
FRANK SINATRA
(COLUMBIA)
LEE CASTLE
(MUSICRAFT)
THE THREE SUNS
(MAJESTIC)

Music Notes

Chick Riesner and Jack Kenney collaborated on a new tune, "Easy on the Eyes."

Adolph Deutsch pinch-hitting for Boris Morris as music lecturer at University of Southern California.

George Bauman appointed musical director on "Alibi" and "Coccollo in Hollywood" at Metro.

Ralph S. Peer's Southern Music Co. is publishing an ancient Peruvian folk song, "Balsa Serenade."

Jose Hurbi on a one-month contract

tour of West Coast cities, handled by Martin Wagner for the William Morris office.

Jimmy McHugh and Harold Adamson completed songs and score for Eddie Cantor's "Calico Kid" at RKO.

Kurt Weill and Ira Gershwin turned in the score for "Where Do We Go From Here?" at 20th-Fox.

Alexander Tausman, French composer doing the score for Constance Bennett's "Paris—Underground."

June Carroll and Sanford Glenn

British Best Sheet Sellers

(Week Ending Feb. 22)

London, Feb. 22
Ever Come Ireland...Cloverleaf
Trolley Song...Sun
Chocolate Soldier U.S.A...Dash
Together...Connelly
Irish Lullaby...Chappell
Shine Harvest Moon...F. D. & H.
Tune Wait No One...Feldman
Some Other Time...Chappell
Little Fond Affection...Dash
Tico-Tico...Latin-America

clefited tunes for "The Man From Oklahoma" at Republic.

David Snell assisted by musical director on "Dangerous Partners" at Metro.

Sophie Tucker

Continued from page 1

homey sentiment, a deep affection for Hartford (Conn.) home-ties, particularly her mother, against a shrewd appraisal of amusement values. Sophie Tucker traces 30 years of show biz history. From amateur night and throw-money into a \$25 and \$50 "route" under agent Joe Woods' direction, to the heights of a Command Performance at London's Palladium, is quite a saga. From burlesque to the Zigfield. Followed from blackface to the Mary Garden of Ragtime" (as Jack Laiz labelled her); from the "Queen of Jazz" to the "Last of the Red Hot Mammies"; from ensembles by Chi's Ashton Stevens to London's D'Oyly Carte spells it Human Swafford, of the London Daily Express, is quite a contrast.

Miss Tucker doesn't mention what Sunf used to say about her in "Variety" but she writes affectionately of Sine and The Boss (William Morris, Sr.), as she does about Junior (Bill Morris) and Abe Lastfogel, who apparently was and is her guiding light. She's the oldest act in the Morris office, having paid her apprenticeship for 25 years or more, with only a sabbatical when she got banderaz and figured MCA could back her with a jazz combo, but that was a mistake. It was as much a mistake as when the Warners put her into "Honky Tonk" in 1929. She clicked later in pictures, but never reemerging.

The book is real, earthy, honest. Soph takes pride in herself, her work and her profession. She espouses causes like the abusive American Federation of Actors, benefits that frequently wind up being phoney, etc. She loves Lastfogel and Jack Yellen, her fave songsmith, to whom the book is dedicated, almost as ardently as she did Louis T. (where she got the Tucker), Frank Westphal and Al Lackey. She quotes Ben Bernie's crack about her as placed love and withal tells all in a frank, open Sophie Tucker manner. Her ardent Jewishness is honest and inspirational.

Her cavalcade of names reads like a Who's who out of Burke's Peerage and the Ellis Island steerage, with a very imposing array of Equity, NYA, Hollywood and Cole d'au names in between. How she clashed with the temperamental Nora Bayes; how she had dreams for her son Bert; how she worried about and caparisoned her non-blood relations; how she wrote Hitler a scolding letter for barring "Yiddish Mamma" from Vienna and Berlin, where her recordings were bestsellers ("and to this day I never got an answer," she adds); how Laiz, when he was midwest pa, for the Morris office, three-sheeted her—all this is a never-dull saga. Soph, a legend within her own time, puts the conqueror on it in "Some of These Days." Abel.

Ray Seely, in Folsom prison, clefied "Don't Be Tellin' Me Your Troubles" for Columbia's "Rhythm Round-Up."

OUR CURRENT CATALOGUE

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By STONEY JAY and MARKER

A RHYTHM MORALE "LIFTER"

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A Novelty Jump

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PAT BALLARD'S JEWELRY BIZ, IN BETWEEN SONGS

Pat Ballard, songwriter, is commuting between Broadway and Tyne, Pa., where he supervises the F. C. Ballard Jewelry Co., which his late father founded in 1886. His father died two weeks ago at 71, hence the songwriter's concern with family business.

Another music man, Fred Waring, sails from the same home town.

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Scarcity of Acts Seen Alleviated This Summer by Units Now in Works

Vaude bookers' headaches will be eased considerably during the summer with the formation of a comparatively large number of units, some of which are being built around names.

Nita T. Granlund, longtime figure at the Florentine Gardens, Hollywood, will spend an eight-week vacation heading his own layout. Unit is expected to appear in June with a price tag of \$7,500 and is being submitted by Miles Ingals.

A film name unit is also being

formed with Jimmy Starr, movie columnist for the L. A. Herald-Express, heading a package of picture people. Unit will be made up along the lines of the former Louella Parsons layouts and will also be peddled at \$7,500 and overages.

Ingals also plans a new edition of Earl Carroll's "Vantilles" to hit the vaudefronts in July or August. This package will replace the current edition which will disband after playing the Golden Gate, San Fran-

cisco two weeks starting May 8. Current show has been out since early October.

Already in the works is the package surrounding the Ink Spots which starts its first date of a 15-week tour at the Paradise theatre, Detroit, March 30. Layout includes Cootie Williams orch, Ella Fitzgerald, Koko and Pops (child of former Moke & Pops team) and Slim Thomas. It's retailing at \$11,000 plus percentage.

Other units on the way include Arthur Lake, Al Trace band and Playsee Dancers, being submitted at \$12,500, and a pair of units being worked on by Wally Wanger, producer at the Latin Quarter, N. Y.

RCA-Victor has scheduled a series of jazz albums, first release set for next month.

Carol Bruce, Sebastian Into Waldorf, N.Y., Apr. 2

Carol Bruce and John Sebastian go into the Wedgwood Room of the Hotel Waldorf-Astoria April 2. This is the spot originally set for Edgar Bergen, who originally agreed to play on an old option. However, Bergen has postponed his trip east indefinitely.

KIDS ADMITTED TO DEL. SPOTS IF BARS CLOSE

Detroit, March 20. Common Council has approved an ordinance permitting teenagers to dance in bar-equipped places and private clubs providing the bars are shut down while the minors are there. Clubs must meet police requirements and can admit minors only 17 years of age or older. New ordinance opens the way for the local spots to run mature shows with soft drinks served or night shows one day a week under the same conditions.

Det. Latin Quarter To Fold, No Air Condit

Lon Walters will close his Detroit Latin Quarter, June 15. Move was made after Arthur Rozen, the nitery's manager, was named receiver for the corporation by a Detroit court in a move to permit by-passing of some of the present tie-ups.

Walters declared the reason for the shuttering to be lack of air conditioning in the spot.

Slapsie Maxie's, H'wood Eying Ice Show Policy

Sammy Lewis, operator of Slapsie Maxie's, Hollywood, is eyeing ice shows for his spot, to open in June. Present plans call for purchase of a freighting unit. Spot's regulars, Ben Blue, Ben Leary and Patti Moore would be added starters.

Currently, Lewis is working on a new show to start April 8. Shirley Dennis only one signed so far.

Max Vice Hal Halperin

Chicago, March 20. Max Halperin has been appointed a member of the executive committee of the Amusement & Recreation Division of the Chicago Commission on National Defense, filling the office formerly held by the late Hal Halperin, his brother. Other members of the committee are John Balaban, Jack Kirsch and Edwin Silverman.

Halperin continues as head of the Theatre Authority office here.

Bert Wheeler Into Vaude

Bert Wheeler, with a new set of stogees, is being signed for vaude dates. He's inked for the RKO houses in Columbus and Cleveland starting April 27.

Wheeler bowed out of the Latin Quarter, Chicago, last week because act with Fred Keatinge wasn't ready for the big time. Artic Rice and a femme will be the replacements.

Gloria Jean will play the RKO house simultaneously with Wheeler.

SAM TISEMAN TO SINGER

Sam Tishman, whose connection at Music Corp. of America theatre department terminated last week, has joined the Johnny Singer office.

He previously worked with the David Small office.

Mex-Made Pix

Continued from page 3
perience, and may be repeated with others if found okay.

"Variety" lauded both pictures in its reviews last year. In issue of Sept. 27, "Variety" said of "Maria Candelaria": "Judged by standards below the Rio Grande, this is probably of upper-bracket calibre—artistic to a degree." Review also praised most of the performances.

In issue of May 5, "Variety" wrote of "El Penon de Las Arinas" ("Rock of Souls"): "Reveals the great strides which Mexican production has made within the past few years. A Latin version of 'Romeo and Juliet'—Maria Felix, a new star, gives an exceptionally good

Andrews Sis' Air Show May Play N.Y. Par At \$80,000 for 4 Weeks

Hollywood, March 20. Andrews Sisters air show, "Eight to the Bar," may play the New York Paramount for this summer for four weeks at a total price of \$80,000. Deal is still being negotiated, and if it goes through calls for a stage production with a western atmosphere, including costumes, etc.

Cast would include George "Gaby" Hayes, Dewey "Pigmeat" Marsh and Marvin Miller, announcer.

Peabody, Memphis, Holds Table For 10 Pilots

Memphis, March 20. Management of Skyway at Hotel Peabody has a reservation from five Memphis soldiers, now German prisoners-of-war, for a table for 10 to celebrate their return to U.S.

Mailed Dec. 10, 1944, letter bore signature of Lieut. Wm. T. Chearing, Jr., and was also signed by Warren H. Berry, Andrew J. Krebs, Donald E. Elder and Fred M. Bronson, all of Memphis.

Naturally, Col. Frank R. Schult, gen. mgr. of hotel, replied in the affirmatives and advised the pilots. Now he's wondering how they'll like it when the Skyway folds up on 'em at midnight!

AGVA Backs Chorines In Dismissal Complaint

Anton Scialoja and Johnny Singer settled a \$375 salary claim at American Guild of Variety Artists last week to cover salaries due three line girls of their current Hawaiian Paradise unit, who claimed they had been dismissed without notice.

Salts filed complaint against producers with AGVA and arbitrators found in favor of the chorines.

Saranac Lake

By Happy Benay
Saranac, N. Y., March 20. Katherine Wolf shot in New York for rest routine and checkup at the Rogers.

Det. Passino, who used to stage the show at Hotel Saranac, is now custodian at the Williams Morris Camp Internment.

Eleanor Dawn and Muriel Shovel received their go-home papers last week.

Sig Mealy mastered recent operation and flashing good reports.

Eddie Leonard, Jr., son of the late minstrel, is Lake Placid district chairman of the Red Cross.

Tottie Emerson cheered up plenty by surprise visit from her father last week.

Write to those who are ill.

Jane Pickens to Versailles

Jane Pickens has been signed for the Versailles, N. Y., to succeed Kitty Carlisle.

She'll open sometime in May.

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And His Orchestra

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NEW YORK POST, Saturday, March 17, 1945

The Variety Stage

Lopez' Tunnel to the Bank—

By Paul Doole

Broadwayites enjoy razzing Vincent Lopez. Barry Gray, WOR disc jockey, for example, says, "That guy Lopez has a tunnel from the Taft Hotel to his bank, and he's wearing it out carrying so much money through each week." Lopez, who is being held a third week at Loew's State (a record), has been a name handkerchief for more than 20 years (another record). A lot of people wonder how he does it. Lopez's answer is: "First, they said I was stuck up; then they said I was egotistical; then I was supposed to be nuts because I wrote prophecies of world events. But I've made money, and I've got all the work I can handle!"

At the State you will find Lopez sitting majestically at the piano, clad in tails, and threatening to play "Nola" any minute. Sheila Barrett, the comedienne, is not awed. She calls him "the

Fascinate Penguin" and taunts him with "When are you getting off the wedding cake?" Lopez is proud of his band; it includes some great swing musicians and it can kick off some terrific jump tunes. When Lopez catches a musician blowing a cliniker, he doesn't yell at him like certain vulgar bandleaders. Lopez just looks at the musician, who then cries out, "Don't give me that! I won't do it again!" Lopez denies the rumors that he lacks a sense of humor. "I'm serious and I've got a dead pan, but I can enjoy a joke without showing it," he pleads. "Last night I went to the St. Regis with some out-of-town friends and they asked me to point out the celebrities. I did, and mentioned any name that came to mind. And they never knew I was kidding!" He's a card, that Lopez!

THANKS TO

MARVIN SCHENK

JESSE KAYE

ED DOUGLAS

and others who have made our stay a pleasant one. Also grateful appreciation to:

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P.S. Also thanks to picture "Meet Me in St. Louis."



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—Frank Starkey, Downbeat

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WEEK OF MARCH 28

whether full or split week.

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Fun	W & J Brown (20-22)	Tommy Dorsey Ofo	Lo Ruma
ELAND	Louie Prima Ore	Nonnie Low Wma	Thelma Ca
		Ruddy Rich	Mervyn Ne

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<p>Walder</p>	<p>Dolores King Jerry Lewis Bert Rasley</p>	<p>Toto & The Ari Wano Mente</p>
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a return en-
starting May
Basic band

and Berry Bros.
Film will be "Diamond

The new rumor best- seller!



"One of the funniest books in years!"

—WALTER WINCHELL

"Lusty, gusty reading."

—VARIETY

"Pages and pages of sheer type!"

—EARL WILSON

"Hilarious reading."

—LOUIS SOBOL

"....."

—TIMES BOOK REVIEW

"The curfew may mark the end of an era. And it is time to take a backward glance, a nostalgic glimpse down memory lane."

—STERLING NORTH

EARL WILSON'S

Am Gazing
Into My 8-Ball

At your bookseller's, \$2.00 DOUBLEDAY, DORAN

Movie Lot to Beachhead

The War Activities Committee of the Motion Picture Industry may get behind the forthcoming Doubleday-Doran publication, "Movie Lot to Beachhead" (The Motion Picture Industry to War and Progress for the Future), as compiled by the editors of Look and slated for April 12 publication at \$3.50.

Another showbiz book, "There Goes an Actor," is the posthumous biography of Alexander Grammont who died suddenly last week. He was featured in "A Bell for Adano" on Broadway. H. Allen Smith's "Dearest Island Dearest," a humor anthology, is due June 21, and Gertrude Lawrence's "A Star Danced," also on June 21, is another from the same house.

Rudy Eile's Assignment

Rudy Eile, Jr. of the Boston Herald and "Variety" mugg in that town has a six months' special routing assignment from his paper to cover the Pacific war theatre as a naval war correspondent.

He'll be attached to Admiral Nimitz and will go to advance bases, etc.

Ernest Lehman's Reformation

Ernest Lehman, erstwhile Broadway p.a., who left the Siam in 1942 to become a crack radio operator for American Airlines, has been trying his hand at fiction in his spare time. Result: 15 short story clicks with Collier's and Liberty in the past year. Lehman comes up shortly with a triple killing—with fiction pieces in the March 31 and April 7 Collier's, and the April 15 Liberty. The first named, called "The Sound of Applause," takes a few pecks at a place called Hollywood. Last named darts to call itself "The Decline and Fall of the Roman Empire."

Tregaskis' Film Bid

Richard Tregaskis, war correspondent, whose first novel, "Stronger Than Fear," is skedded for summer publication by Random House, is reported to receive several figure bids for film rights, with one Hollywood outfit fighting in extra money way of an offer to hire him as technical adviser for the screening. Theme of the book is two-minute flashback of an American G.I. on entire life just before his death on the German battlefield. Tregaskis' deal being handled by Annie Laurie Williams.

Swank, Men's Day

Swank, described as "modern magazine for men," is dated to have initial issue on the stands April 13, at 25 cents per copy. Because of the paper situation it will come out quarterly. Charles Lane Markmann is editor, while Will Greenham of Theatres Arts, will conduct the articles in the first issue will be "Acting Is a Job," by Rudolph J. Watson, who was given an honorable discharge from the Army recently.

Joe Pulitzer's Pension Plan

At the Jefferson hotel, St. Louis, a dinner is to be given in honor of the 40th birthday of Joseph Pulitzer, publisher of the Post "Dispatch" founded by his father, who later, established the morning and afternoon World (now defunct) in New York. He will announce that the PD will take a gratuity pension system for all staff's employees. The fund will amount to \$4,000,000, Pulitzer to pay \$400,000 annually for 10 years to reach that goal. Those who have been with the paper for 18 or more years are entitled to retirement with pay under the terms of the pension.

Miami Herald's Eyebrow-Lifter

Apparent laxity on ad copywriter's part caused Miami Herald to raise eyebrows last week at ad in Miami Herald. Female Postions Wanted column. Ad read: "Wanted for the Yankee dollar, apartment house to manage for summer." Contents of the rest of the "Rum and Coca-Cola" ad must have passed by a sleepy copywriter, but it made a few other readers sit up.

Via Wagner Pic Ed

For more than a year Pic mag has been without an editor, authority in the field shared by three associate editors, Horace Con, Carlton Brown and Millicent Anne Barr. Last week may get an editor to head staff. He is Victor H. Wagner, for 16 years a newspaperman in Minneapolis, one-

time news editor of the Tribune here, and the same paper's Sunday editor. Con and Barr stay on as associate editors. Brown becomes contributing editor and will do a column on popular music. Wagner isn't talking about editorial plans and shake-ups, but hint is there will be important steps in both directions after he's caught his wind.

CHATTER

Bennett Cerf back from Florida vacation. Brown becoming contributing editor and will do a column on popular music. Wagner isn't talking about editorial plans and shake-ups, but hint is there will be important steps in both directions after he's caught his wind.

Maxwell Fox, former U.S.-Camp Shows publicity head, joins Time magazine as executive editor.

Jack Goodman, ad mgr., and Al Gilbert Leventhal, sales director, elected vicepres of Simon & Schuster, Inc.

Macfadden Publications has upped S. O. "Shap" Shapiro to v.p. He'll circulate director for all eight Macfadden mags.

Don Gillette, head of Warner's tradepaper publicity in N. Y., has scripted a story for the April issue of Esquire. It's titled, "Prince of Pictorial."

H. Allen Smith is sending announcements to friends about his new home bought in Kipsico, N. Y.—attaching a map showing the way to Bucks County, Pa.

"Going to the Sun," the picture that established an all-time record for winning six Oscars, will be released by Crown April 23, as part of the book, "Best Film Plays 1934-1945," edited by John Gassner and Dudley Nichols "Wilson," which won two of the remaining top awards, also in the book.

Plays on B'way

Continued from page 52

The Deep Mrs. Sykes
Suspicious woman, but insufficient interest is engendered in the lady and no one really cares. It's certainly no Zerk's finest work. Comedy of manners, the play is static and talks. The several thin lines—and a few are good—are weakly sustained.

A two-acter, the play takes one full act to set the story, which simulates a wife suspecting her husband's fidelity because she thinks he has sent flowers to a woman picnic. Second act has a little more interest, as the mystery of the flower-recipient is cleared up and the romantic setup given a new twist.

Hardly justified to make a play. Directed by the author doesn't help either. People stand around constantly, loosely; there are long waits. A few over-long speeches, like Dean Davis's second-act tirade, also are wearying.

Saving grace of the play is the acting, although Eleanor Farrington's sets are among the smartest of the season. Second act is fine as the misjudged husband, his wife and his son being the high spot of the play. Catherine Williams is good as the stuffy wife. Miss Dixon overdramatizes the part of the Barman, Rommer, who is drunk. Supporting cast, including Margaret Hamilton, Rommer, and Katharine Anderson, is satisfactory.

—Bron.

Happily Ever After

Directing eleven plays, the Broadway reputation of three-acter (one-acter) by Donald Khouri, is "Happily Ever After," staged by the New York Theatre Guild at Baltimore, N. C. 45.

Charles Darrow... Parker Pennington...
Sam Davis... George C. Scott...
Paul Kelly... George C. Scott...
John Jones... George C. Scott...
Bibi Chase... Warren Duncan...
Bibi Chase... Warren Duncan...
Rebekah Johnson... Barry MacLean...
Daisy... William C. Taylor...
Elizabeth... Nicholas Ross...
Lili... Maria Bar...
Lili... Maria Bar...

This is comedy with a real belly laugh and enough assorted gags for any better-than-average show, yet first nighters thumbed their noses at it when moderate new grosses have little time. "Happily Ever After," seems doomed to a short stay.

Analysis of what may be the matter with the show is that Gene Lockhart back from the Coast makes up their now, and that there is of direction or the inability of the stager to have his principal players perform in the vein intended by the authors. Baltimore Sun critic Donald Khouri, who says "The Varieties" mugg of able, too, that those two guys couldn't make up their minds to do a play that had a force or a comedy tempo, faster than the latter.

—Johns. Is a, Maryland Gretna

Green, where one Homer Whitson, former medicine show and carnival man, has become known as the champion marrying person, with his right to hitch couples being established just before he gets the job. It is a mid-narrated fellow, Homer, the least like any yelkman on record. Perhaps the conception of the part is faulty.

Decorative living room is decorated with cupid. There are a number of many infants, his 8,000 narrative, however, is torn up some 20,000 kids. An alcove contains a suit and behind it there are three small drops, one of scene of the Pinks, for Homer believes in showmanship.

Along come Alex Dixon of the Associated Press and a girl photographer, Eleanor Farrington, to get a story on the famous marrying person. They get an exposure right before the show, some 20,000 kids. When they learn the kind of gentle soul Homer is, Young crusading attorney wants to run Homer out of town, especially when it's reported the person was married. Lawyer claims that all the marriages were illegal but he's somewhat embarrassed upon being told that Homer tied the knot for his own father and mother.

A newswell outfit has arranged for a newspaper waiting and brings along its own couple of married dancers, so tired they cannot keep up with the music. They discuss the couple, who hooped for 30 days, jump to music and do their stuff. When the music stops, they stop, they stop to the floor. It's a novel especially to those who recall the ludicrous dance marathon conducted by the couple at the Pyle at Madison Square Garden and elsewhere some years ago.

Lockhart, who on wedlock is written and emoted with sincere sentiment, which may not belong in a farcical play, but it's hard to take. Kathleen Lockhart, as his wife, is a good actress, very excellent. So is Parker Fennelly as the perennial witness to the marriages. Ward Douglas and Margaret Hamilton are okay as the reporters, Barry MacLean as the photographer, and Duke Cooper, his plump bride, is amusing. Herbert Heyes, an eccentric guy who makes vitamin pills for "Home" patients, and dancing wine is a breezy character. —Bron.

Legit Follow-Up

"THE VOICE OF THE TURTLE"

One of the amazing anomalies of this legit generation continues to be the fact that the play "The Voice of the Turtle," by Marcel Maréchal, is presenting at the Morocco theatre.

Right now, two of the three originals in the cast are absent. Betty Field replaced by Margaret Sullivan recently in the Sally Midgett and Harvey Stephens substitutes for Billie Holiday while the latter has a couple of weeks off to doctor his voice, which is whining, creating, "A Place of Our Own," now in the provinces. Audrey Christie, who plays the female Hamlet, is not dead, but has taken a holiday, continuing to be the show's main attraction.

Miss Field has many of the wistful qualities that put Miss Sullivan over the original part, and she also has considerable of an individualistic interpretation of a role that is refreshing and repels with the charm called for by the character. Stephens is occasionally wavering, but that may be because he has had too little time to master the role, at rate, there are several numbers that are called for by the script that fail to become genuine in his hands. The same time does he allow the part to escape him.

At that, it remains for John Van Druten's staging with its fine little touches and the use of the music—to achieve the show's stellar billing. —Kahn.

Plays Out of Town

Continued from page 52

carries appeal, and story is unfolded via the capable ministrations of a competent cast. Edward Nugent is completely at home in a very sympathetic and sensitive role. Frances Reid adds a pleasing personality to acting skill as Sally. Dennee Carter and Charles and Edna are as comedy friends of the family as the family itself. But the play gives a reading of the embittered grandmother, and Donald Devlin scores with his play. The play's trouping is one of the bright spots to come out of "Widow" and one of its overall fate. Balance of size able cost offers satisfactory bits.

Disruption in emphasis of appealing sequences with good result in falling lead property into the hands of the show. Bud, coming out of delirium, is supposed to come out of the show. A portrait. As staged at opening, some had a play thing to get an attractive jungle living room set at used. —Bron.

Everyone is raving about the star of
STAGE, SCREEN, RADIO, CONCERT and SUPPER CLUBS
the ingenious

LIBERACE

LIBER-AH-CHEE

"Liberace, a most amazing illusionist works magic with a piano stretching wide the walls until it seems truly like Carnegie Hall."

—GEORGE W. CLARK, *Boston Daily Record*

"Steinway experts like Liberace can't be described in cold newsprint, he's got to be seen and heard to be appreciated."

—DANIEL RICHMAN, *New York Post*

"Liberace's performance is the most unusual presentation of humorous and serious improvisations and impressions of the world's greatest piano virtuosi."

—VIRGINIA FORBES, *New York Sun*

"The concert hall patrons had the time of their lives when Liberace played. His playing of the classics was awe inspiring and his demonstration of Boogie Woogie was magnificent as well as instructive."

—EDWARD P. HALLIN, *The Milwaukee Sentinel*

"One of the smartest attractions to play for diversion-seekers around these parts."

—DICK FORTUNE, *Pittsburgh Press*

"Liberace whose program ranges from the extremist loughair to the woogiest boogie, is the envy of all who ever took a piano lesson."

—CEDRIC ADAMS, *Minneapolis Star Journal*

"Liberace gives a remarkable demonstration of virtuosity; his program possesses a distinct element of comedy in addition to amazing digital dexterity."

—MORGAN S. POWELL, *Montreal Daily Star*

"His ability to orient his art and himself to any audience is truly remarkable."

—ISABELLE EVANS, *Buffalo Courier Express*

"Liberace's playing together with his superb showmanship win him plenty of applause. He's been a terrific hit here."

—HERSCHELL HART, *The Detroit News*

"If comparisons are to be drawn, Liberace has the Virtuosity of Horowitz, the Wit of Templeton, the Showmanship of Brissan and the appeal of Sinatra."

—DICK JONES, *The Mutual Network*

CURRENTLY *Starring*
IN THE OVAL ROOM OF THE
COPLEY PLAZA, BOSTON



NEXT SEASON

CARNEGIE HALL

LIBERACE uses the STEINWAY PIANO exclusively

Returning for the Fifth time to Star
MOUNT ROYAL'S NORMANDIE ROOF MONTREAL
ON APRIL 9th

PERSONAL MANAGER: **W. PATRICK BURKHARDT**

MCA Artists, Ltd.

AFFILIATE OF
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745 FIFTH AVENUE, NEW YORK

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PRICE 25 CENTS

THE NEW YORK TIMES

Alcoholics Anonymous Doing Great Job in Its New Times Sq. Clubhouse

Alcoholics Anonymous has come to Broadway. The organization that has helped lift 12,000 drunks onto the waterway, many of them straight from the gutter, is now established in a new clubhouse on West 41st street, a few minutes from Times Sq.

It's the old Knox Memorial, Collegiate Chapel, Reformed Church of America. Inside, church pews are lined up, and the Christ looks out over the audience benevolently from a stained glass window. But here the church similarly ends. Men and women sit around, waiting for the services to open, smoking. You look around, and see faces of people you know—some of them famous people, some of whom have been on Broadway, in the amusement world in general, for years.

The reporter's training organs take notes, but you discard that notion, knowing that you must respect their anonymity. Here is a great success. If you sit as much as hint at the play in which she has been

(Continued on page 19)

Influence of GIs Around The World Creating New Markets for Yank Music

Major music publishers are already seeing concrete evidence that a world-wide market will be available to the U. S. music industry power. For some time now there have been repeated predictions that the impression made by musically-tinged American GIs on foreign populations would result in a vast foreign market after peace for U. S. music bands, and other entertainment. As far as the music part of it is concerned, music publishers are materializing. They have had numerous indications lately.

Many publishers in the past few months have been repeatedly approached by foreign music firms and individuals not heretofore connected with the music business for use.

(Continued on page 19)

Connie Wants to Refute Sister Joan on Her Age

A revival of another feud among the thespians, Bette Davis, stemmed from Earl Wilson's broadcast Sunday over WOR-Mutual, when she was his guest. Bette, 34, then 35, Miss Bennett observed, "You know, I started as the younger sister of the Bennett's and my does (Barbara and Constance), whom I've been knocking off their heads for so much that I'm becoming the older sister."

Connie, who is doing a pie comeback, heatedly got her agent to book a game guest-host (it's a uniform of \$1000 fee, by the way) and she does her stuff on Wilson's program May 8 "in order to reply."

Tilly Losch Yens B'way In Song-Dance Legit

Tilly Losch (in private life Lady Berners) is planning to return to the Broadway stage soon. Well-known dancer has in mind a combination song and dance production, which she will organize and produce. Hopes to have plans in shape by late spring, when production skidded for next season.

Dancer last appeared as guest with Ballet Theatre in New York in 1941.

Mardi Gras Hopes Skid in Frisco

San Francisco, March 27. Headaches galore loom for worried night club and entertainment industry here as April 25, opening date of United Nations Security Conference, draws nearer with many sizing problems still unresolved. Nightly and restaurant operators' hopes of super-bonanza business are fading as OPA to date has made no general increase of ration point allowances for food and Byrnes' midnight curfew stays emphatically clamped on.

One spokesman for major hotels expressed hope for favorable OPA action declaring, "If we don't get more points we're sunk; we're running short right now."

Canvases of night spots revealed no plans for expansion of floor shows or booking of additional entertainment.

(Continued on page 23)

B-29 Raids Seen Ruining Nip Radio's Yen Intake

Washington, March 27. Effective April 1, the license fee for use of a radio receiver in Japan more than doubles. For the past 10 years, the Nips have been charged three yen for six months of listening and five yen for a full year's license.

New rates will be six yen and 50 sen for six months and 12 yen for a year.

Japs recently announced that bombed-out people need not pay the listening fee for six months. It is believed here that the recent great increase of bombed-out Sons of Heaven has cut a deep swath in U. S. income of Japanese Corp., of Japan, the government monopoly there.

Nip officials, however, are claiming the charge is for "improved service," a phony since the service is getting worse.

MARY N. PRUD. AFTER 10 YEARS

A \$10,000,000 stockpile of shelved story properties, gathering dust in Hollywood for the past 10 years or longer, is yielding big returns to film producers who have been culling important material from the literary backlog. In many instances, producers are coming up with pay-dirt, with result that others are following lead. "I've been digging deeply into the studio vaults which contain material which has been overlooked."

Pandro Berman, according to intimates, dug around nine of his last 11 picture stories out of the stockpile of dusty manuscripts on the Metro lot. Among them were "Hooky Toak," "Marriage by a Private Affair" and "National Velvet," the latter now looming as the second largest grosser for Metro this year, next in line to "Meet Me in St. Louis" which looks like \$50,000,000 or better domestic.

Another old script, currently being

(Continued on page 2)

N. Y. Hangover On Curfewless

The BYRNEs-to-LaGuardia-to-BYRNEs snafu on the curfew has all of New York dizzy. It's the cheapest hangover this side of the real thing. Mayor LaGuardia's "hour of tolerance," meaning the extension until 1 a.m., means nothing now. None of the reputable spots is taking advantage of it, and only the Greenwich Village, Brooklyn, QUEENS and fringe-of-Times Square bars are pushing that extra hour. But as was inevitable, taking advantage of an additional hour of business has caused a rash of OPA violations of food and liquor, so they're in trouble all over again.

Meanwhile, "Variety" is in receipt of many communications, all of like nature. A typical distributer is the following: "If we uncanceled night-entertainers are to judge by the March 7 issue of 'Variety,' you hapless New York."

(Continued on page 48)

Joe Goebbels Slept Here

By Major Barney Oldfield

In Germany, March 10. Although I bummed around Hollywood a lot of years, got chummy with a lot of films big and small, I had to come all the way over here to a country where I've Rhine-land to sleep in a film magazine's bed.

The town was Rhine-land, on the side of the river. It was sorta proud until recently that one of the Reich's "great" men was born here.

(Continued on page 30)

Schnoz, Danny Kaye Wow FDR On 'Night Out' at Correspondents' Dinner

BY GEORGE ROSEN

How to Lie on Income Tax a Puzzle to Many

With the Treasury Dept. checkup on blacklists in Miami and other resorts, the people who live on tips are starting to worry. That goes particularly for headwaiters and captains, said to be in the \$50,000 per annum class. A question is how they can calculate their income.

Cab drivers and concessionaires fall into the same category, but they're relatively small-fry.

Last Thursday (22) was the President's "night out" and CBS blew its top to make him laugh.

The boys who make up the White House Correspondents' Assn. and the whole cavalcade of Governmental biggies from Secretary of the Treasury Morgenthau, Vice President Truman, ex-P. W. Wilson down to Curfew Toller Jimmy Byrnes (they emptied the joint long before midnight) are saying that Mr. Big hasn't laughed so heartily and loudly in years. It was a heart-warming sensation as 1,500 pairs of eyes glared at intervals in the direction of the President in the center of the cabs at the State ballroom fested to watch his reactions as Jimmy Du-rant and Danny Kaye turned in the best of the "formals" of the year.

This year—in accordance with custom which finds the two top networks alternating on programming honors—CBS forced the bill for the WHCA "command performance" and

(Continued on page 21)

Social Workers Hit Anthony Aired

Considerable opposition appears to have been stirred up among professional social workers in America over the revival of the John J. Anthony, aired on Mutual under the sponsorship banner of Carter's Little Ever Pills. Program is spotted afternoons, cross-the-board, aimed at attracting female audiences.

Most forthright of statements issued to date is one from Dorothy M. Kahn, nationally known leader and former press of the American Assn. of Social Work—equivalent for this profession in the American Medical Assn—who protested to WOR (N. Y.), key station of the Mutual chain and charged that "Radio is giving its listeners 'cathartics' for cathartics—or physical laxatives, instead of psychological cleaning."

Mrs. Mary Swain Routzahn, head

(Continued on page 21)

Swing and Sway Kaye Finds Poetry Ain't Hay

Everybody in the music business laughed when Sammy Kaye stepped to the microphone a few years ago during his "Sunday Serenade" broadcast and began spouting poetry. Even his manager, Jim Pepp, tried then to call a halt, without success.

Quite some time after the leader began "breathing" his verse, mouthed requests for copies of the stuff, forced conception of the idea to market it in book form. As of the middle of this month, approximately 100,000 copies of the first poetry broadcast, the book has sold in the neighborhood of 50,000 copies. At a \$1 per to listeners writing direct and at life to bookstores and wholesalers, the net ain't 'it."

Supplying the books is the largest business done by Republic Music Co., formerly jointly owned by Kaye and Pepp, but now owned by Pepp and Mike Nidorf, who joined the organization recently.

Sociologically, Harlem's Home-Life Is Better Since Curfew, But Biz Is Murder

Managers of Harlem's leading theatre and nightery are turning to sociology in getting some comfort out of the midnight curfew. Both Earl Bolen, manager of the Apollo theatre, and Frank Gibbs, manager of Small's Paradise, agree that the curfew will turn out to be a good thing for the section, speaking in a social sense, of course.

They say that wives and sweethearts are the greatest beneficiaries of the Byrnes legislation. They haven't rotten as much home life from their men in a long time, and the lack of wild quests for ginmats after the legitimate places are closed, just ain't it. Neither of them claimed to know of anyone who was rampant; they could hold a few before turning in. There may be some speaks in Harlem, but the run-of-the-gin-

(Continued on page 10)

LEGIT USHERS NOW GOTTA ACT NICE, TOO

The warm turns—or poetic justice for the amusement industry—is blessing which even Jimmy Byrnes' curfew edict didn't anticipate.

The greater availability of taxis and the now once-more polite waiters in the not once-jammed nighteries to the extent of the run-of-the-gin-ushers, heretofore one of the surliest sets of characters, are getting the nod. It was rampant at the hit theatres, and complaints to harassed house managers were of no avail, but as the spectre of more man and woman-power looms, the fresh gals who have been pushing legit theatres (mostly tourists) around, are getting their share of the "now you be nice" treatment.

THE RISE OF THE 20TH-CENTURY-FOX

'You're a Great Man With Exhibitors When You Have Good Films'—Skouras

By MORI KUSHEN
"We took off our hats and coats and took to the road," explained Spyros P. Skouras, 20th-Fox presy, on the occasion of the company's 30th anniversary celebration, tracing some of the steps which led to the resurrection of the \$135,000,000 motion picture empire during the past 12 years. "In 1933 we (including brother Charles) spent 148 nights (and days) on the road working on problems affecting the Wesco circuit in various parts of the country."

Skouras, one of the dominant factors in the effective operating reorganization of 20th-Fox, was brought into the company in 1932 when the Wesco chain was losing around \$100,000 a week. "The distribution was at low ebb, with rentals running below \$33,000,000 annually," Skouras pointed out, "with \$61,000,000 currently. There was a time when the company bankroll was so thin there was not even cash on hand to meet even the home office payroll. And Skouras recalls that the company's top executives worked without salary for a while. "Our first job," said Skouras, "was the reestablishment of subsidiaries—readjustments in the rents being paid at the line. The next step was to get people who understood the motion picture business. I experienced great difficulty in convincing the turn red ink into black, although the new operators, who had left a theatre-operating percentage deal with Paramount, began to get results within six or seven months. Skouras, along with his brother Charles and W. C. Michel, 20th-Fox executive v.p., who represented General Theatres, had controlled 20th-Fox, within about six months after the Skouras brothers had joined the company made a deal with Sidney R. Kani to come over from Paramount. "You're as Good as You're Pix," Skouras' development work led to the merger of Fox Film with 20th-Century, bringing Darryl F. Zanuck and Joseph M. Schenck to the company. (Continued on page 21)

STEVE EARLY INTO THE FILM BUSINESS

Washington, March 27. The return of White House secretary Steve Early to the motion picture business will probably not take place until June, President Roosevelt disclosed Saturday (24). The President issued a statement in which he said: "I have asked Steve Early to remain as Secretary to the President until I have an opportunity to find someone to fill the vacancy created by the death of General Watson. Steve had hoped to resign when he returned to Washington from his recent assignment in France. I have decided to let him remain in the job to name a permanent Secretary in place of appointments. At that time Steve will be free to enter private employment in accordance with the wishes he has expressed to me."

There have been reports here for some time that Early was going to take a post in pictures.

LaCava Back for 'Venus'

Hollywood, March 27. Two years out of pictures, Gregory LaCava returns to direct the Mary Pickford production, "One Touch of Venus." Picture will be filmed on the Samuel Goldwyn lot, where LaCava is going over the script of Dwight Taylor's treatment of the stage play.

He Gets Paid, Too!

Hollywood, March 27. "Moto finally handed him Hodak a role he can sign up for," says a source. Script in "The Harvey Girls" calls for actor to eat a genuine, two-inch Kansas City steak. "Vand was flown from Chicago as a gift from Byron S. Harvey, head of the Harvey System of eateries."

Wanger's Foreign Mission?

Hollywood, March 27. Walter Wanger is reportedly mulling a Government offer to go on a foreign mission. Academy presy is debating acceptance, with nature of mission and source of invitation withheld pending his decision. Mrs. Wanger (Joan Bennett) is understood anxious to accompany him for the joint arrangements are made for the trip.

Appel Appointed Odeon (Can.) Mgr.

Toronto, March 27. Sequel to the surprise resignation of Powell Masters as m. mgr. of Theatres of Canada is that Clare Appel has been appointed eastern division manager of the chain, with jurisdiction over nearly 50 houses. Paul Nathanson, Odeon presy, has left for the west and announced further appointments in that area is expected. Despite wartime building restrictions, Odeon has assembled a chain of over 100 Canadian houses. Buffalo-born Clare Appel earlier operated several theatres in Ontario and Manitoba before joining the publicly department of First National Pictures, where he stayed five years. He then joined famous Players-Canadian under the late N. L. Nathanson and was with P-C as head office publicity department until 1941, when he resigned with Wanger to go into the new Odeon setup.

The Rise of 20th-Fox

In 1943 the Chase National Bank sold 58% of its holdings in National Theatres to 20th Century-Fox for \$13,000,000 and wound up, with a profit, a 13-year-old association with the motion picture industry which at one time represented a book loss of around \$100,000,000.

That deal, tells the story, in cold banking terms, how first time and later two more showmen, picked up and cemented the broken pieces of a shattered theatrical dynasty, breathed fresh life into it, and nursed it back to prosperity.

The rise and fall and rebirth of the Fox organization, encompassing perhaps the most dramatic episodes in the history of all American studios, epitomizes both the genius and human fallibility which have always marked the progress of showmanship.

That the Fox organization, which had gone into an eclipse after 1929, should have emerged from the dark days of the industrial depression and overexpansion of the 1930s and eventually soared to new heights in the 1940s, is mainly due to the efforts of five men—Sidney R. Kani, Spyros P. Skouras, Joseph M. Schenck, Darryl F. Zanuck and Charles Skouras.

Bound up in that accomplishment was the careful selection and prompt recognition of manpower values combined with the equally realistic concept that the public will pay best for the finest product, since, as Foxford's talent (acting, directing, writing) required is necessarily limited.

Inheriting a well-nigh bankrupt straggle, Kent and the Skouras brothers, coming into the Fox organization in 1932, made radical administrative changes which, following the merger with 20th Century (Zanuck-Schenck) in 1935, paved the way for the enormous improvement in company earnings and stability.

Film rentals within the past 12-13 years have risen from around \$33,000,000 to \$81,000,000 annually (worldwide), the highest in the company's history. And, always appraising the continuing public demand for top films, costlier product is evidenced in the increase in annual studio budgets from \$18,000,000 in 1940 to \$100,000,000 in 1944.

Spotlighted by the 30th anniversary celebration of 20th Century-Fox is a picture titled "Life's Show Window," which was produced some 31 years ago in the cramped, dingy quarters of a tiny studio in Fort Lee, N. J., for the Fox theatre interests. It cost \$100 and grossed \$50,000.

In 1915, when Fox Film was incorporated, with headquarters a few doors away from where "Variety" editorial offices are located now, another picture titled "A Fool There Was," starring Theda Bara, was produced at a cost of \$29,500. It grossed \$137,000.

In 1943, 20th-Fox produced "Coney Island," with Betty Grable, at a cost of \$1,650,000. It grossed \$3,500,000 worldwide; \$3,500,000 domestic in 1944.

The newest, shiniest musical of the 20th lot, "Diamond Horseshoe," soon to be released, cost over \$2,500,000.

PLANNING GERMAN LOBBING, LIES

"Let's give them rat poison instead." That was the initial personal reaction among motion picture industry toppers to a proposal from U. S. War Department that the film industry make available American films for regular showings to hundreds of thousands of Nazi prisoners of war in hundreds of POW camps throughout the U. S. Since then, following discussions revolving about the known wishes of high military authorities, including those in the offices of the Chief of Staff, plans have been mapped for establishing a film circuit of POW camps. (POW camps now get occasional films from independent 16 mm distributors.)

Simultaneously, the office of the Provost Marshal ruled that local censorship of films for POW camps would no longer be necessary. Only pictures included in the circuit and by others specially approved by the Provost Marshal can be shown. "The motion film industry had been confronted with a new problem. The industry was asked to provide German-dubbed versions of U. S. product or films with super-imposed German subtitles. Cost of dubbing ran from \$10,000 to \$15,000 per feature and scheduled plans for two or three features weekly. In addition, there are the technical production problems to be applied.

Folks the first reaction to the request for films for Nazi prisoners of war: popwops including such industry presidents as Peter Rathvon, Spyros Skouras, Barney Balaban and Nick Schenck resulted in a general refusal to have anything in relation to national requirements. (Continued on page 17)

Schaefer Proposes Restoration of 30,000,000 Feet of Film to Pix: WPB May Let Mrs. Allocate Raw Stock

Thankless Job

Some of the members of the Industry Advisory Committee to WPB on raw film are talking of resigning from the committee. "Every time we go to Washington," stated one exec, "we come back with less film than we had before." Contention of other industry top that they are not actually being consulted on raw stock allocations and are not advisers. "Committee selected to represent independent producers in allocation stock from the 28,000,000 foot set up for indices, and already resigned. Requests from independents amounted to more than 100,000 feet of raw stock quarterly."

WB Wants to Sell More Than 19 in '46

Providing only a fraction better than an average of one-and-one-half pictures per exhibitor, WB may be released this season (1944-45), according to present plans. Warner Bros. will substantially step up deliveries during the 1945-46 film year if raw stock strangulation is eased. The company right now has 20 pictures completed and unreleased, including six to be made available between end of Sept. 1. Sixteen include "Horn Blows at Midnight" which will be given national release on April 28. For the four following months (May, June, July, August) there will be only five. Through April WB will have released only 16 of the additional five taking it to the 19 on the season, which is less than one-third what the company has the habit of delivering during pre-war years. While last season (1943-44) Warners sold as "new pictures" a total of 14 features, including "The Dick Foran westerns, this year it has called off plans which had been discontinued and suspended the several films of comparatively recent vintage except for one which Jimmy Cagney made in 1940, "Torrid Zone." However, it is making this available on a regional basis due to the print problem, and starting in the east. When finishing all dates in the territory, prints will be shipped to other parts until the whole country is covered.

METRO-LONDON FILM TRADE NAMES MERGED

Corporate name of the Metro production unit in Great Britain has been changed to Metro-London. Mayer-London Films Corp. Sir Alexander Korda wanted the London Corp. trademark combining with the M-G-M British Films Ltd. to capitalize on the value built up over a long period of years.

Board of directors of M-G-M-London includes Sir David Cunyngame, Sir John Gait, Sam Eckman, Jr., Harold Bessell, Ben Gelfand and Harold Bessell.

Korda is chairman and managing director, while Geste is vice-managing director. Korda, who has taken over the Amalgamated studios, plans to rebuild and add new stages as soon as priorities on materials and labor are approved by the British Government.

John C. Jackson, director of London, has returned to the U. S. last week after two months on the Coast with William Williams, production overseer of the MGM-London Film Corp. Jackson and Williams plan to return to London in about two weeks.

The War Production Board may drop the raw film allocation problem into the laps of raw stock manufacturers. Under proposal being considered the raw stock available, after Army, Navy and War Foreign Economic Administration requirements are met, would be sold to the film industry.

Raw film manufacturers would be permitted to sell stock without further WPB regulation.

With raw film shortage now the No. 1 headache of major distribution execs, reported that George J. Schaefer, chairman of the War Activities Committee, is working out a plan with War Production officials whereby some 30,000,000 feet of raw film could be divided to quotas of film companies for the second quarter. This would represent an increase of around 11% over the allotment of 28,000,000 feet and immediately relieve the congestion in company vaults. Specific allocations, no prints are available, resulting in postponement from two to four releases for most of the distrib. Simultaneously, indications are that the 285 print ceiling on "A" pictures, which William Fox, v.p., and general sales manager for Metro, objected to at the last meeting in D. C., may be modified. Specific allowance may be made whereby distributors would be able to use a larger number of prints for top pictures, since the latter entails no increase in individual company allocations. Print ceiling is reduced to 200 for B pictures, a measure limiting competitive advantages for big grossers. Rodgers is slated for (Continued on page 21)

MEREDITH PRODUCING WIFE'S 'OUTSIDE' PIC

Hollywood, March 27. Burgess Meredith will produce "Diary of a Chambermaid" for RKO and his wife, Paulette Goddard, will star. Dudley Nichols is screenplay writer, based on a French novel by Octave Mirbeau. Shooting started to start around May 1 with Jean Renoir directing. The star is allowed to do one film annually under Paramount.

ZARIETY

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PICTURES

Studio Strike May End This Week; Producers, Labor Reps Talk in N.Y.

Hollywood, March 27. — Sixty of studio craftsmen, who have led up production for almost three weeks, may terminate before the current week is out, as negotiations with the union converge on New York for the concluding conference this week.

Producers and union chiefs met in N. Y. tomorrow, declared they are agreed to accept any National Labor Relations Board decision in the DeLoe case, but the union will not until Dick White, its presy, gives a promise to settle cardinal disputes with studio carpenters, machinists and the International Brotherhood of Electrical Workers, in writing.

Shifting their contacts from the CIO to N. Y. C. B. (Copy) Di Val, biz rep of Property Craftsmen Local 42; Joseph Cambiano, international rep. of the I. W. O. of James Skeehan, biz rep of Studio

Heavy Pix Blow

Hollywood, March 27. — March winds joined the strike in a heavy blow to the industry. The "Captain Kirk" set at General Service Studios was nearly finished when the strike hit. The set was missed Randolph Scott and Barbara Belton.

On the 20th-Fox lot, part of the "State Fair" set collapsed in the snow.

Ed Golden (Dembow)

To UA After Dispute Over RKO Overhead

Ed Golden, who opened negotiations for distribution through United Artists last year, has consummated a distribution deal with UA. Golden's dickie for a releasing setup away from RKO, reported in "Variety" prior to release of "Master Race," first resulted in a series of differences over RKO studio charges.

Later RKO distribution forces concentrating on International Pictures and Samuel Goldwyn productions, in addition to RKO output along with mounting raw stock problems, were factors in terminating the deal with Golden.

Golden's new UA deal, according to reports, will gross an estimated \$900,000 domestically. Film cost around \$250,000 with advertising expense (on bill) representing around \$250,000 more. Though getting settled on the deal, Golden's first RKO, "Hitler's Children," grossed approximately \$3,000,000 nationwide. The deal was set by George J. Scheerer, former RKO presy. Following Scheerer's resignation, Golden and Edward Munn, who had been in charge of RKO production efforts to let him proceed with UA.

Sam Dembow, Jr., Ed and his son, Bob, comprise Golden Productions.

DETROIT SEES NEW, TOUGHER CENSORSHIP

Detroit, March 27. — New and tougher film censorship is threatened in an ordinance reported out favorably, in Ferndale, near Oakland County city in the Detroit metropolitan area.

Passed on its first reading, the ordinance sets up a committee composed of the council of six and instructs the committee to rule out all films that contain the commission of crimes of any kind or presenting any obscene character.

The same ordinance sets up a \$25 fee for all theatres and incorporates into it provisions aimed at the curb of the city's total income tax collection make it illegal to admit children under 12 unless accompanied by a parent or guardian. It also makes it unlawful to exhibit movies and restricts any early a.m. shows, lotteries, bank nights, double bills and gals.

The ordinance is backed by the city's Parent-Teachers Association with the stipulation that ordinance go into effect immediately.

Twin City Indies Balk

At Big Booth Pay Hits

Minneapolis, March 27. — Twin City independent exhibitors are running into both operators and demands for more money on contract concessions with a compromise proposal of 5% raise likely. Vacations with pay, preparation pay, retroactivity problem will be. Contract expired last December and operators insist that increase be retroactive to recent years.

Henry Greene, president of North Central Allied, representing the Twin City group, says he claims that the operators' demands come at a time when Minneapolis and St. Paul independent exhibitors are "the least able to shoulder any additional costs." He contended that business in neighborhoods is on the downbeat, patronage being at a lower level than at any corresponding period in recent years.

VARIETY

Pic Polo Push Nets 80C

Hollywood, March 27. — Final checking on the film industry's annual drive for the Infants Paralysis Foundation disclosed contributions amounting to \$80,300.

Total for 1945 was 85% higher than that for 1944, according to Fred S. Meyer, chairman.

Writers Rule Film Roost—Sam Marx

"Everybody seems to be going to or coming from either Heaven or Hell, judging from the current crop of literary manuscripts being submitted for filming," according to Sam Marx, Metro producer. ("Lassie Come Home," "This Man's Navy," etc.) who has been thumbing his nose at the piles of manuscripts while in N. Y. "People are either talking to animals (as 'Harvey') or just plain dumb. Doesn't anybody have a hint any more about what's going on right here on earth?"

But that Hollywood is in the throes of a "mental slump," particularly in the scripting departments, and that this factor, more than shortage of film or the smaller number of first-rate studio technicians and other personnel now available, is responsible for the slowdown in production.

Beers, Marx noted, handing writers nowadays calls for exemplars of the fact that Hollywood is that of a career diplomat.

"A new type of studio producer is being developed, more than the man who punches a typewriter skillfully has become the center of attention. The new type of producer must now be courted, if the producer wants; particularly good writers. They must give specific dates."

(Continued on page 13)

WLB for 2d Time Asks Unions to End Walkout

Washington, March 27. — For the second time, last Wednesday (21), WLB called on the striking studio unions to end their walkout and return to the job.

A telegram, addressed to Herbert Sorrell, president of the Conference of Studio Executives and Edward Munn, vice president of the Local 1421, set Designers, Technicians and Illustrators, also informed that WLB was ready to take up petitions for review of the union's decision as soon as the walkout faded.

Copies of the message, plus an advertisement also being sent to presy William Green, Harvey Brown, international presy of the Machinists and International Brotherhood of Electrical Workers, and William L. Houston, boss of the Carpenters Union.

1,171 N.Y.-J. Theatres Seat 1,313,394

Making its first survey in two years of theatres in New York and New Jersey serviced by the N. Y. film exchanges, the N. Y. Film Board of Trade, of which Henry Randel, Paramount's branch manager, is president, reports a total of 1,171 theatres, 1,313,394. Of this number only 131 are closed, the lowest ever recorded, according to Film Board officials. They are mainly very small and outmoded, some of which are in periodic financial straits.

Complete details, listing all theatres, their capacities, whether closed or open, voted or unwired, and their operators, etc., will be embraced in a directory the Film Board is getting out.

Total number of theatres

Open theatres	Number	Capacity
Closed theatres	1,960	1,200,668
Theatres in State of New York	489	960,108
Theatres in State of New Jersey	322	353,288

Circuit theatres

Union.	
<hr/>	
1,171 N.Y.-N.J. TH	

Independent theatres

reports a total of 1,111 theatres: 1,313,394. Of this number only 1, according to Film Board officials, are moded houses, some of which from Complete details, listing all theatres open, wired or unwired, and the directory the Film Board is getting

Battle of Loop, Toledo s 5 A.M. Cinema Continues; Many in Club's Corner

Lucky Dog

Since hitting right with "Lassie Come Home," Sam Marx plans to work a dog into every picture he produces from now on.

He made room for a canine bit in "This Man's Navy."

Capt. Norman Krasna

Wins Stay in \$300,000 Suit Over 'O'Rourke' Pic

New Haven, March 27. — Federal District Court Judge Carroll C. Hinckley ruled tentatively here Friday (23) that stand of a \$300,000 plaintiffs suit in which Mrs. Helen Greer, Carlisle, plaintiff, against charges Warner Bros. and Norman Krasna, writer, with pirating one of her stories for the film "Princess O'Rourke," may be delayed for the duration of the suit.

Under the soldier's and sailor's civil relief act, Krasna's attorney presented a motion to stay all proceedings against him as long as he is in the service. He is now a captain in the U. S. Air Force First Medical Division, Camp Detrick, Md. Presented to the court was a certificate from his commanding officer, stating that Krasna's duties would not permit him to attend the trial or confer with his counsel.

Counsel for the plaintiff argued that Krasna had been able to attend a showing of his play "Dear Ruth" here last fall, at which time he was served a process in the litigation.

METRO'S VIOLET WAITS ON IDEAL 13-YR-OLD

While Metro has been considering production of a series of pictures based on the characters in "Violet," played by Mildred Cook, which the company financed, plans have been delayed pending selection of a suitable 13-year-old girl for the lead. Play calls for a precocious young girl of a type difficult to cast. Studio executives are interested in the screen possibilities of the piece, however.

Metro paid \$100,000 for the screen rights to "Violet" and also advanced about \$40,000 after the opening from accounts to keep the play running for awhile.

Toledo, March 27. — The "Battle of the Loop" with Jack O'Connell, manager, fighting the new "War of Wills" between Cincinnati threats of sanctions, ended its second week with numerous backers and friends of the Snyder, Toledo area WMC director, has certified the Loop in Washington for "suppliers" and "patrons" for remaining open until 5 a.m. in violation of the midnight curfew.

Battling the curfew in Cincinnati, which Woodbury, drama editor of the Blade, now on his annual junket to Hollywood, claimed his opinion that the curfew should be observed without exceptions. War veterans from Toledo, who have deluged O'Connell with 11 letters of praise for his stand, while from Milwaukee 5 came the promise of financial aid, if needed from John W. Thurnen, a physician, who said, "I admire your spunk, and wish you the best of luck."

Local Citizens Educational Society of America, and its 4,000 Toledo members voted to commend Mr. O'Connell for his fighting his show up for a 24-hour shift without the players of City Auto Stamping Co., Toledo's largest employers, and Textile Union. Council sent letters and petitions to O'Connell, backing his stand, while representatives of the Toledo's large war industries, the Shaver Manufacturing Co. and American Protective Union, backed O'Connell's office and indicated their willingness to join forces with the anti-curfew forces.

John L. Craig, Columbus, stays

John L. Craig, Columbus, stays in Toledo, where he has been the distributors to withhold their product from the Loop and insist that the company's picture be shown after midnight. However, O'Connell pointed out that he has contracts with the company to show the film in Cleveland, Joseph Kravitz, branch manager of Universal, Toledo, said he would show the movie as a personal favor to W. F. Rogers, general sales manager of the company. He also said the anniversary celebration of that company. Loew's urged him not to show the film in midtown, but the film "Go West" (Marx Bros.) was shown as booked March 24-25.

With the curfew in attendance since (Continued on page 14)

\$1,000 Refund to Mpls.

Holdouts Due to Curfew

Minneapolis, March 27. — How the curfew hits the box was illustrated the Saturday night of the first week of "A Tree Grows in Brooklyn" at Radio City. Although the house was 4,600 it was necessary to refund more than \$1,000 worth of money on the seats in the balcony because the theatre couldn't get into another showing before curfew time. The film, in midtown, but the refund, due to a stalling 6,000 on the week.

The curfew also is cutting in

to the extent of approximately 700 a week on the downtown Lyric's take. The curfew is also cutting in on the special midnight show, an advance showing of some outstanding picture, which never could be shown at a capacity house. A number of other theatres have been affected to a lesser extent. "The Boys in the Girls" stage shows are scheduled in the Orpheum it has been necessary to limit the number of performances on Saturday and Sunday, cutting down the bank substantially.

Yank Guerrilla Gets Pic Advising Chore

Hollywood, March 27. — Technical advisers are a dime a dozen around a film set, but Yank Trott will get some real, first-hand advising on "American Guerrilla in the Philippines" from the late D. Richardson when the picture is made at 20th-Fox.

Leut. Richardson was killed in action himself from the fall of Corregidor to the return of MacArthur to Luzon. His services in the production details for several weeks before leaving on an official lecture tour.

No WLB 'Show Cause'

Washington, March 27. — A War Labor Board spokesman yesterday, 1261 denied reports that the agency is considering issuance of a "show cause" order in the strike.

"We have the power to issue an order requiring the union to show why it is not complying with our directive to return to work," he said. "But we are not contemplating doing so at this time. So far as I know, there has not been any real discussion along these lines."

Carpenters Local 946; Pat Casey, producer-labor contact; Walsh, and Joe Vogel, Loew's, in charge of out-of-town circuit operations, who accompanied Walsh to L.A., on the strike, then made arrangements with William Hutcheson, international head of the Carpenters. Strong possibility exists that if deals can be finalized in N. Y., arrangements can be made with International Brotherhood of Studio Union presy, by phone on the Coast to send the men back to work. Later, however, he already advised producers that any sets erected, or other work done by non-union men, or by craft men giving jurisdiction to do such work, must be torn down and rebuilt.

Meanwhile, it is reported that investigation has been started and is pending in the strike. Paramount's dismissal of Louis Costa, Marine veteran, is being reviewed by the Veterans Bureau, which declares he was in this h's rights to refuse to be Continued on page 11

Jan. Tax Intake Shows B.O. Better Than in Dec.

Washington, March 27. — Show business figures released today by the U. S. Bureau of Internal Revenue.

Admission taxes totaled \$26,286,411 that month, bettering the \$24,245,840 of December. January taxes were also better than the same month last year, even taking into account that admission taxes are four times what they were in 1944. The January, 1944, bill totaled \$12,004,168.

Entertainment is the largest account for about 50% of the total.

Broadcasting, as it frequently has in the past, backed the national trend in January. In the Third Revenue District of N. Y., for example, over above 23d St., the 20% levy provided only \$34,602 at the boxoffice, falling far below the \$46,083 of 1944, 825 return of December. Broadway's merry men were also lower in January than in December.

'Blue Skies' Waits Return of Berlin

Hollywood, 25 - "Blue Skies" at Paramount, which was scheduled to be the late Marj. Sanchez as producer-director, as is the return of a young Berlin from his overseas tour with the "This Is the Army" troupe.

Sandrich's sudden death left the musical without guiding hand. The future of the picture will be determined when Berlin arrives in Hollywood.

These figures refer to that portion of State of New York and State of New Jersey which are within the metropolitan territory.

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More Great Pictures in One Year

Moss Hart's **WIN**

A. J. Cronin's **THE KEYS OF THE**

THE FIGHTING

Laird Cregar • Linda Darnell • George Sanders in **HANG**

Betty Smith's **A TREE GROWS IN BRO**

Mary O'Hara's **THUNDER**

Tallulah Bankhead • Charles Coburn • Anne Baxter • William Eythe in Ernst Lubitsch's **A ROY**

At Popular Prices • Franz Werfel's **THE SONG OF**

Gracie Fields • Monty Woolley • Roddy McDowall in **MC**

Betty Grable and Dick Haymes in Billy Rose's **DIAMOND**

Than in the 30 Years Past

RED VICTORY

KINGDOM

LADY in Technicolor • The Narrator is Lieut. Robert Taylor, U. S. N. R.

OVER SQUARE

OKLYN with Dorothy McGuire • James Dunn • Joan Blondell • Peggy Ann Garner • Ted Donaldson • Lloyd Nolan

HEAD SON OF FLICKA • in Technicolor with Roddy McDowall • Preston Foster • Rita Johnson

AL SCANDAL

BERNADETTE with Jennifer Jones • William Eythe

LY AND ME

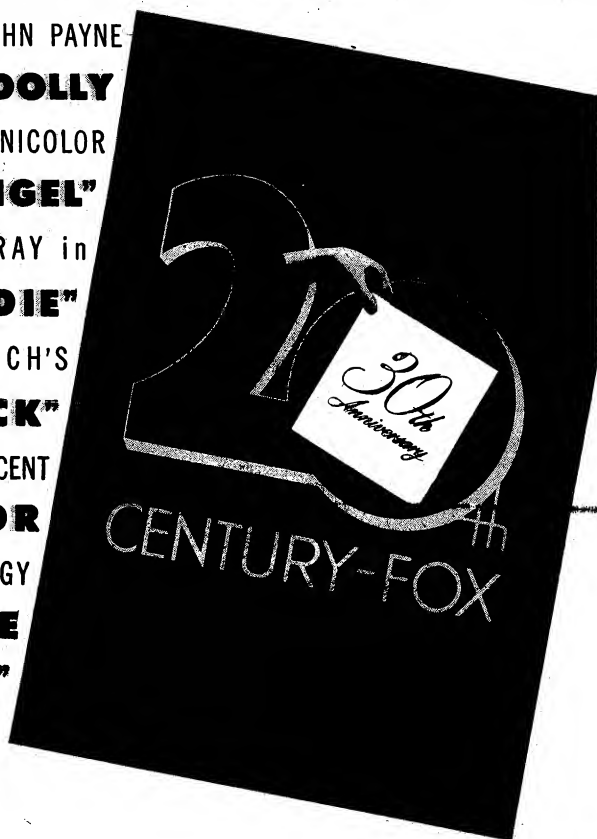
HORSESHOE in Technicolor

-and keep celebrating with.....



CENTURY-FOX

FRED MACMURRAY • JOAN LESLIE • JUNE HAVER in **"WHERE DO WE GO FROM HERE?"** IN TECHNICOLOR *** CHARLES COBURN • WILLIAM EYTHE • JOAN BENNETT in BERRY FLEMING'S **"COLONEL EFFINGHAM'S RAID"** *** GEORGE RAFT • JOAN BENNETT • VIVIAN BLAINE • PEGGY ANN GARNER in **"NOB HILL"** in TECHNICOLOR with ALAN "Falstaff Openshaw" REED *** WILLIAM BENDIX • JOAN BLONDELL • PHIL SILVERS in **"DON JUAN QUILLIGAN"** *** JOHN HERSEY'S **"A BELL FOR ADANO"** starring GENE TIERNEY • JOHN HODIAK • WILLIAM BENDIX *** DARRYL F. ZANUCK'S **"WILSON"** in TECHNICOLOR *** DANA ANDREWS • JEANNE CRAIN DICK HAYMES • VIVIAN BLAINE in **"STATE FAIR"** in TECHNICOLOR *** BETTY GRABLE • JOHN PAYNE • JUNE HAVER in **"THE DOLLY SISTERS"** in TECHNICOLOR *** **"FALLEN ANGEL"** *** FRED MACMURRAY in **"CAPTAIN EDDIE"** *** ERNST LUBITSCH'S **"DRAGONWYCK"** starring GENE TIERNEY • VINCENT PRICE *** **"JUNIOR MISS"** starring PEGGY ANN GARNER *** **"THE LITTLE HORSE"**



"A rugged and hard-hitting espionage picture. Easily takes rank as a top-line production in its field." —*Hollywood Reporter*

"Swift, turbulent and exciting melodrama of Jap espionage. Calculated to fire audiences against the race which planned war against the U. S." —*Hollywood Variety*

"Moving at a neat pace, and with good performances, it is a good entry for the top half or as a single where exploitation can pull it through." —*The Exhibitor*

BETRAYAL



**A DOUBLE-THRILL
SENSATION**
—bringing to the screen that famous and fearless radio commentator and newspaper columnist—
DREW PEARSON

"This potent melodrama of Jap espionage in U. S. will jar fans out of complacency. Authenticity is imparted by Drew Pearson." —*Film Daily*

"Powerful, well-paced drama of Jap treachery . . . Will hold its own . . . Forceful, suspenseful and believable." —*Motion Picture Daily*

"Drew Pearson's introduction...gives a sobering air of authenticity. Good melodrama with satisfactory suspense." —*Motion Picture Herald*

"Exploitable...timely and intensely melodramatic...Should do good business generally and clean up in action spots!" —*Film Bulletin*

FROM THE EAST

LEE TRACY • NANCY KELLY

in

**BETRAYAL
FROM THE EAST**

with **RICHARD LOO
REGIS TOOMEY**

Produced by **HERMAN SCHLOM**

Directed by **WILLIAM BERKE**

Screen Play by **Kenneth Gamet and Audrey Winberg**

IT'S
AS
BIG
AS
IT
SOUNDS!

G. C. F. presents

"Colonel Blimp"

In Lavish **TECHNICOLOR!**
Another
Glorious
U. A. Hit!

Premiere Tomorrow
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A PREVIEW OF THE NOVEL

that sold for the Highest Price*
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**WILLIAM CAGNEY
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UNITED ARTISTS

❑ So tremendous that it is the first novel ever bought for publication by one of America's leading non-fiction publishers!

❑ Two phenomenal advance printings totaling 100,000 copies!

❑ Ran serially in condensed form in the Saturday Evening Post!

❑ Official book publication by Whittlesey House, May 14, 1945!

❑ Watch the advertising campaign and sensational reviews in the book sections of all newspapers!

*Previous top-price novel, A. J. Cronin's "The Green Years"

Strike May End Soon

Continued from page 4

do the work of Studio painters. R. Jensen, administrator of the Veterans' Union, declared rule provide that no man can be used as a strikebreaker.

Federal authorities are also reported to be investigating the action of the studio head in hiring outside strikebreakers from outside the industry. Stated that Par and other had brought in outside painters, without availability certificates, and without permission from the War Manpower Commission for the men to switch jobs.

First Violence

First reports of violence were also reported Monday to CBS by David Bowers, grip, reported to have been badly beaten when he engaged in a row with a group outside Columbia lot. Another unidentified employee is reported to have been roughed up while en route home after doing a passing job at Warners.

IATSE judges joined promoters and other groups Monday (26) in refusing to take instructions from the IA and the IA refused to cross the picket lines. Members of the Studio Set Electricians Local 44 also stated they would not be told either to stop trying to furnish strike-breaking painters for a studio or get out. Properties Craftsmen Local 44 members are also burned at the action of their toppers who have a list of names of studio studios with instruction they were not to be employed. They announced another "day" DuVal's attempt was proposed as his trip by Jess Sapp, because DuVal's attempts to muscle in on set decorators precipitated the present strike.

Meanwhile, IATSE members, majority of whom are producers, Wals's actions, which they claim attempt to set one union against another are making a bad situation worse. A mass meeting at the Hollywood Legion Stadium Friday night (30), at which the IATSE and the Conference of Studio Unions appears in the offing.

Meanwhile, the Screen Publicists Guild, badly divided by their recent action of the strike, is struggling to keep their organization from splitting wide open. Understood there is a growing sentiment among the old Wampas days, when the organization was purely social. Flacks in the lower brackets are talking over to keep some union affiliation that would provide for a wage minimum and others are talking over to the IATSE or the American Newspaper Guild. Those who voted to return to the IATSE feel they have been placed in the middle of the current dispute. Situation is probably confused.

Michael Luddy, IATSE counsel, announced Thursday that the NLRB had extended to March 31 the time allowed for bids to be filed on the petition of the producers in the recent hearing to certify a bargaining representative for set directors. Luddy advised that the producers would need the additional time to prepare his brief.

Mail mailed by SAC to its members were returned Friday with a heavy vote against the strikers. In addition to the question of the settlement was "No." About 6,500 votes were cast, with players in the lead and lower salaries. The vote, according to the picket lines, which had been strengthened during the week.

Teamsters Union, which handles studio transportation, issued a statement to its officials, condemning the strike.

At the end of the first two weeks, the group was:

Striking—Painters Local 1421, set designers; Painters Local 421, the main parent body; International Brotherhood of Electrical Workers; International Association of Machine & Building Workers; Screen Employees, all members of the Conference of Studio Unions.

Non-confederate unions striking in sympathy—Carpenters and Joiners; Plumbers Union; Studio Utility Employees; Local members of the Screen Laborers Union; Screen Players Union, whose members were permitted to use their own judgment about crossing picket lines.

One break in the prodigious ranks was that of International Picture Union, an independent company, which gave full recognition to Local 1421 as

RKO Mgrs. Union

Gets Concession

Pending a decision of the War Labor Board following numerous hearings in the contract negotiating dispute between RKO and its N. Y. managers, RKO has given ground with respect to severance pay provisions, leaving wage scales and hours the big issue yet to be settled. With some concessions, RKO has agreed to one week of severance pay for any manager or assistant in the RKO studio who has been on the payroll from one month to one year. Thereafter for every year of service the pay will be one week but not to exceed a total of 12, regardless of length of service.

Another point on which agreement was reached between RKO and the managerial union, known as the Motion Picture Theatre Operating Managers & Assistants Guild, was that any member of the Guild may be discharged, without severance pay, for dishonesty. Nothing was said concerning the wages of the drunkenness, though interesting to note in this connection that RKO recently has been producing a show that only three managers or assistants had been fired for being drunk on the job in the past 12 years.

Bitterly resisted by RKO from the beginning, the wage demands made by its managers, \$115 minimum for managers and \$75 for assistants, also has been settled. A 40-hour week, but believed that it can get a deal on wages the negotiating committee and members may be willing to accede to 48 hours weekly.

A year ago contract retroactive to Nov. 1, 1934, is being sought. MPTOMAOK, which so far is unattained, is legally represented by Hyman Gluckstein.

DeMille's King, Cross

Getting Holy Week Dates

Albany, March 28.—"King of Kings" director Cecil B. De Mille made as a silent 1930 year ago, and which has been exhibited all over the world, is being shown in a number of update theatres during Holy Week, under auspices of Protestant church organizations. No admission is charged, but silver collections are taken up.

Anthony De Mille religious picture, "Sign of the Cross," at the Grand this week, is the "modernized" production, which has been somewhat modernized by the addition of a musical score. Prints are new.

L. A. to N. Y.

George Abbott. John Alexander. Charles Bickford. Emmett R. Callahan. Herman Citron. Charles C. Cohen. Dick Crompton. Harry Engel. Eddie Lang. J. Edgar Hoover. Lillian H. Howard. William H. Keith. J. Lang. Michael Leisen. Jack M. Lewis. George Selinger. Jack Oberholser. H. J. Riving. Hubert Robinson, Jr. Mike Rosner. Sam Schwartz. Charles P. Skouras. Daniel T. Tomin. Al. Nat Wolf. Ralph Wonders.

N. Y. to L. A.

John J. Hill.

COMBO DRIVE-IN AND REGULAR FILM THEATRE

Albany, March 27.—A new \$75,000 combination drive-in and permanent picture house will be built at Colden, half way between Albany and Schenectady.

Plans were announced here today by the Hamilton, of Hamilton, N. Y. The 15-acre lot where the theatre will be built is to accommodate 1,000 cars as well as 300 people in the townseats. Construction will start as soon as materials can be obtained.

Nazi Circuit

Continued from page 3

Understood that they were advised that Army topcers were strongly in favor of setting up the unified POW film circuit, embracing facilities of the Signal Corps and Army film distribution units.

No Exaggerated Pix

Banned from distribution to POW camps will be western, highly pictures and any films depicting atrocious or distorted impression of the American people or social conditions in Germany.

Attendants at POW camp inmates at showings will not be compulsory and price of admission will be 15c.

Commanding Officer, who was responsible for maintenance of circuit schedules. Film inspection facilities will be established at Base Prisoners of War Camps.

Understood that precautions will be taken against transmission of messages by POW's via films, containers or any other means containing information about the activities of the Circuit. While the allegedly "soft" treatment of Nazi prisoners of war has caused criticism by radio commentators and newspapermen, contention in this instance is that since the Nazis have permitted American films to be shown to U. S. prisoners of war in Germany, it is only fair to make films available for the enemy in the U. S.

Another point of view is that it can do no harm to allow Nazis a few glimpses of the real America.

Radio Commentators and Magazine

and newspaper writers, meantime, continue protests against the German-Nazi side pointing out that the Germans have been feeding U. S. prisoners of war propaganda. William L. Shirer, in the N. Y. Herald Tribune recently, wrote, "It is not true that the United States has a serious obligation to send a quarter of a million German prisoners of war."

Estimated that there are now close to 100,000 German prisoners of war in the U. S. and this total may rise to 750,000 or more before hostilities end.

Paris Cinema Strike Ends, 30% Tilt Now, 10% Later

Film house personnel returned to work Thursday (22) after a one-week strike operators exacted a 30% wage increase "on account," with another 10% promised "in the near future."

Strikers, who included writers, ticket sellers, and the like, originally had demanded when a strike was promised them for March 1 wasn't granted. It's admitted generally that the strike has been too long, so that similar wage or strike demands are now considered likely as result of the theatre's losses.

'GIRL' STAR SWIRL

Hollywood, March 27.—Janis Paige drew the femme lead in the Warners' production "The Girl, the Place and the Girl."

Jane Wyman, originally assigned to the role, was forced out by pneumonia.

Hays Warns On Moral laxity in Pix

In 23d Annual Report; Renamed Prexy

Kane's Conservation Feat

Hollywood, March 27.

Joseph Kane established a record of celluloid conservation in the production of a realistic high-budget "The Magnificent Mr. M." by using only \$5,000 feet of negative, and the fact that the studio had estimated.

Picture is now ready for printing, except for name titles, held up by the strike, although the shooting wound up March 13.

Casanave's Deal To Take Over FC

Charles L. Casanave is nearing completion of a deal with the Motion Picture Producers & Distributors of America, Inc., which was highly praised and then unanimously approved by the annual meeting of MPPDA members.

The deal, designed by John Hays, was selected prexy. Hunt Stromberg Productions was elected to Class A membership, with Stromberg designated as representative in the association.

While no mention was made to the Motion Picture Producers & Distributors of America, Inc., as active head, significantly enough part of Hays' report quoted the deal, designed by John Hays, as president of the U. S. Chamber of Commerce. Only one other national figure, Elmer Davis, is quoted in his report.

Understood that the MPPDA has reached an agreement with Johnston, in principle, and that drawing up of a pact is to follow. Latest MPPDA news, by Johnston, is to be announced some time in May, his present contract with the Chamber of Commerce, by Johnston, is to be announced some time in May.

Joseph H. Hays is the only new MPPDA director elected yesterday to the MPPDA directorate, by Johnston, is to be announced some time in May. Hays has been away in the Army, is just returning active part in the MPPDA directorate, by Johnston, is to be announced some time in May.

Directors selected the same association officers, those being Hays, president; Carl Milliken, secretary; Berthold, treasurer; and F. W. DuVal, assistant.

Joseph I. Breen, who was designated last December as a v.p. as the new director of the MPPDA, Code Administration, was approved formally by MPPDA session and continued in the office.

Financial report for the past year was also okayed. Officers of the association, who were elected to meet shortly on the new year's budget.

Citing that the U. S. screen has won a great victory during wartime over various pressures and temptations that might have resulted in relaxation of screen standards, Hays said that the MPPDA is determined to maintain the highest moral standards. And he warned of the necessity of maintaining an unbroken front against the forces of immorality.

"Reflecting the general disorder and moral disturbance due to war, a noticeable tendency toward moral laxity has manifested itself in the materials submitted for filming," Hays said, "and it is the duty of the MPPDA to maintain the highest moral standards."

8 Pic Majors Have First Pre-Trial Decree Confab

Counsel representing the eight defendants in the Government's anti-trust consent decree action held their initial pre-trial conference in N. Y. Federal court Monday (26).

Asst. U. S. Attorney General Robert L. Wright told Judge Henry W. Goddard, before whom the pre-trial conference was held, that the Government was asking complete divorce of the picture industry from the distributing branch. In an outline of the Government's case Wright said that the picture industry of the evidence will be directed toward the U. S. claim of illegality of ownership of the area and the picture industry of the evidence will be directed toward the U. S. claim of illegality of ownership of the area and the picture industry of the evidence will be directed toward the U. S. claim of illegality of ownership of the area.

Second pre-trial examination will be held April 10, with trial of the anti-trust suit slated for September 1945.

Philly Exchanges Divvy Up \$100,000 Back Raises

Philadelphia, March 27.—"Back room" employees of Philly exchanges are to receive a 10% raise in the form of a 10% wage increase in a ruling from the War Labor Board, which was published yesterday (Monday).

The wage hike was made retroactive to Jan. 1, 1945, for major exchanges, and to Aug. 31, 1945, in the indie exchanges. The increase affects all exchange employees, except piers and poster clerks.

Spies for the raise was made by General Edward J. Connelley, of Universal Exchange, and Oscar Neufeld, Clark Films, representing distributors. The raise was approved by the Film Exchange Employees Union.

Will Hays' 23d Annual Report

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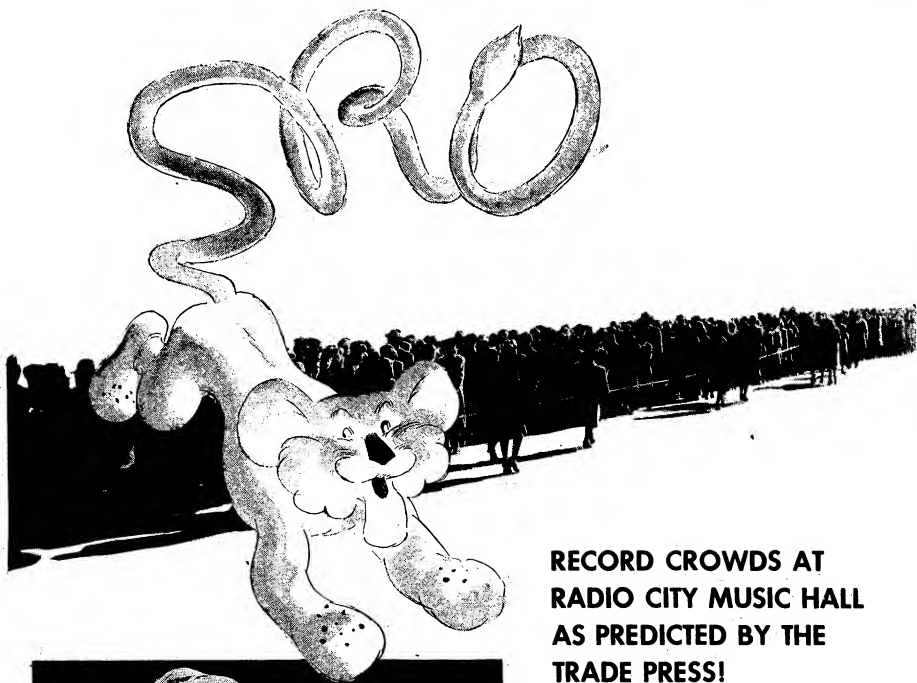
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RECORD CROWDS AT RADIO CITY MUSIC HALL AS PREDICTED BY THE TRADE PRESS!

"... Heading for big and happy grosses...
production in Metro's very best style..."

—MOTION PICTURE DAILY

"...Supremely entertaining... huge success
...everything favorable for top grosses..."

—FILM DAILY

"... Exhibitors will cheer, from the deluxer
to the late run neighborhood house..."

—BOXOFFICE

"... Headed for the higher brackets..."

—EXHIBITOR

"... Long lines and extra ticket-punching
activity at the box-office..."

—SHOWMEN'S TRADE REVIEW

"... The romantic team of 'Woman of the
Year' has turned to comedy again which
will be the best of news for exhibitors and
their customers... sure-fire..."

—MOTION PICTURE HERALD

"... Topflight production... a box-office
click..."

—VARIETY

"... Headed for a box-office field day..."

—HOLLYWOOD REPORTER



SPENCER TRACY
walks in his sleep!

KATHARINE HEPBURN

is the bashful bride!

"Without Love"

IS THEIR BIGGEST M-G-M HIT!



Give To The Red Cross

From PRACTICALLY all over the country
it's PRACTICALLY the same story on

"Practically Yours"

And the story is TOPS!



CLAUDETTE COLBERT
FRED MACMURRAY in
"PRACTICALLY YOURS"
with Gil Lamb - Cecil Kellaway
Robert Beuhley - Jane Frazee
Mikhail Rasumoy
A MITCHELL LEISEN
PRODUCTION
Directed by MITCHELL LEISEN
Written by NORMAN KRASNA

TOPPED "And Now Tomorrow" and "Miracle of Morgan's Creek"
-5 days Rialto, Tucson

TOPPED "No Time For Love" and "And Now Tomorrow"
-5 days Centre, Salt Lake City

TOPPED "No Time For Love", "And Now Tomorrow" and "Miracle"
-1 week Alabama, Birmingham

TOPPED "No Time For Love", "And Now Tomorrow" and "Miracle"
-3 days Tennessee, Knoxville

TOPPED "No Time For Love" and "Miracle of Morgan's Creek"
-1 week Radio City, Minneapolis

TOPPED "No Time For Love" and "Miracle of Morgan's Creek"
-6 days Des Moines, Des Moines

TOPPED "No Time For Love" -6 days Paramount, Omaha

The Practically Perfect Love and Laugh Riot from

Paramount

HOTEL BERLIN IS A POWER HOUSE!

BANG! BANG! BANG! SMASH! SMASH! SMASH!
EVERY OPENING A WARNER SENSATION!

KEEP SELLING BONDS!

**A VERY GREAT SPECTACLE OF
HUMAN COURAGE AND ADVENTURE!**



Columbia Pictures
presents

Counter-Attack

starring **PAUL MUNI**

with **MARGUERITE CHAPMAN · LARRY PARKS**

Adapted from the BROADWAY STAGE SUCCESS

Screen Play by [illegible] [illegible]

KEEP SELLING BONDS!



Texas Exhibs Plan More New Theatres; Other Briefs From the Distrib Centerts

Waco, Texas, March 27. Interstate currently building a 100-room hotel in the northwest section of the city. Plans for new house in Caldwell, Texas, being made by Mr. and Mrs. W. M. Watson. They already own and operate the Matamoros here and also own a garage house at Rockdale, Giddings and Somerville.

San Antonio, Texas. Plans to build a new house at the time as it is only occupied on Saturdays. Entire lot covered by insurance. Lee Bell, manager of house, who has already filed application with WPB for building new house here. It is owned and operated by Homer Mulkey estate.

Harry Blair to RKO
Harry Blair, former eastern publicity head for PRC Pictures, joined RKO Monday (28) as trade press contact. Latter post has been vacant since Arthur Brilliant was named. Blair's previous contact late last year.

Arnold Stolz, former United Artists exploitation director, succeeded Blair as PRC Eastern trade top.

Chi Rel Fellows' Plans
Chicago, Ill., March 27. Step forward in nationalization of film salesmen's clubs took place here last week when Rel Fellows Club of Illinois admitted its bylaws to admit into its organization all members of other salesmen's clubs who enter this territory. That it's the case of similar action by other groups nation-wide is the opinion of Lou Goldberg, RFLC press agent.

Nazis Execute Ex-Penna. Exhib
Pittsburgh, Pa., March 27. Chris Furgis, manager Grand Mt. Pleasant, received word from Greece that his brother, Nels Furgis, had been executed by the Nazis. Nels Furgis was once an exhibitor in this area, being first partner of K. A. Gies Varen, vet. theater owner here. Years ago he transferred his theatre interests to his brother, Chris Furgis, and returned to his home land, Greece theatre, Fredericktown, America at Vetsburg and Nemocon in Nemocon acquired by Peter Proffitt.

Liberty theatre building in East

Liberty purchased by East Liberty Theatre Corp., unit of Harris Amusement Co., Building operated under lease to Harris for last six years.

Bahner to Par in St. Louis
St. Louis, Mo., March 27. Jerry Bahner, recently discharged from federal forces, urged to book in manager local Paramount exchange.

COL. LYNN COWAN BACK AFTER 13 YRS. ABROAD
Col. Lynn (Bailey) A. Cowan is in New York for a month, awaiting reassignment, after being 13 years out of this country, enjoying an enviable rep among show people, stars and lesser allies, whom he chaperoned during their arrival en masse into the Pacific war theatre.

Cowan checked into Los Angeles where he is not attached to N. Y. headquarters. His father, Bill Bailey, was caught in the Singapore and was a Communist in the belief he is still alive, especially since not having heard to the contrary.

'We Want MacEachern'
Memphis, March 27. Naming of E. M. MacEachern, Jackson, manager of the Malco theatre, has brought a protest from the Jackson Trades & Labor Council to F. L. Lighman, Malco Circuit owner.

Council claims he's too valuable a man in civic, religious and other circles to be spared. Letter has been brought a protest from the Jackson Trades & Labor Council to F. L. Lighman, Malco Circuit owner.

Bill Bugle Rep's Dallas Mgr.
William F. Bugle named Republic branch manager in Dallas. Former salesmen was using following appointment: J. A. Colquhoun, whom he succeeds, to southwestern district sales manager.

U. A. Montreal Sales Confab
United Artists Canadian branch managers held two-day sales conference in Montreal last Monday (26). Plans for the future of the company, home office exec. presiding. Sales plans and policies were discussed. Barry Buchanan, U. A. publicity chief, outlined merchandising campaign.

The Switch
Show people in the service usually are on the receiving end of things, but Jake Bernstein, an ex-Rochester (N. Y.) showman, who has been in the Pacific and is now back in the States, has done a switch.

He sent the "Variety" bunch a flock of cigarettes (all the popular brands) and gum, feeling that poor civilians were really up against it.

Cowan checked into Los Angeles where he is not attached to N. Y. headquarters. His father, Bill Bailey, was caught in the Singapore and was a Communist in the belief he is still alive, especially since not having heard to the contrary.

Purple Heart Goes To Pitt's Maj. Jerry Roth

Pittsburgh, March 27. Maj. Jerry Roth has received the Purple Heart for injuries received in fighting the Nazis in Belgium. He formerly was manager of the Penn theatre, a neighborhood house, which his father, L. Roth, operates.

Word of citation was received by his father.

Heifetz, Marian Anderson Headed Overseas for USO

Jascha Heifetz is headed for a go overseas again for USO-Camp Shows early next month, for a three-month tour in beyond our borders. His year-old Curtis Institute "find" to go as piano accompanist. Noted violinist, who played for G. I. in Italy last fall, will be passing up lucrative summer symphony engagements running as high as \$1,000 a night, by skipping this new trip.

Greenhal's U. S. Pic Sent

Hollywood, March 27. Monroe Greenhal, motion picture bureau of public relations staff, arrived from the east yesterday (26). To set up a new distribution plan for Government pictures at suggestion of the War Dept.

Leo Pilott's Spot
Star Spot Leo Pilott, who resigned from Columbia exploitation department to enter the Army Air Force in April, 1942, now working in Public Relations Office, Lowry Field, Denver, as sports editor and special events man.

Pilott to coming to Lowry Field
Leo Pilott handled "Wings Victory" openings in conjunction with 20th Century-Fox held week in Colorado, Nebraska and Iowa.

AL PEARSON'S SONG CHOSEN

Teheran, March 27. Persian Gulf Command troops have an official song of their own. "Men of the Persian Gulf Command," written by Col. Abe Sarsar in Chicago, former member of Ted Florio's orchestra, under name of Al Pearson.

Song chosen in a contest, won Seravitz a trip to Egypt and Palestine.

SCOTT GETS NEW TICKET

Hollywood, March 27. RKO handed Adria Scott a new producer pack as a result of his work on "Murder, My Sweet."

Scott will be "Deadline at Dawn," screenplay by Clifford Odets (from a novel by William Irish).

WAC, Bond Drive Cue Activity Hypo For Theatre Wing's Victory Players

HVC Sets 47 Pixers For War Plant Bond Pitch

Hollywood, March 27. Hollywood Victory Committee has assigned 47 film names to war plant and shipyard rallies as a preliminary drive for the Seventh War Loan.

Mary Brian, recently returned from her second overseas entertainment tour, opened the campaign at the Wilmington, Cal., shipyard. Linda Anderson, Joan Fontaine, Marsha Hunt and William Gargan followed in other California shipbuilding establishments, with other players slated to continue the plugging until April 16.

Theatre Hypo
Field coordinating committee, composed of theatre operators, is being brought in to hypo the Seventh War Loan drive.

Joseph Kinsky (Paramount Theatre) will serve as chairman of the drive and will be in direct charge of the campaign. E. W. Sliet (Wilby-Kinney) will be southern coordinator, David B. Wallerstein (B&W) will handle the western. Charles M. Thall (Fox-West Coast) has been loaned by Charles Skouras, National Theatre press, for Coast operations.

Irving Lerner, managing director of the Rocky, New York, appointed metropolitan N. Y. chairman for the film industry's participation in the drive. Lerner said that organization meetings will get under way today (Wed.) when chairmen will be appointed for various committees.

Samuel Goldwyn
BOB HOPE
PRINCES and the PIRATE
The fun of the "Astor" in color
Show 'em at 1:30, 4:30, 7:30, 10:30

ON SCREEN IN PERSON
Remember and ORCH.
A SONG TO LIGHT
MUSIC HALL
"WITHOUT LOVE"
Spectacular Stage Productions

CAPITOL
A SONG TO LIGHT
MUSIC HALL
"WITHOUT LOVE"
Spectacular Stage Productions

WALT DISNEY'S
"THE THREE CABALLEROS"
In Technicolor
Brought to you by the Walt Disney Pictures
NOW—Brand's Globe

Ryan Becomes 'Hero'
Hollywood, March 27. Eddie Ryan, who replaced Vincent in "The Caribbean Mystery" at 20th. Fox, draws the title role in the forthcoming "High School Hero" picture. William Girard will produce and James Tinsling direct.

Victory Players of American Theatre Wing are stepping up activity with units reading plays in behalf of both WAC recruiting and forthcoming bond drives. Anne Seymour's WAC sketch "Song of the Radish" is to be toured in Greater New York area by five units. Two casts already being picked. First, with Carl Swenson, Dorothy Sands and Almyra Almy, opens today (28) at New Brunswick, N. J. Simultaneously, the Philadelphia Victory Players start their tour with the sketch in Atlantic City today. Quaker group will tour Pennsylvania, Delaware and lower Jersey. New York units will tour within an hour traveling radius of New York City, grouping in throughout April.

As to bond drive, the U. S. Treasury is publishing 15,000 copies each of War sketches for performance in areas where there are no Victory Players. Sketches are Lawrence Sanders' "The War," and Esther Hawley's more recent "To Pass Their Heart." Latter is to be theme sketch of forthcoming drive. The Treasury here a Wing troupe to Washington last week to present the sketch before various state chairmen, using air transportation because of one of cast members, Ellen Mahan, had to be back in New York in time for her "I Remember Mama" curtain.

SPECIAL SERVICES SHORT

Signal Corps has aimed a 12-minute short, "Special Services in Action," as overall story on Special Services.

Film is to be used for orientation purposes to new recruits, personnel, as well as USO and Red Cross workers, with S. S. duties.

New York Theatres

"GOD IS MY CO-PILOT"
Warner Bros. New York (28)
DENNIS MORGAN
Dono Clark • Raymond Moseley
In Person
CAB CALLOWAY
And His "Calloway Club"
Bette Davis Attraction
JOHN BOETTIA TRAPSHOOT
B'way & 47th St. STRAND

BETTE DAVIS
In Warner Bros. Hit
"THE CORN IS GREEN"
With
John Hall • Joan Lorrain
Bill Bruce • Ray Williams
B'way at 51st St. HOLLYWOOD

PARAMOUNT
Betty Smith's
A TREE GROWS IN BROOKLYN
ROXY On Screen! A Special New York
7th Ave. & 30th St.

PALACE
Betty Smith's
A TREE GROWS IN BROOKLYN
ROXY On Screen! A Special New York
7th Ave. & 30th St.

STARS TOMORROW
Handoff Rental
Stella Starr
"BELLE OF THE YUKON"
An RKO-Radio Picture

JOHN FONTAINE - George BRENT
In a
"THE AFFAIRS OF SUSAN"
A Paramount Picture
RIVOLI, B'way and 49th St.

Use this book without charge to build your program for PEACE!

Take YOUR PLACE in the PEACE TABLE
as Edward L. Bernays

THIS MESSAGE presents a plan to you in the public interest, to help you support the overwhelming popular trend for a world security organization.

We place at your free disposal a book of enormous importance, just published, **TAKE YOUR PLACE AT THE PEACE TABLE**, by Edward L. Bernays (Time calls him "U. S. Publicist No. 1"). This book is in the essence of mass psychology, the secret of mass persuasion—twenty-five years public relations experience boiled down to 64 clear pages on strategies, methods and tools. Bernays has solved public relations problems for our Government, broadcasting systems, universities and industries. Practical and realistic as a dynamic, this book you can send your listeners to active participation in the movement for world peace. Every method of persuasion is set down and explained.

Address your request to
DUELL, SLOAN & PEARCE, Inc., Dept. 3-F, 270 Madison Avenue, New York 16

WASH. POSTED CBS

CCNY Institute Too Hot to Handle?

There's some feeling in the trade that because of embarrassments already have arisen, the Radio Business Institute planned by the College of the City of New York for April may come a cropper. Although the deadline is still approaching, there's been a marked silence in recent weeks concerning the Institute plans, despite the scheduled preliminary discussion several months ago, with indications now pointing to the fact that the Institute will definitely be set back, if held.

It's known that some network execs are uncomfortable over what they call "finger pointing" and scheduled subjects for the agenda that are considered "too hot to handle" with results that they wouldn't be at allaverse to seeing the whole thing go by the boards. On the basis of a questionnaire mailed out that probed into agency-network dealings, and the business and commercial aspects of the industry, there's a feeling that the boys would rather mix the whole thing than lay bare the facts.

Ford Finds Itself With Two Web Half-Hours in Hasty Jump to NBC

Ford Motor Co., not entirely willing, it should be pointed out, to change its network base, on April 8 when it takes on the 2 p. m. Sunday NBC niche vacated by General Motors' "Those We Love" airer for showcasing of the current Blue Network, "Stars of the Future" program. The Detroit outfit didn't move, and move fast, to capture the NBC segment and, in the ensuing sale, gave little thought, apparently, to its commitment with the Edward J. Noble web covering the Friday night 8-10 slot until June 1. But the Blue staffers didn't forget it, with the result that Ford has agreed to keep occupying the niche.

In the works is a new musical show to go on the Blue, somewhat lighter in vein, it's understood, than "Stars" which has had some long-hair overtones. Present Ford show is "Relax for the Weekend," a new format, including Robert Russell Bennett's orchestra and Lawrence ("Song of Norway") Brooks as featured soloist. However, the "Future" game, probably won't be stressed through coverage by signing of Lane Farrow as guest singer on telecast NBC New Blue show is set for April 13, giving the J. Walter Thompson agency eight weeks of additional radio billing Ford didn't figure was in the cards when the jump to NBC was decided.

Lurie Steps Out Of Biow Agency

Walter Lurie, eastern production head for the Biow agency, has resigned, effective April 15. Stanley Josefowitz, head of radio for the agency, is shopping around for a replacement, with no takers, although the job has been offered to some of the top execs in the business.

Cal Kuhl, who theoretically is head of Biow's radio department under terms of a contract which expires June 1, has been offered the job of production job of the Glimco Simms unit for Paramount Pictures, which originates on the Coast, where he is stationed. But he hasn't yet made up his mind whether to accept the job when his pact is up. Insiders believe he will turn it down and return to N. Y.

"Variety," in reporting Josefowitz's appointment last Feb. 21, predicted that both Lurie and Kuhl would resign, which was denied vehemently by Milton Biow, head of the agency. Later it was on the Coast, owing to convince Kuhl to take the Glimco Simms show production job, that Biow is finalizing several other agency matters.

Lurie, who was offered several exorbitant amounts with the offer after the report was printed he was leaving Biow, has not determined his position to date. The radio stood, too, that one of the major network agencies is pitching for his services in a key spot.

Troy—Al Blum, formerly of WWSW Pittsburgh, is a new recruit to announcing with WWTY, Troy. Bob Myers left that station to return to WWNY, Watertown.

CBS Censor Dept. K. O.'s Tolerance Bid on 'Horizons'

Last Monday's (128) chapter of the Lester Bors' "Bright Horizons" daytime show on CBS went on minus a sequence dealing with race discrimination, the network's continuity acceptance dept. decreeing "no dice" under the CBS policy mixing controversial issues on commercial programs.

While admitting the controversial nature of the agency on the account, Young & Rubicam, took the position that the disputed sequence was no more than an expression of the thoughts in the U. S. Constitution and sought a compromise script job whereby reference to "race discrimination" would be substituted by "religious intolerance" or "race intolerance." Further pointed out the agency that such a plea for tolerance by Kate Smith on her program in Luxembourg under Bill Paley, the former Radio Normandie executive, was a "Popeye" CBS show.

One of the major factors in the establishing of the network's good in radio, did the network stuck by with Richard Stevens, who, according to agency acceptance dept., reportedly getting support in this decision from some of our network's top men, director of editing and copyright.

Stevens was debated principally at paragraph concerning our boys who "go overseas and fight a war" and "Domestic peace and here we violate our own faith that all men are created equal" by harboring bigotry and prejudice among ourselves. Can't people recognize this kind of thing for what it is—a soapbox of our enemies, and in war and divide us in the coming peace?

"Horizons" is currently being scripted by Nancy Moore, with Kathleen Norris taking over the writing and test.

Erik Barnouw's Tome
Erik Barnouw, former NBC assistant director, now supervisor of the Columbia Unit for Armed Forces Radio, is compiling an anthology of best "non-espionage" radio plays.

Volume, containing about 20 plays, is set for full publication by Farrar & Rinehart.

Rewrite-itis
Radio writers around New York are amused at an advertisement in finding an editor, on a sponsored morning script show.

The Detroit office has a gag among the Guild members that the advertising manager of the account told the agency it read a script as just a starting point for his own rewriting. With a bullish market, it's possible, but published radio writers want any part of the working conditions that go with this system.

Little Lure Pills—This account has been held at arm's length by more conservative broadcasters for years, largely because of its product and the ratings it has achieved, which is not particularly objectionable from the basic theme of bile flow.

By the time the audience can consider a dramatic imagination often goes into the disguised lead-in of the show, the mink and rabbit effect is sledgehammer, dubious.

Sal Hepatica—This phizt curer that doesn't smell, feeling gotten away with murder in recent years, violating what they were supposed to be firm in the line against the sort of intimate "inside stuff."

J. J. Fox—Fur whose has rendered service to the audience in musical reviews. The male animal is put on the spot. If he loves his womenfolk, he'll have to mink and rabbit—mother and daughter and grandmother.

Sevastian—Spelled backward it's "Natures"—this one is standard American satire by now.

Lamping With Tommies
After spell with the American Broadcasting Company, the former Luxembourg under Bill Paley, the former Radio Normandie executive, is now back with the British army.

Corwin's "Common Man" Radio's Preface to Frisco
Norman Corwin is writing a one-hour radio documentary show which will be carried by the full CBS network 10 to 11 p. m. on Tuesday, April 24, the first of a series of the week of the San Francisco Conference. The ambitious presentation will, in the opinion of the press, be a public in dramatic form of the aims and objectives of the widely-hailed party and as such will represent one of the major contributions of radio in its attempt to simplify the complex and to achieve the goal of the conference and how it will affect the "common man."

Corwin and Finckler, in the undertaking are a number of CBSers, including William Finckler, producer, and Robert H. Brown, the network's educational director, who will be in the foreground with their "bairner of research material" in Washington last week.

Byron Price Seen Leading Pack in Race for NAB Spot Vice J. H. Ryan

Too Late for Lava
Procter & Gamble had the first crack at the Friday night 10:30 spot which opens up on CBS Saturday night, when "Stage Door Canteen" screams. Anxious to eliminate that P&G vs. P&G situation which prevails at 8:30 Saturday nights when the CBS "FBI in War and Peace" competes with "Truth or Consequence" on NBC, the soap sponsor was mulling the advisability of shoving "FBI" into the late Friday night segment.

On second thought the agency landed the whole idea upon realization that the "FBI" show plugs Lava soap, with the sales staff also at the guy it overalls with the tail-stained hands. In thinking it over it was figured that that guy's in bed by 10:30 at night.

Owens-Ilinois' June Folderoo Lets Waring Out
Owens-Ilinois, sponsor of the Waring show on Blue, is throwing in the sponge in June at the expiration of the 13-week spring cycle, with reports in the trade that Owens-Ilinois' contract with radio may see Waring's return to Chesterfield. There's some speculation that Owens-Ilinois, having acquired the 2-2:30 Sunday afternoon segment on NBC, may join in the Waring bidding, which would also mark the reuniting of an association teases "Watch the Fords."

Deletion of Owens-Ilinois
to scrub out of the picture isn't surprising in view of the Waring show's inability to snare a rating in the face of a top cop singer (\$17,500 a week). Stowing of the show from the 7 p. m. niche into the 10 o'clock slot on Blue was aimed at being an audience move, but the payoff's been more or less negligible.

Prior to copying Waring, Owens-Ilinois had a high-budgeted cross-the-board daytime show on CBS ("Broadway Melodine"), but the show, couldn't measure up with the sponsor's ratings.

J. Walter Thompson is the agency on the O-T and Ford accounts.

F. L. Wayne—Headley-Red Co. of N. Y. has been appointed executive reps of WGL, Ft. Wayne. Station is owned and operated by the North Western Television and Radio Corp.

Blue's "Decision" On Welles
The Blue network last week signed former Under Sec. of State Sumner Welles to its ranks as a commentator. Move takes on special significance in that the diplomat will be the key spot in the coverage of the Frisco confab. He'll naturally attract international backwash, but the possibility of an air strike is affected by decisions reached.

Welles recently closed out a 13-week run on Mutual where he was disasked by Waltham Watch. He'll also be available for sponsorship on the Blue.

With J. Harold Ryan definitely stepping out of the picture as president of the National Assn. of Broadcasters, which is, there's considerable conjecture within the industry as to what maneuvers are afoot to line up a successor for the important industry post.

On the surface there appears to be a do-nothing attitude in regard to finding the right man for the job. But reports have it that, in behind-the-scenes discussions, several names have been projected prominently into the picture, with that of Byron Price, the director of the Office of Censorship, most favorably looked upon.

For one thing, it's said that, so far as Ryan is concerned, Price is the most eligible candidate; despite the fact that latter P. from within the industry itself, it's claimed he has wide support. Supporters point to the fact that, in his present wartime censorship post, Price has invariably been successful in mediating all controversies, and in the Army, Navy, press and radio at the same time, that application of similar tactics in the post-war world would bring happy results, particularly because of his impartiality.

W. H. Houston, president of the United States Chamber of Commerce, and Steve Early, White House Secretary, also have crept into the picture, with reports that the White House has been favorably upon the appointment of Early. It's not thought likely, however, that he would be interested in the job. So the odds are that the industry's talk in Washington that he'll be the nod to step in as czar of the motion picture industry when Will Hays is retired.

All of which gives the NAB three months to hire a new head, and the industry may be willing to up the ante to a \$500,000-year tag for the right guy.

Danny Kaye on Fri. Nite Slot?

The Danny Kaye Saturday night Pastry Box Show on CBS is scheduled to switch over from its present 8-10 slot to the Friday night 10-11 slot on the same net. Later time is being vacated by the Corn Products-sponsored "Stage Door Canteen" on April 20. Warwick & Legler agency on the Pastry box account, gave the deal a quick okay.

The Kaye switcheroo also cues the return of the Lionel Barrymore show, which is scheduled to air on the Saturday 8-10 slot, with the 7-7:30 "Mayor" sponsor open slot.

Proposed move to Friday night for Kaye was predicated on supposition that the Duranto-Moore company status would remain in the 10 p. m. spot and thus provide a full hour of laughs through the week following at 10:30. Whether switch will be affected by the M&D-Campbell show snafu that erupted yesterday ("Tues. 1-separate") has not been decided at press time.

Mutual's New Fizz Show Loses Writer Pre-Em As Draft Grabs Dad of 6

J. Walter Thompson has hit a draft bomb on its new half-hour show for Seven-Up. With the prospect of a key spot in the schedule next Wednesday (4), agency drafts itself minus one of the key writers and a top producer, a freelance, recently pacted for the stanza.

Byrhyer, who is 32 and father of six children, passed his physical this week, and is awaiting his segue into uniform.

WOR proudly presents

"BREAKFAST WITH DOROTHY & DICK"

*A delightful new morning show that's as homey as a front porch rocker,
smart as a new Spring bonnet, and starring . . .*

DOROTHY KILGALLEN

nationally-known columnist, radio personality and newspaper correspondent

& DICK KOLLMAR

*radio and stage actor,
producer of various Broadway hits, including: "Early To Bed," "By Jupiter," etc.*

(officially Mr. and Mrs. Kollmar)



Two people who make news
on an intimate, ad-libbed-
from-home program
that makes sales

8:15-8:55 A.M.
Mondays through Saturdays
11:30-12:00, NOON
Sundays

WHY WOR'S "BREAKFAST WITH DOROTHY & DICK" IS ONE OF THE GREATEST MORNING RADIO BUYS IN NEW YORK . . .

1. Because it's deliberately slotted at 8:15 A.M. to inherit the audience of New York's most popular early morning local programming. Namely: John Gambling, for 20 years a WOR standout, entertainer of millions, and WOR's 8:00 A.M. news, New York's most popular daytime news strip that's heard in more than 300,000 homes every morning.

2. Because "Breakfast With Dorothy and Dick" occupies a time during which WOR is heard in 303,600 homes with radios as a result of "the WOR breakfast program habit" it has developed during almost 3 years of consistent, ever-mounting listening.

3. Because 7-day-a-week exposure of "Breakfast With Dorothy and Dick" builds greater listener loyalty, captures a varied weekend audience as well as everyday thousands.

4. Because approximately 1,000,000 employed women who have no opportunity to

listen between 9:00 A.M. and 5:00 P.M., are exposed to the bantering, laugh-provoking, informative and saleswise chatter of Dorothy and Dick on WOR at 8:15 A.M.

5. Because Dorothy and Dick Kollmar are a natural, gracious, young and charming couple. Because they bring to the WOR listeners the glamour of Hollywood and Broadway; the warmth, interest and varied experiences of young married life. Because they are wise in the audience-attracting gimmicks of the theatre, radio and newspaper worlds. Because they know BIG names, do BIG things, yet reflect the usual assortment of family circle interests and problems.

6. Because they use your product in their own home. Thousands of listeners can hear your coffee gurgle as Dorothy or Dick pours it. Your wall paint, or clothing, or soap, or whatnot, is used in Dorothy and Dick's apartment. This, naturally, makes for com-

mercials that are smooth and natural, and, for that very reason, are packed with a purse-provoking wallop difficult to duplicate anywhere.

Ask WOR to tell you more about "Breakfast With Dorothy and Dick." Do it now. Here's a show that's going to be filled fast. It's in giltedge time; it's priced right; it's a proven, sales-tested, audience-attracting formula.

WOR

—that power-full station,
at 1440 Broadway, in New York

member—**MUTUAL**

CIAA DXers Pack Potent Punch But Few Know It; Rosten's Frisco Tie

One of the greatest dramatic jobs in radio since CBS' "Workshop" days has been on the air for 27 weeks now, yet few radio people outside those actually involved have even heard of it.

The bushel basket was lifted last week when it became known that Norman Rosten has scripted a powerful half-hour show to be beamed Latin America by the Coordinator of Inter-American Affairs (CIAA) former so-called "Rock-

teller Committee." This outfit does for the south-of-the-border countries more or less the same job that OWI overseas branch does for the rest of the world.

Rosten show, partly in verse—will be DXed from New York the night of April 25. That's the day the United Nations security confab gets under way at San Francisco. Titled "They Shall Be Heard," Rosten's motive is to show radiofancs that not only the delegates and staffed airmen

(Continued on page 32)

Liquid Tools

Chicago, March 27.

You get that way, apparently, from handling the "Quiz Kids." Anyway, here's the newest Jimmy Parks, agent for "QK" and other package shows, gave his spouse one night recently when she asked him testily if it were really necessary for him to spend half the night losing ten with agency execs and network officials (all potential customers) in the Writley bar.

"Don't you think a cool mixer would look silly going to work without a shovel and a luncheon?"

Stopped her cold.

FRED SHAWN FROM WRC AS V. P. MENSER'S ASST.

Fred Shawn, program manager of WRC's station, Washington, D. C., steps in as administrative assistant to Clarence Menser, NBC vice president in charge of program management. Shawn succeeds Arch Robb, who was upped to night program manager several weeks ago.

Wheeler Vice Shawn

George Wheeler, former NBC war correspondent, has been appointed program manager of WRC to succeed Fred Shawn.

WRC also has created a Public Service Unit, which will be headed by Eugene Juster, who has been WRC continuity editor. Carleton D. Smith, gen. mgt. the new division is the result of the outlet's increased emphasis on programming slanted to promote civic and educational activities hereabouts.

Billie Burke Program

Bought by Listerine For \$3,750; Agency Switch

"Fashions in Nations," Billie Burke show occupying the 11:30 a. m.-noon slot on CBS, dropped by Severe after last Saturday's 1241 airters, continues right on next Saturday (31), with the Lambert Co., manufacturers of Listerine products, the new sponsors.

Program, a Music Corp. of America package, which is budgeted at \$3,750 per week, will originate on the Coast as heretofore in same format. Lambert & Feasley is agent on the Lambert account, stanza moving over from the BBDO banner. Mrs. Burke will also be coaxed with Edward Everett Horton on NBC Tuesday nights in a comedy show replacing Henry Youngman for Gailing starting early next month, bringing her two network stanzas each week.

"Fashions" is the lone network program for Lambert & Feasley, although Martin Horne has been added for the agency, packages "Grand Central Station," dramatic program on CBS Saturdays at 1 p. m., and Melvyn Erickson, which handles the Pillsbury Flour account, sponsor of that show.

'NICK CARTER' CHASES 'SHADOW' OFF MUTUAL

Chicago, March 27.

After sponsoring "The Shadow" for 26 weeks, the show is being dropped on April 15 by the Acme White Lead and Color Works. Devoted in favor of the "Nick Carter" series, which will be bankrolled over 113 Mutual network stations beginning April 22. On that date the Carter show moves from the 2:30-4 p. m. (EWT) slot to the 3:30-6 p. m. (EWT) niche now held by "The Shadow." Move follows a test of the Carter series by the paint company over 53 eastern MB stations at the same time they were sponsoring "The Shadow."

New Carter series will be written by Edith McIvor, who has been scripting the "Sherlock Holmes" shows. Contract, which is for 52 weeks, went through the Henri, Hurst & McDonald office here.

Exit of Metop, 'Presents' Cues Revised Blue Sheds

With the ending of the Metropolitan Opera broadcasts next Saturday (31), the Blue time week announced a new Saturday afternoon schedule and the shifting of Sunday afternoon shows with the departure of the "Met Opera Presents" stanza.

Beginning April 7 the Saturday schedule will be: 1-1:30, the Fitzgeralds; 1:30-2, The Fighting A. F.; 2-2:30, Eddie Condon's Jazz Concert; 2:30-3, two musical shows, emanating in Chicago and Hollywood; 3:30-4, an audience participation stanza; and m. c. to be announced; 4-5, concert music from N. Y.; 5-6, Duke Ellington's music from N. Y.'s "400" Club N. Y.

Starting Sunday, April 8, when Sherwin-Williams Paint Co. drops "Met Opera Presents," the Charlotte Greenwood show for Hall Bros. now heard from 3 to 3:30 p. m., will move into the former's 3:30 to 6 p. m. niche, with "Ray's Confessions," sustaining musical starring Kay Arden, taking over the former Hall Bros. slot.

WCOP, Boston, Jumps Gun By Spotting Beth. Steel WJZ Before June 15

Although the Cowles station in Boston, WCOP, does not become a Blue network affiliate until June 15, it already is carrying a program in conjunction with the web's New York outlet, WJZ. Other WJZ-originated shows piped into Boston, however, are carried there by the present affiliate, WGBH, which drops off when the Cowles outlet steps in.

Program in question is Bethlehem Steel's 6:30-6:45 cross-the-board news-sports roundup with Hugh James, Gene Hamilton and Harry Warner. Spotted to spur employment in the sponsor's shipbuilding plants, the program has been aired in New York for the past several months. Bethlehem also operates extensive shipyards in the Boston area.

Explained at the Blue that the WCOP tie-in was arranged on a sales proposition with Bethlehem, paying line charges, etc., so that program, strictly speaking, is not yet originated.

Benson Scrams

Mittell Benson, of the William Morris radio dept., resigned last week and will take a short vacation before announcing new connection.

Alma Marks, who recently joined agency, will take over Benson's duties in handling radio writers.

NEWS

MARCH 19

Marks Renewal of News on the hour, every hour on our first anniversary on RADIO-ROW HOLLYWOOD

KMPC LOS ANGELES 710 & 1000 WATS

WDRG HARTFORD 5 CONNECTICUT WDRG-FM

CONNECT IN CONNECTICUT

... by reaching the ENTIRE Hartford Market on WDRG, Columbia's Basic Station for Connecticut.

FEATURE AVAILABLE FOR RADIO

3 or 4 minute spot broadcasts. Should bring advertiser performance good with possibility, merchandise, etc.

MURRAY LINDAY

518 W. 5th St., New York 1, N. Y.



RAT WOULD OWN HARVEY

Our Thanks To . . .

29

local, national spot and Mutual advertisers—and their agencies, who in the past

24 Weeks

have added, IN NEW BUSINESS,

87

commercial quarter hours* to the weekly schedule of

WOL

"The Voice of Washington"

37 commercial quarter hours of this NEW BUSINESS have been placed by LOCAL ADVERTISERS and their agencies, who know the real "Washington story." These advertisers are joining the WOL "old timers," 14 of which have the following renewal record:

8 have been on WOL 5 years or longer

6 have been on WOL 10 years or longer

There is a reason for this swing to the Washington market AND TO WOL. Write us for your copy of "The Washington Story," now in production. Meanwhile, earn while you learn, by sponsoring one of the programs listed below:

AVAILABLE!

"So the Story Goes" with Johnny Nielsen Monday through Friday 7:15 P.M. Following Fulton Lewis, Jr.

AVAILABLE!

"The Texas Rangers" Monday through Friday 12:30 P.M. Following Morton Downey.

AVAILABLE!

"Background for News" with Walter Compton Mutual News Commentator Monday through Friday 4:00 P.M.

* New business (and renewals) show on the regular weekly schedule. Weekly illustrated copy containing advertising rates and conditions. Please send no money. Please not include participation periods for which no difference is to be received.

Represented nationally by THE KATZ AGENCY, Inc.

A COWLES STATION—MUTUAL BROADCASTING SYSTEM

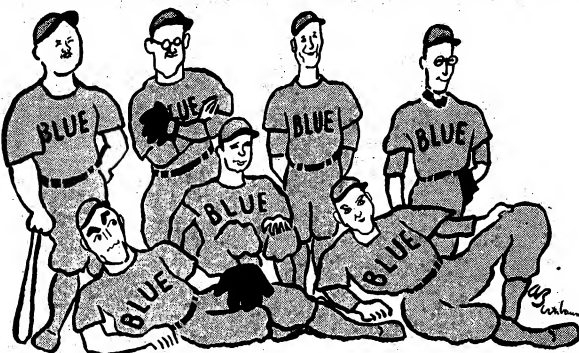
Fastest-moving team in the league

GUESS everybody knows we have a lot of new folks. We've augmented the veterans, men who know the network business inside and out, with a group that knows how to sell goods... knows the client's basic problems... knows how to think in terms of cutting distribution costs and getting more for the advertiser's dollar.

We've been in hot pursuit of a pretty clear-cut objective, although it might not look that way from the outside. And we've been making some real progress. A new kind of network is being

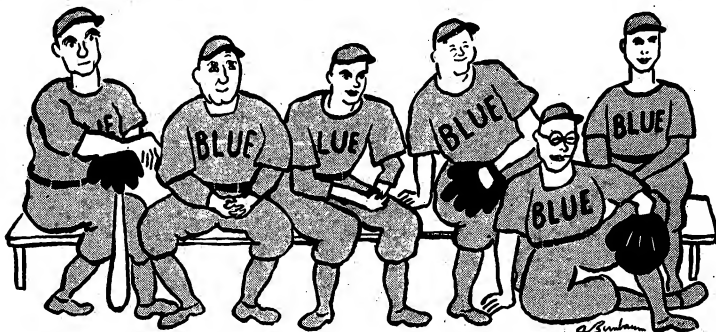
born. All that's sound about the old network (and by and large, networks are a pretty sound operation) has been preserved. But from this new team you can expect some fundamental improvements that will appeal to you as an advertiser, and to you as a part of the great American public.

You might bear that in mind when you are thinking about where to invest your dollar dollars. Especially since you save \$3,500 when you buy a nighttime half-hour on the Blue.



THE VETERANS (only some of them are in the picture): Standing at the left is... you're right, Mark Woods, our prey. If you don't know Mark, you know of him because he's one of radio's real pioneers. Next there's Keith K'gins, who's our v.p. in Charge of Station Relations, an ex-cow puncher who has been with the network since '33. Then there's Johnny Norton, who's Station Relations Manager and one of the youngest execs in the business. Next to John comes Ed Borroff, our v.p. for the Central

Division; Ed has an 18-year background in the radio business. And now for the seated team members, 'left to right: Don Searle, who's General Manager of our Western Division, a man with years of know-how including station management. Next to Don is Charles Rynd, an NBC grad who's a v.p. and formerly our company treasurer. And last but not least is Pete Jaeger, our General Sales Manager, a v.p. too, who came to us from Transamerican.



NEW TEAM-MATES (not all of them by a long shot) also reading from left to right: Ed Noble, our Chairman of the Board, founder and chairman of the Life Savers Corp., formerly owner of WMCA and an outstanding business leader. And our Vice Chairman of the Board—yes, it's Chet La Roche, whom you remember as Chairman of the Board at Y & R, a man who did so much to build their radio department. Chet headed the War Advertising Council too. Next is Hub Robinson, another Y & R grad, where Hub was in charge of their radio department, built talent and program departments... so it's logical that Hub is our v.p. in Charge of Programs. Then comes Fred Smith, an advertising publicity expert of long standing (had his own shop, was a BBDO and Y & R man and for the past two years Henry Morgenthau's right-hand man); Fred is our v.p. in Charge of Advertising Promotion and Public Relations. The man with the catcher's mitt is Bob Kintner, well-known writer and columnist (with Alsop, remember?), our v.p. heading up news and special events, and helping us put into practice a new kind of news policy. As for the fellow seated, it's Adrian Samish, our National Production Manager, who has eighteen years of active production experience in stage, screen and radio... and backing up both the old and the new members are these folks, who've had many years in both the advertising and selling fields: Mike Huber, Ben Bodec, Carol Erwin, Ted Oberfelder, Ivor Kenway.

**AMERICAN
BROADCASTING
COMPANY, Inc.**

The Blue Network

From the Production Centres

IN NEW YORK CITY . . .

Ann Kelly, who left the Blue to go with Y&R to work on the Alan Young show, has joined WJZ as assistant to John Hinde, program manager. . . . Guest policy has been inaugurated on the Alan Prescott "Life Saver" show on WNEW. . . . Al Heller and Bill Slater will do the Glastis and Yankee baseball games play-by-play over WINS this year. Heller succeeded Don Humphrey, Slater doing an encore from last year. . . . Hugh Bole, vetee in charge of sales at WQXR, has been notified that his son, Lt. Orvin Bole, previously listed as missing, has been killed in action, in the Pacific. . . . Sol Klapper, formerly of WQXR and Robert O'Brien, formerly with mid-west stations and recently discharged from the Army, have joined the Seidel Agency as co-directors of radio.

Kathleen Norris pulling down a reported \$100,000 weekly for scripting Lever Bros' "Bright Horizons" on CBS. . . . Writers' War Board Script of the Month for April is Set Laurent's "The Face," one of the CBS "Assignment Home" series. . . . "How Writers Persecute Stereotypes" offered free to anybody who's interested. Just address Mrs. Pat Klopfer, Writers' War Board, 122 East 42d street. Boudier is worth owning. . . . Trade noticed WTAG, Worcester, which knocked off three awards in as many weeks. Dupont "Variety" and Peabody. . . . Old Dutch Clinker auditioning Elaine Sterne Carrington's fourth serial, "Marriage for Two," via Gray agency. Bill Ackerman's Reference Division at CBS breaking out of present space picks up additional footage for new reading room on 13th floor of 485 Madison. . . . Pete Lyon, president of the Radio Writers Guild, to Italy along with Frank Telford, Bill Robson, Bob Shayon, Tony Leader. . . . Lois Holmes joins "Valent Lady" players. . . . William Post, Jr., added to cast of "Lora Lawton." . . . Stacy Harris joins cast of "Evelyn Winter." . . . Albert Ales and Kenneth Dalgarno are two new additions to CBS serial, "Second Husband," while Martin Blaine and Reese Taylor join the "Stella Dallas" crew.

Jo Ranson, WNEB publicity director, getting up a Vocational Guidance Manual tabbed "Radio As a Career," tied in with the GI rehabilitation scheme, and which is scheduled for publication in May. . . . "Variety" and WJZ April 16, date being moved ahead from April 30. . . . A Blue network show is being lined up for them in June. . . . Edith R. Sommer, story editor of the "This Is My Best" series for BBDO, goes to the Coast on April 1 on a three-year contract to RKO. She was formerly on the NBC script-

staff and has written programs for "Cavalade of America," "Radio Reader's Digest" and "Word of the Week." . . . CBS "School of the Air" program will dramatize the workings of the American Junior Red Cross. Marks initial bow to junior, unit of the agency during current Red Cross campaign.

Perseput, with WMCA about 15 years, has been upped from transmitter chief to chief engineer. . . . Ruthrauff & Ryan has new mystery thriller, auditioned last Thursday (22) ready for marketing. Package, "The Smiths of Scotland," ready for writing by Bob Shaw. Scripting deal put together by John Gibbs. . . . Garry Moore "Hall of Fame," (Sunday 11). . . . NCAC has signed Frederick Jagel of the Metopera Opera House to do a series of vocalizing on radio. . . . Lawrence Tibbett, Richard Melcher, etc. . . . NBC's University of the Air and Eastman School of Music, Rochester, will celebrate a double anniversary with a special broadcast. . . . The American Composers' Concerts, and 15th anni of Festival of American Music inaugurated by Dr. Howard Hanson.

IN CHICAGO . . .

Commander Bill Eddy, head of the Navy Radio school here and former head of video station WBBK, has been upped to a captaincy. . . . Michael Hannon has joined the staff of "Backstage Mitter," Les Weintraub's offering for a new night time show with one of the biggest agencies. . . . Dutch Houson decided to replace Bob Buckley as network salesman on Don Roberts CBS staff here. . . . Roberts is still looking for a man to replace Dudley Ford currently a LL in the Marine Corp. . . . Jim Shelby, former radio director at McCann Erickson here, is radio director at Camp Pendleton, Marine training base. . . . Tony Ross, of the Glass Menagerie cast, guest of honor at Pump Room farewell party thrown by cast of "Women in White." . . . Jimmy McCain (Dr. I. Q.) celebrated his fourth year in the city this week.

John Reddell going into production on a new series titled "Stay Tuned for Terror." . . . Bob Farrell is the new announcer on WMAQ's "The Country Sheriff" show. . . . Ed Morroff, Blue central division manager, in New York, is looking for a series of "Backstage Mitter" staff as a writer. . . . Bob Farrell for a singer to replace Nancy Martin, "Breakfast Club" songstress, who is getting married next week. . . . Sherman Marks, out of the Army with a invalid's pension, is back on the radio. . . . Don McNeill is ending a contract with Hugh Downs, NBC announcers, will appear in several operatic productions next month. . . . Blue Net has signed a lease with the Civic Opera Building for radio spot for the next year. . . . Sales offices, research and general office will move into the new quarters.

IN HOLLYWOOD . . .

KFT's paper of commentators has drawn its first official fire, a protest made to NCCB by the Free World group in Hollywood headed by Marc Connelly. Organization's credo is wrapped up in free speech and KFT's action has its spokesmen hopping mad. . . . Jim Andrews, east to talk over summer replacements with the Old Gold gang. . . . Don Seale and the missus sunning at Palm Springs, his first vacation since being out of the Blue headman in Hollywood. . . . John Conte got top rating from his draft board so Al Kaye is looking around for another "Jockey" and a contract board for Frank Morgan's tall tales. . . . Hub Robinson set his production house in order at the Blue and hustled back to the home grounds. . . . Sam Zagon, attorney for Don Lee net and other radio folk, elevated captaincy in the Army Air Forces. . . . Jimmy Higgs a civilian again after being Col. James Higgs for some time. He's the former midwest buyer and touched with Harry McCain (Edison) which may or may not be significant. . . . Bob Hiestand, KFT's production director, is in the Army now and Announcer Russell Stewart moved into his berth. . . . Lewis Allen Weiss and Willie Brown back from Mutual broadcast meetings. . . . Bob Hiestand after office talks with Murray Bolin and Whila Wilson and to welcome Ralph Edwards to Hollywood in a pounding fog. . . . Wick Cridy around on divers publicity chores for J. Walter Thompson clients. . . . Such security around by network and agency pals to replace the N. Y. World-Tele's Harriet Van Horne and Cleveland Press' Norman Sidel. . . . Sgt. Bob Welch, co-producer for Eddie Cantor and Jack Benny, getting ready for overseas duty with Armed Forces Radio Service, Naval Lia. Staff Weaver, white agency exec, takes over production of "Command Performance" during his absence. . . . Bill Lawrence turned over the production reins to "Fifth Bandwagon" to Lou Fulton, who has been doing the writing. Lawrence will solo on Screen Guild Players.

Sponsors Beef

Continued on page 24

well with the newsmen, more especially those that are "soop crazy." But the sponsors retort, "What difference does it make if NBC gets beefed by 20 seconds with a fish? People listening to CBS at the time don't know what NBC was doing and vice versa, so far as the actual listeners are concerned, whichever station they're tuned in on had the scoop."

Furthermore, it's pointed out, many listeners object to having favorite shows interrupted so a breathless announcer can pant a latin containing little or no actual news.

The nets have cautioned newsmen before on the situation—this is the first time they've had squawks—but as soon as the battle tempo increases the fourth estate of the air succumb to the excitement and break out anew in "flash" jokes and "bulletin" rashes. Sometimes they're even spotted on a show that gives way in a manner of minutes to a straight news program where the item would make more of a sock impact. And don't think the newscasters don't howl when that happens.

Here's Reverse Switch

Minneapolis, March 27. When the trend is away from interruption of news broadcasts by commercials in consequence of agitation against the latter, WCCO, the CBS-owned and -operated station here, figuratively is thumbing its nose at the development.

For the first time the station is cutting in now on its 5 a.m. (Minneapolis time) CBS "News of the World" program with a commercial for a seed company which just has taken over sponsorship. In cutting in the middle of the program the station omits a small part of it. As far as can be learned, there hasn't been any listener protest yet.

CIAA Dexters

Continued from page 30

will attend the conference, but also the little man who'll insist on being heard about world peace after defeat of Germany and Japan.

Rothen's not only prominent radio writer, who's scripted songs for penants for the government out-lets. Others have included Archibald MacLish, Arch Oboler and Norman Corwin; Henry Walsh, one of the CBS stand-bys on its "School of the Air"; Harry Granich, Ethel Deckerman, and a host of others who've been doing fine time. Hedda Ross, Walter Anderson, Charles Mourer, Shelton Stark, and Olivier Roy Cohen, Jr.

Best Sellers Included

Plays that have been dramatized, or books that have been adapted on the series, include "Oxbow Incident," "Bell for Adam," Stephen Vincent Benet's poetic narrative "John Brown's Body," "Abe Lincoln in Illinois," "Outward Bound," "Grapes of Wrath," and "Our Town."

Scripts are done in English and translated into Spanish and Portuguese, then beamed in these languages.

Professional radio talent is involved in the venture all the way through. . . . William S. Roberts, head of the N. Y. radio operations for CIAA, was head of NBC production when he went into the government service in 1942. Under Roberts are Mucio Delgado, former manager of KCAZ, Prescott, Ariz.; Joseph Lins, Rockefeller fellow in radio and formerly "Report to the Nation" and "Human Affairs" writer. . . . writer for CBS; John White, Jr., former Coast producer for NBC; and Julian Corwin, who was with both CBS and CBS International divisions until he joined the CIAA.

Overseas for USO Since Jan 43—Now in Germany

FRED LIGHTNER

Dir. PHIL COSCIA

Sidney Anderson's

COLUMN . . .

Ten years in the life of a man is only a drop in the bucket against his life expectancy. But, in the ten years for the same sponsor is practically unheard of. Yet, Sidney Anderson has done the unheard of, and has been on the air six evenings a week at the same time and over the same station for the past ten years for his sponsor, The Standard Brewing Company of Cleveland.

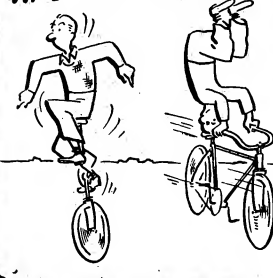
Featuring each evening at 6:00, Sidney Anderson brings to WGAR's listeners intimate chatter about their town, its entertainment and other activities. Not satisfied with a full schedule as Special Events Director of WGAR, he is constantly on the go to Master of Ceremonies at War Bond drives and Red Cross drives, and serving as a committee member on these and other events closely allied with Cleveland's efforts.

It's because of a staff of sincere, divided-minded people such as Sidney Anderson that WGAR does a better job in serving its community . . . and its advertisers, too!



CLEVELAND'S FRIENDLY STATION

KNOW-HOW Does It!



KLZ EXCELS IN LOCAL PRODUCTION!

KLZ creates and produces 75 or more local live talent shows each week. For many years, KLZ has deliberately built these shows to match local interest, concentrating on selling programs rather than news. With the necessary staff and know-how, KLZ does the best job of local production in Denver and, significantly, more than any other Denver station.



Affiliates of the Metropolitan Area with the Oldham Partnership Co., Inc., U.S.A., Washington, D.C.

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Letter From a Philadelphia Time Buyer



LIVING IN PHILADELPHIA, it's easy for me to "make up my mind" between Philadelphia radio stations. I think *all* Philadelphia stations are good mediums—and I buy time on all of them—but frankly, when I can get it, I would rather have time on WCAU—because for over two decades WCAU has been the station which Philadelphians tune in by force of habit, for news, for sporting events, for entertainment.

"Umbrella Coverage"

On premium tests over WCAU we often get letters from Maine, Virginia, Maryland, New York State, etc. I think of WCAU as being like an "Eastern magazine" covering the Eastern states while it gives intensive "newspaper type" cover-

age in Philadelphia proper. WCAU covers *millions* more people than any other Philadelphia station.

Speaking of mail counts, WCAU is my best "Philadelphia puller." One of our clients recently offered a "toy gun premium" in connection with a breakfast cereal and received over 2,000 dimes and labels from one daytime broadcast on WCAU alone. This WCAU record surpassed the response to the same offer on each of seven other large Eastern stations.

Umbrella Coverage is one of the reasons why WCAU is our agency's "first choice" as the place for a program or a spot, and why we often use this phrase in conferences: "Any time is *good* time on WCAU."

WCAU

CBS AFFILIATE



50,000 "FREE WATTS" SURGING OUT IN A GREAT TIDAL WAVE OF POWER IN ALL DIRECTIONS, GIVING "UMBRELLA COVERAGE" OVER A CLEAR NATIONAL CHANNEL

PHILADELPHIA'S LEADING RADIO INSTITUTION

Radio Engineer From Coffeyville, Kan., Saved Luxembourg Station From Nazis

By SAUL CARSON

A story about a battimetric radio engineer from Coffeyville, Kan., who cool confidence in the face of the Nazis for the Allies, has been featured in the New York Times. The hero of the tale is 110-pound Don V. B. Drenner, who, before the war, was an engineer for KGGP, Coffeyville, Drenner, who's been back in this country for a few months on leave, is awaiting transportation back to Luxembourg at the offices of OWI Overseas Branch, He's been working for OWI since March, 1943.

He himself would not discuss his work in the clandestine work at Luxembourg last December, when the German armies pushed their bulge deep into the Allied lines and came within 2½ miles of Radio Luxembourg's transmitter.

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Tolerance Platter Gets

Play on YMCA-USO

"Two Men on a Raft," 15-minute program based on a religious theme dealing with racial relations, is being distributed by the YMCA-USO radio division for airing by indies throughout the country.

Stanza, starring Raymond Massey, Canada Lee and Will Geer, was directed by Earl McGill and written by Frank Wells.

Grayson Collabs On Post-Victory 3-Acter

Mitchell Grayson, blue suit producer, director of web's sustainer "One Foot in Heaven," and producer of weekly "New World A'Coming" slams over the N. Y. AC'ing, WMCA, has collaborated on a left play.

A three-act opus, named "Operation P.V.," the play deals with the situation post-victory and the efforts to rub out the Nazi influence. Co-author of the play with Grayson is former OWI exec J. Q. Blumkin, onetime newsman for CBS.

Albany—Bill Phillips, former announcer at WORXO, Albany, has been promoted to first lieutenant and administrative officer at an Air Force base in Belgium.

Worcestershire Sauce Added to Worcester Dish By WAAB Phone-Coin Quiz

Worcester, March 27.

WAAB's "Tele Test" quiz program is causing the city natives to sit up and take notice, as well as other stations. With announcer Art Wallberg offering for 15 minutes at 7:15 p.m. and 8:45 a.m. daily, practically the whole town is hanging on the telephone awaiting a call. Format is the usual phone call-back giveaway gimmick. Five bucks is awarded if question is answered correctly on first call, and mounts \$5 with each successive time. Program is sustainer.

Wallberg advises listeners to drop into Public Library, Worcester, for answer should his question follow. Ironically, however, many listeners call the Telegram, which owns and operates WTAG.

Competition got so stiff on the morning niche that WTAG moved a sponsored show to a different period and is now using a sustainer, in the 9:45-9 a.m. slot.

WLB 'Lone Ranger' Decish Favors WXYZ Vs. AFRA in Talent % Tangle

Detroit, March 27.

A WLB Labor Board panel, after sitting in session a month, has upheld WXYZ (King-Tremble Broadcasting Corp.) against the American Federation of Radio Artists in several disputes over wage matters. Most important is the case involving the "Lone Ranger" program.

AFRA contractors allow a 20% discount in talent pay to stations in towns other than New York, Chicago or Los Angeles, that have national net shows. When WXYZ signed its first AFRA contract in 1940 it asked and received concessions, due to special circumstances, which amounted to substantially more than the 20%.

On its 1944 contract renewal, AFRA wanted to get rid of the disproportionate discount, claiming (a) the special circumstances no longer existed and (b) a "gross inequality"

exists between XYZ and comparable stations for national net shows. XYZ disputed some on the grounds the change would violate the salary stabilization law.

The panel board upheld the action two to one (four member dissenting) on the grounds that no gross inequality exists in the Detroit area, disregarding the question of other areas.

Board also found for the station in the matter of talent fees collected from sponsor or agency on commercial programs, which AFRA wanted turned over to talent, or at least its equivalent in commercial program fees, claiming a station shouldn't pocket these fees.

Where staff announcements were designated to a special program, AFRA was granted in modified form its idea that the announcer should get a commercial fee in addition to sustainer pay.

• ADVERTISING MUST PACE PROGRESS

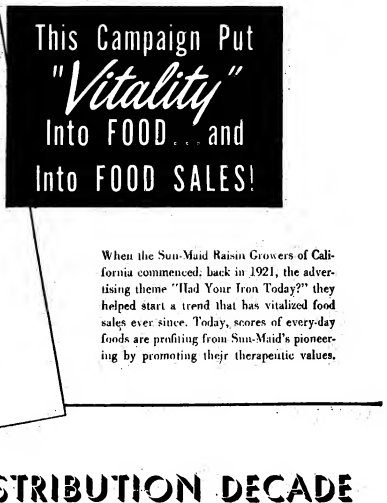


Record!
Had Your Raisins Today?

Energize—Ironize!
With Luscious Little Raisins

Little Sun-Maids
"Between-Meal" Raisins
5c Everywhere

THE "M. T. J. (Oh, the Jumbos)"
The Jumbos are the most popular raisins in the world. They are the only raisins that are so big, so juicy, so delicious, and so easy to eat. They are the only raisins that are so big, so juicy, so delicious, and so easy to eat. They are the only raisins that are so big, so juicy, so delicious, and so easy to eat.



This Campaign Put "Vitality" Into FOOD and Into FOOD SALES!

When the Sun-Maid Raisin Growers of California commenced, back in 1921, the advertising theme "Had Your Raisins Today?" they helped start a trend that has vitalized food sales ever since. Today, scores of everyday foods are profiting from Sun-Maid's pioneering by promoting their therapeutic values.

In the DISTRIBUTION DECADE

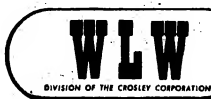
Advertising Must Give New VITALITY To Sales!

SELLING is going to have to be stepped up beyond anything we have yet known, if we are to avoid disastrous economic dislocation in the Distribution Decade after Victory! For to maintain a safe employment level, we as a Nation will have to consume 40% more industrial production than in our greatest pre-war year.

There will be manpower, manufacturing facilities, money and materials aplenty to pro-

duce goods. The problem will be to distribute these goods efficiently, economically and speedily. That means accelerated sales—and a new opportunity and responsibility for Advertising.

The alert advertising men who are perfecting plans for the Distribution Decade will find that we at The Nation's Station have not been idle, either. When the time comes, we will have much to tell you about the great 4-State Market that is, WLB-land!



THE NATION'S MOST MERCHANDISE-ABLE STATION

Navy Move for Int. Communications Merger Doesn't Mean Comm'l Radio

Washington, March 27.—Some broadcasters have apparently become unduly concerned over the proposed merger of international communications being considered by the Senate Interstate Commerce Committee. It's felt here. The suggestion, which was made by the committee's chief counsel, was explained at the hearings by FCC toppler Paul A. Porter.

The plan is not a new one. FCC was working on it a couple of years ago. Then chairman James L. Fly was very much interested in the matter. He felt that competing American companies were taking a financial beating from the monopolies existing in other countries. FCC believed that the American communications system should compete on even terms if they were merged into a strong "chosen instrument."

The question of international broadcasting remains to be settled at the coming hemisphere radio conferences.

Crime 'Spotlight' Gets

Shown Around Market

"Spotlight on Crime," half-hour once-weekly dramatic series based upon true psychiatric cases from the files of Dr. David Abrahamson, author of "Crime and the Human Mind," is currently making the agency rounds.

Audition record, packaged by the A. L. S. Co. was directed by Tony Leader and written by Sheldon Stark.

N. Y. Indie's Mopett Trio

WNEN, N. Y., inaugurates a full 35-minute series devoted exclusively to children on Saturdays beginning April 8 from 9 to 9:30.

Initial stanza is the "Red Robin Playhouse" for from 9 to 9:15 followed by a 15-minute stanza titled "Books Bring Adventure," with five minutes of the children's edition of "News Around the Clock" from 9:30 to 9:45.

One Show Run

Johnny Kirby, singer on a Pittsburgh station, got his big network chance on NBC's "Gallagher Galettes" stanza recently, being signed on one of three seven-year contracts, cancellable on short notice, etc.

Following his initial chore on the show, Kirby, who was hired by P&G, he failed to show up for the repeat broadcast, having forgotten all about it. He left for Pittsburgh immediately after the first stanza.

P.S.—Jack Smith is the new vocalist on "Galettes" beginning last Saturday (24).

Experimental Video To Be Hyped by Chicago Admiral-B. & K Deal

Chicago, March 27.—Television development here due to be hyped, following arrangements concluded last week between Elmer C. Berman, vice president of the Admiral-Corpus radio division, Deal calls for the takeover of two evening periods a week on WBBK in the next two weeks. By Admiral, for a variety of experimental telecasts, type of which is to be determined.

According to Admiral's plan, several television receivers will be placed in homes of the Admiral-Corpus city. Receivers will be used to instruct dealers in television fundamentals, besides being employed for audience and reception checks.

WBBK is the only television station in Chicago now operating on a regular schedule, presenting shows on Tuesday, Thursday and Friday evenings, and on Wednesday afternoons.

Worcester—Judy Atkinson, formerly with WTAG as FM announcer, has shifted to WAAB, Mutual and "Yankee" out here, and is broadcasting on her own.

Radio Reviews

(Continued from page 34)

Radio class, of course, is all amateur. The Pauline Lord Vocalists group, however, represents competent talent with embryonic script-craftsmanship and actors being uncovered. For instance, four contestants have come into New York City since the start of series to go on air. WNBC is in a good position, with one or two likely to land steady jobs as result of their work. The 120 program of "The Vocalists" of the series, with a dramatic sketch, will be heard on WNBC on March 28. Then this time by L. Palmer Thompson, class instructor, was a 15-minute dramatization of a novel by Mrs. J. M. Barrie, "The Boy Who Sailed on a Recipient of the War Dept.'s familiar letter, signed by Mrs. J. M. Barrie, Jimmy Doolittle, noted flyer's wife, as guest. Despite intensely of subject matter, which is of moderate interest, subject matter having been in varied forms so often.

Interview between Sgt. Lanny Clifton is convalescent and Capt. Robert Harrison, Pawling Chaplain, describing the minister's manifold duties, from visiting to extraordinary, holding services, answering G.I. questions, convalescing, hospitals and crew playing on the ship's band. The program was well handled. The program also had rendition of "The Star-Spangled Banner" by Lt. J. M. Freeman and a chorus.

Follow-up Comment

Fred Allen put the "Hall of Fame" back on its feet this weekend, including the "Hall of Fame" of "The Star-Spangled Banner" and an entire FA show. Lawrence Tibbett's reprise of "Accentuate the Positive" was a highlight. Plenty of "Forever Amber" gags. Both "The Star-Spangled Banner" and the comedy mystery meller "Who's the Murderer?" were also included. Which was in best form Sunday with meaty news (a sports) delivery. —Earl Wilson peeping his shadow on WJW.

Bertha Misch, of "Variety," did her make appearance on the show's "Trio of the Week," Muriel May, who has ambitions to become a radio personality. As chairman of the "Variety" for the "Variety" Contest, Miss Misch devoted some interesting moments to the effective and show by participation in the "Variety" contest. The contest was presented by Lester Wolf, continues to provide a Saturday afternoon listening type for New Yorkers.

Jane Cowell hyped her 15-minute, cross-the-board afternoon Mutual show, last week by changing the name to bring daily guests to the air. She is featured with a group of artists who interview, interview and actresses and occasionally established actor with whom she does a scene from a famous play. When caught (22), the guest was Walter Hampden and the play was, of course, "Cyrano de Bergerac." The two experienced trouper, final scene wherein Cyrano at last declares his love for his old flame then dies. Miss Cowell's role in the scene was largely as a supporter. Hampden turned in a good performance.

Incidentally, a footnote to theatrical history was revealed on the Mutual show. It was revealed that for years, Hampden had urged Miss Cowell to play in "Cyrano" with him, but she was too busy with her other work. She was, of course, "Cyrano de Bergerac." The two experienced trouper, final scene wherein Cyrano at last declares his love for his old flame then dies. Miss Cowell's role in the scene was largely as a supporter. Hampden turned in a good performance.

NBC's "University of the Air," which puts on "Home Is Where the Heart Is" program Saturday at 9 a. m., is keeping that show on a high level. When caught in its 18th week, the show (24), subject was June 14, 1945, in wartime and the show was about it. A script with lots of dramatic power, superbly directed and well acted, put across the idea of "The University of the Air" in a courtly and consistent way. It is interested in welfare of children and dental of doing something fundamental for lucky kids and Shaky wacky girls.

Show handled subjects of hoodlums and racial intolerance with the greatest frankness and respect, therefore more effectively. That it did when caught previously. Only trouble with program is that it goes out at too early an hour to do much more than to those who really could benefit from its hefty punch.

Kansas City—With Karl Koepfer, managing director of KMBC at the helm as general chairman, Kansas City's 1945 Red Cross Campaign has more than a million dollars has been oversubscribed by \$153,758 on the closing day of the drive. Late afternoon, coming in for another two weeks, are expected to swell that total substantially.

Inside Stuff—Radio

One of the Springfield, Mass., dailies hopped on that reference in the "Oodities" corner of the "Variety" Showmanagement (14) section to WSPR, highlighting, via a Page One item, the fact that the station's original motto—"Very frankly, we have done nothing of noteworthy consequence to get recognition as a substantial contributor to war activities." Now the station's all hot and bothered over what it claims is a misguided faction quote. Just in case somebody's in a jam at the station, here goes with the original context quoted in its entirety:

"Thank you for your cordial invitation to us to enter our bid for recognition as a substantial contributor to war activities. Very frankly we have done nothing of noteworthy consequence in this direction. We have, to be sure, undertaken our clear duty of lending our facilities, our efforts and our talents to every worthy war cause. That we have done willingly and gladly. That we will continue to do. And we shall pursue that course to the very end of the victory road. In your own well chosen manner of saying it, so far as WSPR is concerned 'the radio station's voice is ready and willing to accept the challenge that will come to it' when the last gun is fired."

Spotchecking service for the benefit of program managers of stations throughout the country has been started by the United Broadcasting Co. of Chicago. Consist of 16-inch transcriptions giving the picture of what stations are doing program-wise, which exceed could not get, except by actually traveling through those cities and tuning in on their local stations.

February disc contains checks on four programs, heard on Chicago outlets, and five spot announcements. Only programs produced in Chi were mentioned. Beginning with the March release from the company, and including all future releases, the service, titled "Aircheck," will embrace 12 local markets containing the best in rating bulletins and sponsor identification glumchicks. Service is being sold on non-exclusive basis. Orders being accepted on an "until filled" agreement at \$5 per transcription.

Authors of best sellers, whose volumes have been converted to film, are being baited to radio shows for the picture play that goes with their grants questing. First to seize upon the new device was 20th-Fox, which booked Betty Smith on a dozen shows to take out a few nubs of exploitation for "Tree Grows in Brooklyn." Pouncing on a good thing, Warner routed Louise Randall Pearson on Coast programs to drum-beat her pictures to some, "Roughly Speaking." Cries of "Author! And welcome ears on shows whose conductors are bankrolled just as long as they can wangle free talent. It's a new dodge to put authors to work for the heavy coin they draw for their times and to paraphrase Confucius, "one radio play is worth 10,000 talk cards."

Frank Sinatra did some fast switching last Wednesday (21) night, when he carried three shows in one evening. From 9 to 9:30 he worked his own Max Factor show over CBS, and from 10:30 to 11 he guested for Milton Berle over the same web on "Let Yourself Go." He closed that show at 10:58 (with a powerful piece of interpolation for "America the Beautiful," specially written by Jay Franklin Jones) and was on the air again exactly 14 minutes later from Carnegie Hall, N. Y., eight blocks from the CBS studios. In latter stint, Sinatra went out over the New York indie WNEN with a speech against racial intolerance which he delivered at Carnegie Hall before the World Youth Rally session.

When the Cowles station WHOM was ready to go on the air from the Madison Hotel cafe in New York last Fri. (23), guest star Maggi McNellis was among the missing due to a broken wire, as she was. John Garvey, Associated Press pix editor, happened to be in the bistro at the time, and was put to work as respondent to an interview about AP's picture activities. He did well, too—and got a bottle of Scotch as reward.

WILB'S NEWS HYPO

A four-man news staff is being set up by WILB, N. Y., under Clifford Evans as director of news and special events.

Staff will get to work in about two weeks, or as soon as space has been located for the new N. Y. Post station's in tight quarters in Brooklyn, still looking forward to move Manhattanward.

San Antonio—Charles Balhough, former mgr. of KABC and more recently a captain in the Army has returned following a discharge from the service and resumed his managerial duties.

M-G-M's "Music for Millions"

NEW CAMEL PROGRAM, Friday 10 p.m. ET.

Mel LOU CLAYTON

Use this book without charge
to build your program for PEACE!

Take
YOUR PLACE
in the
PEACE TABLE

To the
Radio Station Owner,
Manager or
Program Director:

THIS MESSAGE presents a plan to you in the public interest, to help you support the ten-hemingly popular trend for a world security organization.

We place at your free disposal a book of enormous importance, just published, TAKE YOUR PLACE at THE PEACE TABLE, by Edward L. Bernays (17), which calls him "U. S. Publicist No. 1." This book is in the essence of mass psychology, the secret of mass persuasion—twenty-five years public relations experience boiled down to 64 clear pages on strategies, methods and tools.

Bernays has solved public relations problems for our Government, broadcasting systems, universities and industries. Practical and realistic as a dynamic, with this book you can attract your listeners to active participation in the movement for world peace. Every method of persuasion is set down and explained.

Your community today is already organizing to win the peace, working to translate Dumbarton Oaks and the Crimea Conference into a world security organization.

Don't wait for your public to come to you for help. Go to them with the ideas you get from this book. Tell them what you do with their kind of peace. We invite you to use this book freely, with credit, in any way you think best. Make its suggestions available to your program directors, your commentators and your advertisers.

TAKE YOUR PLACE at THE PEACE TABLE sells for one dollar a copy throughout the country. But we shall give it to those who really intend to send a copy without charge, to any radio station owner, manager or program director, requesting it on his letterhead.

Address your request to

DUELL, SLOAN & PEARCE, Inc., Dept. 3-4, 670 Madison Avenue, New York 16



"He likes his Wheaties double-toned."

FILE RAP VS. LONG AGCY. PACTS

BMI's \$1,000,000 Option on Mark's Catalog Hinges on ASCAP Test Case

Sidney Kaye, on the stand under cross-examination in the Broadcast Music-E.B. Marks suit against the American Society of Composers, Authors & Publishers, testified that the action is a test case upon which will hinge BMI's future relations with Marks. BMI's contract with Marks for performance rights to tunes in that catalog expires the end of this year. BMI has the option to continue the agreement for another five years at \$1,000,000, or can buy the entire catalog for the same price.

Obviously, the purchase of the catalog would be more desirable if the small rights to Marks' tunes were in no doubt. Since they are and always will be if a final decision one way or another is not reached in the current action, BMI filed the latter as a test to determine once and for all the status of the songs involved.

BMI's argument is that it has exclusive performance rights to Marks' tunes regardless of who wrote them. ASCAP has always contended, since the original deal between Marks and BMI, that certain songs in the Marks catalog—between 5,600 and 6,000, although the action is specifically based on only three—were written or collaborated on by ASCAP songwriters. Hence, it claims rights to these tunes.

In the event BMI went ahead and purchased the Marks catalog without having the point settled, it is conceivable that some time in the future the argument might be ruled in ASCAP's favor. In that event the disputed songs could be removed from BMI's performance rights jurisdiction. Since the 5,000-6,000 songs represent almost a third of the

(Continued on page 41)

GAC Brother Act

Bob Weems, formerly with General Amus Corp. but lately with Frederick Brox, in N. Y., and Chicago, will replace his brother Art Weems as head of GAC's Chicago office. Art Weems moves into N. Y. to fill the executive void left by Mike Nisfor.

Bob Weems won't take over the Chicago office until PB gets somebody to replace him.

B. G. Absolved In Booking Snarl

American Federation of Musicians last week told Max Kearsone, operator of one-night promotions at Scranton, Pa., and Rochester, N. Y., that he had no case against Benny Goodman for failure to appear on one-nighters at both spots. AFM pointed out to Kearsone that he did not have signed contracts for B.G.'s appearance at either place and any action he might take would have to be against Music Corp. of America, the maestro's agency. This was not done, nor is it contemplated.

Kearsone's appearance at the union grew out of dates MCA okayed for Goodman at Scranton and Rochester the previous week. Goodman claimed he did not verbally assure MCA he would play the disputed bookings and refused to fulfill them. MCA says the leader did agree to play, but, since no contracts were signed, could do nothing.

MAESTROS PUSH AID FROM AFM

Small group of top-name band-leaders filed briefs with the American Federation of Musicians within the past two weeks attacking the present system of tying orchestras to agencies for long periods. So far, the AFM has done nothing about the papers, two of which were submitted by Horace Heidt and Benny Goodman, both of whom have been enrolled with Music Corp. of America in attempts to secure releases from management contracts that still have time to run.

Briefs filed by the leaders purporting to show the evils of being forced to sign a band to a booking agency, as per the AFM standard contract, for three or seven years. They asserted that when a booking agreement between a leader and an agency moves within a year or two of renewal time, the agency exerts all sorts of pressure for a new contract. If it is not immediately forthcoming, the agency will not put forth its best efforts in behalf of the band. Heidt and Goodman point to their own cases. It's said, to substantiate the claims. They feel that short-term contracts of one or two years would keep agencies on their toes at all time servicing their properties. Then they couldn't possibly use such methods as those cited above to secure renewals.

None of the agencies is, of course, in accord with shorter contract periods. They point out, and in this they're held to be justified, that in the cases of new bands and many old ones, much money is lost in time and effort in booking them, without much financial return. In the event such a band did reach higher earning brackets, (Continued on page 41)

San Diego Park Op Files \$3,000,000 Anti-Trust Suit Vs. Music Corporation

Schutz Leaves J. D.

Buddy Schutz, drummer with Jimmy Dorsey's orchestra, is leaving that band after the current run at the Pennsylvania hotel, N. Y. He has been ordered to take a rest by his physician. He was with Dorsey over seven years.

No replacement yet.

Hollywood, March 27.

Larry Finley, operator of Mission Beach Amus. Park, San Diego, has filed suit for \$3,000,000 in triple damages and \$100,000 attorney fees against Music Corp. of America, Action, brought under the Sherman anti-trust act, names Jules C. Stein, H. E. Bishop, Lawrence Barriett and eight John Does as defendants in addition to the corporation itself. Bishop and Barriett are execs in the Beverly Hills MCA office. Stein is MCA president.

Origin of the action is said to have political angles. Wayne Dallard, now operator of Pacific Square ballroom, also in San Diego, formerly ran both his current spot and Mission Beach at the same time. Mission Beach is city-owned. During the last election, Dallard backed a losing candidate for mayor of San Diego and presumably as a result he lost his hold on Mission Beach. Finley took it over.

Dallard then switched his attention to Pacific Square. He took with him an agreement he had made with MCA for exclusive rights to all orchestral talent available for playdates in that area. Due to this agreement, Finley could not get suitable names for Mission Beach and the suit followed.

Finley charges in his action that the defendants have "unlawfully engaged in a combination and conspiracy" in violation of the Sherman act. He declares he informed MCA of his intent to sue unless he was given equal right to hire its bands, and that he was offered Jack Tesigarden's orchestra for \$2,500 against 50% of the gross, an "unheard-of" price. Another deal involved Ted (Continued on page 30)

Zooming to top popularity

The biggest up-and-coming novelty hit of the year

CAN I

by MACK DAVID, JOAN WHITNEY, ALEX KRAMER

Johnny Mercer
and The Pied Pipers
CAPITOL

Dinah Shore
VICTOR

The King Sisters
VICTOR

Curt Massey
COLUMBIA

Dick Robertson
Johnny Long Orch.
DECCA

Dick Brown
GUILD

Jerry Wald
MAJESTIC

Watch This Top Ballad Hit—from the M-G-M picture "Thrill Of A Romance"

PLEASE DON'T SAY "NO"

Lyric by RALPH FREED

Music by SAMMY FAIN

Tommy Dorsey
DECCA

Johnny Johnston
CAPITOL

Leo Feist inc.
1619 BROADWAY • NEW YORK 19

HARRY LINK, Gen. Prof. Mgr. GEORGE DALIN, Prof. Mgr.

TOPS
ON RECORDS



BVC AND TRIANGLE PROUDLY PRESENT...

RADIO, SCREEN AND RECORD STARS ACCLAIM...



HARRY WARREN AND MACK GORDON'S

**NEWEST AND GREATEST
MUSICAL SCORE!**

Lyrics by MACK GORDON Music by HARRY WARREN

THE MORE I SEE YOU

Lyrics by MACK GORDON Music by HARRY WARREN

I WISH I KNEW

Lyrics by MACK GORDON Music by HARRY WARREN

PLAY ME AN OLD FASHIONED MELODY

Lyrics by MACK GORDON Music by HARRY WARREN

A NICKEL'S WORTH OF JIVE

Lyrics by MACK GORDON Music by HARRY WARREN

THE MINK LAMENT

Lyrics by MACK GORDON Music by HARRY WARREN

IN ACAPULCO



Congratulations,
Mack and Harry—

Joe Rapson
Photo Prince

Bands at Hotel B. O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business being done by nine bands in various New York hotels. Dinner business (12 to 10 p.m.) is not included. Figures are of hotel piece room capacity and cover charge. Larger amount designated weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Weekend	Weekday	Cover	Rate
Hal Alton	Lexington (500; 75c-\$1.50)	23	1,050	42.100	
Jimmy Wald	New York (400; \$1-\$1.50)	0	725	725	
Jimmy Dunes	Pennsylvania (500; \$1-\$1.50)	0	6	2,775	32,775
Leo Reisman	Waldorf (550; \$2)	17	2,675	51,225	
George Packard	Lincoln (75c; \$1-\$1.50)	5	1,150	6,025	
Joe Lombardo	Roosevelt (400; \$1-\$1.50)	20	2,250	67,150	
Charlie Spivak	Commodore (400; \$1-\$1.50)	7	1,800	14,950	

*Asterisks indicate a supporting floor show. New Yorker, Baltimore, have 13 shows. Lexington, Helmsdon floor show.

Los Angeles

Freddie Martin (Ambassador; 900; \$1-\$1.50). On the climb, totaling 4,400 last week.
Joe Friedman (Biltmore; 900; \$1-\$1.50). Pre-show crowds filling spot to the tune of 3,000 covers.

Chicago

Buddy Franklin (New Walnut Room, Bismarck hotel; 405; \$1.50-\$2.50 min.). Franklin and Titta around and 2,000.
Bob Grant (Empire Room, Palmer House; 700; \$3-\$5.00 min.). Hilda Parke and Grant holding their own, but show turnover cut 1,500 to \$800.
Twenty Herman (Faulkner Room, Sherman hotel; \$1.50-\$2.50 min.). Herman proving smart draw; chalked up over 5,700.
Dick LaSalle (Beverly Room, Blackstone hotel; 405; \$2.50 min.). LaSalle and Dick Fiske attracting steady business with good 2,000.
Ted Weems (Maincourt Room, Stevens hotel; 650; \$3-\$3.50 min.). Parsons continues big here despite curfew. Weems pulling swell 6,300.

Location Jobs, Not in Hotels

(Los Angeles)

Frankie Carle (Palladium, B. Hollywood; first week). Solid opening and good draw building 28,000 duets.
Jan Garber (Trianon, B. South Gate, first week). Way off due to Lent and bad weather with only 8,000.
Leighton Noble (Slappy Movie's, N. Los Angeles, 15th week). Not even a shower could get more than capacity 5,200 in here.
Carlos Molina, Benny Carter, King Cole Trio (Woodward, N. Hollywood, first week). Molina finding in mid-week and Carter and Cole picked up best to fill two rooms for 3,500 lads and still growing.

(Chicago)

Gay Chadrige (Chez Parve; 650; \$3-\$3.50 min.). New show headed by Willie Shore has brought to the 5,000 level.
Dot Courtney (Blackhawk; 500; \$1-\$2.00 min.). No slump here. Courtney's popularity bringing in around excellent 4,200.
Irving Kostal (Latin Quarter; 500; \$3-\$3.50 min.). Lou Holtz and Dorothy Douglas responsible for sport to 4,000.

Raymond Paige Pulls

Out of Par, N.Y. Date,

Raymond Paige, originally booked for the Paramount, N. Y. week of May 23 or 30, with an orchestra of 38 pieces, has bowed out of the engagement. Ray's Wald's band will be the replacement.

Reason subscribed to the bow-out is Paige's need of a rest following completion of the "Hollywood Canteen" program on which he is appearing. He will go back to the Coast. Show goes off the air April 20.
There was a slight delay in the signing of Wald, who was hesitant about shelving his vocalists. Rest of the bill comprises Les Lamb, Allan Jones and Eileen Barton, latter two being singers, and the inclusion of the Wald singers would make the show the topheavy in that department.
Film will be "A Medal for Benny," Par.

Carmen "Dragon" scoring "The Countess of Monte Cristo" for International.

Six Years With the Same

Cafe, Al Marsico's Mark

Pittsburgh, March 27. Longest intercity run for a band in local history was hung up here Saturday 1241 when Al Marsico's outfit celebrated its sixth anniversary at Nixon Cafe, which opened March 24, 1939, and has played spot continuously, with no sign of engagement's end yet in sight. Marsico at one time was concertmaster for a theatre pit band, tutored by Dick Powell, the actor.
Bob Carter, featured singer and m.c. at Nixon's, has been there even longer than Marsico. He opened six months ago, in October, 1938.

Russ Carlyle a Pvt.

San Antonio, March 27. It's not Pvt. Russ Carlyle, former vocalist of the Blue Baron orchestra. Carlyle is now stationed here, and is being featured with various orchestras at Fort Sam Houston. Singer is serving at the Brooke General hospital and is also featured over the weekly broadcast of the hospital, aired over WOA1.

OUR CURRENT CATALOGUE

A Lovely Belled

A STORY OF TWO CIGARETTES

By STOKER, JAY and MARRER

A RHYTHM MORALE "LIFTER"

CARRY ON, BROTHER, CARRY ON

By BOB CARROLL and HOWARD PHILLIPS

A Novelty Jump

CAPTAIN KIDD

By ALFRED and MARTIN FINNER

Three Fine Times All Different With SIX MONTHS Life Ahead of Them

MARTIN BLOCK MUSIC

501 MADISON AVE. N. Y. 22, N. Y.

LARRY TAYLOR—Grs. M.

NEW YORK

CHICAGO

HOLLYWOOD

British Best Sheet Sellers

(Week Ending March 1)

TogetherConnelly
Ever, Go In Ireland, Clonphonie
Trinity SongSun
Irish LullabyFeldman
RosettaClonphonie
Chowdhury Soldier U. S. A.Dash
Time We'll No OneFeldman
Shine (Other Tune)P. D. & H.
Shine Harvest MoonF. D. & H.
Little Fond AffectionDash

Employee of Chi CRA

Office Takes Over Its

Operation on % Deal

Alpha Wendle Demaree has taken over Consolidated Radio Artists Chicago office. According to Charles Green, CRA president, Miss Demaree takes over the office under her own name, and will operate it, with CRA getting a percentage on deals made by her. He said that no money other than a small sum for office equipment was involved. Miss Demaree has been an employee of the office for eight years.

It's reported, however, that Miss Demaree forked over \$5,000 into the arrangement and Green has the option of buying back when he resumes handling big bands. Green sold his contracts with large bands shortly after the war began, and went into coal-tail suits. Agency is also handling legit bookings in the provinces.

RANDY BROOKS BAND

GETS ROLLING FAST

Mike Nider, who recently went into partnership with Jim Peppé in the handling of Sammy Kaye and other properties, they will develop, has taken over the personal management of Randy Brooks' orchestra. Trumper, last with Les Brown, formed his own band about two months ago and hasn't laid a day since. He is booked into Dan Daley's Terrace Room, Newark, April 17, for two weeks, and then into Roseland ballroom, N. Y., May 14 for 12 weeks.

Brooks has also been secured on records with the new Majestic Record label, which replaced El Oberstein's old El label. His band is an unusual one for these times in that it was started without outside financial assistance. He underwrote its rehearsal time and library himself and began work Feb. 9.

Lena Horne is being teamed with Duke Ellington for a series of TV recordings.

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 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. Run and Coca-Cola (11) (Feist).....	Andrews Sisters.....	Decca
2. My Dreams Getting Better (3) (Sanley).....	Les Brown.....	Columbia
3. Candy (3) (Feist).....	Louis Prima.....	HIT
4. Little On Lonely Side (4) (Advanced).....	Dinah Shore.....	Victor
5. Accidental Positive (11) (Harris).....	Pied Piper.....	Capitol
6. Saturday Night Is Lonely (4) (Barum).....	Frankie Carter.....	Columbia
7. Don't Fence Me In (19) (Harris).....	Crosby-Andrews.....	Decca
8. Un Believing to See Light (4) (Grand).....	Johnny Mercer.....	Capitol
9. Mine and Mine (3) (T. B. Harp).....	Frank Sinatra.....	Columbia
10. Sentimental Journey (1) (Morris).....	Crosby-Andrews.....	Decca
	Les Brown.....	Columbia

Short Collections on AFM Road Taxes

Seen Behind Union's Booking Checkup

Apparently various locals of the American Federation of Musicians have not been on the ball in collection of 10% road taxes from name bands doing road work. Or else local promoters in out-of-the-way towns have not been reporting one-night dates properly. At any rate, Bob Stephens, eastern zone delegate of the union's national office, last week advised all agencies that he wants complete listings of all bookings played by their bands between July 1 and Dec. 31, 1944, and monthly lists on dates played the first three months this year. Henceforth he wants all bookings turned into the AFM monthly.

Agency people concerned with the work on road taxes have no idea why the lists are wanted; neither has the national office, it's claimed. Stephens asserted and the requests for the lists himself, although they were on AFM stationery. It's only assumed that the payment or non-payment of the traveling tax is involved. Stephens is one of three or four national office representatives whose job it is to cover certain territory consistently, seeing that locals hear the line.

Since the war's onsets on transportation have eliminated a high

Preview Threatens Leeds

With 'Caldonia' Song Suit

Attorney for Beryl Adams, manager of Louis Jordan's orchestra, has advised Leeds Music that if letters the latter sent out two weeks ago to music publishers and recording companies over the song "Caldonia" are not immediately retracted, a suit will be filed. Leeds claimed rights to the tune, by virtue of a deal with Jordan for all his stuff, and advised all pubs and disc people to lay off. Morris Music had previously acquired the tune for publication. Jordan denies Leeds' claim rights to the song. His deal with Leeds calls for only material he writes; he claims, "Caldonia" was written by a Fleece Moore.

THEY'RE RAVING ABOUT

BIG BOB CROSBY'S

RENDITION OF

"AFTER A WHILE"

By NICK KENNY, CHARLES KENNY and ABNER SILVER

AND DID YOU HEAR JOAN EDWARDS SING IT ON THE

STAR PARADE

WOW!!!

STARLIGHT MUSIC, 1619 Broadway, N. Y.

HARRY PEARL, Prof. Mgr.

JACK HOWARD, Croydon Hotel, Chicago—JACK FERRIN, Los Angeles

% Deals Answer to Buyer Talent Salary Statesmen Due to Curfew

Due to the virtual stalemate in name-buying by talent in curfew, trend in latest selling is veering toward guarantee and percentage arrangements. So, many agencies have been precipitated by salary quotations in these curfew days that the William Morris Agency is offering et cetera higher priced performer on its list on that basis. Other agencies likely will follow suit.

First deal on a % made for Buddy Lester at Jack Lynch's Walnut Roof. Last week last, starting April 5, Hillburt cafe percentage dates by performer have been rare and were reserved only for the top stars. At that they were uncommon, since bookers were unwilling to open their books to agencies, performers or anyone else.

Percentage deals are seen as becoming a must if names are to be sold in curfew. Since curfew started, operators have been howling against the inflated salaries of performers while acts are unwilling to take any kind of a cut. Consequently, booking of names is at its lowest point since repeal, despite the fact that several spots at such as the Sheraton Hotel, Washington, and the Chase hotel, St. Louis, are using top names in an effort to hype trade.

Any the % method an act will get a guarantee of what is considered a normal salary under present conditions at a 50-50 deal when curfew reaches a specified figure. With this kind of a deal, a performer who can draw will be able to make more than the original asking price and at the same time protect the operator if business drops. One will also be able to gauge exact value of a performer in his spot.

400, N. Y., Being Forced To Shut for Summer

400 Club, N. Y., will probably close for the summer following Benny Goodman's four-week run, which opens April 28. Spot has air conditioning system in the dormitory, in which the name bands are used. Equipment may be broken during next two weeks, but the operators of the spot aren't confident it will be.

If Goodman closes the 400 for the summer, it will reopen around late September of early October. Spot operators are Music Corp. of America, which has an exclusive on booking already are at work lining up bands, endeavoring to complete the entire season, from fall to spring.

Tommy Dorsey, who opened the spot Feb. 16, closes tonight (Wednesday), followed by Erskine Hawkins for five days, then Duke Ellington, April 4.

Dan Healy and Helen Kane have been set to open at Oetjen's, Brooklyn, April 5. Spot was recently taken over by Milton Sheen, show business attorney.

Lapidus Worries Holtz

Chicago, March 27. Nobody knows who tried to kill him but the character who started the yips hopping from table to table in the last week last, says that Lou Holtz, who's heading the current Latin Quarter show here, also worries him.

Chicago's A. Chicagoan named Lapidus, according to the rumor, has retained counsel with a view to restraining Holtz from using "Sam Lapidus" as a character in his yards.

Lapidus hasn't ever told anyone how he spells Sam's last name, but the field is wide open. If the Chi phone directory is any indication, there are six Lapiduses, four LaFiduses and one LaFidore in the Greater Chi metropolitan area.

Columbus Bar Owners Setting Up Card System To Check Under-21's

Columbus, O., March 27. Identification cards for patrons over 21 will be required to be minors to tavern and night club operators, will be given a try-out here by Ohio Tavern, Inc., an organization of liquor permit-holders. System will be extended throughout the state if approved successfully.

Ohio Taverns will supply operators of bars with cards about April 1. Any customer believed under 21 will be asked to sign a notarized statement on the card confirming age and have picture attached. Then, if questioned, card-holder can produce a sworn statement and be served.

Organization plans to establish an office where anyone desiring a card can obtain it by paying a 25-cent salary fee and attaching his picture. Recent campaign by the Dayton Journal charged that state and night clubs in that city sold intoxicating liquor to minors.

Morrissey's New Plans; Radio Actor, Unit Prod.

Will Morrissey, vet shoestringer, who wound up as an associate legit producer with the end of the run of "The Lady Yes," will double as a radio actor and as a unit producer. He has been signed for a role in "The Callahan," a radio serial over WOR Mutual with a locale set in a theatrical boarding house, and will package a tab show, "Brooklyn-Sm," named after his song in the late legitimate circuit.

According to current plans, Morrissey intends to head the unit with Bobby Morris and Christine Ayres, featured in the show, and is dickering for Sue Ryan. If Miss Ryan isn't available, Morrissey plans to weave her recording of the title song into the show.

Kings May Go Out On Dates With Band

King Sisters, who recently moved from Music Corp. of America to William Morris, may go out on dates with a band. Idea is being milled at the moment and if a semi-stable combo is used one will be built to specification.

Singers haven't played many eastern dates within recent months, they've spent the majority of their time in the Coast.

Fla., Conn. Weigh Ease of Ringling Rap in Fatal Fire

Steps are being taken in both Connecticut and Florida which may ease the plight faced by the Ringling circus as a result of the Connecticut act which is imposed on show business officials and employers in connection with the circus fire in Hartford last year.

Scheduled for public hearing this week by the Connecticut joint legislative judiciary committee was a pending bill which, if amended, might ease the circus officials to escape serving sentence. Based on a Massachusetts law, the bill would set up a board of review of three other Superior Court judges to alter or dismiss sentences imposed by another judge and appealed as unduly severe and excessive. Minor amendments would be needed to make the bill applicable to the circus fire cases, which were not.

The officers cited in the circus were given state's prison sentences last month by Connecticut Superior Court Judge William J. Shea after they had pleaded no contest to charges of involuntary manslaughter as a result of the fire. Three other employees of the circus were sentenced to jail, but execution of sentence was deferred. The three stayed until April 6, two days after the sentenced circus opening in New York.

Many letters characterizing the sentences as harsh and excessive have been printed in Connecticut newspapers. Relatives of fire victims wrote some of the critical letters. Some critics have asked state and city officials were not protected.

Meanwhile, the Florida State Cabinet, seeking to put the Ringling circus back on the road, indicated last week that it might ask the state officials to stay the jail sentences. Interested because the act, which is the "passing of the torch" to the circus, is the only one which owns 30% of the circus stock, the Florida cabinet might move back the cabinet to the legislature (20), but deferred definite action.

Downtown, Chi, Back To Burlesque Policy After Folding Vaudeville Try

Chicago, March 27. Downtown theatre, loop house, owners of the "passing of the torch" to the midwest" six months ago, as duly recorded in Life mag, go back to burlesque policy when they opened this Saturday (31), reverting to its original name, the Rialto. House has been dark since March 3 when it folded a film-name band policy.

Still operated by Jack Berger, who couldn't make the first run of the vaudeville show because of shortage of suitable stage attractions and pictures.

He had only two or three good weeks with the latter, the best being the first three, when Linda, ex-Hampton's okeh and Universal's "Hi Beautiful" broke the 1,600-seater house with a \$35,000 total.

Buster Crabbe Plans New Water Carnival

Hollywood, March 27. New swimming act with a tour of eastern resorts in progress, under organization by Buster Crabbe, former Olympic swim champ, to follow his two cowboy commitments at PRC.

Crabbe goes to Cleveland this week to appear in the annual American Sportsman show, March 28-April 5.

S.A. Niteries Hot on U.S. Film Names, At Big Coin Postwar Theatre Route

Midgets in Divorce Case

St. Louis, March 27. "Mrs. Gladys Viola Roskowsky, 38, a midget who appeared in several Hollywood flicks, including "The Wizard of Oz," last week filed suit for divorce from her husband, Arthur Roskowsky, also a midget. The pair, slightly more than 4 feet tall, were married in a Tom Thumb ceremony on the stage of the Mikado Theatre, local name, in June, 1940. Business men in the neighborhood of the theatre presented them with household furnishings and funds for a Florida honeymoon trip.

Mrs. Roskowsky charges her husband, formerly an employee for Pancho & Marco Service Corp., with non-support and also alleges that he frequently stayed out all night and refused to tell her where he had been. The couple separated in May, 1941.

Billingsley's Boite Yarn Rates the Encyclopedia Brit. 'Book of the Year'

Chicago, March 27. The Tools Shop crowd will have plenty to chatter about May 1, when the Encyclopedia Britannica "Book of the Year" comes out with a 6,000-word history of literature, by-lined by Billingsley's Encyclopedia Club boniface. Yarn will also appear in next printing of the encyclopedia itself, first time since 1750-year old time has ever acknowledged the existence of bolles.

Billingsley, whose bet is strictly N. Y., does some fancy footwork around national statistics. Income tax increases for 1945, 50¢ a week nightlie in 1940; for instance (why Chi and not N. Y. is the big question).

"Monthly gross was \$30,000. Salaries cost \$15,000, of which \$9,000 went to the floor show and orchestra, \$6,000 to other salaries; food, liquor, light, gas, coal, and laundry cost \$8,000; taxes and advertising \$5,000; gross profit averaged 5% or \$1,500, which was considered excellent."

"Liquor sales figured in 38% of the income and on liquor the club made a 300% gross profit over cost; food brought in 40%. Rent was made up from tips which ran almost 50¢ a week and paid the rent twice over. Those came from the doorman, flower and cigar girls, the astrologer and photographer. Two other concessions brought in about \$15 weekly."

"The doorman were paid \$20 and \$25 a week and turned in all tips. The cigar girls were paid \$20, \$25 and \$25 and also turned in all tips. Bartenders were paid \$40 a week, the chef \$85, cooks \$30 and \$35; waiter captains received \$40, but the headwaiter \$40; both kept their tips. Waiters were paid \$2 a night and kept their tips. Powder room girl readings for \$1 a customer and kept the club 25%. The photographer got the club the same cut."

"In other salaries, \$700 went to the orchestra each week, \$140 to the music trio, \$200 to the soloist, \$150 for the dance team, \$80 for the spotlight electrician, \$430 to the triguer, \$50 each to two tap dancers, \$200 to the comedian and two tap dancers, \$200 to two stooges and \$350 to the dance director who paid the sports girls and provided their costumes."

And so on. Chi readers of the gallery, most of whom thought they had the "typical" joint here pegged as the Cheer Parade, got stopped short at the the fact that the club was far from here on it's anybody's guess.

'All Work and No Play

Pittsburgh, March 27. Frances Bennett, dancer, worked only two nights at the Nixon Cafe last week. Booked for the fortnight, she complained of not feeling well, opening night. Next evening she was hospitalized and removed to the hospital.

Doctor told her she'd have to rest for few weeks so she went home to Georgia.

Heavy demand by South American business for film names is causing Herman Halkoff, who booked the SA spots pre-war, to make an arrangement with Jesse H. Martin, a Coast agent, in an effort to loan film names to play the Rio de Janeiro resorts.

Castles are offering heavy dough for film people. Lena Horne recently turned down a \$100,000 offer from the Casino de Uruca. Other offers have been made. The Atlantic is making a bid for Allen Jones and the Mill Hotel Trio.

Joe Preiser has accepted a \$250 weekly bid from the Atlanta and leaves by clipper this week.

The South American market is figured to resume its pre-war importance once the European war ends. Halkoff has an idea that theatres in South American countries can be welded into a route. He's dickering with homes in Chile, Colombia and Panama.

CURFEW FORCES A 25% TILT, CHI CAFES AVER

Chicago, March 27. Chi Cafe Owners Association, believing that they're caught between War Labor Board's rulings denying increased hourly wages to a employee who stop working at midnight and WLB manpower Commission's multi-night closing curfew, is seeking a WLB hearing to get the situation cleared up. WLB officials here haven't given the red yet but its understood such a hurdle will be held in a week or so.

One claim they petition is untenable because they're forced into technical violation of the "hold the line" order on wage increases, with Milt Raynor, counsel for COA, giving the following example of what they're up against:

"Take the employee who was formerly paid \$10 for eight hours work, and who is now on a new contract. Now, because of the curfew, he works only six hours for the same salary. The result in effect, is a 25% pay increase."

Reps of entertainers, musicians, bartenders, waitresses and other unions will be asked to attend the WLB meet, according to Raynor, who is also spearheading the effort to get members of the Illinois delegation in Congress to work with the state and federal legislatures of the House of Representatives to make the curfew 1 a.m. instead of midnight, on the ground that business men are being unjustly forced out of business. State congressmen are being asked to be appealed to WMC head Byrnes' public advisory committee, Raynor said.

THE TOWN'S NEWEST TREAT

See Mortimer, Daily Mirror

BEN MORTIMER

THE TOWN'S NEWEST TREAT

See Mortimer, Daily Mirror

THE TOWN'S NEWEST TREAT

See Mortimer, Daily Mirror

THE TOWN'S NEWEST TREAT

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THE TOWN'S NEWEST TREAT

Dear Paul Moss: Bible Tells of Sex

The Bible is the source of a staling, two-hour ballet about Billy Sunday, famous American evangelist, long in rehearsal here by the New Stage company, which "Evangelical" and "Theater" have plenty of comment on Broadway. Due for break-in on American Composers' Concert series at University of Chicago May 18, Miss Page has needed for Broadway and the stage, and the play is being described as a "ballet with words," plot and narration are by Ray Hunt, nightclub editor of Chicago Daily Times; score is by Bert Gosselin, composer and music critic for the Times, and choreography by Miss Page. It's in four 20-minute episodes. The Rev. Sunday and congregation figure in prolog and epilog, which sandwich the following episodes:

"David and Bathsheba," in which David covets another man's wife; "Samson and Delilah," illustrating how an old covey can be taken by a young wife; "The Flood," in which Noah's ark is built and a young wife, "Noah's wife," is the play's wife; and "Paul and Silas," in which struggle against vice, the wife give us; and "Paul and Silas," in which struggle against vice, the wife give us; and "Paul and Silas," in which struggle against vice, the wife give us.

Trust Actors Ruling Vs. Dramatists Held in Error by Authors and Mgrs.

Ruling in the U. S. circuit court of appeals in New York last week to the effect that parties to the minimum basic agreement of the Dramatists Guild were in restraint of trade, therefore, the decision of the Sherman anti-trust act did not create the bombshell effect Broadway had been anticipating.

General opinion among authors and managers was that the decision was in error. Application for a rehearing in the same court, Judges Charles E. Clark and A. Evans sitting, was made by Sidney R. Fleisher, counsel for the Guild. Actually the ruling handed down by the court was made before trial, the real case to be argued being whether Carl E. King, attorney-author, must concede differences with an author of "Stovepipe Hat," as stipulated in the basic pact, which was stipulated in the basic pact, which was stipulated in the basic pact.

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Chicago, March 27. A state senate bill placing Paul Green's "Night of the Hunter" on Broadway (presented continuously for several summers until the war interrupted) and control of the state has been enacted into law.

The measure authorizes the governor and council of state to allow not exceeding \$10,000 annually from the state treasury to the agency fund to the symphonic drama if it should operate at a loss.

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TURTLE 650G NET IN N.Y. AND CHICAGO

Gross receipts on "Voice of the Turtle" as of next Saturday (31) when the Broadway company completes its 60th week at the Morosco, will be \$2,000, according to producer Alfred de Ligne, Jr. Sim represents grosses by the two companies of the John Van Druten company.

Broadway company has taken in \$1,320,000 at the Morosco, and \$88,000 during its previous 59 weeks. Chicago company will have grossed \$533,000 at the Selwyn by Saturday, plus \$60,000 more from the Chicago and half from elsewhere, is now in its 26th week.

Production costs on both shows are listed as \$55,000. Profit to date on "Turtle" without considering any pig rights, is rated around \$850,000 at the Chicago end, and \$1,000,000 at the Broadway end. It is explained by high salaries, high production costs, etc. Broadway company is being run by Margaret Searan, Elliott Nugent and Audrey Christie in the cast, opened at the Morosco Dec. 8, 44. Big Field had 17,000 Miss Sullivan, Chi troupe with K. T. Stevens, Hugh Harlowe and Betty Edwards, opened at Selwyn Dec. 2, 44.

Delmar Out of 'Follow,' Borde Outfit Takes Over. Harry Delmar, who originally staged "Follow the Girls" with Street, Inc., is being ousted from the show, broke away from the show last week after differences with producer Al Borde. Later and associate took over the show, which was then planted by Borde and Delmar to produce "Holiday for Delmar" in March and May. He is slated to start next summer, but Borde has declared himself out.

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Legislation Vs. I-Man Censorship On Broadway Must Wait Next State Albany Session, Bill Failing to Pass

Oh, Mac—er, Mary!

"Catherine Was a Fool," is chucking over the latest back-stage incident, involving a wardrobe malfunction, which occurred four years, named Mac Brown. Seems Mac West, who's had a special dressing room built in the wings and is therefore right in the center of all activity, was constantly jumping into overboard somebody who popped a button or tipped his lights pulled "Mac" Miss Brown is now "Mary," at least for the run of "Catherine."

Why It's Better In a War Play

"Sweet Genevieve" and "Eternal Cage," two plays with professional casts, which opened in little theaters on the fringe of Broadway last week, are not regularly listed in the events and neither had ads in the legit directory attraction listings. Management of both were unfamiliar with show business. The several stars Clute who put their short story "Sweet Genevieve" on the street (48th street) inside up their minds quickly after opening, deciding that they first and last had to succeed, but those concerned with "Gage" say they will play the second week at the Barbizon Place hotel but that it'll be curtains Saturday 1311.

"Couple of first stringers covered 'Gage' when being taken over by World-Telegram, who, true to form, said it was 'the funniest thing in years,' according to a quote which appeared in a two-inch ad in the Times on Saturday 241. Anyhow, the Borde outfit drew a belly ache from show people, especially those who knew the takings were less than \$100 per night. In spite of that, the ad read: 'You laugh or get your money back.' But Borde didn't say post-ponement.

Insertion was made by the author, Jacy Denes, a refugee from Hungary. Backer was G. Sherman, who, in turn, was being represented by Victor Graymont of Wall Street. Explained that he was over the line because of a short bankroll, but not figuring on that expense item. One of those concerned with "Clute" who knew Borde's mind. "Well, it cost 'em less to find out it was wrong than any play ever put on."

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Legislation designed to eliminate the I-Man censorship program on Broadway will probably have to wait the next regular N. Y. state session, which opens in Albany, scheduled for Albany, Saturday 1241, when a bill introduced to expedite review of plays, which would see indecency remained in the committee room. A special session of the legislature scheduled for June but it's doubtful that extraneous bills will be introduced.

At the recent buddle between combined theater organizations and N. Y.'s Mayor LaGuardia, the latter agreed that the law should be changed or amended to prevent a repetition of the "arbitrary" closing of "The Boys in the Boat," N. Y. by Paul Moss, the license commissioner, at the indicated direction of the I-Man. Broadway followed up the incident by denouncing elimination of one-man censorship.

A bill supposed to be designed for that purpose was drafted in the N. Y. office by Mr. Morris, senator of Brooklyn, without consultation with the theatrical community. The bill was introduced in the state assembly, N. Y. by Paul Moss, the license commissioner, at the indicated direction of the I-Man. Broadway followed up the incident by denouncing elimination of one-man censorship.

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DECISION ON 1932 'FRANKIE' CENSORSHIP

The fact that the scenes and characters represented were coarse and vulgar was held not in violation of the Sherman anti-trust act, "People v. Wendling," 132, 258 N. Y. 451, 180 N. E. 188, reversing 132, 258 App. Div. 704, 248 N. Y. S. 5581.

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"THAT WASN'T THUNDER...

IT WAS THE APPLAUSE THAT GREETED*

VICTOR BORGE

CONCERT PIANIST-HUMORIST

Enters U. S. Concert Field

After initial concert (with the Rochester Symphony Orchestra) critics reported:

Rochester Democrat and Chronicle
January 22, 1943

Piano Humorist Creates Furor With Civic

By NORMAN NAIRN

* That wasn't thunder you heard rolling about Gibbs and Main streets last night—it was the applause that greeted Victor Borge, the pianist-humorist who was soloist with Guy Fraser Harrison and the Civic Orchestra at the Eastman. The overflow audience gave Harrison and his men warm welcome, too, for theirs was a good job.

The program called for "variety" from Mr. Borge. That didn't express it, by any means. In the dear lamented days of vaudeville, they'd call anybody like Mr. Borge a one man riot, and it would be just too bad for anything else on the bill that followed him.

It was the first visit to Rochester for the Danish artist, for such comedy technique is real artistry, and not buffoonery. I'll vow it won't be the last. Call it scintillating, screamingly funny and last night's audience would agree, for most of them were clutching their seats for fear of rolling out.

Mr. Borge's is a different kind of comedy. If anything can be funnier than that "phonetic punctuation" of his, you tell me about it! He reads a story and the outrageously funny sounds he makes stand for the punctuation marks. He falls flat on his face from the piano stool and the audience loves it. He hands the music rack off the piano to

someone in the audience and his listeners laugh uproariously. The rest of it I won't tell you about, for you can see and hear for yourself when he comes back.

He a comedy technique that seems to give him just as much fun as the audience. Such a charming personality, too, and a handsome chap. A wonderful man, as well.

Mr. Borge's is an amazing combination of talents, for he is a brilliant pianist, too. He proves it definitely in a splendid performance of Gershwin's Rhapsody in Blue (bandaged finger and all). There is a momentum, a well poised freshness to his playing, a feeling for the insistence of these rhythmic passages, imagination, in his playing.

Eastman Packed for Borge

Victor Borge, pianist-humorist, who as guest with the Civic Orchestra under Guy Fraser Harrison attracted a capacity audience to the Eastman last night, provoked besides enthusiastic applause wave upon wave of laughter, the type of which rarely echoes off that auditorium's august walls...

"A first rate comedian... a remarkable pianist."

Newsweek

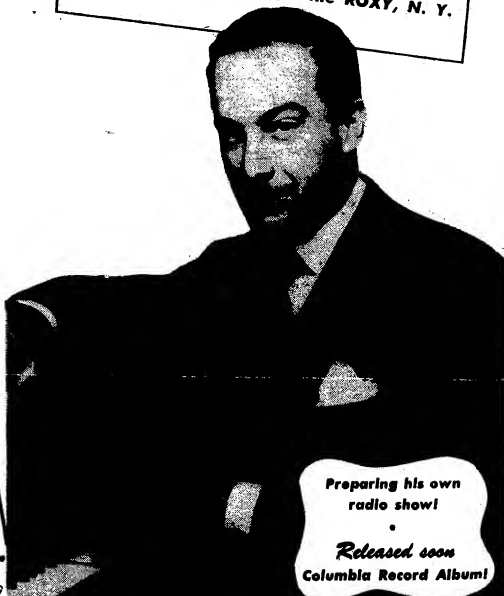
"A superb pianist! With the funniest line since Will Rogers!" Chicago Tribune

"I count VICTOR BORGE the most wonderfully good one-man entertainment in the English language, even without the piano. With it, he is quite beyond the reach of any kind of competition."

Chas. W. Morton, Assoc. Ed. Atlantic Monthly

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NOW in his 13th week this season at the Waldorf's Wedgewood Room, doing a full 1 hour one-man show. The longest all-time run for a single entertainer and still going strong! With a simultaneous smash hit run as star of the stage show at the ROXY, N. Y.



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