



'SHOWMEN'S 7th' WAR LOAN DRIVE—MAY 14 to JUNE 30 Speed TOTAL Victory! . . . Sell MORE Than Before



Published from 154 West 45th Street, New York 18, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter December 22, 1940, at the Post Office at New York, N. Y., under the act of March 3, 1879. Copyright, 1945, BY VARIETY, INC. ALL RIGHTS RESERVED

VOL. 158 No. 8

NEW YORK, WEDNESDAY, May 24, 1945

PRICE 25 CENTS

NEW B. O. PEAK '45

USO-Camp Shows Budgets \$2,500,000 For Six-Month European Program

Cost for the next six months of the post-V-E Day entertainment program which the Army requested of USO-Camp Shows last week will be \$2,500,000, according to Camp Shows officials.

This sum represents only the outlay for the expanded program intended for the European theatre of operations (ETO). It will cover the six to eight musicals and 29 to 36 straight legions, as announced last week, and also the army's request for 10 additional concert units and an unspecified number of additional variety units.

The showmen, will be over and above Camp Shows' normal (Continued on page 27)

ASCAP May Hit '45 Record, \$8,000,000

American Society of Composers, Authors and Publishers' first quarter income reached an unprecedented record for the period ending March 30. Unusual bulwatches of the total was the reason for the Society's withholding the figure. It was originally stated when the checks went out about April 15 that the quarter's income was approximately the same as 1944's, the same period, which itself was a record-breaker.

On the basis of the \$2,100,000, the Society is figuring on a total take for the year of somewhere between \$7,500,000 and \$8,000,000. That's a substantial jump over last year's record of approximately \$6,200,000.

Billy Rose 'Satisfied' With '7 Lively Arts' B.O. Though Profit So-Slow

When "Seven Lively Arts" came up at the Ziegfeld, N. Y. May 26 it will have played 25 weeks. It was spectacularly produced and promoted by Billy Rose, it reclaimed the house for legit, it brought Bessie Little back from London. Without her it isn't likely it would have gotten past up on the right side of the ledger is something else. "Arts" can't be called a flop, yet it certainly has been no must because it's been conservative to operate.

Rose says the review "has been a satisfactory project and claims by bulking the theatre's operating profit with that of the show, the financial end is all right so far as it is concerned. He bought the theatre for around \$650,000 and netting \$150,000 in to recoupment it. Cost of the "Arts" production was first reported to have been around \$300,000.

(Continued on page 59)

Sat.'s Phoney Peace Flash Cues That the McCoy Is Likely to Be Quite Sober

Broadway celebrations come V-E day are likely to be fairly sober events if the "phoney peace flash" (Saturday '28) is any criterion. They'll be happy about it, but a pretty staid atmosphere is likely to pervade the event. The noisy crowds seemed to remember 1918 when the first news of the armistice broke two days before the McCoy. They also remembered that reports of D-day last year came three days before it happened.

There was a degree of jubilation while waiting for the news, but patrons of most spots weren't going to throw their hats into the air and buy a round of drinks until President Truman made it official. When it was announced that there was nothing to report, the crowd went about its usual business.

Nonfanciers also feared that there (Continued on page 27)

PIX RENTALS AT \$6,250,000 WKLY.

By MORI KRUSHEN
For the third consecutive "peak" season motion picture business records topped as total rentals for major U. S. companies for the first quarter of 1945 surged to new high levels, exceeding both 1943 and 1944 operating income for the same period.

Paramount is up from 3-3-45 over the 1944 weekly rental average, bringing the company's take close to \$690,000 weekly for the first quarter. Metro hit around \$1,300,000 weekly average for the first quarter, reported the highest on (Continued on page 34)

USO-CS ACTS BREAK IN BEFORE ITALIAN PW'S

USO-Camp Shows break in at Staten Island before an audience of Italian war prisoners and stewards. Apart from the fact that American acts wonder how a sizable Italian PW audience could be so jive, (Continued on page 39)

'Incompetent' B'way Play Reviewing Rapped by Dramatists; Stewed Critics?

Martin, Yet Buff Crick, Yanked From Reviews After Theatre Squawks

Buffalo, May 1.
Flareup of long-brewing friction between the Dipson-operated Erlanger, Buffalo legions, and William E. J. Martin, veteran dramatic critic of the Buffalo Courier-Express, has resulted in Martin being withdrawn from legit critical coverage by the paper.

Martin, who has handled screen and stage reviews for the C-X for over 20 years, has been markedly adverse in his reactions to legit attractions this season, though his shafts were directed entirely toward the shows and not at the house. Last fall: Erlanger management is known to have complained over shortage of space devoted to legit by the C-X in contrast to more extensive coverage by the rival Evening News.

Situlah came to a head over recent two-week record-breaking "Okto- (Continued on page 38)

Many playwrights are stinging over what they consider inequivalent reviewing of Broadway plays. Not all critics are involved. If they can support their contentions, it's indicated that a protest will be lodged with managing editors of metropolitan N. Y. dailies. The subject came up informally at a meeting of the council of the Dramatists Guild yesterday (31) and allegations were made with plenty of heat.

Claimed that a couple of critics have attended premiums in such states of inebriation and the contentions were that more than one new show this spring was unfairly judged. Discussion stemmed from (Continued on page 39)

H'wood Names Ogle B'way Parts

A fairly liberal flow of talent from Hollywood to Broadway is indicated for summer and fall productions but before casting for 1945-46 is in stride a flock of Coast names may take a return fling behind the footlights. Indicated that quite a few picture names have the urge to make stage names here for varied reasons, one dealing with income taxes, but they're outlandish show chasers, figures that a flop may impair their studio standing.

Hugh Herbert and Arlene Whelan are among the first. They'll appear in "Oh, Brother," starting rehearsals this week, while the approvals dates for other Coasties are not as (Continued on page 39)

Make This The Victory 7th

The 7th War Loan drive, in effect, becomes alternately a Roosevelt Memorial Loan, President Truman's First Bond Drive, or a partial Victory Loan. Whatever its auxiliary significance, it's certainly a tough chore, and something which calls for all the energies and resources of show business to make successful.

The good news in Europe—even as plans are being laid for the inception of the 7th War Loan campaign, which starts May 14 and runs for six weeks until June 30—assures us of V-E Day. If not already fait accompli, but withheld for strategic reasons, even as this edition goes to press the news may become public. But certain it is that Victory-in-Europe is inevitable by mid-May.

The negative (paradoxical as it may seem) effect on the 7th War Loan is something which showmanship must circumvent. V-E Day is but half the battle. There's a long, hard-bitter way yet to be won in the Pacific, and the sale of \$4,000,000,000 in "E" Bonds—the highest yet—of the overall Treasury goal of \$14,000,000,000 can only be spackled by such direct-to-consumer liaisons as the theatres, the theatre managers and their employees.

Today the average cinema boxoffice is as good as a bank for Bond-buying—and twice as accessible.

Plunking down \$750 in cash at the b.o. for a \$1,000 Bond, issued on the spot, is now an accepted practice, as casual as paying 60c for an overpriced seat.

The average American is constantly exposed to Bond purchases in his daily rounds of entertainment, whereas a trip to the bank is only a weekly or less frequent occurrence.

It is for that reason that Sam Pinesnik, Si Fabian, Tom Connors, John Heriz, Jr., et al.,

have hit upon a realistic axiom as a slogan for "Showmen's 7th" campaign, that "100% showmanship means 1% inspiration plus 99% perspiration." This is a hard-working, roll-up-your-sleeves assignment indeed for every showman and his staff.

Showmanship is the keynote of the 10 special events which will punctuate the six weeks of the 7th War Loan's drive. It starts Sunday, May 13, with Mother's Day, the day before the official opening of the campaign, and embraces a gamut of special events such as that on May 19, I Am an American Day; 22, National Maritime Day; 30, Memorial Day; June 5, Major General Miller Day, which will spark the nation's radio bands and crooners to appeal to young America, and serve as a prelude to June 6, D-Day, on which will fall National Free Movie Day; 14, Flag Day; 17, Father's Day; July 3, Waves Anlier Day; 4, Independence Day; 7, Independence Day; latter two observances being credited to the Showmen's 7th, even though the drive technically is over by June 30.

Showmanship doesn't mean running wild with stunts, however. Good taste must temper enthusiasm, as witness the sordid lotteries, Victory Bowl, bond auctions, raffles, and the like, which may be acceptable in certain restricted areas, but not encouraged officially. Just as Ted Gable, of the Treasury Dept., has wisely counselled against post-midnight movie premieres in view of a still existent curfew, which, however, may see modification or elimination very soon.

Showmanship, indeed, will prove the answer to the sneezes of the Showmen's 7th. And that does truly mean 99% perspiration in the face of a mountain of hazards, fatigue, inertia and other hindrances. Abel.

Three D.C. Bottle Clubs Defying Curfew Rule; Getting Away With It

Washington, May 1.
There are now three night clubs in the Washington area defying the curfew which they say was put before casting for 1945-46 is in stride a flock of Coast names may take a return fling behind the footlights. Indicated that quite a few picture names have the urge to make stage names here for varied reasons, one dealing with income taxes, but they're outlandish show chasers, figures that a flop may impair their studio standing.

RAW FILM BACK? -EAT LUCK?

U. S. Pix Told That British Raw Film Allocations to Be Cut 20-30,000,000 Feet

U. S. film distribution and production reps stated in New York early this week that their British film allocations for U. S. companies are to be cut by some 20,000,000 to 30,000,000 feet, and that U. S. exports of Technicolor pictures to Sweden from England would have to be stopped as a result.

U. S. industry execs said that it was "pretty definite" that American distributors will find their raw stock allocations in England reduced by the British Board of Trade.

In some quarters it is believed that the raw film deducted from U. S. allocations will be made available to British producer-distributors such as J. Arthur Rank. Rank would thus be able to print up in England some of the features allocated for U. S. distribution for which raw stock may not be available here.

Since the War Production Board has sharply curtailed all independent production allocations Rank has been allocated for possible two pictures, at best. In any event Rank's status under WPA film allocations like many a U. S. independent producer, is not clear since United Artists was deprived of its entire film allocation.

INTER-AMERICA AGENCY -AFTER \$1,800,000 MORE

San Francisco, May 1. Francis Aistock, head of the film division of the Office of Inter-American Affairs, is in Washington today (Tues.), appearing before a Congressional Budget committee on appropriation of \$1,800,000 to next fiscal year.

Aistock, who has been chief since 1941, has been cited as a "press relations officer, few out of here Monday (30) and is due back here Wednesday (3) to resume his post.

With coin that is as yet unexpended, but pledged in previous budgets, O.I.A.A. will have around \$250,000 to expend on film production and distribution to our world neighbors.

Trans-Lux Circuit May Total 30 Houses Postwar

Trans-Lux is slowly but carefully developing what promises to be the largest independent theatre circuit on the Atlantic seaboard. While T-L officials discount reports of a chain having 30 theatres soon after the war as out of line with present prospects, the expansion after V-E Day may result in a chain of 30 circuit houses. Trans-Lux now has about 15 theatres, including its projected ones in Washington and on Madison ave., New York.

Trans-Lux has a minority interest in several operations and on Madison square as the Normandy on East 83d st., and where a partnership with circuit operations, rating chain theatres, and where they hold 50% or more interest.

In construction of new theatres for circuit, T-L is making provision for television.

Kohlmar's 2 at 20th

Hollywood, May 1. Fred Kohlmar likes a producer pact with 20th-Fox yesterday (30) comes "Marching Home" act as his first two choices. Kohlmar until recently was producing for Paramount.

Steve Early's Spot Steve Early's assignment in Washington, following his White House resignation, will be on behalf of the Pullman Standard Equipment Co. This is part of the Victor Emanuel underwriting business, but emphasis will be on the Pullman outfit.

Early is a former Paramount man.

Pix Divvys Up in March

Washington, May 1. March was a heavy month for film industry dividends, according to Dept. of Commerce figures. Stockholders received \$4,000,000, as contrasted with \$1,700,000 for the same month in 1944.

"During the first quarter of 1945, industry dividends hit a record of \$4,000,000, which was \$2,300,000 better than the first quarter of last year."

Jones Heads New Distrib Group

Chicago, May 1. Organization of Screen Guild Productions, Inc., new national distributing company, was completed here today with John J. Jones, head of Jones, Linker & Schaefer Theatre Circuit, and Film Classics franchise holder here, elected president. Company's business is to establish itself at \$1,000,000, has a unique financial setup with franchise-holding and controlling its complete corporate stock.

Preliminary framework of company was set up in New York City. The company was named after the name of Cardinal Pius XII, who was elected to the papacy in St. Louis last January under the name of Cardinal Pius XII. The company plans to operate 31 exchanges, including one in Canada. Jones, originally named immediately. First release of new outfits will be "Wildfire" on June 1, a western by Cinecittà, originally named by David, with John Miljan, Bob Steele and Sarah Padden in the cast. Three additional action pictures from same source will follow. Company plans to release at least one new Hollywood film each month, beginning Sept. 1. Full program for a year in advance is expected to be announced in next 60 days.

Sales organization will be set up in New York City. Jones will be vice-president. Other officers elected are John W. Maughan, Arthur Woodcock and Robert Linger, vice-president. Jones, Linker, Schaefer, and M. S. Schaefer, treasurer. These with Bert Stern, president of Francis White also compose the board of directors.

WOOS BABY CARRIAGE TRADE AT DRIVE-IN

Rochester, N. Y., May 1. Manager of Grand Gateway Drive-In Theatre has a particular appeal for handicapped persons because of the "Baby Carriage" in their automobiles, is making a special play for mothers with small children.

While the tiny squawkers are barred from other theatres, manager of Grand Gateway Drive-In is making a bottle-warming service at the refreshment stand.

Children, formerly admitted free with their parents, now pay 12c same as in downtown theatres. Adults 25c.

Earliest opening in Drive-In history here resulted in excellent business despite some chilly evenings.

Walls' N. Y. Huddles

In connection with production of "The Last Days of Pompeii" of Russia's great composer, Ilya Hailis, now in N. Y., will huddle with Leonard Bernstein, conductor and composer, who may collaborate on the story, and Vladimir Horowitz, pianist, who may play the Tchaikovsky's immortal sonata in the picture.

Details on general release of "Affairs of Susan," current at the Rivoli, in N. Y., and "Love Letters" and "The Big Game," which are ready in the can, are under discussion with Par execs.

CANAL BLOCKY TO BE TOO

Hollywood, May 1. With proposals for a worldwide distribution setup covering England, the United States and Latin America, J. Arthur Rank is due in Hollywood May 14. Plans which he will lay before several producers are expected to be for three separate distributing organizations, one for each continent.

Rank is understood to have broached the idea to Samuel Goldwyn when latter was in England several weeks ago and the British producer's emissary also reportedly laid the groundwork here to include David J. Selznick and the Briskin-Op production unit, also several others who are anxious for an outlet for their forthcoming product. Rank has now come to New York to take over the United Artists setup plans to Rank possibly putting out a new money coin needed to buy out Mary Pickford and Charles Chaplin's shares. However, Selznick is shopping around to establish his own distribution film which can lead to Rank putting money into such an enterprise. Rank is also looking for the Briskin and other companies included.

Rank said to be looking ahead with the producers affiliated with him to make a minimum of 15 films in 1945 with his English and Latin American sources supplying the balance to bring the total to about 35 films.

Goldwyn recently inked to release several films for another year through RKO, while Selznick has been in the process of distributing through U.A. sort of setting himself up for his own production and distribution unit when he could go west again.

Although no deal has been set, U.A. has been endeavoring to get G. D. DeMille to release through its outlets and Ed Raftery has also gotten into the picture.

J. Arthur Rank, when he arrives here this month, will make his first Hollywood visit. He is into Montreal first, accompanied by his attorney, Woodham Smith, the Odson Theatre, and John Davis and Huntington Galt, one of his prime film executives. The first show his mission is to the Odson Theatre of Canada (Paul Nathanian) in which Rank owns half interest, but primarily he is surveying his Canadian mill holdings.

Thereafter the party is due to come to the States and eventually wind up in Hollywood.

Around that time U.A. will probably release "Blithe Spirit" (Noel Coward produced it in London) and "20th-Fox has one more, "The Sign of the Cross," due from London last (Continued on page 34)

Kane and Stallings' Pic Productions Via Rank

Robert T. Kane, former head of 20th-Fox Paramount Pictures, and Laurence Stallings are due to engage in English film production shortly, according to reports via J. Arthur Rank.

Both are British production chief, Bon Goetz, stated to go over this week to start things moving also.

Brasshatts O.K. 'Adano' Pic

Hollywood, May 1. Official okay was bestowed by the Department of War on the 20th-Fox film version of "A Bell for Adano," after a close inspection by military brass.

Government didn't like the book or the stage play, but passed the picture without censoring a single scene.

Capra-Briskin's Corp.

Sacramento, May 1. Liberty Films filed articles of incorporation here, listing Col. Frank Capra and Samuel Briskin as directors.

Capital stock is listed at \$1,000,000, of which Briskin is preferred and 50% common.

It's presumed Bob Riskin, ex-OVI, will join this unit.

Foreign Powers Aim Strong Blows At U.S. Pix Abroad; Block More Coin In France, Gov't Monopolies, Curbs

Film Charities' New Plan

Hollywood, May 1. Permanent Charities Committee is consolidating all film industry charity drives into one annual campaign, based on payroll deductions for the installment plan, running up to 5% weeks.

New plan will go into effect as soon as it is approved by the studio guilds and unions.

French Pix Bid At Expense of U. S.

Drastic curtailment of U. S. film shipments to France, being planned by officials of the French Ministry of Information, construed in N. Y. as a move to open up more playing time for American and other European films.

Reported that France plans to limit the U. S. industry to 25-30 features semi-annually as compared with 85 semi-annually pre-war. While no official decree has been issued as yet, that's the word relayed by U. S. film reps in France.

Thus, the 10-year battle for leadership in the international motion picture markets, predicted by U. S. film leaders (previously reported in "Variety") is under way.

Possibility, of course, that the 25 or 30-picture limit may be raised, but it is not endeavoring to get G. D. DeMille to release through its outlets and Ed Raftery has also gotten into the picture.

Aside from the move to open up more playing time for films from non-American sources, French reps are also reported moving to assure a greater proportion of playing time for native films in France and throughout Europe. With the market for French-language films necessarily limited, the opening of a larger market for British, Russian and possibly Italian and Spanish product would likewise result in reciprocal advantages for French films in those countries.

NEWSREELS' \$150,000 FRISCO CONFAB BILL

San Francisco, May 1. The conference cost to newsreels will run about \$150,000 for the six-week period, which will include sharing of light costs for institutions in the Opera House and Veterans Building theatres. Cost runs about \$100,000 for the opening of Day, Movietone, Universal and Pathe, around \$5,000 a week each, exclusive of film costs.

Boys have been shooting average of 15,000 feet a day allotted out of the quota, while the Russians alone shoot 4,000 feet a day, getting shot of every speaker through their entire quota on date while the Americans and pick only the high spots of talk for photographing the image.

Two Bills in N. Y. Confab

Bill Pine and Bill Thomas, producing low-budget features for Paramount, are in N. Y. from the Coast following a stopover in New Orleans, to discuss sales and advertising plans on "People Are Funny," which they have just completed. This one has been better in cost than "The Coons" have delivered to Par over a period of several years. Figure is not yet placed in Par.

The Pine-Thomas team has another picture, "Scared Silly," which is being placed in Par. It is one of four pictures, its fifth group this season, which will go on release June 22.

Snarling, bickering film interests abroad struck back at Uncle Sam's proffered friendship via international monetary and trading aids, and are aiming powerful blows designed to curb distribution of American pictures in foreign countries.

As positive monopolistic - nationalistic tendencies become manifest throughout Europe (particularly where film are concerned), U. S. film company heads last week found themselves confronted with the following new trade barriers due in 1946:

1. French Government officials (Ministry of Finance) advised that the U. S. share of film rentals (around 70% after cost of operation of U. S. subsidiary offices in France) - distributed in France - be placed in blocked account and will not be available for use even in France.

2. Spanish Government officials (Ministry of Finance) advised that the U. S. share of film rentals (around 70% after cost of operation of U. S. subsidiary offices in France) - distributed in Spain - be placed in blocked account and will not be available for use even in France.

3. Spanish Government officials (Ministry of Finance) advised that the U. S. share of film rentals (around 70% after cost of operation of U. S. subsidiary offices in France) - distributed in Spain - be placed in blocked account and will not be available for use even in France.

EMPLOYMENT DROPS, PIX WORK TOO IN CAL.

Sacramento, May 1. Employment in motion picture production took a nose dive last week, according to figures from the State Statistics Bulletin. Employment in the studios reached the lowest level since 1937.

General employment boom in California is a thing of the past as indicated by statistics for all manufacturing in the state. Shipyards and aircraft plants showed a decrease of 15% below last year's figures.

VARIETY

Trade Mark Registered
FOUNDED 1877 BY H. W. CRYSTALMAN
Published Weekly by VARIETY, INC.
154 West 41st St., New York 18, N. Y.

SUBSCRIPTION
Annual \$10.00 Foreign \$12.00
Single Copies 25c

Vol. 138 No. 8

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DAILY VARIETY
(Published in Hollywood by Variety, Inc.)
10¢ a copy - 5¢ Foreign

Pix Faces Its Top Job in Hypnotic Sale Of \$4,000,000 E Bonds—Pinski

The motion picture industry has been given its greatest job in history in the spearheading of the nationwide goal to meet the Treasury Dept. quota of \$4,000,000 in E bonds for the forthcoming Seventh War Loan drive.

And, as such, before in the opinion of national industry chairman Samuel Pinski, will be necessary for the industry to make the most of the promotional force during the seven-week campaign—from May 14 to June 17. The drive will last for three weeks longer than any prior loan raising effort to date.

Pinski, with courtesy through his plan for a "grass roots" campaign for the Seventh, has zoned the country into four territories with a coordinator for each. This quarter is acting as the liaison between national headquarters and the field, and comprises theatrons who have wide experience and complete knowledge of their territories. They are: Joe Kinsky, Par theatre department exec. chairman; Sam L. Parsons, exec. chairman in Knoxville for Wilby Kinney, Southern coordinator; David Wallerstein, B&W Chi and Indiana chief, handling the midwest; Charles M. Thall, Fox-West Coast San Francisco, who has the entire Pacific Coast area under his jurisdiction.

Cannors' Quota.
The distributors' quota is led by Tom J. Connors, 20th-Fox distribution v.p., who has set a 25% increase in bond preems, free movie days and Kinsky's prems as his overall goal. He also is eager to see an increase in the number of theatres participating over the Sixth. John Hertz, Jr., is repeating his Sixth War Loan campaign for the Seventh as publicity, advertising and exhibition director. Each manager of the committee is a specialist in his field. The ad, publicity and exploitation aspect is the most extensive channel of any conceivable channel of promotion being used.

Due to travel restrictions, rallies for the "Showmen's Seventh," as this bond drive is termed, were set up at the following junctures: Chicago and Denver for state exhibitor, area distributor and state publicity chairman; New York for the national exhibitor, area distributor and state publicity chairman. Organization of the Seventh is made up of local units, the national committee emphasizing closer cooperation with the local War Finance Committees, so that the local drives may be better coordinated with the Treasury plan and to give maximum service to the communities.

Departure in the Seventh is the creation of an advisory committee headed by Leonard Goldenson, par v.p. in charge of theatre operations. This unit comprises industry leaders throughout the country and is to advise and consult with workers in their localities.

Loew's Payroll Deduct Plan Aims for 95% Goal

Loew's N. Y. homeoffice committee, who to date have secured \$27,000,000 in war bonds, have set a 95% payroll deduction goal for the drive. David Bernstein, treasurer, has appointed H. J. Cleary, Mandy's publicity director, and Edward Pollack, Loew's chairman of the campaign.

Effort is to add at least 300 names to the company's payroll deduction plan, with Loew's, as in previous years, has planned to include the employee bond purchases. Checks, showing how each of the 45 departments line up in the drive, will be displayed on each floor of the 17-story Loew building in N. Y.

10 Special Events for 7th

Exhibits throughout the country have geared their activities during the Seventh War Loan drive to take full advantage of the holidays and special events days that will be celebrated during the May 14-June 30 period of the campaign.

Events are set for the following holidays: Mother's Day, May 13; I Am American Day, May 18; American Maritime Day, May 22; Decoration Day, May 30; Memorial Day, May 31; June 5, D-Day, which has been designated as "Free Movie Day"; June 6, "Play Day"; June 7, "War Day"; June 17, "Frees Anniversary Day," July 3, and the Fourth of July.

'Little Bonds Make Great Victories'

This caption on a campaign should point emphatically to the cumulative effect of purchases of millions of "E" bonds of all denominations that may be winning the war possible. Idea for the poster was suggested by B. J. Mahabon, Executive Vice-president, to national chairman Samuel Pinski.

Poster features an illustration of the tremendous number of Nazi prisoners taken by the Allied armies.

Free Films For Bond Preems Set

Major film distributors will furnish free, for one performance only, to be known as a "war bond preem," one film to exhibitors who, under contract, not earlier than 30 days prior, have booked a Paramount picture at that particular house,

provided that exhibits having clearance to exhibit the picture and a six-point agreement by districts made public by Tom J. Connors, national executive chairman for the Seventh War Loan.

As a special inducement to aid the drive of bonds to be by children, the distributors will also furnish a gratis picture for a children's program, with the same terms as set above. In order to increase bond preems in small towns, districts have agreed with the same terms as set above, regardless of whether the exhibitor is a customer of the distributor or not. The location of the exhibitor's town is not over 7,500 people, and the picture booked for the district. When the picture is booked prior to Nov. 1, 1945, Districts will have to agree to participate in the drive. Free movie days on June 6, with the free admission, will be the headline. Districts, according to Connors, will provide films for repeat showings. The same terms as set above, however, desire them, but excluded from every part of the agreement. The same terms as set above, however, desire them, but excluded from every part of the agreement. The same terms as set above, however, desire them, but excluded from every part of the agreement.

HVC, Coast WAC and MP War Finance Committee Mobilized for 7th Loan

Hollywood, May 1. The three Hollywood studio organizations which have been active participants in all of the six war bond drives to date have been mobilized for the Seventh War Loan.

The Hollywood War Finance Committee, the Motion Picture Finance Committee, and the Hollywood division of the War Finance Administration, are all mobilized to sell bonds to studio exhibitors and planning film subjects for the task of All of the Coast, studios furnish their own exhibitors and their own talent for the two-week drive. Exhibits in the nation's 16,000 theatres, the HVC sent 233 star letters to exhibitors, a total of 242 others have been sent to exhibitors, and 307 have been broadcast.

The Hollywood motion picture industry, headed by George C. (Gingie) chairman, to date has sold \$2,000,000 in war bonds.

Thompson and Ruben on Seton Porter's Comm.

Seton Porter, Seventh War Loan chairman of the commerce and industry, has named a committee of five, including representatives of radio, stage and screen.

Chairman of the committee, Thompson, RKO v.p., will coordinate the running of the drive in this area by the entertainment industry. Thompson, RKO v.p., will coordinate the running of the drive in this area by the entertainment industry. Thompson, RKO v.p., will coordinate the running of the drive in this area by the entertainment industry.

Badge of Honor

The national committee urges exhibitors to "Button Up Your Showmen's Seventh" Campaign. With a "Button," Theatres will be the only ones selling organizations during the 7th War Loan drive. Theatres will be the only ones selling organizations during the 7th War Loan drive.

Designed to do work in the 7th War Loan drive, the button will be given free by exhibitors to the public. The button will be given free by exhibitors to the public. The button will be given free by exhibitors to the public.

In red, white and blue, the design is a large "B" with a "7" in the center, with any round the edge at top: "I'm backing the war loan drive," and at bottom: "motion picture theatres." One million buttons are available from the local War Finance Committee at \$3 per thousand, along with one-sheets telling the public of the button-giving.

Real B'way Pitch Set Up for Bonds

The 700 metropolitan N. Y. area theatres, and their employees, are poised for their greatest bond-selling effort in the night. The campaign on this May 14. Goal set by theatres in this area for the drive, the 700 theatres, will be able to surpassing of the all-time record of 439,352 "E" bonds checked up during the 7th War Loan drive.

Metropolitan area, for the Seventh, has been enlarged to include the entire area in Long Island and Westchester, with the seating capacity represented marking a new high. The 700 theatres, with the seating capacity represented marking a new high. The 700 theatres, with the seating capacity represented marking a new high.

Every possible detail in theatre bond selling has been covered by the N. Y. showmen. All accessories needed for the drive, including theatre managers, trailers are being distributed for exhibition, and radio negotiations have been out to provide a continuous bond-selling battle.

A total of 26 experienced publicity and exploitation men and women are working on publicity angles for the Seventh in this area under the direction of the drive. The drive is being handled by the N. Y. committee headquarters for the drive. The drive is being handled by the N. Y. committee headquarters for the drive.

Creation of a statue reproducing the Two Jima flag-raising—being completed as a memorial to the film industry's participation during the Seventh—and a Victory Bazaar, which will be held on the events that are slated to give dramatic impact to the forthcoming bond drive. The statue will be erected 40 feet north of the duplicate of the "Statue of Liberty," in Central Park. A double statue will be erected shortly extending from the Schrafft building to the Statue of Liberty, and from the Statue to the Paramount Building.

Bond Breakfast

War Activities Committee, in conjunction with the Treasury War Finance Committee will hold an important breakfast to inaugurate the film industry's participation in the 7th War Loan drive at the Waldorf-Astoria Hotel, N. Y., next Tuesday (May 18) morning.

Irving Lesser, general chairman of the campaign, will be in charge of handling the arrangements for the event.

10 Timely, topical for the 7th

The Seventh War Loan kit issued by the national committee for use by the nation's 16,000 theatres during the forthcoming drive lists 10 pertinent, timely suggestions which theatres are urged to follow in order to garner a larger sale of war bonds than in any loan drive to date.

The "Must List"

1. Organize close cooperation with your War Finance Committee.
2. Be an issuing agency.
3. Feature bond premieres and stage Free Movie days.
4. Run children bond shows and parties and work in the local community.
5. Create a dramatic and arresting bond booth in your lobby.
6. Man bond booths with returned veterans.
7. Run bond trailers and promote with radio stations.
8. Plant feature articles and bond columns in local papers.
9. Build the aid of women club members.
10. Utilize publicity in every of popular bulletins at your theatre.

All promotional material for the drive has been organized in advance to save the exhibitor unnecessary labor. It is important that the exhibitor use his bond promotional kit up to date.

Many Showmanship Stunts

Press folio provided by the War Activities Committee, gives some timely suggestions to exhibitors on how to promote the forthcoming Seventh War Loan drive. The folio, from the local War Finance Committee or through veteran organizations can result in the gathering of a large number of exhibitors.

Materials. On the opposite side of the lobby, equipment that might be new using the equipment displayed. Tag the U. S. material to show the cost of each item in dollars and cents.

Contact local merchants and promote various prizes to be auctioned during the night. When the prizes have been accumulated, they should be displayed in the lobby for the public to see. The prizes should be displayed in the lobby for the public to see. The prizes should be displayed in the lobby for the public to see.

The photo of the Marines planting our flag on Two Jima might be used in the lobby. The photo of the Marines planting our flag on Two Jima might be used in the lobby. The photo of the Marines planting our flag on Two Jima might be used in the lobby.

set up in the lobby to attract attention, idea being for people to see the picture. The picture should be set up in the lobby to attract attention, idea being for people to see the picture. The picture should be set up in the lobby to attract attention, idea being for people to see the picture.

Milk Bottles for Baby Bonds.
A tipcup with your local milk dealer, get you directly into the home via bottle collars for use on milk bottles delivered home-to-house. The tipcup with your local milk dealer, get you directly into the home via bottle collars for use on milk bottles delivered home-to-house.

Children should be organized as bond buyers by lining up local leaders and appointing them Chief Rangers with buttons, tags and cards. The drive is being handled by the N. Y. committee headquarters for the drive. The drive is being handled by the N. Y. committee headquarters for the drive.

The AVWS could be organized into Commando units, and on days of the drive, have their night clubs, restaurants, hotels, terminals and other places, selling bonds. The police could be utilized, they could transport the fennies from place to place in police cars. The police could be utilized, they could transport the fennies from place to place in police cars.

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The Solid South

The southern territory has the greatest organization of any bond drive in that territory's history, a result of the drive. The drive is being handled by the N. Y. committee headquarters for the drive. The drive is being handled by the N. Y. committee headquarters for the drive.

THIS IS THE
**Showmen's
Seventh**

WAR LOAN DRIVE

*100% Showmanship
equals 1% Inspiration
plus 99% Perspiration*



THE SHOWMEN'S SEVENTH WAR LOAN DRIVE IS A JOINT CAMPAIGN OF THE
THEATRE, COUNTRY, AND CITIES OF THE
UNITED STATES, INCORPORATED
A NATIONAL ENTERTAINMENT INDUSTRY DRIVE
MANAGED BY THE SHOWMEN'S SEVENTH WAR LOAN DRIVE

HERE IT IS!



THE *Showmen's Seventh* WAR LOAN PORTFOLIO

MAY 14th TO JUNE 30th

The Showmen's Seventh War Loan Portfolio was created in the knowledge that the Showman's job in the Seventh is a tremendous one. The Portfolio replaces the Press Book and embodies these all-important factors:

1. The items contained in the Portfolio are "hot off the press." They have not been printed months in advance, but on the very eve of the Drive itself. In this way, any important change in information will be mailed out to the Showman immediately.

2. The Portfolio is loaded with at least 77 Showmen's ideas—all of which can be

adapted to any situation. Space will not allow enumeration, but you will be armed to the teeth with workable material.

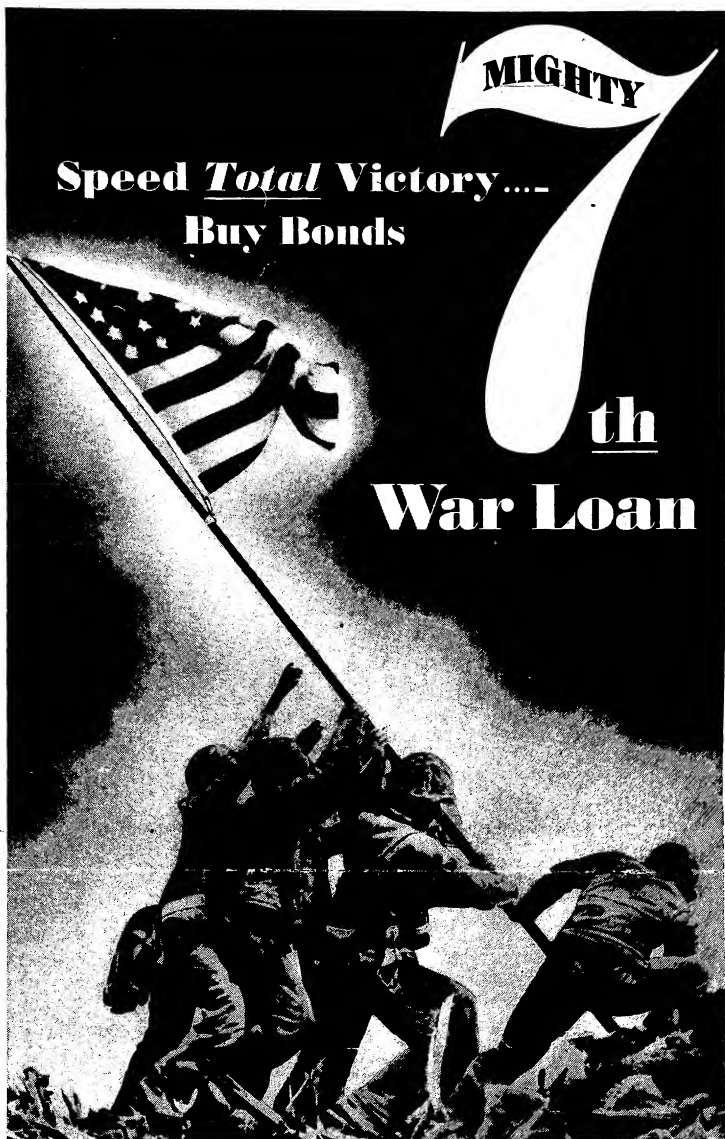
3. Any new ideas conceived by Showmen can be included in a special compartment of this Portfolio. It is a positive example that 100% Showmanship equals 1% Inspiration and 99% Perspiration...and will help the Showman HELP SPEED TOTAL VICTORY.

...and here is the
HEROIC POSTER
that will make
the "Showmen's
Seventh" a Smash-
ing Success in
your Theatre!

What could serve for the greatest War Loan in history but the greatest battle scene ever recorded? What photograph but the flag raising at Iwo Jima has received such dynamic and overnight acclaim from an entire nation?

What scene but this has stirred a people so deeply... and what could serve better to *compel* them to buy more War Bonds than ever before? The reason the Showmen of America have adopted this poster for the Seventh War Loan Drive lies in the answers to these questions.

**HELP SPEED
TOTAL VICTORY!**



WAR ACTIVITIES COMMITTEE—MOTION PICTURE INDUSTRY—1501 Broadway, New York 18, N.Y.
In cooperation with the War Finance Committee of the United States Treasury Department

LITTLE BONDS MAKE GREAT VICTORIES



WAR ACTIVITIES COMMITTEE • MOTION PICTURE INDUSTRY • 1501 Broadway, New York 18, N. Y.

In cooperation with the War Finance Committee of the United States Treasury Department

...and this is the Poster that will line them up at your Bond Booth for the smaller Bonds!
This Poster will sell Bonds after V-E Day ... little Bonds must beat the Japs as well!



Button

**Up Your Campaign
For The Showmen's
7th War Loan Drive!**

SHOW YOUR SHOWMANSHIP—give every one who buys a bond at your theatre this lapel button—exclusive symbol of participation in the 7th through the motion picture theatres of America! It's a symbol the public will be proud to wear—and a public symbol of your own bond-selling efforts.



WAR ACTIVISTS COMMITTEE—MOTION PICTURE INDUSTRY
1561 Broadway, New York 19, N. Y.
IN COOPERATION WITH THE WAR FINANCE COMMITTEE OF THE
UNITED STATES TREASURY DEPARTMENT

**Order these buttons from your nearest
National Screen Service exchange . . .
DO IT EARLY! . . . DO IT NOW! . . .**

Quantities are limited

THESE ARE THE POSTERS that *Sock and Sell*

All Posters are FREE to Exhibitors. There are 11 altogether. 7 mailed direct to you. 4 will be available at National Screen Service for your asking.

NATIONAL
FREE MOVIE DAY
JUNE 6th, 1945

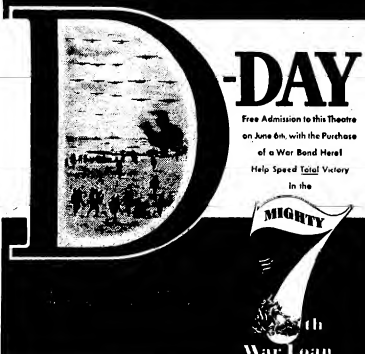
Buy Another Bond in Commemoration of America's
First Anniversary of History's Greatest Invasion...

D-DAY

Free Admission to this Theatre
on June 6th, with the Purchase
of a War Bond Here!

Help Speed Total Victory
In the

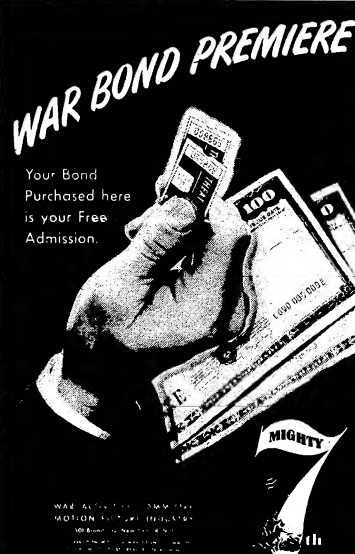
War Loan




WAR BOND PREMIERE

Your Bond
Purchased here
is your Free
Admission.


War Loan





War Bond Salute to
Major Glenn Miller Day
June 5th

The entertainment world honors one of its great heroes.
 In appreciation of the many happy hours his music brought you, buy an extra war bond in his honor
 Each extra bond helps Speed **Total Victory**



War Loan



American Women
 have always helped
 their Fighting Men



Now WE DEPEND ON
 WOMEN TO SUPPORT THE



War Loan

WAR ACTIVITIES COMMITTEE - MOTION PICTURE INDUSTRY - 1501 Broadway, New York 16, N.Y.
 In cooperation with the War Finance Committee of the United States Treasury Department

Want to See a Movie
FREE?

Clara Kimball Galt into the fight
 with the Army, Navy and
 Majestic Boy in War Bond or sell
 the, both like a war bond, needed
 War Bond Movie Promoters Group
AT THIS THEATRE




War Loan

**These are the Tools
 that will help YOU
 to HELP SPEED
 TOTAL VICTORY**



READ THIS IMPORTANT TELEGRAM!

WESTERN UNION

NAT 466 57:56 GOVT 2 EXTRA WASHINGTON DC 31 725P
SAM PINASKI, CHAIRMAN SEVENTH WAR LOAN COMMITTEE...

WAR ACTIVITIES COMMITTEE 1501 BROADWAY...
HAVE JUST SEEN ALL STAR BOND RALLY! GREATEST BOND-SELLING
PICTURE THE INDUSTRY HAS EVER TURNED OUT, ONE THAT SHOULD
BE RUN IN EVERY THEATRE IN THE NATION. URGE SEVENTH WAR LOAN
COMMITTEE TO DO EVERYTHING POSSIBLE TO REACH THIS GOAL AS
SUBJECT WILL DO TREMENDOUS GOOD BOTH TO THE INDUSTRY AND
TO THE TREASURY...

TED R. GAMBLE NATIONAL DIRECTOR WAR FINANCE DIVISION.

BOB HOPE says: "Your theatre manager has gone from show business into the grim business of war. Here, he helps the War Fund... the Red Cross... March of Dimes. Here, he sells War Bonds any time... Saturdays, Sundays or Holidays. Your theatre manager has a Red, White and Blue Sreak up his back. Need any more be said!"

"ALL-STAR BOND RALLY"

19 Minutes of Big-Time Entertainment

STARRING

VIVIAN BLAINE • JEANNE CRAIN
BING CROSBY • LINDA DARNELL

BETTY GRABLE • JUNE HAVER

BOB HOPE • HARRY JAMES AND HIS ORCHESTRA

FAYE MARLOW • HARPO MARX

FIBBER MCGEE and MOLLY

CARMEN MIRANDA • FRANK SINATRA

Produced by 20th Century-Fox Film Corp. under the auspices of the Hollywood Division,
War Activities Committee of the Motion Picture Industry.

"On behalf of the War Activities Committee, I wish to thank FANCHON—MICHAEL AUDLEY—DON QUINN—JAMES VAN TREES—AL NEWMAN—FRED SERSER—EMIL NEWMAN—STANLEY RAJLOHN—JIMMY McHUGH & HAROLD ADAMSON—TOM W. BAILY—and all the Stars and Musicians from the whole industry who so generously helped make this film possible... and the unions and guilds."

DARRYL F. ZANUCK



Except for a brief interval in the Danziger has been with Metro for 10 years. He was formerly with



HOT Times TIP!



"... in this monstrously mischievous tale of a race-track fixer's titanic tribulations with a cocky jockey!"

—Bosley Crowther in *N.Y. Times*



Weather Rainy,
Track Slow—
BUT N. Y. PARAMOUNT
WORLD PREMIERE
of

ALAN "SALTY O'Rourke"



Paramount presents
ALAN LADD-GAIL RUSSELL
in
"SALTY O'Rourke"

with
William Demarest
Bruce Cabot · Spring Byington
and Stanley Clements

Directed by RAOUL WALSH
Original Story and Screenplay by Milton Holmes

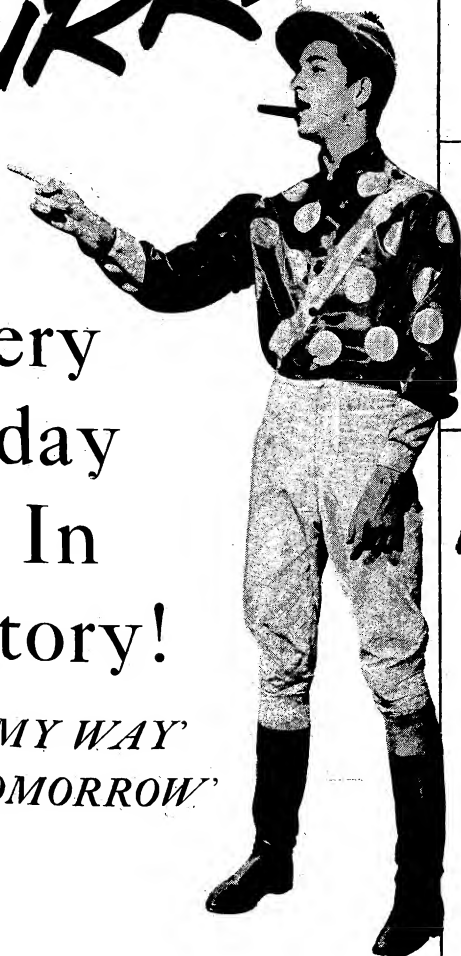
Tops E
Non-Ho
Opening
19-Year H

'WAY OVER 'GOIN'
20% OVER 'AND NOW

LADD'S "SALTY O'ROURKE"

very
holiday
g In
history!

GO MY WAY
TOMORROW



CRITICS BET THEIR LAST ADJECTIVE On This 3-Way Parlay!

1 "SALTY O'ROURKE"

"'Salty O'Rourke' Wins... Has the same quality as 'Double Indemnity'!"

—Alton Cook, N. Y. World-Tele.

"If you are going my way, you'll be led straight into the Paramount Theatre!"

—Kate Cameron, N. Y. Daily News

"Hugely amusing...One of the slickest and most entertaining comedies."

—Rose Pelwick, N. Y. Journal-Amer.

"Has all the jolt of a sock in the jaw...Kept audience howling!"

—Jane Corby, B'klyn Eagle

2 ALAN LADD

"You can expect unqualified, raving praise for LADD in this kind of role."

—World-Tele.

"LADD is to dames what Gail Russell is to me."

—Lee Mortimer, Mirror

"LADD does a grand job."

—Journal-Amer.

"LADD proves all over again that this is the kind of role for him."

—B'klyn Eagle

"This LADD vehicle is natural."

—Ethel Colby, Journal of Commerce

3 STANLEY CLEMENTS

"The Boy of the Hour"

"Amazing young Stanley CLEMENTS from 'Going My Way' gives a magnificent characterization... His next step is stardom."

—Archer Winsten, Post

"Stories will be written especially for Stanley CLEMENTS and reams of stuff will be printed about him."

—Daily News

"Hold your hats for a youngster named Stanley CLEMENTS—the boy of the hour."

—World-Tele.

"Keep your eye on CLEMENTS!"

—Leo Mishkin, Morn. Tele.

"Stanley CLEMENTS now belongs."

—Jour.-Amer.

"Stanley CLEMENTS is news!"

—B'klyn Eagle



APRIL SHOWERS OF PRAISE FOR

Paramount

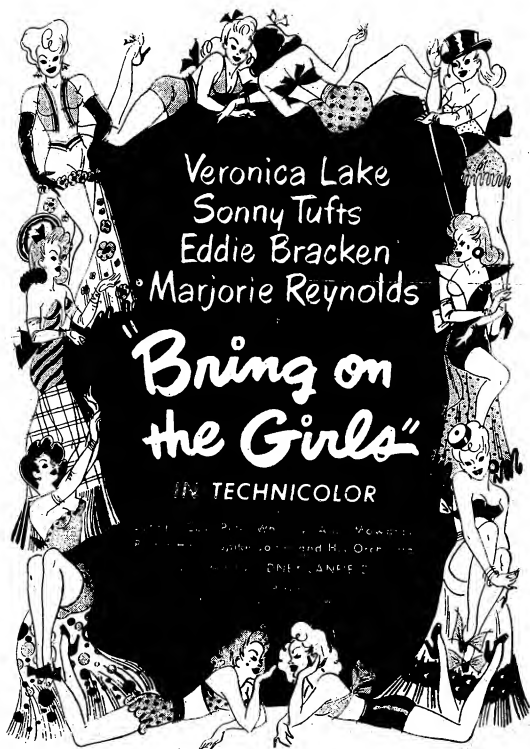
APRIL 25—"Salty O'Rourke" Breaks Broadway Record as N. Y. Critics Cheer!

APRIL 25—"Variety" Calls "Bring On Girls" Grosses "Rousing"—"Boffo"—"Hot."

APRIL 26—"M. P. Daily" Headlines—

**"BRING ON THE GIRLS' LEADS"
ALL OTHER SHOWS AT B. O.**

19%-Over-Average Take Is Tops In Nation-Wide Sampling of Key-City Grosses!



2 Terrific Proved
Hits Already In

**PARAMOUNT'S
4TH BLOCK**

(—but the 5th will top it!)

PEARL BUCK'S

thrilling novel of adventure,
love and jealousy...under the

China

Primitive Passions!

flame into conflict...in the hearts of
an American doctor, the woman he
married and the girl who loves him...
amid the devastation of daily bombings!

RKO

puts this one in top
budget for national magazine
advertising...to

28,645,284

CIRCULATION

—including full pages in LIFE—
WOMAN'S HOMECOMpanion—
McCALL'S—RED BOOK—LOOK—
LIBERTY—TRUE STORY—
WOMAN'S DAY—PIC and the
entire FAN LIST.



LET'S TOP THEM ALL IN
THE MIGHTY 7th WAR LOAN

Sky



STARRING

RANDOLPH SCOTT · RUTH WARRICK
ELLEN DREW

with ANTHONY QUINN · CAROL THURSTON · RICHARD LOO

Produced by MAURICE GERAGHTY • Directed by RAY ENRIGHT



L. Still Off Only 'Scandal' Lively At 49¢ in '33 Spots, 'Co-Eds' 30¢ for 2, 'RKO New Pix; Love' Big 48¢, H.O. in 3

Los Angeles, May 1.—First-run business continues cautiously off with a few signs of blurring the product. Only one new bill is showing strongly. Here come Co-Eds, which is likely to do \$30,000 or over in two spots. "Lake Placid" appears sharp \$14,500 in three houses.

"Without Love" paces the hold-over at solid \$48,000 for second week in three spots. "Horn Blows" at barely audible \$25,500 in three spots, also second session, but "Bring On Girls" is okay \$25,000 in two second runs.

Estimate for This Week
Carthey Circle (F-WC) 1,318; 50-51—"Dark Waters" (U) and "Love Knows Apples" (U) 6,200; "Oh, Kay" 4,500; Last week, about \$1,500.
Chaplin (Grammex) (2): 2,048; 50-51—"Royal Scandal" (20th) and "The Great Dictator" (U) 14,000; Last week, "Dark Waters" (U) and "Eve Apples" (U) okay \$12,400.

Downtown (W-L) 1,600; 50-51—"Egyptian" (F-WC) 1,600; "The Great Dictator" (U) 12,000; Last week, full \$15,000.
Egypian (F-WC) 1,600; 50-51—"Without Love" (M-G) 124 wk.; Stunt \$14,000; Last week, portion \$17,000.

Four Star (U-A-C) 1,900; 50-51—"Horn Blows" (U) 2,000; "The Great Dictator" (U) 12,000; Last week, about \$1,500.
Gould (F-WC) 1,900; 50-51—"Lake Placid" (U) 1,900; "The Great Dictator" (U) 12,000; Last week, about \$1,500.

Phantom (GAS) 1,100; 50-51—"Without Love" (M-G) 124 wk.; Stunt \$14,000; Last week, about \$1,500.
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Broadway Grosses

Estimated Total Gross

This Week.....\$57,500

(Based on 15 theatres)

Last Week.....\$50,500

(Based on 15 theatres)

L'ville Still Off,

'Sudan' Okay 11¢

Louisville, May 1.—

Big is far from brick this week.

"Sudan" at the Rialto looks nice

gross and excellent.

Estimates for This Week

Brown (Fourth Avenue) (Loew's)

1,400; 50-51—"Bring On Girls" (U)

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1,400; 50-51—"Bring On Girls" (U)

'SCANDAL' ROYAL 18¢ FOR 2 DENVER SPOTS

Denver, May 1.—With three other first-run on here, "Royal Scandal" is out ahead with fancy talk at Denver and Ogden. "Hollywood" will bring on Ogden. "Hollywood" will bring on Ogden.

Estimates for This Week

Aldine (F-WC) 1,400; 50-51—"Sudan" (U) and "Song of Sarah" (U)

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Frisco Booms: Show Ups 'Pan-Am' 35¢, 'Co-Pilot' 34¢, 'Counter-Attack' 20¢

San Francisco, May 1.—Every night's the same here currently, with show ups being entertained. Net return for sport in business at nearly all spots.

Estimate for This Week

Artie Shaw's band is packing in

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1,400;

Flame Wow 22G, Chi Standout, 'Musical' Lusty 24G, Identity-Torne Hot 40G

Chicago, May 1.
Grosses are holding up to excellent levels with big at some spots exceeding levels. "Flame of the Barbary Coast" is particularly big at the Woods and the second stand is headed for a snazzy \$20,000. "Song to Remember" (RKO) at 11:30 and at 1:30. "Musical for Millions" is sock \$20,000 at third week. "Wonderful Crime" is choice \$20,000 at the Palace.

Oriental, with "A Horse on Parade" and "Identity Unknown," will hit big \$40,000 with extra shows tonight. Chicago, with "Keep Your Dr." and "George Price heading stage show is a cinch \$55,000.

Estimates for This Week

Apollo (RKO) (1:20): 55-95—"Song Remember" (RKO) (3:45): \$19,000. Last week, \$21,000.
Chicago (RKO) (3:45): 55-95—"Keep Your Dr." (RKO) (3:45): \$22,000. Last week, \$21,000.
George Price heading stage show, hit \$20,000. Last week, \$21,000.
Identity Unknown (RKO) (3:45): \$20,000. Last week, \$21,000.
Tommy Wonder on stage, \$50,000.
Wonderful Crime (RKO) (3:45): \$20,000. Last week, \$21,000.

Flame of the Barbary Coast (RKO) (3:45): \$20,000. Last week, \$21,000.
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'Yours' Socko 18C, Standout in K. C.

Kansas City, May 1.
Grosses continue steady at the Palace. "Yours Socko" (RKO) (3:45): \$18,000. Last week, \$19,000.
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HUB FUL OF H.O.S WITH 'GIRLS' FANCY 28G, 2D

Boston, May 1.
Theatre-hungry public still is going for leftovers here, with "The Girls' Fancy" (RKO) (3:45): \$28,000. Last week, \$29,000.
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N. Stiff Spotty But Most New Films Boff; O'Rourke-Spivak Terrific, Dillinger Record 38G, Farzan Big 27G

Business continues on spotty side in downtown N.Y. but most of the new pictures are being well received from very good to sock. Several of the new pictures are being well received from very good to sock. Several of the new pictures are being well received from very good to sock.

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THE BIGGEST!



With all your might!
MIGHTY 7th WAR LOAN!



FOR THE BIGGEST!

YOU'LL BE
"ON THE BEAM"...



There's a *Ford* in your future!

► It's a picture that will have to wait. America has an important job to do before your smart, peacetime Ford can be produced.

... But when your new Ford does arrive, you'll be proud of it. For it will be big and roomy—have plenty of "go". Its styling will be youthful, beautiful.

Inside and out, it will be rich appearing—with many refinements. Naturally, it will be thrifty and reliable—as all Ford cars have been for more than 40 years. ... Yes, exciting new fun is in the offing for you. For one day the necessary "go ahead" will come through. And we'll be ready to start our production plans. Un-

til that time, however, the full Ford resources and energies will continue to be devoted to the needs of final Victory.

FORD MOTOR COMPANY



"THE FORD SHOW". Brilliant singing stars, orchestra and chorus. Every Sunday, NBC network, 2:00 P.M., E.W.T., 1:00 P.M., C.W.T., 12:00 M., M.W.T., 11:00 A.M., P.M.T.

All-embracing records in spot after spot - first 20 engagements



*That
Lubitsch
Touch
.....
is a
Wonderful
Box-Office
Sensation!*



And wait 'til you see the figures from "Billy Rose's

DIAMONDS



if the comedy that's scandalous as a peek thru a key-hole!

TALLULAH
BANKHEAD • CHARLES
COBURN • ANNE
BAXTER • WILLIAM
EYTHE
ERNST LUBITSCH'S
A ROYAL
Scandal
with VINCENT PRICE

Mischa Auer • Sig Ruman • Vladimir Sokoloff • Mikhail Rasumny
Directed by OTTO PREMINGER • Produced by ERNST LUBITSCH
Screen Play by Edwin Justus Mayer • Adapted by Bruno Frank • From a Play by Lajos Biro and Melchior Lengyel

"ORSESHOE" in Technicolor - WORLD PREMIERE Today! ROXY, New York City



THERE'S NO REDOUBT ABOUT IT!

They're in HOTEL BERLIN!

Everybody's seeing Warners' *Miracle of Timing!*

Stars Dodging Pacific Gripes; ENSA Comes in for English Beefs

A recurring sequence of complaints has reached "Variety" from GIs in the Pacific. It's to the effect, "What has happened to those patriotic Hollywood and radio stars who have been dodging the call to entertain the troops in this sector where they're most needed?"

The squawks run the gamut of honest aggravation to outspoken sarcasm. Some mention the fact that the CBI rounded up an army parade to criticize the stars for their refusal to the GIs. "Variety" was among others who rose to champion show business for having done a standstill job. Now comes the word that instead of the brushoff they're getting nothing at all.

True, sundry stars have been promised for this coming summer season "radio and motion picture permit," and it's this usage of "commitments" which is like waving the Nippon flag about "commitments," they want to know. The worry about "commitments," Uncle Sam yelled them to the colors. And as Uncle Sam gives them the best of intentions, they get the best of food and equipment, why not carry it further and give them the "best" entertainment too?

GI correspondents go further. Firstly, they resent the attitude of those GI's who are getting no benefit when they do a quickie six or eight weeks off-shore. They say that it's a matter of show or no show, the GIs would rather pay a buck or two for some real shows. We've got all the comedians here because we can't spend it any way.

Same Gripes Vs. English Talent in the Pacific

South East Asia Command, April 18. Frances Day, the English musical comedy star, and her partner, the English comedian, are the latest ENSA names out in this command. "Fornby," his usual name, and pianist, are doing much to hype the good name of show biz which is the only words even most of us can get, for the average soldier has much to say on the subject of Army-sponsored entertainment. The main beef is complimentary. The main beef is "Seac," official newsheet of the South East Asia Command, has it on that that one ENSA show is reported to have called off a performance (when playing one-day-a-week) of a few drops of rain. "One fighting man in the disappointed audience wrote me to say there is the spirit of the show to go."

Most recent example of scrambled arrangements occurred when Miss Day was scheduled to arrive and sing hello. Singer got off to a bad start by keeping the well-packed auditorium waiting too long. Then the mike went dead, and although quickly re-connected, she sang on a crinoline. She found it hard to get the girls in the right mood—most were not interested. Her last attempt was the star's make-believe speech: "Now let's imagine this is the first time first night in this theatre outside are, linoousities, the orchestra plays the overture, the curtain goes up, until one Eddie Gray going over the top. You must have a good imagination."

Speech which proved that something is wrong somewhere; mostly in the small, hitherto thought-in, "English" ones.

Put War Casualties

Pittsburgh, May 1. Senator Theodore staff got a double dose of bad news last week from the European war front. Manager Harry Gamble was notified that his son, Pvt. William Dierl, who had been indicted on charges of desertion, was killed in action. Couple days later, Gamble's assistant, Mrs. Olive Sumner, was notified that her son, Lt. William Sumner, a former flight ace, was missing in action after a night over the coast.

Harris Amusement Co. which put Gamble's son, also heard that Pvt. James Kalos, a former bomber pilot, was seriously wounded several times, would recover. At first it was feared he might be permanently paralyzed as a result of leg injuries.

EPHROS' DAY IN GUAM

Their "Three's a Family" Shows GIs in Legit, Radio and Vis Versions

Guam, April 15. Today was definitely Ephros' Day on this Marianas Island. Phyllis and Henry Ephros' family, "Three's a Family," has the distinction of being the first script available to service men in all three mediums of show business on the same day.

The radio version of the play was performed by a USO-Camp Show cast headed by Charlie Butterworth, Louella Gurnea and Alan Mason in the evening. Earlier in the afternoon, a half-hour adaptation was done over the radio by the same cast at the USO Station. And two prints of the film version rolled through projectors on the island in the evening.

The radio adaptation is believed to be the first time a USO-Camp Show cast has attempted any such project at an overseas base. It was scripted by T. Sgt. Hal Kanter and produced by Capt. Jack Worland. Audience reception was so good. Hospital patients in particular appreciated the play. Other versions of the play are unable to attain stage performance. The cast, however, is making social visits to the wards.

USO's 136 Units

ETO, MTOUSA

USO-Camp Shows now has 100 units in the European theatre (ETO) and 36 more units in the Mediterranean theatre (MTOUSA). These comprising vaude, concert and musicals are now being handled by the USO in Europe. The units are now being handled by the USO in Europe. The units are now being handled by the USO in Europe. The units are now being handled by the USO in Europe.

Being in a position to get the full impact of these reinforcements and realizing the usefulness of the USO, they chalk up against the considerable as well as the inconsiderate show business. The units are now being handled by the USO in Europe. The units are now being handled by the USO in Europe. The units are now being handled by the USO in Europe.

Herbert S. Miller
1306 A.A.P. Bldg.
A.T.C. I.C.D.

Red Cross Citations

Citations for their participation in this year's Red Cross drive will be mailed this week to more than 16,000 members of the Red Cross in Puerto Rico and the Virgin Islands. Distribution will be made through 48 ex-cess area exhibitor stations.

Citations are printed in gold, red and black on fine rag stock, ready for framing and bear the signatures of N. Peter Rappaport, RKO president, and J. Edgar Hoover, FBI director. Citations are signed by the local exchange area exhibitor chairman.

20TH ANNUAL MEET MAY 15

Annual stockholders' meeting of 20th Century-Fox will be held May 15. The meeting will be mainly for the purpose of electing 13 directors, according to proxy statement. The meeting will be held at the Waldorf-Astoria Hotel in New York City.

RAF LINGERS' PACIFIC MISSION

Lt. Robert Tapscott, USNR, planned to the Coast Friday for a few days. He is continuing on to the Pacific on a special mission.

The Navy War scripter is assistant Lt. Gene Markey, in charge of Navy pix who is also on the west coast at present.

ALLEN JENKINS ABROAD

Allen Jenkins headed overseas shortly with a variety unit for the USO. He is currently on his way out with another. He is currently on his way out with another. He is currently on his way out with another.

Navy Installs 25-Male Staff in N.Y.

To Prep at Sea, Hosp Entertainment

With an eye finally focused from Washington to set up all staff in New York for the purpose, the U. S. Navy is going ahead with a program of self-entertainment and sailor relief. The program is being carried out in New York City, at the expense of the Navy.

Aldrich's GI Disks

London, April 27. Lt. Comm. Richard Aldrich, husband of actress Gertrude Lawrence, now stationed in London, is in charge of a new program making records for the troops. The program is being carried out in New York City, at the expense of the Navy.

London listening GIs stationed in lonely outposts are being comforted by the records. The program is being carried out in New York City, at the expense of the Navy.

AFRS Programs Give Big Morale Boost To Troops

In Non-Combat Stations

Radio listening GIs stationed in lonely outposts are being comforted by the records. The program is being carried out in New York City, at the expense of the Navy.

Infantry plans to take to the plenty of news reports, roundups and rumors are aimed at making possible on these outlets, because of these reports, the morale of the men is being raised.

Whenever Allied forces are in the way, the morale of the men is being raised. The program is being carried out in New York City, at the expense of the Navy.

POLITICAL CABARET

SPONSORED BY KC

"Broadway Speaks for World Peace," an evening of international entertainment, will be presented by the U. S. Navy. The program is being carried out in New York City, at the expense of the Navy.

Capt. Markey Ganders

20th June Inter Pic

Army Staff, USNR, is in charge of the program. The program is being carried out in New York City, at the expense of the Navy.

Army San Pietro's Short

In 7-Day Distrib Ties

Washington, May 1. "San Pietro," Army production, two-reeler slated for May 3 release, will be distributed regionally by Columbia Pictures.

The film is built-down from 80,000 feet shot in Italy by six combat cameramen. The program is being carried out in New York City, at the expense of the Navy.

Friends of Democracy

Planning Ann Dinner

Friends of Democracy are planning an annual dinner. The program is being carried out in New York City, at the expense of the Navy.

WALTER WANGER'S TECHNICOLOR PRODUCTION,

Everything

THAT SPELLS
B-O-X--F-F-I-C-E

YES, "SALOME, WHERE SHE DANCED" HAS EVERYTHING . . . everything that adds up to a box-office smash hit. An unusual, romantic story spiked with adventure, suspense and hard-hitting action; an unusual star, chosen for her great beauty and talent; a fine supporting cast—all expertly assembled in a production of outstanding quality.

In other words, Walter Wanger's Technicolor production, "Salome, Where She Danced" is true to the Universal formula, combining the best elements of screen entertainment, for the greatest number of movie-goers.



"A new eyeful" says Walter Winchell



Yvonne DeCarlo and David Bruce in one of the many romantic moments.

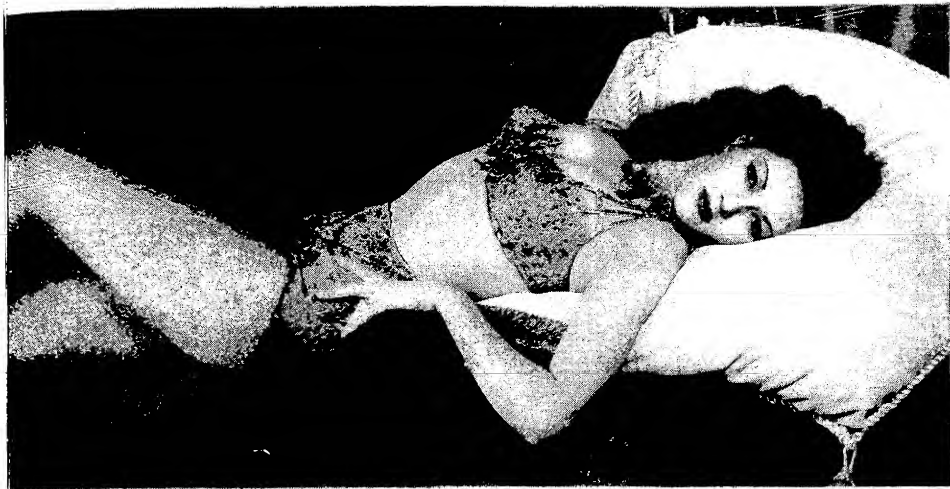


Rod Cameron and Walter Slezak vie for the attention of Yvonne DeCarlo, who has just been presented to San Francisco society



The pursued outlaw, David Bruce, ready to shoot his way to freedom, races across the Western plains.

SALOME, Where She Danced



Yvonne DeCarlo does the Salome dance for the wildest, toughest audience ever assembled.



One of the seven veils.



Bruce and Albert Dekker clash wills and swords for love of DeCarlo.

WALTER WANGER presents

SALOME, Where She Danced in *TECHNICOLOR!*

with

YVONNE De CARLO • ROD CAMERON • DAVID BRUCE • WALTER SLEZAK • ALBERT DEKKER

Marjorie Rambeau • J. Edward Bromberg • Screenplay by Laurence Stallings • From the original story by Michael J. Phillips

Directed by CHARLES LAMONT

Associate Producer, ALEXANDER GOLITZEN

Produced by WALTER WANGER

A UNIVERSAL PICTURE

They'll bring Love
and Adventure to
your Theatre!

Out of Alexandre Dumas'
immortal story . . .
Onto **YOUR** screen in
all its gallantry
and glory!

Based on
"The Companions
of Jehu"
by Alexandre Dumas

COLUMBIA PICTURES presents

Alexandre Dumas'
"The Fighting
Guardsmen"

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein
Produced by MICHEL KRAIKE • Directed by HENRY LEVIN



KEEP SELLING BONDS!





*An exciting story
of a cunning
ruthless killer..*

ERICH
VON STROHEIM

MARY BETH
HUGHES

THE GREAT FLAMARION

"GREAT WITH A GUN"

with DAN DURYEA • STEPHEN BARCLAY

ANTHONY MANN — Director • Screen Play by ANNE WIGTON, HEINZ HERALD, RICHARD WEIL
Story by ANNE WIGTON • Based on a character "BIG SHOT" by VICKI BAUM from Collier's Magazine
Producer — WILLIAM WILDER

A REPUBLIC PICTURE



CITATIONS ★ 1944-1945



THE GEORGE FOSTER PEABODY RADIO AWARDS

To: **CAVALCADE OF AMERICA** (Du Pont)
THE TELEPHONE HOUR (Bell System)
 WLW, NBC Cincinnati affiliate
 KFI, NBC Los Angeles affiliate
 AND A SPECIAL CITATION
 KVOO, NBC Tulsa affiliate

Outstanding Entertainment in Drama
 Outstanding Entertainment in Music
 Outstanding Reporting of News
 Outstanding Program for Youth
 (PHILHARMONIC YOUNG ARTISTS SERIES)
 for its program, **SOUTHWEST FORUM**



THE ALFRED I. DU PONT RADIO COMMENTATOR AWARD

To: **H. V. KALTENBORN** (Pure Oil) for 'distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion.'



THE VARIETY SHOWMANAGEMENT REVIEW

In Variety's 12th annual survey of showmanagement three NBC affiliates were awarded plaques: WSB, Atlanta; WKY, Oklahoma City; and WTIC, Hartford. Special citations went to Bristol-Myers for its NBC program, "Mr. District Attorney" and to the NBC Program Department for "Words at War."

THE CLEVELAND PLAIN DEALER

In this year's poll by The Cleveland Plain Dealer, NBC programs and stars once again won more first places than all other networks combined—13 out of 18.

THE MILWAUKEE JOURNAL POLL

In the 1945 Milwaukee Journal Listeners' Poll, NBC won 7 out of 14 first places—more than all other networks combined.

THE RADIO DAILY POLL

In Radio Daily's eighth annual poll, 1051 experts—the nation's radio editors and columnists—honored NBC advertisers and their agencies by giving NBC 13 first places out of 26—more than all other networks combined.

THE BILLBOARD POLL

In Billboard's 14th Annual Radio Editors' Poll, NBC was given 10 out of 18 first places—with all of the top 5 and 8 of the top 10 places in the "Favorite Programs" classification alone.

MOTION PICTURE DAILY-FAME POLL

In this year's Fame poll, NBC was accorded 13 out of 24 first places, including 3 out of 5 in the "Champion of Champions" classification—won this year as for the past nine years by an NBC star.

THE WRITERS WAR BOARD... "Best-Script-of-the-Month"

More than 33% of the total number of scripts selected each month as Best-Script-of-the-Month have been for NBC programs—with Words at War scripts, chosen 5 times, the only series chosen more than once.

In Confirmation...

■ The National Broadcasting Company is *America's No. 1 Network*. It maintains that established position with stations, stars and programs—consistently the highest rated, the most popular in radio.

And when citations are made for radio excellence, for service to the nation, for cultural contributions, NBC, its independent affiliated stations and its advertisers again take the highest honors—specifically and in whole.

It is gratifying to share these recognitions—not in a spirit of triumph, nor as ultimate judgment of contributions, and not in any implied neglect of others' splendid achievements.

NBC accepts in simple appreciation the critical confirmation of an overwhelming popular vote—the vote that makes NBC *The Network Most People Listen to Most*.

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEGGED TO VICTORY!



A Service of Radio
Corporation of America

TELEVISION

Kobak, Radio and the Peace

Summarizing the case for radio and its role in helping maintain World Peace II. Edgar Kobak, Mutual president, writing in the current issue of Free World, highlights key facts:

"Will the maintenance of world peace be brought about by prevarication, first, only among nations; and second, the education of all peoples for peace."

"Radio, which has proved a potent instrument in the waging of war, can be an even more effective instrument for peace."

"Radio is an instrument, a method of communication, a vehicle for the substance of education. What that substance will be is not for the radio industry to say; rather, it is something to be worked out, planned for and directed by the leaders of the people—perhaps a special organization within the United Nations Security Council."

"Will a blueprint be devised? Will the leaders set up the machinery for education? Will they plan to use radio as they can be used? These questions may well come up for decision at the San Francisco Conference."

Radio As Retail Trade Booster Due For Chm Music Routine in Detroit

How can radio best help the retail trade—or can it—has been a battle and a problem between radio and retail for years. In Detroit, national newspapers, and the local Retail Merchants' Assn., recognizing that problem, and they are inclined to a six-series on "Retail Advertising Techniques," which will be on the radio in the Detroit News. Two of the six meetings are on radio and the retail trade are on the local radio. The "display-two deal with newspaper ads."

Both radio meetings are chaired by Edwin K. Wheeler, asst. gen. mgt. of WJZ. At the first meeting the discussion will be on "The Place of Radio in the Retail Advertising Picture." Harry Bannister, mgt. of WJZ, will present reasons why people listen to the radio; Owen F. Urdick, asst. gen. mgt. of WJR, will tell the kind of radio line and stations to use for retail advertising; Richard W. Jones, commercial mgt. of CKLW, will tell the kind of radio audience and the time; and Evan L. Ellis, sales promoter, of WJZ, will promote the program to fit the audience of the program.

At the second meeting, the discussion will be on "What to Advertise—When, How, and Where." Barrie Brooks, featured on the J. L. Hudson Co. radio show, "Minute Parade," over WJZ, will speak on what merchandise and services to promote by radio; Lawrence J. Nicholson, of Elmwood-Michigan advertising agency, will tell of the importance of commercials—their continuity and the public attitude toward them; Charles G. Burke, commercial mgt. of WKXZ, and Richard W. Cuddeback, president of Commercial Services, Inc., will speak on measuring radio audiences. Tom Keilman, asst. gen. mgt. of Sam's, Inc., will talk on promoting your own radio programs. The entire lecture series is offered to Detroit advertising and retail people, and it is put on through the cooperation of Detroit radio stations WJZ, WJR, WKXZ and CKLW; the Detroit News, Free Press, and the Detroit Retail Merchants' Assn.

BOB MOSS SCRAMS NBC CH'FIELD SHOW

Bob Moss, producer of the NBC Cheshamfield show, "The Perry Como Show," unexpectedly resigned Monday (30) afternoon. He quit after a dispute with the advertising agency on the account over salary. He had been supervising the production of the show for several weeks.

Father Brown's Series

Sterling Oliver has written a special radio version of the "Father Brown" detective series. The series is the latest British author Gilbert K. Chesterton.

Oliver has radio rights from the estate.

PROGRAM COSTS GO TO BEYOND

The bomb that nicked Broadcasting House, home of the BBC, during the height of the blitz was a joke compared with the bombshell effect on Britain's wireless monopoly of the report of the Parliamentary Committee on Television which has been at work since 1943. Jammed into a single sentence, this report sounds the death knell of broadcasting as we know it, and the killing silent film.

Until 1927, when Warner Bros. threw the monkey wrench into the wheels of the Hollywood silent machine, the movies had been—like good movies—seen but not heard. Up to now, on the other hand, all that broadcasting has had to offer has been sound. Slight plus sound—television will be the order of the day in postwar Britain.

In this country television was one of the war's first casualties, closed out on Sept. 1, 1939. At that time within the effective 35-mile radius of Alexander Palace, from which BBC did its transmitting, there were only about 30,000 receivers in use by the public. During the war very little technical progress has been made in the precise field of television, a tremendous amount of work has been done in closely related branches of electronics. In the future, these general developments are applied to commercial television, rapid progress is a certainty.

The committee's report will recommend an extension of the present 35-mile radius to 100 miles. In the new regional stations through which London programs can be received, only about \$100,000 a year result of this regional expansion will be to demonstrate to a wide circle of the general public that more than a scientist's plaything, thus arousing public interest on a scale that will be sufficient to induce receiving sets in sufficient numbers to ensure the benefits of public television.

License Fees Lag As for its failure the committee recognizes the impossibility of obtaining the ultimate aim of a self-supporting service for some years. Even now, the BBC is far from being jacked up from the present \$250 a year to \$5 a year it would be first in 1945, and then in 1946, to the present owners of receiving sets.

In 1939 the share of the BBC's net license receipts allocated to television was \$22,000, or only 11%. Obviously this pre-war percentage will have to be revised upward. The planned regional extensions will cost at least \$750,000 in capital and \$100,000 in minimum annual outlay of \$750,000 in capital. Obviously these figures are brought into service.

And there is where the forty-fifth of the BBC of anything smacking of commercial gets a smack right in the face. The committee points out the probability of million picture houses being anxious to relay the live transmission of television audiences. Television shows on movie screens hot off the ball—their audience is being drawn away from the home—will make today's cinema offerings as much out of date as the silent films of yesterday.

But the committee does not mean to expect of the cinema the same as it expects of the radio. It means all of the committee's recommendations.

It can go so far as to say if sponsored television might prove desirable they might prefer to have a family of television. If postwar television reaches a stage at which several programs are offered, it is not unreasonable to expect the experimental introduction of television advertising would be the chief objection in one of the program.

New York—Michael B. DeGroot, Jr., joined the Blue network yesterday (Tues.) as a copywriter in the promotion dept., coming from the radio where he was director of publicity and sales promotion.

Radio Falls on Red Face Spreading Phoney Peace Flash; Early Fed Flames

Swift Co. Bankrolling Don McNeill Tele Show

Blue's "Breakfast Club" stanza, with Don McNeill and cast, will be featured in a special television show on DuMont's N. Y. video outlet, WABD, during the week of May 14, time or date not yet set. Swift & Co. will sponsor.

Marks the initial eastern video show for the "Breakfast Club" station, with Don McNeill and cast, will be featured in a special television show on DuMont's N. Y. video outlet, WABD, during the week of May 14, time or date not yet set. Swift & Co. will sponsor.

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DuMont Lifts Lid On Large Receiver

For \$1500 smokers you will be able to see the latest thing in DuMont large screen television receiver, complete with FM reception, sound, and other features.

Projection type sets were demonstrated at the New York City, N. Y. headquarters, casting a three-by-four-foot image into what the manufacturer claims is the largest image yet presented for home use. Leonard Cramer, DuMont's exec. v. p., stated that the new receiver is capable of projecting pictures ranging from 18 by 24 inches to four-and-a-half by six feet.

Demonstration followed by a few critics, the unveiling of the new NBC large screen receiver, hailed by its sponsors as the answer to the problem of television acceptance by eliminating the eyestrain, etc.

DAVE TAYLOR BACK TO PARIS; UPPED CAPACITY

Davidson Taylor has returned to Paris after a month's furlough in New York.

Taylor, who has been in Paris since he was a young executive post in SHAEP propaganda activities indirectly connected with the new work of Col. William S. Paley, president of CBS, this will involve other media besides radio.

Taylor's return to CBS, where he was assistant director of the broadcast division, is not expected before the end of 1945.

General Mills Buys Blue A.M. Strip; Mulling Show

General Mills, through Danciger-Fitzgerald, sample has purchased the 10:30-10:45 a.m. spot, five times weekly on the Blue network beginning July 2, with the type of five times weekly on the Blue network.

Agency closed a deal for \$15-20.30, p.m. slot, over Mutual, starting July 2, five times weekly on the Blue network.

"Real Stories," now sustainer on that time slot.

Ernie Loveman Heads Philco's Television

Ernest B. Loveman becomes head of the Philco television advertising department, and will coordinate that electronic manufacturing company's television advertising activities. Loveman removes the longtime Philco ad exec from that branch and shifts him into the Philco division in Philadelphia.

Hutches agency will continue to handle the account with Max Erbe, chief copywriter, and John Maxwell, a director, upped by vice-presidents to take charge of the Philco television advertising.

By SAUL CARSON

Somebody at the White House, probably Presidential Secretary

is giving radio the hottest Jan. Saturday (28) when the air went wild with rumor-mongering about Germany's unconditional surrender.

The radio, cheery with rumor, for the flammer in which it had handled the death of President Roosevelt two weeks earlier, was anxious to give its customers a run for their V. Day money.

In its anxiety to do a job, radio did a nosedive. But it was Steve Early himself who had really lit the lid, when he uttered the Washington outlets of the four weeks or stand by for Presidential proclamation. That order was given by Early between 8:15 and 8:30 a.m.

What had happened until that moment was bad enough. Morning especially on the radio, after the a.m. papers carried—that Germany had offered to surrender to Great Britain and the United States. The Saxons powers wouldn't let their Russian ally down and insisted any surrender must be to all three together.

Mutual and CBS acted quite consciously to keep the radio from starting showing some excitement at 1:15 p.m., then cooled off. The Blue and CBS working the time minutes later, to a factory all afternoon, as shown by actual log records.

By early evening all the weeks had passed silently, and over the country, listeners had heard all sorts of rumors. Radio could find a way out; CBS could find a way out; Mutual could find a way out; but the rumors were neither confirmed nor denied.

At 7:57 p.m., after more and more shows were being broken into the stuff. Had the report been true, the news came. Mutual and the Blue came out at it exactly 7:57, and CBS followed three minutes later. All three reported that San Francisco reported, that a high American official reported that Germany had surrendered unconditionally "with no strings attached."

But the radio swallowed the stuff. Had the report been true, the news came. Mutual and the Blue came out at it exactly 7:57, and CBS followed three minutes later. All three reported that San Francisco reported, that a high American official reported that Germany had surrendered unconditionally "with no strings attached."

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WHAT AMERICA'S YOUNGEST NETWORK IS DOING ABOUT

The Blue Network has its own philosophy about Television:

We start out with the premise that television must be *economically sound* before it can become successful. We feel that the most important consideration in television today is *advertising economics*.

Radio succeeded because it is *practical*; because advertisers learned to team up entertainment and selling, and to do it within a sound budget. This brought radio from a novelty into an important part of living in 33 million homes.

America's *advertisers* made present-day radio possible. Competition among sponsors for large audiences made radio increasingly better. Steadily improving shows built bigger audiences—and these increased audiences showed their appreciation by buying more goods.

Advertisers and their agencies will play just as important a part in *television*. That's why we are working closely with them. That's why we are not planning to "take over" the building of commercial television shows. And that's why we approach television from the standpoint of *advertising economics*. Our policy, we believe, will make it *practical* for advertisers to get in and create good video shows; to utilize television more quickly. And as it did in radio, this will speed the growth of this new industry. Some day new art forms and new concepts of public service, which are inherent in being able to *see* as well as *hear*, will be developed. But that lies in the future.

The People and Critics Say, "It Works."

Blue has a regular television schedule. Our televised programs are adaptations of successful radio shows; thus, they have an assured audience interest. *And we start out by taking advantage of what we have learned about listening audiences*, rather than by trying to interest them in some experimental form of entertainment.

Costly experimental work will, we realize, play its part in the development of the future of television. But it is most important now to give television a sound, seasoned and commercially practical birth. And the televising of proven and economical radio shows is the best way to do it.

Our programs are televised on a *regular weekly schedule*—like radio programs—because we know that this is the only way to build a television habit.

Every Sunday on General Electric's WGRB in Schenectady, we are presenting a television version of "Ladies Be Seated." On Dumont's WABD in New York we presented "Quiz Kids," "On Stage Everybody," and currently WJZ's John David show, "Letter to Your Serviceman."

After one month of "Ladies Be Seated," Schenectady audiences gave this program the highest rating ever obtained by a television show.



After two weeks, "On Stage Everybody" was the most viewed and most popular with Dumont's New York audiences.

We got these facts from these stations' polls. But we checked up on them by talking, ourselves, to the people who have watched and heard our shows.

We have great confidence in our television plan. People like the programs, and they are *economically sound*.

That, we think, is the foundation of practical television development.

AMERICAN BROADCASTING COMPANY

The Blue Network

TELEVISION



THIS is Kenneth C. Bardin and his family of Albany. They are listening to "Ladies Be Seated." Says Mr. Bardin, "Ladies Be Seated" is a good radio program. Now that we can see as well as hear it, it's wonderful!"

VARIETY goes along: It says "Network (Blue) execs and its video department know whither they are going. Their carefully planned programming in television, from a visual point of view, was a success. From a commercial point of view, all signs point to peak returns . . . They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised. Johnny Olsen and Penny as m.c.'s are boss video material."

Says **BILLBOARD**: "It's funny, it's commercial and it's inexpensively produced. If we were a sponsor and the home video audience were quadrupled we'd buy it fast."



Mr. & Mrs. W. J. McLaughlin, family and friends, of Troy, New York.

"We always have enjoyed 'Ladies Be Seated,' but we are very glad we have a television receiver so that we can also see it."



Mr. & Mrs. Louis F. Cardini and Family, 185 West Houston Street, New York City.

"After listening to 'The Quiz Kids,' on the radio, we got an added kick out of seeing them."



Mr. & Mrs. H. J. Mandernack, with son Peter and daughter Donna, Schenectady, New York.

"The whole family gathers around and can see it as well as hear it. It's just grand."



Here in the Slutchak home, Brooklyn, New York, they are watching their first telecast of that popular radio feature—"The Quiz Kids." Says Mrs. Rose Slutchak, "We like it very much, especially Joel."

Direct from the NEWS CAPITAL OF THE WORLD

**WHAS Brings Its Listeners
Carey Longmire and Wilfrid Fleisher**

... nationally known news commentators, broadcasting
exclusively for WHAS, by direct wire from Washington.

LONGMIRE, whose nose for news led him to Europe when the first signs of disintegration appeared, managed by hook and crook to get into Spain to write for the New York Herald-Tribune the first articles from Franco's Spain which were printed in 1939. Referring to this scoop, *Time* magazine called him an "open-eyed" correspondent. He was in New York when the Battle of France was lost, but went east immediately to cover the London blitz. He predicted trouble between Hitler and



Stalin before the German invasion of Russia. Longmire was one of the first Yankee correspondents to fly in an "operational flight" in an R.A.F. bomber . . . but his top "beat" was a mysterious cable to his editor's home resulting in a 24-hour scoop for his paper predicting the famous Atlantic Charter conference. Longmire claims to be a liberal-independent politically, and his mike style is very informal. Favorite comment of listeners is: "He explains the news so well."

FLEISHER, a native of Pennsylvania, educated abroad, was correspondent for his father's newspaper, the Japan Advertiser, in World War I. He obtained the first exclusive story of the murder of the Czar of Russia and his family . . . covered the League of Nations for a time . . . and was managing editor of the Japan Advertiser when pressure from the Jap Government caused its abandonment in 1940. Fleisher scored a world beat by becoming one of 4 white men in the world



to interview Emperor Hirohito. In 1936 he scored another world beat by telephoning the New York Herald-Tribune that Japan and Germany were forming an alliance. He covered the diplomatic talks with Japan which were going on when war started. March 23, in a WHAS broadcast he predicted that General Douglas MacArthur would lead the invasion of Japan. Fleisher is the author of two books on Japan, "Volcanic Isle" and "Our Enemy Japan."

The clamor for news was never greater. And WHAS meets the demand. It devotes 127 broadcasts every week to ungloried, unswayed, authentic reports of the news as it happens. . . . And it does more! It brings Carey Longmire and Wilfrid Fleisher straight to its listeners with their straight-from-the-shoulder analyses of the news, backed by first hand knowledge of the places and people they talk about.

WHAS keeps its listeners listening by its intelligent news reporting.

WHAS

'Round-the-Clock News—Backed by 50,000-Watt Clear Channel.



A Philadelphia Institution

Philadelphians call visitors' attention to the WCAU studios on Chestnut Street in much the same way they point to the Union League, Independence Hall, the Liberty Bell and William Penn's Statue on City Hall . . . *"There's our leading Radio Station."*

Founded in 1922, WCAU became Philadelphia's first powerful station, rapidly increasing its power and facilities. Today its

50,000 Watts give intensive "newspaper type" coverage of the great Philadelphia War Industry Area with a plus "magazine type" coverage in adjoining territories.

For two decades WCAU has been Philadelphia's "habitually-tuned-in station." Think of the billions and billions of times Philadelphians have tuned in WCAU for their entertainment, news and sports events.

WCAU

CBS AFFILIATE • 50,000 WATTS

PHILADELPHIA'S LEADING RADIO INSTITUTION

Robbins on Racks and Rackets

Music publisher Jack Robbins is outspoken in his criticism of other music men who go in for "non-censorable" side racks such as music racks and the like.

"If this keeps up, especially now with paper shortages," continues the music publisher, "I'll just put a stop to returns, etc., and well soon see how these side-music operators like it."

Ben Selvin Joins Majestic Records As Asst. to Prexy Jimmy Walker

After 25 years, during which he rose to vespene and member of the board of directors of Majestic and Associated Program Service, Ben Selvin is going back to his original business—records. He is the new executive assistant to James J. Walker, who recently became president of Majestic Records.

Selvin, who has been with Majestic since 1920, eventually may succeed Eli Oberstein, who recently entered his fight into the Majestic Radio Television Corp.'s new recording outfit. Oberstein's two-year contract, rewritten in 1942, is set to expire on the original five-year agreement effective as of March 1, 1945, has been revised to read that Selvin will have the option of renewing for the full two-year period.

On October 1, Selvin will be in line executive assistant to prexy Walker, v.p. Selvin will aid on a program designed (1) to aim strongly in the jukebox trade, and (2) the recording and merchandising of an extensive program of disks for the home trade as well.

Walker and Selvin will go after new recording names for their Majestic label. Ray Brown, who has moved to duosonically tunes, and others will follow. The Hit band, which has been recording and merchandised under Maj.

Selvin's deal is said to top \$40,000 a year, including a profit-sharing arrangement. Walker is reported drawing \$100,000 per annum, and the former mayor of New York has already made evident he'll be no window-dressing or front man for the home trade as well.

Majestic Radio & Television's prexy, Eugene A. Tamm, was reported (Continued on page 52)

College Dates Get Startups

College one-night dates, which before the war, were much sought after by band leaders because they were lucrative and gave leaders a chance to show before a part of the public that they intended to do with creating their reputations, are this spring going begging. At least for the major part of the season, between them have committees from a number of the best colleges on their necks to get the same music for spring affairs, proms, etc. So far they have had no luck.

It is estimated that the amount of the band crop is at the moment laid up with long location dates and theatre runs that prevent them from accepting one-nighters of any type.

Ahlert Coin Allocation Plan Due for Test Soon

Business machines appropriated by the U.S. Government and which have been returned to the American Society of Composers, Authors and Publishers, and which are to be put to work testing the Ahlert plan of allocating the Society's discographies to the music business, prevented this. Machines are necessary to the test.

The Ahlert plan was to have been put into effect a year ago last Jan. 1. It never was installed due to the lack of the equipment, plus the frantic opposition from old-line writers. It is based largely on performances, and the fact that some of writers whose current income from the Society is based chiefly on songwriting and availability.

IT'S DR. FERDE GROFE

Ferde Grofe will receive a Doctorate of Music degree from Illinois Wesleyan U. May 15, for his contributions to American music.

Next day Grofe will conduct a concert at the school.

Dismissal of \$100,000 Suit Vs. C. Porter Asked

Dismissal of the \$100,000 damage action brought by Ita B. Arnetin, was asked by Cole Porter, who answered Bled in N. Y. federal court last week. Porter also made a general denial of all allegations.

Added to Porter's dismissal, Porter claims in defense that Court is without jurisdiction over subject matter of the suit, and that the complaint, upon alleged infringement of plaintiffs' works, has not been proved.

U. S. Alleged infringed songs referred to in the complaint were those by Porter's songs for a time prior to institution of the suit, and that plaintiff had full knowledge of fact, and failed to give notice, his alleged claim, thereby action is barred.

At the same time Porter filed notice for the examination of Arnetin before trial of the suit.

Arnetin charged that Porter's "Don't Fence Me In," "I Love You," "Begin the Beguine," and "You'd So Nice to Slowly" were plagiarized from his unpublished works, also the song "Night and Day" and "The Time of the Year," all alleged to be the same time.

Arnetin also alleged that Porter's "Don't Fence Me In," "I Love You," "Begin the Beguine," and "You'd So Nice to Slowly" were plagiarized from his unpublished works, also the song "Night and Day" and "The Time of the Year," all alleged to be the same time.

B.G. MCA Talk Deal for Release From Contract

Benjamin Goodman and Music Corp. of America are arranging a deal whereby the leader will be released from his contract with MCA.

It is said that the arrangement now being talked over between Goodman and the agency calls for the latter to receive full commissions on all his recordings, and to be released from his contract with MCA.

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ASCAP Readies Eng. Royalties

American Society of Composers, Authors and Publishers is ready to process for distribution to its writer members in this country the performance royalties it has received from England since 1941.

The Society is now holding over two years, 1942 and '43. Total amount is undisclosed. Society is finding it difficult to unravel the situation and publish the money won't be paid for some time yet.

Music Corp. of America is now paying Performing Rights Society English writer royalties through ASCAP as the Society is unable to pay in this country are paid direct.

COURT AGENTS DELAYS BMI-MARKS DECISION

Decision in the Broadcast Music, Inc. v. E. B. Marks suit against the American Society of Composers, Authors and Publishers, is being delayed by court judgment citing Marks as the owner of small rights on certain songs in the Marks catalog was again delayed Monday (30).

Justice Ferdinand Pecora, in Supreme Court, N. Y., delayed delivering his opinion in the case for the third time until tomorrow (Thursday) at 10 a.m.

Col.'s Big Divvy

Columbia Recording first-quarter royalty checks went out to music publishers late last week. The checks, which are available, the sum disbursed by Columbia is said to be very high despite production restrictions.

All recording companies still have trouble meeting demands for recordings. The situation is the most severe situation. No other problems—batter them. Materials situation has long since.

Harry James Advises Astor, N.Y., He Won't Fulfill Contract Unless Granted Weekly Bonus of \$1,500

Harry James last week took advantage of the recent ruling by the U. S. Supreme Court that band leaders under option to play hotel dates on which they'll lose money can demand the obligation with AFM protection. Last Thursday (28) James created a furor in N. Y., by advising the Astor Hotel, N. Y., of his refusal to fulfill a contract of America that he would not come east to fulfill a commitment of the hotel which he was to work. Apparently this bonus would allow him to work the spot without financial loss.

Russ Case Becomes RCA Musical Director

Russ Case, former arranger for Andre Kostelanetz and other orchestras, has been named as musical director at RCA-Victor's N. Y. recording studios yesterday (Tuesday).

He replaced Lou Martin, former band leader, who has occupied the post since Victor resumed recording.

Fred Waring Concert At Carnegie Hall Boff

29C; Artistic Click Too

Music Publishers Contract Employees union benefit fund a result of the concert staged at Carnegie Hall, N. Y., Saturday night (28) by Fred Waring, who paid all ticket expenses himself, leaving only the cost of the hall to be deducted from the proceeds.

Waring conducted a group of 240 voices, including 175 members of Robert Shaw's College Chorus, and a large orchestra in a concert of patriotic, spiritual and popular songs, which was hailed by the press as the entire ensemble in the world.

Norman Delio, Jr., of the Voice of America, said that the concert was a "Western Star." The concert was a huge success financially, it was a bigger success artistically. Running the gamut as it did all types of American music, the affair established Waring as a prime candidate for the concert field, which has grown in the month or so to healthy proportions, returning heavy coin to his reputation.

Waring started the affair with a group of patriotic music, including the National Anthem, "America the Beautiful," etc., then went through a series of songs arranged by the traditional renditions of "Sometimes I Feel Like a Motherless Child," "Deep River," "Swing Low, Sweet Chariot," and "Amazing Grace."

At this point, he turned the conductor's platform over to Shaw for "Western Swing."

Joe's arrangement of the poem, an ambitious effort to adapt a word music in music, was very impressive at the outset, but bogged down in the middle portion, where it became ponderous and unexciting.

Final movement, "The Lord of the Dance," was a masterpiece of control over its audience, which up to this point had been in rapt attention. Final movement, "The Lord of the Dance," was a masterpiece of control over its audience, which up to this point had been in rapt attention.

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HUGHIE PRINCE MUGGED, HAS FRACTURED SKULL

Hughie Prince, songwriter currently partnered with ex-mayor FDR, was mugged in a car accident suffered a fractured skull last Friday night (27) when he was mugged near Manhattan.

Prince was unable to describe his assailant.

Prince was admitted to the hospital. Rogers was released from one, after recovering from a heart attack.

FDR Suit Proceeds For Nat'l Infantile Fund

Leo Edwards and J. W. Bratton have written a song in memory of FDR, "A Little World of the Hill," which Barton Music is publishing, with a share of the profits to the National Foundation for Infantile Paralysis, which includes Franklin D. Roosevelt's family.

In "World War 1, Edwards composed. "We Take Our Hats Off to You, Mr. Wilson," which the late Nora Bayne and Fred Warburton wrote at the White House.

James' Action Set the Astor's Bob Christenberry in an uproar. He has money to spare, to quote the Post May 14, for three weeks, followed by James. It's asserted that Christenberry has badly refused to pay the additional money, and if the trumpster insists on maintaining his latest stance, will take the case into civil court.

James played the Astor last year. He then said to have been getting \$3,500 weekly on a flat deal, no matter what time he lost a considerable war.

AFM's rule on fulfilling options at alternate venues, which was brought about by Tony Pastor. For was booked into the Roosevelt Hotel, New York, for a three-week contract and stood to lose heavily each week. He took his case to the courts and the latter ruled in favor of the player to make the ruling applicable to all other leaders in the industry.

James' move contributed to the decision by David S. Weisberg from N. Y. to the Coast. He left last Friday (27). Also figuring in the decision was the fact that Lew Wasserman, MCA exec in the Beverly Hills area.

Hearn's, w.k., Cues Postwar Music

Bill Schneider, w.k. in the music trade and former division manager for Sears-Robuck's, music dept., is taking charge of Hearn's expanded radio department.

The N. Y. department here heretofore had only a modest staff, but now is being expanded for a more lavish adjunct. Schneider will be in charge of the department, which includes the music of Gimbels, Bloomingdales and other department stores.

By Hearn's is but one of many planned in other key cities with stores with an eye to television and also the expected growth of manufacturing. There are many phonograph newcomers on the horizon.

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Krupa Due for Astor; Splits Theatres-Cafes

Gene Krupa, bandleader, booked into the Hotel Astor, N. Y. He definite opening date has not been set in the Astor's final plan, who is due into the spot June 4 for six weeks. Sammy Kaye's band, who is booked for the same period, will be in the spot for three weeks. It's Krupa's first hotel date in N. Y. with his new band.

Krupa's band is booked for the Hippodrome theatre, Baltimore, week of May 17; RKO Boston, May 17; and the Hippodrome theatre, Newark, for two weeks opening May 31; Capitol, Washington, June 14; and the Hippodrome theatre, New York, June 14.

ASCAP HOISTS TOBIAS

Harry Tobias, composer of more than 300 published tunes, has been elected to the ASCAP board after 23 years of songwriting.

With all his published songs, Tobias has been a constant contributor to our film studio.

Bregman Succeeds Max Dreyfus As ASCAP Doughboy; Others Remain

Jack Bregman, of Bregman, Vocco & Conn, was named treasurer of the American Society of Composers, Authors and Publishers last week, succeeding Max Dreyfus, who had held the post for 14 years. Dreyfus stepped aside because of his health and pressure of handling his own music firms. Bregman is the fourth treasurer in the history of the society, the others having been Saul Bornstein, Gus Schirmer and Dreyfus.

Aside from Bregman's replacing

Dreyfus and the election of Irving Caesar to the ass't. treas. post, the board reflected all other officers. Deems Taylor was held over as president; Gus Schirmer as v.p.; Oscar Hammerstein 2d as 2d v.p.; and George W. Meyer as secretary. Donald Gray is asst. secretary, the job Bregman formerly had.

Election of officers of the society is done by the board, while the board members themselves are elected by the membership.

Palisades May Adopt Long Runs for Bands

Palisades Park, Fort Lee, N. J., will likely inaugurate a "long run" band policy this year in comparison to its former method of using big names on weekend and lessers mid-week. Park is opening with Ship Fields May 12-13 and if the new policy is instituted it will start May 26 (uncertainty is probably due to lack of band availability).

Under the newer setup, orchestras will be bought on a straight four-week basis and might have network wives (Mutual). This is now being arranged.

Palisades band pavilion burned down last year, but has been rebuilt.

10 Best Sellers on Coin-Machines

1. My Dreams Getting Better (10) (Santly) (Les Brown Columbia)
2. Candy (8) (Feist) (Louis Prima Capitol)
3. Just Prayer Away (3) (Shapiro) (Dinah Shore Victor)
4. I'm Beginning to See Light (9) (Grand) (Pied Pipers Capitol)
5. Sentimental Journey (8) (Morris) (Bing Crosby) Decca
6. More and More (8) (T. B. Harms) (Harry James Columbia)
7. Dream (3) (Capitol) (Duke Ellington) Victor
8. There I Said It Again (1) (Valenti) (Les Brown Columbia)
9. Laura (1) (Robbins) (Hal McIntyre) Victor
10. All of My Life (1) (Berlin) (Perry Como) Victor

Victor Young scoring "You Came Along" for Hal Wallis at Paramount.

Mrs. Kramer Ordered To Refund Deduction To Paxton After FDR Layoff

American Federation of Musicians last week ordered Mrs. Maria Kramer, owner of the Lincoln hotel, N. Y., to pay the George Paxton orchestra almost a third of a week's salary, which she had held out of the band's pay for three days lost during the period of mourning for FDR. Band did not work the Thursday to Saturday stretch following President Roosevelt's death, and while all other hotels in N. Y. paid their bands in full, Mrs. Kramer deducted the lost days.

AFM decreed that it was through no fault of the band that it didn't work. Amount totaled slightly over \$100.

PRIMA, HAMPTON TAKE TURNS AT RECORD

Louis Prima and Lionel Hampton's orchestras are taking turns boxing the b.o. record at the Adams theatre, Newark.

Prima set a new mark at the house late last year. Hampton topped it the early part of this year. Last week, Prima went on a guarantee and \$650 deal and rang up a \$11,000 gross, taking \$15,500 for his end, the most money he has earned in one week since the band's inception.

Prima is now at the Curvical Room, New York.

Selvin-Majestic

Continued from page 51

ly on the Muzak board, hence the Selvin hookup. Tracey figured that Majestic radio and video sets post-war can also help merchandise their own brand of records. Because of Tracey's past regard for Muzak, he is permitting Selvin to continue with that company in an advisory capacity until a suitable successor can be found, which is the prime reason for this arrangement.

After 20 years with Muzak, after being most recording manager at Columbia, and since 1934 developed Muzak's entire musical library of more than 10,000 selections. Incidentally it is estimated that in Selvin's 25-year career as a recording manager for Victor, when under his own name and under sundry noms-de-disks, such as Kentucky Serenaders, Bar Harbor Society Orchestra, The Castilians, Knickerbockers, etc., his 9,000 personal waxings may have set a world's record in total sales of over 1,000,000,000 platters.

Waring

Continued from page 51

were guest soloists. Frederic Hart did the narration interpolation for the three parts, titled, "Virginia," "New England" and "The Sharp Star in the West."

Waring finished off the evening with a group of pop and standard tunes paced by light classics niftily arranged for voices. His treatment added lustre and unusual flavor to such varied items as "Winchester," "Stardust," "Hora Staccata," "Jalousie," "Meadowland," "O! Man River," "Bye Bye Baby," "Beautiful Morning," "Remember," "So Beasts My Heart For You," "Lord's Prayer," "Everytime I Say Goodbye" and "In the Still of the Night." Each received brilliant treatment in shading and coloring, in which so much more seemingly can be done with voices than with instruments.

Waring conducted exceptionally well. So did Shaw, whose effort received drawn-out applause.



GORDON JENKINS

Big Hit

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EV'RY TIME I FALL
IN LOVE

ABC MUSIC CORP.

DRAMA 12-13

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Radio Artists

The three VIVA! record of song hits of over 120 platters, plus old favorites. Includes lead sheets and lyrics of chorus. SAMPLED FREE.

TUNE-DEX

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Lyrics, Music and Published by
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BALTIMORE 25, MARYLAND

NBC, CBS, Blue, Mutual Plugs

TITLE	PUBLISHER
A Little On the Lonely Side.....	Advanced
All of My Life.....	Berlin
Blue—"3 Caballeros".....	Capitol
Candy.....	Feist
Counting the Days.....	Feist
Dream.....	Capitol
He's Home For a Little While.....	Famous
I'm Beginning to See the Light.....	Grand
I Miss Your Kiss.....	Republ.
I Should Care—"Thrill of a Romance".....	Dorsey
Just a Prayer Away.....	Shapiro
Lam—"Lam".....	Robbins
Let's Take Long Way Home—"Here Come Waves".....	Morris
More and More—"Can't Help Singing".....	Harris
My Dreams Are Getting Better.....	Santly
Remember When.....	C-P
Sentimental Journey.....	Morris
Someday Soon here.....	Chelios
Sweetheart of My Dreams—"30 Seconds Over Tokyo".....	Shapiro
The More I See You—"Diamond Horseshoe".....	BVC
There I've Said It Again.....	Valiant
There Must Be a Way.....	Stevens
This Heart of Mine—"Ziegfeld Polka".....	Triangle
Twilight Time.....	C-P
You Belong to My Heart—"3 Caballeros".....	Harris

† Fiftieth. * Legit musical.

GAY BLADES SKATERY TO BE NAME BAND CANCELY

Plans were approved last week by the N. Y. City Department of Buildings, for the postwar makeover of the Gay Blades ice and roller skating rink into a large name band ballroom. Spot will be rebuilt into a N. Y. copy of Hollywood's Palladium ballroom where materials become available. It will have a capacity not far under the Palladium's 10,000 or thereabouts.

Gay Blades is now owned by Lou Brecker, operator of the Roseland ballroom, N. Y., who is concerned in the corporation that operates the Palladium.

Heidt in No Hurry To Resume Maestring

Horace Heidt, whose place in the American Federation of Musicians for release from his Music Corp. of America contract was recently denied, apparently is in no hurry to resume maestring. Before the AFM ruling, Heidt broke up his band and has since handed his library to his former trumpeter, Shorty Sherock, who has built a band containing only four of Heidt's former men. Outfit is now at the Turner Ballroom, Southgate, Cal.

Sherock is under contract to General Anus, Corp. This may be Heidt's method of getting out from under the MCA agreement, at least until it expires.

10 Best Sheet Sellers

(Week Ending, April 28)
 Dreams Getting Better...Santly
 Candy.....Feist
 Laura.....Robbins
 Just Prayer Away.....Shapiro
 Dream.....Capitol
 Beginning to See Light...Grand
 All of My Life.....Berlin
 There I Said It Again...Valiant
 Sentimental Journey...Morris
 All My Dreams.....Shapiro

Pubs Again Query 'Parade' Choice

Once again the accuracy of the Lucky Strike "Hit Parade" song survey is doubted by experienced music publishers. They point to the inclusion last week's program of "There Must Be a Way," published by Stevens Music, Charlie Spivak's Broadbeat Music-affiliated firm.

Song, started only six or eight weeks ago, has so far had little chance to prove its worth and certainly is not rated anywhere near the top 10 tunes in sales popularity, yet it got "Parade" attention. Situation highlights the fact that Luckies' so-called national survey of popularity is based largely on the number of performers a song gets on radio band remotes, etc. "Way" was the subject of a live the week before.

Schall, Spivak Split

Max Schall, personal manager of Charlie Spivak's orchestra, has cut loose from that band. Spivak and Schall parted last Saturday (28) after a difference of opinion that is not being discussed by either party. Schall assertedly will not be replaced by Spivak. He himself had no prospects when the split came.

Music Biz Hopes Taps-Col. Deal Presages H'wood Trend Toward 'Song Specialists' in Exec Posts

Music publishers are applauding Harry Cohn's move in giving Jonie Taps a five-year deal as director of music at Columbia Pictures. The reason for this is that Tin Pan Alley has long felt that Hollywood was shortchanged for many years in not recognizing the importance of song music to pictures, in the sense that it warranted a special coordinator. If Columbia prevails Cohn gives Taps full reign in picking songs and songwriters suitable for pix, it is hoped.

Col.'s Bid to S-B?

It's denied Shapiro-Breton is being sought by Columbia Pictures as an acquisition. Jonie Taps stresses that a confusion of his deal with the studio was no music publishing but it is known that this plan may be switched later as prez Harry Cohn of Col. has always venerated his own music business.

Cohn himself is an ex-song-plugger and grew up in Tin Pan Alley.

This will pave the way for a new era in the future.

This sideline opinion is born of more than casual good wishes. Music veterans recall when Elgin H. Buddy's Morris was with the Warners music firm; when the late Bobby Crawford represented De Sylva, Brown & Henderson in Hollywood; and Jack Robbins with Metro.

Schall assertedly was able to track the Hollywood tide.

A today most of the studios either

maintain a liaison arrangement with their New York song publishing affiliates; or some studio production executive, with a casual knowledge of Tin Pan Alley, dips into the proposition of songs, synchronizations, publishing rights, plugging, etc.

From the N. Y. viewpoint it has always been a wonder why the studio always felt they knew the answer when it came to song matters. In short, a studio executive would not be inclined to question the judgment of a set designer, a sound engineer, a couturier and the like, but when it came to picking songs for pictures, that was something else again.

That they hope that a new era of song specialists for Hollywood may come fast being.

COOL BUYS RAVAZZA LIBRARY FOR NEW BAND

Harry Cool, who isn't a band leader's own, has bought Carl Ravazza's library as the basis for the new combination. However, instead of the three sax, three trumpets, one trombone, three tidies, three rhythm Ravazza used, Cool will employ five sax, retaining instrumentation holding as is. Book is being rewritten to add the new parts.

Cool takes his new band into the Blackhawk Cafe, Chicago, July 11, for 16 weeks. Chicago is his new territory.

#1 HITS FROM 2 MILLION DOLLAR PICTURES

Featured by Frank Sinatra in M-G-M's "Anchors Aweigh"

WHAT MAKES THE SUNSE?

Lyric by Sammy Cohn • Music by Jule Styne

A Terrific Ballad from 20th Century-Fox's "Nob Hill"

WALKED IN

Lyric by Harold Adamson • Music by Jimmy McHugh

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DREAMRecorded by
THE PIED PIPERS (Capitol)
LEE CASTLE (Musicraft)
JIMMY DORSEY (Decca)FREDDIE MARTIN (Victor)
FRANK SINATRA (Columbia)
THE THREE SUNS (Majestic)ANOTHER NOVELTY SENSATION!
STUFF LIKE THAT THERE

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Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers Made	Total Covers
Hal Alton	Lexington 1200, 75-51.50	28	1,775	49,750
Boyd Reburn	New Yorker 1094, 81-51.50	5	1,425	7,125
Glen Gray	Pennsylvania 5300, 81-51.50	3	2,550	6,900
Leo Reisman	Waldorf 5340, 82-1	22	2,550	63,375
George Paxton	Lancola 1775, 81-51.50	10	1,175	11,000
Roy Lombardo	Roosevelt 4100, 81-51.50	31	2,325	77,525
Hal McIntyre	Commodore 4100, 81-51.50	4	1,300	7,925

* Asterisks indicate a supporting floor show; New Yorker has ice show; Lexington, an Hawaiian floor show.

Chicago

Buddy Franklin (New Walnut Room, Bismarck hotel; 465; \$1.50-\$2.50 min.). Biz here, as elsewhere, is on the upswing after two 30-sec. weeks. Franklin and Eirica and Novella set 3,100.
Stan Kenton (Panthor Room, Blackstone hotel; 950; \$1.50-\$2.50 min.). Tony Pastor, who closed Thursday 126; Kenton, who followed, split 5,500.
Dick LaSalle (Mayfair Room, Blackstone hotel; 465; \$2.50 min.). Georgia Price moved out Thursday 126; LaSalle, Gail Galt and Ellsworth & Fairchild. Later two acts opening Friday.
George Olsen (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Olsen and show headlined by Henry Youngman drew great 7,800.
Ted Weems (Boulevard Room, Stevens hotel; 650; \$2-\$3.50 min.). Building strong, with Weems and show, including the Chadwicks. Con Colmano, others, drawing 7,200.

Los Angeles

Freddy Martin (Ambassador; 900; 81-51.50). \$3,000 tabs.
Joe Belcham (Biltmore; 400; 81-51.50). Solid crowds and solid coin at 3,700 covers.

Location Jobs, Not in Hotels

(Chicago)
Gay Claridge (Chez Parce; 650; 81-51.50). Turnstiles clicking faster here too, with Claridge, Willie Shore and Connie Russell polling 4,400.
Dol Courtney (Blackhawk; 500; \$2-\$2.50 min.). Those Sun. and Sat. mats. are a big help for the Courtney-Whitely Roberts latter; 4,300 this time.
Irving Kostal (Latin Quarter; 700; \$3-\$3.50). Kostal-Lou Holtz-Jackie Heller-Mulcays combo accounted for 3,800.
 (Los Angeles)
Frankie Carle (Palladium B. Hollywood; sixth week). Picked up slightly in the final stanza for 26,500 entrants.
Shirley Sherock (Trianon B. South Gate; first week). New band sweeps clean with 9,000 admittes.
Leighton Noble (Slappy's Max's, N. Los Angeles; 20th week). Business as usual with SRO sign hanging out at 3,200 capacity.
Don Ricardo, King Cole Trio (Procedon, N. Hollywood; sixth week). Chuchus Martinez' fame spreading by word of mouth puts this spot in the 4,000 tab class.

RICHMOND'S PAXTON SPOT

Buddy Robbins May Join His Cousin Later in Talent Bureau

Howard Richmond, formerly with tra pa, just out of the service, becomes liaison for George Paxton's band in promotion, etc., and especially as regards collecting Jack Robbins. Latter sponsors the Paxton orchestra.

When Howard (Buddy's) Robbins, now in Italy, gets out of the Army, it is his father's intention that he and Richmond operate the Robbins Artists Bureau. This is a solid talent agency set up by the music publisher, Young Richmond and Robbins are cousins, incidentally.

Bill to K.O. Royalty Fees to Labor Unions Would Sock Petrillo

Washington, May 1.
 The U. S. Chamber of Commerce has oversubscribed endorsed legislation now pending in Congress which would prohibit royalty payments by industry to labor unions. The bills were introduced at the time John L. Lewis was calling for a the royalty on each ton of coal mined. Lewis subsequently dropped the demand and the bills were shelved.

However, the development announced Saturday (28) may pump new life into the measures which would help in the royalties the AF of C collects on all recordings. The vote of the Chamber of Commerce members was 2,657 for adoption of the bills and 101 against. The Chamber charged that "royalty exactions could lead to a scheme of taxation by private individuals."

McDevitt Quits as F. A.
 Barney McDevitt, widely known orchestra press agent, has given up his activities and his Hollywood office to become assistant to Larry Finley at Mission Beach Park, San Diego.

Inside Stuff—Orchestras—Music

It had been consistently rumored around N. Y. during the past week or so that the current trip to England and France by John G. Payne, general manager of the American Society of Composers, Authors and Publishers, and Herman Finkelshtein, ASCAP attorney, was for the purpose of studying the English Performing Rights Society's methods of paying royalties, and that these methods would be incorporated in a similar plan by ASCAP to replace the long-disputed Alpert plan. None of the rumors is apparently true. Payne and the attorney went overseas to settle numerous questions among ASCAP, EPRS and SACEM, the French group, that have arisen since start of the war. Also, the reciprocal deals between the three outfits will expire during the next year or so and the groundwork for new deals must be laid.

Coca-Cola executives are still considering the idea of using a "new song" idea on the "Spotlight Bank" program. Several weeks ago the idea, developed by Pete Doraine of Clebea Music, was broached to the D'Arcy agency, handler of the program, and the latter went about checking band-leader reactions to it; in many cases the latter were negative. Nevertheless, D'Arcy forwarded the plan and its findings to Coke execs.

Plan is to select each week a new song figured to have future possibilities, and that these methods would be incorporated in a similar plan by ASCAP on a full week of programs. That is, each band bought for the show, for each of six straight nights the program airs weekly, would have to play it.

Legal action by Irving Romm against Carlin Gostel over the latter's failure to pay the former a percentage of Henry Carter's earnings, per agreement, is due for trial in N. Y. this week, though it may not come up. Romm was Carter's manager at one time and he turned over the band to Gostel with the understanding (in writing) that he was to get a share of Carter's income. What makes the act ironic at this time is the fact that Gostel is no longer Carter's manager. He and the leader split several weeks ago. Goldfarb, Minneapolis & Vallon, who were representing Romm, withdrew from the case last Thursday (26).

Phil Kornberger, in charge of standards, etc., revivals of oldie hits for Philbin, First and Miller, has been getting "I'm Through With Love." "I'll See You In My Dreams," "Do You Ever Think of Me," "I'll Never Be the Same," "Chloe," and "Temptation" widely plugged. This is in line with Jack Robbins' idea to recreate by-product values from the yesteryear hits.

Bob Lee Joins Evans

Bob Lee, professional manager of Mills Music, has resigned and will join Redd Evans' Jefferson and Valiant Music Cos. as partner.

He will be the professional contact of the two firms while Evans, a songwriter, will devote more time to composing. Evans currently has the hit, "There I Said It Again."

McCauley and Stoneham Forced to Take It Easy

Two veteran music men suffered heart attacks recently and are temporarily on the inactive list. Both are with the Big Three (Robbins, First and Miller Music).

Ed McCauley, general sales manager, has been forced to take it easy, and duo Billy Stoneham, who is promotion manager for the three firms.

5 STARS

SUNG BY

NEGRA CONSIDENTA (My Pet Brunette)

★ ★ ★ ★ ★

EVERYBODY'S SEEN HIM BUT HIS DADDY

★ ★ ★ ★ ★

I'LL REMEMBER SUZANNE

★ ★ ★ ★ ★

IN MY LITTLE RED BOOK

★ ★ ★ ★ ★

SANTA MARTA

★ ★ ★ ★ ★

FRANK HERNIG, Gen. Mgr.

EDWARD B. MARKS MUSIC CORPORATION

LARRY MORRIS, President
 1619 Broadway, New York, N. Y.
 CHARMAN, N. Y.

TOMMY SHERRILL, Vice President
 1619 Broadway, New York, N. Y.
 CHARMAN, N. Y.

THE BEST RHYTHM HIT OF THE SEASON

A KISS GOODNIGHT

By Freddie Slack, Floyd Victor, R. N. Herman

MILLER MUSIC CORPORATION 1619 BROADWAY N. Y. 19

LON MOONEY,
Gen. Prof. Mgr.

*Chicago Daily News Cafe Critic

B'way Spotty; but 'Carousel' Bores Smash \$44,000 in 1st Full Week, 'Menagerie' Up to New High, \$20,650

Broadway closed off last week, as well as in the last two road; indicated by takings of a number of shows. Two rainy nights and rain interest in the peace conference at San Francisco were factors that kept a reminder that legit is approaching the technical finale of the season. Last week, however, and several hits have already set the stage for a summer season.

Gross for the first full week of "Carousel" proved the new musical's business possibilities, takings approaching \$44,000 and after subscriptions are over paid, should have been "Common Ground." Last week's solo debut. Counting pranks, "Menagerie" went to its high, \$20,650, around \$2,000, but doubtful chances are indicated. "Gloss Menagerie" went to its high, \$20,650.

Estimates for Last Week

"Keys C. (Comedy), D. (Drama), G. (Comedy-Drama), R. (Revue), H. (Musical), O. (Opera)"
"A Bell For Adamo," Cort (21st week) CD-1,084; \$3,500. First week's audience in figures is in number of standees; well over \$22,000 every week.

"Anna Lucasta," Mansfield (13th week) CD-1,041; \$3,500. Up to the hit parade; colored cast draws approximately \$20,000 or better every week.

"Blomster Girl," Shuster (30th week) CD-1,022; \$3,500. Another tradition that draws standees; musical arrived early in season and still going strong; \$23,500.

"Carousel," Tjelle (42nd week) CD-1,001; \$3,500. Most musicals are carried with the season's best, and takings for first full week of \$22,000, 700, and that figure should increase after the subter action period.

"The Grange," Grant (11th week) CD-946; \$3,500. Critics leaned hard on the play, but the audience notices were plentiful as to changes; around \$3,000 in seven performances, inclusive of two previews.

"Back of the Moon," 44th Street (18th week) CD-913; \$3,500. The musical oddity on list should catch a wider audience; \$3,500, \$3,500, \$3,500; \$3,500, \$3,500, \$3,500.

"Dear Ruth," 11th (20th week) CD-910; \$3,500. Such a musical engagement at Nixon with something like \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Deep River," Sykes, Booth (6th week) CD-912; \$3,500. Highly respected by the audience; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Follow the Girls," 44th Street (15th week) CD-908; \$3,500. The musical oddity on list should catch a wider audience; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Foolish Heart," Booth (7th week) CD-907; \$3,500. The musical oddity on list should catch a wider audience; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Haven't," 44th Street (26th week) CD-913; \$3,500. Has passed half million; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Hats Off to Lee," Cort (E-244; \$1,981). Final and 42nd week; but announced to return; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Hope for the Best," Royale (12th week) CD-1,084; \$3,500. First week in this spot slightly less than previous week; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Remember Me," 44th Street (28th week) CD-910; \$3,500. Will go on record of previous week; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Sing Out," Tjelle (11th week) CD-912; \$3,500. Held up here; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"The Men For Me," Belasco (6th week) CD-1,077; \$3,500. Held its spot; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Lafayette Brown Only," Walter Gardner (10th week) CD-913; \$3,500. Among musicals that reflected the late trend, takings being close around \$2,000.

"Late George Arns," Lyceum (2nd week) CD-905; \$3,500. First week in this spot; strong business but slightly inferior pace of first five months.

"The White Elephant," Empire (23rd week) CD-1,082; \$3,500. Intention is to be a crowd-pleaser; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Oklahoma," S. J. Jones (10th week) CD-1,023; \$3,500. First week in this spot; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"The Town," Adelphi (11th week) CD-1,042; \$3,500. First week in this spot; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Song of Norway," Imperial (12th week) CD-1,084; \$3,500. The musical's capacity pace of this musical; has passed six-month mark; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"The Value of the Dollar," 44th Street (14th week) CD-1,075; \$3,500. Went to its high; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"The Heavy Heart," Hudson (17th week) CD-1,084; \$3,500. One of the best of the week; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"The Overtones," Forrest (12th week) CD-1,080; \$3,500. Doing fairly well with audience; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"The Value of the Dollar," 44th Street (14th week) CD-1,075; \$3,500. Went to its high; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

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'Doll's House' Quits Boston With \$5,000

Boston, May 1. Four direction, mediocre casting and dumbed-down review show that "Doll's House" out of Wilbur after two weeks a town stricken with "Kiss and Tell" and "Good Night, Ladies" are still zipping along. The "Doll's House" is still zipping along. The "Doll's House" is still zipping along. The "Doll's House" is still zipping along.

Estimates for Last Week
"Good Night, Ladies," Shubert (11th week) CD-1,080; \$3,500. Second week in this spot; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Doll's House," Wilbur (11th week) CD-1,080; \$3,500. Second week in this spot; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

"Doll's House," Wilbur (11th week) CD-1,080; \$3,500. Second week in this spot; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

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3 Folds Leave Chi With Only 2 Shows, Fewest in Months; 'Sing Out' Wow 28C

Father in 4th Seattle Stay Good \$15,500

Seattle, May 1. "Life With Father" on fourth night of four last week. Fewest in months, in town to share the "Houses" now dark are "Blackstone," "The Town," "Little White Town," and the "Colony." May 14: Studebaker, "The Town," "Little White Town," and the "Colony." May 14: Studebaker, "The Town," "Little White Town," and the "Colony."

Estimates for Last Week
"Life With Father," 4th Seattle (10th week) CD-1,080; \$3,500. Second week in this spot; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

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Chicago, May 1. Three folders Saturday (28) left one of four last week. Fewest in months, in town to share the "Houses" now dark are "Blackstone," "The Town," "Little White Town," and the "Colony." May 14: Studebaker, "The Town," "Little White Town," and the "Colony."

Estimates for Last Week
"Life With Father," 4th Seattle (10th week) CD-1,080; \$3,500. Second week in this spot; \$3,500, \$3,500, \$3,500, \$3,500, \$3,500, \$3,500.

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the Same
B
the Same
G
Big
Grosses

JUST CONCLUDED
 8th RETURN ENGAGEMENT
PARAMOUNT THEATRE
 NEW YORK

CURRENTLY
THE 400 CLUB
 NEW YORK

FEATURED IN WALT DISNEY'S FORTHCOMING
 FULL LENGTH TECHNICOLOR PICTURE
"MAKE MINE MUSIC"
 (TENTATIVE TITLE)

COLUMBIA RECORDS

THE LAST DAYS OF THE GREAT

Balaban on Postwar Grosses

Barney Balaban, Paramount prey, gave three reasons for his belief that the company would be able to successfully weather any dislocation of business after the war in his report to stockholders last week. The first Par's strong financial position in admitting that it expected there will be some dislocation of business.

Balaban felt that three factors would benefit beneficially. The first, he said, is the large available purchasing power of the nation while the second is the return of millions of men and women from the service to peaceful pursuits. He rated the third factor to be the increasing revenue from certain countries previously located in the war coupled with the fact that a large backlog of U. S. features have not been exhibited in these markets. Balaban, speaking of the tax situation, wrote in his report: "Reduction in wartime tax rates on income, when effected, will also tend to cushion any such decrease in revenues."

RADIO LESSON IN UNIVERSE FACTOR

An appreciable unwelcome in business, the film box-offices of the nation predicted in the distribution circles as an aftermath of V-E Day, with the balance of this week especially expected to run full ahead of the past week or two.

Belief in trade circles is that the good news will spur increased attendance and spending, temporarily at least, and that the tendency to seek more entertainment will be heightened by the fact that husbands, fathers, brothers and sweethearts in the European theatre of war are now safe. Also, it's opined that the prospect many men will return here from good from that theatre may tend to increase listening.

Another theory advanced is that radio, now that the big and long-awaited news has been recorded, will be less of an inhibiting factor henceforth. Lifting of the brownout yesterday (Tuesday), also should brighten radio, it is felt.

And end to the curfew, looked for ardently by showmen, would further help. According to figures so far available, business throughout the country Monday (7) was about the whole by the news of the Nazi capitulation. It showed up as a strong Monday, while yesterday (Tuesday) N. Y. were running ahead of Monday. Operators expressed the view that business would be better than ordinary for this day and that today (Wednesday) also may be away ahead of normal.

Balaban merely stated "there have been unusual developments in the electronic art during this week which have been clearly related to television." He also commented, "there is the possibility that they will be in an early period of use of television." He also pointed out (Continued on page 16)

New Factors Point to Still More Raw Film Shortages in 3d Quarter

M-G Curtailing Shorts Due to Film Shortage

Metro announced on Monday (7) that short subject production would be curtailed, indicating the raw stock shortage is limiting product. Cut will be only temporary, following completion of the present schedule.

In addition to bi-weekly newsreels, Metro's shorts include Pete Smith specialties, John Nesbitt's "Passing Parade," cartoons and John Fitzpatrick's Travelogues.

Washington, May 8: WPB is expected to make some clarifying statements on the raw stock situation for the film industry in the near future. Stanley Adams, head of the Connington Film Goods Division, has been marking time waiting for V-E Day. He has been unable to give any definite picture on prospects for the third quarter because the final end of the war is still in doubt. He expects a number of changes in the program.

Whether the better or worse, he would not disclose.

Despite WPB contentions that the raw stock outlook for Hollywood is not unfavorable for the third quarter, new factors are coming into the situation which look bad for the industry.

First of these is a plan of the Army to shift more and more from Hollywood film which uses up the raw stock and which is manufactured on the same machines and by the same skilled labor that produces stock for Hollywood. There is no indication just how important this move will be, but it looks bad at the moment.

Second is the plan to provide vast quantities of skilled labor in the raw film factories this summer and to overhaul the equipment. This would sharply reduce production during the third quarter.

Meanwhile, Government requests (Continued on page 18)

20 Billion Domestic Income Drop Seen in Yr.; Foreign Starts to Offset

War contract cutbacks have brought a decided downturn in their attendance in some localities, but the growing foreign demand for Hollywood pictures is tending to offset the prospective domestic revenue loss, according to reports by several of the top business executives to film executives.

A drop of 20 billion dollars, in the national income is predicted one year after the proclamation of V-E Day, with the nation on the brink of reconversion to consumer goods. For an extensive, manufacturer "gondy quantities." Several of the reports point out that the supplementary income is not set back "predictions, but as the safest assumptions for business management make.

Discussing probable national income, a report by the Research Institute of America predicts that it is now 160 billion dollars, adding that a 10% drop can be expected within a year, which would cut the national income down to approximately 140 billion. On this basis, the report, which is being distributed to the 30,000 members of the RIA, states that "unemployment may be severe." V-E Day, but adds that "pockets of unemployment are sure to develop in localities engaged in war production." (Continued on page 16)

Leserman, Buchanan In Coast Prod. Huddles

Carl Leserman, United Artists general sales manager, accompanied by Barney Buchanan, U. A. advertising publicity head, left N. Y. last Thursday (7) for Hollywood to confer with producers on forthcoming releases.

Leserman makes his first trip to the company studios for confabs with individual producers on advertising-exploitation campaign.

Par. N. Y. Loew's Peace Seen Soon

Negotiations have been resumed between Paramount and Loew's concerning the sale of Par product to 62 Greater N. Y. Loew houses and expected that an early deal will be made for a total of 20 pictures.

Loew's president, RKO in the hope of pushing certain product aside there, are denied by Loew's president, RKO says it can get along all right without Par.

Two days ago, when Neil F. Agnew was v.p. in charge of Par sales, he suggested that Par take a licking because of inability to get along with Loew's and sell away from the company but he was overruled on that suggestion.

Statisticians even figured out at that time what it would cost Par to take such a drastic measure against Loew's and, from inside, it would have amounted to upwards of \$1,000,000. According to accounts, Par N. Y. exchange had billings last week of only \$37,000.

Eric Johnston Feels

He Can Hold Both C. of C. Job and Hays Org Post

Washington, May 8: A spokesman for Eric Johnston said today that the president's acceptance of an unprecedented fourth term as U. S. Chamber of Commerce president, which would place him for a film industry spot, Johnston feels he can hold down both jobs without difficulty and that he will not interfere with the duties of the Motion Picture Producers and Distributors of America, Inc.

Fact is, at the time Johnston was first sounded out several weeks ago by the Chamber of Commerce he considered its effect upon the film most offered to him. At that time Johnston said, "I will not interfere with the duties of the chamber and agreed to the reelection. He has not changed his mind, but is on being able to handle both posts.

Tele. Film Studio Okayed

Hollywood, May 8: Edward Nassour, head of Consolidated Pictures, Inc., was granted permission by the zoning administrator in open a motion picture and telecasting station at Sunset Blvd. Building on the site will be remodelled for the elongated as soon as materials are available.

DIVIDE WB STORY DEPT.

DUTIES; KAY TO STUDIO

With shift of Elwood W. Kay to the Coast as Warner Bros. studio writer, the department will be realigned so that writers' contracts will fall more within the orbit of Steve Trilling, executive aide to Jack L. Warner, as well as to Warner himself. Thus Kay will be relieved of business affairs which concern himself chiefly with story properties and writers' relations. Kay will, therefore, handle "film property" until he resigns a month ago.

Kay was Jake Wilk's aide in New York.

Jim Geller Back to Agency

Hollywood, May 8: James J. Geller, who resigned as story chief at Warners after thirteen years on the job, is back with the William Morris agency where he had previously worked for 13 years.

In addition to handling the agency's stories and plays, Geller will be in charge of film producers, directors and writers.

Truth Comes Out At Last About Cowboys

Hollywood, May 8: Film cowboys who ride the celluloid range are not actors unless they perform for Kunits or for the makers of a new ruling by the Screen Actors Guild. Result is that the Screen Players Union, which has jurisdiction over "Extras," will have to negotiate a minimum wage scale for riders who refuse to work for less than \$16.50 a day—although the basic agreement calls for \$11. Most of the cowboys are taking \$25, on the theory that they face physical risks and require weirdly salaries.

TRUMAN SEES VALUE OF OUR FILMS ABROAD

Washington, May 8: An indication of how high up in Government circles the educational value of films is understood and appreciated came last Friday (4) when Harry M. Warner, Warner Bros. president, visited President Truman to offer "any help that the motion picture industry can give."

While at the White House, Warner discussed the use of films in Europe, particularly in Germany and the Axis satellites. Later the film executive said the President had expressed faith in the power of pictures to help in developing human beings out of barbarism.

Starr, Nashville Exhib, Set as a WPB Exec

Washington, May 8: Milton Starr, operator of a chain of film theatres in the south, was named assistant vice-chairman of the WPB Office of Civilian Requirements yesterday (6). Starr will supervise the following OCR units: Government Bureau, which includes the Government requirements division; Government projects; Equipment and Supplies Division; War Production Office, Drugs and Health Supplies Division, and Consumer Factions Division.

LEWIS LEAVES U.

Hollywood, May 8: Gene Lewis moved off the Universal lot to take over the picture company as producer-writer. Films were "I'll Remember April," "Blonde Ransom," and "Song of the Sierras."

Tele Perks Up On Big Board

With 20th-Fox doing some drum beating on an alternative related to television and Paramount, via Barney Balaban's annual report to stockholders, making an ultra-candid admission that Par would be no laggard in the new entertainment field, Wall Street's interest in tele started perk up again last week. The market resumed its appraisal of stocks likely to benefit from the new industry. Some financial experts read between the lines of Balaban's report and envisioned Paramount as one of the big leaders in postwar theatre television.

Balaban merely stated "there have been unusual developments in the electronic art during this week which have been clearly related to television." He also commented, "there is the possibility that they will be in an early period of use of television." He also pointed out (Continued on page 16)

Frank Walker Will Resume Actively in Comerford Chain

A veteran in show business, Walker in politics for the past years. Frank C. Walker, who has resumed as Postmaster General, effective June 10, will thereafter again become active in the operation of the Comerford circuit of around 75 theatres in Pennsylvania and N. Y. state.

While he has been a member of the cabinet, an appointee of President Roosevelt following latter's first election, Walker has kept in close touch with the Comerford chain.

Throughout Walker's tenure in Washington, J. O'Leary has carried the title of president of Comerford Theatres, Inc. Walker is expected to resume the title of president of the chain when J. O'Leary becomes v.p. and general manager.

The chain is a rather complicated setup under its stock partnership with Paramount through a subsidiary known as Penn-Cornerford, Inc. The Par interests with Comerford are confined to latter's theatres in Pennsylvania.

Par Reports \$38,241,196 Tied Up in Inventory

Paramount's annual report for 1944 revealed consolidated earnings of \$1,648,000. This figure is 48 per cent above Par's gross income amounted \$1,337,887.06. A feature of the full report is the amount tied up in company inventory, this being \$128,241,196. "Par history." Of this amount, more than \$120,000,000 is tied up in productions never released, and in scenarios and other costs applicable to future productions. Company also has \$188,000,000 tied up in completed productions not yet released. Paramount maintained its conservative dividend rate of 42 per cent common last year by declaring the regular quarterly divy of 50c. It has paid only June 21 to stockholders of record June 8.

BLANKE INKS 15-YEAR TICKET WITH WARNERS

Hollywood, May 8: Henry Blanke's new producer contract at Warners calls for 15 years of service, the longest ever entered in the film industry. If he works out the full term, Blanke will have worked for Warners for the same studio. He first checked into the lot in 1923.

Newspaper provides for top-budgeted picture, with seven already slated for the Blanke program. They are "The Fountainhead," "Elmer Frome," "Cry Wolf," "Escape Me Never," "Autumn Crosses," "Monte Carlo," and "Treasure of the Sierra Madre." To date, Blanke has produced 65 pictures for Warners.

VARIETY

Trade Mark Registered
FOUNDED 1892
Published Weekly by VARIETY, Inc.
636 Broadway, New York, N. Y.
154 West 45th Street, New York, N. Y.

SUBSCRIPTION
Annual, \$10.00
Foreign, \$11.00
Single Copies, 25c

Vol. 158 No. 9

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DAILY VARIETY
(Published in Hollywood by
110 S. Dear Street, Foreign

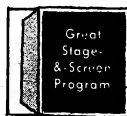
Man-Chasing SUSAN'S Fan



SURROUNDED BY TERRIFIC STAGE-SHOW COMPETITION

at four of New York's greatest stage-and-screen houses within a 2-block radius—yet "Susan" single-handedly outlasts them all—at the same average scale!

with
*** DENNIS O'KEEFE**
Don DeFore • Rita Johnson
Walter Abel



*on the trail of these
ous Rivoli Record Breakers!*

th Week

Starts today at New York's
leading house of hits—as
"Susan" heads for a high spot on the honor roll
of seven long-run sensations that have
filled Broadway's biggest non-stage-show theatre
for nearly two years!



Joan FONTAINE · George BRENT

a HAL WALLIS Production

"THE AFFAIRS OF SUSAN"

Directed by
WILLIAM A. SEITER

Screen Play by Thomas Monroe, Laszlo Gorog and Richard
Flournoy • Original Story by Thomas Monroe and Laszlo Gorog

SHE'S GOING
Paramount's
PRIZE-WINNING WAY

And so are "SALTY O'ROURKE"—All time record at N. Y. Paramount
"BRING ON THE GIRLS"—Nation's B. O. Leader in M. P. Daily survey
"PRACTICALLY YOURS"—"Socko in K. City" is Variety's latest rave
"THE UNSEEN"—"Boffo"—with stage-show in Washington



Picture, based on a novel by Ben Ames Williams, will be the star

Yes, Mr. Exhibitor V-E DAY IS HERE!

- Germany has collapsed but there's still a big Jap war ahead. Our soldiers haven't stopped fighting we can't stop selling bonds!
- It will take more lives and more money. The Treasury Department needs and asks for your help more than ever.
- So get on with your 7th War Loan Plans stronger than ever.
- Make your Bond Premiere, Children's Matinees, Free Movie Days count up to bigger bond sales.



It's Up To Every Showman

Speed TOTAL Victory!





**ROXY'S FIRST WEEK
BETTY GRABLE and
DICK HAYMES in Billy Rose's
"DIAMOND HORSESHOE"
in Technicolor OUT-
SHINES ALL THE
HISTORY-MAKING
MUSICALS FROM**



Directed and Written by GEORGE SEATON Produced by WILLIAM PERLBERG

NAZI WAR PRISONERS IN DEFEAT-CRAZED RAMPAGE ON U.S. SOIL!

ESCAPED SUPERMEN ATTEMPT VENGEANCE IN MID-WEST MURDER SPREE!

HOT ANGLE
BANG AWAY
AT IT

THE NEXT FROM WARNERS IS

ESCAPE IN THE DESERT

with **JEAN SULLIVAN** • **PHILIP DORN** • **HELMUT DANTINE** • **ALAN HALE** • **IRENE MANNING** • **SAMUEL S. HINDS**
Directed by **EDWARD A. BLATT** • Screen Play by Thomas Job • Adapted by Marvin Borowsky • Produced by **ALEX GOTTLIEB**
From a Play by Robert E. Sherwood

WITH ALL YOUR MIGHT!
THE MIGHTY 7TH WAR LOAN

Broadway In V-E Welcome

(Continued from page 1)

was the day as far as Broadway revelers were concerned. The day's noise-making was much subdued and the rain put a literal cap on it.

It was a crowd that early Monday—with the first flood from the Associated Press, shortly after 2 a.m. (EWT)—started to spill into Broadway as shops and offices closed for the day. But it was a crowd that had that gave the police a comparatively easy time of it. V-E Day had been expected for weeks; actual news of the unconditional Allied surrender was in itself somewhat of an anti-climax.

It was a juvenile throng that comprised most of the Broadway boppers. Monday's peak crowd at midtown was estimated by the police to be about 50,000.

Lights On Again
Broadway's lights are on again—as promised by Washington with the coming of V-E Day.

The brownout had restricted theatre marquees and other outside lighting to 40 watts.

The police to have reached 500,000. The peak Tuesday crowd that milled onto Broadway was no more than 300,000 and these throngs were over when rain started to fall at noon. Again, as on the previous day, many of the celebrants were in the government district just off Times Square, and when the shops closed, their numbers joined the Broadway hoople.

Goodnatured Cops
There were approximately 130 police on special detail to handle the throngs, and they reported little trouble. The New York City Police themselves came in for some good-natured banter from the rollickers, but they took it in stride.

Yesterday, for instance, on 44th street, close to Duffy Square, the police to receive a letter from the group of a boyboss sex-sensitizer. He was stout, redfaced and well contented. The girls he was singing "Great Day for the Irish" in, and he emerged from the cluster of clustered smudges of lipstick caked his cheeks.

There were a number of instances where the cops had to exercise caution in their treatment of ebullient sensuaries. The boys were inclined to show their female inclinations a bit too strongly at times. They failed to exercise much discretion in their embrace of fellow passers-by.

One girl, in a group, was approached by a male in a tuxedo from the Hotel Astor, and to the delight of other servicemen, he forcefully embraced and kissed her. On her sheer blouse she had pinned a printed emblem reading, "I'm here to stay." When the policeman flashed embracing her, she put her arms around him and planted her lips on his. The emblem, in the "struggle," fell to the ground.

For several hours, cops from the zone and Broadway were policed off north and south from 42nd street to the city limits prevented the usual flow of traffic.

Mayor's Plea
Mayor La Guardia requested workers to stay on their jobs and avoid the midtown area, but this was completely neglected. There were certainly more spectators than revelers. There was no spontaneous cheering—only rollicking.

Biggest attention around this street was James Dempsey himself. The captain, wearing a military uniform, was being photographed.

dead, a teenage youngster, reported by his company. Despite a couple of weeks ago was reported killed during the invasion of Okinawa.

From one spot yesterday came a bartender clapping a carousing sailor. He had just his discharge. But he thought I was trying to get away with it, the job assigned good-naturedly. The bartender then, apparently, had a change of heart. "O.K., buddy," he said, "Forget it."

V-E Day seemed to contain, same only once in a lifetime. On Monday Tin Pan Alley's Brill building flooded the streets with sheet music. There was a particular flurry by hundreds of bobbysoyers for one of the sheets, which had the picture of Frank Sinatra. There was no contiguity taken by them of the times it was "There'll Be a Hot Time in the Town of Berlin When the Yanks Come Marching In."

There were some manifestations of the other discarded tune were of a war genre. There was one manifestation of a lack of dignity, such as this. A one typical crowd from a young lieutenant discharged service man's button was:

"What the hell are they saying about the boys? They're not buddies are dying in the Pacific."

Coast Takes V-E Day In Stride; No Hoopla
Hollywood, Los Angeles and Hollywood and Los Angeles took V-E Day in stride, with little or no hoopla. The celebration was more than another working day. Instead of the "wild jubilation" expected in New York, the Southern Californians felt a sense of responsibility with the Pacific war effort to be observed.

Conclusion. If anything, the town was quieter than usual, even though bars, hotels and theatres remained open. Those listening to radios gathered in quiet groups. The girls, in a few instances with occasionally tear-dimmed eyes when voice of President Roosevelt.

Film studios continued work as usual. Film houses kept open, along with the New York City Police. Southern Californians felt a sense of responsibility with the Pacific war effort to be observed. Conclusion. If anything, the town was quieter than usual, even though bars, hotels and theatres remained open.

No Fuss in the Loop; Chi Very Conservative
Chicago, May 8. Chicago does not have the pictures of V-E Day celebration in Times Square. The celebration in Chicago wasn't any sign of such all-out kicking up here, apparently because of the same reasons.

B&K's Peace Prayer
Chicago, May 8. An ad prepared months ago by Balaban & Katz appeared in all the papers and produced an expression of what all Chicago felt.

"O Lord, God of Hosts, To We Offer up our Deep Thanksgiving for Victory in Battle, Rejoicing in the Bonifides of Peace, Thy and Civilized Mankind is Vanquished. With Humility, We Offer to Thee our Gratitude for the Fight Ahead, Hasten the Day of Final Victory, and Grant Peace to the Time and for All Time. O Lord."

Miniature Reviews
"See My Lawyer" (U; Musical). Olsen-Johnson star; weak B-.

"The Sister Lieutenant" (Mexican-Mad). "Class": Lerner-Drewster setup for foreign houses; no English titles or dialog.

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Soon
you'll be INVITED to meet
the most lovable ghost
this side of Heaven.
He'll jauntily haunt you
and you'll love it.

Be sure
to take time off to see
the Universal preview of
"THAT'S THE SPIRIT"*

in your territory during
the week of May 14th.

Check your local exchange
for details.

*It's in the Universal spirit
—good, clean fun.



Par Prods. Put in New Bid for Film Rights to 'Breakfast Club' Aired

Chicago, May 8. — "Breakfast Club" story, hottest picture candidate in town, continue active, latest being bid by Phil Pine and Bill Thomas, producers of low-budget features for Paramount, in town this week to ease the McNeill fight, as well as others originated locally.

McNeill recently turned down another Par offer, as well as one made by P. G. because he felt strangled by it is closely enough with his "BC" drama, but has between now and Jan. 1, 1946, terms of contract being that web be out in for 10% of all dols., with McNeill getting basic salary of \$1,000 a week under sliding scale that enables him to cash in on around \$200,000 annually if the movie is sponsored. Name of show remains property of the network.

Arnold Lee of General Amos, Corp., meanwhile, is working on a half-hour nighttime summer replacement variety type show for McNeill to emcee.

Fast Philly Sellout

Philadelphia, May 8. — Seats for two picture attractions by Don McNeill's Blue network "Breakfast Club" at the Academy of Music, here, were sold out within 12 hours after the first announcement over WFIL, local Blue outlet, that the show was coming.

Tickets are priced from \$1 to \$2 (plus tax) with proceeds going to the Salvation Army. The house seats are approximately 5,000, and the show will make the take for the two performances about \$10,000. Promotion plans show it will be sold out entirely by the WFIL staff.

McNeill and his troupe will be made a pitch for the show by the WFLA Loan at the Academy on Friday (18) with admission by the purchase of one House had already been sold out for this show too.

This is the first trip to Philly by the "Breakfast Club." McNeill's show includes Nancy Martin, Jack Owens, Aunt Fanny (Frances Allen) and bandleader Ed Ballantine.

SOPEG CASE FINALLY HITS WLB DOCKET

Stalled for long time by the homeoffice of Lewy (Metro), Paramount, 20th-Fox, RKO and Columbia on new contracts to cover more than 2,000 Hollywood workers, the Service Office of Professional Entertainers Guild, Local No. 1, received a helping hand from the War Labor Board which during the past week has certified that a dispute existed. WLB Monday (7) sent the case on to its regional board for consideration.

As a result, hearings will be held to consider SOPEG's demands for increased salary rates and to award more than 100 salary classifications retroactive to Oct. 4, 1943. SOPEG also seeks the right to determine the amount and timing of all individual increases, whether promoted, demoted, or otherwise. Non-union members in connection with the dispute have demands for more pay, shop dues checkoff and arbitration of disputes.

SOPEG broke off negotiations with the five major studios for an unanimous vote of the membership in October, 1944, after Ellen Devine, SOPEG organizer, characterized the salary and contract counter-proposals as "grossly inadequate in the light of their contribution to the industry," particularly in view of the fact that the industry is enjoying greater prosperity and stability than any previous time in its history.

SOPEG members will continue under the terms of the original contract with the five producers, distributors which expired in July, 1944, until final terms are agreed with the WLB on terms of a new agreement.

V-E Free (Bond) Movie Day Decreed in Texas

Dallas, May 8. — The four major circuits in Texas, E. Griffith, Robt. & Rowley and Jefferson Arms, Co., jointly announced that all their theatres would admit, free any patron buying a War Bond on the officially announced Victory Day.

Independent theatres are expected to follow suit on the V-E free movie idea.

20 Billion Drop

Continued from page 3 — convertible war production." However, such jockeys, the report says, will not add up to an overall deflationary factor.

The United Business Service, Inc., which has been studying the effects of the volume war in export areas, declares: "Competition from other forms of entertainment with the lifting of wartime restrictions probably will force the lowering of theatre admission prices." At the same time, the report says, movie costs are likely to rise after the war as wartime economies are discontinued.

Expansion of film facilities in Europe and the further demand in Latin America for U. S. product will help to hold the cost of the major picture distributors well above pre-war levels, when one-third of the volume was in export business, with 75% done with Great Britain, according to the UBS report. "The cushion of excess profits later, moreover, will prevent net profits of film producers falling as much as pre-war incomes."

Studio Unions press, announced at a meeting of Studio Sales and Exhibitors Association, held in New York City, representatives again on the question of compensation.

They have advised them that production could be resumed on a basis which would be set by conditions at Technicolor to see whether the tinter firm was in position to handle work, and Technicolor, although still in reported operation, though 87 machines are out.

Boycotting of pictures is also being held with cooperation of AFL and the Brotherhood of Trainmen standing with CSU on action, was claimed by Ed Selznick, chairman of Boycott Committee named by conference. ICIO last week disclosed that they interest in Hollywood strike.

Producers issued no statements over the weekend, but studio heads declared production and employment are on the upswing, stating 12 to 15 machines have been repaired and other groups were expected back this week.

Spain

Continued from page 7 —

trade export association, to deal with restrictions on U. S. films continues. There is also some talk of withholding U. S. films from the Spanish market possible aid from the U. S. Dept. of State. There remains the possibility of in ironing out major grievances and pave the way for smoother circulation of American films abroad.

Whether the State Dept. will be able to eliminate government film embargo abroad, such as the one established in Russia, Italy, Yugoslavia and, most recently, Holland, remains to be seen.

Meanwhile, U. S. film reps in France report extremely unfavorable conditions for American film interests. Attitude of the French Ministry of Information ("Film Division") under their control is particularly in view of the fact that the industry is enjoying greater prosperity and stability than any previous time in its history.

Some more or less sardonic critics of the French film industry, however, were no worse under the German occupation than they are now, at least, they

had control of their French funds, whereas such coin is now under virtual seizure in blocked accounts. The action taken in Spain, it is reported, applies only to films made in the past five years or longer and not to films released during the past five years. The U. S. distributors doing business in Spain have decided on the same course.

Since some 300 new features which have been released in Spain in recent years represent only a total of approximately 2,000 prints (only six to eight prints have been made for each film), there is a real possibility of a severe shortage of prints in the acute war film shortage in Spain, the withdrawal of the old pictures is bound to affect the showing of the smaller theatres in Spain.

It is pointed out, also, that even if prints of the new pictures were available, these smaller theatres could not afford to pay the higher rentals.

The Spanish government, as reported exclusively in "Variety" last week, has decided to limit the number of films for American account five years after release. The decree was issued to protect the national product which has kept the bulk of the smaller Spanish theatres in operation.

N. Y. Strand's Jam On Admitting Juveniles Cautions Other Houses

Following the suddenness with which N. Y. License Commissioner Paul Boss pronounced on the Strand, closing it down to 3.05 p.m. on two days last week because of sale of tickets to children, Broadway, as well as neighborhood managers are exercising the most extreme vigilance against violation of laws relating to admission or handling of children. This includes the fact that the Strand was to be maintained to supervise the handling of kids under 16 who are not the admission to the theatre by a parent or guardian. This law was passed in 1937 but in the downtown N. Y. area there do not seem to be any provisions for children nor maintain minors. Thus, a parent or guardian is required for any child under 16.

Coincident with the arrival of V-E Day, both Monday (7) and yesterday (Tues.), with huge Times Square crowds well represented by youngsters, the theatres were extremely careful not to let anyone past the doors that didn't belong.

After a warning about regulations pertaining to employment of minors and the fact that operators and managers are also being very cautious about hiring of any minors without proper permits, the staff is on edge.

According to statistics of the Board of Education, the industry has lost 15 N. Y. City. In one year and four months a total of 1,266 kids playing in the streets from schools have been picked up in the Times Square area alone.

Radio commentators last week rushed to the defense of the N. Y. Strand for inadvertently admitting a minor.

After a warning about regulations pertaining to employment of minors and the fact that operators and managers are also being very cautious about hiring of any minors without proper permits, the staff is on edge.

Raw Film

Continued from page 3 —

aside from the armed forces, are being heavily slashed. Treasury, for example, may not receive more than 10% of the total in the third quarter and may have its authorization carried over to the fourth quarter.

Washington quarters have insisted that the X-ray film would not be a major factor in reducing Hollywood's share of the film market. The staff is reduced on different multiples and by different labor than produces the 16 and 35 mm. film.

Studio Contracts

Edward Ashley, actor, Republic. Charles Davis, dir., renewed. U. S. film industry, Warner Bros. Jane Hodge, actress, Par. Fred Finklehoffe, writer, 20th-Fox. Lewis Allen, dir., renewed. Par. Hans Salter, composer, Universal. Margaret Field, actress, Par. P. J. Wolf, writer, renewed. John Deauville, actor, Paramount. Nan Leslie, actress, RKO. P. J. Wolf, writer, renewed. RKO. Alfred Zeisler, director, King Bros. Margot Gerson, actress, Par.

7th Drive

Continued from page 6 —

WAA's contribution to the opening of the 7th War Loan Drive. The program will be aired May 10, 10:30 a.m. on "Salute to America," starring Glenn Miller, dir. of Benny Goodman, Louis Armstrong, Bill Macdonald, and other famous musicians. Glenn Miller Army Band from Europe will be made.

Representative American soldiers released from German prison camps will be interviewed in this special program, in which Lee Stevens will handle the script and Jerry Roberts, production.

Purple Heart Tease

Boston, May 8. — A parade of servicemen who hold the Purple Heart will be off to the Seventh War Loan in Massachusetts next Sunday (13). Martin J. Mullin, publisher of state chairman, has announced.

Gov. Maurice J. Tobin and this city's Mayor John F. Collins will lead the marchers, with the entire local film industry mobilized to put the event over.

D. C. Dilemma

Washington, May 8. — Exhibitors who have pledged 100% cooperation during the 7th to A. Julian Brylawski, N. Y. exhibitor, and Motion Picture Theatre Owners of D. C.

Negro Bonds Paymen

Dallas, May 8. — June 10, Emancipation Day for colored people and one of their national holidays, will be the most important days during the bond drive in this area, exhibitor state chairman R. J. O'Donnell has advised the national committee.

Special bond preens for Negroes will be held throughout the state on the day in addition to the other bond-selling plans formulated by exhibitors and the national committee.

Fibre's Meets

San Francisco, May 8. — Exhibitors here already have held several pre-7th War Loan campaign meetings with others to follow. George Mann, northern California exhibitor chairman, presided at these sessions, with speakers including Rolf Harper, ex-chairman; Charles L. Western, regional coordinator; Roy Cooper, distributor co-chairman, and Jack O'Loughlin.

Baltimore's Dixie Zone

Harry Ballance, 20th-Fox southern division manager, has been named as the new area distributor chairman for the Seventh by national distributors. From Baltimore, Md., appointment completes the territorial organization of the "Showmen's Service."

The nation's 30 exchanges are now zoned, with Harry Wadler as chairman for the West, and John E. Flynn, leading the 11 mid-west exchange area; E. K. O'Shea, chairman of the eight regional exchanges; and Ballance handling the southern division.

Coast Plans

Los Angeles, May 8. — More than 300 exhibitors and distributors of Southern California heard Ted R. Gamble, national director of the war effort, at a meeting of the Department, make a recorded talk on plans for the Seventh at a meeting held here Thursday.

Regional session, held at the Co-Op, was presided over by Charles L. Western, western regional chairman for 11 states, and Gus Metzger, Southern California exhibitor chairman.

Remember the Japs!

Philadelphia, May 8. — "Remember the Japs!" That slogan uttered by a Marine lieutenant in the Pacific, from where he won a Congressional medal, was the keynote of the meeting of the film industry for the 7th War Loan Drive in this area yesterday (Mon).

President of the industry, Harry Wadler, presided, with 300 exhibitors and distributors, who filled the ballroom of the Ritz-Carlton to overflowing, promised to contribute to the drive their efforts to sell bonds they would redouble their activities.

Nazi Atrocity Films

Go to Indies After Hays

Nixes 'Em for MPDPA

"Atrocities," documentary, originally titled "The Cause," is being released to independent theatres following ban by Hays office from members of the MPDPA, according to Irvin Shapiro, producer.

Shapiro, in a statement "ruled last week that the 'Army authorities' who provided the film, without permission to present it at service camps and bases in the U. S. and in foreign countries, but Hays refuses American civilians the same freedom.

"Objections by the Hays office, that the film is 97% atrocities, that scenes depict Nazis hanging loved ones and that the phrase 'Let them bury their own dead' is 'too gruesome,' appear insincere in view of the news daily pouring out of Europe exposing 'atrocities' in this way. This is a very extraordinary code of morality."

"Atrocities" is based on documentary material furnished by the Russian Government on the Kharkov trial, and from captured German documents in possession of the OWI.

Hays Action No Ban

Hays office has ruled that no ban against Irvin Shapiro's "Atrocities," and will not prevent its being shown in independent theatres, though it is not particular about whether they exhibit only code-sell pictures. On the other hand, Motion Picture Distributors of U. S. are not to touch any of the gripping, but sometimes gruesome, material put out by U. S. newsmen. It is stated this was factual data caught by U. S. Signal Corps cameramen and edited by the War Relocation Authority, and that MPDPA major member committee.

Hays office turned down a seal for "Atrocities" because the word "atrocities" is a Russian word, and scenes were used in a feature production compiled from Russian documentary clips.

Liberated U. S. Troops Want Atrocity Pix Shown

Paris, May 8. — U. S. troops liberated from German prisoner camps, and with the decision of the Hays office not to issue a production code seal to independent exhibitors, the Hays office has issued clips on the Kharkov trial and other spots, where prisoners of war are shown in the bottom corner, largest Red Cross club here was unanimous in stating that there was no reason to be shown the atrocity films."

Atrocity Films

Continued from page 6 —

some material, either in newsreels or features. The Hays has a considerable percentage of both feminine and juvenile patrons. The exhibitors, who are not to suppress any portion of the newsreels dealing with German atrocities, are to be shown in the h.o., branches and in theatre zones. Warner's plan was to show the atrocity films in the h.o., branches and in theatre zones.

Some critics, and indie exhibitors, felt that the film was too graphic, and that it was not necessary to show the atrocity films in the h.o., branches and in theatre zones.

Adolescents Disgusted. — Strongest reaction to German atrocity pictures noted among the young people. Many of the adolescents vocally and emphatically disapproved and judges alike shocked in various degrees.

Shapiro, distributor chairman is George Schwartz, Universal Pictures. The meeting was presided over by L. Epstein, South Jersey independent.

ADMAN IN WONDER LAND

IT'S A WONDER TO ME!

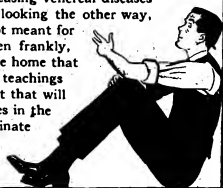


SILENCE is a crime!

by Sidonie M. Grunberg
Director, Child Study Association of America

...You worried parents cannot help your children combat the alarmingly increasing venereal diseases by shutting your eyes, by looking the other way, by hoping the storm was not meant for you. Speak to your children frankly, honestly—and now. It is the home that must furnish both the basic teachings and the guidance in conduct that will prevent the venereal diseases in the rising generation and so eliminate them from our civilization...

I NEVER FOUND OUT BEFORE!



THE SIDEWALKS OF NEW YORK

I HADN'T REALIZED!



...“What’s the matter, Phoney?” she said. “Nothing!” I muttered. “You’d better get in and clean up a bit. It’s getting late.”
“But I thought you were going to kiss me!”
“So I was,” I blurted out. “But guys like me don’t kiss angels!”
She smiled. “That’s one of the nicest things you’ve said to me in all the time I’ve known you, Phoney O’Farrell. And I want you to kiss me... And now I want you to tell me your *real* first name.”
“Clarence,” I whispered back. “Clarence Aubrey O’Farrell. That was the label Mom pinned on me before I started getting tough...”

To Live Again!

as told to Eleanor Early

...For ten years Betsy Barton lay helpless, her spine shattered, both legs paralyzed. But she has found the strength and courage to build a new, richer life. And now, in speaking deeply and honestly about herself and her experience, she is speaking for all whom the world calls *crippled*...
“Families of wounded soldiers,” she said, “must be taught how to treat their boys—must be made to realize that the disabled are never so badly handicapped in their bodies as in their minds”...

THAT'S NEW INTERESTING!



THE TRUTH ABOUT OUR SERVICE-WOMEN OVERSEAS

by Will Oursler, War Correspondent

WHY, CERTAINLY!



...I have just returned on temporary leave from the Philippines. For many months I traveled through battle areas of the Pacific... Since my return home I have been astonished by hearing such things as one gray-haired mother said: “We’ve heard of the conditions our girls run into overseas. We’ve heard the stories, too, even though they try to hush them up—about moral conditions and the men and all that!” The truth is that if any girl were to travel alone through the war zones she would probably be much safer than when traveling alone back home...

He Belongs To Me!

I’VE GOT A NEW SLANT NOW!



...“Diana and I know each other. Mitch,” I said. “She’s the girl who broke up my engagement to the man I told you about. She wanted him for herself. But she refused to see him after she knew he would probably be a cripple. She let him die alone!”
“She broke her engagement to you because she knew you had received a face wound, and she was afraid you might be scared for life.” Mitch’s face was a mask. After a long moment he put his hand on Diana’s arm. “Come, Diana,” he said quietly. “We’d better go.” When they had gone I stood very still...

True Confessions is a surprising magazine. Perhaps you *think* you know it from hearsay...but you don’t really know True Confessions at all until you’ve seen for yourself the *fine*, big stories and articles that make every issue so honestly human. True Confessions—“Your Magazine for a Better Life”—sincerely tries to help people.

TRUE CONFESSIONS

Bought at newsstands by 2,000,000 women a month for the living service it gives

ALL-STAR CHECK

4 Webs Near \$500,000 Mark For First-Quarter Billings in '45

Estimated gross line sales for the four major networks approximate the \$100,000 mark for the first-quarter period of 1945, selling the unprecedented \$80 business, although Mutual's billings for the third successive month took a dip, ending up with a 7% decrease for the three-month period as compared with last year's. March billings for the four webs totaled \$160,863.1 (one of the top figures racked up for a single month), with the Blue's \$48,349.39 representing a 24% increase over the previous March.

On the cumulative side, the \$48,349.37 four-web total represents a 5% hike over the '44 third-quarter total, with the Blue accounting for a 24% increase; CBS a 2% boost and NBC a 3% jump.

Network Gross Time Sales

	1945	1944	Pct.
Blue	\$48,349.39	\$47,072.997	+2.7
Columbia	5,872,282	5,831,282	+0.7
Mutual	1,534,282	1,805,047	-16
NBC	5,752,465	5,394,339	+6.5
	\$106,953,831	\$103,103,335	+3.7
	1945	1944	Pct.
Blue	\$10,839,500	\$9,775,002	+10.7
Columbia	17,124,252	16,981,252	+0.8
Mutual	4,329,845	5,173,173	-16
NBC	16,129,945	15,129,945	+6.5
	\$48,349,373	\$46,121,008	+4.8

FOR FIRST THREE MONTHS

Gillette Fightcasts On Way to Blue From Mutual, Fall Switch in Offing

Biggest sales plum handed by the Blue network since the Reader's Digest "Town Meeting" deal is in the process of circulating away from Mutual the Gillette razor "Cavalade of Sports" Friday night boxing broadcast, from Madison Square Garden, N. Y., and other arenas in which 20th Century Sporting Club's Mike Jacobs stages his promotional boxing day reportedly is set for next September.

Deal guarantees the Blue sale of the Friday night 10-11:30 slot, 52 weeks a year, with provision that the web will kick in much more time as is needed to carry the broadcasts to the conclusion of the bouts. On occasions this, in the past, runs another half-hour, when 15-round championship bouts have been fitted in meeting the 10 p.m. time limit. Under proposed agreement, it is understood the Blue will fill out the remainder of half-hour segments with sports gals, sustenance.

Understood the switchover will not change the broadcasting picture with Don Dunphy staying in blue-eyebrow education and Bill Curran retained for between-rounds and color chatter. Latterly, however, the special N. Y. Journal-American assignment with Steve Ellis filling in.

Disappearance of Blue's sports coverage in grabbing the Gillette account is doubly important since it comes as a blow to sports executives who have been sports executives, but with the war's approaching end, the return of professional athletes to their former roles. Such athletes, for instance, as Joe Louis' first defense of his heavyweight crown, presently against Billy Fox, which now is in uniform, can't miss as (Continued on page 27)

**Leonard Lyons Nixed
By Winchell as Sub
During August Shows**

With Walter Winchell checking out his Sunday night Blue network show for the month of August, his agency on the Jersey's account, Lennox & Mitchell, came up with Leonard Lyons, the N. Y. Post-Bulletin columnist, as one of the trio of guest commentators to fill in. Deal, however, got a quick nix from Winchell reportedly doing some "kidding in earnest," in interestingly pointing out that the "kidding Sunday night Blue spot might be the same to Lyons out-Winchelling Winchell. Winchell did the show on May 10, Vincent Sheehan as one of his solo, with the two others still being mulled.

Add 'Shortin' Bread' To Summer Roster List

Nelson Edfy is taking a six-week hiatus this summer, with the combined utilities companies that sponsor the show, and the Blue network, N. W. Ayer, agency on the account, is currently shopping around for replacement. It'll probably be another singer.

WT Production Boys Tussle With N.Y.-Built Shows

These are busy and reportedly worrisome days at the J. Walter Thompson agency in N. Y., where the production boys are in the throes of overhauling a number of the existing programs. At least four shows are scheduled for cancellation, including the Seven-Up-sponsored musical show and the Ballantine CBS program has detailed elsewhere while the agency is keeping under wraps for the present, and to bolster other shows.

It's no trade secret that, perhaps with the exception of the Sunday RCA show, now spotted Sunday afternoon on NBC and showing little interest, the agency's assured N. Y. developed nighttime programming and paid the fee for the rest of the hopper thimble. Over-the-air is divorcing itself from the Warting Blue show and while it's the agency's contention that for the most part the other sponsors, far from being excited, are satisfied with the audience pull, it's still the agency's contention that it doesn't add up to increased agency stature or prestige. And a glance at the Blue's recent record, so far as the Thompson agency is concerned, it's those old, established "Music Hall," "Radio Music Hall," "Radio Music Hall," "Radio Music Hall," that's paying off in rating dividends.

Washington-Two, "The service" men have been leveling at announcing staff WWJVC Fred Drake and Bill Cox. Former was formerly WJVC, WJVC in Washington; WDBW and WGR. Advertisers: WJVC, Fredrick, Cox, and WJVC, Fredericksburg, Va. Cox is new to radio.

Radin came through on V-E Day. There were stars, and there were no one kicked over the traces and everyone of importance in the industry kept his fingers crossed.

"V-E Day Minus One"—which will probably be the official designation for Monday night, May 7, 1945, the AP dispatch came through under a Reims dateline, announcing Germany's unconditional surrender. Without exception, log records show, all the nets, and nearly all indices, were on the air with the news inside of a matter of seconds. But the log also shows that everybody on radio warned the news was unofficial; nobody forgot in the flush of first excitement that the war was still on in the Pacific.

With everything bowled up in France and London, and no one knowing when the official announcement would be made, the U. S. radio tried its best to get some confirmation. From SHAEF, for example, which should have been the fountain head for this piece, the radio got nothing but a football ball.

Web execs were talking to Paris over cue lines within less than an hour after receipt of the AP story. And it would say that the AP story like the AP's had been authorized. There was no denial or confirmation of the news, but the AP's story was backed by enough details to indicate that it was the real thing.

But radio, its fingers, burned only eight days earlier when the AP carried the hot tip from Senator Tom Connally at the White House, wasn't getting too far out on a limb. The Blue, which had gone further than anyone else in working up the story, was left with a bad taste.

They Listened

President Truman's V-E Day radio proclamation yesterday (Times) snared a hooping of 64.1 (representing an interest of 26,500,000), on the basis of preliminary and incomplete figures prepared by the radio measurement outfit for CBS.

That's an all-time high for day listening, and it's a record that Roosevelt, in December, 1941, got the next highest daytime audience with 44%.

Freezing atmosphere the week before, was now as cautious as the old lady crossing Times Sq. during the rush hour. Columbia had given regular programming, but interspersed all day shows with news as news descended.

Mutual was also careful, although it was N. Y. outlet, WOR, went to town at 10:30 a.m. on the morning that V-E Day had actually arrived.

NBC cancelled regular programming during the morning. But on May 7, the net went back on air and stayed there.

Bob Trout busy CBS went all-out. Between 8:45-9:30 a.m. its Bob Trout broke in with the AP story, and 2:30-3 p.m. regular programming started to go. Again, Columbia had given a total of three hours and nine minutes. In news, had effected 24.4% when its Bob Trout broke in with the AP story, and 2:30-3 p.m. regular programming started to go. Again, Columbia had given a total of three hours and nine minutes.

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V-E Blitz of Com'l Programming Costs Webs Another Cool \$500,000

Lunch With 'Harvey'
A bunch of boys in New York from J. Walter Thompson and the Blue and CBS the three webs split the bill; the "why" "Variety" radio ed lagged along (lost a testimonial feed Monday (7) at the Palm on 2d avenue for Al Durante, of the Thompson radio dept., who's getting married this Saturday (12) to Lynn Gardner, the singer.

As luncheons go, this one was a Palm beachside production job with the assured blend opened and next-to-thing. It all went off in buff style, except for one thing—Durante forgot to show up.

P.S.—The boys were thinking of sending him the bill, but figured that if they did he couldn't get married.

P.P.S.—maybe the guy was doing a switch on Uncle Jimmy's (Schmoula) "everybody but Al" wants to get into the act.

United Nations, DIX Disunited V-E Day B'casts

Allied government shortwave stations showed anything but unity of command when the unconditional surrender news broke last Monday. P.P.S.—maybe the guy was doing a switch on Uncle Jimmy's (Schmoula) "everybody but Al" wants to get into the act.

OWI overseas branch in N. Y., on the air with the story in its regular English newscast to Europe at 10 p.m. and the day after it closed to crediting the AP story which had come over the teletype 25 minutes earlier.

At 11:30 a.m., OWI's own London outlet, ABSIE, jumped the gun and broke the news. But it didn't quote AP, but played the news straight, as if it was official.

And it was. The British armed forces in the east, Paris and Brussels didn't bother crediting AP, Paris inventing a Reuters story similar to the AP's.

ABSIE corrected its first impression by quoting the AP, but blew its top, shouting into the air a word of (PFR) (hold for release) material which had been earmarked for the official V-E Day.

And it was. The British armed forces in the east, Paris and Brussels didn't bother crediting AP, Paris inventing a Reuters story similar to the AP's.

BBC in the USA provided jobs all day Monday, and did the pick-up on Tuesday morning. Celebrations in London, pulled on the air the post-lunch of Allied gentlemen, the voices of thousands of happenings outside Buckingham Palace, and of course, broadcasting Churchill and King George VI.

Commercial radio was again blitzed by V-E Day and Monday's (7) premiere rush. On the heels of the Tuesday President Roosevelt "mourning period" and the San Francisco confab snafu of sponsored programs (in itself running into seven figures), the major networks again were obliged to halt-kick bankrupted shows to give the nation full coverage of the end of the European war.

It's estimated that the Monday-Tuesday snafu of commercial shows will run the nets well up beyond \$500,000, with CBS alone nixed for an approximate \$200,000. Later web on Monday night-of-the-pocket tab for that day was \$500,000 cancelled out all commercial programming up to 6 p.m., and on Tuesday until 6:30 p.m., with the Morning Currents (12, 60-minute show, also cancelling off the Cresta Blanca and "Inner Sanctum" night stanzas.

NBC's rebate on time and talent cost Monday night's V-E Day, \$150,000. Blue adhered to as normal a schedule as possible, though cancelling off several shows of the 10-11:30 p.m. Tuesday was able to fit in V-E Day occasion with its string of newscasts.

All webs have scheduled special religious shows for Sunday in line with President Truman's request to devote that day to prayer and thanksgiving.

Bert Wheeler As Top 7-Up Comic, Grant Stays On

"The Fresh-Up Show," the half-hour Monday night Mutual-Alan sponsored by 7-Up, will be back on the air after a next week (16) when Bert Wheeler checks in as the top comedian in the program. Bartolucci, star of the show, headlined, also stays on.

Move is aimed at hyping program's rating. Current Hooper is 4.3 as opposed to such opposer who lobbies as "Dr. Christian" on CBS (12.4); Billie Burke, NBC (11.1) and "Courtney" on NBC (10.4).

J. Walter Thompson is the agency.

CBS Group Asks Salary Boosts

All employees at New York headquarters of the Columbia Broadcasting System were circulated last week in a letter asking for a raise commensurate with the cost of living. Barbara Boker, of editing; Mike Kantor, of sales promotion; Shirley Marcusson, of shortwave; Myra Johnson, of the radio; and Billie Burke, of the radio.

Leslie said "and" of the CBS because we like working for the Columbia network," but then went on to say that "salary is low for the responsibility and ability our jobs require" and that "quality rated job is not remuneration. But rated pay." It was also stated on the letter that "if promoted, raises are often after pay."

The white collar workers union has distributed literature in front of 48 Madison avenue, and the number of occasions in the past year.

Minneapolis—An estate in excess of \$150,000 was left by the late Dr. George W. Young, pioneer radio industry member and owner of independent station WJCI, of the estate is left to the widow.

Fascist Voice From Town Hall

A convicted native fascist, who had served time and had been a liaison man between the German-American Bund and Silver Shirts, was the guy whom George V. Denney Jr. picked to spread Hitler's hate line over the air (Blue) on April 26, over "Town Hall of the Air." Last week, "Variety" reported factually, in a radio/feature review, that Denney was to broadcast his ranting over the radio on Thursday (26). "Variety" pointed out that the first questioner of only four audience participants that night, was a man who identified himself as "Homer Maerz," "who said it is a fact that the person behind the Jewish Organization is precisely what the person behind the Zionist Organization has been advocating for years."

"Variety's" factual report was elaborated in last Sunday's (6) N. Y. Times, PM. The Marshall Field sheet puts its finger on that questioner—the one the four guys put on the air, out of an audience of 10,000 that attended the anti-racist rally at the same time.

"Variety" had caught the program on the air and had heard the question period played back three times to guard against error, before it quoted the main whose name, in German accent, sounded like "Maerz." The PM reporter (Selma Robinson) found his real name is Homer Maerz, and quoted a piece from him from a recent book, "The Plot Against the Peace," by Michael Sayers and Albert E. Kahn. Here's a summary of what that book says about the man given the courtesy of the Town Hall-Readers Digest program:

"Served as liaison between German-American Bund and Silver Shirts. At Chicago rally in 1939, promised 'hell living hell' for Jews" as to make "Hitler look like a cream puff." In 1939 . . . found guilty, sentenced to one to 10 years. Founded new Nazi propaganda agency after letting out of jail. Boasted in 1944 that 'movement' had gone underground and will break out with 'shocking force' as soon as war ends."

His shooting having stopped, Maerz seems to be ready to go to work in earnest. He certainly got a good start, on an air forum that considers itself the best in the USA.

Atlanta Dept. Store Sponsors Daily Educ'l Series Sans Merchandising

Atlanta, May 8.—Ambitious plans, unusually in a local department store, are now being matured on behalf of a 15-minute daily educational television series by WGST called "Rich's Radio School." It's a miniature local version of CBS' "Radio School," a series but, whereas the network show is sustaining, this one is sponsored by the Atlanta department store, practically limited to mere sponsor identification. There is no merchandise.

Carrie Rowland, advertising manager of the store, is now in New York City lining up talent for the series. Atlanta school board is actively cooperating with the undertaking. A half-hour of classroom time is taken up every day, Monday through Friday. Art projects and folklore are included for kiddies.

Borden Wayne To CBS Fri. Nights

With Anacin giving up its "Friday Night" CBS 1934-44 tabular, CBS, as well as the time, effective June 29, Borden's has grabbed the half-hour segment. Anacin show is current. Hoping for 4.0 down a point since the last tally, with efforts to hype the program via the recent handling of Frank Sinatra, the lead spot not very productive of audience pull. Anacin, instead, is slated to Mutual for sponsorship of "Real Stories."

Borden's moves the Jerry Wayne 8:30 Sunday night Blue show into the Friday spot, effective July 6, with a new show going into the previous Blue spot. At least until the contract runs out, thus allowing for discount benefits.

When plan Borden's has in mind for the fall is still in the blueprint stage, but it's known that they're shoring around for a new Blue show. Bankroller, it's reported, would like to latch on to the Ginny Simms program in the event of a Philip Morris divorce.

Spot 'Best Sellers' As Blue Aff. Sustainer

Dramatizations of the best selling novels of the present and past have been spotted for a five-time-per-week half-hour afternoon stanza by Blue network execs.

Program, titled "Best Sellers," fills the 3-3:30 p. m. night, and is currently being piped by "Appointment With Fate," which lasts June 1.

WHY DO THEY COME THOSE GUYS WHO DO NOT?

By DON WALSH
Network officials, agency execs and program packagers, all agree banking as they do on rating surveys to tell them comparative values of different shows and performers, often go into a routine known as "having fun with a Hooper." This procedure is generally agreed, consists of taking the assorted bits of data contained in one of the twice-a-month survey reports, stirring slightly and mixing with a slide rule.

After allowing the mixture to simmer over a slow flame for several hours a tasty dish results—one that can be made to prove almost anything. Such a utilitarian hors d'oeuvre, of course, comes in very handy when conferring with sponsor, prospective sponsors and the like.

But without benefit of a magic slide rule and for someone having to axe to grind the average Hooper report, judged on a common sense basis, poses plenty of questions, which, on the surface, there are no logical answers.

Latest Hooper, for instance, covering the period April 16-22, records some rating drops and increases for which it would be hard to see sensible explanations.

Yes, Hooper, should the Joan Davis-Jack Haley Seatter program jump 5.9 points to wind up in seventh place with 39.17. And why should Bing Crosby's rating drop off 4.1 points to 18.67? Programs on the air the week of May 13-19, 1945, in the 9 to 10 o'clock slot showed no such tendencies with "Corliss Archibald" dropping 1.0 point to 18.0 and "Treasure Hour" (Mutual) and "Spotlight Bands" (Blue) holding to 19.0 and 19.0 respectively. Crosby, CBS' "Shower of Stars" showed little if any change at 39.10. The Blue's "Howdy Doody" gained 6.1 points to a 4.0. Gabe Heatter on Mutual, however, like the slide rule, showed no points to 10.8. This, too, is surprising considering the hyped interest in news material used by the war developments and the Frisco conference which opened the night before.

Fact that Joan Davis is leaving the National Daily fold in the fall, of course, can have no effect on her rating interest as such news is not being circulated among the general public and would have no effect on listener habits if it had.

Must Be a Reason
There must be some reason for such drastic downings by programs which ordinarily roll along week after week with faithful audiance. What that reason might be seems is anybody's guess.

To add to the confusion—why does the latest Hooper show Jack Benny's rating drop 3.0 points to 3.0, spurring 3.0 points to land back in the First Ten with an 18.2 rating? The answer, of course, is that he's falling off and, through a sense of loyalty, start tuning in again to his audience away from Kate Smith or Drew Pearson. They also showed a 1.0 drop in 10 and 12, respectively.

Don Gardiner on the Blue in the 7:30-7:59 segment edged Benny's line with 39.17. Charlie McIntire, Eddie Bracken, "Merry-Go-Round," "American Album" and "Howdy Doody" all maintained their ratings almost exactly, with Charlie McCarthy's 18 boost the largest by 1.0 point. The other two, "The CBS 8:30-9," for no apparent reason, climbed 3.6 points.

Switching to Friday night (10-10:30), scored 3.1 for a 17.2 rating. The Blue's "The Howdy Doody Show" Jimmy Durante (CBS), who sagged 2.4 points. Why? It's hardly possible that Durante fans vote for him because they miss the Camel commercials.

One of the other NBC Friday night stanzas dropped off to any great extent but the CBS 8:30-9, which showed a uniform decrease with "Thin Nud" falling 2.6. "Pays (Continued on page 28)

Waring Looks Like Ideal Aspirin For NBC-Bandwagon's Headache

1,000 "Toppers"
Ted Bates agency and NBC have come up with a novel stunt connection with Colgate "Can You Top This?" airer. Nuclear membership (from within 100-mile radius of N. Y.) will be invited to Plaza hotel, N. Y. shindig on May 26, comprised of guys who have topped the Hersheyfield-Laurie-Ford trio of "Toppers."

Lighted by a cross-air fire, highlighted by a grand finale and a revival of old vaude acts, including a Laurie reprise of the first act he did in vaude, Hersheyfield's old chalk-talk gimmick and Ford's perennial monolog.

NRB Mulls Beef To Congress On Religious B'casts

Chicago, May 8.—Charging that freedom of religion and speech is being discriminated against by the networks in refusing to give air time to religious broadcasts, officials of the National Religious Broadcasters, Inc., inimated at its second annual meeting last week, that they would carry their case to Congress. According to the NRB, present policy of the organization is to give radio time to Protestant broadcasts only by church groups who state that the Federal Bureau of Churches of Christ in America. This, they say, bars approximately 100 denominations.

"Religious groups should have the same regular access to the air as commerce in respect to buying radio time," Dr. James DeForest Murch, member of the board of directors, said, adding that DeForest's "a few religious racketeers" had prevented the network's move. He claimed down on time for church broadcasts. The NRB was organized in April, 1944, and its membership represents almost every Protestant denomination. Its purpose is to foster and encourage the broadcast of religious programs, to establish and maintain high standards with respect to content, methods, speaker's qualifications, and ethical practices; to secure for its members adequate, fair and regular access to the radio listening public and to protect its members and such similar organizations from being barred from the air.

Dr. Clinton Churchill, of Buffalo, N. Y., president of the organization at the Stevens hotel meeting last week. Other officers are Dr. John, 1944, secretary is membership secretary, Rev. Dale Crowder, Washington, secretary.

Millard Lampell To Write 'Typical G.I.' Biography,' CBS Series As Fall Book

Sgt. Millard Lampell, radio writer attached to Capt. Bob Jennings' New York City radio unit, U. S. Army Services, left for Europe last week under a unique assignment for an overseas tour. Accompanied by a photographer, he will "trace back" the step by step experiences of a G.I. from the time he leaves his home to the United States after training and reassignment to the Japanese war. This may become a series on the Mutual network sometime during the summer.

Meanwhile, a group of "Service Time" scripts produced on CBS by the same Jennings group and also written by Lampell will be broadcast in book form this fall by the publishing house of Julius Messner, Inc.

Disclosure in "Variety" last week that Fred Waring's commitment was being "do the Stateside" week 11-11:30 morning show on a sustaining basis, opposite the Blue's Breumels Coast stanza, did not prevent him from taking on an evening sponsored program has "cued plenty session" and made.

Most generally accepted theory seems to be that NBC, as part of the deal, has promised Waring a suitable p.m. spot in the fall as it's felt latter would not go for the daytime experiment unless some such assurance was forthcoming from the web.

It's agreed by many that the logical spot for the Pennsylvania's musical package would be the 7:30-8 p.m. segment Sunday night, sandwiched between Jack Benny and Charlie McCarthy, now occupied by the "Bandwagon." It seems most order and sense.

The Fitch program is an old NBC standby and, while it's been no place for the Pennsylvania's musical package, have not been too pleased with the results of the show, they've hesitated to get too close to their valued client, and understandably. Continued efforts to hype "Bandwagon" have seen many that that Benny audience and give the Berger show more of a running start.

But even with the show's buoyancy, the Pennsylvania's musical package, Jimmy Dorsey, Gene Krupa, Goodman, etc., and the installation of Dick Powell and Andy Devine, once and comic, the Fitch format just hasn't been able to ring the bell.

Now with Waring safely in the NBC fold it looks like an ideal set-up for the Pennsylvania's musical package, made-to-order package that the "Bandwagon" requirement of Dick Powell and Andy Devine, just how the price would work out in anybody's guess but with that, the Pennsylvania's musical package, Waring daytime stunts it would seem there's room for jockeying between the Pennsylvania's musical package, where they should be worked out to everyone's satisfaction on the coin.

The Sunday night angle, too, is made to order for Waring, who'll be free Saturday and Sunday to prep the program after winding up the cross-the-board Hercules stunt Friday morning.

Ballantine Lines Up New Fall Show

Ballantine, currently sponsoring the Cameron Andrews Monday night CBS show, is hyping its budget, and J. Walter Thompson, agency on the show, is working on a new program to replace the Andrews stanza. Sponsored by the firm of G. M. Simms sweepstakes (the Philip Morris contract expires in Sept.) and is also a multi-million dollar show. The show will probably go on in the fall, although Thompson, agency may not give the name of the show for a summertime hyping. Program, of course, stays put during the hot months in view of the upper beer consumption.

Current Ballantine show has gone through a series of programming crises since being in, Johnny Morris originally heading up the show. He was out for several months ago due to script troubles, with a couple of the show's steve, but the Andrews, subsequently taking over. However, efforts to hype the rating have proved unavailing.

CBS Hosts Lewin

Hollywood, May 8.—Charles Lewin draws staff producer chores for the CBS western series, "The Gunsmoke," program directed under Hal Hudson, program director.

Before taking the new job, Lewin was associated with Norman Corwin.

Petrillo Nixes Music on Film For Tele, Silent on AFM's Policy Line

James C. Petrillo, prez of the American Federation of Musicians, is tightening its already snug noose around television's throat by forbidding film districts to let stations re-aired and broadcast films with musical duets.

Since television is already harrasing artistically by not being able to use AFM members for live music in its studios, this new order will be looked upon as a stunner.

Petrillo's office wasn't talking about the matter this week. Neither was anyone else, except televisioners and they talked behind palms.

As pointed out in "Variety" (April 21) all of present AFM policy faces an ultimate showdown on television. Later or later a decision must be made about which union is radio, the stage or film is entitled to jurisdiction over various types of production personnel.

But Petrillo has been spearheading the general labor situation in television, by being first to take his stand. And the infant industry is wary.

Television expects no help from the film districts. Latter for no reason for courting any Petrillo trou-

ble by going to bat for a medium which many fear will wind up in competition.

No one in pictures has made any money out of television's use of film shorts, but latter have been a boon to the telegraphers. Now that Petrillo has said "no" to musical pic, the worry is that even such propaganda shorts like "Watchwords of Tomorrow" (sponsored the United Nations Security Organization) and the Warner Bros. "It Happened in Springfield" will be barred from televisions.

A top-ranking tele spokesman complained that his industry has tried to get together with Petrillo to discuss AFM's overall tele policy but that the union boss has been playing coy.

"Make that clear," said the executive, "we want to meet with the musician. We don't understand why we can't get together, somehow."

There had been a meeting scheduled for last month but the telecaster said that he didn't know why it never came off. The television industry had letted its committee to discuss the music situation with the AFM. But the committee is still waiting for the Petrillo organization to find time for a huddle.

Blue Network Sets Deal For Televised Spaghetti

Blue network's video version of its afternoon audience participation stanzas, "Ladies Be Seated," will be sponsored for four weeks beginning next Sunday (13) on General Electric's WGBX, Schenectady, by Chief Boyat-Dee spaghetti.

Goodyear Eyeing Tele (So Is Gulf) With Fadeout Of Roy Rogers' Show

Goodyear, from all indications, will pass up its present Mutual spot, when the current Roy Rogers series winds up. It all depends on whether Rogers dons kikiu when he comes up before the draft board next month. He was given a six-week extension, in June, while touring vet hospitals with his rodeo act in the interim period the Mutual shows have been transferred in advance.

While next season may find Goodyear scanning out of radio, the bankroller has an eye on television sponsorship. Its revealed that young & Rubicant agency on the tribler account, made a video presentation some time ago to a number of clients. (Sponsorship is already untold a tele series), and it's reported Goodyear, as well as Gulf, another Y&R client, are preparing to make the plunge.

Mowrey Brings Tele Message to Chicago

Balaban & Katz's Chicago television station will televise a speech by Blue network video exec Paul Mowrey and entertainment by Blue network personalities before 1,000 members of that city's Executive Club from 11 a.m. to 12 noon Friday (10). Marks the initial morning hour video presentation by the B&K outlet.

Mowrey will have as his topic "What television mean to you?"

NORMAN SIEGEL'S CLEVE. EXIT FOR COAST JOB

Cleveland, May 8. Norman Siegel, for 15 years radio editor of the Cleveland Press, resigns next Tuesday (15) to take publicly berth with Paramount on Coast June 1, under George Brown. All told he had been with paper 19 years.

Insiders on paper say Siegel turned in resignation several times before but editor Louis Seltzer refused acceptance. Previous resignations were due in protest of cutting of contents of columns by managing editor. Besides covering radio, Siegel's column also gave equal prominence to all phases of show biz. Siegel's successor on Press not disclosed as yet.

N. Y. Telecasters' -E Programs

Television, like radio, was ready for V-E Day. At almost N. Y. stations, WNTB-NBC, WABD-DuMont, Blue, and WCWB-CBS, had special programs ready in hot as soon as the official announcement was made.

On Monday (7), the NBC outlet interrupted a last party in rooming scenes from Times Sq. from 3:21 to 3:40 p.m. Tuesday, WNTB went on a 20-minute special, scheduled starting with Pat Trumpp's speech at 9 a.m. Motion pictures taken Monday in New York were shown to night viewers tuned 11 this outlet, elegy and commentaries were brought to the studio for interviewing, and films reviewed the war from its inception to the Russian counter-offensive.

The CBS telecasters went on the air for their regular week Tuesday night. This station had 16-mm. films made of the Mayday doings, and broadcast these pix as well as war reviews, news, and commentaries.

Blue, besides a special program, also had a 15-minute special, "The RCA Blue," videotaped on DuMont on Monday (7), put on a special two-hour stanza over WABD last night (Tuesday), including a live web's newscast in action as photobed by RKO, in a special trip.

Television Reviews

"WINTER WHEAT"
With Mary Patton, Philip Fawcett, Rand Elliot, Richard Barrows, Bill, Mar Mandelstam, Thomas Mephy, Michael Arlis
Producer: Ernest Colling
Technical Director: Red Davis
Story: N. Ray Kelly
Writer: Maxine Wood
60 Mins., Sun., 10, 8 p.m.
Sustaining
WNTB-NBC, N. Y.

"Winter Wheat" is a novel must be an interesting human interest story with strong dramatic possibilities. But as produced by NBC's television department on WNTB last Sunday (5) night, the drama fell flat, lacking a spark necessary to hold audience interest for its full 60 minutes.

The limitations of television in the presentation of dramatic programs was never more pointedly on than on this show. Studio facilities could not possibly be large enough to cope with the variety of settings and space needed to properly present this stanza fully. Simultaneously the web's video department has already presented dramatic stanzas which scored visually, but there are too many obstacles in the path of giving proper attention to the drama-type show on video, and NBC's editing obviously is falling into the inherent pitfalls.

When dramatizations are given on television, the audience's natural curiosity compare what they are with the stage and films. And the other movie leaves the other medium a poor third. Until such time as technical facilities warrant full-sized experimentation with enactment of dramatic endeavors, it would be better to present other type shows on this medium, so as to get good two-dimensional live video from present and future set owners.

"Winter Wheat" is the story of an easer who settled in Montana with his two sons and wife after the last war. Their daughter falls in love with a man who meets at college, who is later killed while serving with the Air Force. However, she remains faithful to him, despite the attentions of a neighbor Montana.

Stanza centers around the kitchen of the Montana ranch where the family lives, during conversations take up the slack of limited studio and production facilities. Camera work was hampered in acting, led Mary Patton failed to give a strong portrayal of the girl, and male actors enacting their roles like wooden soldiers throughout the entire stanza. Direction may have been responsible for poor performances, but whatever the reason, let alone in the presentation of the drama, has a long way to go.

"TOWN CRIME OF CHUNGKING"
With Gita Orlova, George Kehn, Jay Galt, Joan Danton, Eileen Sharpe
Producer: William McGrath
Director: Milton R. Kupper
Writer: Milton Robertson
Richard: Richard Wills
60 Mins., Sun. (6) 8 p.m.
Sustaining
WABD-DuMont, N. Y.

If television stations, as they are currently set up, with studio and present limitations, wish to present drama-type shows for audience enjoyment, they must, of necessity, do what the WNTB, N. Y., video did. (Continued on page 30)

THE YANKEE NETWORK
ALL THE ANSWERS
LISTEN TO
THE ANSWER MAN
MONDAY THRU FRIDAY
6:30 P.M.
SPONSORED BY
GILCHRIST'S
WNAC

Sponsored

WNAC, Boston
by Gilchrist's Dept. Stores
WEAN, Providence
by The Shepard Co.

QUESTIONS from radio listeners of all ages, all over New England, are answered in rapid-fire order on this entertaining, educational feature appealing to the whole family.

Available for Local Sponsorship

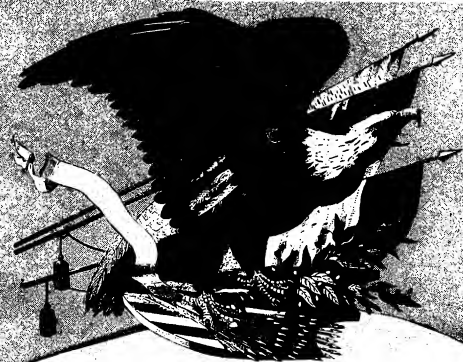
WAAB Worcester
WHTD Hartford

6:30 — 6:45 P. M.

Monday through Saturday

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System



WOR pauses on this day of victory in Europe to remember and hope for the safe return of the following WOR staff members, and the millions of others, who have fought and are still fighting for the things that *total* peace means to them and their loved ones.

Raymond Adams
Samuel D. Adams
John Anspacher
Slater Barkentin
Robert Barkey
Ely Bergmann
R. F. Blake
Tom Braden
George Brazee
James Brickhouse
H. L. Bryant
Clifford Burdette
Giff Campbell
Phil Cochrane
Lefroy S. Collins
Gerald Conway, Jr.
Jerry Danzig
Charles Davidson
Dorothy Deutsch
Bruce Eliot
Alvin Flanagan
Cliff Foss
Edmund Franke
John Geraldson

Edward Golub
Donald Hale
Tro Harper
Charles W. Harrison
John S. Hayes
Albert J. Hoffman
Bill Hoffman
George Hogan
Max Horowitz
Al Josephy, Jr.
Charles A. Kibling
Edwin A. King
Dick Krolick
Margaret W. Lambden
Herman Maxwell
Robert C. Mayo
Jack Mohler
Tom Moore
Henry Morgan
R. A. Norman
James O'Connor
R. A. O'Neill, Jr.
Dick Pack
Walter L. Payne

W. Keyes Perrin
Charles Pickering
A. G. Posey
Joseph Quinn
Frank J. Reilly
Paul Reveal
Arthur Ross
Al Roth
John Ruddley
Carl Ruff
Cyrus Samuelson
Bill Schlegel
Jim Shannon
Neil Spencer
Pete Steele
James Thibodeaux
Monte Thorpe
Kenneth B. Tuttle
Arthur Van Horn
Carlton Weidenhammer
Bernice Whitman
Joseph Wider
Bob Wood
Charles Woods

Council for Democracy Blueprints Tips for 'Win the Peace' Air Scripts

A new "Directive for Democracy," listing peacetime ideas for idea writers interested in continuing to fight after V-Day for high principles exposed in wartime, has been issued for air scripts by the Council for Democracy.

The organization is known as one of the first to champion organized radio efforts toward mature thinking in terms of preaching democracy through dramatic presentation. Four years ago the Council organized the "plague" for patriotic leadership in radio programming.

Last week, Ernest Angell, Council prez, issued the new list of "dos and don'ts." Radio Writers Guild and Writers War Council members asked to give the piece national distribution. Council officer-in-charge and executive committee members many top names, among them Raymond Gram Swing and Lyman Bryant.

Of the new piece, Angell reminds radio scripters that peace program will demand increased vigilance against possible spread of underground Nazi propaganda through attacks on racial, religious and national minorities in the U. S. A.

He cites specific illustrations on how to avoid caricaturing any American group in such a way as to cast unfavorable reflections on the group. Then he suggests specific guidelines through which democracy can be punched home as a living part of life in the U. S., through every type of airshow, including daytime serials, children's programs, forums, and even chaffers.

"If the American people," said Angell, "are to win the final war in peace," they must be armed. They must be able to detect every propaganda when they see it or hear it, they must be fortified with the truth so they can combat lies. They must learn that attacks against members of any group are often the spearhead of broader attack against the freedom of all the people."

Boston Juver on CBS Gets Eye From Kellogg

Kellogg is negotiating with CBS for sponsorship of the web's "Youth on Parade" kid variety show originating in Boston, which is heard on the network Saturday mornings. Stanio, which features a full-sized concert orchestra of juve musicians; reportedly is priced in the neighborhood of \$250 weekly. Low budget is based upon fact that many of those in the orch do come within the American Federation of Musicians wage scale, being too young for acceptance by union, and thus do not get paid union wages.

Gillette

Continued from page 21
audience grabbers for Gillette and the Blue.

Blue Would Like Derby—In addition, the Noble network seems in line for other Gillette "Cavalade" broadcasts. They'll undoubtedly make a strong bid for rights to the Kentucky Derby, a CBS exclusive that expires this year, if the Derby is run, or next year if the Louisville classic fails to get under the wire when the expected lifting of the racing ban comes to pass.

Gillette also has a hefty baseball buffet, bankrolling the World Series and All Star Games, and the professional football league playoffs which, it's understood, the Blue already has grabbed for next season.

There's a possibility, too, that WJZ might air the N. Y. Yankees and Giants games for Gillette next season.

Loss of fights by Mutual would be one of those bad breaks inasmuch as the chain has been carrying on for Gillette these past couple of years in the face of dwindling audiences owed to poor culture of hectic Juvels has been able to arrange. However, it's felt that Mutual still will be in the running for Bowl football games, hot attractions and other special events Gillette usually contacts for during the year.

Threatened inability for the Blue to clear the number of stations desired by the major outfit disappeared last week and final details of the "Cavalade" schedule are being worked out this week between Fred Jager's sales staffers, Craig Smith, Gillette advertising mabob, and the Maxon agency.

Paramount's Super-Spots Trailerizing 'Girls' Get Good Play Thru Midwest

Chicago, May 8.

Glimick of Martin Lewis, Paramount radio chief, of shipping exiles throughout the country hitherto "radio-preview" transcriptions (featuring dramatic and comedy highlights of Par's "Bring on the Girls")—a king size version of spot announcements—is clicking with mid-west theatre ops of whom more than 40 have fed their local stations with the platters since local Par exchange started contacts last Mar. 29.

A side, of the e. t. features Veronica Lake, Sonny Tufts, Eddie Bracken and Marie Reynolds with Tufts as cence, and 38-piece orch and 20-voice chorus in 15-minute variety show. On opposite side are live songs recorded off sound track of the pic.

San Antonio—Joe Allison is the latest addition to the announcing staff at KMAC. He's a former Army lieutenant recently discharged.

Trev Adams Would Pool Info About Trained Personnel for Postwar Use

A plan to make available to personnel executives at radio stations throughout the country the credits and experience of technicians, salesmen, production personnel, etc. of

all stations who will be replaced by returning servicemen, for use in a general "pooling" system, has been put forth by Trevor Adams, sales mgr. at WINS, N. Y.

Move designed to give continuous employment to experienced industry talent who will lose their jobs only because they were hired to replace men and women who will return soon from serving in the armed forces, is similar to a plan formulated by the American Association of Advertising Agencies for personnel by census of member agencies.

Adams has received strong encouragement to go ahead with the plan from many N. Y. radio station executives with whom he has held preliminary discussions concerning the

problem. It has not been decided whether to give the idea full-time attention, but it is felt by many that the move is a worthy one, and will be joined in readily by station lepers throughout the country.

Adams, in explaining the plan, said: "These people should not be permitted to leave the radio industry. Their experience, in many instances, is far too valuable, and help is far too hard to train in such a specialized industry as radio."

HUB GRID AIERS

Combining of the Brooklyn Tigers football club with the Boston Yankees will not affect broadcasting of the National Professional League games from Boston next fall and winter.

Negotiations are now underway to air the stanzas in N. Y. on WINS, which broadcast the stanzas last year, and WCOP, Boston, with Title Water Oil again bankrolling.

"Want Boston at breakfast?"



HUM & STRUM will deliver it to you, via the "Commuters' Special" over WCOP.

HUM & STRUM are New England's

most famous harmony duo. For twenty years,

in all relations, they've built a

strong and lasting bond in Boston with

ring and piano and ukelele.

HUM & STRUM have won new laurels

and have won the coveted GI's

recreation centers

and battlefields.

HUM & STRUM are now conductors on

the "Commuters' Special" featuring

every morning Monday through Saturday

from 7:30 to 8:00 and from 8:30 to 9:00.

Publicity and newspaper ads are

sewing up new and greater audiences.

Participations are available in one, five,

ten, or fifteen-minute units. Every one of them

will cash in on the buying decisions

which are made at Boston breakfast tables!

For humming sales get aboard the

"Commuters' Special" with

HUM & STRUM

Every morning Monday through Saturday

from 7:30 to 8:00 A.M. and

8:30 to 9:00 A.M.

NEW TO THE BLUE JUNE 15th

WCOP Boston

A COWLES STATION

Costs and availabilities through any Katz office

Inside Stuff—Radio

Radio scripter Norman Rosten is to receive a check for \$1,000 from the American Academy and National Institute of Arts and Letters. But he won't know exactly what it's for until he reads about it here.

Last week, Rosten got notification of the award. Before he opened the envelope, he said, he thought it was a bill for dues. After he read the letter, he knew only that he is to appear at the Academy's annual meeting on May 18 to receive the G in recognition for his work in literature. Five other artists are being recognized by the Academy this year: Kenneth Fearing, Felice Feikema, Jean Stafford, Marguerite Young and Alexander Greenleaf.

So something by "Variety" disclosed fact that Rosten's recognition is only incidentally connected with his radio work. While some of his best air scripping has been poetic in form, the Academy award is being given him primarily as a writer of the "Fourth Decade," this week.

Ever since the U. of Chicago got the Peabody Award for "Human Adventure," radio writers have been doing a burn because "some people think it too undignified to mention the fact that scripts are written by writers."

Show, which started on CBS in 1938, ran on that web 42 weeks, then went Mutual, and has had some top scrippers, including Joseph Liss, Harry Granick and Bernard Victor Dryer. Latter, in the Navy now, did about 10 years of the show, including 25 including his outstanding "A Baby Is Born," which Max Wyllie picked as one of the best broadcasts of 1939-40. Liss' "The Great Plains" was said to have been submitted by the University to the Peabody award committee.

Characterization of Jewish luggage store owner, on the Niles-Pindile "Chase the Politics" show, on the Blue, called "reprehensible" by the anti-Defamation League (I B'nai B'rith, is being eliminated from the program starting tonight (9). Hay McClinton, N. W. Ayer agency radio department head, when informed by the Ayer N. Y. office of protest, ordered the character written out of future shows.

4 Sponsors Vie For Ginny Simms

The Ginny Simms fall sponsorship plans are still in a state of flux with this far at least four bankrollers angling for the singer. Reported that, in addition to negotiations for a Philip Morris renewal (although consensus is that they'll part company when her contract expires in Sept.), Borden's, Ballantine and Philco, among others, are in the running.

MCA package built around Miss Simms has a \$10,000 price tag affixed, representing a considerable hike over the current status quo, but it's not a hard-aud-fall package, with Miss Simms also available to the highest bidder to haul up her own show.

MARTS ASST. TO HULT FOR MUTUAL MIDWEST

Chicago, May 8. Carol Marts, who has been western sales service supervisor for Mutual here since October, 1942, has been appointed assistant to Ade Hult, v.p. of MBS in charge of midwest operation.

Prior to becoming sales service supervisor in October, 1942, Marts was an auditor for the network for nine months. Before entering radio he was chief accountant for the Great Atlantic and Pacific Tea company. In his new position he will work in an administrative and co-ordinative capacity.

All Cleve. Dept. Stores Now Lined Up in Radio

Cleveland, May 8. The lone holdout among the city's department stores has gone into radio. WGAR has sold the May Co., a 15-minute six-morning strip featuring vocalist Reg Merriwell and Henry Fulmer, pianist.

The program plays perfumes and cosmetics.

Station now has four of the five big downtown department stores on the air.

Beulah Vice Pearce

Hollywood, May 8. Summer replacement for Al Pearce, CBS airer, will be "Martin Hult and Beulah," beginning July 2. Roche, Williams & Cleary agency set package for Tums sponsorship.

Ray Sinatra and orchestra will do music with Phil Leslie scripping program and Helen Mack producing. Hult will return to Fibber McGee and Molly show after his 13-week summer chore.

MITCH GRAYSON I-A

Mitchell Grayson, of the Blue production staff, got two new assignments last week.

The net picked him as director for its new documentary show, "Washington Story," after that program had gone out on the air once.

His draft board picked Grayson for a uniform. He passed his pre-induction physical, and is in I-A.

WLIB Ex-President To Operate FMR in N. Y.

Elías I. Godofsky, who recently resigned the presidency of the New York indie WLIB, is preparing to apply for a license to build a new FM outlet in the New York area.

Godofsky built and opened WLIB in 1942, sold it to the publishers of the New York Post last October, and stayed on as president of the firm and adviser at \$25,000 a year until mid-April. Ted O. Thacker, editor and general manager of the Post, took over the station's pre spot on April 25.

Godofsky is still helping out as adviser on the WLIB staff. But he will make the divorce complete in another six to eight weeks. He held last week to discuss his FM plans in detail, pending FCC action on his license application.

Beecham, Bernstein Set For Blue Next Season

Sir Thomas Beecham for 26 weeks and Leonard Bernstein for 13 weeks will be Blue Network mainstay additions next season, with a series of modern classics. Beecham will expound the classics and Bernstein the moderns.

Paul Whiteman, regular Blue musical director, may resuscitate a special series of "Always Tops" pops, replacing the present and yesterday hit tunes.

'Anti-Petrillo' Bill Doesn't Meet AFM Problems, Says NAB Prexy

Washington, May 8. Harold J. Ryan, president of the Natl. Assn. of Broadcasters, today read a 10,000-word statement, concerning the radio industry's dealings with American Federation of Musicians czar James F. Petrillo, to the House Interstate Commerce Committee which is holding hearings on the so-called "anti-Petrillo" bill, already passed by the Senate.

Ryan stated, "I do not believe the bill before you successfully meets any phase of the problem. That the problem exists, and that it must be remedied, I hope has been made clear by the presentation of the bill facts."

"Radio has not harmed, but benefited the professional musician. It has increased his compensation," Ryan said, adding, "at the present time we are confronted with demands which are unjust. The Department of Justice has attempted to intervene with respect to this union, but the courts have held that no law of the U. S. is being violated."

The National Labor Relations Board has issued null directives which the radio industry wholeheartedly obeys and respects. When, however, these

directives have not been welcome to the AFM, the union has disregarded them."

He declared that the industry has been frustrated by the demands of the AFM "and the helplessness of existing Government agencies to find any solution to the problems which are involved."

O'NEIL DENIES REPORTS WJW, CLEVE., ON BLOCK

Cleveland, May 8. William M. O'Neil has debunked categorically all statements that WJW is for sale to anybody.

Story was circulated that O'Neil, being I-A in the draft, was contemplating pulling out of the radio field and was amiable to offers for WJW. Bids were supposed to have been made by Marshall Field and the Cleveland Press.

Here in Cleveland for a one-day visit, Field also said he was not buying stations at the moment.

New Orleans.—Peter Graving, of New York, fresh from the armed services, joined the announcing staff of WOLB Wednesday 12.

New Orleans.—New Iberia Broadcasting Co. filed with the FCC Friday (4) an application for a 250-watt transmitter of 1240 kilocycles.

WE ARE PROUD TO BE IDENTIFIED WITH MANY OF THE BIG NAMES OF AMERICA!

Yes... not only do smart merchants who "live" in the Philadelphia trading area show a decided preference for WIP, but literally scores of national advertisers have proven the sales-making worth of the Station.

PHILADELPHIA'S MUTUAL AFFILIATE

REPRESENTED NATIONALLY BY GEN. F. McILHENRY CO.

Radio Reviews

(continued from page 26)

fault, despite its many fine bits. But, transition from harpiste to dramatization, from John-Mat the average guy to historical scene, wasn't always smoothly managed. The picture shuddered.

At that, the segue from Main Street back to the Revolution, from Constitutional Convention to Gettysburg to bombers and battleships, had some clever handling. The background chorus frequently echoing the phrases of liberty had sharp dramatic effect. The continuous stirring background of noise and roar to express the rage, nervous American tempo, punch and color. The production read was handled particularly well, considering that the whole unit moved into WEVD on short notice, considering the station a little unprepared, and with a sub engineer on hand. The series has promise. It's quite a feather for its mentor, Don Hirst.

"OPINION REQUESTED"
With Bill Slater, moderator: Rex Stout, Mrs. Charles Feltz, Gary Van Doren, Stanley Frank, Director-producer: Carl Robert Jennings
30 Mins., Sun., 7 p.m.
Sustaining

WOR-Natal, N. Y.
Mutual has come up with the latest in the series of network affairs aimed at helping to solve the problems that will confront a postwar society. Unlike CBS' dramatized "The American Home" series, however, Mutual's new Sunday stanza, "Opinion Requested," put on in cooperation with the War Dept., addresses to a and a format. Questions are selected from those submitted by servicemen with the different panel composed of authorities

in various fields on hand each week to straighten out the GI's befuddlingly. Bill Slater is doing the moderating job on a permanent basis and on last Sunday's (6) initiative he kept the ball rolling deftly with a very able summing up of the more salient recommendations. To Slater goes a great deal of the credit for a snappy, smooth-running discussion. Regardless of the fact that the importance of the project in the realm of rehabilitation has been recognized and handled by all media with radio assuming more than its share, Mutual's contrivance via the Q and A technique is a definite asset.

Panel for the tectonic program was made up of Rex Stout, Carl Van Doren, Mrs. Charles Feltz, wife of New York State's ex-Lt. Gov. now a colonel with the military gov't. in Italy, and Stanley Frank, N. Y. Post columnist. Questions chosen covered a wide range, some having a greater overall value with a definite bearing on readjustment as it will affect the entire country, while others helped closer to the personal. For example, there was the GI who wanted the loudtown on strikes to verify his stand as a union man. He got a clear-cut, factual answer that will enable him to hold his ground. He argued the point with his buddies again, or, again, the former boy who lost a leg and wondered what he could do upon his return, taking for granted that his handicap would cut off his fighting career. He got a swell morale boost and a positive answer from a GI who had suffered the disability and who, from his personal experience was able to root out all such fears. It's all info that is available to anybody. But, in a simple manner to any. Questions are selected from those submitted by servicemen with the different panel composed of authorities

Get It Right

Bill Slater continues to land his play-by-play chores on the New York Giants and Yankees baseball games. He's a college cheer leader while his new partner, the Giants' Al Leiter, WINS, N. Y., "Cavalade of Sports" adopts the one Al Leiter approach. Result is that when Slater's words are heard, it sounds like a different ball game. Slater's partner in Brooklyn before joining the Navy from which he was discharged, Slater's partner in Brooklyn before joining the Navy from which he was discharged, Slater's partner in Brooklyn before joining the Navy from which he was discharged.

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Follow-up Comment

Philby's tribute to Paul Whiteman Sunday (5) was almost a musical obituary. These salutes became a problem of showmanship, after a fashion, since the intention was the creation of an idea and the execution is the omniscient X. It looked good on paper for Philby, for its impact. Generally speaking, Philby, for its impact. Generally speaking, Philby, for its impact. Generally speaking, Philby, for its impact.

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Key point: shot in the Seventh War

loud drive.

Office of Price Administration's N. Y. district, "Soldier's Cupboard" spread its wings last Tuesday (3) getting out Mutual's latest broadcast with its message about the Right and Wrong of Mutual's new Rising prices, black market and rising prices. Regional radio director for the agency, Tex. Weiner, wrote and produced a creditable stanza, and Standard Brands is paying the freight, getting only one week's notice, this program does a good job.

Tele Reviews

(continued from page 24)

partament accomplished in the presentation of a program on Thursday (4) last Sunday (8) night. They must have a strong cast of tonight players present the show, and in line with facility limitations.

And that is what WNEB television club has done. An excellent make-up of Richard Willis aided the enjoyment of the stanza, characters looking like the Chinese they were portrayed. And that is what WNEB television club has done. An excellent make-up of Richard Willis aided the enjoyment of the stanza, characters looking like the Chinese they were portrayed.

Despite fact that stanza unbound in dialing, the fine acting overcame the limitations of the video medium in the presentation of dramatic show, credit of course going to the production, writing and acting group of those who took part. Stu.

Irene Dunne was teamed up with an Angeles minister, Rev. J. Herbert Smith, last Thursday (3) to even for the positive spirit of the Meeting of the Air' debated on question of "Is the War Breaking Down our Moral Standards?"

The Blue had started well with its Sunday night (10:30) station, "One Son in Heaven," written by Harold S. Sledge. But this week's (8) stanza was almost a disaster. The program built up so far. Around the character of the kind, understanding, ever-forgiving minister who is the lead on the show, the author had built a yarn about a lady, shiftable, and a woman made-a tale that was in bad shape. It was worse than the show had set out to teach the lesson of democracy subtly, had suddenly turned into caricature of the Negro race—and without subtlety.

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A breakfast food manufacturer, using a daily morning quarter hour on WLS, with various offers (seeds and novelties) for proof of purchase and in some cases for proof of purchase plus ten cents, received 51,382 letters in three months on WLS: January, February, March 1945. The WLS audience lists and responds so, WLS GETS RESULTS!

CHICAGO 7

THE
FRANK
STATION
CHICAGO 7

S. Lewis, Paul Miles, formerly with WIBC, Philadelphia, now a galder at KMOX, local CBS out-

from WTAG'S HIGH HOOPERS

7-730 P.M., SUNDAY
(13 City Average National)
CBS—KATE SMITH—7.2
(City Zone Average Worcester)
WTAG—KATE SMITH—25.3

WTAG
WORCESTER

2 SMASH HITS!

**OH,
BROTHER!**

**I'M
GONNA LOVE
THAT GUY**

LIKE HE'S NEVER BEEN
LOVED BEFORE

B. HARRIS, A. H.

Chorus (expressively) *Ho* *(Voice start)* *Wain*

And when I look in his eyes... oh - oh - OH, BROTH-ER!

Ho *(Voice start)* *C#4m* *Ab*

And when he sighs... oh - OH, BROTH-ER! Out of this world he takes me,

D7 *C9* *C7* *C9* *C#7* *C7*

Out of this world is - to a dream... a love-ly dream.

F# *G#4* *F#* *A* *Ab* *Op*

I feel a spring-ble... of star-dust in the air,

C# *C7* *F#*

Like - Hip - Van Wia - ble... I wake... and won - der

Copyright 1945 by Bourne, Inc.

Chorus (slowly and rhythmical)

F *A7* *Dm* *F* *Bb*

I'M GON-NA LOVE THAT GUY like he's nev - er been loved be - fore,

(Ho)

B7 *Gm* *Cm7* *Gm* *Gm7* *C7* *Ch. Am. E*

I'm gon-na show that guy how the fel - is that I - a - dore.

(Gai dyes) *(ba-by)*

C7 *Bb* *C7* *F* *A* *Bb* *Em7* *C#m*

When he's in my arms a - dore... Our

Gm *Blues* *C7* *E* *C7* *F* *Em* *Em7*

dreams will all come true... Then the years be - tween might

Fm *C#m* *C7* *A* *Bb* *Gm7* *Blues* *Gm7* *Gm* *C7*

nev - er have been... We'll start our lives a - new I'm gon - na

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BOURNE, Inc.

Inside Orchestras—Music

Via a Treasury Dept. tieup, Duke Ellington's orchestra is indefinitely continuing the full-hour Saturday afternoon (5-6 p.m., Blue network) broadcast it inaugurated during its recent run at the 400 Club, N. Y. Show is tagged "Date With Duke" and consists of only Ellington-written material. Ellington is currently on a theatre tour, and the shows will be done from the theatre stage each week. This requires okay by the American Federation of Musicians since such a continuous broadcast is looked upon as a commercial. James C. Petrillo, AFM head, gave Ellington a blanket permit to do the shows without extra pay to his musicians, due to the Treasury tieup.

A new song, "When the River Don't Run Dry," composed by Teri Joeefovich, who entertains informally at the piano in the music room of the Paramount theatre, N. Y., has just been published by Carl Fisher, Inc. Lyrics are by Andy Razaf.

Song is dedicated to The Great Fighting Heart of Russia. At the request of the Russian government, the manuscript of the number three months ago was sent via diplomatic channels to the USSR.

Meantime Benny Goodman's Recent Music Co. is publishing and recording another song by Joeefovich and Razaf called "Welcome, Love."

There probably hasn't been much wondering about Benny Goodman's "Slipped Disc" title for an original played by his sextet, since most such jazz numbers have screw titles. But this one has unusual connotations. It's Goodman's way of possibly perpetuating the memory of the last relata condition he went through a couple years ago. His doctors then explained his condition in layman terms by telling the leader he had a "slipped disc" in his back.

Columbia Records has begun the monthly release of a small sheet titled Promotion News. It's about the same size as the Capitol Records monthly gotten out by that company's Dave Dexter. Columbia's release, however, is confined to news and pictures of Columbia Artists, notice of future releases, tips for merchandising, etc. Capitol's sheet is devoted to news as much as anything else and is all-embracing in its artist gossip coverage.

Care between Irving Berlin, Inc., and songwriter Bobby Warren over the tune "City Called Heaven," had not been against the new Irving Berlin outfit. It was directed against the old Irving Berlin publishing house, in which Saul Bornstein was partnered with Berlin and which since has been split into Bourne, Inc., operated by Bornstein, and the new IB Co., operated by the songwriter.

Frank Loesser's "Praise the Lord and Pass the Ammunition" being released by Columbia Records this week coupled to "Boogie Woogie," another new tune by the same writer. Latter pays tribute to a young private killed in the act of silencing a Jap pillbox during the New Georgia landing. Nelson Eddy sings both, accompanied by a band under Robert Armstrong.

Moe Zudicoff, one of the outstanding trombone men in the business, is currently with Jimmy Dorsey's orchestra under the moniker of Munt Morrow. With Dorsey he's being featured, and the idea of the whole thing is his desire for a buildup that will eventually pave the way for his own orchestra.

Busse at Biltmore; First N.Y. Location in Years

Henry Busse's orchestra has been signed to open the Biltmore hotel, N. Y., roof May 31. This is Busse's first N. Y. location job in years. He'll do six weeks, accompanied by a floor show of acts in place of the spot's previous ice show policy.

Busse is due into the Strand theatre, N. Y., this month, too.

Finley Signs T.D. As MCA Burns

Larry Finley, operator of the Mission Beach Park, San Diego, who is suing Music Corp. of America for \$3,000,000 under the Sherman anti-trust act, added insult to the suit last week. He signed Tommy Dorsey's orchestra, MCA's top b.o. band name, to play for him in opposition to Pacific Square Ballroom, San Diego, with which MCA has an exclusive booking arrangement, which caused Finley to sue. Because of it his spot couldn't get MCA's best name.

Dorsey opens at Mission Beach July 17 for two weeks, at a guarantee and percentage that can allow the leader, if business is good, to come out with more than \$10,000 each week as his end. Booking, of course, was not made through MCA. It was negotiated directly with Arthur Mischoud, Dorsey's manager.

Starting Friday (11), when Frankie Carle opens, Finley inaugurates a full-week policy of playing bands instead of weekends. Carle is in for four weeks. Following him come Tony Pastor, Tommy Dorsey, then Jimmy Dorsey, who has a deal similar to his brother's. Glenn Gray was to have had the spot taken by T. D., but will be deferred. All bands booked are General Amus combos except T. D.

Les Elgart's orch has signed with General Amus Corp. Grady Watts remains personal manager.

Other Maestros May Be Getting Ideas From James' Astor Hotel Nix

Victor in Sales Tests

On Betty Jane Bonney

Due to the necessity of not taking injury chances with new artists, RCA-Victor is trying a new method of testing Betty Jane Bonney's ability to sell recordings. Singer, formerly with Les Brown, made two sides for Victor recently and pressings will be marketed only in upper New Jersey and New York City and the results tabulated in proper proportion to the rest of the country.

Tunes recorded were clefted by Peggy Carmichael; both are from pictures. First is "Memphis in June" and the other "How Little We Know."

DR. ORDERS JOE LOSS TO QUIT FOR A WHILE

London, April 19. After week of broadcasting for British Broadcasting Corp., English maestro Joe Loss will quit show biz for two months.

He has been ordered by his medico to go into hospital for observation for several weeks, after which he will be operated on for infected antrum, which doctor claims has been brought about by overwork. It's due to his constant war work, including two visits to France to entertain service men.

Band will continue to fulfill its vaude commitments under direction of Phil Silverstone, Loss' first fiddle player.

FOLIO ON KRUPA

Arnold Shaw, pub-ad editor for Leeds Music, has directed a biographical folio on Gene Krupa, which is being independently published by Pin-Up Press Co. First run is 100,000 copies.

Shaw is also pop music editor of Swank mag, and gets the book out on his own.

Other bandleaders apparently have drawn ideas from Harry James' use of a recent ruling by the American Federation of Musicians to get more money for a scheduled forthcoming date at the Astor Hotel Roof, N. Y. Since last week's "Variety" story on the subject, there have been constant rumblings and rumors of similar action by other bands against other N. Y. hotels.

Perhaps the only other case out in the open involves Frankie Carle and the Pennsylvania hotel and is just directly based on James' action, it's said. Penn has Carle under option at a stipulated price of \$3,000 guarantee and a percentage of covers. Hostelry, it's said, would like to tear up this agreement and write a new one calling for a salary lower than quoted on the option pact, or similar to Carle's first deal at the hotel. Carle won't go for it, asserting he won't play the spot at all.

James' situation with the Astor has not developed any during the past week. Bob Christy, managing director of the hotel, advised the leader and Marie Corp. of America, his agency, by wire that he expects James to live up to his contract to play the spot following Sammy Kaye, who opens May 14. Copy of the wire went to the American Federation of Musicians. Otherwise the case remains status quo.

Meyerson Leaves Post As Victor's Coast Rep

Hollywood, May 8.

Harry Meyerson is checking out as west coast recording manager for RCA-Victor after 16 years with the company, eight of which were spent in California.

Resignation goes into effect May 31, with no successor announced to date.

Hit Songs from The Dick

Watch this
Sensational
Ballad
from M-G-M's
"Thrill Of A Romance"

Featured by
Frank Sinatra
in M-G-M's Musical
"Anchors Aweigh"

PLEASE DON'T SAY "NO"

Lyric by RALPH FREED

Music by SAMMY FAIN

I BEGGED HER
I FALL IN LOVE TOO EASILY
THE CHARM OF YOU

All lyrics by SAMMY CAHN

All music by JULE STYNE

All recorded by SINATRA for Columbia

222 BROADWAY NEW YORK 19 HARRY LINK, Gen. Prod. Mgr. GEORGE ...

CROSBY·CUGAT

FIRST TIME TOGETHER
ON DECCA RECORD No. 23413



YOU BELONG TO MY HEART

(SOLAMENTE UNA VEZ)

BING CROSBY and XAVIER CUGAT and His Orchestra

Both From the Walt Disney Production, "The Three Caballeros"

PUBLISHED BY

CHAS. K. HARRIS MUSIC PUB. CO., INC.
Will Rockwell, Prof. Mgr. • 1619 Broadway, New York

B A I A

(NA BAIXA DO SAPATEIRO)

BING CROSBY and XAVIER CUGAT and His Orchestra

"The Three Caballeros"

PUBLISHED BY

SOUTHERN MUSIC PUB. CO., INC.
Frank Kellon, Gen. Prof. Mgr. • 1619 Broadway, New York

Pincus Definitely Will Move Into N.Y. in Taps' Position Post-Curfew

George Pincus, Chicago manager for Shapiro-Bernstein, will definitely move into N. Y. to replace Jonie Taps as general professional manager when Taps leaves the end of June to join Columbia Pictures on the Coast. Pincus won't move in from Chicago, however, until the lifting of the curfew, even if that arrives subsequent to Taps' departure. With the Government lid forcing remote band program organization west due to the time differential, Pincus has been in Chicago that he would have in N. Y.

There was doubt for a while whether Pincus would take the Taps spot. He has been in Chicago for years and the move means shifting his family, etc.

MUSIC

BOURNE

THESE FOOLISH THINGS (REMIK BE OF YOU)

BOURNE, Inc.

1019 Broadway New York 10

HILDEGARDE

And Other Nationally Famous Artists

Use this 25¢ VISUAL record of song title of over 120 popular makers, plus old favorites. Includes lead sheets and lyrics of songs. **SALE \$1.95**

TUNE-DEX

1019 Broadway New York 10

AS BEAUTIFUL AS EVER!

little girl

LEADS MUSIC CORPORATION

NEW YORK - CHICAGO - LOS ANGELES

HEIDT TO CHI FOR MCA PACT BEEF APPEAL

Hollywood, May 8. Horace Heidt will take his feud with Music Corp. of America to Chicago for an airing before the American Federation of Musicians Executive Board meeting in June.

Musicians disbanded his musician while back after a clash with MCA in which he charged improper handling and representation. In Chicago he will ask release from his management contract, appealing from a recent adverse decision by the AFM board.

Tobias Doesn't Want ASCAP Appeal Bd. Post

Songwriter Charlie Tobias, posted as a candidate for the American Society of Composers, Authors and Publishers' board of appeals, attempted to withdraw his name from candidacy for one of the posts earlier this week. His action followed the discovery that Abel Baer and Peter DeRose, incumbents who Tobias thought were not running for reelection, were named on the ballot.

He doesn't want to oppose either.

Bullets went out with Tobias' name on them before they could be corrected.

Band Review

RANDY BROOKS ORCH (16)
With Loretta Vale, Vining Manning Terrace Room, Newark

Watch this band. It has a lot on the ball. It is perhaps the most outstanding, most professional sounding of the newer bands even though virtually in its infancy.

Randy Brooks has an outstanding sideman with various named hands before constructing this combination of four trumpets, three trombones, five sax, three rhythm, on a shoestring. He has done a job, with the help of arranger John Benson Brooks, that makes the band a candidate for the big time even though there is polishing still to be done. It plays Brooks arrangements the has a piece of the band that are unusually well tailored, colorfully and tastefully shaded for maximum effect. There is a good balance, too, between pops, standards and jump originals. And they're all played well by competent men. The maestro and arranger are not related, despite the same name.

Brooks himself plays trumpet—outstandingly well. And there are many who have the lip and control that he has, and his playing gives the band personality and style. He plays a lot like Harry James, however, which makes many critics resent the band's chances. It can be a help rather than hindrance, however, due to the fact that James is virtually a Hollywood hermit these days.

Band's one weakness when caught was in vocalists. Loretta Vale is fair, and the boy has since been replaced by Vining Manning. He hasn't been caught by this reviewer. Wood.

Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Cover Charge	Total On Price
Hal Aloma's	Lexington (300; \$15-\$150)	6	1,550 8,675
Boyd Raccumb	New Yorker (400; \$1-\$150)	4	2,650 9,550
Olen Gray	Pennsylvania (500; \$1-\$150)	23	2,550 85,925
Leo Reisman	Waldorf (500; \$2)	0	975 575
Erskine Hawkins	Lincoln (275; \$1-\$150)	0	12,175 1,200
Eddie Stone	Roosevelt (400; \$1-\$150)	5	1,625 8,850
Hal McIntyre	Commodore (400; \$1-\$150)	0	

* Asterisks indicate a supporting floor show. New Yorker has ice show; Lexington, an Hawaiian floor show; 14 Days.

Los Angeles

Freddy Martin (Ambassador; 300; \$1-\$150). Weekend turnarounds keep the Grove up to standard 4,900 covers.

Joe Reisman (Biltmore; 500; \$1-\$150). Plagiaced of the Piano and plenty of pre-show dinners crowd the Bowl with 4,300 tabs.

Chicago

Buddy Franklin (New Walnut Room, Bismarck hotel; 465; \$10-\$25.00 min.). Franklin and Enrica & Novelle clicking right along with 2,800.

Stan Kenton (Panther Room, Sherman hotel; 950; \$15.00-\$25.00 min.). Kenton, in second frame with Bob Crum and Styler, did okay 5,000.

Dick LaSalle (Mayfair Room, Blackstone hotel; 465; \$2.50 min.). LaSalle-Gall-Gall-Ellsworth & Fairchild combo good steady 2,000.

Ge. Olsen (Empire Room, Palmer House; 700; \$2-\$3.50 min.). Climbing back up there, with 8,000 for Olsen and Hermy Youngman.

Ted Weems (Boulevard Room, Stevens hotel; 950; \$2-\$3.50 min.). Weems and floor show moved in Friday (4); sharing 7,500 with previous layout.

Location Jobs, Not in Hotels

(Los Angeles)

Tony Pastor (Palladium, B. Hollywood, 1st week). Heavy opener and follow through brought out 2,500 paydolls.

Sherry Sherock (Triumph, B. South Gate, second week). New band hitting good level with 9,000 tickets sold.

Leighann Neble (Slappy Maxwell's, N. Los Angeles, 2nd week). Still sitting up every night and good turnover bit at 3,200 capacity.

King Cole Trio-Carla Malina (Trocadero, N. Hollywood, seventh week). Musical group, plus Circ Rimee Revue taking in 4,000 tabs with ease.

(Chicago)

Gay Claridge (Chez Paree; 650; \$3-\$3.50 min.). Fine 5,200 for Claridge and Sophie Tucker, latter opening Thursday (3), following Willie Shore and Connie Russell.

Del Courtney (Blackhawk; 500; \$2-\$2.50 min.). Nice bit here, too, Courtney, Vic Hyde and Marjorie Lane putting in 4,400. Matinees held.

JAMES P. JOHNSON PLAYS PIANO AT CARNEGIE HALL

Just why entrepreneur G. W. Lattinson surrounded jazz pianist James P. Johnson with a semi-symphonic orch batonated by Josef Cherniavsky at Carnegie Hall, N. Y., last Friday night (4) is hard to understand. Thirty-five-piece orch, composed for the most part of broadcasting studio staffers, were distinctly not in the Johnson groove presenting as they did unimproved versions of spirituals, love poems, etc., from the pen of the soloist and something thought up by the maestro, a rendition of the "St. Louis Blues" with a Russian accent. Featured was a hot tap-tap-tap.

A small but enthusiastic (when Johnson appeared) audience was on hand to hear him play the piano. That's what they wanted and that's what they eventually got, late in the day.

evening. Johnson obliged with sock versions of "Boogie Stride," "Impressions" and "Caprice Rag," then brought on his recording jaxters; Kaiser Marshall, drums; Wilbur De Paris, trombone; Sidney De Paris, trumpet, and Franz Jackson, clarinet, to wrap things up with "Honey-suckle Rose." At the Ball and some blues. They stopped the show.

Finale was the hot piece with the large orch for a torrid kiss-off which had Cherniavsky jitterbugging on the podium and the audience rocking in rhythm.

Johnson can return to Carnegie, judging from response, but he would be wise to play more piano and leave the longhairs back at the NBC building.

William Franklin and Edith Sewell contributed vocals, former pressing "Dorie Miller," a Johnson composition. Orch feature was "Yanekarr," also by Johnson, a sort of a chapsody based on Negro life in the Georgia village.

Two McFarland Twins Tooters Nailed by Fed.

Agents on Dope Rap

St. Louis, May 8. Two tooters of the McFarland Twins band were nailed by local Federal agents on narcotic charges and last week warrants charging each with possession of marijuana were issued against them. The duo, Manuel Fox, 27, Long Island, N. Y., and Kenneth J. Schmidt, 21, New Orleans, were caught in a mid-town hotel during an engagement of the band at Tuna Town, midtown ballroom.

Feds charge that some of the narcotic was found in Fox's suitcase and more in Schmidt's topcoat. Men, according to the arresting agents, said they had purchased the drug from a peddler in the ballroom about 10 days before the pinch.

Sammy Fain and **Ralph Freed** turned in tunes for "Two Sisters From Boston" at Metro.

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Slowly and very expressively

I wished up-on a star for some-one To share what each day would bring,
And you, my dar-ling, are that some-one Meant for me to cling to.
Chorus (Slowly with much expression)
Long as stars are in the blue — Long as
TILL THE END OF TIME, — TILL THE
there's a spring, a bird to sing I'll go on lov-ing you My love for
END OF TIME, — Long as ros-es bloom in May —
you will grow deep-er with ev-ry pass-ing day. Till the wells run dry —
And each moun-tain dis-ap-pears, — I'll be there for you, to care for you through
laugh-ter and through tears, So take my heart in sweet sur-
ren-der And ten-der-ly say that I'm the one you'll love and live for TILL THE
END OF TIME. — TILL THE END OF TIME. —

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ARE GETTING
BETTER ALL
THE TIME

By
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A FANTASTIC HIT

BELL BOTTOM
TROUSERS

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A Standard

I HAD A
LITTLE TALK
WITH THE
LORD

By
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NBC, CBS, Blue, Mutual Plugs

TITLE	PUBLISHER
A Little On the Lonely Side.....	Advanced
All Of My Life.....	Frisk
Candy.....	Frisk
Dream.....	Capital
Everything.....	Berlin
Good Good Good.....	Famous
He's Home For A Little While.....	Grand
I'll Always Be With You.....	Grand
I'm Beginning to See the Light.....	Grand
I Miss Your Kiss.....	Republ.
I Should Care—"Thrill of a Romance"	Shapiro
Just a Prayer Away.....	Shapiro
Laura—"Laura".....	Robbins
Let's Take a Long Way Home—"Here"	Morris
More and More—"Can't Help Singing"	T. B. Harms
My Baby Said Yes.....	Leeds
My Heart Is Calling.....	Santly
My Pet Brunette.....	Mark
Night Is Young and You're So Beautiful.	W & M
Right As the Rain—"Blossom Girl"	Crawford
Sentimental Journey.....	Morris
Sweetheart of My Dreams—"90 Seconds Over Tokyo"	Shapiro
The More I See You—"Diamond Horseshoe"	BVC
There Must Be a Way.....	Silver
This Heart of Mine—"Ziegfeld Follies"	Triangle
You Belong to My Heart—"3 Caballeros"	Hariss

† Filmmusic. * Legit musical.

Decca's 'Time Place' Album

Musical score of Warners' "The Time, the Place and the Girl," now in production, will be recorded for a new Decca Records album. Times written by Arthur Schwartz and Leo Robin. Dennis Morgan and Jack Carson have top roles in the picture, which David Butler is directing for producer Alex Gottlieb.

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HERE'S HOW COL.'S PREZ FIGURES PICTURE SONGS

Editor, "Variety": For a long time Columbia Pictures felt around to see if it could go into the music publishing business, but couldn't figure out a deal that would be satisfactory to us so we finally gave up trying to buy in. We thought we had a good idea but we couldn't sell it to the music publishers we talked to, so we finally gave it up. It was then we decided to make a deal with Jonie Taps. It wasn't difficult to sell Taps our thinking and after noting what you said in your rag last week, we felt that we would like to pass out to you our thoughts.

This is our procedure. When a motion picture script is written we'll turn it over to Taps for him to pick his songwriter, or whatever team he thinks is right for that particular script; and, of course, if that team is available. What do we know about picking a song? And that goes for a lot of guys out here who think they can pick them! That's Taps' job. He will also pick the publisher who he thinks will do the best job with the score. It's a tough job, but he knows which publisher is in the best position to handle the score at the proper time. Any studio which thinks that all it has to do is to turn over a complete score to a publisher, whether they own that publishing house or not, and say "plug them all," is nuts. It can't be done. The music publishers must be a very important part of a motion picture. He and the producer must marry. In that way better music will come out of Hollywood. That's why we picked Jonie Taps.

Harry Cohn (President, Columbia Picts.)

10 Best Sheet Sellers

There I Said It Again...Valiant
Bell Bottom Trousers...Santly
Dreams Getting Better...Santly
Just a Prayer...Shapiro
Laura...Robbins
Candy...Feist
Dream...Capital
Beginning to See Light...Grand
Sweet All My Dreams...Shapiro
All of My Life...Berlin

NEW SONG FOLIOS

Walter Donaldson's "Songs to Remember" and Don McNeill's Breakfast Club Song are two new folios which Robbins will publish soon.

Shirley Sherock and his new band opened at the Trianon, Los Angeles.

10 Best Sellers on Coin-Machines

1. My Dreams Getting Better (1) (Santly).....	Les Brown.....Columbia
2. Candy (1) (Feist).....	Louis Prima.....Hilt
3. Just Prayer Away (4) (Shapiro).....	Dinah Shore.....Victor
4. There I Said It Again (2) (Valiant).....	Jo Stafford.....Capitol
5. Laura (2) (Robbins).....	Bing Crosby.....Decca
6. Dream (4) (Capital).....	Vaughn Monroe.....Victor
7. Sentimental Journey (7) (Morris).....	Freddy Martin.....Victor
8. All of My Life (2) (Berlin).....	Dick Haymes.....Decca
9. I'm Beginning to See Light (10) (Grand).....	Freddie Martin.....Victor
10. More and More (9) (T. B. Harms).....	Pied Pipers.....Capitol
	Les Brown.....Columbia
	Bing Crosby.....Decca
	Duke Ellington.....Victor
	Bing Crosby.....Decca
	Perry Como.....Victor

GOOD, GOOD, GOOD

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GOOD, GOOD, GOOD

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GEORGE WIENER

It's Simple to Whoop It Up in Chi After 12; Speaks and Crime Buiish

Chicago, May 8. Crime marches on, hand in hand with the dimout and curfew—let in Chi. As witness the huge number of bistros with front doors locked but with rear and side doors open as in the Prohibition era, plus sharp increase in number of rapes and attempted rapes, plus the amount went into effect Feb. 1.

That the curfew is being ignored right and left is obvious to anyone open to the Loop and outlying areas. The A-spots, of course, are heaving to the line, but cheerers, who take two and three hours past the going, are legion.

There have talko in the Loop is ask a cabbie where to get a drink, and in a few minutes you're in the heart of a broken-down back door, on the other side of which there's always a gala going on, in a basement joint on Madison street where a sign says the place is shuttered till 7 a.m. Or go to a speakeasy to put it tersely, are scattered all over the landscape.

In a few cases the military has stepped in. Word got around that some violators on the north side were cutting in to parties on the north side. P's and S's looked in on them, found it exactly so, and laid down the law, giving the violators a lot of trouble of closing or having the area declared out of bounds. They closed.

These latter cases haven't been too frequent, however—and there's a lot of way on record in the Loop. Further, furious aspect of the ukase is that, although curfew and dimout were imposed as fast and powerful measures, a quick look at monthly light and heat bills of utilities shows an inhibition in reaction of only approximately one-tenth of one percent.

Presence of the Government that ban will be lifted by V-E Day is the only factor that's keeping the remaining doors, swinging in, in light spots in many instances, with decline of anywhere from 25 to 55% in business reported.

Minneapolis Back 'D. C.'

Minneapolis, May 8. (Minneapolis Post.) The "D. C. Edition," conducted by the Star-Journal-Tribune, shows that four "not of our five Minneapolis approve the midnight curfew on entertainment which the Government imposed on the nation a few months ago.

To the question of approval of the Washington midnight closing order, 85% of those questioned voted in record in the affirmative, 13% dis-

approved and 4% was undecided. A few more women than men dislike the curfew, while more city dwellers than farmers disapprove, according to the Tribune. Lowest percentage of approval of the measure, 74%, it came from Minneapolis in the 21 to 29 years age group. The approved tabulation rises proportionately with age, until 91% of those over 60 register curfew support.

Fatal Fall of Victoria

Torrence Glims RBB;

B.O. Continues Strong

Madison Square Garden was well-lit for the matinee of the Ringling, Barnum & Bailey circus Monday (7), but there was gloom among the performers because of the fatal fall of Victoria Torrence, 34, who died in the accident since the show opened in N. Y., and those around the big top have been mourning her death.

Victoria and Torrence was the show's third acrobat, the aerialists of the Polynesian troupe, across the Garden gliders. Miss Victoria fell 60 feet to the middle of the center ring, landing so badly that internally that hemorrhages resulted in her death soon after being taken into the Polynesian hospital. The death. Team was known around the show as one of the most affectionate of couples, and the grief of Torrence was pitiable. Both were natives of Vienna, where they were married in 1934. They had been in Victoria Rumlina. They have been here for some time, this being their third season with the show.

The act had been completed and they started to descend. After they lowered a few feet, the girl apparently slipped, losing her grip. Torrence, suspended from his wrist, heard something and tried to catch one of her arms. Their method of descent was novel, the girl having a rope hooked on one of his hands while supported her neck with his other foot so that they came down with Victoria being parallel with the arena.

Slated around the show that Victoria had been feeling well for a couple of weeks and they missed several performances. It's said Torrence hoped his wife to quit the act several times but she refused. Fact that the team was spotlighted made the accident the more tragic.

One recent accident at the circus not reported was the injury to Esterina Repensky, crack bareback rider. Fall during performance resulted in an elbow fracture so bad an operation was necessary before the joint could be set. Nearly two weeks ago one of the ladder acts collapsed, half a dozen girls being hurt. One is hospitalized with a fractured pelvis. Several others are still hobbling about.

GLEN BURT BACK INTO

AGENCY FIELD IN CHI

Chicago, May 8. Glen Burt, pioneer showman, joined the Barnes-Carruthers office yesterday in an executive capacity. On his new position will route and handle acts and assist Mike Barnes in the management of the office.

Burt, who spent years here as a vaudeville agent, recently resigned as steward of the Variety Club in the Blackstone hotel, a post he took because of poor health. Previously he had been assistant manager of MacFadden's theatre, Chicago, and manager of the Columbia, Dayton, Ohio.

Saranac Lake

By Happy Benway

Saranac Lake, N. Y., May 8. Peter Vissal, singing chef of the old NYA sanatorium, felled via the flu and hospitalized.

Benway, who received his good-health papers many months ago, is now manager of New Star theatre, Richwood, W. Va.

While Senator Murphy was entertaining C. J. at the Elks Club, he took time out to tell a few stories to the gang here.

Peter Turgen, ex-colony, who did 11 missions over Iowa, here for a week-end visit to the Peoria was connected with "Life With Fanny" company before going to work for the United States.

Birthdays for Alice Farley, Frank Monroe, Tony Anderson and Albert Hall.

Ever Liverpool, dancer here a short time, handed 10-day lurch to the Coast to resume work.

Kay Lais flashing a high temperature over the fact that her recent clinic report may allow her to shoot home the later part of this month. She's an ex-IRKO connection.

Write to those who are ill.

AGVA Whips Paul Small

Into Paying 'Rhapsody'

Cast Full 2 Wks. Coin

Paul Small, producer, whose "Rhapsody in Rhythm" sojourn, folded after 10 performances several weeks ago at the Mayan theatre, Los Angeles, has been compelled to pay most of the cost two weeks salary by edict of Matt Shelvey, national administrator of American Guild of Variety Artists.

Shelvey was on the Coast shortly after the show folded. Can visit paid off pro rata on basis of 10 performances, despite the fact Small signed the usual two-week minimum play or pay contract. Performers, according to Small, had waived the additional four days re-imbursement. When Shelvey checked it was found that only a trip of the featured acts such as Bluebel Waters, Carter & Moreland and Timmie Rogers, had agreed to waive, but other acts filed claims with AGVA. Claims amounted to \$1,075, which Small paid off last week.

Irving Vase Halperin

Jack Irving, executive secretary of the Chicago local of American Guild of Variety Artists, has been elected director of the Chicago Tied of the Variety Club, replacing Hal Halperin, deceased.

Appointment was made this week.

Hal Diamond (Bros.) Believed Lost In Plane Crash; Was On USO Tour

This Joint Really Went To

The Dogs—Vet Bought It

St. Louis, May 8. Club Rogo, shuttered night and casino, 12 miles from here, has literally gone to the dogs. Since an unsolved shooting in the place last fall, county authorities have kept the joint closed, tightly.

Last week, Dr. V. J. Novoy, a Belleville veterinarian, purchased the building and grounds and will reopen it on June 1 for the treatment of ailing canines.

Harry Richman Again

Establishing His Cafe

B.O. Rep at La M., N.Y.

Harry Richman is again establishing himself as a night denizen after a fairly long retirement from the field. He's credited with putting La Marinique, N. Y., back in the running as a heavy grosser with a first week's take around \$30,000 under curfew conditions. It's also claimed he's breaking income marks long held by Danny Kaye.

As a result of the first week's gross, David, Spots' boniface, has torn up Richman's original contract and rewritten the terms so that Richman's salary is raised \$500 weekly, retroactive to the starting day. He's now getting a flat \$3,000 weekly instead of former salary and percentage deal. It's probably the first instance of a Broadway actor voluntarily handing out retroactive pay.

Originally signed for four weeks, Richman is now assured of an eight-week run which may extend to 12 weeks, and David has already exercised an option for next year. New contract also carries a clause calling for a further increase if the curfew is modified or repealed.

JUDY CANOVA TO DO

CONCERT TOUR IN FALL

Judy Canova is set to do a series of one-night concert appearances between Sept. 17 and Oct. 28. Tour will start in Long Beach, Cal. Supporting line-up not yet selected.

Loyalty is designed to net Miss Canova anywhere from \$15,000 to \$20,000 weekly. Most dates call for a guarantee upwards of \$2,000.

Harold Diamond, one of the three Diamond Brothers who went overseas with a USO-Camp Shows musical, "Panama Hatline," has been missing since April 24. It's learned, Diamond, whose real name was Joseph H. Pines, is reported to have gone up in a plane off the Isle of Capri, the ship crashing in the Mediterranean.

The War Dept. announced that Diamond's flight was a pleasure trip. One of the ship's crew members were aboard the plane. The unit, the first musical to go overseas for Camp Shows, had finished its six-month stint in the Mediterranean, and was headed home. Diamond's death, if verified, will mark the 16th entertainer who has died while with USO-Camp Shows.

Principals of Crosby's

Air Show Sold Into

Strand, N.Y., at \$12,000

Bing Crosby's airshow, minus its spectacularly planned the Strand theatre, N. Y., starting July 13 or 20. Cast line-up includes the John Scott roster, Roger Thoms, had and Charlieopers.

General Amus, Corp., packaging the show, is committed to complete the line-up with a name comic. Show was originally submitted at \$12,000, final price contingent upon ultimate selection of comedian.

CONCESSIONAIRE ELLIS

BUYS STEEL PIER, A. C.

Atlantic City's Steel Pier, on the market for a year, was sold last Friday (4) by owner F. P. Gravels to Abe Ellis, New York concessionaire, and owner of Manhattan Center, N. Y., and Essex House, Newark, N. J. Price is reported around \$1,000,000, deal made with part cash and balance in long term. Title will pass to Ellis middle of May.

Later, who purchased pier with a syndicate, plans to spend pier on same lines as before, with name bands, vaude, films and exhibits as attractions. Pier will open for the new season on Decoration Day, with Louis Prima and band featured.

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IN 15 YEARS!

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SOMETIME IN JUNE

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2 DOWN AND 1 TO GO - ON TO TOKYO!

'Showmen's 7th' Will Speed the Deed!



Published Weekly at 164 West 46th Street, New York 19, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter March 22, 1925, by the U. S. Post Office at New York, N. Y., under the Act of March 3, 1879. COPYRIGHT, 1945, BY VARIETY, INC. ALL RIGHTS RESERVED

VOL. 158 No. 10

NEW YORK, WEDNESDAY, MAY 16, 1945

PRICE 25 CENTS

LESS BLITZ WAR CENSORS

Envision Public Ready for Gang Pix As Mob Stories Clean Up at the B.O.

Based upon the way certain gangster pictures are going, opinion in show business is that perhaps the public is ready for a cycle of this type of film fodder as varied from war stuff. It is also pointed out that murder mystery product, much of which has a gangster angle, has been selling heavily of late.

What may be an index to a change in public taste in favor of gangster stuff is the way "Dillinger" (Monogram) opened on Broadway at the Victoria. It set a new house record of \$45,000 the first week and last week (its 2d) did \$27,800 in the 72nd capacity house. "Dillinger" cost \$200,000 to make and is likely to cost Miao to making additional films of this type, though Steve Brody, v.p. in charge of sales, states nothing is set at the moment. According to Brody, "Dillinger" has opened strongly in about 25 spots.

In the venue field many gangster pictures are claimed to be cleaning up. (Continued on page 6)

George Sidney's Epitaph

Los Angeles, May 15. George Sidney's will, filed for probate here, left an estate of more than \$100,000 to two brothers and three sisters, in 10 equal shares. His own epitaph was written as a codicil: "No lies—no feathers—no dead—no hole and forget it. I lived, I had fun and the world owes me nothing—love to all."

Louis K. Sidney, the Metro exec, is one of the brothers; and L. K.'s son, George, a Metro director, was named for his late uncle.

Crosby Off KMH/Reported—Again

Reports are current in the trade that Bing Crosby, who heads up the "Kraft Music Hall" Thursday night show on NBC, will drop out of the radio picture for good at the end of the current season, and there's a feeling in the trade that this time Dr. Bingle means it.

It became a fairly perennial affair, those late-spring and early-summer rumors that Crosby wants to scream out of radio, do some recordings, a picture or two a year, with perhaps some guest air shots and otherwise relax, but in the past he's always showed up for Kraft when the new broadcasting season rolled around. However, it's known that the Grouner would like to take things easier and those close to him say that come Sept. or Oct. it's likely that Kraft might find itself shopping around for a new star.

Just how Crosby's exit from the radio show will rest with his Decca associates is something else again, for it's generally acknowledged that his Thursday night air show is one of the most popular in the business. The continued booming of Crosby disc sales. On the other hand it would give him more extra time to record.

LaC. Nixes Radio Career

Mayor LaGuardia, who has eliminated himself as a candidate for another N. Y. mayoralty term, has also closed the door to any potential sponsored radio commentary program when a step was taken of office. "Frankly," the mayor bluntly told "Variety" when it was suggested that, on the basis of the reaction to his Sunday afternoon WNYC broadcasts he might fit into the network commentary picture. "It just wouldn't work out. For one thing, I wouldn't let them censor any of my copy and I know they wouldn't hold still for that."

SEEK NIPPE.T.O. PUPUPS VS. NIPS

By GEORGE ROSEN

Washington, May 15. With the war in the Pacific still to be won, American radio and press correspondents are taking steps to avoid duplication of "too-severe" censorial treatment accorded them by military press relations officers in Europe. Right now the radio-press boys are in a state of apologetic rage. The irritation and criticisms of the news-gatherers have been partially reported in the United States for some time, but did explosion last week following the reportorial "basse" of the V-E Day developments, has brought the issue squarely into the open.

The radio trade, both here in Washington and around New York, is buzzing with speculation about probable official attempts to prevent duplication of the news in unprecedented situation wherein the men who feed a nation its news are bitterly hostile to the military.

(Continued on page 18)

H. M. Warner Points Up Value of Films for Int'l Education to D.C. Seniors

Washington, May 15. Value of American films as a medium of educating Axis nations was impressively brought home to a group of Senators last week by Harry M. Warner, who was a guest of Sen. Millard E. Tydings (D-Md.) at a private luncheon at the Capitol attended by 15 other Senators, Joseph E. Davies and Leslie Belfrage, secretary of the Senate.

Warner suggested to the Senators an educational program which would pull no punches. "I would bring the atrocities and war damage before them."

(Continued on page 35)

Goebbels' American Stooges Being Tracked Down for Treason Trials

Await Mufti for Pixates

Hollywood, May 15. Film industry is looking for the return of numerous producers and directors as a result of the collapse of the war in Europe and the reduction of the Army's program of training shorts.

Understood Col. Frank Cupra will soon shift from his uniform into civilian production. Others in line for discharge include Llew. Col. Robert Lord, Major Robert Carson and Major John Huston.

Probe Drama Schools in Chi

Chicago, May 15. "Variety" stirred up a hornet's nest here with its story, April 25, about the \$500,000 a year, 500-to-1000-a-week racket in Chi, as witness investigation started last week by State's Attorney William J. Tuohy following filing of complaints by four pupils against Metro College of Sound and Broadcast Productions School; and others. Appointed to head investigation is Ole P. Lightfoot, assistant State's Attorney.

Also joining in the hubbub were Ch. Herald-American, spearheading "dailies" blabs and Better Business Bureau with Station WCPB, canceling a 15-week contract for half-hour Sunday afternoon, after "dramatizing" sudden rises to "fame" of such performers as the Dinning Sisters, Yvonne de Carlo, etc. Inter's biography having been checked.

(Continued on page 20)

Abbott & Costello Agree to Break Up, Go Single When U Pic Pact Ends in '47

Pix and Radio Exes May View Nazi Murder Camps

U. S. radio and film executives have been invited to Secretary of War Stimson to go to Germany, as did newspaper editors, and see for themselves the brutal evidence of German atrocities. War Department, it is said, is anxious to make sure that after this war, will brush off atrocity stories by swallowing the subtle Nazi line which alleges that these accusations are "propaganda."

Abbott and Costello, who have built together for 14 years, will split when their contract with Universal Pictures expires in two years. Lou Costello will go along for five years beyond 1947 under management of their current pilot, Eddie Sherman. Costello's Bud Abbott is said to have favored Sam Siegel as a handler.

Costello is going out m-p-i month on three weeks of vaude appearances with singer, Connie Haines, who is vocalist on the comedy team's airshow for Canals. They will make one-week pass at Izzy Rappaport's Hippodrome in Baltimore and at Steel

A rail hunt of special interest to radio is under way in Europe now. Rodents are Americans who acted as radio propagandists over Nazi and fascist DX transmitters. A few Englishmen are also involved, most notorious of these being "Lord Haw-Haw."

So far, the arrest of only one of the spicers of late has been announced. He is the poet Ezra Pound, under indictment for treason. He was trapped when Mussolini folded, and is now in the hands of the Fifth Army in Italy. But he's coming back home—to stand trial on the treason charge.

Those really in the know can't do as talking since the inside info is under security wraps. But it is believed that at least some of the other Americans who speared Hitler's line over the shortwave have already been nabbed. Others are being sought among prisoners of war, or suspect civilians in Europe who are being

(Continued on page 8)

Nothing Harvey-ish About Pulitzer Prize, Author Chase Finds

By JACK PULASKI

Most surprised over the "Harvey" (48th Street, N. Y.) Pulitzer prize award was Mary Chase, who wrote the comedy show's producer, Brooks Pemberton, who had just returned from San Francisco, where he was present at the second anniversary of the Stage Door Canteen there, learned of the author's amazement when he reached Mrs. Chase on long-distance telephone. She had been visiting in New York but returned to her home in Denver three days before the Pulitzer announcement. She felt "Harvey" didn't deserve a chance at the honor citation.

Mrs. Chase's husband, Bud Chase, managing editor of the Rocky Mountain News, published in Denver, got the Pulitzer shawl and hustled to a picture store where his wife was looking at newswires. When he heard, Mrs. Chase screamed and loudly told the news. "I'm the author," she admitted she had once dreamed of winning a Pulitzer citation.

(Continued on page 16)

R.R. TRAVEL POST-VE EVEN TOUGHER NOW

Picture of rail-travel as a consequence of V-E has already started to change for the worse. Railroad accommodations westward which were fairly easy to obtain, have become extremely difficult and are needing passage only to Chicago have to go through all sorts of grief.

Situation in east to west travel is expected to become increasingly difficult as the war continues. Supplies are

CHI KIDS NOW FRISKED FOR CAP PISTOLS AT PIX

Chicago, May 15. Kids who ride the range of Chi's northside have to check their gait before entering Esanees' Argonne Saturday afternoons from now on, and the reason is the "Zorro" Whip, wild west serial that feet of three weeks ago, having reached such a peak by last Saturday (12) that they began bringing their own cap pistols to augment the screen sound effects.

Harvey Cain, manager, now frisks them, making them leave their weapons at the b. o., and at the b. o., up he says, till S-E day, meaning the day the S-erial E-nds, nine weeks hence.

POST-VE

20th-Fox's 30th Anni Billings in April Hit \$4,700,000, Collections 10% More

Spotting something bearing the 20th-Fox trademark on the vast majority of screens at least one of the months of April, when the company celebrated its 30th anniversary, billings are expected to vary, by collections (\$4,700,000, with approximately 10% more, etc.), running about 10% better than last year.

For the final week of the drive, ending April 30, collections ran better than \$1,700,000. This amounts to around 30% higher than for any prior week in the history of the company.

Of the collections for the fourth and concluding weeks of 20th's anniversary drive, the N. Y. exchange, managed by Ray Moon, accounted for the exceptionally large total of \$422,000, which is claimed to be by far the highest in collections that any film exchange has ever recorded. Moon's crew not only received 100% in representation by getting "something from 20th" played at least once during the week concluding in foreign language houses, in theaters served out of the N. Y. branch, but a total of 435 houses and 20th product on their screens during the entire month.

Percentage of collections against billings during the April anniversary was 100%, which emerged on top, was 144.99%. On collections against delivery Memphis ran second, Oklahoma, City, third; Atlanta, fourth; Des Moines fifth and New Haven sixth.

In dividing divisions, of which 20th has three, Andy Smith's eastern zone ran ahead on collections, being 100% against billings, while E. L. Schaffler's central div ran second, and W. C. Gehring's western territory third.

Feldman, Lang-Wangers, Marxes-Loew's Indie Pix

Hollywood, May 15. Three new corporations were set up this week for independent production with major distributors. Two have been made with Universal. Charles K. Feldman, who had "How the Boys" co-starring George Raft and Zoltan for a studio a year ago, has tied into that studio with a film package. New World Productions filed articles of incorporation as Diana Productions; Pitt Lang, president; Walter Wanger and Joan Bennett, v.p.s. Later have three pix in preparation for U release, "Scarlet Street," "Canyon Passage," "The Ballad and the Source."

The Marx Bros. return to films for the first time since 1934, when the profit-sharing deal, in association with David Loew, firm, named the Marx Bros. will release their pic, "A Night at Casablanca" via United Artists. Joseph Fields is scripting for a later summer producer team.

Houseman Ankles Par For U. S. Europe Post

Hollywood, May 15. Paramount released John Houseman from his production post to take a European post with the Office of War Information, with which he is expected before he moved to Hollywood.

During the two years with Paramount Houseman produced "Miss Susie Slagle" and prepared "The Blue Dahlia."

Hicks' Condition Poor

John W. Hicks, Jr., Paramount International president still in hospital condition at a N. Y. hospital following an operation last week ago. It's the second such operation he's had within a year, and it is reported that he's not showing the improvement hoped for.

George Waltham, Par International president, is in charge while Hicks is absent.

Cowan-Schaefer Huddle

On 'Gl Joe' as Roadshow?

Plan to sell "Gl Joe" as a roadshow is reported under discussion though no final sales policy has been set, from accounts.

Lester Cowan, who arrived in N. Y. from the Coast last week, has been huddling with George J. Schaefer, chairman of the board of Cowan Productions, on distribution and exploitation plans.

Cowan was in Washington last week discussing plans for launching the world premier of "Gl Joe" with some special tribute to the armed forces.

Curfew's End Ups Film Biz 10-15%

Combination last week of V-E Day (two of 'em), cancellation of the browout and lifting of the curfew had a combined effect on the benefit of film bookshops. Estimated week averaged 10-15% better than for the seven days prior to V-E. However, in the downtown, N. Y. film theatres, a check of business during the week (12) would indicate that it ran on less than 10% better than for Saturday week.

It is expected to improve a little, greater extent, in opinion, with the public reconsumption itself. The curfew which started Feb. 27 and ended last Wednesday (9), while it had a steady rebound on theatres gave midnight shows, had the effect of creating considerable off-off by getting people to come to theatres during the hour or earlier in the evening. No record.

(Continued on page 10)

Exhib Sosna Blasts Mo. Solon on Atrocity Pix

St. Louis, May 15. Louis Sosna, exhibitor in Moberly, Mo., last week took a blast at Congressman Sam Schwab of the Second Mo. District for attempting to condone the atrocities inflicted on war prisoners by the German military authorities. In a letter written to St. Missouri newspapers Schwab, who lives in Columbia, opined that the atrocities committed "are not the rule but the exception."

Schwab looked with suspicion on the exposure of German prison camps just before the San Francisco peace conference held to this. Sosna retorted that the atrocities were the terrible atrocities and crimes perpetrated against all humanity, to find a reason for the war, in "exception" rather than the rule is, in truth a travesty on justice." He said Schwab's "propaganda" campaign and undercover expressions reek with falsehood and smell like the stench from the rabid mouth of Goebbels.

Sosna also reminded the Congressman that the New York Times sent his fellow men in Congress and not in the German Reichstag, Sosna's blast received much publicity.

Mayer's N. Y. Checkup

Louis B. Mayer, who entered M. S. Hospital, New York, for two days early this week for a physical checkup, has been okayed by the medicine and is expected out today (Wed.) or tomorrow.

He was accompanied east by Edward Strickling.

COLLIER AIDE TO RUGGLES

The Butler Collier, Arthur Ruggles' assistant, who left the bank former will be Wesley Ruggles' associate producer. Ruggles left the bank early in the past month.

Collier is slated to arrive in N. Y. next week from the Coast en route to London.

NO SHARP DROP IN 1945 BOX OFFICE

By MORI KRUSHEN
U. S. motion picture industry leaders are predicting the course of future operations, domestic and foreign, during the year of developments arising after V-E Day, partially balanced by favorable prospects for production, exhibition and exhibition in the months ahead.

For the first time since Pearl Harbor the shadow of wartime shortages of labor appeared to be lifting. (Easing of the raw film shortage is reported elsewhere on this page.)

Film execs do not look for any sharp decline in boxoffice receipts or film rentals before the last quarter of 1945, if, then,

drop in grosses is expected, of course. 1945 is still a year of war production spending in 1945 has thus far continued at a \$700,000,000 annual rate. During the first four months of 1945 the national cinema was expected \$1,500,000,000 higher than for the same period in 1944. Any real drop is expected to come later, possibly in the last quarter or early in 1946.

Economists now predict a business decline in 1946 is expected to rise in 1947, if the Japanese war ends. Unemployment is not expected to rise rapidly as result of the end of the war in Europe. An estimate of unemployment for the end of 1945 does not take into account (1) around 1,000,000 always unemployed. (Continued on page 10)

SEE 20TH FINANCING ANEW IN NEXT 6 MOS.

Increase of about \$5,000,000 in the end of the year is expected, as compared to a year ago, and the amount of funded debt, may result in some new financing by the end of the year. In the next six months, according to reports in Wall Street. Such additional financing, whether via a loan or additional stock, likely would be tied up largely with the current high inflationary setup plus the fact that it takes longer to amortize costs on certain high-budget films when they are not to be re-release or special admission dates.

At present, 20th subsidiaries have outstanding funded debt of around \$5,000,000 while 20th-Fox has a total of \$8,000,000 of prior preferred and \$60,000,000 of new preferred shares outstanding. Current assets are slightly over \$80,000,000 including more than \$20,000,000 in cash items and around \$40,000,000 in inventories, as of end of last year. Corporation's earnings are running at a high level, showing \$6.04 per common share in 1944.

Nathanson Back to Can. To Meet Rank's Party

Paul Nathanson, head of Odeon Canadian circuit, is expected to return to Montreal after a brief two-day visit in N. Y. to meet with J. Arthur Rank, British film company head. He's due to arrive there on Saturday (19).

Rank is accompanied by John Davis, head of Odeon's parent circuit, in Great Britain, and his personal secretary, Woodhouse. Barrington Galt, Rank's financial adviser, will join him in Montreal.

Rank will survey his Canadian film industrial holdings until June 2, when he is due to arrive in N. Y. for two weeks. He will then proceed to Chicago and Minneapolis, where he will survey his American film holdings, and finally will spend one week in Hollywood for conferences with American film chiefs.

Ed Rafferty East

Hollywood, May 15. Ed Rafferty, who left the company (17) to return to his N. Y. office, Rafferty has been here three days conferring with Gene Corman and United Artists producers.

Raw Film Quotas for 3d Quarter Of '45 to Be Raised; First Relief Since Pearl Harbor; Cut Foreign Demands

Jimmy Allen Due East For WB Press Relations

James Allen will probably be shifted east soon by Charlie Einfield to take charge of Warner Bros. public relations out of the New York office. Allen, who was brought to Burbank by the WB pub-v.p. from a Washington post, would thus also be nearer the capital.

Allen would work under Mort Blumenstock, eastern director of advertising and publicity. Larry Golub at present is the publicity chief.

U.S. Distributors Hit Brit. Film Cuts

Prohibition of export of processed film by U. S. distributors from England and European countries through curtailment of raw stock supplies there, is being strongly opposed by U. S. film reps.

Gene J. Schaefer, liaison for the U. S. film industry to the War Production Board, who last week discussed the problem with WPB officials, stated that the British are curtailing allocations for U. S. films released in England by some 20-25% because of the shortage of raw stock to give military agencies priority not for the benefit of private enterprise. "I am certain that the British Board of Trade doesn't understand," (Continued on page 10)

WB World Up Releases If Raw Film Available

Reported that Warner Bros. may step up releases if sufficient rawstock can be obtained. This will be discussed on the Coast by Ben Kalmenson, general sales manager for the company, and Mort Blumenstock, eastern advertising-publicity director, who accompanied Kalmenson west Thursday (10).

While the present pace of releasing and tentative plans would end the current season (1944-45) for Warners with only 19 to 20 features, reported that if feasible and script call the number may be jumped by Sept. 1 to around 30. Also, underfoot there may be some release.

Discussions on the Coast will also concern leadoff pictures for the coming (1945-46) season. En route to Hollywood, Kalmenson and Blumenstock stopped off for a lay in Chicago to huddle with local Warner execs.

Strike May Cause 'Duel' Revamp by D. O. Selznick

At the end of the shutdown on production of "Duel in the Sun," due to the studio strike, David O. Selznick may revamp the picture and possibly eliminate some scenes. Understood that plan is to keep the picture in Chicago to huddle with local Warner execs.

KEIGHLEY'S PAR PACT

Hollywood, May 15. William Keighley, back in pictures after three years in the Army, linked a deal with Paramount to direct "The Sign of the Cross" for three years. Paramount pact will not interfere with Keighley's recently signed indie production contract with Sam Black.

Easing of the raw film squeeze permitting flexible operation by the motion picture industry (possibly providing also for some increased output by independent as well as major products), is reported under consideration by the War Production Board.

Public film allocations, it is stated by industry reps, for the third quarter of 1945 will likely be increased, with further improvement in the cards within the next few months.

More abundant supply of film is likely to be made available through shielving of request for raw stock from foreign countries.

Russia, among others, is unlikely to get any raw film. Argentina, which has asked for raw stock, will not get much, if any. There is always the possibility, also, that British raw film demands may be reduced.

Army-Navy requirements may or may not be trimmed, although if the Navy service raw film demands much larger increase than now contemplated in raw stock for entertainment, the Navy may be forced to give up some of its raw stock.

More film will be made available for newscasts as well as feature film production. The public information job being done by the reels and the volume of (Continued on page 10)

Rawfilm Problem May Force Todd to Produce His Pix for 20th-Fox

Strong possibility exists that Mitchell Todd, executive vice president of 20th-Fox, may be forced to produce his own films for 20th-Fox on his return in couple of months from a Special Services overseas assignment. Todd, who is a former man would like to produce pix independently, for distribution through the major companies. Due to the film rawstock shortage he may be forced to accept the deal with Fox. Todd's Hollywood representative, is currently in N. Y., laying the groundwork for "The Sign of the Cross" and "The Perrier novel, "Great Son," probably will be the first Todd film to roll.

VARIETY

THE WEEK END
FOUNDED BY HENRY BLISSMAN
Published by HENRY BLISSMAN
151 West 44th St., New York 18, N. Y.

SUBSCRIPTION
Annual, \$10
Single Copies, 10c

Vol. 158 No. 120 No. 10

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THE

'Ritin' ABOUT BOXOFFICE 'Rithmetic!
—AND IT ADDS UP TO A—

Terrific Performance Story

BILLY ROSE'S **DIAMOND HORSESHOE** IN TECHNICOLOR

SMASH!

ERNST LUBITSCH'S **A ROYAL SCANDAL**

LUSTY!

BETTY SMITH'S **A TREE GROWS IN BROOKLYN**

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MARY O'HARA'S **THUNDERHEAD SON OF FLICKA** IN TECHNICOLOR

HELD OVER!

FRANZ WERFEL'S **THE SONG OF BERNADETTE**

STURDY!

HEADLINERS

ARE ALWAYS FROM



CENTURY-FOX

Curfew But Ch Exhibs Like Eve. B.O. Prices to Remain Starting 5 P.M.

Chicago, May 15.—It isn't strictly a case of making one side nickel out of the other, theatre circuit execs here explain. The reason they're not changing the late time back to pre-curfew 8 p.m. change is because in the 72 days the curfew was in effect picture business was down to 50 per cent, something circuit execs had been aiming at for years in order to get a better picture to show.

Originally inaugurated when curfew started so that houses wouldn't be filled up between 6-30, with audience staying on to the bitter end, it's admitted it was a matter of business. The curfew was getting higher take at the head end by running an extra hour towards closing time. As a result, it was only 10 p.m., then, when the curfew came along, they closed at 9 p.m.

Warner's de luxe name house, the Grandeur, which is on vaudeville picture weekends, is a good example. Last stage show went on at 12:45. Last stage show, at which time the b.f.c.d., but when they started opening the Byrnes order had to be put back. The stage show on at 9:35-an hour and 10 minutes earlier—without any curfew head runs it up better, perhaps, with the remark, "We feel that as long as people are acclimated to it we might as well keep it up."

KAUFMAN SURRENDERS SELF FOR 7-YEAR TERM

Louis Kaufman, former business agent of Local 244, Motion Picture Operators Union, Nevada, yesterday (15) surrendered to U. S. Marshal James E. Mulcahy to begin serving a seven-year term, and Federal Judge John Bright on Dec. 31, 1943.

He was out on bail after being convicted, with six other defendants, of conspiracy to extort more than \$100,000 from the motion picture industry. Other defendants are already serving their terms.

'Wilson' Aug. Release At Pop Prices; Rox Repeal

Tughenitch, which sold "Wilson" last fall at advanced admissions prices and 60% of the gross, will be taken back as a regular release in August at established sales. It will be thrown into a block that includes all pictures in the package—the top-backet film in the package. What the other pictures to go with it will be remains to be determined.

A 20th advanced-price film which preceded it, "Song of Bernadette," is now being sold at regular prices. "Wilson," which was a pop-price picture, will begin at the Rox's N. Y., sometime in July with powerful support. The stage show will be replaced by personal appearances of Dick Haymes and Helen Forrest. This is the second \$100,000 deal from this house, previous run having been made at a \$150 top.

Rox's deal with Haymes is result of an old commitment with Sammy Rauch, house talent booker, which was postponed when Haymes went to the Coast to make pic for 20th-Fox. Haymes and Miss Fox will be sandwiched with Rox's engagement between dates on the USO hospital circuit and will do their own night radio spots from various Army installations. So far it appears that they'll be able to start two weeks only at the Rox. If not yet known whether "Wilson" will leave simultaneously with them.

U Stock on Big Board

Universal Pictures soon will be on the Big Board, only the approval of the U. S. Stock Exchange board of governors being needed before the switch from the N. Y. Curb Exchange has applied for listing on the Stock Exchange and it now is strictly a matter of getting the official word of U. S. has been on the Curb Exchange.

Movover, will not necessitate inclusion of any additional stock changes in the company's capital set, up.

Dieterle on U Loanout

Hollywood, May 15.—Universal borrowed William Dieterle from David O. Selznick to direct the Merle Oberon-Charles Boyer picture, "As I Was Before," starting early next month.

Dieterle recently pulled out of his director's chair on "Viva Las Vegas" after a disagreement with Hunt Stromberg, producer, about handling the story.

Candy a Sweet Biz For Fox-W.C.C. Chain

San Francisco, May 15.—With Fox-West Coast houses in California alone merchandising \$10,000 in candy and popcorn a week, Charles P. Skouras, president of National Theatres, is looking ahead for relaxation of sugar products and wants to buy interest in several candy factories. Skouras has several last week and made an offer to buy an interest in Blum's, topflight candy store in Los Angeles, but it was not yet on his list. He already has large stock holdings in the Cardinal Candy Co. here, and is planning to round up two or three more points to take care of serving all National theatres. Figure that the combined houses in the set-up could sell around \$30,000 a year in candy and popcorn, which, according to the circuit, is an enormous production plant.

Skouras also looked at various properties for future building but was turned down here. After entertaining the Greek delegation at dinner, he left for New York via the ship.

LABOR CONTROL EASE TO HELP SHOW BIZ

Washington, May 15.—All of show biz is expected to benefit by the relaxation of manpower controls announced Friday (11) by the War Relocation Authority.

McNutt set up the period until July 1 as a transition period which feeds into a greatly relaxed period after the date.

In group 3 and 4 labor areas, such as New York, area control directors can lift all controls prior to July 1 if local management-labor committees approve. After July 1, controls will be completely eliminated in those areas.

In group 1 and 2 areas, which include Hollywood, area directors may allow unemployment to take any jobs it feels necessary to keep up. It will be optional in group 1 and 2 areas prior to July 1. In addition, if the War Relocation Authority area directors can recommend reclassifications of these sections to the less critical categories.

After July 1, all manpower controls will remain in group 1 areas, which will be optional in group 2 areas. However, the 48-hour week will be knocked off in the case of industries in which they prove no need for it.

McNutt said that, according to present indications, there will be more than 250,000 unemployed at the end of 1945. The figure now stands at 1,000,000.

Studio Contracts

Hollywood, May 15.—Raine Langen, actress, 20th-Fox; Johnny Sands, actor, Warner; Gale Sondergaard, renewed; U. Buell, actress, renewed; 20th-Fox; Virginia Kilgus, actress, renewed; U. Buell; Clyde de Vinna, cameraman, 20th; Peter Lurie, renewed; Warner; John Barry, renewed; Warner; Leg. Barry, 20th-Fox; Marina Kosh, singer, Metro; Virginia Kilgus, actress, Metro; Mark Lipkov, prod. rep. Rep. Leo Straszberg, writer, 20th-Fox; John Barry, actor, 20th-Fox; S. S. Zakall, actor, Warner; Robert Clarke, actor, RKO;

SPU Toppers Resign Over Coless Sec'y's

Hollywood, May 15.—Harry Mayo, president, Roy Brent, vicepres., and Lee Powell, secretary of the Screen Players Union, resigned after an argument with the Board of Directors over the resignation of a paid office of secretary-treasurer, a job calling for approximately \$6,000 a year.

Mike Jeffers, business representative, declared the board took the position that SPU is not in a financial position to support another paid officer at this time.

Harry Williams was named acting president of SPU to fill the berth vacated by Mayo. Eddie Noon replaced Roy Brent. George and Don Wayne became secretary to succeed Powell. Jack Paul is the new treasurer, succeeding Jeffers, who resigned to devote his full time to his chore as business representative.

SPU Submits New Scales for Extras

Hollywood, May 15.—After checking to see whether the less than 500 members of Screen Players Union who show up at the studio each night (Monday) constituted a quorum, the group approved a proposed contract for submission to the Board of Directors. Inasmuch as constitution and by-laws have been adopted as yet, ruling held that number of members sufficient to make proposals of demands to be made on producers for extra work.

The new scales of \$18.50 per rough, abolition of 300-mile zone, and guarantee of three days' work per week, as well as establishment of western and special divisions at Central Casting and other casting agencies as well as establishment of western and special divisions at Central to be operated by persons approved by SPU. The scales would cost approximately \$100,000 a year, with possibility of going back to \$75,000.

Proposed minimum for dress extras would be \$12, dancers, swimmers and extras, \$20, and for specialties, up to \$30 and higher; minimum for cowboys would start at \$35, and for saddle riders, \$40.

(Continued on page 20)

Metro's Decision' Sold Singly; Three in June

Metro will sell "Valley of Decision," which has been optioned to Hal, N. Y. Last Thursday (3), singly, with availability for June but no later than July 1.

This will bring the total of releases during June to three instead of the two per month which was reported as Metro's future policy. The company will place pictures on release if they are available.

The other June releases are "Dorian Gray" and "Song of Lizzie," which are available singly, and three of which are now on sale, being "Without Love," "Gentle Annie" and "The Clock."

Picture Pioneers Plans N'1 Setup, Coast Branch

Jack Cohn's Picture Pioneers this year will be revitalized by an additional picture, according to Bill Brandt, Tom Connors, Jack Hill, George Dembo, Hal Horne and Hal Roach, executives of the organization. Cohn, executive vicepres. of Columbia Pictures, has been in the picture business for five years, and this year decided he wanted some help.

There's a Cohn branch of PP but the Canadian Picture Pioneers, headquartered in Toronto, is even bigger than the parent organization in the U. S. and has the unofficial blessing of the Canadian Gov't's film agency.

There's a Cohn branch in England, headed by Arthur Ungar ("Variety") who was to have had the help of the Cohn's in the U. S. but it will get to the Coast the west coast PP will get under way.

REP STARS FRAZEE

Hollywood, May 15.—Republican stars still billing as Joe Frazee in the forthcoming South Sea story, "Down Tahiti Way," with Wally Vernon and Chick Chandler will be teamed as a new comedy duo.

Cal. Solons Demand End of Strike; Strike Leaders in Rap at NLRB

'Sailor' Vice 'Countess'

Hollywood, May 15.—Nunnally Johnson's next production, "Countess," will be "Home Is the Sailor," replacing the Sonja Henie starlet, "The Countess of Monte-Carlo," which has been deferred for an autumn start.

Reason for the postponement is the strike of the rink skaters, who are weeks of rehearsals for skating scenes.

Jackson Park, Chi, Decish in Month

Chicago, May 15.—It'll be another 30 days or so before the first teaching decision will be made by the Federal jury verdict of guilty against the five major distributors and Chicago's theatre circuit, declared final. Such, at least, are prognostications following oral arguments Wednesday (14) in the U. S. Court of Appeals to determine whether the grant of \$360,000 (triple damages to plaintiffs in the Jackson Park Theatre case, against RKO, Loew's, 20th-Fox, Paramount and United Artists) will be upheld by the U. S. Supreme Court. With Balaban & Katz and WB Theatres, will be upset or not. Outcome is anybody's guess. The charge, made by Tom O'Connell, attorney for Jackson Park, that Chi release system is part and parcel of a price-fixing scheme and therefore illegal under Sherman Act, was challenged by Myler Seelye, general counsel, who argued that system is necessary for distributors to get most of their money by renting out at what largest capacity. It wouldn't be possible for producers to make the pic they do without this method. He asked the U. S. Judge Major tossed this back to him with the remark, "This doesn't explain what the picture business is barred from choosing product."

(Continued on page 18)

12-Year-Old Canadian Actress Gets M-G Pact

Detroit, May 15.—A Windsor, Ontario, family, just across the river from here, is packing up for Hollywood a little before the end of the month.

The family is that of 12-year-old Joan, who has been signed to a Metro contract. The youngster was signed after a 20-minute audition in New York without the preliminary of a screen test.

Joan has been a pretty active amateur in her parts. She has been featured in the Children's theatre broadcasts via WXYZ for several years. Youngster also has sung in patriotic ventures including a six-weeks tour for the Canadian Army and Navy, and she has been featured in her being given the title of "The Sweetheart of Troops." She has been featured in "The Canadian Broadcasters."

As a result the whole family is going. Her father, who is a war plant and says he won't go until the war's over.

Popular Plans UN Pic

Hollywood, May 15.—International security theme is the basis of "United Nations 1945," to be produced by Popular Pictures, a recently formed production company. "The Warfare," with additional payment of \$50,000 in the form of a purchase price, has been committed with Popular, who is slated to work in "United," which goes into production in September.

'WAYFARER' CULLS 750 PLS

Hollywood, May 15.—Paramount laid \$75,000 on the line for a screening of 750 pictures to select "The Wayfarer," with additional payment of \$50,000 in the form of a purchase price, has been committed with Popular, who is slated to work in "United," which goes into production in September.

Stepping into the shoes of strikers yesterday (14), eight California congressmen demanded that the U. S. Supreme Court take action immediately to end the labor struggle. Congressional group also took action to support the NLRB in the election of the forthcoming NLRB election of Set Decorators to designate a collective bargaining agency. Congressmen Gordon L. McDonough, Jerry Vawter, Cecil R. King, Clint Hooted, Elsie E. Patterson, Clyde Doyle, William C. Gallagher, Douglas and Ned R. Healey, in letter to Dr. Harry A. Mullis, chairman of NLRB, declared:

"The undersigned members of the Congress of the United States deem it imperative action be taken in regard to the NLRB in the motion picture industry. The strike has gotten out of control and is causing distress and hardship in its spread throughout the industry."

Labor Leaders' Beef

There was considerable talk among strike leaders last night of asking the U. S. Supreme Court to take investigation of NLRB, especially since that board ignored recommendation of the U. S. Court to take action immediately to end the strike replacements, most of whom were furnished by IATSE. The U. S. Supreme Court is expected to bail out all with bona fide decorators who have been on strike since the U. S. Supreme Court replacements to ballot will be taken up on 10 a. m. today (Tues.) at an NLRB hearing. The U. S. Supreme Court, chief field examiner for the NLRB here, Herbert Sorrell, declared that the U. S. Supreme Court has announced he will oppose any but bona fide decorators (Continued on page 22)

U'S DISTRICT CONFABS MAP OUT FUTURE PLANS

Series of Universal district sales confabs, announced by William A. Scully, v.p. in charge of sales, took place in New York City, with branches in Cleveland last week (May 7), conducted by Fred Meyers. He also held sessions in Boston and Philadelphia for his eastern division.

F. J. A. McCarthy, v.p. in charge of sales, also held sessions in New York and Cincinnati, May 14. A. J. O'Keefe, western sales manager, held sessions in Los Angeles, May 12-13, and will follow up with confabs in K.-C., May 18-19, and in St. Louis, May 24-25, and L. A., May 28-29.

Scully explained that the meetings were called for the purpose of acquainting the sales force of problems on future releases. Despite the trouble U. S. had many problems in the program for next season, he explained that Universal, like all studios, will be in a position to handle as long as "our major interest is to continue full-hearted cooperation in the industry and to make sure we are aware of the many uncertainties still confronting the whole industry because of the responsibilities of the national emergency. Scully said, "We are just as anxious that our men should be able to handle the situation to the industry and to Universal."

If the ban on travel to conventions here would not be lifted, the national meetings may be held late this summer.

10-70% Tils for Soundmen

Hollywood, May 15.—Sound technicians had wage increases of 10 to 70 per cent, paid into effect yesterday (14) at the major studios, with the pay hikes resulting from the U. S. Supreme Court decision. Harold V. Smith, business rep. of Sound Technicians Local 698, negotiated the new rates.

He secured WLB approval without Form 10, after IATSE pres. Dick Mervin, who had been asked to local would not sign the contract over sheet without surrendering its authority.

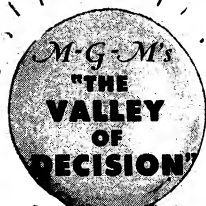
The Movies:

'Valley' and 'Clock' Both Ring Bell

By LEE MORTIMER

Metro's lion has good reason to roar today. He's got two killings, with "The Valley of Decision" at the Music Hall and "The Clock" at the Capitol.

MAY 16 1945



Greer Garson,
Gregory Peck
off to long-run,
R. C. Music Hall.



Judy Garland,
Robert Walker—
Capitol, N. Y.,
sweethearts.

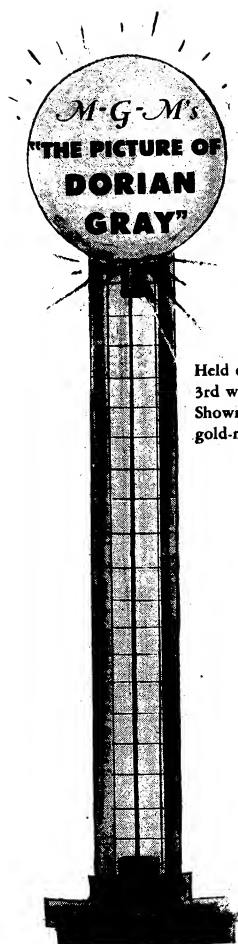


Tracy and
Hepburn—
nationwide
happiness!

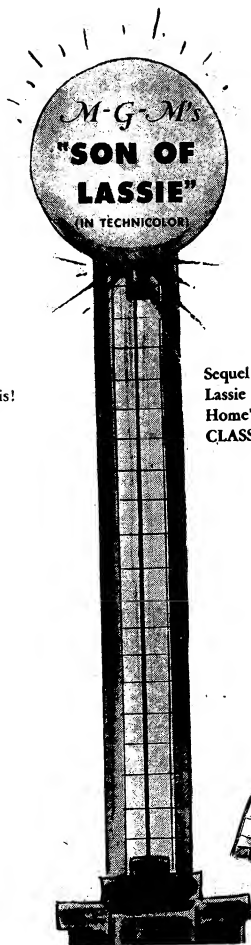


With All
Your Might!
MIGHTY
7th WAR
LOAN!

HAM-G-M!



Held over
3rd wk. St. Louis!
Showmanship
gold-mine!



Sequel to
Lassie Come
Home" is
CLASSIE!



L.A. Biz Better; 'Attack' 36G, 2 Spots; 'Guest' 50G in 4, Navy Modest 7½-2-G For 3 'Co-Pilot' Boff 54G in 3, 2d wk.

Los Angeles, May 15. — A biz is up slightly here and it is curious but cannot figure it will take time to re-educate the public to late shows and swing-shift performances. Three new hits currently are near average, while others ever continue strong. "Counter-Attack" lost best with \$36,000 in two houses while "Guest in House" is heading for \$50,000 in four spots. "This Man's Navy" sights only \$27,000 in three theatres.

Estimates for This Week
Cartay (EFC) (1518; 50-81)—"Guest in House" (UA) and "Bullheads" (RKO) (2d wk). Last week, "Royal Scandal" (20th), "Molly and Me" (20th), excellent.

Chinese (Grauman-WC) (2248; 50-81)—"Guest in House" (UA) and "Bullheads" (RKO). Average \$21,000. Last week, "Molly and Me" (20th) (2d wk), smooth \$10,000. "Molly and Me" (20th), 30-51 (2d wk). "Go Is Co-Pilot" (WB) (2d wk), \$24,000. Last week, gain \$22,500.

Krypanin (F-WC) (1538; 50-81)—"Guest in House" (UA) and "Bullheads" (RKO). Average \$21,000. Last week, \$22,500. "Molly and Me" (20th), 30-51 (2d wk). "Go Is Co-Pilot" (WB) (2d wk), \$24,000. Last week, gain \$22,500.

Guid (F-WC) (1538; 50-81)—"Guest in House" (UA) and "Bullheads" (RKO). Average \$21,000. Last week, \$22,500. "Molly and Me" (20th), 30-51 (2d wk). "Go Is Co-Pilot" (WB) (2d wk), \$24,000. Last week, gain \$22,500.

Hawaii (G&S) (1100; 50-81)—"Guest in House" (UA) and "Bullheads" (RKO). Average \$21,000. Last week, \$22,500. "Molly and Me" (20th), 30-51 (2d wk). "Go Is Co-Pilot" (WB) (2d wk), \$24,000. Last week, gain \$22,500.

Los Angeles (Dillon-WC) (2248; 50-81)—"Guest in House" (UA) and "Bullheads" (RKO). Average \$21,000. Last week, \$22,500. "Molly and Me" (20th), 30-51 (2d wk). "Go Is Co-Pilot" (WB) (2d wk), \$24,000. Last week, gain \$22,500.

Orpheum (Dillon) (2248; 50-81)—"Guest in House" (UA) and "Bullheads" (RKO). Average \$21,000. Last week, \$22,500. "Molly and Me" (20th), 30-51 (2d wk). "Go Is Co-Pilot" (WB) (2d wk), \$24,000. Last week, gain \$22,500.

Paramount (F&M) (1538; 50-81)—"Guest in House" (UA) and "Bullheads" (RKO). Average \$21,000. Last week, \$22,500. "Molly and Me" (20th), 30-51 (2d wk). "Go Is Co-Pilot" (WB) (2d wk), \$24,000. Last week, gain \$22,500.

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Broadway Grosses

Estimates Total Gross
This Week—\$257,500
Last Week—\$256,700
(Based on 15 theatres)

Unseen' Up by Jones, \$30,000, Pitt.

Pittsburgh, May 15. — Biz still on the beam here, with Stanley Whittingman again well with Spike Joness and "The Unseen" and Penn pulling surprisingly well with "Belle of the Yukon."

Estimates for This Week
Fulton (Shen) (1700; 40-63)—"Unseen" (UA) and "Belle of the Yukon" (RKO). Average \$10,000. Last week, \$10,000. "Unseen" (UA), 40-63 (2d wk), \$10,000. "Belle of the Yukon" (RKO), 40-63 (2d wk), \$10,000.

Haris (Horn) (2200; 40-63)—"Salome Where She Danced" (U) (2d wk), \$10,000. Last week, \$10,000. "Salome Where She Danced" (U), 40-63 (2d wk), \$10,000. "Salome Where She Danced" (U), 40-63 (2d wk), \$10,000.

Fein (Loew's-U) (3400; 40-63)—"The Great Dictator" (U) and "The Great Dictator" (U). Average \$10,000. Last week, \$10,000. "The Great Dictator" (U), 40-63 (2d wk), \$10,000. "The Great Dictator" (U), 40-63 (2d wk), \$10,000.

Senator (Horn) (1700; 40-63)—"The Great Dictator" (U) and "The Great Dictator" (U). Average \$10,000. Last week, \$10,000. "The Great Dictator" (U), 40-63 (2d wk), \$10,000. "The Great Dictator" (U), 40-63 (2d wk), \$10,000.

Stanley (WB) (3400; 40-63)—"The Great Dictator" (U) and "The Great Dictator" (U). Average \$10,000. Last week, \$10,000. "The Great Dictator" (U), 40-63 (2d wk), \$10,000. "The Great Dictator" (U), 40-63 (2d wk), \$10,000.

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FLAME BRIGHT 18G IN 2 DENVER SPOTS

Denver, May 15. — "Flame of Barbary Coast" (U) and "Equire, will land top here this week. "Havving Wonderful Crime," only other new entry, is not running but nice.

Estimates for This Week
Aladdin (FPO) (1400; 35-74)—"Bend Sinister" (RKO) (2d wk). Last week, \$10,000. "Bend Sinister" (RKO), 35-74 (2d wk), \$10,000.

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Det. Mild Albeit Co-Pilot' Sturdy \$28,000, 'Attack' Fast 32G; 'Navy' 17G

Key City Grosses

Estimated Total Gross
This Week—\$22,240
Last Week—\$22,240
(Based on 24 cities, 108 theatres)

Estimated for This Week
Aladdin (FPO) (1400; 35-74)—"Bend Sinister" (RKO) (2d wk). Last week, \$10,000. "Bend Sinister" (RKO), 35-74 (2d wk), \$10,000.

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After the brief start occasioned by V-E Day grosses which had no other place to go, biz has settled back to no-basis. "Counter-Attack," at the big biz, "God Is My Co-Pilot" (WB) at the Michigan, are standouts. Pictures are coming in more frequently, but they do little to bolster the boxoffice.

Estimates for This Week
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RKO's Joan Bennett

Hollywood, May 15. — RKO inked Joan Bennett to star in "The Murderer" (UA) and "Blind," to be produced by Val Lewton.

Employment is based on a recently purchased yarn authored by Mitchell

After the brief start occasioned by V-E Day grosses which had no other place to go, biz has settled back to no-basis. "Counter-Attack," at the big biz, "God Is My Co-Pilot" (WB) at the Michigan, are standouts. Pictures are coming in more frequently, but they do little to bolster the boxoffice.

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After the brief start occasioned by V-E Day grosses which had no other place to go, biz has settled back to no-basis. "Counter-Attack," at the big biz, "God Is My Co-Pilot" (WB) at the Michigan, are standouts. Pictures are coming in more frequently, but they do little to bolster the boxoffice.

Estimates for This Week
Aladdin (FPO) (1400; 35-74)—"Bend Sinister" (RKO) (2d wk). Last week, \$10,000. "Bend Sinister" (RKO), 35-74 (2d wk), \$10,000.

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Aladdin (FPO) (1400; 35-74)—"Bend Sinister" (RKO) (2d wk). Last week, \$10,000. "Bend Sinister" (RKO), 35-74 (2d wk), \$10,000.

After the brief start occasioned by V-E Day grosses

Chirp; Horseshoe Bright 30G, 'Love'

Bofo 26G, 'Sal'-Vaude Staunch 30G

Chicago, May 15.

V-E Day and lifting of the curfew has given big a healthy boost here. Of new films, "Diamond Horseshoe," at State-Lake, looks strong \$30,000, and "Without Love," at Warner, looks healthy \$26,000 at the United Artists. Grand brought back "Strange Days of Adolph Hitler," at the Wood, which is expected to do well, but it will do only about \$9,000. "Flame of Barbary Coast" continues steady at the Woods.

Chicago, holding "Practically Yours" and stage show, looks like big \$16,000.

Estimates for This Week

"Apote (B&K) (1,000; 55-95); "Song Remembrance" (Col) (5th wk). Slick \$16,000. Last week, bright \$14,000.

Chicago (B&K) (9,900; 55-95); "Practically Yours" (Par) (3d wk). Last week, \$48,000. Last week, bright \$48,000.

Gaffney (B&K) (500; 55-95); "Practically Yours" (Par) (3d wk). Last week, \$10,000. Last week, \$10,000.

Grand (RKO) (1,150; 55-95); "Strange Days of Adolph Hitler" (U-A) (2d wk). Last week, \$10,000. Last week, \$10,000.

"Garden Allah" (Indie) (reissues), 6 days, and "Death Hitler" and "Fog" 1 day.

Oriental (RKO) (3,240; 44-95); "Fog" (U) (1st wk). Last week, \$10,000. Last week, \$10,000.

Chicago (B&K) (1,500; 55-95); "Be Seeing You" (UA) (2d wk). Last week, \$10,000. Last week, \$10,000.

State-Lake (B&K) (2,700; 55-95); "Diamond Horseshoe" (20th). Last week, \$30,000. Last week, \$30,000.

United Artists (B&K) (1,700; 55-95); "Without Love" (Warner) (2d wk). Last week, \$25,000. Last week, \$25,000.

Chicago (B&K) (1,500; 55-95); "Flame Barbary Coast" (Rep) (3d wk). Last week, \$17,500. Last week, \$17,500.

Sudan Tall \$13,500 In

Seattle; Powder Ditts,

Sex 19G, 2 H.O. Spots

Seattle, May 15.

Lifting the curfew is lifting big a boost here this season, and "Diamond Horseshoe" is running ahead of first week on Ritz holdover stanza.

"Love to Remember," playing at two spots, is doing routing to pace holdover. Best news here is "Sudan" and "Keep Powder Dry."

Grable Wham 11G, Col.

Columbus, O., May 15.

Woody Herman band is booming "Bullfighter" (20th) and "Book of Palaces," where "Diamond Horseshoe" is doing well. "Grable Wham" (Col.) is little Betty Grable here.

Estimates for This Week

"Brother Rat" (20th) (5,000; 45-85); "Tomorrow World" (UA) and "Night of the Living Dead" (UA) and "Guest in House" (UA) and "Eve Knows Answers" (RKO) (5,000; 45-85); "Roughy Speaking" (WB) (2d wk) and "Alone" (RKO) (1,400; 45-85); "Last Week," "Objective Burma" (WB) and "Docks N' Y" (Mono), \$2,000.

Ohio (Loews) (3,074; 40-65); "Bullfighter" (20th) and "Book of Palaces" (Col.) Trim \$12,000. Last week, \$12,000.

Palace (RKO) (3,000; 40-65); "Diamond Horseshoe" (20th) and "Book of Palaces" (Col.) Trim \$12,000. Last week, \$12,000.

Terrific 11,000 for 4-day weekend, and "Bullfighters" (20th) plus Woody Herman orch on stage, strong \$4,000 for 3 days.

Cincinnati, May 15.

Lifting of curfew and browbeat is lifting big a boost here. "Diamond Horseshoe" is town's topper. "Escape In Desert" is oke also.

Estimates for This Week

Albee (RKO) (3,100; 44-70); "It's a Wonderful Life" (20th) (5,000; 44-70); "Escape In Desert" (WB) (2d wk) and "Without Love" (Warner) (2d wk). Last week, \$24,000. Last week, \$24,000.

Capitol (RKO) (2,000; 44-70); "Without Love" (Warner) (2d wk). Last week, \$10,000. Last week, \$10,000.

Chicago (B&K) (1,500; 55-95); "Be Seeing You" (UA) (2d wk). Last week, \$10,000. Last week, \$10,000.

State-Lake (B&K) (2,700; 55-95); "Diamond Horseshoe" (20th). Last week, \$30,000. Last week, \$30,000.

United Artists (B&K) (1,700; 55-95); "Without Love" (Warner) (2d wk). Last week, \$25,000. Last week, \$25,000.

Chicago (B&K) (1,500; 55-95); "Flame Barbary Coast" (Rep) (3d wk). Last week, \$17,500. Last week, \$17,500.

Flame Paces Port.

At Smash \$13,500

Portland, May 15.

"Flame of Barbary Coast" is the busiest screen spot in town, being outstanding new entry currently, at the Woods. Holdover, "Diamond Horseshoe," is good too.

Estimates for This Week

"Brother Rat" (20th) (5,000; 45-85); "Tomorrow World" (UA) and "Night of the Living Dead" (UA) and "Guest in House" (UA) and "Eve Knows Answers" (RKO) (5,000; 45-85); "Roughy Speaking" (WB) (2d wk) and "Alone" (RKO) (1,400; 45-85); "Last Week," "Objective Burma" (WB) and "Docks N' Y" (Mono), \$2,000.

'Music' Loud 13G, Mont'

Montreal, May 15.

Mostly holdovers here, all sturdy. "Music for Millions" tops new entries.

Estimates for This Week

"Music for Millions" (M-G) (5,000; 35-62); "Practically Yours" (Par) and "Diamond Horseshoe" (20th) (5,000; 35-62); "Without Love" (Warner) (2d wk). Last week, \$24,000. Last week, \$24,000.

Capitol (RKO) (2,000; 44-70); "Without Love" (Warner) (2d wk). Last week, \$10,000. Last week, \$10,000.

Chicago (B&K) (1,500; 55-95); "Be Seeing You" (UA) (2d wk). Last week, \$10,000. Last week, \$10,000.

State-Lake (B&K) (2,700; 55-95); "Diamond Horseshoe" (20th). Last week, \$30,000. Last week, \$30,000.

United Artists (B&K) (1,700; 55-95); "Without Love" (Warner) (2d wk). Last week, \$25,000. Last week, \$25,000.

Chicago (B&K) (1,500; 55-95); "Flame Barbary Coast" (Rep) (3d wk). Last week, \$17,500. Last week, \$17,500.

Laurel-Hardy Upped

Berman, \$18,500, Indpls.

Indianapolis, May 15.

One moderate here this week. "Bullfighter" (20th) and "Book of Palaces" (Col.) are strong. "Diamond Horseshoe" (20th) and "Book of Palaces" (Col.) are strong.

Estimates for This Week

"Brother Rat" (20th) (5,000; 45-85); "Tomorrow World" (UA) and "Night of the Living Dead" (UA) and "Guest in House" (UA) and "Eve Knows Answers" (RKO) (5,000; 45-85); "Roughy Speaking" (WB) (2d wk) and "Alone" (RKO) (1,400; 45-85); "Last Week," "Objective Burma" (WB) and "Docks N' Y" (Mono), \$2,000.

Ohio (Loews) (3,074; 40-65); "Bullfighter" (20th) and "Book of Palaces" (Col.) Trim \$12,000. Last week, \$12,000.

Palace (RKO) (3,000; 40-65); "Diamond Horseshoe" (20th) and "Book of Palaces" (Col.) Trim \$12,000. Last week, \$12,000.

Terrific 11,000 for 4-day weekend, and "Bullfighters" (20th) plus Woody Herman orch on stage, strong \$4,000 for 3 days.

Cincinnati, May 15.

Lifting of curfew and browbeat is lifting big a boost here. "Diamond Horseshoe" is town's topper. "Escape In Desert" is oke also.

Estimates for This Week

Curfew's End Helps B'way; Desert,

Busse Hefty 47G, 'Inseen' Nice 11G

Omaha, May 15.

Afternoon business is still off but evening business is strong. "Curfew's End" (M-G) (2d wk) in town is "National Velvet" at Paramount. "Busse Hefty" (47G) is strong.

Estimates for This Week

"National Velvet" (M-G) (2d wk). Last week, \$10,000. Last week, \$10,000.

Omaha (Tri-State) (2,000; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

Brands (RKO) (1,500; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

Omaha (Tri-State) (2,000; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

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Brands (RKO) (1,500; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

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Brands (RKO) (1,500; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

'Velvet' High 10G, Omaha

Omaha, May 15.

Afternoon business is still off but evening business is strong. "Curfew's End" (M-G) (2d wk) in town is "National Velvet" at Paramount. "Busse Hefty" (47G) is strong.

Estimates for This Week

"National Velvet" (M-G) (2d wk). Last week, \$10,000. Last week, \$10,000.

Omaha (Tri-State) (2,000; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

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Omaha (Tri-State) (2,000; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

'Desert'

Omaha, May 15.

Afternoon business is still off but evening business is strong. "Curfew's End" (M-G) (2d wk) in town is "National Velvet" at Paramount. "Busse Hefty" (47G) is strong.

Estimates for This Week

"National Velvet" (M-G) (2d wk). Last week, \$10,000. Last week, \$10,000.

Omaha (Tri-State) (2,000; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

Brands (RKO) (1,500; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

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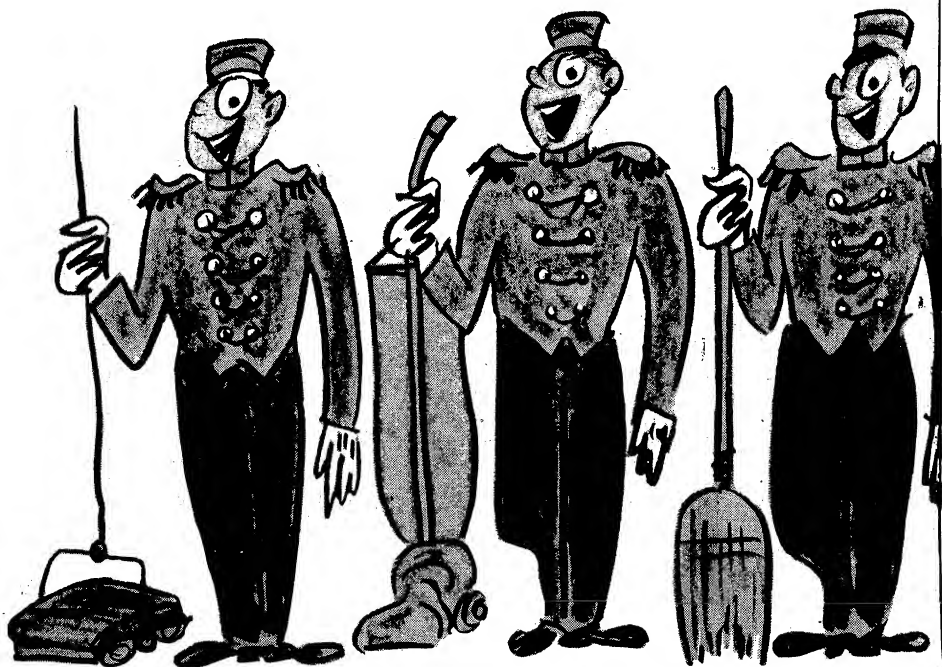
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Omaha (Tri-State) (2,000; 16-80); "This Man's Navy" (M-G) and "Swing Out, Sister" (U) (2d wk). Last week, \$10,000. Last week, \$10,000.

big Spring



Warners
"GOD IS
MY CO-PILOT"

Warners
"HOTEL
BERLIN"

Warners
"THE HORN
BLOWS
AT MIDNIGHT"

clean-up!



Warners'

"OBJECTIVE
BURMA"

Warners'

"THE CORN
IS GREEN"

Warners'

"ESCAPE IN
THE DESERT"



I AM AN AMERICAN DAY ... May 20

MEMORIAL DAY ... May 30

"D" DAY ... June 6

FLAG DAY ... June 14

INFANTRY DAY ... June 15

MAJOR GLENN MILLER DAY ... June 5

FATHER'S DAY ... June 17

Special Days

To Sock The

These are the days when history will be made in your theatre . . the days when your Bond quota will surge over the top! By applying the Showmen's 1% Inspiration and 99% Perspiration you can make them *really* count in Bond Sales!

EXHIBITORS—PLEASE!

Upon termination of two weeks' use of your War Bond trailers, return to National Screen Service Exchange so it can be used by another theatre.



THIS MESSAGE IS SPONSORED AS PART OF THEIR CONTRIBUTION TO THE WAR LOAN CAMPAIGN BY COLUMBIA, METRO-GOLDWYN-MAYER, PARAMOUNT, RKO RADIO, 20th CENTURY-FOX, UNITED ARTISTS, UNIVERSAL AND WARNER BROS.

IT'S A
STEP IN THE
"RIOT" DIRECTION



Steppin' in Society

with
EDW. EVERETT HORTON
GLADYS GEORGE
and **RUTH TERRY**
ROBERT LIVINGSTON

JACK LARUE • LOLA LANE
ISABEL JEWELL • FRANK JENKS

Republic
PICTURE

Directed by Alexander Esway
Adaptation and Screen Play by Bradford Hayes
Based on a Novel by Marcel Aron



A Big Job requires **TEAMWORK!**

- ★ The BIG JOB of the Motion Picture Industry, is the SHOWMEN'S SEVENTH...the War Loan Drive to Speed Total Victory!
- ★ 3 "sock" TRAILERS...to help you put over this tremendous campaign...have been produced by your industry...and are being distributed

to all theatres by NATIONAL SCREEN SERVICE!

- ★ RAW-STOCK SHORTAGES have limited the number of prints available...so 50% of the theatres will run one trailer...while the other 50% run another. The trailers will then be interchanged through National Screen exchanges

*Our Job is to see that all theatres run all 3 trailers!
Here's where we need Your help!*

- ★ *Please* RETURN YOUR TRAILER IMMEDIATELY after its scheduled run! ... to your NATIONAL SCREEN EXCHANGE ... so that EVERY THEATRE RECEIVES ITS PRINTS! ★ DON'T DELAY! ★ YOUR COOPERATION IS

ESSENTIAL! A missout on a trailer may mean UNSOLD BONDS. ★ The RETURN of WAR LOAN TRAILERS is an IMPORTANT PART of your BIG JOB in the SHOWMEN'S SEVENTH!



Thank you

NATIONAL *Screen* SERVICE
PRIZE DRAW OF THE INDUSTRY



Edgar Bergen-Fred Allen 1-Hr. NBC Parlay for Standard Brands Set

It's all over but the signed-sealed-and-delivered blowout as far as Fred Allen is concerned next fall, with J. Walter Thompson copping the consultancy for Standard Brands. With standard the whole agency-sponsorship field making a bid for Allen, the payoff was the 8:30-9 Sunday night spot on NBC currently occupied by the Edgar Bracken show. Later it seemed for an induction call soon but the eventuality of Bracken being turned down by his draft board has cast speculation whether the show will either scam out of the picture or be moved to another time.

Paring of Allen by Standard Brands gives the sponsor and NBC a full-hour comedy parlay, with a William Spotted back-to-back with Edgar Bergen. It's a \$20,000 a week deal, although it was the time factor rather than the money that clinched it so far as Allen is concerned. In recent weeks the bidding war at board-on-board figure, dangled by the William Morris office, had multiplied itself and the John Reber-J. Clarence Thompson circuit, and a blow to more than one agency, not to mention CBS, which had high hopes of getting Allen's show to be sold via "Texaco" or some other account.

The Allen-Standard Brands wedding isn't resting any too well with one agency, in particular, where a close friend and associate, a comedian had been put on the payroll, with little else to do except wait until the papers were delivered for signing. More than one face is red at the agency.

Waring Releases 26 of NBC Tooters

Advent of Fred Waring and 26 Penetrations to the NBC stock company at a reported \$18,500 a week, although hailed by veteran comedians and other high level strategists as a programming triumph, has turned out to be far from triumph for staff musicians at the network.

To date, 26 of the 800ers have been notified they'll be at liberty as of June 1. Replacement of "Finders Keepers," the Happy Felton ensemble, using a new band, and by Waring with "Keepers" not flinders of a new network niche, is the explanation. Another hand-crafted band, 8 a.m. "Fun and Folly" cross-the-board, also is being greatly reduced, with result that lab for musicians will comprise only unit scale for the handful of men.

Actual financial saving by cutting loose the 26 men can only be estimated, since their weekly assignments fluctuate according to seasonal times, etc. However, observers felt weekly take of \$100 per man is an accurate measure. The network approximately \$2,600 to help make up that \$18,500 bonanza Waring gobbled for himself and crew.

KING SISTERS MOVING IN WITH OZ & HATT

Ozzie Nelson and Harriet Hilliard, with agency on their International Silver Sunday night show, and Ruben, are currently mulling the possibility of their Atlanta next season, with likelihood that the King Sisters may join the show in the fall. "Silver Summer" Theatre" filling in for the sponsor.)

Plan is to drop the midway band number with the King Sisters and their tour at the halfway mark.

"VOICE OF NATION" FORUM
"Voice of the Nation," radio forum, has been sold to the William D. Weintraub agency by United Radio Television. The program is a package producing firm headed by Jay Pagen and Harry Sobel.

4-F Vice V-E

Literally, figuratively and in any other way you look at it, Adrian Stiles, the Blue's vesper, was caught with his pants down on the one day he had been looking forward to and which he had been making hectic preparations. Together with Hub Robinson, the web's programming lord, Samish had spent considerable time mapping the network's V-E Day sketch. And when Der Tag finally rolled around, it found Samish, stripped of his shorts, making the rounds from medical to medical in the N.Y. induction center.

P.S.—He drew a 4-F but he's still plenty burned.

Rumors Fly After Kate Smith's V-E Blue Programs

Appearance of Kate Smith on the Blue network for two V-E Day broadcasts has been the center of subsequent comment in the trade as to whether or not the network had been able to get the late General Foods salesman-singer into its fold and to pave the way for her to appear on the Blue. Miss Smith's appearance on the Blue—her first on an opposition net—has been the subject of much speculation. It is believed that the Smith-GF show in his capacity as radio rapper at Young & Rubicam and the Collins, the singer's manager, with Robinson making the pitch to have Miss Smith go on the Blue for the V-E occasion.

The fact remains, however, that the Blue would consider it quite a feather in its cap to have the late Miss Smith. Since her switchover into the CBS opposite Jack Benny Sunday, she has been the principal, chalked up by GF variety stunts haven't exactly caused handprints and she has been the principal, chalked up by GF variety stunts haven't exactly caused handprints and she has been the principal, chalked up by GF variety stunts haven't exactly caused handprints.

There's been a lot of unofficial comment as to the possibility of the Smith's future going to a half-hour next season or possibly checking out of the opposite-Benny spot and the winging it came up for off-the-record discussions around Y&R. It's known. But thus far the Sept. picture still appears to be in state of flux. That's why the Blue wouldn't mind "breaking the ice" even at this early stage in the fall for possible future negotiations.

COAST TREK BRINGS BRING TO RCA SHOW

The RCA Sunday afternoon show on NBC moves from N. Y. to the Coast for a 13-week period next month, with the network expected that the Lou Briner orchestra will take over the musical spot.

Switch is necessitated due to Coast contracts with the Coast. The show recently bowed in as encores in the N.Y. show. Dorsey has been quoted for the fall 26 weeks, returning to N.Y. for the latter 13-week semester.

Max Factor Off 8 Weeks With 'Voice' Overseas

Frank Sinatra checks off the Max Factor Wednesday night CBS show, currently being set, for a five-week period, with the remaining eight weeks' time reverting back to the network.

It's becoming increasingly evident to the trade that Ed Kobak's initial entreaty to the board of directors that he's "got to have a network" if his regime as president of Mutual is to mean anything to the network's next revolution that he's "gonna have a network," is gradually nearing the goal of a network.

There's new evidence that the Mutual directors are underwriting their faith in Kobak and are convinced that he's the guy who can land the web on its two feet as an up-and-goer, even in its own right.

The directors, "Variety" has learned, have voted Kobak an unprecedented operating budget of several million dollars, of which up to \$125,000 has been earmarked for Phil Carlin's programing dept. Later figure more than triples the amount the programming boys were permitted to play around with during the past year. The new budget means, as well, a hypo for the sales and station relations divisions of the network and, on the basis of plan already blueprinted, the Mutual few key stations will be brought into the network by a concentration of activity that should pretty well set the story.

The Mutual key stations are the Chicago and WOR in New York, as well as domination from the Don Edwards and the Coast. Kobak & Associates are moving in the following direction:

They've already inaugurated a series of changes as part of the programming around the network. The Mutual is set for a head-to-head production, with probability that a couple of assemblies will be brought in. The guys will, of necessity, be brought in from outside the organization.

Herb Rie moves over from the NBC production spot, on June 1, to the Mutual. (The Mutual's initial step toward development of daytime and nighttime shows.)

The long-promised continuity acceptance of up to now, WGN, etc., passed judgment on scripts of network programs emanating from the station's potential. Kobak and Carlin have already found their man, but are keeping his identity under wraps for the present.

For the first time Mutual is set to open an engineering shop. It's been nobody's responsibility to keep the network in tune and was the case in other aspects of operation, it evolved upon the individual station.

Expansion of the sales dept., calls for the opening of a Detroit office and possibly one in Pittsburgh. The network's satisfied with the Chicago sales and presumably the same applies to the Coast representation as handled via the Chicago office.

The getting ready to spring his new sales policy and its new rate card which will be in effect by the end of the year is the job of stations into the Mutual fold.

The network's on the lookout for a new engineer to go to the south from Atlanta, with probability that a couple more will be brought in.

Network now has a personnel of 230, and while there's been an annual increase of 100 since the regime, for the most part they've been key men.

Meanwhile, Kobak visualizes new radio merchandizing with the freeze orders out to HLT, and by the same token he states MBS is in for expansion as soon as building permits become cash, new wage policy, plus possible move-out of certain outlets to the Mutual network.

Television-wise Kobak has always been a big fan of the Mutual. He's been in New York since the General Service Studios in Hollywood, and really likes the place. He foresees telecast shows shifting to long island, much as the Mutual is planning to house the video stations attached to the Sunset Blvd. radio networks in Hollywood.

Coke turns \$3,000,000 'Spotlight' Off Blue, Mutual Gets \$2,000,000 Beam

Cost Radio Plenty

The Associated Press' gun-jumping beat on the Germans' surrender last week cost the network and stations of America hundreds of thousands of dollars in unnecessary cancellations of commercial programs.

Arnold Hartley, program manager of WOV, New York, in this connection wrote a congratulatory letter to United Press declaring "your caution saved this station a substantial loss in billings." (Station gets UP service, no A.P. service.)

Another comment heard around N.Y. was that the AP break was added strain upon good Yank-outside relations but that was discounted. More to the point were the production losses from war workers going on celebration binges.

'Life of Riley' Screams in N.Y., May Go to NBC

Blue network billing losses continued this week. In addition to the blowouts of "Spotlight Bands" and "Miss Hattie" (see separate story), the network's "Life of Riley," Sunday nighter from Hollywood sponsored by the American West film, screams from the July 8.

Spotted at 10 o'clock, opposite "The Blue" (CBS quinner and NBC's "Hour of Charm," "Riley," in two seasons, was never able to reach the top of the ratings bracket. "Riley" was considered one of the Blue's "solid" shows. Its loss will be a distinct blow to the web programming as a whole.

"Riley," a William Morris package, has been offered to the Fitch Co. as a possible replacement next fall for the "Bandwagon" Sunday night program, aired at 7:30 between Jack Benny and Edgar Bergen. Despite reports in N.Y. that "Riley" was set for the Fitch spot, W. J. Henderson, of the L. W. Ramsey agency in Chicago, said the program was anxious to latch onto a program with a high current rating rather than a potential audience grabber. This, it would seem, eliminates "Riley" and Fitch is known to have several other programs under consideration.

Clarence L. Menger, NBC program executive, is said to favor "Riley" in the Fitch spot to constitute a two-hour (7-9 p.m.) comedy parlay for the Fitch Benny-Bergen-Bend Sinners and Allen (later in for Standard Brands—see separate story).

Presently, the program is being considered by the Garry Shindles and others also have been mentioned for the hair tonic bankroller.

"Bandwagon" will be replaced this summer with a whodunit, "Murder My Sweet," starring Dick Powell. The show is being produced by the name. Later's been moving "Bandwagon" for past few months. Maurice Chevalier, Music Corp. America, is scouting around for scripters, director and cast for "Murder."

PREP JEAN SABLON AS FALL AIRSHOW FEATURE

Jean Sablon, French musette composer, will make a fall tour of America. She is having show built around him by the William Morris agency. Her fall presentation, a new show, built along romantic lines, will include guests.

Blaine-Thompson has an option on the show for one of its clients. Sablon, currently in South America, is expected to return to this country by early fall.

Loss of the Coca-Cola ("Spotlight Bands") account by the Blue network is a blow, with the switchover going into effect on June 1, but anything but a surprise to the trade, for the move had been widely anticipated some time ago. Since several months ago the Coca-Cola-Morton Downey stanzha had taken the Blue to Mutual, it was almost inevitable that the whole radio account would shift over to Ed Kobak & Co. before the start of the season.

Cancellation of the cross-the-board 25-minute nighttime show adds up to an approximate \$3,000,000 loss in gross billings for the Blue, by far the biggest single dent encountered by the Chet LaRoche regime.

However, the switchover poses a problem for Mutual, since it means running "Double or Nothing" out of the Friday night segment. While Penamint, sponsors or "Double or Nothing" are known for their willingness to cooperate, the fact remains it wants an equally desirable replacement.

While the Blue makes no bones about losing such a healthy chunk of billings, it is not without a certain amount of regret. The Coca-Cola show, which was spotted in the 9:30-9:55 "heart of the evening" time slot, brought in a large following with relief attitude about the whole business, particularly the fact that the Blue was where for some time it's been felt that "Spotlight," occupying such a valuable time slot, was "frustrated" by the Blue's development of a nighttime programming structure. It's known that there's no longer any doubt that the Blue is working with the feeling momentum in recent months, and that "package" could be a real one. It will attract bankrollers with an eye toward a bigger programming slot. It's known too, that the Blue's Stations Advisory Committee has for some time been pressuring the Blue to drop 9:30 to 10 strip on the contention that it was hurting them both on local programming and on the national level. The web has received six "feetlers" from bankrollers currently not on the Mutual tag will remain the same, at least through the summer.

Ethel Barrymore Off Blue June 1

"Miss Hattie," Aluminum Co. of America Sunday afternoon on the Blue starring Ethel Barrymore, will be replaced by a new show, Coast broadcasts, June 3 and 10. Present plans, according to the Blue, call for Alton to return to the web in the fall although it's understood sponsor must negotiate a new contract for the summer. It's certain she'll be back on the program.

Y's broadcast is scheduled May 27 immediately followed by Miss Barrymore's departure for the Coast last fall. Alton to return to the web in the fall although it's understood sponsor must negotiate a new contract for the summer. It's certain she'll be back on the program.

LIGGETT BUYS SWING
Boston, May 15.
Liggett's Drug Co. will sponsor Ray and the Girls for a summer hiatus. Joins the Blue network, June 15. Same company has contracted for 780 chain breaks with station.

Television 'Matinee Idol' Requisite New Routine for Blue Announcers

With the Blue network using talent and format of several of its radio shows in its television operations, program and production executives at the web currently are casting their shows with both eye and ears open, entertainers being required to have both video and voice qualities.

Theorist of this new "looking to the looks" policy at the network is the deal made between Ray Diaz, supervisor of Blue announcers, and video chief Paul Mowrey, whereby way announcers hired by the network, or even sent to affiliates for grooming before being brought up, must get the approval of the latter as to their photogenic qualities, as well as the okay from Diaz, dictation-wise.

Other departments are expected to follow, and it is expected to reach the point where actors and actresses with stage and film experience will get the nod from program personnel hiers before long. Also those with dramatic school background will have that much more of a check on the right side of the ledger when auditioning for jobs at the Blue.

Cincinnati.—"The Food Magician," Osborne Pulman Stearns, has been added to the staff of WKCY. His 15-minute culinary travel will be heard five days a week.

SMPE Opens 57th Meet In H'wood; Eyes Tele

Hollywood, May 15. Technical end of film-making gets a heavy play this week at the 57th semi-annual convention of the Society of Motion Picture Engineers. Not only pictures but television will be discussed in the five-day session. Committees for the conference are headed by H. W. Moynse, C. R. Daily, Barton Kreuger, E. O. Blackburn, Julius Haber, William C. Kuzmann, Emory Huse, L. L. Ryder, C. W. Handley, R. H. McCullough and H. W. Remerscheid.

Chapman's Tele Series

John Chapman, N. Y. Daily News drama critic, will begin a 15-minute tele show over WABD, N. Y., Sunday (20), at 8:40 p.m. titled "Broadway at 8:40." Program will include comment on current drama scene, as well as interviews with current stage favorites. It's for 52 weeks.

Guests on opening program will be Hilda Simms and Frederick O'Neal, leading actors in "Anna Lucasta," and John Wildberger, producer.

Steno Steps Up

Probably the most excited stenographer in radio last week was Jeanne Meyer, of the CBS program writing division in New York. Not only was a script she wrote, "Look to the East," accepted for V-E Day production by Douglas Coulier and directed by Earle McGill, CBS dean, but Miss Meyer's boss, Robert J. Landry, agreed to promote her later this summer to the status of an apprentice writer.

P.S.—Yes, she had recordings made of her show.

Vallee's 10% Pay Hike In New 44-Week Deal

Chicago, May 15. Rudy Vallee has been re-signed by Procter & Gamble to continue selling Dreze shampoo over the National and Canadian Broadcasting networks for another 44 weeks beginning Aug. 30. Contract, which went through Kaster agency here, is said to call for an approximate 10% salary increase for Vallee. Summer hiatus will be taken by the show from June 28 to Aug. 30, with no replacement.

Vallee returned to the air on Sept. 8, 1944, after being discharged from the Coast Guard. Show's format will remain the same. Only decision to be made is who is to play role formerly done by Monte Woolley and currently by Adolphe Menjou.

20th-Fox Taking Over Tele Station in Boston

Boston, May 15. Boston will be one of the three cities having new television stations on the air by late summer. Paul L. Chamberlain, General Electric sales executive, told the Advertising Club at a luncheon here. Other new stations will begin operation at Jamaica, L. I., and Indianapolis.

Twentieth Century-Fox movie company will operate the new local station, he said, explaining that the company has taken over and is remodeling what was formerly experimental station WJMG of the General Television Corp. at 70 Brookline ave. Chamberlain also revealed that Fox's local department store, has renewed a television license from the FCC.

Sponsor Mulls Sergio Chatter Cross-Board

Impressed with the audience pull of Lisa Sergio on her Monday morning Blue network show, her sponsor, Bolan Worsted, is planning bankrolling the feature commentator across-the-board.

Expanded program will probably wait until WPB gives its okay on release of testies. Meanwhile Miss Sergio also continues with her WQXR (N.Y.) program, *Her Blue* ("One Woman's Opinion" session has a current 100-percentage of 42).

Larson, SMPE, Optimistic On FCC's Final Decish For Theatre-Television

While the actual showdown between radio and film interests on proper television allocations is not likely, the Society of Motion Picture Engineers apparently has been given sufficient encouragement by the FCC to believe that film theatres will not be cold-shouldered too drastically on sight-sound broadcasting. Technical Planning Board, who made the plea for theatre allocation in the highest instance, appears to have been given enough reason to feel that theatre interests will not be made an official by the FCC when television actually arrives.

Theatre officials are convinced that television for film houses would be badly handicapped unless theatre allocation is granted in their higher frequencies. Without this it's a felt that the future of film in theatre would be sadly handicapped.

Arthur Levey, proxy of Scophony Corp. of America, one of the few companies to actually test wide-screen television in the theatre in a practical manner, wholeheartedly approves the SMPE attitude. He explained this week that he was hopeful that the FCC would give the SMPE plea serious consideration when the proper time comes. His Scophony Corp. holds basic patents on this wide-screen tele.

It's known in the trade that many picture company officials are fearful of the effect of television on their business although not apparently extremely anxious to launch tele in their houses, at least not in the time being. Also the rush to get sufficient number of sets to handle television in film theatres, apparently was shaping up in the picture industry. Just what film companies will get first crack at suitable sets for theatre use, and how long it will be before competing theatres will be able to get them is another question up in the trade.

LT. COL. JOHN HAYES RECEIVES BRONZE STAR

LT. Col. John S. Hayes, American director of Troop Broadcasting Service, SIBAR, has been awarded the Bronze Star for his services, marking the first time a radio figure has been so honored for his work in radio in the European theatre of operations.

Col. Hayes, former Mutual executive, has been head of American Forces Network since before D-Day, serving GIs in England and on continent with entertainment and news.

No WBYN Turf Marathon, Late Summaries on Indies

Resumption of racing at Jones tracks in Rhode Island and Illinois last Saturday (12) apparently caught N. Y. radio by surprise inasmuch as to date, no action has hatched onto the Armstrong service for the customary weekday afternoon marathon program of results, prices, scratches, jockey changes and other info that looms so important to "improvers of the breed."

Before the ban, this turf panorama was aired by WBYN, Brooklyn, interspersed with spot announcements and other sports news. The station will not resume this year. Understood conditions surrounding the imminent sale of the outlet to the Newark News have something to do with the decision. Also reported that Washington circle, presumably the FCC, thought it unwise for WBYN to contract for the "pool room" service at this time.

Station, instead, is broadcasting five-minute result summaries each hour during the afternoon with a complete recap from all tracks at 5:45 p.m.

Nathan Straus' WJCA also carries a turf report, skidding a 15-minute results and odds stanza by its sports expert, Steve Ellis, at 6:30 p.m. Adams State is bankrolling the program tied off Saturday (12) the day the tracks opened. Other N. Y. indies also are spotting race results but only on a final summary basis late in the day.

Unfettered yet whether the Armstrong feature will get a metropolitan station to air its full report although negotiations have been started with several.

THE *Quiz Kids* SAY:

"TELEVISION OFFERS PERFECT SALES PROPINQUITY"

You will agree with these diminutive stars*:

Television offers advertisers an ideal sales opportunity—an invitation to demonstrate the merits of their products or services right within the intimate home circle. The keen interest of today's Television looker-listeners convinces us that DuMont Television "air time" will prove the most potent mass marketing tool in your sales kit. You can prepare now to use it.

DuMont's pioneering Television Station WABD has shared its facilities with prospective peacetime clients for the past two years...cooperated in testing their ideas for commercial shows...helped them weigh the potentialities of this magnificent new medium. You, too, are welcome. Why not get acquainted by visiting Station WABD? Write our Guest Relations Department for appointment.

*Appearing Sunday evenings on the Blue Network

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

DUMONT
TELEVISION
STATION WABD

Inside Stuff—Radio

Despite a technical post between Warner Bros. and the Blue network, which dates back to the film company's crown on Jimmy Fidler, Paul Whitehead of the network is doing an all-out plug for WB's forthcoming "Thug-dy in Blue." This is the George Gershwin film biog and yesterday (Tues.) at the Hotel Astor, N. Y., the Blue network's maestro, Whitehead, hosted music men as a prelude to a national salute to the memory of Gershwin. This ties in with the film's premiere at the Hollywood, N.Y., June 29. A special screening of the pic follows the lunch. Whitehead's committee includes Walter Darrach, Richard Rodgers, Irving Caesar, Leonard Bernstein, Alexander Smallens, Jane Froman, Hazel Scott, James Melton, Frank Munn, Gladys Swarthout and pop bandleaders Henry Busse, Charlie Spivak, Benny Goodman, Ruby Newman, Paul Baron, Paul Lavali, Morton Gould, et al.

Bennett Cerf lashes out against radio humor in the last (12) issue of Saturday Review of Literature, siding with radio execs, sponsors and bowdlerizers in passing. Gripe originates from his comment on Jack Gaver's "Laughter in the Air." Cerf finds most of radio's humor stale, built around stock situations like insulting the star, and lacking fire even at best except when delivered by some stars. What radio today "desperately" needs, he says, is new writers, sponsors, advertisers and execs who are not afraid of ratings that kill ingenuity and send all concerned back to routine. Cited by Cerf as good examples in their fields are Norman Corwin, Arch Oboler, Walter Winchell, William Shriver and Cecil Brown.

Writers' War Board, in its April appraisal of radio shows dealing with subjects related to the war (maximum load is five bombs) tosses out four bombs to Lyman Bryson as moderator of the CBS "People's Platform" show for "combining a fine sense of public responsibility and fairness with a knack for bringing enlightenment out of the discussions."

Board chucks up four duds to the Abbott & Costello program pointing out "recent use of a slanderous comedy stereotype on this variety program, sponsored by Camel cigarettes, spread anti-Semitic bigotry."

Maybe WRDW, Augusta (Ga.) CBS outlet, dislikes Arthur Godfrey. But whatever the reason, station took space recently (6) in Augusta Chronicle to announce: "We feel obligated to inform the listening public that we do not accept the responsibility for what goes on during the Arthur Godfrey show. . . . The musical portion of the program makes for good listening. . . . It's just too bad the Godfrey has to clutter it up." But since notice takes pains to mention twice exact hour of Godfrey's cross-broad-stanza (9:15-9:45 a.m.), maybe it's a gag.

WHN, N. Y., which is putting the Brooklyn Dodgers' games on the air, is advertising that fact on 175,000 shirts/bands furnished to Chinese laundry, 800 Fifth Ave. buses and 70,000 pieces of mail a month sent by the station's office, as well as by the offices of two film distributors. Promotional gimmicks were worked out by Bob Anthony.

Heat(ter) Wave

Gabriel Heatter copped, Hopscotching of 317 the night of May 1.

Just what the reason for the score is anybody's guess. But Mutual says it's the second highest rating by a regularly scheduled commentator chalked up since Pearl Harbor. Highest is still Walter Winchell.

Wrigley Mills Switching One CBS War Show To Discharged Vet Theme

Chicago, May 15.

P. K. Wrigley is currently mulling the idea of changing one of his three CBS network shows from a straight war theme to one of rehabilitation of returning vets. Gum tycoon sent Less Weinrott, his ace producer, to Washington last week to gather all possible material on the subject. Wrigley's idea is that with millions of men due to be discharged in the coming months it is imperative to be one of the most timely programs on the air today.

Trial program is being set up by Weinrott, based on this idea with possibility that it will hit the air within 30 days. Reaction to the initial show will decide whether or not it will become a series. In the meantime Wrigley is studying the possibility of bringing back "Scattergood Baines."

With all Wrigley's war theme shows due to be replaced shortly after V-J Day—literally every agent, writer, and producer of a package show, including experts, novices, and what-have-you, are currently bounding Wrigley's doorstep in hope that he'll give them staff a look-see.

Frisco, Mississippi Tuners Tell Sponsors Bad Plugs Mean Bad Will

San Francisco, May 9.

I was very interested in your articles ancient commercial and non-commercial radio programs.

However, I do not think the three-day mourning period was a very good standard for judging this question, due to the limited type of program permitted on this tragic occasion. Naturally, a steady diet of just one type of sad, reverent program begins to pall in a relatively short time, no matter what the reason therefor, and whether sponsored or unsponsored.

To me the big question is the type of radio commercials. I think the average fair-minded radio fan who enjoys entertaining programs, will admit that we must have commercial interludes in each program in order to receive the benefit of expensive talent.

But deliver us from those ever-increasing, morose singing commercials that breach the gap between each program on the big nets, as well as on the little, struggling local stations; and

Deliver us also from commercials that are in bad taste and definitely objectionable—for instance, I will listen to NO Colgate "bad-breath" radio shows, no matter who is the star of such shows. Why doesn't Colgate get wise to the bad will it is stirring up for itself?

Another pet peeve of mine is the unnecessary length and frequency of commercials in otherwise good programs. For instance, I never tune in Jack Benny until about two min-

utes have elapsed so as to miss some of that extra "yala-yala-yala." Lucky Strike is also storing up bad will for itself with the ridiculous number and variety of commercials in one program. They used to have the mumbly, tiresome tobacco auctioneers; now the LSNRY is added; then the historical tie-in in the middle of the program; plus the "so round, so smooth, so fully backed" of the staff announcer; plus several interpolations by Don Wilson. Now, I ask you, with all this advertising on one program, plus the annoying "shrewdness" of Mary Livingstone, isn't it a wonder that Jack Benny, one of the best himself, has any listeners at all?

But getting back to the worst feature of all those sickening singing commercials—can't "Variety" do its good deed to suffering humanity by serving as a sort of clearing house on this question, so that the powers that be in radio will realize just what they are doing to the public, and in reverse, to radio in general, by the continued use of this cheap type of advertising. Let station announcers just read simple and varied, sensible statements of advertising matter, instead of those ridiculous, transcribed singing bards.

—Ante 2. Inmca.

Here's Another

Jackson, Miss., May 4.

I hear that Jack Benny can't understand why people are not listening to his program these days. Does the possibility exist that there are no small shares in spot (Continued on page 38)

A Horrible way to sell a HAT!



From the gifted mind of WOR writer-producer-director Jack MacGregor have come such chiller-dillers as "Nick Carter," "The Mysterious Traveler" and a string of other blood-curdling WOR audience-builders.

Horror, the strange and weird: adventure that leaves WOR listeners relaxed and enjoyably receptive, are Jack's specialties. But so, too, is his rock-solid ability for hammering into every one of these WOR shows the simple but effective gimmicks that make people say "Gimme."

Long aware of this action-arousing combination was the Buchanan Company, alert advertising agents for Adam Hat. Said they:

"Up to now, Adam Hat has done only sports broadcasting. But if you can cook up something that has the MacGregor touch... well..."

THE RESULT: "THE STRANGE DR. WEIRD," a once-a-week, fifteen-minute combination of slick radio drama by WOR's Jack MacGregor and powerful commercial writing by the Buchanan Company. Launched only late last Fall, it was an immediate hit, and has reached an average of 225,400 radio homes per broadcast ever since.

Says William A. Pludo, vice-president of Adam Hat Stores, Inc.:

"For many years, the Adam Hat Company has been interested in radio as an advertising medium, but we had not been able to find a completely satisfactory program. I know you will like to know that WOR's "The Strange Dr. Weird" has proven to be an effective, well-broadcast series that does a fine selling job for us."

"The Strange Dr. Weird" is another example of WOR's carefully clocked programming. WOR deliberately plans to create moods that, in turn, send listeners trotting off merrily to pay cash for things on dealers' shelves.

If you would like to take advantage of the advice of skilled showmen, who are also skilled salesmen, it would not be a bad idea to do what the Buchanan Company did; i.e., pick up your phone and dial PEnnsylvania 6-8600, or write...

at 1440 Broadway, in New York

WOR WHERE SHOWMANS SELL

CROSBY AND HILDEGARDE

SING A SONG FOR HOOPERATINGS (OR HOW RADIO'S SOLOISTS RATED)

(OR HOW RADIO'S SOLID)

1 FEMALE PERSONALITY

Soloist	Eight Month Average	September 15	September 30	October 15	October 30	November 15	November 30	December 15	December 30	January 15	January 30	February 15	February 28	March 15	March 30	April 15	April 30	
Bing Crosby.....	23.1							22.6	22.7	25.2	24.6	25.8	25.8	23.2	23.7	20.1	22.9	18.8
HILDEGARDE	15.8		8.4		12.3			13.9	15.8	19.4	19.7	19.3	18.0	17.6	15.4	14.9	16.0	16.0
Dinah Shore.....	15.7			13.4	15.3	15.0	20.6	15.3	16.5	17.3	17.6	18.2	15.2	14.7	13.0	15.0	12.0	
Ginny Simms.....	11.8	11.0	10.5	11.2	11.5	10.9	11.5	12.1	14.1	11.6	11.9	12.9	14.0	11.5	11.6	12.1	9.8	
Sinatra.....	11.2	10.5	12.4	9.7	11.4	17.5	10.5	12.6	11.7	9.8	11.3	10.7	10.8	11.0	11.1	10.1	8.1	
Perry Como.....	9.2									7.6	9.8	8.1	11.4	10.1	9.9	9.2	8.8	8.3
Dick Haymes.....	8.8	6.5	7.6	9.9	9.5	9.2	9.8	7.6	9.3	9.4	11.2	7.7	9.6	10.8	7.6	5.7	9.3	
Kate Smith.....	8.5		10.7	6.7	7.6	9.1	7.5	9.1	8.3	9.4	8.5	9.2	9.5	8.0	8.3	7.0	8.0	
James Melton.....	8.5	6.6	7.8	8.7	8.7				9.8	8.9	9.4	8.9	9.4	8.8	9.5	8.0	7.2	6.7
Kenny Baker.....	8.2	4.8	6.7	7.3	7.9	8.6	10.4	10.7	8.9									
John Charles Thomas.....	7.9	5.9	5.5	6.0	6.9	8.5	8.7	8.5	7.1	9.8	10.0	9.5	9.2	8.9	7.4	6.6	7.1	
Nelson Eddy.....	6.1		5.5	5.0	5.5	5.9	4.3	6.3	9.6	7.5	6.4	7.0	6.4	4.8	5.3	4.5	7.3	
Gracie Fields.....	5.4					4.8	5.0	4.9	3.7	6.6	6.7	6.4						
Mary Small.....	4.8	2.3	2.6	4.1	3.2	3.8	3.3	5.2	4.9	6.1	7.3	6.9	7.5	6.8	5.2	3.4	4.6	
Dick Brown.....	2.4	2.8	1.3	2.3	1.7	2.9	1.7	4.1	2.4	2.2	2.1	3.4	2.0	2.9	2.3	2.2	2.1	

*Moving Average.

**Time Change.

CONGRESS!

*Moving Average.

**Time Change.

EIGHTH- INDEX S

Smith shrin
Simms lead
five of the

NEW YORK, May 16.—The air's sock voles eight months. On go for Groaner + neck in "The Boy of Thrushes and seven points about this season his wearer didn't let his voice to the man delivered on her 30 to April 1 if he started, with the first projecting her down more than the top and as big an and sings. He's self—take the rest.

AMERICA'S No. 1 SONGSTRESS!

★PHENOMENAL FACT—On the air less than a year—HILDEGARDE
Has consistently been among the

SIGNING OFF FOR THE SEASON JUN

LEAD TAB

MONTH SURPRISE

1.—That pulse of the air's
 2. tabs, the pull of most of
 3. was different during the past
 4. years that difference doesn't
 5. it's still up there leading the
 6. arn' eight-month Hooper tab
 7. dancers. The boff Bing is over
 8. of his nearest contender and
 9. it did the selling, for the shirt
 10. the comedy—he just carried
 11. like. The "Kraft Music Hall"
 12. 11 for the period from Novem-
 13. that 23.1 might have been less
 14. did some of the other warblers,
 15. abbing in September—but even
 16. things wouldn't have cut him
 17. a point or two. He still delivers
 18. to his voice and the dancers just
 19. see of any doubts and to the song
 20. rally a plug organization in him-
 21. by—and you can darned near keep

Surprise of the season is the lady who has hung her shingle on the No. 2 door, Hildegard. Mildy was seventh last year and it took her own showcase to really let the audience hear her—but good. Pub's, however, seem to forget that the Plaza dame really has 'em listening. One day they're going to wake up and discover that despite her serewy delivery, any song she sings backed by a real pub drive, will land in the industry's true index of song popularity, *The Billboard Honor Roll of Hits*.

Dinah Dings **5**

slight behind the de luxe seller of corn, is Dinah Shore. Dinah last year ran sixth with a 7.2 average. This year she's more than doubled that with a 15.7. That ain't bad. Dinah's new slot on NBC helped that double rating, but by Frank increased the audience delivered to her by Frank Morgan's Maxwell House show. Given the new Burns and Allen show ahead of her next season should mean that Dinah gets plenty more points in next year's tabbing.

Ginger Simms dropped a bit this season from her third slot last year, her average rating being off 7 of a point. That's not much, since average at audiences during the past season has been off at least this. In other words Gingers' held her own.

7.14 Sinatra

The Voice's average is .6 of a point behind the Simms. Last season he ran .1 behind Simms. The competition of Eddie Cantor and Gabe Heatter is tough with the former, even at this season of the

Dick Haymes runs right behind Como with only a 4 of a point drop. His Auto-Lite slot has been an in and out and trade says if they leave him alone he'll deliver a bigger and bigger audience.

Kate's Shrinking Rating
Kate Smith was second last year—before she was sold down the river to take the job of singing Jack Benny for General Foods and CBS. She landed a 4.1 in the '40-'44 six-month average and an 8.5 this time. She tied James Melton, who is not supposed to be in the Smith class as far as ratings are concerned. Kate hit a 10.7 to start in September and then never hit that again. She does worse, generally than the "Quiz Kids" and the "Fitch Bandwagon," the competition during her second half hour.

"Our" Gracie A Tag Enquirer

Gracie Fields is another singer who just hasn't hit this season. She did a 10-2 during the June, July, August ratings, and '44 and then came back last month's audience to draw him the big dough, for son Eddy's following kept on the rate. The show averaged a 6-1 despite the Andrews Sisters' competition. Eddy gets his audience two points better than his rating consists of him. John better than the shows on both sides of him. Gracie Charles Thomas is another voice which has him on his own audience, a better audience than his preceding show and better than any show again on him on the other three nets. There's seldom a net that does better than with tonsils.

News—The enquirers tabbed have production news—and they're all right. They're all right, then.

Nearly all the singers tabbed have productions around them, voices don't rate without them, but they're still the major pull in every case. Take the voice away from any seg tabbed—and watch the Hoopers droop—for the b.r.'s that are behind the programs.

The Billboard (May 12)

Reprinted from the Billboard (May 12)

**CREDITS FOR
THE RALEIGH ROOM**

Brown & Williamson
Makers of RALEIGH CIGARETTES

Agency:

Agency:
RUSSEL M. SEEDS

Produce

ANNA SOSENKO

Director-Writer:

Director-White
HERBERT MOSS

Writer

Writers:
 JOSEPH STEIN and LOU MELTZER
 Musical Conductor and Arranger:
 HARRY SOSNIK

Conductor and
HARRY SOSNIK

HARRY J. ...
General Manager

Personal Manager
ANNA SOSENKO

ANNA SOSEN
Exclusive Representative:
MUSIC CORPORATION OF AMERICA

VEGARDE'S RALEIGH ROOM
top 15...!

E 5-RETURNING SEPTEMBER 12

IN NEW YORK CITY . .

Society for the Prevention of Disparaging Remarks About Brooklyn will launch a new radio show shortly under direction of Jay Kashuk and Sidney Ascher, president of society. It'll be a half-hour variety program with the locale being at a meeting of the SPDRAB.

IN CHICAGO . . .

Morris Silver, head of the Chi William Morris office, leaves for New York the 18th for a series of confabs on bolstering the midwest radio setup of the agency.... "Hymns of All Churches" celebrated its 11th year on the air last week.... Ed Smith of General Mills in New York this week to talk over some new show ideas.

Field's WJJD, Chi, Uns Public Service

WJJD has established a policy of working very closely with the various organizations that request radio time and assists them in developing and producing public service shows comparable to commercial productions. Station also allots the same availabilities to public service programs as they do to commercial shows.

Two Blue Juvets To Stay Sans Sponsors

Cleveland. — The "WJW Bureau" has been organized as a separate organization from station WJW, with Gene Carroll, famous for his portrayal of "Jake and Lena," as president. He will direct the hiring and developing of all types of talent.

Comics Also Can Put You to Sleep

"It is only in recent years that music has been adopted by medical science as a specific aid to healing," she said. "It is now employed in many government hospitals to speed the recovery rate of patients by providing the desired type of emotional stimulus, and its war use in factories has maintained morale and prevented fatigue. Apparently the same emotional lift that prevents fatigue in a healthy worker tends to cause more rapid recovery for a convalescent."

Hoagy's Show Re-Inked

Also renewed were Sweeney & March, comics; Jimmy Higson, and the "Teen-Agers" band and Ken Peters, announcer.

Mary Hunter's B'way Play

Miss Hunter for years appeared in the "Easy Aces" air show and checked in Mon. (14) on the CBS "Sparrow and Hawk" show.

Ted Malone's Shift

Move is cued to Westinghouse preparation in opening up of home products market and reaching the femme consumers.

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KIX, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

"I'm too young for cigars, but I'm nuts about Wheaties."

Canadian B'cast Corp. Wins Praise From Ohio State Institute Judges

Columbus, May 15. Judges of the annual exhibition of educational radio programs sponsored by the Ohio State U. 10th Institute for Educational Research, announced their findings today after a five-day period of intensive listening. Final consideration covered around 115 programs in 24 classification groups. Several hundred shows had been eliminated in a preliminary screening committee, of which none of the judges was a member. Judges' report reflected special awards for programs entered by the Canadian Broadcasting Corp., called them the finest programs presented. Generally, however, "no great sense of pride" was felt for the work of the industry as represented in shows submitted in its competition. Judges blamed this on lack of (a) freshness of approach, (b) imagination (c) vitality; (d) objectivity in both writing and production. Judges admitted "a lack of knowledge of the standards set up by many fine other programs not entered in the competition." Awards are broken down into two groupings, with Judith Waller, central division of NBC, Edwin E. Helman, Cleveland Board of Education station WBOE; Mark L. Haas, WJR, Detroit, as the judges. The winners follow:

Group I

(Regional network, regional or clear channel station, or national regional organization):

Religious Broadcasts, first award, "Salute to Valor," WEA-F, New York, cited for "excellent writing and production of . . . dramatic biography highlighting religious experiences and projecting spiritual values common to all religions and creeds." Rev. Timothy J. Mulvey, author; Herbert Rice, production director. . . .

Honorable mention, "Victorious Living," 5-min. transmissions for local and regional stations. Jerry Walker, author; Beverly Dean, producer.

Agricultural Broadcasts, no first award. Honorable mention, "Ohio Farm and Home Hour," WOSU, Ohio State U., Columbus. Bill Zipp, director.

Honorable mention, "Farming With Kenneth Yeend," KIRO, Seattle. Kenneth Yeend, author, director, speaker.

Women's Programs, first award, "Consumer Time," WRC, Washington, for "informative, entertaining, especially good script and production." Christine Kepton, author; Ken French and Christine Kepton, producers. First award, "Martha Deane programs," WOH, New York, for "stimulating presentation of ideas and information." Marjorie Young, author and speaker.

Cultural Programs, three first awards to the Canadian Broadcasting Corp. for dramatic series and programs as represented by "Stage 45," CBL, Toronto. Lister Sinclair, author; Andrew Allen, producer. "Montreal Drama," CBM, Montreal. Mac Shind, author; Rupert Caplan, producer. "Milkmooney's New Year's Party," (special program), CBL, Toronto. Len Peterson, author; J. Frank Willis, producer.

Citation, "For their (CBC) astuteness in presenting to the public, authors and producers who, through their apparently unhampered abilities, are enabled to create and project radio drama of originality, emotional appeal and intellectual integrity."

Honorable mention, "Words at War," New York, for "effectiveness . . . and for . . . courageous and forceful presentation . . ." Richard McDonough and Gerald Hovland, authors (of script considered); Anton M. Leader, director.

Public Discussion Programs, first award, "American's Town Meeting of the Air," WJZ, New York, for combination of three good public-discussion methods: i.e., prepared speaker, and lib rebuttal and audience questions. George V. Denny Jr., producer and continuity. First award, University of Chicago Round Table, WMAQ, Chicago. John Howe, production director.

Honorable mention, "St. Louis Speaks," KMOX, St. Louis. Helen Lee Brashear, director and continuity.

Personal and Family Life Programs, first award, "Our Children,"

WHA, U. of Wisconsin, and WBLT, Stevens Point, Wisconsin. Donald J. Vogeli, producer.

Honorable mention, "The Baxters," WMAQ, Chicago. Mrs. Joseph C. Moore, author; Albert R. Crews, producer.

Special mention, "Alcoholics Anonymous," WWJ, Detroit. Margot Pfeiffer, author; Walter Koste, producer.

News Interpretative Programs, first award, H. V. Kallenborn, WEA-F, New York, for "incisive presentation which clearly differentiates news fact from commentary." H. V. Kallenborn, author and speaker.

Programs in Furtherance of the War or the Peace, first award, "American Unlimited," WGN, Chicago, for "hard-hitting, smoothly produced program . . . emotional appeal blended with excellent showmanship." First award, "The March of Minnesota," WCCO, Minneapolis. (Continued on page 52)

EDGAR GRUNWALD OKAY

Former "Variety" Staffer Has Been Cited Twice in Germany

Edgar A. Grunwald, former member of the "Variety" radio staff and subsequently editor of the whistling "Variety" Radio Directory, is reported well and safe in Germany after serving for 18 months with the American medical corps.

Grunwald has received two official citations.

Quaker Oats Seen Set For 'Ladies' Bankrolling

Quaker Oats is reportedly ready to pick up tab for the last 15-minutes of the Blue network's "Ladies Be Seated" audience participation show beginning early in July. Program is heard five-times-per-week from 3:30 to 4 p.m.

Sponsor currently has a five-minute morning musical show on the Blue, contract for which expires at the end of June. "Ladies" is m.c'd by Johnny Olson and his wife Penny.

CCNY Radio Awards for Creative Skill Precede First Annual Confab

Preliminary to the first annual Conference on Radio and Broadcasts to be held May 22-23 at the City College of New York, announcements have been made of National Awards of Merit for outstanding skill and craftsmanship in the effective creation of radio programs and promotion plans for the year 1944. Dr. John Craig Putnam, associate dean of CCNY, served as chairman of the committee on awards, and judges included George Rosen, radio editor of "Variety"; Bruce Robertson, of Broadcasting; M. H. Shapiro, of Radio Daily, and Lou Frankel of Billboard. M. W. Ayer receives the award for "the most effective merchandising and through a dealer or sponsor organization of a radio program by an advertising agency." For "Report to the Nation" during its utilities company sponsorship, "Let's Pretend" on CBS wins the award for "the most effective commercial program developed by a national network." For

"the most effective radio program developed by an advertising agency," J. Hoffman-Shang-Breyer of Los Angeles is honored for "This Is My Story."

Kudner Ops Kudo

As the advertising agency performing "the most effective merchandising directly to the public," Arthur Kildner Co. received the award for its promotion of the "General Motors Symphony of the Air." KIRO, Seattle, wins the award with its "Swap It Shop." For "the most effective direct-selling commercial program developed by a clear channel radio station."

"Highlights of the Rockies," developed by KLB, Denver, was judged as "the most effective institutional, commercial radio program."

WDWS, Champaign, Ill., for its "Sorority Chorus" program, received the award for "the most effective direct-selling commercial program developed by a local channel radio station." (Continued on page 52)

a slateful of KID SHOWS

MUTUAL BROADCASTING SYSTEM

World on the

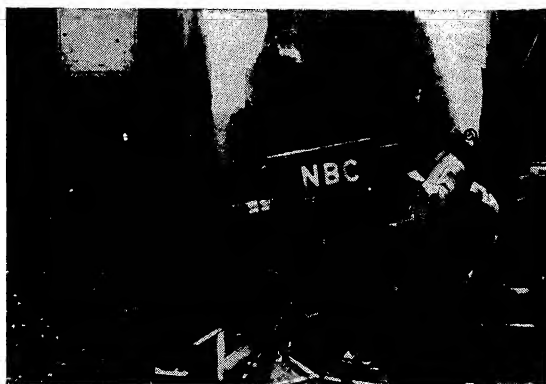


● NBC Newsroom goes into action after days of constant alert . . . and the official word speeds across the whole country. NBC's International

Division, operating closely with OWI and OIAA, spreads victory news in eight languages, helps inform peoples and U. S. fighting men abroad.



● NBC newsmen in the Pacific send back reactions of Armed Forces there to victory in Europe . . . are already reporting the intensified battle of the East, now the scene of undivided Allied action in the war against Japan.



● NBC's television station, WNBT, begins first full-day broadcasting. Cameras are set up at Times Square, and elsewhere, to record crowd reactions. Television viewers watch throngs from Broadway marquee . . . actually see NBC commentators broadcasting from studios . . . view historic scenes of war . . . and special programs.

Air...

ON MAY 8, stirring news, inspiring victory programs—and sober reports on the war yet finished went out on the NBC air.

By sound radio, by television and short wave, audiences heard and saw the historic day unfold. NBC covered the global story completely—accurately, speedily and graphically.

THE RIGHT MEN IN THE RIGHT PLACES AT THE RIGHT TIME

WILLIAM F. BROOKS
Director of NBC News
and Special Events



Stanley Richardson
PARIS



John MacVane
GERMANY



Edwin Haaker
GERMANY



David Anderson
GERMANY



Wright Bryan
PARIS



W. W. Chaplin
PARIS



Chester Morrison
LONDON



Bjorn Bjornson
GERMANY



Paul Archinard
PARIS



Roy Porter
PARIS



Grant Parr
ROME



Robert Magidoff
MOSCOW



● NBC alters its regular broadcasts, presents a full day and night of special distinctive programming to mark the occasion. Typical is the stirring music of Arturo Toscanini, Lauritz Melchior, Artur Rubinstein, Fritz Kreisler and Helen Traubel.



● NBC's illustrated documentation of 337 days—the march of events since D-Day as heard over the network—is available on request, while the supply lasts.

NBC has brought to America the end of but one conflict—from inside the shell of the vanquished Third Reich—from excited cities and busy factories of the victorious Allies—and from grim Pacific outposts where May 8 was simply another fighting day in the war. NBC's news coverage goes on from front lines of the war—as it will from the front lines of peace.

National Broadcasting Company

America's No. 1 Network



AGAIN: leadership like this is no accident...



The School of Business and Civic Administration of the College of the City of New York recently opened a new field of reward of merit in the specialized area of radio's methods of program creation and promotion.

The awards of its impartial and authoritative jury, for distinguished performance in 1944, have just been announced.

Eight awards went to individual stations; six of these went to stations on the Columbia Network—of whom 5 are affiliated stations, and one company-owned.

Four honorable mentions went to individual stations; three of these went to stations on the Columbia Network—two of them affiliates, one company-owned.

One award went to a network. *Columbia was the network.*

(One award went to N. W. Ayer & Son for its admirable promotion of the highly promotable CBS news program *Report to the Nation*.)

And Hillman-Shane-Breyer, Inc., received an award for "the most effective radio program developed by an advertising agency"—the program being *This Is My Story*—now playing on KNX, CBS in Los Angeles.

The specific station and network citations:

AWARDS:

➤ **KIRO** (CBS affiliate in Seattle) for its program, *Scap'n Shop*, "the most effective direct-selling commercial program developed by a clear channel radio station."

➤ **WDWS** (CBS affiliate in Champaign) for its program, *Sorority Charm*, "the most effective direct-selling commercial program developed by a local channel radio station."

➤ **WHCU** (CBS affiliate in Ithaca) for its program, *Let's Make a Dress*, "the most effective radio program developed for the purpose of increasing the station's share of the local audience."

➤ **WJR** (CBS' affiliate in Detroit) for its promotion of *Victory F.O.B.*, "the most effective sales promotion of a locally produced, public-service network program by a radio station."

➤ **KLZ** (CBS affiliate in Denver) for its program, *Highlights of the Rockies*, "the most effective institutional, commercial radio program."

➤ **WEEL** (CBS in Boston) for its promotion of *Food Fair*, "the most effective sales promotion of a local program by a radio station."

➤ **CBS**—for its notable children's program, *Let's Pretend*, "the most effective commercial program developed by a national network."

HONORABLE MENTIONS:

➤ **KDAL** (CBS affiliate in Duluth) for its program, *Open House*, "an unusually effective program developed to increase the station's share of the local audience."

➤ **WHAS** (CBS affiliate in Louisville) for its program, *Renfro Valley GATHERIN'*, "an unusually effective commercial program."

➤ **WTOP** (CBS in Washington) for its program, *Let's Learn Spanish*, "an unusually effective sales promotion of a local program."

So into the Columbia trophy room go these new and welcome honors. To the City College, and to the august members of the jury, our respectful gratitude for their recognition. To the stations, to N. W. Ayer & Son, and to Hillman-Shane-Breyer, Inc., our heartiest congratulations.

And to members of the radio industry, another gentle reminder that the nation-wide leadership of the active Columbia Network in making first-class radio *most effective is not an accident!*

this is CBS....the Columbia Broadcasting System



Illinois FM Bids Now Number 23

Chicago, May 15. Eight Chicago organizations, and 15 in other parts of the state, are lined up for the 400 applicants before the FCC for permits to establish FM broadcasting stations as soon as green light is given on materials and when manpower becomes available. Two FM stations are in operation here at present, WZZR by the Zenith Radio Corp. and WGBB, Chicago Tribune outlet. Chicago applicants include WJJD; Agricultural Broadcasters; WLS; United Auto Workers; CIO; Chicago Federation of Labor (CFL); Raytheon Mfg. Co.; Dropp, Journal Publishing Co. (WAAP); NBC (WMAQ); and Oak Park Realty and Amusement Co. Out-of-town applicants include two each from Peoria, Quincy and Springfield and others from Bloomington, Champaign, Decatur, Harrisburg, Herrin, East St. Louis, Rockford, Rock Island and Waukegan.

Boston—Virginia Davenport has left WBZ to join WCOB as traffic manager, succeeding Mrs. Edward Murphy, who held the post for four years. His. Murphy joined WCOB in Houston, Texas, where her husband is training as an air cadet.

Romantic 'Round Table' From, But Not In, N. Y.

Martha Rountree's show, "Round Table of Romance" starring Elissa Landi, with Dorothy Kilgallen, Florence Pittell, Elsie McMillane and Robin Chandler, is kept on in many MBS stations but, while it originates in New York, it has no N. Y. outlet as yet because the Wednesday 10:30-11 p.m. time isn't cleared. Show debuted three weeks ago and features one male guest, teeing off with Arthur William Brown, then Bennett Cerf, Joe Laurie, Jr., Home Cuy, Houston Peterson, John Mason Brown and Christopher Morley. Each act has its own single topic.

Fire Stymies KGF's

New H'wood Studios

Hollywood, May 15. As result of fire Friday (11) which swept through From Building, proposed site of KGF's new Hollywood studio, plans for move into location have been temporarily halted.

Considerable damage to building at Sunset and Vine was caused by flames. No estimate yet as to value of property destroyed.

Salt Lake City—Thorne Lee Co. of Los Angeles, makers of Topical, has begun sponsorship of afternoon news on KSL twice weekly. The 13-week contract was placed by R. W. Webster Co. of Los Angeles.

State Dept.

Continued from page 25

as easy" back on the home grounds as Market street in its dateless capital of the world.

Spangles, Not No Spangles

The national mourning period, over the town is not bethered in spangles as popularity to be surprised even before the President's death it had been decreed by the State Dept., which is running this show, that there be no pageantry or outward show of festive spirit. The prospect before the august committee delegates are too serious to admit of the usual furs and feathers that accompany such a gala occasion. Only a few flags around Civic Center, where the meetings are being held, give evidence of the restrained pomp and circumstance within the delegate chambers.

NBC took itself in a precedent-breaking mood last Tuesday (8) when one of those short-noticed events was plugged into its lap. Not only once but twice did the chain play records across the nation. Mrs. Eleanor Roosevelt's talk of V-E Day called for a transcribed report and later McKenzie King of Canada was put on the air.

The latter case was one of those things that NBC couldn't very well ignore and King was asked to follow King George when up pops the State Dept., on two hours' notice. NBC's short broadcast of Surrender Day talks by Edward Steinitz, Anthony Eden, Wellington Koo and George Bidault, Molotov being off, saying that Stalin would have to speak first. NBC asked the other nets to postpone the pool program until after Canada's King had been aired. This was voted down and NBC had to record King's address for later broadcast.

It is believed to be the first time that NBC, and twice on the same day, played a record of a domestic event across the network. It has been done before on war frontials but the extenuation there requires no apology.

The cost sheet for radio on this super-duper event will top anything ever before covered. There's no way of approximating the final tab but some guesses have placed the total figure at \$250,000. This said to be both low and high and must represent added expense beyond actual operations. Some insight into the auditors' headcases may be gained from the layout by a couple of fellows, KFWB, Hollywood, and KYA, Frisco, which linked up to the Conference. Their bill will run better than \$10,000.

Also a Radio Blueprint

Covering this conference has provided a liberal education in all of radio. The entire operation has been blueprinted to serve as a guide for future events and engineering genius was never before put to such an acid test. In the matter of a few days complete studios were set up in the Veterans Building by all nets and the pooled indices. Some days up to 20 programs were broadcast from the makeshift booths, with the dialers little the wisest that the remotest came out of rooms enclosed with compo board.

Never before in history has an entire universe been kept so close touch with an event of such momentous importance. For this far-flung service the boys must go to Office of War Information, Armed Forces Radio Service and Office of Inter-American Affairs. They were all on the ball from the opening gun and kept the shortwave beams active 20 hours out of each day. The GI in a sill trench on Okinawa was as well informed of every move of the conference as the city dweller. CIA's Latin-American trick was perhaps the fastest account on record. No sooner did one of the delegates of a southern republic come out of a session than he was trotted up to the mike to tell his countrymen about what transpired. OWI kept the civilian populace of the world posted while AFIS saw to it that the boys on the battle fronts were kept kept.

History will record radio's part in the conference as the greatest single contribution in the transmission of news—never more than less—ever delayed in any corner of the globe.

ED ABBOTT TO BURNETT AGCY.

Chicago, May 15. Capt. Edmund Abbott, recently discharged from the Army Air Corps, has joined the Leo Burnett agency as assistant to Frank Ferrin, Jr. in charge of radio. Before joining Air Corps about three years ago Abbott was a staff producer at WBBM and has been under Walter Preston, program

Mike Barkway Shifts To Toronto As BBC Rep

Ottawa, May 15.

Michael Barkway, one-time newsman with British Broadcasting Corp., latterly deputy chief of the radio section, physiological warfare division, SHAPE, shifts to Canada as BBC Can. rep.

Barkway succeeds S. J. deLobiniere, who heads for England as director of outside broadcasts for BBC. Barkway, who will base in Toronto, was in New York City in Washington in 1943 as BBC newsman.

Pitt's 'Radio City'

Pittsburgh, May 15.

Pittsburgh may soon have its own "Radio City" on the crest of Mt. Washington, overlooking the Golden Triangle. KGV, recently bought by a group of four local businessmen, is considering the erection of a modern plant in that section. It would include a tower, an auditorium, seat 2,400, an observation deck for sightseers, studios, offices and extensive parking and recreational facilities.

Zoning Board has already held a hearing on the proposal, but no decision has been handed down yet.

CCNY Awards

Continued from page 31

station. "For the most effective sales promotion of a local program by a radio station," WGB, Boston, honored for its promotion of "Food Fair." The award to "Make Me Dress," wins for WHCU, Ithaca, the award for "the most effective radio program developed for the purpose of increasing the station's share of the local audience."

WJR, Detroit, received the award for "the most effective sales promotion of a locally produced, public-service network program by a radio station," with "Victory F.O.B." For "the most effective sales promotion of a network program," WOWO, Fort Wayne earned the award with its handling of "America's Town Meeting of the Air."

WLW, Cincinnati, receives the award for "the most effective sales promotion of a locally produced, sponsored network program." "The World's Front," F. W. Ziv Co., with "Calling All Girls," wins the award for "the most effective radio program developed for syndication by a transcription producer."

WBBM No Double Policy Yanks Nordine From WGN

Chicago, May 15.

Ken Nordine, WBBM staff announcer and narrator, was pulled from "Calling All Detectives," heard over WGN-Mutual, last week, by the station's production department in links of policy instituted sometime ago which prohibits any of its staff announcers from appearing on competitive outlets. Nordine, who is being built up by WBBM as narrator of the "Michael Scott" and "Melody Lane" series, was narrator of the sleuth show, on which he has been succeeded by Vincent Pellerie.

Ruling does not apply to staffers doing acting jobs on other stations so will not affect Everett Kirk, who acts under the name of William Everett or Jonathan Cole, who takes acting assignments as Jonathan Cole.

NBC Preps Bob Merrill For Summer Replacer

NBC is building a summer replacement sustaining musical show around Metopara auditions winner Robert Merrill, who's under web contract.

Singer currently guests at various times on the network's five-times-per-week early-evening "Serenade to America" show, but is headed for a big buildup. Reported forthcoming show will fill the Thursday night 8-8:30 slot when Frank Morgan and his Maxwell House Coffee program vacate the niche for the hot weather months.

Navish—Sgt. Carleton "Sandy" Marvin, of the Army Air Corps, former Yankee network research director, now assigned to the Office of Strategic Service as asst. to the editor of confidential documents in the research and analysis division at Washington, D. C.



M-G-M's "Made for Millions"
ENTERTAINMENT, DREX CO.
From 7:00-8:00 p.m. EDT
By LEO CLAYTON

By LEO CLAYTON

By LEO CLAYTON

By LEO CLAYTON

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By LEO CLAYTON

Meet KWK's Rush Hughes—

Heard Twice Daily on Kansas City's WHB

Out here in Missouri, where people have to be "shown" folks know a good thing when they see and hear it! That's why Rush Hughes, with his "Song and Dance Parade," has a 4:10 Hooperating, mornings in St. Louis... and has already earned 4.7 in Kansas City with same type of show, afternoons. And he's getting more popular every week. They like him in Missouri... and out in Kansas, too!

You'll find doing business with WHB, — "the station with agency points-of-view," where advertisers are clients who must get their money's worth in results. If you want to sell the Kansas City market, WHB is your happy medium.



RUSH HUGHES' WHB
"THE FIRST FIVE"
SONG AND DANCE PARADE
Daily at 3:00 p.m.

For WHB Availabilities, Phone DON DAVIS at any of these "SPOT SALES" Offices:

KANSAS CITY • Seaville Building • Harrison 1161
NEW YORK CITY • 400 Madison Avenue • EDWARDS 5-5660
CHICAGO • 340 North Michigan • PRINCE 1-520
HOLLYWOOD • Hollywood Blvd. at Cosmo • HOLLYWOOD 8-350
SAN FRANCISCO • 5 Third Street • EXBORO 8-350

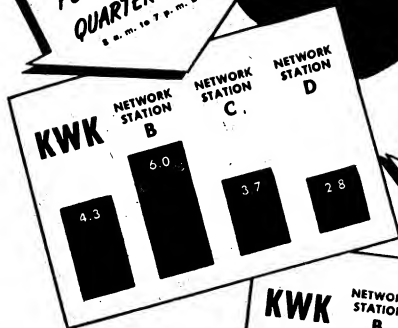
KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Kansas • Emporia • Kansas



Again...

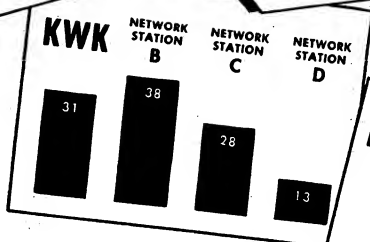
* Hooper day-time ratings
prove the popularity
of KWK personalities

AVERAGE
HOOPER RATING
FOR TOTAL 44
QUARTER HOURS
8 a.m. to 7 p.m. DAILY

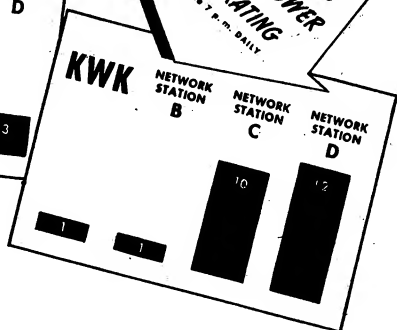


RUSH HUGHES • RAY DADY • ED WILSON
SHADY VALLEY FOLKS • EASY LISTENING
THE SMOOTHIES • CARL HOHENGARTEN
COON CREEK BOYS

NUMBER
OF QUARTER HOURS
WITH 3.0 or BETTER
HOOPER RATING
8 a.m. to 7 p.m. DAILY



NUMBER
OF QUARTER HOURS
WITH 1.5 or LOWER
HOOPER RATING
8 a.m. to 7 p.m. DAILY



HOTEL CHASE
ST. LOUIS



* C. E. HOOPER DAY-TIME RATINGS 8:00 A. M. TO
7:00 P. M. DAILY, OCT. 1944 THRU FEB. 1945

PAUL H. RAYMER CO. Representative

Aussie Airnews Cues Breakaway

Sydney, May 2.

A major radio battle has started between Aussie commercial radio stations and the labor government here. Since 1942, commercial stations have been taking news service from the nationally operated Australian Broadcasting Commission. Service was free with the government furnishing free telephone landlines to country commercial stations for news.

This fight over the relay service began when ABC quit providing the free service and asked \$30,000 annually from the commercial stations. Result was that 80 stations decided to break away from ABC and hooked up with major local newspapers for independent service. The Aussie government now has refused to give the commercial stations the necessary landlines, claiming they can be provided only if the stations continue with ABC. The stations claim they don't want the free landline service offering to pay the usual telephone rates.

A. Padison, president of the Federation of Commercial Broadcasting Stations, stated that the government's move is undemocratic in principle and that the radio stations would continue their independent service to country station outlets, sending out news via telegram for re-broadcasting.

It now looks like a big political battle is in the making on this treatment of radio stations, with the Labor government headed by Acting Prime Minister Chiefly and Liberal party opposition leader, Robert Menzies.

Bickford Back to WNY

Boston, May 15.

Leland C. Bickford, former chief warrant officer in the Coast Guard, has returned to the Yankee Network news service at his previous job as editor-in-chief.

He was for 24 months in the Pacific as a combat correspondent and on a submarine patrol in the Atlantic.

Insurance Gyps Theme Of New Air Package

Arnold Michaelis, director of "Amanda" on CBS, and Frank Kane, writer of many "Gangbuster" scripts, have produced a new drama package titled "Claims Agent," based on the character played by actor Edward G. Robinson in the Paramount pic, "Double Indemnity."

Pair have access to files of many of the leading insurance companies using actual cases as basis for the drama. Several clients reportedly interested in the package which is being marketed by Walter Swerdlow.

NSC Safety Awards

Chicago, May 15.

In an effort to encourage safe farm practices the year round, the National Safety Council will present its highest wartime award, "For Distinguished Service to Safety," to the national and regional network and the individual station which originates and presents the best safety program in connection with National Farm Safety Week, July 22-28.

Awards will be based 75% on ET's or scripts of actual broadcasts which take place in July, 1945, in connection with the National Farm Safety Week with the remaining 25% based on safety broadcasts which took place beginning at the close of last year's week, July 28, 1944, and ending July 1, 1945. Judges will be Wallace Kidderly, chief of radio section, U. S. Dept. of Agriculture; John J. Lacey, director of information, American Farm Bureau Federation, and Maynard H. Cox, director of the farm division, National Safety Council.

WWJ TO VETERANS

Detroit, May 8.

WWJ began "Veteran's Advisory," a new public service program on Saturdays at 8 p. m., featuring the Detroit News expert Louis Tender. He has also started a daily newspaper column by the same name.

Tender's radio show and column will dovetail to help local returned servicemen make the change from military to civilian life.

Double Duty

Earle McGill, CBS producer and director, says he is now selling both tin cans and the stuff that goes in them. On Saturdays, he does "Report to the Nation," sponsored by Continental Can.

McGill has now taken over the direction of "Radio Reader's Digest," sponsored by Campbell's soup.

ALBANY CHARTER CUES SPEC ON WOKO FUTURE

Albany, May 15.

Fort Orange Broadcasting Co., Inc., has been chartered to conduct a general radio broadcasting business in Albany. Capital stock is 5,000 shares, 1,500 preferred at \$100 par value, and 3,500 common at no par value. Directors are George Myers and Kathryn M. Lash, of Albany; Stanton Ablett, of Cohoes; Myers and Ablett are lawyers in the office of the filing attorneys, O'Connell & Aronowitz, one of the city's leading firms.

No information as to the reason for the company's formation has been given. Some observers surmise it might have something to do with the WOKO situation. The present operators are scheduled, under an FCC ruling a few days ago, to lose their license later part of the month. WOKO is expected to appeal this decision to the courts. WOKO is a big money maker, is a CBS outlet.

Fort Orange is the second broadcasting company chartered recently to do business in Albany. The first had as directors three prominent Albany business men: Wilson Sullivan, head of a realty company and now a Navy lieutenant at Samsung, N. Y.; William J. Popp, of Fort Orange Chemical Co.; and Michael J. O'Brien, of Interstate Plumbing Supply Co.

Cleveland—New series of programs for kids up to sixth grade level, known as "Golden Keys," has started over WWJ at 1:15 p. m. Saturdays. Rosemary Brown, who is a quarter-hour of stories about authors and illustrators of famous books.

NAB Can't See Spotlight On Station Ownerships; Will Argue Before FCC

Washington, May 15.

NAB Friday (11) filed with the FCC a brief opposing the commission's projected rule requiring full publicity to all station ownership records. The proposal does not appear to "serve any useful purpose," NAB counsel John Morgan Davis wrote in a letter to the regulatory body last Monday (21).

The commission has failed to show the benefits of such a rule, Davis maintained. Extension of the public inspection rule now applied to common carriers into the broadcast field is unjustified, he insisted. "So long as the commission has full knowledge of such matters," he wrote, "it is inconceivable to us how any useful purpose will be served by making this material available for public inspection."

Schneider spent 14 months with a tank destroyer outfit in Ireland, England and France.

OHIO STATE SKEDS FM WORKSHOP FOR SUMMER

Columbus, May 15.

Ohio State U. planning first educational FM-station workshop to be held June 18 to July 27. Program designed to provide practical training and advance in FM field for class of 150, will have cooperation of downtown Columbus stations. Columbus has pioneer FM station, WELB, which has been in operation several years.

I. Keith Tully, directing radio orientation which will cover basic engineering, program policy, radio regulation, public service responsibility, and relationship of FM educational studies to commercial stations. Network big names (unnamed) are expected to guest at lectures.

Start to include Edwin F. Helman, broadcast coordinator WBOB Cleveland; public schools; Walter Kravitch, program director U. of Wisconsin's WHV; James F. Macan, New York State Board of Education; radio program coordinator; Paul Wagner, former news editor WHAS and now, Saturday, prof. journalism Ohio State U. Sixth week of enrollment to be held at Cleveland in Board of Education station WBOE.

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Davis pointed out that the Treasury adheres to a rule of secrecy in regard to income tax returns and suggested that, if the FCC were to adopt its proposed rules, broadcasters as a class would be denied the protection afforded by the Treasury rules.

"In addition," he wrote, "it would enable competitors to obtain information which might be used to the great advantage of the licensee. It would seem highly advantageous to the commission to have the information it is supplied freely, without fear on the part of the licensee, that such information may be used against it by its competitors."

Carolyn Francke In For Script Trial on 'Aldrich'

With Clifford Goldsmith now off his "Aldrich Family" script chore (last Friday's (11) broadcast was the initial non-Goldsmith script), Young & Rubicam, the agency, is currently testing Carolyn Francke as a possible successor.

Young and Rubicam wrote last week with the assistance of Milton Wayne and she plays on pending a definite decision.

Grady's Green Acres...

GRADY COLE's domain stretches for 300 miles down the Piedmont plateau, through the center of Dixie—29,866,500 acres* of rich radio real-estate. And Grady farms every inch from the studios of WBT.

How he does it is no secret. Cole commands a listener loyalty that few radio personalities can match: Over half of the Piedmont's rural folk plant and harvest at his direction... 5,000 farm-owners are bedrock members of the "Grady Cole Farm Club." His fans send him 4,000 letters a month; his homely philosophies have become Piedmont folklore. Listeners name banyard pets, even 350 of their own offspring for WBT's friendly farm editor—and swear they'd back him for the governorship of either Carolina.

Another big group also finds Grady's acres exceptionally verdant—sponsors who rhapsodize over Cole's uncanny salespower. Typically eloquent is Charles G. Fox of Fox System Chicks in Charlotte: "Eight programs... 3,184 inquiries... 320,000 baby chicks sold... outstanding job... you can understand now why I'm so enthusiastic."

Despite this double-headed popularity—listeners and sponsors both had a complaint. They didn't get enough of Grady. So, to the 330 minutes of good-humor, news, music and information that Grady Cole Time brings WBT audiences each week, there's been added the midday Dixie Farm Club. It combines farm facts with Cole cajolery and guest visits by other favorite WBT talent. And it's available for sponsorship, 12:00-12:15 every weekday.

Planting acceptance for your product or service in the profitable Piedmont would be a pleasure for this Southern gentleman whose persuasive accent brightens the buying mood of his listeners. For an early sales harvest from Grady's green acres, call us or Radio Sales today.

*Acreage of WBT's 107-county primary area.

†54.8% of WBT's listeners hear Grady at least once a week. (CBS Listener Diary Study).

WBT
CHARLOTTE - 50,000 Wats
The South's Best Salesman
COLUMBIA OWNED



Inside Orchestras—Music

When Harry Sonnik composed "Who Are We to Say?", lyrics by Charles Tobias, he frankly told Herman Starr, head of Music Publishers Holding Corp., that the tune was popular with the Russian community. Starr, in turn, told the public that it was a "Theme by Paganiini." Probably "99" of the Russian composer's works are in the public domain in the U. S. and Starr admitted he could easily have checked that matter in the past. He just published the song, "Vladimir," and it was only then that Charles Tobias came to Starr protesting the tune infringement. Foley, who had just published the song, "Hildegard," pleaded the late Russian composer never to permit any distortion of his original melody. In fact, Fritz Kreisler, Foley explained, was denied the privilege to make a special violin "étude" for Bachman's "Vladimir" on a "Theme by Paganiini" for the same reason. It was as simple as that and, considering that Foley also publishes Kreisler's music in America, along with such works by Bachman's as "I am protected in Western Hemisphere," this compelled Starr to acquiesce. The song was quickly withdrawn from the market; certain tenor parts were wired not to air it. Decca withdrew its Hildegard record, a new backdrop for that playlet. Sonnik and Tobias meantime curtailed their "Who Are We to Say?" title to "Who Can Say?," with a new melody by Sonnik, which Starr just sent out to Warner Bros. studio for possible inclusion in a film.

RCA-Victor has been increasingly using an uptown N. Y. studio set in the banquet hall of the Lotus club, on 87th street, N. Y. Much later than any of the company's regular studios downtown. The Lotus set was first taken by Victor for longhair recording exclusively. Later, however, it has begun cutting pop bands there. Tommy Dorsey made his first recording here last Monday (14), using his string, four French horns, flutes, oboes, etc.

Columbia Records for some time has used the large Lederkrantz Hall studios in N. Y. for both longhair and pop.

Spec. 3 Willard Scheff, director of the Simmons, N. Y., Naval Training Station band, now being heard every third Saturday over WGV, Schenectady, in a series titled "Men of Uncle Sam," with Fred Waring's Pennsylvanians for five years.

Pat Rossi Sues Duke Film Co. for Alleged Dubbing of His Voice

Pat Rossi, also known as Ross Leonard, singer, filed suit in N. Y. federal court last week (14) against Soundies Distributing Corp. of America, Inc. Action seeks an injunction and an accounting of profits from the alleged fraudulent and unlawful use of Rossi's voice in the distribution and production of a soundies film called "Something to Watch I'll Be About."

According to the complaint filed by George Luttinger, attorney for Rossi, the defendants obtained and unlawfully used a recording of Rossi's voice, which he had made for the writer of the song without charge on January 7, this year.

Defendants, Rossi alleged, advertised in the "Soundies" that the voice was that of one Robert Lema. By misrepresenting and deceiving the public, Rossi further alleged, his earning ability and reputation are being injured.

Besides the injunction, Rossi asks that the "Soundies" be impounded during pendency of the suit and also asks for \$25,000 punitive damages.

Spade Kopsky reorganizing his "musicians" to replace Decca's Spinkins and Eddie Bennett, who have formed their own band.

LARRY CLINTON PLANS FOR POSTWAR OUTFIT

Capt. Larry Clinton, in the U. S. air force as an instructor for the past three years, last week, prior to shipping overseas on his first combat assignment, juggled with RCA-Victor, for which he recorded pre-war, and an understanding is said to have been reached for his return to that company when he rebuilds his band postwar.

Clinton also has made agreements with four key musicians, it's said, around whom he will build a new band. During his stringing four Army service, he has been doing occasional arranging with a view toward the postwar outfit. All of his effort, of course, has been on standard works, which are never outdated.

Jukes Can Blare After Midnight Despite Curfew

The juke box can do it where the curfew can't. According to the previous ruling, the War Manpower Commission ruled here last week that music boxes can be played in after-midnight saloons without breaking the curfew. An appeal had been made to Edward L. Cushman, chairman of the commission, by the Michigan Automatic Music Box Owners Association.

'Laura' Composer Gets ASCAP Membership

David Rabin, writer of the music from which the current hit, "Laura," was fashioned, was among the recent batch of writers admitted to American Society of Composers, Authors and Publishers membership. Rabin is a writer and arranger on the 20th-Fox lot in Hollywood.

Kristine Hawkins, bandleader, and Paul Weston, arranger-musical director for Capitol Records and a co-writer of the current hit "I Should Care," also drew cards. Others admitted, both pop and standard writers, are: Selen Alberti, George Antheil, Leon Charr, John M. Elliot, Ray John Hendoff, Robert M. Michaels, Helen Seidler Westbrook. Among publishers admitted to the society is Freddy Martin's new Martin Music Co., which replaced his Maxco, replacing Music and Crescendo Music.

Bertha Tallman In Muzak Bowout

Bertha Tallman has resigned as exec. vicepres of Muzak after an association of about five years. Her exit has created considerable speculation in the trade, with some reports that there's been an inter-spectrum conflict over since ex-FCC chairman James L. Fly stepped into the Subscription Radio picture. Previously there had been reports that Bill Denton was divorcing himself from his Muzak interests with some now inclined to attach significance to Miss Tallman's bowout and the Denton rumors.

Nevertheless, excess of the outfit still cling to a categorical denial of Bentley's purported withdrawal or any existing conflict within the organization and that Miss Tallman's resignation was done strictly by personal reasons.

Leeds Music Setting French Branch in Paris

Leeds' Music is in the process of setting up a French branch of its popularizing outfit. Headquartered in Paris, the French will be run by Raoul Breton, French music publisher who has been in this country for some time. Breton was to have pulled out of N. Y. for Paris yesterday.

Exact name of Leeds' Paris branch has not yet been settled. Legal procedure of setting up the outfit is now being covered by Leeds in Washington.

Jimmy Papa, Jr., trumpet, and Elmo Kirschbaum, sax, rejoined Bob Rudebeck at Vogue Terrace, N. Y. Another sax newcomer is Ronnie LaVelle, recently playing in band at N. Y.'s Diamond Horseshoe.

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 names of hotel give room capacity and cover charge. Larger amount designates weekend and holiday pricing. Compilation is based on period from Monday to Saturday.)

Hotel	Cover	Room	Week	Days	On
Hotel	Chg.	Cap.	Days	Week	Days
Alma	Lexington (400; 7:10-11:50)	30	1,625	5,000	
Sonny Dunham	New Yorker (400; \$1-\$1.50)	1	1,850	1,950	
Glenn Gray	Pennsylvania (400; \$1-\$1.50)	8	2,750	11,300	
George Olsen	Waldorf (500; \$2)	1	2,875	2,875	
Ernest Hawkins	Lincoln (275; \$1-\$1.50)	1	875	1,450	
Eddie Stone	Roosevelt (400; \$1-\$1.50)	1	2,725	3,925	

* Asterisks indicate a supporting floor show. New Yorker has live show; Lexington, an Hawaiian floor show.

Chicago

Jimmy Dorsey (Panther Room, Sherman Hotel; \$10-\$20.50 min.), Dorsey and Dinning Sisters, opening Friday (11), split fine 6,000 with Stum Kulkens, who closed.

Buddy Franklin (New Walnut Room, Bismarck Hotel; 465; \$10-\$25.50 min.), V-E Day festivities helped build to 3,100 for Franklin and Enrica & Novello.

Dick LaSalle (Mayfair Room, Blackstone Hotel; 405; \$2.50 min.), Fair 2,100 for LaSalle-Gail Gail-Elsworth & Fairchild combo.

George Olsen Empire Room, Falgar House; 700; \$2-\$3.50 min.). Barring rainy weather, V-E Day would have meant even bigger crowds for Olsen, Henry Youmans, Lathrop & Lee, et al., but 7,600 wasn't bad at all.

Carl Weiss (Boulevard Room, Stevens Hotel; 650; \$3-\$3.50 min.). Best big in town for hilariously popular Boulevard Room, with 7,700 on tap for Weiss, Harris, Claire & Shannon, Masters & Rollins, etc.

Los Angeles

Freddy Martin (Ambassador; 900; \$1-\$1.50). Curfew hit, V-E Day nor anything else disturbed solid 4,100 tabs.

Joe Reichman (Billmore; 900; \$1-\$1.50). War news kept patrons away early, but end of the week brought it back to 4,000 covers.

Location Jobs, Not in Hotels

(Chicago)

Gay Claridge (Cler Parer; 600; \$3-\$3.50 min.). Claridge, Sophie Tucker, Arthur Lee Simpkins drew sock 5,000.

Ed Courtney (Blackhawk; 500; \$2-\$2.50 min.). Imaginators followed V-E Day, who closed Tuesday (6); Courtney and Marjorie Lane h.o. Beauvoir 4,200.

Ted Lewis (Latin Quarter; 700; \$3-\$3.50 min.). Final crowd 5,000, smash pickup. Lewis followed Irving Kostel orch. Lou Holtz, Jackie Miller, Mulcahy, who closed Thursday (10).

Los Angeles

Many Packer (Palladium, B. Hollywood; 24 weeks). V-E Day closing kept the customers away but still hit 20,000, which is way off.

Sherry Sherock (Trianon, B. South Gate, third week). Closing for one night kept this drawery at 8,500 customers, which is solid.

Leighton Noble (Slappy Mack's, N. Los Angeles, 224 week). Hit its usual 3,200, despite concentration on the war news.

Carlos Molina, King Cole Trio (Troopden, N. Hollywood, 8th week). Both rooms of this nifty keen 'em coming for good 4,000 tabs.

Bill Green Sets Reisman

Pittsburgh, May 15.

Marble band policy for Terrace Garden at Bill Green's Casino this summer, which has been hanging fire for some time, will be carried out. First band in will be Leo Reisman, opening May 25 for two weeks.

Ted Weiss had originally been booked but he's being held over in Chi and bowed out of local date.

Big dance spot is being operated now by Mrs. Bill Green and a sister-in-law since Green himself was inducted into the Navy several weeks ago.

Navarro a Maestro

Boston, May 15.

Al Navarro, featured saxist with General Joca band until a recent Navy sojourn, is out and is now being groomed as a band leader by Jack Marshak, mentor to Vaughn Monroe.

Navarro is currently at the Coplay Plaza, where he took over the baton from Harry Greco, recently inducted into the Army.

Berkey Park Ballroom, HERSHEY, Pa., will open its 31st season May 12, with Tommy Dorsey's orchestra.

BING CROSBY
AND
JUDY GARLAND

DECCA

HARRY JAMES
AND
HIS ORCHESTRA

COLUMBIA

KING SISTERS
AND
FREDDY MARTIN

VICTOR

Zooming HITward!

TATA-TA-TA

(TALK. TALK. TALK)

Lyrics by JOHNNY BURKE Music by JIMMY VAN HEUSEN

BURKE and VAN HEUSEN

Mar. J. Baker, Gen. Prod. Mgr.

1019 Broadway New York 10 N

Ballad hit from 20th Century-Fox picture "Nob Hill"

I DON'T CARE WHO KNOWS IT

I DON'T CARE WHO KNOWS IT
 Music by JIMMY McHUGH
 Lyric by HAROLD ADAMSON

CHORUS (Not too fast)

Copyright 1944 Twentieth Century Music Corporation, New York, N.Y.
 Rights throughout the world controlled by Robbins Music Corporation, 799 Seventh Ave., New York, N.Y.

The most beautiful song in years—on the way to the #1 spot

LAURA

Theme melody from 20th Century-Fox's "Laura"
 Lyric by JOHNNY MERCER—Music by DAVID RAKSIN

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, N. Y. 19 • JERRY JOHNSON Gen. Pres. Mgr.

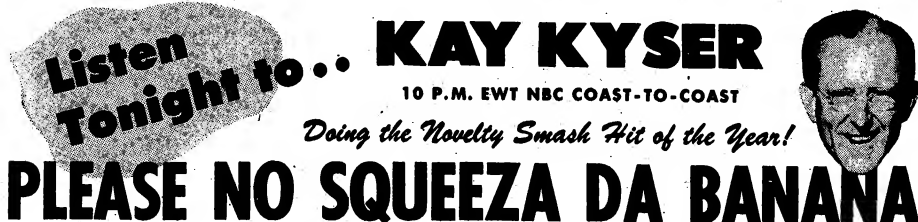
NBC, CBS, Blue, Mutual Plugs

TITLE	PUBLISHER
All of Yours—"I Great John L."	Barred
At the Feet of—	Chappel
All of My Life—	Berlin
—"Tonight and Every Night"	Moore
Bala—"J Caballeros"	Southern
Candy—	Fiest
—"Close As Pages in a Book"	Capitol
Dream—	Capitol
He's Home For a Little While—	Famous
I'm Beginning to—	Gram
I Should Care—"Thrill of a Romance"	Dorsey
We Got a Luck in My Pocket	Famous
Just a Jinx—Away	Famous
"I—Laura"	Robbins
My Dreams Are Getting Better	Santly
My Pet Brunette—	Maria
Please Don't Say So—"Thrill of a Romance"	Fiest
Sentimental Journey—	Morris
—"Remedy Song"	Chelco
Sweetheart of My Dreams—"30 Seconds Over Tokyo"	Shapiro
The More I See You—"Diamond Horseshoe"	BVC
There Must Be—	Hillman
Tico Tico—"Bathing Beauty"	Southern
While You're Away—	Reich
—"Belong to My Heart"	Kenn
Young Men—"J Caballeros"	Robbins
Young Not For—Anyone But Yourself	Robbins

† Filmusical. * Legit Musical. †† B.M.I. Affiliate

Taylor is member of the Taylor-Howe-Snowden combine operating several radio stations throughout the southwest. Smith plans to retire from the music biz to manage the office.

CHICAGO	NEW YORK	HOLLYWOOD
24 W. Randolph	820 Bldg.	1509 Vine
JACK CARLTON	DAVE BLUM	HERB REIS



Recorded by LOUIS PRIMA (Majestic) • TONY PASTOR (Victor) • MILT HERTH and the Jesters (Decca)

SEDS MUSIC CORPORATION



Cugat

Presents

OSVALDO FARRES

CUBA'S FOREMOST COMPOSER

Of The Greatest Latin-American Hit!

**SAY IT
OVER AGAIN**

(Para Que Duplica)

English Lyrics by SHIRLEY DITLER

INTRODUCED BY

KATE SMITH

With

XAVIER CUGAT

And His Orchestra

On The

**JELLO-SANKA
PROGRAM**

Sunday, May 13—CBS

BOGAT MUSIC CORP.

799 Seventh Ave., New York 19, N. Y. • Senior ABE BLOOM, Prof. Mgr.

Andy Perry Ordered To Post \$1,000 by AFM In 2-Band Date Snarl

In 2-Band Date Snarl
Andy Perry, operator of one-nighters at Allentown, Pa., was told by the American Federation of Musicians last week (8) to proceed with arrangements in the date he had booked for Tommy Dorsey last Friday (11). However, due to the squabble with the William Morris agency over a conflicting booking of Hal Mayfield's singing group, Dorsey ordered by the union to first post a bond of \$1,000 before he was allowed to proceed with Dorsey. The coin is being held in escrow pending claims against him by McIntyre and Morris. The \$1,000 represents Mc-

Hal McIntyre's orchestra is currently on the verge of doing overseas duty for the USO, with Ship Fields soon to follow. "Sweethearts of Rhythm" all-girl band is also on tap.

Perry got into the situation via circumstances surrounding the death of President Roosevelt. He had Dorsey booked for April 13; Mr. Roosevelt died on the 12th and the booking was deferred. He was in the process of negotiating for McIntyre for May 11 when Dorsey became available for that date and he sought to cancel negotiations with McIntyre. Confliction resulted when Morris wouldn't defer the date.

Composed of five saxes, four trum-
pets (including Shrock's), four

Sherock has four men from the old Horace Heidt gang and enough new men to cut sharp corners on the brass work, with his own horn amplifying the effect. He is at the front of the orchestra, but that should come with experience. His style brings to mind Ziggy Elman's early operations.

Vocalist Dorothy Rae is leaving and in another week to double with Fred Astaire. She is also singing for the stanza with Sherock. However, she and Walsh do their turns smooth with the band giving them smooth backgrounds.

Joe Saitta, sax player with Johnny Long, sunk a hole-in-one during a round of golf on a Butler Course, Pittsburgh, recently.

Gerald Wilson band moving into the Rainbow Rendezvous, Salt Lake City, for six weeks.

Ray Eberle-Dave Matthews music-crew opens at the Casa Manana, Culver City, May 18, for four weeks.

Bernie Cummins band booked into **Vogue Terrace, Pittsburgh**, for two weeks beginning **May 21**. He'll be followed on **June 8** by **Ray Kinney**.

Phil Harris band canceled his summer tour because of transportation difficulties.

Dud Bascomb band signed to record exclusively for De Luxe Records.

Jerry Wayne has signed with Cosmopolitan records for four sides with options for four more.

Pancho's rumba orch will play its first theatre date since his release from the Army, at Loew's State, N. Y., starting May 24.

Jimmy Beckner's new band held over at the Aragon dancery, Los Angeles.

Art Faar, Philadelphia maestro, organizing a band to open on the West Coast.

Benny Carter band moved into the

Bun Gobbel, with medical dis-

Sgt. David O. Knecht (Johnny

Pineapple) is now with AAF's 467th Bombardment Group in England.

Bill Steven took over manage-

band.

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New York 10



Fingerprinting of N. Y. Bonifaces Held Slap at Legitimate Business

"when will they realize that the legitimate business by and large is as legitimate as any other business, and let us alone."

That's a typical reaction to New York Police Commissioner Valentine's General Order No. 13, which calls for the fingerprinting of N. Y. bonifaces along with other restrictions.

Order came through during the past week, and is another consequence of Mayor La Guardia's efforts to have "linchpin" gamblers, whom he believes to have chunks of several millions in town, operated that the order came 10 years too late. The business is no longer an outgrowth of prohibition, that going elements have left the field long ago for more lucrative operations.

It's an open secret that the Mayor's Big Frank Costello and Joe Adonis doing to be behind a couple of clubs and his efforts to get them out of the local scene, proving harassing to every operator in the city.

As a result, the new order calls for the fingerprinting and registration of all owners of any particular establishment, no matter how small a person of questionable moral character from frequenting or owning bars, indolent entertainment, and persons engaged in questionable enterprises.

This sort of heckling is not new to (Continued on page 50)

Al Mercer Out of Ptsbg. Niterly Field After 25 Yrs.

Pittsburgh, May 15.

Half of the two Mercer Brothers, niterly operators around here for 25 years, have been driven out of the field for keeps. Al Mercer has gone into Mexican importing business in Mexico.

Other brother, Lew Mercer, isn't doing so well. He's back in Pittsburgh again after a Florida confining period, but a possible location. If he doesn't find one here, he's going to try in Florida.

Mercer early last winter disposed of their local Music Bar and went south to make their homes.

Carnival, N.Y., Educating Future Check-Grabbers With Diaper Matinees

The help scarcity is set to deprive a few New Yorkers of one of the best audience shows to be found anywhere. The Carnival Route, which has been operating in the Capitol hotel, N. Y., at its Saturday matinee shows gets an audience of the diapered and undressed.

Mammas that often puts on a better show than the performers. Unfortunately, Emil Monay, head of the Roney hotel chain, operating this spot, may fold the matinee policy by Sunday because of indecency.

Attracted by the \$1 dinner, food parents have started breaking in their youngsters to cabaret life early with the result that an overwhelming part of the audiences each Sunday afternoon are small children from three years and up. It's probably the only night club in the country where milk is the predominantly popular beverage.

Best part of the show comes during Louis Prima's band, when the mamma takes precious onto the dance floor and waltzes her around. It's not uncommon to see four-year-olds trying out steps learned at the nabe-dancing school. Occasionally, couple of babies do a few twirls. A man and woman dance were even seen at session caught in 121, but the management assures it's an oddity.

A three-year-old walked up to the bandstand this show, conducted by number and sang "Hissim Kissum."

The youngsters are pretty familiar with Prima's repertoire. Crowding around the bandstand, they beseege the maestro with calls and ask him to "play pretty for the people." That's his own stock phrase. Fortunately, the band stock and can be heard above the din.

The kids are a good audience too for the regular show. They liked the Winnie Holman aerial ballet, the knife throwing act of the Globos, Ullaine Malloy, working overhead rings, the Four Morocans, and the juggling act of Kay and Karol. It's stuff that's easily understood.

Perhaps the other niteries in town should send over their experienced help to the Carnival for the matinee session in order to keep it open. The help is better for future business than to educate 'em to niterly while they're young. Joe.

AGVA After Basic Pact With Copa, Versailles, N.Y.

American Guild of Variety Artists this week began to negotiate for basic pact with the Copa and Versailles, N.Y. niteries. Pact had been in the making some time ago but was stymied by the incoming of the curfew.

Reason for talent union requiring the pact was the fact that the two niteries does not particularly stem from the remunerative angle, since they were not intent well in excess of the AGVA minimums. Real reason is to pact them under regulations such as obtains in other class spots that would limit rehearsal periods and other advantages for its members.

Pact will classify them as Class A. Deluxers. Under such a pact, spots will be regulated on rehearsal period to one week free, two weeks at half-salary, and full pay after that. It would also limit break-up periods to six hours weekly, with \$1 per hour compensation beyond that period.

Nicholas Bros. Head Unit Playing Southern 1-Niters

Nicholas Bros. and Dan Gillespie's band are heading a package show to play one-niters in the South, starting around May 15. Tab is labeled "Hep-Satons of 1945."

Others in the lineup include Patrick O'Neil, Jack and Ann O'Neil, sister of maestro Billy Eckstine.

Chi Class Eateries Hit by OPA Action

Chicago, May 15.

Several of Chi's best known hotels, night spots and eating places were among eight local defendants sued by OPA for violating wartime regulations and permanent injunctions in Federal Court here Thursday (10).

Defendants have been ordered to pay \$100,000 in damages and \$100,000 in costs. Prices were well above the legal maximum.

Among those named are Pump Room, Butter, Wedgewood and main dining room of Ambassador East hotel.

Accused of getting \$2 more than the legal \$8.70 for a bottle of "Champanagne" and \$1.50 for a glass of "Yar, fashionable Russian drinkery, who allegedly charged \$10 for a \$6.50 whole trout pheasant for two.

Wm. Morris Submitting Andy Russell Despite Gen. Amus. Agreement

Despite controversy between General Amus. Corp. and Andy Russell, singer, who recently switched over to the William Morris Agency, regardless of the GAC pact, the Morris Agency has been lining up vaude and variety dates for their new client, Messineville, Milton Krasny, of GAC, has filed a complaint on Russell's move with the American Guild of Variety Artists, which has ruled that Russell is contractually bound to GAC.

Russell, who had a long-term pact with GAC, some weeks ago notified that agency that he was switching over to WM.

Russell would hold him to his contract if having to take the matter into court. AGVA was then called in and maintained that contract would remain in force as far as it was concerned until such time as subsequent arbitration on the matter might deem otherwise. Russell, who is currently on the Coast on pic assignment in "The Stork Club" film, was notified on AGVA stance in the matter last week and wired that he would like a couple of weeks to forward his side of the matter.

As things stand now, GAC remains his agent as far as AGVA is concerned and the William Morris Agency has been notified to that effect.

Russell's tour is scheduled to start at the RKO theatre, Boston, June 28 and will continue with RKO houses in Columbus and Cleveland.

NAT KALCHEIM ARA TREAS. VICE KRASNY

Nat Kalcheim, theatre department head of the William Morris agency, has been named to succeed Milton Krasny as treasurer of the Artists' Representatives Ass'n. Krasny, secretary-treasurer of General Amus. Corp., leaves at the end of this week to move to GAC's Coast office.

Krasny was given a farewell dinner at Toots Shor's Saturday night (14) by ARA which was attended by 50 people. Speakers were Art Weems, Krasny's successor as GAC, Bernie Miller, attorney; Cpl. Mike Vallon, former theatrical attorney; I. Robert Broder, ARA counsel; and Bob Weimer, managing director of the Paramount theatre. Krasny was gifted with luggage.

Soph's Brother Dies

Sophie Tucker returned Sunday (13) to the Chez Paree, Chicago, after three days' absence to attend the funeral of her brother, Phil Abuzza, who died in Hartford, Conn., May 8. She flew in on Thursday for the funeral the next day. Willie Solter filled in for Miss Tucker during her absence.

Customers, Performers, Even Niterly Ops, Had Begun to Like Curfew Time

It's considered a good thing for the niteries that the curfew ended when it did. Otherwise, the consequences might have been dangerous to the industry. It's held. As it is, bonifaces are reporting that too many of the before-curfew stayups have seemingly gotten to like the comparatively healthy hours forced upon them by the Byrnes bits, and a few more of such an "abnormally sane" life could have forced the industry to adjust itself to a normal operation. This would have affected talent and operating budgets.

As it is, niterly ops report that during the first week of the lifting of the lid, trade hasn't returned normal proportions. Post-midnight business during weekdays has been pretty weak to date. But general late business has been getting better, and it's figured that in two weeks or so the b.o. will again assume usual proportions. Weekend business, however, was reported heavy in all spots quoted.

Operators themselves can't blame the public for not taking to the old ways immediately. A few have only just pointed out that they themselves had started to like the increased home and social life and there's now going to miss it. Performers, too, got too accustomed to the ease of two shows nightly and many of the higher priced brackets, would prefer to have the curfew continued on a permanent basis.

Chicago, May 15.

Least noticed angle of suspension of curfew and dimout here is that union aggressiveness, dormant the past few months, is expected to resume momentarily, now that things are back to normal. American Guild of Variety Artists, though with ex-secretary Jack Irving, has made a cautious statement to the dailies here that "entertainers are not back on regular scale of pay, instead of minimum scale under which they worked during the curfew."

Chi niteries and picture houses.

meanwhile (not to mention the hos parlor set), hastily rearranged their schedules to take advantage of lifting of the curfew, with most night spots back on the routine quicker than you could say Wednesday, May 8.

Theatres, all back to the old grind by the end of the week, were slower than niteries, which started the pre-curfew routine instantly, despite the fact that many spots reported they had enjoyed the early closing hours because it gave them a chance to lead "normal lives."

On the whole, bonifaces were satisfied with first performances of their rather rusty late-hour clientele, claiming it won't be long till set payers get back into their full after-midnight stride.

St. L. Biz Bit.

St. Louis, May 15.

The lifting of the curfew has hyped biz in St. Louis niteries and (Continued on page 48)

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Night Club Reviews

Terrace Room, N. Y.

"Skippy Express" Ice Show, starring Joan Hyldoft, with Arnold Shoda, Terry Brent, Phil Rowan, and Sky Steiner. **Starlets,** Joyce Brownell, Nona McDonald, and Doris Judy Garay. **Harriet-Kennedy,** Clara May Kennedy, Caroline Hartwig, Nell Fontaine, Sonny Dunham. **Orch.** (16) with Marianne Toney Randall; no minimum, cover \$1 weekdays, \$1.50 weekends.

New Yorker's new "Skippy Express" ice show, replacing a blade show that had worn itself and repeat customers thin after a nine-month run, is one of the hotel's most ambitious efforts. Extravagantly costumed, which alone is said to cost \$7,000, and well produced by Donn Arden, it is due entertainment from end to end. Coupled to Sonny Dunham's band, playing perhaps the best brand of commercial music, it has ever come up with the combination should do well at the box.

In producing the 40-minute show, Arden followed a pattern of weaving a story of sorts into the proceedings which has stamped his past efforts. With all new line and principals of work with, he has fashioned a fantasy that purports to whirl patrons around the world by air, various scenes denoting stopovers in different countries. Nicely tied together by familiar and original music scored and written by Elliot Hersh, original lyrics by Maury Lewis, the whole thing is well done. Terry Brent and Phil Rowan, a team that is said to be fulfilling its first date here, is an unusually good pair.

ing. They have several solo spots, denoting in each a bag of tricks that makes them stand out. Arnold Shoda also clicks solo and in line parts.

Arden gives girls from the line solo spots in line shows. It's done due to the demands of the script rather than a desire to spotlight them, but nevertheless they get a chance and make the most of it. Judy Garay and Harriet Kennedy and Joyce Brownell shine in the line shows, and the latter, who had a really good job in a Scotland Yard sketch.

Nell Fontaine, m.c.'s proceedings. Nice-looking and possessor of a good voice, she handles the show well and keeps it moving swiftly.

Dunham's orchestra, made up of six brass, five four, three rhythm, augmented by his own trumpet and snare, has a good sound. It has been the show and for dancing. He has come down off the jazz beat, but he has been on for the past couple years and, as mentioned above, is dispensing a good brand of danceable and listenable music. Particularly good is the band's beat. Marianne, wily-blonde blonde formerly with Will Osborne, is with Dunham and turns out the show. Sonny Randall, dance ballads, also very acceptable.

5100 Club, Chi

Chicago, May 3.
Jim Murray, Condo Bros. Viola Lopez. **Starlets,** Maury Lewis, Maury Lewis. **Orch.** (6); \$1.25-\$1.50 min.

Continuing big-name policy, spot sequels from the Willie Howard & Co. layout to what should prove an original money-maker. New show is laughingly all the way from Jim Murray's tapdancing with the Condo Brothers to Viola Lopez's hot, wily, impish of Hildegarde.

Murray enacts amiably, backing his own material in favor of other acts because of the cutthroat of it all. Lanky paper cracks some neat adlibs with ringers, goes on mike in "Laugh, Clown, Laugh," and does "Time," says of a soldier on leave with time originally intended to be spent with his wife, he's got to get his instead, to some furious palm-heckling.

Steve and Nick Condo's full-show, noisy, intricate hooting is showcased with a sinu including the use of drum accompy only; sidown lap; steps to "Honeycuckoo Rose," most of which is devoted to Steve's sliding taps; and a production number entitled "Condo Bros. & Murray," which leaves the latter limo, to say the least.

Miss Layne, held over, adds Hildegarde to her standard Bonnie Baker, O'Brien-Baby Show. Wanda Get Married and Carmen Ramirez. Run and gun, turns, and wows em. Only kick here is a show opener, "Anything Goes," with

"original" lyrics, sung straight, but with a wacky material. Otherwise, bofo.

Alice Strickland contributes some inventive acoustics, including spiffs, standstills and curvatures that are definitely not sun-of-the-mill. Lynne Manion's Debuts, sung hard, but the notes, the sprays, the gasps, the boogie-accro, turn and bumps-and-bumps and principles of the show. The latter, which is okay, but the bandshell, which needs insulation and is too low, does little dirt.

Havana-Madrid, N. Y.

Flora & DeCordoba, Jimmy Sittler, Maria Lopez, Guy Martin, Louis, Carlos Varela. **Orch.** (25); \$2.50.

With this display, Havana-Madrid reverts to the production-type show, having returned with a Guy Martin and a better percentage of Latin acts. It's primarily a Latin show for the Spanish trade, but there are several items here that will click with the general run of niter patrons. In the latter category are Myrtill and Pacard, twin twins imported some years ago by Clifford C. Fuchs for the International Casino. They've been on the business for some time, male having gone back to Europe and subsequently been in a reconstruction camp. They've only recently returned dancing and this is their first important date.

They make a novelty appearance at the entrance, both of them sporting iridescent and spangled pants, on their bodies, but it's their sock ballet steps which tie the house into a knot. Duo are extremely graceful and display some sock tricks.

Also applause-winners are Flores and DeCordoba (New Acts). Excellent male flamenco team. Rest of the bill comprises Maria Luisa Lopez, singer; Senor Madrid, magico; Jimmy Sutton, singer, all reviewed under New Acts.

Martin's line, six lookers, provide some color to the proceedings with their Latin routines. However, the original number is out of sorts for a Latin niter. Carlos Varela's orch does okay in the show backing department.

Terrace Room, Boston

(STATLER HOTEL)

Boston, May 11.
Art Brisson, with Dick Lewis and company; Garwood Van Orsdel (10); and Mary Hanks; no minimum, cover \$1 after 8:30 p.m.

Romantic Art Brisson, breaking all records in the Statler's handsome Terrace Room with a four-week run, equalled neither by a single nor whole troupe, is answer to niter manager's prayer in a town where bill has been 20 percent off through curfew and offering of generally poor

From his white opening, he down the rights of stairs to the show and song. "You're Just the One I Wanted" (Continued on Page 5)

N. Y. Niter Followups

George Price, for delivery, savor fair and all the accompaniments that all the niter patrons of the Terrace Room among the tonight get entertainment. America today, the entertainers, he can be only as good as his material. It's a tribute to all the niter patrons of the Terrace Room that much of his stuff at the Copacabana, N. Y. is sold because of his material. How: the fold-over his dishing here, by and large, is not up to the level of the latter three categories, because some of it does better than

It might not be remis to mention, as it's his downright important, that Price was a fast booker, being set here only the night before he unofficially opened on Friday (11). The quick lifting of the curfew was responsible for the quick shift in the Copas plan to bring in another name to share the headline billing with Xavier Guera's band.

Some of Price's standards, such as his takeoffs on Johnson and Sinatra, are still funny, but one that's probably the one that's been the most ignored by him at this catering. That income-lax report is based on the fact that he could not get it up better with better pricing.

Price's band, which reopened the spot several weeks ago holds over.

The class Monte Carlo (N.Y.) has been last night's headline for the summer and the headliner is—of all things—"Use Somebody to quote the establishment. Oh, yes, Dick Desjardis and Alberto's Latin bands are there for the despatch, but they've lost the headline feature is the motif.

Which is no idle whim of the shrews since to Salvin-Dick Flanagan management, because this bottle has been grossing over \$1,000 a night last year netted \$270,000, even after many lavish improvements and frequently changing interior decoration.

Jane Pickens, who bowed into the Versailles, N.Y., last week, following Kitty Carlisle as the headline is, of course, an established cage songstress in the sophisticated show. She remains a charming, refreshing performer. Yet, there is here something that hints that all of her horse and graciousness are not quite spontaneous but, rather, the result of hard, careful training; that she's still thinking at it.

Customers at the Versailles respond readily to Miss Pickens. She is a well-balanced, refined, and commercial tunes, both in the lively and nostalgic vein. And, with the exception of "My Heart Sings," one of the two numbers self-accompanied on the piano, she has a handsome return.

Miss Pickens is at her best with such numbers as "June Is Justine Out," "Can't Say No," "In My Arms" and "I'll Be Seeing You." The new waves straight dramatic lyrics into a species of "The Great Gatsby" saw Paris." Delivery is good, although dialog a bit, in this number. Striking leap is "La Marmite," used for the n.s.d. to save it.

Miss Pickens does much better with the special material of "In My Arms," which is delivered with an edgy dialect in Chinese, Russian, boogie-woogie, etc.

Maximilian Bergerer orch's excellent.

(Continued from page 47)

even in St. Louis, across the Mississippi from here. Gambling casinos dusted off their paraphernalia and are in full swing for the first time since January 3. Handbooks also are preparing for a surge of activity.

The War Manpower Commission's local representatives said compliance in St. Louis with the new law was excellent and full co-op was given by enforcement officers. Only 23 violations of the curfew were reported during the entire period it was in effect.

Curfew

There's no dice on lifting the midnight curfew on liquor sales along with the V-E Day relaxation on theatre curfew, although the state liquor control board directed Liquor Administrator George M. Stout in central Army and Navy to the end. The opinion is that a bad situation would develop if service men were banned from bars at midnight while civilians kept on drinking.

Some local niteries are taking advantage of the curfew by serving drinks to midnight, then staging their last floor show, thus getting the advantage of nearly an hour's extra business.

lent musical support gives plenty, both for Miss Pickens and balance of the lineup, which is holding over.

The Starlight Roof of the Hotel Waldorf-Astoria, N. Y., is notable for the brevity of its current show, the three acts comprising the Hermannos Villanos Trio for top billing, Victoria Cordova (New Act) and Canto the magician, in addition to the orchs of Nat Brandname and Mitcha Bros. It's all under 20 minutes.

The Williams unit of two males and one gal, with their always scold, classy tang acrobatics, done so that the two males carefully groomed hair doesn't ruffle a bit, is invariably a strong supporting act. New they're top-billed. The commercial values are there on performance, but this bill needs more name power.

Canto, more recently at the Havana-Madrid and Broadway, has made amazing progress in the New York niter nite with his leap to the Waldorf. And he rates the elevation. His magic tricks, wherein everything he does results in the emergence of pigeons—probably to the complete bafflement even of the OPA—are not at all good. He's dressed in his native Mexican cabalero manner to give an authentic touch.

As usual, Nat Brandwynne's orch, with the maestro at the black-and-white, plays a neat accompaniment for the show, and Mitcha Bros' crew is sock for the Latin dance rhythms.

Kohn.

William Lave preparing a special symphonic score for the Government film of fighting on two Jims, now being edited at Warners.

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Night Club Reviews

- Continued from page 48

rose motif and projecting Wana I for some top-drawer ballet. Ensemble work in this one again accentuates ability of gals. Eileen McBride follows in a neat toe dance that goes over.

Cabaret Bills

NEW YORK CITY	
Bill's Gay 10's	Hotel P
Chief Gilbert	High Grant O
Gerold Braver	Hindgarde
Harold Willard	Hotel Kuo
Jack Ryan	Edith Stone
Charles Strickland	Hotel Mayo
Jimmy Burns	Kay Kimble

Paramount

Cafe Society
 (Aphonia)
 Jimmy Speer
 Kenneth Spencer
 Joe Kraft
 Gene Field (5)
 Phil Moore (C)
 'Cafe Society'
 (Downstairs)
 Cash White
 Jeff Jackson
 Lawrence C.
 Bill C.
 Corvair
 Inverly
 Paul Spurr
 Linda C.
 Hotel C
 Vincent
 Hotel W
 Helen
 Victoria
 N. Hand
 Iceland
 Frankie
 Tam
 Tom
 Honey
 La
 La

RKO

Miss Emma Lee	Mario Page
Charles Kross	Walter & Rose
Eda Haelungen	Joe Capello
Ella Kuznetsov	La Comp
Myron Kuznetsov	Dolly Brown
Alban Oie	Hal Fisher
Club 18	Wallers

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Hudson W	Hudson W
Ben Dave	Ben Dave
Wint Walsh	Wint Walsh
Marilyn Berk	Marilyn Berk
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Theresa Wilson	Theresa Wilson

Independence

[illegible]

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 Steane (17-39)
 Glenn Rae & Miff
 (12-39)
 Paul & Gordon
 Kathleen Byrne &
 S. (12-39)
 Gene Doyle
 The Elgins
BOUND BROOK
 (12-39)
 Charles Carter
 Alan Reno
 Wynnar S.
 Al Lewis S.
 (One to Bill)
CAMDEN
 Sid & Connie Deane
 Jim Pennan

[illegible]

JUNE HAVOC
Comédienne

[illegible]

VICTORIA CORDOVA
Songs

Hotel Waldorf-Astoria, N. Y.

A dark, attractive Latin-American youngster, Victoria Cordova, does nothing of Latin genre. She has a sturdy voice that's well suited to the type of smug she does, though she could learn to project better. But she's a youngster who will acquire a greater selling flair with experience.

Senorita Cordova seems somewhat out of her milieu here; the Latin-American cafe is more her type.

Kalu

LEWIS & VAN
Dance

This male pair exhibits a well-controlled set of fan routines. They're well dressed, sporting tropical blue evening wear with elon jackets. Most of their routines are on a pair of miniature stairs and they later alternate in a series of singles on a wooden mat. They're good for several earned bows. Jose.

Saranac

By Happy Benway

Saranac, Lake, N. Y., May 15.

Vittorio Cacioppo, ex-convict of the Farnida, Vienna, is leaving for Santa Barbara, Cal., where he'll continue the "cure."

Eugene Platzman, music arranger, and his wife, back after a short furlough in Jackson Heights, L. I.

Pvt. Francis McLeau planned 1 year from Texas to visit his sister, Jordie McLeau, who is flashing good reports.

Helen Grupp has been upped for meals and mild exercise.

Margo Meredith received her O.K. papers and left for New York City.

Marie Gallagher will spend her 10-day furlough in New York.

John Eaton, who graduated from here, now connected with a Scranton, Pa., firm.

Ben Schaffer and Frank Kaplan are caretakers of the Rogers victory garden.

Caruso Bios

raphy: "I pulled back Camus from intimate letters with Caruso's very wife and intimates. It is replete with anecdotes about the loyal little umbrella-maker by day and king of the Metropole clique at night. The almost comical Camus is seen in the bath, in the bath tub, etc., etc. Very funny. I have been told that the man in his theatre box to 'go home and brush your teeth' because of a bad smell. Camus was a first-class boxer hotel at Broadway and 42nd street. It was nearer the Met, his home, than the Plaza Hotel, which he left at the Biltmore but went to the Vanderbilt because it was nearer the Met. Camus was a very good friend of the Kaiser. The Kaiser toasted his valet; the \$182,500 in royalties the Victor Talking Machine Company paid him from 1903-1920; the \$2,500 limit he placed on himself as the Metropole; he placed on himself as the Metropole; he got at the Mexico City Opera; the Mafia and other crank letters; the time Camus at the Plaza Opera; the stolen jewels at their Long Island home, etc., etc., punctuate the volume.

This book is more than a bio. It's a close-up on an immortal, and in its way a study in the art of writing. Camus deliberately refused to make a book of himself, but it makes for an interesting reading.

Terrace Room, Boston

original numbers including a French melody. "Sally" patterned after "Lullaby" and "The Old Folks at Home." "I don't think he exists only for the income he gets," Boston needed a tonic of this kind, full of expert showmanship and a dash of the "old-time" music that meant heart-pulls and amazing vitality.

Two years ago, Grissow wowed them at the Copley (his second history appearance) but he didn't seem half as gay and fresh then. His music, his good voice and rhythm, his wit, his sense of humor, his repeated use of the house as stage for a church, that was a class tinkling.

Now, he's a melody from "Norwegian" to a V-E Day sentiment, while appropriate to Sudden My Heart Sings. It's a new song, but it's got its own life and the heart a little with the aid of Dick Lewis, personable pianist, he puts over an old version of the song. "Lullaby" is a new song, too, proving that Grissow's

Sim Sala Bin," which are prisson trademarks now

in native tongue. In fact, Brison's use of the mike, dragged from inside to table for fans' solo effects, was a first in musical topical comedy.

Encore's included imitations in Spanish on "Mairzy Doats" and a stilted rendition of "The Last Time I Saw Paris," betraying artist's enormous range. Brison's last song, "Gang," a New Gerald Marks song, "Today Is the Day," also wowed.

Brison's agility, gliding, sidling on and off stage, his quick response to accepting his athletic past, has been noted up here by 10-mile walks with a suitcase. Mme. Brison every day, "I'm a runner," she says.

His routine is just as agile, changing largely every night.

Garwood Van and sweet band back up Brison's singing. The singing and Dick Lewis accompaniment, Nancy Hansen is orchestra's own good thumper. Biz is turned out every night in advance.

Dance.

Glass Hat, N. Y.
(BELMONT-PLAZA HOTEL)

McBride, Gayle Robbins;
Bill Russell, Payson Re's

The Kathryn Duffy dancers are back at the Glass Pavilion, practically their annual planktoned by two outside acts—Jay and the Jayettes, and the Blandine making his initial nuptial appearance—it all adds up to a well-entertained evening. Gayle Robbins, a petite blonde, is a nestle number spotlighting Clarice. Duffy in nifty solo dance, to which, at lively pace, Duffy Dancers lead. Miss Robbins does all right in her "Lady of Spain" costumes, are colorful and the girls are lookers—effects give additional wallop to the dance. Anne Moore, from Russell (New Act) clicks in next zanzibar with Duffy, rolls waist in "Ball of the Good Hand." Bill Russell

11/11/11

Fingerprint:

Continued from page 47

the cafe operators. Some years ago an order came through ordering fine reprinting of all cafe employees. As a result, everybody from performers to operators had to get their pictures snapped at local police stations. This order hasn't been enforced in regard to all spots in several years.

Another bout with nitery owners by the city came with the license crackdown about a year ago, when the Stork Club, Copacabana and La Vela (a club on the West Side) got slammed on varied tax raps, and their licenses were held up. Effect of this bout with the city, was that all cabaret licenses were put on a temporary basis, subject to imminent revocation.. This situation still

The fingerprinting section of the order is regarded as not applying to too many operators here, as discretionary powers are placed with the police commissioner. Many, especially in Greenwich Village, were fingerprinted some years ago, and it's likely that the police department

Another section of the order forbids palmists, astrologers and fortune-telling in niteries. This is presumably to protect the revenue of the empire, whose wartime take was pretty heavy, as most questions dealt with safety of loved ones in the service. The operators also lose some ground on this score as the prophet is no longer paid concession rates to the operators.

Arthur Garfield Hays, counsel for the Allied Food and Entertainment Industries of Greater New York, characterized the order as "petty interference with the free market," usually advisable to consult with an industry before action is taken affecting them. With bonifices organized he thinks there should have been some discussion with industry before the order may be an appeal to the fortune-telling aspect of the order, he said.

RES OF THE STARS

**DEW
SMOKING
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J. H. LUBIN
GENERAL MANAGER
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BOOKING MANAGER

Mamoulian Sees Past Years' Sock Dramas As Library for Musicals

By ARTHUR BRONSON
Success of "Carousel," Broadway's newest hit, disproves once and for all the widespread fallacy that you can't make a good musical out of a good play, according to Rouben Mamoulian, who staged the hit. Any theme, he says, whether high comedy, drama or tragedy, is open to musical treatment.

Furthermore, he says, there is an "tampering" with a tried, successful play, as many maintain, if you replace dialog or incident with good music or dance. Naturally, you have to cut out some dialog and brook to make way for the music. But you haven't tampered with the subject, he says; you've merely changed the medium of expression.

He's staged several musicals made out of straight plays, including "Porgy and Bess" out of "Porgy," "Oklahoma!" out of "Green Grow the Lilacs," "Carousel" out of "Liliom," and "Sadie Thompson" out of "Rain." In each he used a formula of integrated song-dance-and-drama. All these shows; Mamoulian says, were experimental. The one that flopped, "Sadie Thompson," did so because the integrated elements weren't blended right. But that doesn't hurt the principle that a good play can make a good musical. "Rain" still can make a good musical.

In doing all these shows, he says, he was always conscious of the danger of a flop, because of the subject matter. When "Oklahoma!" tried out originally in New Haven under the name of "Away We Go," it was considered a flop, New Yorkers who saw it there calling it neither fish nor fowl. You couldn't have a murder, or a sinister villain, in musical comedy, they told him. But "Oklahoma!" showed that stark drama had no bad effect in musicals.

Integration Necessary

These integrated song-dance-drama musicals are the blueprints of the future, says Mamoulian. They're not "high art," he says; they're strictly commercial. They're a new road in the theatre, as is shown already by such ensuing productions as "Dark of the Moon" and "Bloomer Girl." In addition to being truly authentic musical theatre, these integrated musicals are as essentially American as the skyscraper. They're one of the best things to send back

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SONG OF BERNADETTE
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ANGELS

Howard Chellman says: "I am hopeful this book will attract additional capital to a legitimate industry that should have a great influence on our democratic way of life."

\$25 Per Volume
I. O. SHULL, Editor
178 West 48th Street, New York 19

'TURTLE' NEARS MILLION FOR TWO COMPANIES

"The Voice of the Turtle" is completing its second season at the Morosini, N. Y., is taking form as one of the most successful shows in the order. Total profit, including the New York and Chicago I Selwyn companies, is approaching the \$1,000,000 mark. Net earnings for the Selwyns are \$400,000. The Selwyns are currently are around \$14,000 weekly and profit checks amounting to \$50,000 monthly are going out regularly to producer and investors. The Selwyns are interested in the play, including Elinit Nugent, co-starring with Betty Field. End of the "Turtle" run is not in sight. It will last out this summer, as it is the only show in the city that has no cooling system. Then, too, the players want a vacation, show starting a third season in late September. The producers that the Selwyns will gain as much added profit as the stake showings, film coin to be spread over a period of years up to 1951. Understood that the Selwyns already profit \$50,000 weekly.

EASES PA STRAWHAT

Reading, Pa., May 15.
Gretna theatre, Mt. Gretna, summer colony 28 miles from here, will reopen next month after being closed three seasons because of the war.
The Pennsylvania Chautauqua, owner of the property, gave a lease to Charles F. Coghlan, producer, for a 10-week season this year, with an option of renewal for 10 years.

Plays Out of Town

[illegible]

and...
Taylor
...
George,
Lamont,
Mont-
Mary
Cole,
Hoff-
Math-
Watson,
Con-
Mey-
O'Brien,
Pincelli.

George S. Kaufman has undertaken a rewrite of the W. S. Gilbert book and lyrics of "Pinetree" and left the original Sir Arthur Sullivan score intact. The book is a smart job wrapped around the Hollywood picture-making paradigm. The "Pines" too has their moments in spite of some forced rhyming here and there, but then Mr. K. was up against one of the best in this particular department, and it does not seem likely that a strong stand, and upon his further activity in this department will depend the Broadway run of this lavish effort under the combined aegis of Max Reinhardt and the "Pines" itself. About a half hour to be ruthlessly trimmed and considerable speeding and brightening up, particularly in the second act, when the novelty of the whole business begins

Inside Stuff—Legit

Mike Todd, who landed to Europe last week on a War Dept. mission in relation to soldier amusement, has copied plenty of publicity in the magazine lately. A feature story in Collier's (May 12 issue) by John Chapman, drama critic of the N. Y. News, was headed "Platinum-Plated Platoon" and decorated with color pictures, including one of the showman and scenes from his "Up In Central Park" (Century). John K. Hutchens profiled him for the Sunday 131 Times mag. titled "The Mike Todd Legend Grows Bigger."

Chapman's story is brightened with grace, writer identifying Todd as "the most colorful producer since Florence Ziegfeld and Morris Gest," also that "he has the soul of a pitchman and the ambition of a Napoleon." Cannon Runyon is quoted saying that Todd is one of the greatest natural comedians alive, and that he was "born to be a showman." The article mentions his rivalry between himself and Billy Rose, whose \$24 champagne premiere of "Seventy Lively Revels" opened Saturday at the Ziegfeld Theatre, and was topped by Todd's lavish party on the Tavern on the Green the night "Paris burned." Revels that night were "one of the great parties ever given in New York City," says Runyon, although it's understood his birthplace was a tank town nearby, population 400. Rivalry between Todd and Rose started at New York World's Fair, where the latter had the Aquadance and the former "Gay Shows" business; in fact, a lucky bum.

Hutchens' story has some of the same material as Chapman's. Times story quotes the producer as saying he'd rather be lucky than smart, but is not clear of course, both. Telling of Todd's take-a-chance angle, there is a mention of the time a year or so ago when he told his general manager to get a safety deposit box so he would be able to get cash anytime he wished. Actually the depository was at the St. Moritz hotel, where his late aide, Joe Glick, lived. Todd turned over to Glick racecar and ginnyummy winnings one Saturday night, amount being variously estimated and said to have exceeded \$35,000. Glick died the next day and the claim is still tied up.

There has been a rash of profiles on Broadway "characters" lately, not the least being a dissertation about press agent Dick Maney in the current issue of *Life* (May 14) by Russel (Buck) Crouse, one of the many legitimate producers who employs him around the edges. Crouse was once a press agent himself for the Theatre Guild, etc. He also mentions being teamed

with Howard Lindsay as co-author of "Life With Father" (Empire, producer of the Broadway smash *How to Succeed in Business Without Really Trying*), and "landers" Lindsay by claiming to be the "premier" promoter of the duo. It concealed that his atrocious rivals Durantes, Saypol, and Cronse about Mamey:

[Cronse about Mamey:] Gilbert Miller's English, questioned Orson Welles while publicly defamed Ed Harris and publicly deceived Billy Rose—while being paid by him. He is the most successful, highest paid and the most sought-after theatrical press agent in America. . . . [Mamey] has been a success story, a star, a legend, a hero, a hero of the time he acquired a hanger which is a masterpiece. . . . he's 52 born in Chicago, Montana, described by the guy as "a nest of mamey Crees" [sic]. Black, Black's Artists and Writers club is his second office. . . . Mamey is a man of great energy, a man of great energy and temper. He has often spoken harshly to Mr. Lindsay and me, but we found a simple way to curb his barb. . . . before he has a chance to open his mouth he says: "Mamey, you're lived . . . he probably naps a lot. . . . Mamey is a man of great energy, a man of great energy. . . . he resembles a bottled Japaneze, in his country home at Westport, Conn., he does all of his country reading and drinking in his pajamas, . . . into the stirrings of fresh air," except when trying to be a politician.

Theatre Guild hosted a big party in its mansion offices on 53rd street near Fifth avenue Sunday (13). The event was supposed to be in celebration of "Oklahama!" having passed the two-year mark, which it did some weeks ago at the St. James N. Y., but also to toast the success of the Guild's newest musical clip, "Carousel," parked across the street from "Hammerstein," at the Majestic, and to honor Richard Rodgers and Oscar Hammerstein, 2d, its composer-writers of both hits. Guild produced both "Oklahama!" and "Carousel," and the party was given by the Guild. On Monday at noon a condensed version of "Oklahama!" was given in costume in front of City Hall in aid of the start of the 7th War Loan.

Rodgers and Hammerstein are profiled in current Collier's under the title "Words and Music" as the duo who "triumphantly won the order of the Star of the American Musical Theatre for their outrageously successful 'Oklahoma!' They didn't fall flat on their faces, the way a lot of envious people half hoped they would." Article, which states they're "en able to commit art and get away with it," also calls this team "a marriage made in heaven. Two more untemperamental artists never graced a theatre." Article discusses the hard work that goes with their talent, the amount of research put in for "Carousel," and ends by recalling Hammerstein's now famous "humble" admission in "Variety" regarding his hopes.

"The Two Mrs. Carrolls," which scored a great run on Broadway recently, was originally done in London in 1935 and was presented out of town over here two years later by the late Leonard Bergman and Eddie Plöhn but because it got only \$1,800 during a New-Year's week tryout, the drama was scratched. One of the dates played in the tryout was Washington, with Elena Miramonte, Frances Starr and Earle Larimore heading

Recently the drama with Elisabeth Bergner starred visited the capital at the National which Plohn manages and grossed \$22,000 plus \$7,000, refunded for two cancelled Saturday performances on the day of President Roosevelt's funeral services (April 14). Pittsburgh is another stand where the original tryout was shown but since the present company was announced, the Nixon boxoffice has been averaging 200 mat orders daily. "Carrolls" was presented in Searsdale, N. Y., in August, 1942, by The Olney, with an entirely different cast, however.

Edna Skinner, one of the principals in "Oklahoma," St. James N.Y., was evidently intent on suicide last Thursday (31) evening when, just before curtain time, she was found hanging in her dressing room. She had attached a scarf around her throat to a steam pipe, but was cut down by Ted Hammerstein, show's stage manager. Reported that she was moodily after a terminated romance with a Naval officer, and she also was worried about the possibility she was being let out by the show. Vivian Allen, also of the cast, replaced on the night of the "accident."

Miss Skinner appeared to have snapped out of it the following night. She was seen at the show and she attended a party given by the Theatre Guild Sunday (31) in celebration of "Oklahoma" having passed the two-year run mark.

United Booking Office reports that the Nixon, Pittsburgh, had the biggest season in the history of the theatre. It had three weeks during which the gross topped \$40,000, the attractions being "Oklahoma!", "One Touch of Venus" and "Winged Victory," first named playing three weeks. House full on two other attractions which drew \$30,000 or better, shows being "Harriet" (Helen Hayes) and "Othello" (Paul Robeson).

During the season just ending the Nixon had but one red week, attraction being "The Searching Wind," highly regarded during its long run on Broadway at the Fulton.

FOR STAGE, SCREEN
and RADIO ARTISTS

Merely Coincidents

Boston, May 11.

Lobby-Karen production of "Cousins-Dance" hit three acts by Charles Roddick, Scripps Inc., at Plymouth Theatre, Boston, last night by Tom Apple; setting, Perry Watkins. Opened at Wilbur, Boston, May 11. 'G'—400 tops.

Perry Gilheenan.....Solwing Public

Nelson Patterson, Jr.....Wells-Bellows

Cyrus Westbrook.....James MacCall

Hill Hatch.....David S. Jordan

John D....."The Club" Johnson

D. H. Smith....."The Club" Johnson

Edgar Pennip.....Hanson Pennip

Iris Lawrence.....Will Green

Madenheim's Glee.....Bill Valenty

John Bond.....William Beck

Caroline Bonnell.....William Beck

Grievously handicapped by a story that flies apart in all directions, a cast including some competent actors fails to make the grade in "Merely Coincidental." The piece seems beyond repair.

Author attempted a satire of the publishing business which actually fell somewhat short of burlesque.

Plays Out of Town

Derrance & Co., Philadelphia \$2.50

DAVID McKAY COMPANY • Philadelphia 6

CHATTER

Broadway

"It's a Family" back at play in the South Pacific, the USO troupe would of the Times at home with all of things, the mumps.

Allen Sater of Ringling Bros. is again with Uncle Sam's troupe. Walter Reade beaten for Asbury Park, N. J., council in election last week.

Oscar and Dorothy Hammett on tour in Mexico City and then to the States. Music publisher Jack Robbins again. John Hopkins regains. Ear trouble.

Soon as racing was announced to resume, town flooded with tips, but mostly tips.

Edna "Oklahoma" for the war songs is being cast, Ted Hammett again. Cpl. Ted Goldsmith, ex-cleft lip, back to the Coast next week.

Ed Stevenson, RKO fashion designer, back to the Coast next week. (2) after a fortnight in N.Y.

De Marcos set for city. Max on stage with Roddy McDowall and Jackie Gleason, starting around May 30.

Hero Tates hosted two of his soliders at home on the Coast. Last Feb. (11) before he returned to the Coast.

Roos Strumpf, 18 years art director at RKO homeoffice, resigned to start as director of the Coast home office.

Johnny (Mick) Rodgers singing a slick blues with the verses of Omar Khayyam painted on the walls.

RKO's annual spring golf tournament. Tuesday, June 12, at the Westchester C.C. with Ned DePinet, per usual, presiding.

But that old Mack Twain gag again. Collier's last week referred to Mack Chapman as "Captain" to the late Burns Mantle.

Max, Aladdin, the Captain there. Hollywood, has housed Ken Murray's "Blackouts" for nearly four years, visiting.

Hal Barrows, art director for MGM, will have a new watercolor at Grand Central Art Galleries the next two weeks.

"Everybody wants to go to the party" is a popular paraphrase now in the Duranite circle. In referring to the Miller conference.

Gale, Lou, and the Miller family. Aladdin, an Miller, et al., starting the showbiz bunch's look to Walter RKO, the Miller family.

Many Broadway necks are fouled-up as a result of a new dress brownout. Comparatively few signs have all the letters in working order.

Martha Graham's classical dance troupe Monday (14) for a \$12,000 advance at the National. The night income was \$2,000, with over 60 attendees.

A completely equipped stage built and donated by the Engineers and George Feinberg (Danzon's) will be dedicated to the Coast by W. David, Jr., Negro sailor hero, at U.S. Naval Hospital, Seaside, Brookline, tomorrow (17).

A harbinging of trans-Atlantic travel to coast from a hush-hush report that one film exec. and his family will be in London, and then out again, on a good space because available the flight to visit his family was not a good idea.

E. R. Bradley's Embassy Club, Palm Beach, sold, to Dan Shallick, for delivery on Sept. 15. Horse property is getting a new owner, or properties, as dismantling of his Hollywood Beach property, on the same date and site will be dedicated to the Coast.

Last nights (13) opening of the Tom Rutherford's "Hemlet" production at Klein Memorial Theatre, Bridgeport, attracted unusual attention for a stock play. It is the closest the production has come to Broadway, and it being an "secret" thing, a Broadway booking was set by producer Theodor Mann to make it a Broadway show.

Opinion for a Broadway showing next fall.

Hollywood

Ann Dvorak bitten by a neighbor's dog. On Over to Chicago for an air show.

John Hall checked in at Fort MacArthur. Roy Young sunning at Palm Springs.

Arturo de Cordova to Mexico City for two weeks. Mary Method divorced Humphrey Bogart in Reno.

Donald McKay celebrated his 57th year as an actor.

Tom Powers celebrated his 53th year of thespian.

Paula Patricia Lela bedded again with a recurrent illness.

Ann Harding to Feeble Beach.

where her daughter graduates from school.

Faye Emerson injured three fingers on her left hand.

Olga San Juan volunteered for the Coast. Crosby, Jimmy Durante, Gary Moore, Van Johnson, Frank Sinatra, and James Cagney are the names of the producers who are to be long before they will show here.

Bob Crosby, USMC, will head the radio broadcast side, and radio shows exclusively for the Coast. Crosby and his family just returned from an extended tour from the Coast.

Boris Karloff, with the local lead, Adams gave the leads at Midway the thrill of a lifetime in "Arsenic and Old Lace." Karloff started the 7th War Loan off with a tremendous sale in Honolulu.

Designs Dennis Day, Claude Thornhill, Tommy Rips, Jackie Cooper, and the Graceland brothers all had a tough time at Tarawa in the Pacific.

The last news from all of them at the time the show was together again.

Carl Brisson returned to the Mayfield of the Blackboard hotel on June 1.

Warner Bros. have signed Art Karpis, the 1930-31 season, to a band leader to an acting term.

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the large enlisted men's club at Ft. Shafter.

Li, Don Budge and Sgt. Frankie Parker, two of the top tennis players, are here. Ditto Navy Lt. Art Jarrett, ex-band leader.

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OBITUARIES

ACHMED ABDULLAH

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also) actors, died May 6 at a resort town in Nigano Prefecture, according to a dispatch received by the Federal Communications Commission. He had appeared in Europe during his long career, in show business after making his initial stage appearance at 8.

He was famous for playing romantic roles until recently played his age.

MYRTLE GLASS

Mrs. Jimmy Conlin, 48, known professionally as Myrtle Glass, died May 12 at a hospital in New York City after a brief illness. She and her husband, Jimmy Conlin, had been headliners on the Keith-Oliver circuits during the 27 years they appeared together.

Survived by husband and sister.

RICHARD H. HALL

Richard H. Hall, 80, retired actor, died at a hospital in New York City. He started his career in show business in Boston and went to N. Y. in 1914, playing juvenile roles in "The Love of Mike" with Clifton Webb and Peggy Wood.

Survived by a brother.

ST. CLAYMAN SHENK

Lieut. St. Clayman Shenk, formerly in U.S. Navy, died May 12, 1945, in New York City, after suffering from a heart attack. He was killed on his 62nd flying mission over the Pacific in 1943.

Survived by a brother.

ELMIRA MALOTTE

Mrs. Elmina Malotte, 41, wife of Albert Malotte, a pianist and composer, died May 12 in Los Angeles.

Survived by a brother.

CHARLES SPRINGER

Charles Springer, 30, Pittsburgh musician, died last week. He was killed on his 62nd flying mission over the Pacific in 1943.

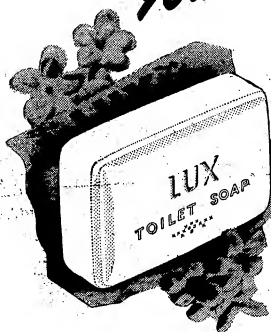
Survived by a brother.

DOLORES CASH WYNN

Dolores Cash Wynn, a screen actress, died May 11 in New York. She was killed on her 62nd flying mission over the Pacific in 1943.

Survived by a brother.

"A LUX GIRL?" YOU BET I AM—



It's the soap
that leaves
skin SWEET"

**DOROTHY
LAMOUR**

"A grand beauty pick-up!" says Dorothy Lamour of her Lux Soap bath. "The rich lather caresses skin so gently, makes you feel like a million!" And this lovely star adds: "It makes daintiness *sure*—and that's important!" The creamy *Active* lather of Hollywood's beauty soap actually whisks away dust and dirt—leaves skin really fresh and sweet—delicately perfumed, too!

FIGHT WASTE
Soap uses vital war materials.
Don't waste it!



Dorothy

Mount Pictures

DAL FOR B

Now Showing

9 out of 10 Screen Stars use it—It's the soap that leaves skin SWEET!



2 DOWN AND 1 TO GO—ON TO TOKYO!

Let's Hit 'Em With War Bonds



Published Weekly at 154 West 46th Street, New York 15, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 15 cents. Entered as second-class matter October 3, 1925, by Post Office at New York, N. Y., under Post Office No. 364, of March 2, 1978. COPYRIGHT, 1945, BY VARIETY, INC. ALL RIGHTS RESERVED

VOL. 158 No. 11

NEW YORK, WEDNESDAY, MAY 23, 1945

PRICE 25 CENTS

WAR BONDS POSTWAR JOB-GETTER

Victory Over Nips Will Likely Mean Final Curtain for Most News Gabbers

One of radio's most lucrative branches—the gab industry—has passed its peak. Before the year is out, and certainly after V-J Day, a lot of news analysts and commentators may have to go back to more humdrum, and lower paid, work like pounding newspaper typewriters or peddling stuff on the host instead of air.

Certain big-timers will, of course, continue to hold their audiences. But these are few. And even in these instances, 100-c contracts are likely to be considered very carefully by sponsors faced with re-venue.

The middleweights—who who now get \$750 to \$1,000 a week—are certain to be dropped. There simply won't be any audiences for them on the air.

When the shooting's over, the entire news and commentary picture is likely to contract, and there will probably be only a small handful of high-paid men at the top—the Walter Winchell and Raymond Gram Scully.

(Continued on page 25)

Ringling Circus Sets \$1,600,000 N. Y. Mark, Discrediting Fire Effect

By JACK FULASKI
Ringling, Barnum & Bailey circus fruited at Madison Square Garden, N. Y., Sunday (20) after breaking all N. Y. records as to gross and attendance in the history of the outfit. Statistics from the time the Ringling Bros. became a major big top in 1892 have indicated that this season's engagement topped last year's record date at the Garden, taking them last year.

(Continued on page 25)

'VIOLET OF THE AP' GETS FILM BID FROM 'H'WOOD

Washington, May 22.—William Rankin, screen writer formerly with Metro, has grabbed rights to "Violet of the AP" which appeared a couple of times back in life and has invited Violet Gibson, 18-year-old AP copygirl in the House of Representatives press gallery to Hollywood for a screen test.

Yarn, by Mary Hornaday, of Christian Science Monitor, told about the glib, gabby kid who has become a minor tradition on Capitol Hill with her wisecracks and malapropisms that outdo Sam Goldwyn. D. papers fell on the story with gabbling it plenty of advance buildup. Violet and her mother are asked to leave for the Coast in the next couple of weeks.

When the youngsters, who're definitely in the Olsen & Johnson tradition, reached Rankin's wire, she dashed through the House press gallery, waving 'it and shouting "Hey, Charlie Chaplin and Errol Flynn, here I come."

Joe Howard's Film Biog

Joe E. Howard, the Gay '90s entertainer-songwriter, has sold his screen autobiography to 20th-Fox for \$100,000, including rights to the rights of his witticisms. "I Wonder Who's Kissing Her Now," "Honeymoon," "Hello Ma Baby," etc. Later song will serve as the film's title.

Considering the split-up rights to the variegated catalog of the vet songsmith, and his four ex-wives, the clearance presented no small problem for Harry Fox, exec of the Music Publishers Protective Assn. who handled the deal for Howard.

Lotsa Lovin' Comin' Back From War, Sez Mae West—Asks Adjustment by Gals

Columbus, O., May 22.

Mae West thinks sex is here to stay. So does her press agent—though it's common knowledge that Miss West is on her best paw.

"A lot of loving is coming back from the war," according to Miss West, "and America's female population is going to have to make big adjustments as a result thereof."

"American men are going to return to the states sexier than they've ever been before," she continues, "because their impulses have been speeded up by the atmosphere of war. Many wonderful men are already on the way home to their wives and sweethearts, and the lady who has been stepping out had best begin to polish off her low talk and shiftiness before she arrives."

Miss West, who appeared here in "Caucasian War Greys," also advised affection-hungry women to develop tact, patience, kindness and affection, adding, "especially affection."

Miss West, it seems, is very affectionate.

GI 'Hamlet' for B'way

It is proposed to present a GI version of "Hamlet" on Broadway with a cast of the current war veterans, including people discharged from the service, which would include WACS, WAVES and SPARS. Idea includes the use of weapons, including machine guns.

Burgess (Barry) Meredith is mentioned for the lead, plain for soldier "Hamlet" being credited to Sgt. Robert. When Basil Sidney appeared in a modern-dress version of the Shakespearean drama, revealed that reviewers were used early in the show in place of swots.

SHOWMANSHIP THROUGHOUT SHOWN IN THE

Organized labor has joined forces with big business in an ambitious program utilizing radio's resources aimed at helping to win the peace by creating 7 to 10 million more peacetime jobs than in the peak year of 1940. Object of the post-V-E program is \$7,000,000 U. S. jobs at part of the nation's peacetime economy.

Wrapped up in terms of showmanship, six package shows tabbed "Creating New Jobs" have just come off the transcription belt of the Committee for Economic Development as the initial step in the V-E and V-J interim of starting the job ball rolling. Prepared and produced by Laurence Hammond, ex-producer of "We, the People," and currently head of radio for the CED, the transcribed 15-minute shows will be spotted on radio stations throughout the nation through the 2,800 local CED committees. It represents the efforts of the top CIO and AFL leaders, plus many U. S. industrialists, to build up a "job consciousness," against the people of the multiple.

(Continued on page 25)

GI Crap Games Facing Severe Compish From Monte Carlo Furloughs

GI's in Europe may well get a chance to break the bank at Monte Carlo, according to plans for furloughs to be accorded men on occupation duty or awaiting redeployment. Army's Technical Information Branch in New York has announced that word from Headquarters, Communications Zone, over there, is that: "International high society's premier playgrounds—the Riviera, Biarritz, Clichonax and others—will entertain American soldiers in the smartest hotels on the Continent."

(Continued on page 25)

COCHRAN SETS BRITISH AUTOBIOGRAPHIC PIC

London, May 22.

After several months of negotiation, Charles B. Cochran has closed deal with J. Arthur Rank for filming his biography. Deal originally started with F. Del Gluck, managing director of Two Cities Films, but finally because Cochran insisted on playing himself, English biographer finally talked with Rank on the deal, and it was set directly with him.

Although part terms are not revealed, understanding that Cochran receives \$100,000 for his life story, on the condition that the film will be budgeted at not less than \$1,000,000. It will be made by Two Cities Films, with shooting to start this year. Cochran is anxious to see John Hille in the lead.

1st Quarter This Year Hit New High In B.O. Profits for 5 Major Chains

ODT Oks Fairs This Yr.

Washington, May 22.—Senator William Langer (R., N.D.) announced last week he had received word from ODT that such fairs can be held this summer without permits.

Opening up of the rural fairs means the return of full summer engagements for the hundreds of performers who normally play the fair circuit from end to end of the country.

German-Speaking USO Legitter, Ned Glass, 'Captures' Nazi Town

They a USO-Camp Shows near "captured" a town in Germany. The step led to way, and profits revealed last week with the return of the "Three Men on a Horse" legitter to New York after a nine-month tour of France, Belgium and Germany. The company, headed by Sam Levene, was playing near the front with the First Army at line of the incident.

Ned Glass, one of the trouper, got permission one day to accompany a road recon outfit up towards the front lines. In the jeep were a Lt. Phil Dale and Pvt. Norman Tokar (radio's Henry Aldrich). The jeep lost its way, and pretty soon the outfit found itself in a town named Heilmorthe. The town was strangely quiet, with no military in sight. Glass was the only one of the group who could speak German. They drove up to the City Hall and Glass asked for the Burgomaster. When Glass learned that the German had just evacuated the town, he told the Burgomaster that the

(Continued on page 25)

Major chain theatre operators, who hit the jackpot in 1944, continued to maintain and in some instances exceeded the record-breaking b.o. take of '44 in the first quarter of the current year.

First three months of 1945 showed perhaps the largest operating profit (approximate annual rate of \$130,000,000 before taxes) ever recorded for the five major U. S. theatre circuits, although not all the chains improved over 1944. Wartime taxes (if that's news) of course take a much larger bite out of income than pre-war and not all the circuits are in the same position with regard to writeoffs for depreciation on properties.

Paramount circuit, which has been earning at the rate of approximately \$50,000,000 annually in 1944, during the first quarter of 1945 hit a pace which, if maintained for the balance of the year, would yield around \$52,000,000 before taxes and split with partners or operating affiliates. Far partners of course get a substantial slice of the profits estimated.

(Continued on page 27)

Night Club Salary Pays Ballet Dancer's Tuition At Theological School

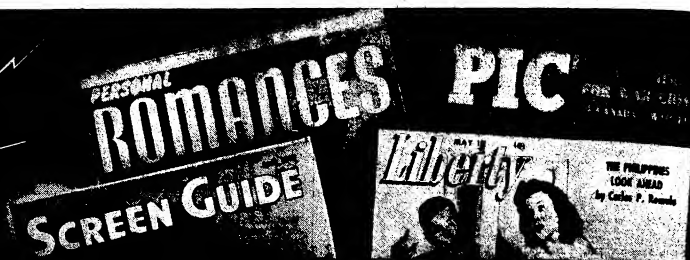
Pittsburgh, May 22.—Studying for the priesthood, Tommy Smith, local ballet dancer currently in show at Villa Madrid, is paying for his theological training at St. Vincent's College nearby with work in clubs. Now in his sophomore year there, Smith has also danced on Broadway, in last "Ziegfeld Follies," with Milton Berle and at Billy Rose's Diamond Horseshoe. Villa Madrid booking is his first local engagement. "It gets through work around 2 a.m. and is in the classroom the next morning at 9.

FOR TELEVISION

The Hour Of Charm

All-Girl Orchestra and Choir

Conducted by Phil Spitalny

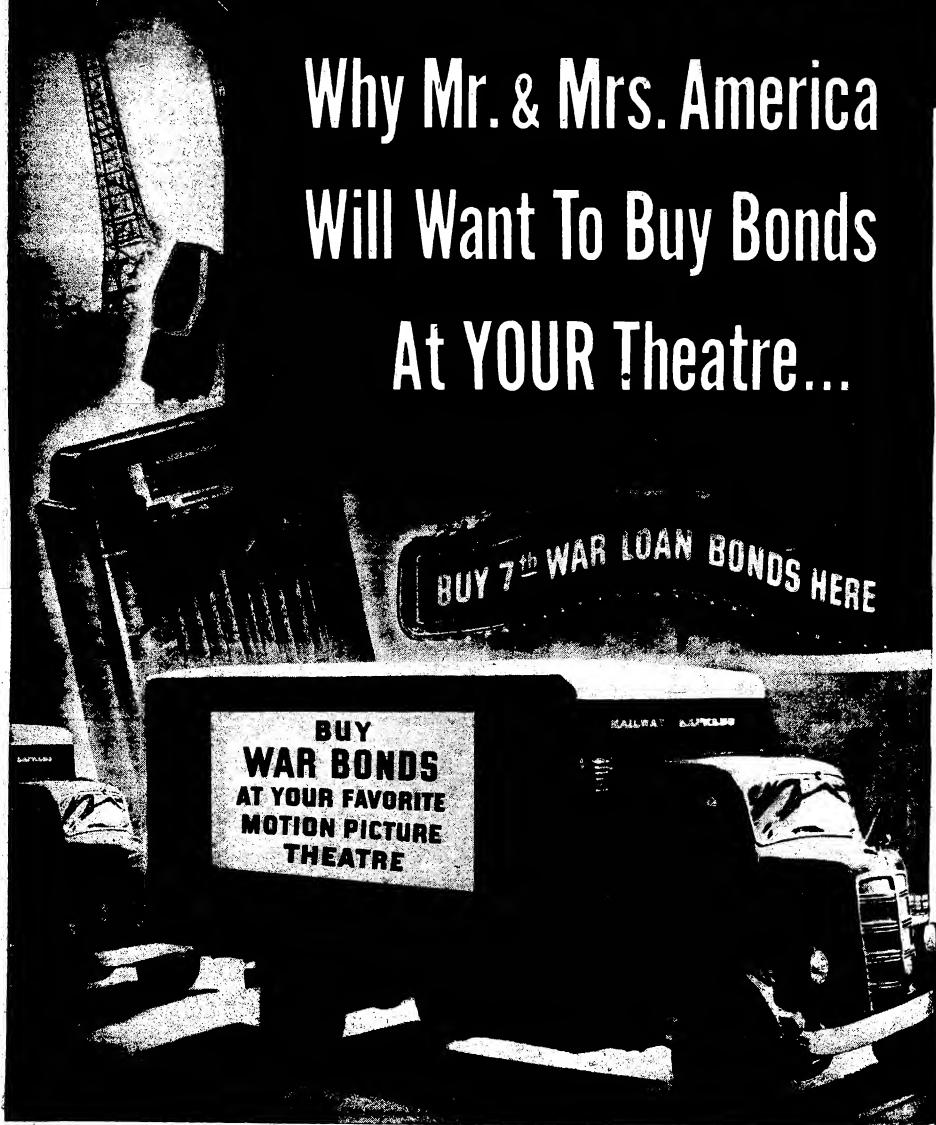


Why Mr. & Mrs. America Will Want To Buy Bonds At YOUR Theatre...

BUY 7th WAR LOAN BONDS HERE

BUY
WAR BONDS
AT YOUR FAVORITE
MOTION PICTURE
THEATRE

SALEMAN'S SIGN





This is the BILLION TIME Bond Message That will cover the Nation Like a Tidal Wave!

"Buy Bonds At Your Favorite Motion Picture Theatre!"

Always Open for Bond Sales, Including Sundays, Evenings and Holidays!"

48 million Americans will read it in 32 national magazines!

460 million is the total listening audience for the top network programs and regularly scheduled O.W.I. spots that will carry the message!

560 million is the total movie-going audience that will see it week after week in newsreels and 3 special trailers, plus the "ALL-STAR BOND RALLY"!

100 million will read it on 4500 Railway Express truck signboards!

520 million will be the total reading audience to see it in cartoon strips... national syndicated columns... national motion picture reviews... motion picture page mastheads...

The Slogan will be carried by the three major press wire and photo services!

Sent to Every Exhibitor. Practical Portfolio containing 77 best bond selling aids and ideas.

National Tie-ups with American Legion... Boys' Clubs of America... and other youth organizations.

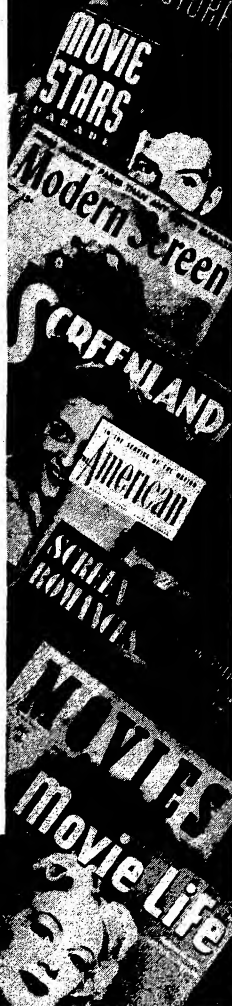
Arrangements with Treasury, War and Navy Departments to man your Bond Booths with returned wounded veterans.

Plus all the promotion 16,000 energetic showmen will put in their own theatres.

That is why the American public will make your theatre its bond buying headquarters in the MIGHTY SEVENTH!



This message is sponsored as part of their contribution to the War Loan Campaign by Columbia, Metro-Goldwyn-Mayer, Paramount, RKO Radio, 20th Century-Fox, United Artists, Universal and Warner Bros.





Another Clean-up right Away!!

Jack L. Warner, Executive Producer

IT'S Right on Top

OF THE
YEAR'S
LIST OF
LAUGH
HITS!

They're crazy
with Love - and
it's crazy with
Laughter!

IDA LUPINO

She loves to fight 'cause
making up means making love!

SYDNEY
GREENSTREET

'The Fat Man'...he's a 300-
pound blues-buster!

WM. PRINCE

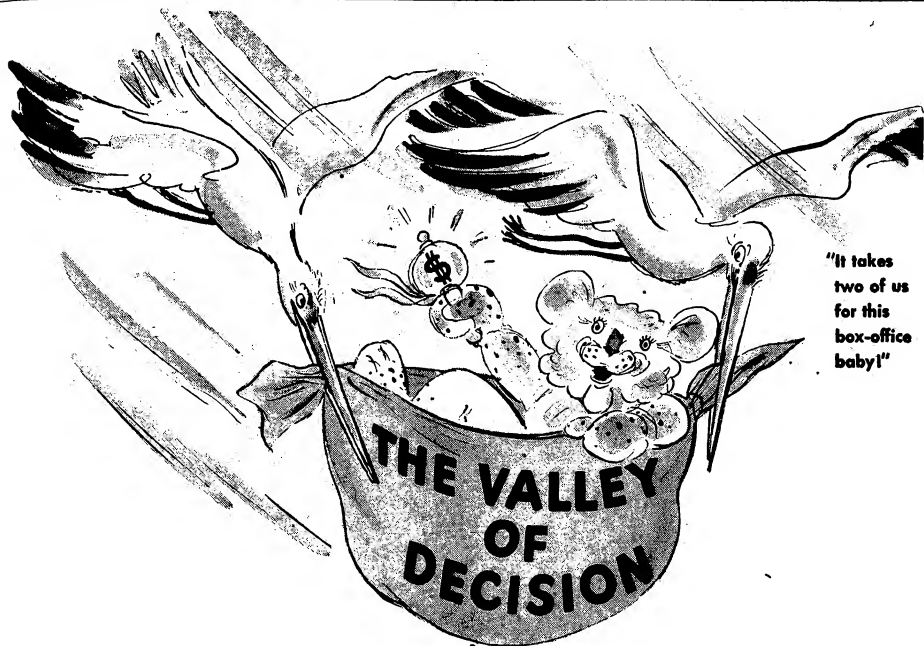
The kid from 'Objective
Burma' has a new objective -
IDA LUPINO!

"WARNER 107"
WINCHELL SAYS

CHON
EVERYBODY
IT'S SOCK
ENTERTAINMENT!

PILLOW
to POST

with
STUART ERWIN • JOHNNY MITCHELL • RUTH DONNELLY • LOUIS ARMSTRONG
Directed by VINCENT SHERMAN AND HIS ORCHESTRA
Screen Play by Charles Hoffman From the Stage Play by Rose Simon Kohn
Produced by ALEX GOTTLIEB



THE BIG ONES COME FROM M★G★M

"Keep plenty of time open like Music Hall is doing! 3d Week tops 1st and 2d!"

GREER GARSON • GREGORY PECK • "THE VALLEY OF DECISION"

DONALD CRISP • LIONEL BARRYMORE • PRESTON FOSTER • MARSHA HUNT • Gladys Cooper • Reginald Owen
Dan Duryea • Jessica Tandy • Barbara Everest • Marshall Thompson • Screen Play by John Meehan and Sonya Levien • Based on
the Novel by Marcia Davenport • A Metro-Goldwyn-Mayer Picture • Directed by Tay Garnett • Produced by Edwin H. Knopf

Watch all your night!
MIGHTY 7th WAR LOAN!



WAR BONDS IN ACTION...

every day
at the
movies



The exhibitor has spark-plugged every War Loan Drive

SMASHING quotas left and right—during every drive, keeping everlastingly at it in between—there's no overestimating the part played by motion picture exhibitors in selling War Bonds and War Stamps... and now it's *the Mighty Seventh*.

In this most important drive

of all, appeals—in theaters—are being made for larger and larger subscriptions... *and successfully*. That's because movies make the war real, show fighting American dollars in action, show the need for each new drive. No wonder every War Loan Campaign leans heavily on the exhibitor.

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J. E. BRULATOUR, INC., Distributors, Fort Lee, Chicago, Hollywood

One of the most
advertisements in
KODAK testifies to
the achievement of
the movie: *ON THE*



OFFICIAL U. S. COAST GUARD PHOTO—ON SCREEN



The RKO organization is indeed proud of its association with BING CROSBY, INGRID BERGMAN and LEO McCAREY, and to voice its continuing high regard for their deserved achievements in winning Hollywood's most coveted honors,

the Academy Awards for 1944.



Once in a lifetime
it could happen . . . the three top
current Academy Award
Winners combining their talents
for one great picture!



BING CROSBY • INGRID BERGMAN

before the cameras . . . in

LEO McCAREY's Rainbow Production

The Bells of St. Mary's

'Horseshoe Sockeroo 61G, 3 Spots, In Mildish L.A., 'Clock' Steady 58G for 3, Andrews Sis Boost 'Youth' Great 37G

Los Angeles, May 22. New entrants are pretty steady to strong here, but holdovers, currently in most locations, are average to poor. "Diamond Horseshoe" is prospering, drawing money steadily in its initial week in three theatres, with possible \$61,000 to pace first-run. "The Clock" is ticking steadily but not loudly at \$58,000 in the number of spots. Opening of Santa Anita trial is blamed by some for decline, but lustrous running did not end weekend big of "Horseshoe."

Andrews' Sis, showing a wide layout with "Youth on Trial," are boosting the Orpheum to terrace \$57,000. Last week in the number of spots. Opening of Santa Anita trial is blamed by some for decline, but lustrous running did not end weekend big of "Horseshoe."

Estimates for This Week
Barthelme Chole (F-WC) (1,018; 50-45) "Lost in House" (F-WC) (30 wk), \$58,000. Last week, \$58,000.
Chinese (Grauman-WC) (2,048; 50-45) "Diamond Horseshoe" (20th) and "Escape in Fog" (20th), great \$18,000. Last week, "Greatest in House" (20th), "Bullfighters" (20th), light \$11,000.
Download (WB) (1,000; 50-45) "God Is Co-Pilot" (WB) (30 wk), Nice \$15,000. Last week, under \$10,000.
Egyptian (F-WC) (1,538; 50-45) "Clock" (M-G), below average at \$14,000. Last week, \$14,000.
God Is Co-Pilot (WB) (30 wk), great \$18,000. Last week, \$18,000.
"Sign of Cross" (Par) (reissue), One \$10,000. Last week, \$10,000.
Highgate (F-WC) (reissue) (2d wk), great \$5,000.
Man's Navy (F-WC) (988; 50-45) "This Man's Navy" (M-G) and "Gentle Annie" (M-G) (2d wk), Light \$3,000. Last week, slow \$5,600.
Hawell (G&S) (1,100; 50-45) "Smash" (RKO) (20th), "Brighton Stranger" (RKO) (2d wk), Good \$6,000. Last week, nice \$8,000.
Hollywood (WB) (2,708; 50-45) "God Is Co-Pilot" (WB), steady \$10,000. Last week, slipped to \$9,000.
Los Angeles (D'Wan-WC) (2,097; 50-45) "Clock" (M-G), Good \$3,000. Last week, \$3,000.
Midwest (WB) (1,000; 50-45) "Youth on Trial" (Col) with "Annie Sisters on Stage," Great \$37,000. Last week, \$37,000.
Monro (WB) with "Annie Sisters," Good \$10,000. Last week, \$10,000.
Fantasia (Par) (2,812; 50-45) "Counter-Attack" (Col) (2d wk), "I'll Tell You" (U), Okay \$11,000 in 8 days. Last week, with "Song of the South" (U), fair \$11,000.
Paramount (F-WC) (3,389; 50-45) "Sally O'Rourke" (Par) (3d wk), "Hike to Happiness" (Rep) (3d wk), Closing with \$14,500. Last week, \$14,500.
Paramount Hollywood (F&M) (1,450; 50-45) "Sally O'Rourke" (Par) (3d wk), Finalize at \$8,800. Last week, \$8,800.
Hillstreet (RKO) (2,800; 50-40) "Counter-Attack" (Col) (2d wk) and "Till We Meet" (U), \$14,000. Last week, with "Song, Sarong" (U), modest \$19,000.
Ritz (F-WC) (1,370; 50-45) "Clock" (M-G), Near average \$12,500. Last week, \$12,500.
Low-Win (WB) (2,048; 50-45) "Diamond Horseshoe" (20th) and "Escape in Fog" (20th), Great \$31,000. Last week, \$31,000.
United Artists (UA-WC) (2,100; 50-45) "This Man's Navy" (M-G) and "Gentle Annie" (M-G) (2d wk), Nice \$8,000. Last week, good \$12,400.
United Artists (F-WC) (2,750; 50-45) "Diamond Horseshoe" (20th) and "Escape in Fog" (20th), \$12,400. Last week, "Greatest in House" (U) and "Bullfighters" (20th), light \$7,000.
Whitely (F-WC) (2,286; 50-45) "Hear's Navy" (M-G) and "Gentle Annie" (M-G) (2d wk), Slow \$4,500. Last week, \$7,700.
Worship (WB) (2,000; 50-45) "God Is Co-Pilot" (WB) (3d wk), Closes at \$8,000. Last week, smooth \$12,500.

BUFF. SACS BADLY BUT 'PATRICK' NEAT 123G
 Buffalo, May 22. Big is way off currently, only "Diamond Horseshoe," modest \$12,000. At Lakes, and "Patrick the Great" at Lafayette, showing good prospects.
Estimates for This Week
Buffalo (Shea) (3,500; 40-70) "Royal Scandal" (20th) and "Bullfighters" (20th), Modest \$12,000. Last week, "Affairs of Susan" (Par) (2d wk), "Brighton Stranger" (RKO), strong \$17,500.
Great Lakes (Shea) (3,000; 40-70) "Diamond Horseshoe" (20th) at

Broadway Grosses

Estimates Total Grosses
This Week \$554,494
Total Based on 15 Theatres
Last Year \$525,740
(Based on 15 theatres)

'Affairs' Snappy '23G Leads Cleve.

Cleveland, May 22. "Affairs of Susan" is the big draw with boffo session at State this week. "Diamond Horseshoe," held over 5 days at Palace, still is strong. Otherwise, only is way off.
Estimates for This Week
Alten (RKO) (3,000; 44-51) "Horn Blows" (WB), Good \$7,500. Last week, "God Is Co-Pilot" (WB), strong \$10,000.
Nipp (Warner) (3,700; 44-51) "Last Week, 'It's a Pleasure' (RKO), \$11,000.
Lake (Warner) (4,465; 40-45) "God Is Co-Pilot" (WB), \$10,000. Last week, \$10,000.
"Sally O'Rourke" (Par) (m.o.), Sweet \$10,000. Last week, \$10,000.
"Diamond Horseshoe" (20th), Held over 5 days at Palace, \$10,000. Last week, \$10,000.
"Brighton Stranger" (RKO) (2d wk), Good \$6,000. Last week, \$6,000.

Los Angeles (D'Wan-WC) (2,097; 50-45) "Clock" (M-G), Good \$3,000. Last week, \$3,000.
Midwest (WB) (1,000; 50-45) "Youth on Trial" (Col) with "Annie Sisters on Stage," Great \$37,000. Last week, \$37,000.
Monro (WB) with "Annie Sisters," Good \$10,000. Last week, \$10,000.

Girls Rousing \$17,000
In Balto, 'O'Rourke' 14G
 Baltimore, May 22. Strong line of product is paying off here this week, with "Affairs of Susan" (Par), excellent \$9,000 in 8 days.

Estimates for This Week
Century (RKO) (2,700; 50-40) "Dorian Gray" (M-G), Fairish \$15,000. Last week, "Keep Power Dry" (M-G), steady \$14,000.
Hippodrome (Rappaport) (2,240; 50-45) "Leave to Be Married" (Col) plus Gene Krupar, leaning on feast for but, only mild at \$18,000. Last week, \$18,000.
Low-Win (WB) (2,048; 50-45) "Diamond Horseshoe" (20th) and "Escape in Fog" (20th), Great \$31,000. Last week, \$31,000.
United Artists (UA-WC) (2,100; 50-45) "This Man's Navy" (M-G) and "Gentle Annie" (M-G) (2d wk), Nice \$8,000. Last week, good \$12,400.
United Artists (F-WC) (2,750; 50-45) "Diamond Horseshoe" (20th) and "Escape in Fog" (20th), \$12,400. Last week, "Greatest in House" (U) and "Bullfighters" (20th), light \$7,000.
Whitely (F-WC) (2,286; 50-45) "Hear's Navy" (M-G) and "Gentle Annie" (M-G) (2d wk), Slow \$4,500. Last week, \$7,700.
Worship (WB) (2,000; 50-45) "God Is Co-Pilot" (WB) (3d wk), Closes at \$8,000. Last week, smooth \$12,500.

Buff. Sacs Badly But 'Patrick' Neat 123G
 Buffalo, May 22. Big is way off currently, only "Diamond Horseshoe," modest \$12,000. At Lakes, and "Patrick the Great" at Lafayette, showing good prospects.
Estimates for This Week
Buffalo (Shea) (3,500; 40-70) "Royal Scandal" (20th) and "Bullfighters" (20th), Modest \$12,000. Last week, "Affairs of Susan" (Par) (2d wk), "Brighton Stranger" (RKO), strong \$17,500.
Great Lakes (Shea) (3,000; 40-70) "Diamond Horseshoe" (20th) at

'CO-PILOT' SOARS TO GIANT 19G, SEATTLE

Seattle, May 22. Curfew lifting is helping the all-night theatre, but it is "Co-Pilot," "Diamond Horseshoe" and "Royal Scandal" that are the big draws.

Estimates for This Week
Blue House (H-E) (600; 40-45) "Practically Yours" (Par) (m.o.), From Paramount, Good \$8,000. Last week, \$8,000.
Capitol (WB) (2,000; 40-45) "Diamond Horseshoe" (20th) and "Molly and Me" (20th), Solid \$11,000. Last week, \$11,000.
City (WB) (2,000; 40-45) "Diamond Horseshoe" (20th) and "Molly and Me" (20th), Solid \$11,000. Last week, \$11,000.
Liberty (3 & H) (1,650; 45-50) "Keep Power Dry" (M-G), \$10,000. Last week, \$10,000.
Metropolitan (Bedick) (1,500; 45-50) "Song Remember" (Col) (3d wk), Around \$5,000. Last week, \$5,000.
Muscle Box (H-E) (850; 45-50) "Keep Power Dry" (M-G), \$10,000. Last week, \$10,000.
Palmer (Sterling) (1,350; 50-45) "Diamond Horseshoe" (20th), \$10,000. Last week, \$10,000.
Palmer (Sterling) (1,350; 50-45) "Diamond Horseshoe" (20th), \$10,000. Last week, \$10,000.
Palmer (Sterling) (1,350; 50-45) "Diamond Horseshoe" (20th), \$10,000. Last week, \$10,000.
Palmer (Sterling) (1,350; 50-45) "Diamond Horseshoe" (20th), \$10,000. Last week, \$10,000.
Palmer (Sterling) (1,350; 50-45) "Diamond Horseshoe" (20th), \$10,000. Last week, \$10,000.

'AFFAIRS' STOUT 13G, STANDOUT PIX IN COL.

Columbus, May 22. "Affairs of Susan" at the Ohio appears stand out currently on the combo Palace, which has a split week policy.

Estimates for This Week
Broad (Lions) (2,500; 40-65) "Breast's Millions" (U), Light \$10,000. Last week, "Tomorrow World" (U), \$10,000.
Grand (RKO) (1,140; 40-45) "Diamond Horseshoe" (20th) (2d run), Solid \$8,000. Last week, \$8,000.
Ohle (Lew's) (3,074; 40-65) "Diamond Horseshoe" (20th) (2d run), Solid \$8,000. Last week, \$8,000.
Palace (RKO) (3,200; 40-45) "Breast's Millions" (U), Light \$10,000. Last week, "Tomorrow World" (U), \$10,000.
Palmer (Sterling) (1,350; 50-45) "Diamond Horseshoe" (20th), \$10,000. Last week, \$10,000.

'Molly' McFarland Plus Maxie 13G in Sad Omaha

Omaha, May 22. Heavy rain Sunday and Monday is blamed for current slow offer. Every theatre is way off.

Estimates for This Week
Paramount (Tristram) (2,000; 16-60) "Between Two Women" (M-G), Light \$10,000. Last week, \$10,000.
Paramount (Tristram) (2,000; 16-60) "Between Two Women" (M-G), Light \$10,000. Last week, \$10,000.
Paramount (Tristram) (2,000; 16-60) "Between Two Women" (M-G), Light \$10,000. Last week, \$10,000.

Det. Spotty But 'Scandal' Robust 32G; 'Burma' Bangup 22G, 'Co-Pilot' 9G, 2d

Key City Grosses

Estimated Total Gross
This Week \$2,891,100
(Based on 24 cities, 189 theatres, chiefly first runs, including New York)
Total Gross Same Week Last Year \$2,829,700
(Based on 20 cities, 87 theatres)

'O'Rourke Boif 33G, Philly Ace

Philadelphia, May 22. "Sally O'Rourke" is leading at the Stuyvesant this week. Also in the top money class are "Diamond Horseshoe" and "Enchanted Cottage."

Estimates for This Week
Aldine (WB) (1,300; 40-45) "Song Remember" (Col) (3d wk), End of terrace run, \$8,000. Seventh week, \$8,000.
Aracada (Schnobky) (600; 40-85) "God Is Co-Pilot" (WB) (2d wk), Fair \$4,500. Last week, \$4,500.
Aracada (Schnobky) (600; 40-85) "God Is Co-Pilot" (WB) (2d wk), Fair \$4,500. Last week, \$4,500.
Aracada (Schnobky) (600; 40-85) "God Is Co-Pilot" (WB) (2d wk), Fair \$4,500. Last week, \$4,500.
Aracada (Schnobky) (600; 40-85) "God Is Co-Pilot" (WB) (2d wk), Fair \$4,500. Last week, \$4,500.

'O'Rourke' Smash 35G In Hub; 'Scandal' Wog 25G, 'Women' 44G, Two Spots

Boston, May 22. "Sally O'Rourke" is leading at the Metropolitan. "Between Two Women" is also a big draw, and "Royal Scandal" is nearly comparatively as big at the Palace. "Diamond Horseshoe" and "Enchanted Cottage" are also in the top money class.

Estimates for This Week
Barstok (RKO) (3,200; 50-40) "Between Two Women" (M-G), \$10,000. Last week, \$10,000.
Barstok (RKO) (3,200; 50-40) "Between Two Women" (M-G), \$10,000. Last week, \$10,000.
Barstok (RKO) (3,200; 50-40) "Between Two Women" (M-G), \$10,000. Last week, \$10,000.

'Molly' McFarland Plus Maxie 13G in Sad Omaha

Omaha, May 22. Heavy rain Sunday and Monday is blamed for current slow offer. Every theatre is way off.

Estimates for This Week
Paramount (Tristram) (2,000; 16-60) "Between Two Women" (M-G), Light \$10,000. Last week, \$10,000.
Paramount (Tristram) (2,000; 16-60) "Between Two Women" (M-G), Light \$10,000. Last week, \$10,000.
Paramount (Tristram) (2,000; 16-60) "Between Two Women" (M-G), Light \$10,000. Last week, \$10,000.

Three fresh bills in the loop this week are doing solid biz but holdovers aren't coming up to hopes. Top spot probably will be the one with "Royal Scandal." Downtown, with a combination of short subjects and vaude, also looks big. "Objective," "Diamond Horseshoe" and "Enchanted Cottage" are on the loose side at the Palace-State.

Estimates for This Week
Adams (Blumfeld) (2,700; 40-85) "Counter-Attack" (Col) (2d wk) and "Thunderbolt" (20th) (2d wk), \$11,000. Last week, \$11,000.
Adams (Blumfeld) (2,700; 40-85) "Counter-Attack" (Col) (2d wk) and "Thunderbolt" (20th) (2d wk), \$11,000. Last week, \$11,000.

'O'Rourke Boif 33G, Philly Ace

Philadelphia, May 22. "Sally O'Rourke" is leading at the Stuyvesant this week. Also in the top money class are "Diamond Horseshoe" and "Enchanted Cottage."

Estimates for This Week
Aldine (WB) (1,300; 40-45) "Song Remember" (Col) (3d wk), End of terrace run, \$8,000. Seventh week, \$8,000.
Aracada (Schnobky) (600; 40-85) "God Is Co-Pilot" (WB) (2d wk), Fair \$4,500. Last week, \$4,500.
Aracada (Schnobky) (600; 40-85) "God Is Co-Pilot" (WB) (2d wk), Fair \$4,500. Last week, \$4,500.
Aracada (Schnobky) (600; 40-85) "God Is Co-Pilot" (WB) (2d wk), Fair \$4,500. Last week, \$4,500.

'Horn 24G, Best New Pix In Frisco; 'Flame' 28G

San Francisco, May 22. Swing shifts from the shipyards are boosting "Horn" and "Flame" with a surprising pickup after curfew. "Diamond Horseshoe" is a heavy draw. Standout is the sensational session of "Affairs of Susan," incoherent at the small St. Francis.

Estimates for This Week
Fine (F-WC) (4,851; 55-85) "Flame" (WB), \$12,000. Last week, \$12,000.
Fine (F-WC) (4,851; 55-85) "Flame" (WB), \$12,000. Last week, \$12,000.
Fine (F-WC) (4,851; 55-85) "Flame" (WB), \$12,000. Last week, \$12,000.

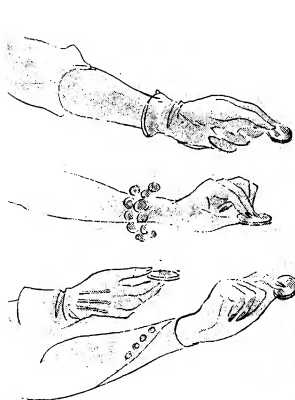
'O'Rourke' Smash 35G In Hub; 'Scandal' Wog 25G, 'Women' 44G, Two Spots

Boston, May 22. "Sally O'Rourke" is leading at the Metropolitan. "Between Two Women" is also a big draw, and "Royal Scandal" is nearly comparatively as big at the Palace. "Diamond Horseshoe" and "Enchanted Cottage" are also in the top money class.

Estimates for This Week
Barstok (RKO) (3,200; 50-40) "Between Two Women" (M-G), \$10,000. Last week, \$10,000.
Barstok (RKO) (3,200; 50-40) "Between Two Women" (M-G), \$10,000. Last week, \$10,000.
Barstok (RKO) (3,200; 50-40) "Between Two Women" (M-G), \$10,000. Last week, \$10,000.

Skouras Due Back
 Spyros Skouras, 20th-Fox president, returns from Greece the first week in June.
Estimates for past several weeks on Government business.

VAN JOHNSON OF M★G★M DID IT!



**SAYS PUBLISHER
GEORGE T. DELACORTE, Jr.**

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A WEEK! NEVER BEFORE IN
HISTORY OF FAN MAGAZINES!**



He's cleaning up in

**"BETWEEN TWO
WOMEN"**

Van Johnson • Lionel Barrymore
Gloria De Haven • Marilyn Maxwell



He's coming soon in

**"THRILL OF
A ROMANCE"**

(In Technicolor)

Van Johnson • Esther Williams



He's in the Giant Show

**"WEEK-END AT
THE WALDORF"**

Ginger Rogers • Lana Turner
Walter Pidgeon • Van Johnson

IT'S GREAT TO BE AN M★G★M SHOWMAN!

With all your might!
MIGHTY 7th WAR LOAN!



*He's GREAT with a gun..
and he's got to kill!*



The Great **FLAMARION** ERICH VON STROHEIM • MARY BETH HUGHES
"GREAT WITH A GUN"

with DAN DURYEA • STEPHEN BARCLAY

ANTHONY MANN—Director • Screen Play by ANNE WIGTON, HEINZ HERALD, RICHARD WEIL • Story by ANNE WIGTON
Based on a character "BIG SHOT" by VICKI BAUM from Collier's Magazine • Producer—WILLIAM WILDER

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"Here's The TRUE ST My First 5

"My first date was with Monty Salmon at the NEW YORK Rivoli. We went for 8 gorgeous weeks!"

"Then that wonderful engagement with Babe Cohn at the KANSAS CITY We topped 'Bring on the Girls' by 58%!"

"My date with Herman Kersken at the SAN FRANCISCO Fox was really the book. It outgrossed 'Practically Yours'!"

"Then Bill Jenkins dated me at the ATLANTA Fox, and we had more than 'And Now Tomorrow'!"

"And when I moved in at Ted Schlanger's PHILADELPHIA Boyd, we did better than 'And Now Tomorrow' had done in a larger house!"

She's Got
Paramount's
Prize-Winning Ways



SAY IT WITH
SHOWMANSHIP!

ORY Of Dates

...says SUSAN

steady
Newman
one for
finger take
business

Screen Play by Thomas
Monroe, Laszlo Gorog and
Richard Flournoy-Original
Story by Thomas Monroe
and Laszlo Gorog

Joan Fontaine
George Brent

in HAL WALLIS' Production

"The Affairs Of SUSAN"

with DENNIS O'KEEFE

DON DEFORE · RITA JOHNSON · WALTER ABEL

Directed by WILLIAM A. SEITER



*She had it...
He caught it...
You'll love it...*

ANDREW STONE presents

'Bedside Manner'

(The picture with the Boxoffice Manner)

starring

JOHN CARROLL • RUTH HUSSEY with CHARLES RUGGLES • ANN RUTHERFORD

ESTHER DALE • GRANT MITCHELL • FRANK JENKS • From the SATURDAY EVENING POST Story by

Robert Carson • Screenplay by Frederick Jackson and Malcolm Stuart Boylan • Directed by Andrew Stone

Released Thru
UNITED ARTISTS

A Bell for Adano

Every newspaper in
America has headlined
John Hersey's

"A BELL FOR ADANO"
as the winner of the
PULITZER PRIZE
for the Best Novel of the Year

It's coming soon from  Century-Fox

Directed by **HENRY KING**

Produced by **LOUIS D. LIGHTON** and **LAMAR TROTTI**

Screen Play by **LAMAR TROTTI** and **NORMAN REILLY RAINE**

A NOVEL BY
JOHN HERSEY

FOR TOTAL VICTORY
BUY UNITED STATES WAR BONDS



Motion Picture Magazine
was

- in 1911 Running the first fictionalizations made from scenarios furnished by the studios of the time—Kalem, Edison, Vitagraph, Lubin, and the forgotten rest of them... 8 to 10 stories an issue averaging 5 pages apiece.
- in 1911 Publishing the first interviews with screen players... called "Chats with Players" then.
- in 1914 Carrying the first questions and answers department... 24 pages called "The Answer Man," a title Motion Picture originated for screen magazines.
- in 1914 Establishing the first "screen gossip department"... called "Greenroom Jottings—Little Whisperings from Everywhere in Playdom."
- in 1914 Giving its readers the first "Diary of a Star"—the diary of Edith Storey in the June, 1914, issue.
- in 1914 Taking the first backward look at "what stars were doing then"... this department started in 1914, when Motion Picture was only 3 years old!
- in 1914 Paying the first visit to a studio ever made by a film magazine... a write-up about the old Edison studio 'way up in the Bronx appeared in 1914.
- in 1916 Printing the first reviews of movies.
- in 1918 Beginning the first Los Angeles column... when Hollywood was orange groves!
- in 1919 Starting the first screen contests... Motion Picture's "Fame and Fortune Contest" discovered Clara Bow in 1919 and gave "It" to the world.

What were they doing
30-some years ago?



MOTION PICTURE made screen magazine history

because...
the first

- Motion picture studio advertising
- Cover portraits of stars
- Cover portraits of men stars (Douglas Fairbanks, Sr., Valentino, for instance)
- Galleries of star pictures
- Pen and ink sketches of stars
- Use of 2-color printing in any screen magazine
- "Letters to the Editor" department

more firsts?...
these firsts are facts...

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in
MOTION
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MAGAZINE

This parade from our past has a purpose: we thought you would like to know facts. We are proud of the things we started in Motion Picture Magazine, because so many of the patterns we planned away back have helped give all screen magazines the big importance they now have. Motion Picture Magazine will go right on setting the pace.

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MAGAZINE
thinks
ahead!



NBC SUNDAY NIGHT

NBC-5, CBS-2

The approximate 5 to 2 ratio that shapes up in NBC's favor for next season can be traced principally to the following night-by-night programming breakdown:

Sunday: This is strictly a walk-away for NBC on the basis of the forthcoming four-show party with Jack Benny to open and Fred Allen to close with the new Fitch comedy now imbrave "Life of Riley" and Charlie McCarthy sandwiched in between. At 9 the Blue Walter Winchell gets the play.

Munday: This is the night CBS has its linings, with the top two operating shows, "Radio Theatre" and "Father Knows Best." "The Blue" Walter Winchell gets the play.

Tuesday: For the four years (and it looks like it will go on for many more) has been NBC's "snash hit" night, with Bob Hope and Fibber McGee & Molly still having the fight all to themselves for No. 1 rating position and Hildegarde's post-Hope show now up there in the top 10.

Wednesday: The Eddie Cantor-"Mr. District Attorney" one-hour Bristol-Meyers-matinee and the Kay Kyser 60-minute show wraps this night up for NBC.

Thursday: NBC again, with the '45-46 layout embracing such top-notchers as Burns & Allen, Danah Shore, Bing Crosby, Rudy Vallee, Alvin & Cate.

Friday: CBS gets the edge here with "Aldrich Family," the comedy parody of Moore-Durante and Danny Kaye and Guy Simon's wailing into the Burden's act, excellent.

Saturday: With the exception of the "Hit Parade" 45-minute stretch on CBS it looks like NBC cops the launch.

No Housing Shortage at Blue, Exits Leave 2-Plus 7-Hr. Lite Vacancies

As a result of the new shift of cancellation caused by the Blue network's "Coca-Cola American Meat Institute, Aluminum Corp." plus other factors, such as one-to-four-hour, two-to-three, and time-vacancy sign posted by the web for potential sponsors desiring to cover a "lot of territory." Actually, here's how the shift shapes up: the network has 12 half-hour daytime slots, the main 15-minute periods being vacated by Westinghouse switching to "The Blue" at 10:30 a.m. and the morning stanza, in addition to the Sunday afternoon half-hour being forfeited by Alcoa, which is dropping the Elmer Farnsworth show. These multiple half-hour segments are strictly out of the commercial show case and don't include the list of sustaining shows that are up for sale.

Yet in spite of the fact that the non-sponsored time segments being thrown open have taken on the semblance of these 1944-45 shorts when NBC had plenty of commercial time available on the Blue, that feeling of comfort still registers the web activity and, as pointed out last week, the throwdown open of the "hears of the evening" segment, regarded by "Spotlight Bands" as regarded by the Blue, signals as a "break" in terms of programming, as they feel will attract all coin spenders.

In addition to the six half-hours vacant by the switchover of Coca-Cola to Mutual, the Blue commercial availability is:

On Sunday: Burden's is giving up 10:30 slot to the Saturday night run of Jerry Wayne moving to CBS and American Meat Institute to CBS and "Life of Riley" in addition, Philco sets down to 10:30. Monday: From 10 to 10:30, the new Lombardy move down from that spot to Tuesday 9 to 10, 10:30 and Wednesday the slots are available, except for the cake banquet. On Thursday, there's an additional half-hour to be sold with the new Waring-Owen Illinois, 10:30 show segment, the end of the month. On Friday there's another half-hour in addition to the Coca-Cola exit, with Ford leaving at the end of the 8:30 slot at the end of the month. Saturday: The new Tangee-vacated 10:30-10:30 segment.

ARMY CLOSES DOOR ON "RAYMOND" (JOHNSON)

Raymond Johnson, the "Raymond of CBS," finer Sunday night, Tuesday at 9 p.m. for Edison's Test, was scheduled into the Army last Monday (21).

Phil Brown, owner of the "Sanctum" Broadcast, hasn't set permanent record for Raymond, who has portrayed the character ever since show work in his four-and-a-half years ago. With the slighter actor ever since work until he finds the right one.

PREREQUISITE FOR MEN'S OFFERED

By GEORGE ROSEN

The chess are already down so far as the "45-46 broadcast season is concerned, and, program-wise, it's NBC practically all the way. If anything, the network's No. 1 position on audience pull not only remains undisturbed but, if anything, will become strengthened in the coming Sunday night "Battle of the Hooplers" predictions at least suggested that some competition was in the air. (Feeling at that time was that Kate Smith would give Jack Benny a run for his money) even from this early vantage point it's a cinch that NBC will top the Sabbath night laurels this season. For one thing, that Benny-Edgar Bergen-Alan party, not to mention the new Fitch research for "Burkavagen," adds up to one of those materials that can't be beat.

In terms of snoring up Hoopler laurels and since those audience measurement yardsticks continue as the Walter and end-of-it-at-Sunday night's NBC's party next season, not only for Sunday night, but Tuesday, Wednesday and Thursday, and along with the edge on Saturday ("Hit Parade") that 15 Hoopler status gives CBS the edge for the season.

Just In Case

That switchover in sponsorships involving two nighttime shows, with the new top network, "Happy Days," and "The Blue," one of the webs all prepared with an snail in anticipation of a race day.

segment, but the rest of Saturday evening looks like NBC's. CBS cops the "Blue" and "The Blue" segment, and appears to have the overall edge on Friday night, (See adjacent page) and the "Blue" and "Mutual," with the exception of that mass shift switch to the "Blue" and "The Blue" segment, and the ambitious attempt of prexy Ed Kohak to lift the "Blue" and "The Blue" segment, strengthen the programming structure, the fact remains that neither just squandered the season, but will find either of the two latter being offering much strong night.

While the race is quick to acknowledge that when it comes to aggressive, the CBS operation is tough to beat, it's equally cognizant that the final payoff lies in the "Blue" and "The Blue" segment, the only way to counter those NBC bulwarks that have long since captured living space, particularly in the pre-9 to 10 p.m. listening time, is only by fighting it with the "Blue" and "The Blue" segment, night. Bob Hope-Fibber McGee & Molly cannot have its counterpart on the "Blue" and "The Blue" segment, you well that one wholesale switch can destroy the whole sector. But one is looking for any change in policy.

JERRY DEVINE-"MR. D.A." DIVORCE IS ABSOLUTE

Brud-Meyers has been making headlines Jerry Devine, who is now to stay put as a scripter on the "Mr. District Attorney" show despite his bowdler as director to make way for Maj. Ed Byron's return to the program. Devine, however, has reportedly issued the idea of remaining with "D. A." to devote full time to his new venture, but he has not yet said "F. B. I." program on the Blue.

During Byron's search for a new writer, Devine has agreed to do a couple more scripts, and for his part, he is planning to stay on the show, showing how, under the protective lifting of the enemy, all come out. But the best thing about it is that they're not to stir up a new mess.

Menser Gives Summertime Brushner To 'Words at War' (See Page 28)

Even Steven

It's even-stein in the CBS-NBC realignment of star shows for next fall. While John Davis moves to CBS to take over the Swann Show half-hour, and Ed Gribbs Simms moves into the Friday Borden spot. NBC gets Burns & Allen for the Thursday night Maxwell House show and Fred Allen for the Sunday night Standard Brands program. While Allen's been off the air the season as a regular, nevertheless he's been more or less rampant at his CBS "baby" in view of his long time Texaco association and with the network still using his web show promotion disc.

Replacements for all four, said Menser, will be done music, life career's major talent pull that the shifts are for summer sked-out he did not add any.

The "Words at War" considered an outstanding war contribution by "Variety" showman, and the National Writers War Board has been brewing since April 3, when the program was named a nomination of Sir William T. Beveridge book, "Full Employment in a Free Society."

Petry Research Vs. Hooper Study

Woos Chappell

Edward Petry & Co., the station reps, are setting up plans for expanding into the radio research field to service the upward of 40 stations on the Petry catalog. Undesigned that the Petry organization has already thrown a lid to the radio, it represents to drop out of the C. E. Hooper organization on the city and state level, and it's now getting, with Petry all set to go on the radio and the radio with a live service. It's doubtful, however, that there will be a whole, new mood from the Hooper side.

Matthew Chappell, one of Hooper's key men in the research setup and in the radio, is now setting up the Canadian research outfit of Elliot-Hayes Ltd., has been wooed away to Petry organization to head up the service. He goes on the Petry payroll June 1 on qualitative research, the Petry method, and it's claimed, originally under overtures to Charles Smith, at CBS, step in and take over the radio of the big and that, in view of weakings, the network had more than enough difficulty persuading Smith to remain faithful has since been upped to John Kavan's ex-ales spot on the web.

Petry's proposed entrance into research reportedly stems from Hooper's throwing up the open market for sale to agencies, etc., his cities study service, with the Petry organization restricting a service, and claiming that such material, for which the stations were paying the Hooper staff, should be made available and not made available to anyone. It's claimed that when Petry called on Hooper, he was not only siding with their support in opposition to the Hooper practice, there was no case of aggression, with the siding with Petry in maintaining that what was the station's business, and while others expressed belief that the wider distribution such material, as B. B. Brown, seems, and proved of audience reaction would benefit the industry as a whole.

HAROLD STOKES INTO CHL BLUE PROD. DEPT.

Chicago, Ill. Harold Stokes, who retired from radio almost two years ago to operate a chicken farm near Illinois, has just sold his last year's egg-mash, turned the incubators and returned to Chicago to join the Blue's radio show production department.

Planned to use Stokes not only as a producer, but as an idea man, according to B. B. Brown, seems, and one of his first jobs will be the reconstruction of some of the earlier, more successful shows as original imitations that are now being heard from the Blue studio here.

NBC is taking one of its new successors, "Words at War," off the air, and the result is a war behind the scenes.

Summers that have been circulating for a few days were confirmed for "Variety" yesterday (22) by the web's v-p, in charge of programming, Charles L. Menser, who said it is true that "Words" is folding with the stanza of Tuesday, June 5.

Also closing that week, and Menser, will be "Author Playhouse," "Music for Tonight," and "Music of the New World." All four are 11:30 p.m. "Playhouse" going out from Chicago Mondays, "Words" from New York Tuesdays, and the two others filling the pre-midnight slots on Wednesdays and Thursdays.

Replacements for all four, said Menser, will be done music, life career's major talent pull that the shifts are for summer sked-out he did not add any.

The "Words at War" considered an outstanding war contribution by "Variety" showman, and the National Writers War Board has been brewing since April 3, when the program was named a nomination of Sir William T. Beveridge book, "Full Employment in a Free Society."

Corwin Series In Kate Smith Spot

CBS will spot the Norman Corwin summer series at the 7:30 Sunday night niche being vacated for the last months by Kate Smith. In addition, CBS plans to fill the vacated 7:30-8 half-hour of the regular-season General Foods stanza for another 10 weeks, starting either in June or July, with the first seven shows scheduled to emanate from the Coast. Feeling at the network is that, with the opposition NBC Jack Benny show going off, Corwin can garner a huge listener pull that in his previous Tuesday night (opposite Bob Hope) 10 o'clock slot.

Corwin's doing a 13-week cycle this summer, starting either in June or July, with the first seven shows scheduled to emanate from the Coast. Feeling at the network is that, with the opposition NBC Jack Benny show going off, Corwin can garner a huge listener pull that in his previous Tuesday night (opposite Bob Hope) 10 o'clock slot.

However, some contending that the July-August outdoor audience pull of the prize auditions, and a few "differ" complete than a even.

CBS Maps Replacer For 'Assignment Home' Aimed At Overall Postwar Pic

CBS is currently mulling a successor show for "Assignment Home" with the series, put on in cooperation with the Army Service Forces, scheduled to start in the fall. Although the show, produced by Ben Heller and scripted by Sgt. John H. Brown, was a hit, the network's feeling that, with the mass "unreeling" of soldiers already starting to come home, the show is in a different direction.

While rehabilitation will be the general theme, the new show, it's felt, will now be trained on the larger numbers with the average of the prototype "Assignment Home" problems presented. "Assignment Home" has dealt principally with conditioning, and the emotional and physical adjustments confronting the GI returnee.

FCC Fixes Channels, But Holds Up FM and Video Bands Pending Tests

Washington, May 22. — FCC announced its final frequency allocations Thursday (21) for the spectrum between 25 mc. and 30 mc.—all except the most important part. Left open for action in the future are the locations to be assigned to FM and to television for immediate post-war operation.

The area with that television mark around it is from 44 to 108 mc. The Commission's failure to act is chalked up here as a victory for FM broadcasters, who bitterly fought their tentative allocation of 40-102 mc.

FCC announced that it will work with the industry on a series of tests this summer to determine whether the following three bands FM should be placed: 50-58 mc.; 68-80 mc.; or 80-102 mc. The FM people generally favor 50-58.

The tests will be conducted under George F. Adams, FCC chief engineer. He meets tomorrow (Wed.) morning with industry execs to arrange for the experiments.

Among those who have been invited to serve on the committee are Major Edwin H. Armstrong, father of FM; Dr. W. R. G. Baker, vice-president of GE; Dr. T. T. Goldsmith, of DuPont Laboratories; Dr. C. M. Jansky; David B. Smith, of Philco; Harold H. Beverage, of RCA Communications; Frank Marx, Blue; G. F. Leycester, Crosley Corp.; Raymond Guy, NBC; and Cyrus T. Read, the Hallicazzer Corp.

Meanwhile, video, which considered its channels all set, must now wait for final location until after the FM position is determined. FCC assured television that it will still act to 12 channels in the 44-108 mc. region. As a sort of special bonus for being patient, television will also draw a 13th channel at 174-180 mc., in addition to the experimental areas given to video much higher in the spectrum.

Other highlights of the report: Number of channels assigned to film companies for location to studio coverallies is whittled to 18, from the 26 listed in the January proposals. The channels will be shared with other services as was originally proposed. In the 25-28 mc. band, there will be six to be shared with relay press. From 132 to 162 mc., 12 channels will be shared by the film companies with geophysical and forestry-conservation services.

Just as in the January proposals, nothing definite is provided for the stereo view.

Number of shared channels for relay broadcasting has been upped from 26 to 36.

FCC said the delay will not hinder previous development of FM and television. The Commission said it had been notified by WPB that, short of a speedy collapse by the Japanese, "the radio industry will not resume production of new AM, FM, and television transmitters or receivers in 1945 or even in the first part of 1946" although it is possible that a very few may be produced before then.

The region 44-108 mc. will be finally allocated as follows: 36 mc. to video; 16 mc. to FM; 2 mc. to geosimile; 4 mc. to amateurs; and 4 mc. to non-government fixed and mobile services.

WLV SELLS PRO GRID

Cleveland, May 22. — Bryant Heater Co., sponsor last season of the championship hockey playoffs with Earl Harper at the mike, has contracted for pro football games on the Cleveland Rams schedule next fall to be aired via WLV with Harper handling the chatter chore.

Sports starts Sept. 2 with 14 games scheduled on the WLV grid exclusive.



UNITED RECALL DRUG CO
Friday—CBS—10 p.m., EDT

Mrs. LOU CLAYTON

FCC Would Add 540 KC. Band to AM Spectrum

Washington, May 22. — FCC yesterday (21) made public its proposed allocations of radio frequencies below 25,000 kilocycles, which includes the area of standard broadcasting. Highlights:

1. An additional channel for AM would be opened at 540 kc., but there is no decision whether this would be used for local, regional or clear channel stations. About 54% of existing radio receivers would be able to tune in on 540. Standard now operates from 550 to 1,600 kc.
2. Commission suggests 120 channels for direct international broadcasting on a worldwide basis. Some but not all of these would be available for the U. S.

'Breakfast Club' Wows N.Y. With Corn Payoff

The corn is here and it's mellow! New York, citadel of the wise guys, turned out to be the softest touch Dan McNeill and his Blue network "Breakfast Club" troupe have run into since starting their current cross-country trek for the Seventh War Loan drive.

Requests for tickets for "B.C." am broadcasts in N. Y. via the Blue assumed such proportions, guys in quest of relations, publicity, sales, etc., started checking up with the program department to see whether some fast action had resulted in "Oklahoma" landing on the network. But it was only the "Breakfast Club."

Mr. and Mrs. Forbes Virginia Forbes, wife editor of the N. Y. Sun, and husband, Ray Forbes, sports writer, are starred in a new program making the agency rounds. Mrs. Forbes digresses on "good living" while friend hubby spouts about fishing, angling and the outdoor life in a 15-minute format. Max Ernest Hill is agenting.

Industry Leaders Line Up Solidly Vs. Giving Finance Info to Public

Washington, May 22. — Radio industry spokesmen, appearing before FCC yesterday (21) raised unanimous objection to throwing open for public inspection inspection financial reports and contracts filed with the commission.

FCC has proposed a rule for giving more information to the public and this angle is a highlight.

At the hearing on the proposal, John Morgan Davis, counsel for NAB, argued that tax reports are not made public. He said the data was of little or no interest to the public and this angle is a highlight.

Commissioner Clifford Durr argued that what radio has been demanding is less control by FCC and more by the public. He said this was a step in that direction.

None of the broadcast reps pres-

ent had any objection to making station ownership public, but several felt that they should not have to file the exact make-up of corporations owning less than 25% of a station. Spokesmen for CBS and NBC said they would be glad to file the names of stockholders owning as little as 1%, but thought it an unnecessary burden to list those owning less than that figure.

Blue, BBC's Co-op Deal

British Broadcasting Corp. has made a deal with the Blue network whereby broadcasts of Pacific area happenings as aired by Stanley Maxted, BBC war correspondent, will be recorded by the Blue and shortwaved to England for rebroadcast.

Maxted is switching from the European theatre of operations to cover the Pacific for the BBC.

• ADVERTISING MUST PACE PROGRESS

*and
Diogenes
Smiled!*

ANY PERSON, FIRM, CORPORATION OR ASSOCIATION WHO, WITH INTENT TO SELL OR IN ANYWISE DISPOSE OF MERCHANDISE, SECURITIES, SERVICE OR ANYTHING OFFERED BY SUCH PERSON, FIRM, CORPORATION OR ASSOCIATION . . . MAKES, PUBLISHES, DISSEMINATES, CIRCULATES, OR PLACES BEFORE THE PUBLIC . . . IN A NEWSPAPER OR OTHER PUBLICATION . . . AN ADVERTISEMENT OF ANY SORT . . . WHICH CONTAINS ANY ASSERTION, REPRESENTATION OR STATEMENT OF FACT WHICH IS UNTRUE, DECEPTIVE OR MISLEADING, SHALL BE GUILTY OF A MISDEMEANOR.

In the DISTRIBUTION DECADE

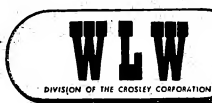
Advertising Must Continue To Inspire Confidence!

Advertising has a man-sized job to do in the Distribution Decade! After peace, in order to prevent an economic depression, our nation must consume at least 40% more than in the pre-war era.

Money, manufacturing facilities, manpower and materials will be abundant. With Advertising functioning at its unhampered best, the big task of rapid, efficient, eco-

nomical distribution can be done! But in the doing, Advertising must zealously guard its established standards of integrity, for to be effective, Advertising must inspire confidence!

At The Nation's Station, we will be striving to elevate still further in the Distribution Decade, those high standards of honesty in advertising long advocated by WLV.



THE NATION'S MOST MERCHANDISE-ABLE STATION

V-E DAY BOX SCORE

Acid test of Network Leadership

The daily flow of audience toward a network is ordinarily weighted by a few exceedingly popular programs broadcast on certain regular evenings of the week.

Thus top Monday night listening ordinarily "belongs" to Columbia. Tuesday leans to another network...

But Monday, May 7 and Tuesday, May 8 were not "ordinary" days. The crisis, especially on Tuesday, swept aside familiar programs and their established "ratings"... made each network stand squarely on its own feet... thus put relative network performance to the acid test.

Hooper measured audience intensively throughout those two days in four great and widely-dispersed urban areas: New York, Philadelphia, Chicago and San Francisco. The balance of physical facilities in those cities, taken as a group, was by no means slanted to favor CBS. Here are the Hooper findings:

Throughout the white heat of the climax of war in Europe, CBS swept ahead of all other networks — and stayed there!

Any seasoned appraiser of radio's values would perhaps have predicted that CBS would lead naturally on Monday night. It did. CBS led by a margin of from 22% to 128% over the other three networks. Maybe that was just because people followed their regular Monday night habits of listening. Maybe. But on V-E Day itself:

THE CBS AUDIENCE
LED BY A MARGIN
RANGING FROM...

5% TO 211%

ABOVE THE COMPETING NETWORKS

There never was a more significant demonstration of the confidence the audience places in everything that CBS stands for and delivers. This confidence, though it was demonstrated in a turbulent crisis, is no accident, no caprice of individual rating.

It is the direct product of years of unrelenting effort to build a service which delivers the *best* in radio...and listeners proved they knew it when it counted most!

The Columbia Broadcasting System



Tony Leader Couldn't Find Single Radio in 22-Day Italy, France Tour

(The following was written by Tony Leader, the MIB director, who returned to this country on Saturday (19) along with Frank Telford, the Young & Rubicam director, and Robert Louis Shapiro, of CBS, who completed the quietest under the trip overseas, moving on to Berlin.)

Editor, "Variety":
I am one of a group of four from the radio industry invited by the War Dept. to gather information in the background, I could not help looking about for radio in the two countries I visited for radio and its place in the scheme of things. In the 22 days I spent in Italy and countless civilian homes, pretentious and otherwise, I did not find a single radio. That's right, not a single radio.

It may be that the Germans and their collaborators have requisitioned or destroyed civilian radios. It may be that the inflationary cost of repair parts and electricity in general use of radio as we in America know it. Whatever the reasons, the civilian population of Italy and Greece have no radios. And more important: they don't seem to need them. No one seems much

less pre-occupied with the business of obtaining food and clothing—eminently understandable in the light of my observations. But, and the following must not be overlooked, the prime lack in both countries is transportation which reacts not only economically but educationally and informationally. In the only 20 miles outside of Naples roads for lack of transport so information vital to the rebirth of the nation can only trickle in mostly by word of mouth and its inevitable distortion.

Although ANZA, a news service, and the OWI and PWB news bureaus are striving valiantly to gather and disseminate information, they fall far short of the need because their emphasis is mostly on international events rather than national. In reconstruction times like the present it can be readily appreciated how necessary is the development of strong political leaders, in Italy particularly; which has been so long Fascist-dominated. There is a crying need that Italy should know who are the men who organized and led the Puritan forces in the heroic and strategically-vital harassment of the enemy. Instead we find that Eduardo, for instance, the well-beloved commander of the Pavia Partisans who captured, tried and executed Mussolini, comes into Milan only 22 miles away virtually unknown—a political neutrality. And as the distance grows greater so diminishes his renown. As a matter of fact, America knew Eduardo by name and deed before Italy did.

I give this example to show the desperate need of communication in these countries. Their development politically and economically (both irrevocably linked in these items) cannot help but be arrested in proportion to the lack of proper facilities for the dissemination of news and propaganda. And radio, it is not denied, in this day and age is the nonpareil medium. And I found no radios in Greece and Italy. Transmitters? Yes. And also one public address system in the Central Square in Athens. But the ordinary, average citizen had no radio.

Tony Leader.

Mary Burnham's CBS Post

Washington, May 22.

Mary A. Burnham has been named assistant director of agricultural programs for WTOP, the web's D. C. station. She will assist Charles A. W. Webster, CBS agricultural program director, in turning out "Country Journal."

Overseas for USO Since Jan. 14—Now in New York

FRED LIGHTNER

Dir., PHIL COSCIA

Kobak Snared WLW

For MBS Part-Time

Mutual has lost its regular Cincinnati outlet but seems to have hyped its Ohio status by gaining time over one of NBC's prime affiliates, WLW.

MBS prez Edgar Kobak has announced that his web has been hyped to the Crosby station in Cincinnati. Kobak said that another of Cincy's transmitters, WCOF, will also be used by his net.

In both instances, the arrangement is on a "dual station" basis, neither of the stations becoming a regular outlet for Mutual but each tying in on a show-by-show level, depending upon customer's choice, station's agreement, and web's idea in the matter.

The fact that WLW is going to use MBS shows will, it is believed, give it a "dual station" basis, neither of the stations becoming a regular outlet for Mutual but each tying in on a show-by-show level, depending upon customer's choice, station's agreement, and web's idea in the matter.

Roosevelt Tex. Stations Set for Network Deal

Washington, May 22.
FCC received applications yesterday to transfer stations at Ft. Worth, Austin, Waco, and San Antonio to the Texas State Network.

The stations are controlled by Brig. Gen. Elliott Roosevelt, his daughter, Ruth G. Roosevelt, Edson, and their three children. Roosevelt and Mrs. Edson are also heavy stockholders in the web. They urged the transfer to obtain more efficient and economical management of the properties.

It appeared here that this might be a first step by Roosevelt in line with reports that he planned to get out of the radio business and concentrate on pictures after the war.

KFIZ-KAAD-KEOT, the Tarrant Broadcasting Co., Ft. Worth, is 99 1/2% controlled by Edson who would switch for \$101,400. She received the property from Roosevelt.

Frontier Broadcasting Co., which has KNOW at Austin and WACO at Waco, would transfer the Roosevelt interest in the web for \$34,000.

Alamo Broadcasting Co., KABC, at San Antonio, would have a \$26,784 price tag for the 69 1/2% of Roosevelt stock.

Fert Wayne-Norman C. Wideman, known professionally as Norm Carroll, has joined WGL, Fort Wayne, as sales promotion manager.

WLW's Final Slapdown on WMAL In 'Area Pattern' Decisive on Announcers

Walter Yust Leaves

'Adventure,' Corey In

Chicago, May 22.

Stephen M. Corey, consultant in education to the Encyclopedia Britannica and professor of educational psychology at the U. of Chicago, replaces Walter Yust as host on "The Human Adventure" over Mutual, effective with tomorrow's (23) broadcast.

Yust, editor of the Britannica, has been "Adventures" commentator since the show started on MBS Sept. 23, 1943. He will henceforth devote himself fully to the editing of the Britannica. Format of the series will remain unchanged and continue to be produced by Sherman H. Dryer from WGN studios here.

Boston—Stephen James, assistant production mgr. and newscaster at WEEI, has been transferred to sales as account executive. Harold Miller lays aside his sax with Frank Bell's studio orch to replace James in production.

The War Labor Board, Monday (21), turned down WMAL, Washington, in its appeal for reconsideration of a WLW decision against them which favored the American Federation of Radio Artists. Dispute originally arose out of a new contract between WMAL and AFRA, when AFRA insisted that staff announcers who were used on occasional commercial programs during their work-week should be paid a commercial fee in addition to their salary.

Dispute had gone to an arbitrator, who held for AFRA. The station then appealed to the WLW, who reversed the arbitrator. AFRA then appealed to the WLW, who reversed itself. Whereupon the station appealed again to the WLW, only to be turned down this week finally.

Decision has a further importance beyond its specific benefit to WMAL announcers. By its action the WLW holds that it will follow an "area pattern" in these cases. In other words, if comparable radio stations in the Washington area pay a special commercial fee to staff announcers then every station, on renewing contracts, must fall into line. Decision is thus doubly important.

Radios Biggest 5 Minute Show

Sing-a-Sentence

with

"LANNY and GINGER" GREY

"Lanny and Ginger" Gray
—The Sing-hearts of the Air—
First, sing a song.
Then play Sing-a-Sentence.

Now, you can sponsor this different and thrilling radio program contest in your market! A \$100,000 idea. SING-A-SENTENCE is now available within your budget! Everybody likes to PUN and SING-A-SENTENCE is a Punster's Paradise! Thousands submit entries. Lanny and Ginger work the accepted ones into their song. SING THE WINNERS' NAMES over the air and also receive a CASH REWARD.

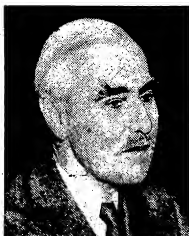
EXAMPLES
To help win the war LET-UCE buy more War Bonds.
I've never won a contest yet CON-SUMPTION by doing about it.

Proof of Results?

SING-A-SENTENCE drew over 28,000 letters first year! Renewed for second year byoyal Scarlett Coffee over WOR, New York, 9:25 A. M. Monday through Friday. SING-A-SENTENCE is a real show-traffic booster drawing thousands to your retail outlet for entry blanks. (Your label or postcard may also be used for submitting entries.)

"LANNY and GINGER" GREY, Guild Recording Artists also heard over the Mutual Broadcasting System — 203 stations — for Four Way Cold Tablets and Defender Vitamins. Monday, Wednesday, Friday, 11:55 A. M. E. W. T.

For exclusive rights in your territory, write, wire or phone Wm. Morris Agency, New York, N. Y. SING-A-SENTENCE is available on tailor-made transcriptions.



Special San Francisco Peace Conference program. **Joseph C. Grew.**



I, the war breaking down moral standards? "Yes," says Irene Dunne.



Dir. U. S. prosperity depends on doubling foreign trade? "Yes!" said Eric Johnston.



Should we change Germany from an industrial to an agricultural nation? "Yes!" said Rex Stout.

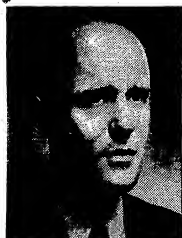


Mind if we do a little talking about Town Meeting, Mr. Denny?

You can't imagine how gratifying the recent popularity of Town Meeting has been to us at the Blue.

We've had a lot of people try to tell us that so-called "prestige programs" aren't popular with the public. There's a feeling that they have to be dull or they're not service programs. We've never listened to that talk. We've always believed that the American people want the best that radio can give them in every field—and that a program has no excuse for being dull, even if it does set out to do a good job of informing the public.

In America's Town Meeting we felt that we had a program that more Americans should be listening to. We thought of it as an obligation on the part of all of us to the American public—to keep them informed in these critical times about both sides of the issues facing our country. We saw that, more than ever before in its history, there was a greater need for Town Meeting and what it stood for. Ben Gross of the New York Daily News put it pretty well. He said: "No one who is interested in what's happening can afford to miss the Town Hall broadcasts."



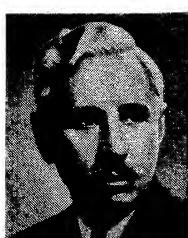
Should all Germans be punished for Nazi crimes and atrocities? "Yes!" said Major Erwin Lessner.



Special San Francisco Peace Conference program. **Senator Tom Connally**



Should we let one man commit U. S. to war? "Yes!" said Senator Joseph Ball.



Is the war breaking down moral standards? "No!" said Will Durant.



Is there a satisfactory substitute for the post-war "Yes?" said Norman Thomas.



Should all Germans be punished for Nazi crimes and traitors? "No," said Dorothy Thompson.



Finally why is America fighting for? Senator Claude Pepper.



Is the war breaking down moral standards? "Yes," said Rev. J. Herbert Smith.

When The Reader's Digest, looking for a program that would be timely and of real service to the nation, decided to sponsor Town Meeting, we had another helpful hand in the job of improving and promoting the show. We all had one aim in mind: to make Town Meeting more interesting to more people.

What happened? Well, frankly, we are still kind of amazed at the results. *The average audience for America's Town Meeting has been more than doubled*, once reaching a Hooper high of 7.8. We have more than a sneaking suspicion that no other forum in radio history has ever had anything like the listening that Town Meeting has been pulling down in recent months.

This popularity is due to show improvement—and good promotion. Just last week the College of

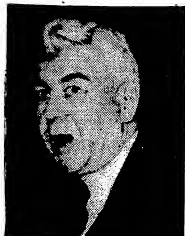
the City of New York made an award to Station WOWO, our affiliate in Fort Wayne, Ind., for the sales promotion job they did on America's Town Meeting.

We are proud of the several programs we have which rank first among all the programs of their type: America's Town Meeting . . . The Boston Symphony . . . The Metropolitan Opera . . . The Herald Tribune Forum . . . The March of Time . . . the Road Ahead . . . The Army Air Force program . . . Meet Your Navy . . . and several others. They are helping to prove that public service shows can be good shows if they are approached with the determination to make them listenable as well as effective.

That's one of the things we are doing over here—and making good progress too.

AMERICAN BROADCASTING COMPANY

The Blue Network



Does U. S. prosperity depend on doubling foreign trade? "No," said Dr. John Lee Coulter.



Is there a satisfactory substitute for the profit motive? "No," said H. W. Prentiss, Jr.

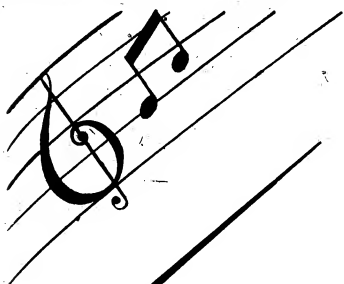


Should we change Germany from an industrial to an agricultural nation? "No," said Dean Christian Gauss.



Is Democracy threatened by Government control? "No," said Marshall Field.

WFBR



Music

under the direction
of

MARK WARNOW

1940 . . . 1945

NEW YORK PHILHARMONIC ORCHESTRA
STADIUM CONCERT—FEATURING PAUL
ROBESON IN "BALLAD FOR AMERICANS"

WESTINGHOUSE PROGRAM
JOHN CHARLES THOMAS—NBC

BLUE VELVET SERIES
CBS AND PARAMOUNT SHORTS

HELEN HAYES THEATRE OF THE AIR—CBS

VICTOR AND SONORA HIT PARADE RECORD ALBUMS

NEW YORK PARAMOUNT—5 Weeks

MARCH OF TIME—NBC

WE THE PEOPLE—CBS

U. S. TREASURY TRANSCRIPTIONS
"Music For Millions" "Treasury Salute"
and "Sing For The Seventh"



now!

signed exclusively for radio
by the
American Tobacco Company
for

YOUR HIT PARADE

From the Production Centers

Continued from page 38

mind over night and went on with Lou Costello last week after George Earl had been announced as replacement. The breach between the two comics is widening and a complete break may come long before the announced separation. . . . Francis Van Hartsvelt has left Young & Rubicam after nine years to become assistant to Frank Pittman, radio head of Needham, Louis & Brorby, and aide on production of "Fibber and Molly" and "Gildersleeve". . . . Ethel Barrymore will do two "Miss Hattie" broadcasts from Earl Carroll's play and call it a season. . . . Eddie and Ida Cantor were saluted on Don Lee's "Sweetheart Time" on the occasion of their 21st wedding anniversary June 9. . . . Stan Jurell in town to name a successor to Cal Kuhl as director of the Garry Shinnos show. Client refused to go for Kuhl's claim demand on a freelance basis. He exits after next week's airing. . . . Standard of Cal, moved Jim Doyle into the newestest strip and handed Lowell Thomas the pink slip. Walter Craig here from N. Y. to audition the Cass Daley show. . . . Don Stauffer and Earl Wilson sat on their packed bags for two days waiting for train space east. . . . J. Walter Thompson called Dave Gregory and call it over the airings shores of Joe Bigelow, who is here with the RCA show. . . . Blue put Don Norman on the street with a walkie-talkie as soon as the ban was lifted on street corner interviews. Tain had been in effect since Pearl Harbor as a security measure.

IN CHICAGO

General Mills hour, aired over NBC five times a week, was renewed last week. . . . Mrs. Al Chace, vice of the Mutual director, presented her hubby with an heir last week. . . . Mutual board of directors meeting held here today (22) with all the net's brassists in attendance. . . . Campbell Arnoux of Norfolk in town. . . . Dining Diners just completed a new set of recordings. . . . (Voice Bauer, formerly of KXOK, St. Louis, has joined the WGN announcing staff. . . . Ed Bayoff, of the Blue, threw a cocktail party to celebrate the opening of the net's new space in the Merchandise Mart with Bill Widdell of NBC as guest of honor. . . . Mrs. John Holbrook, wife of the WGN newscaster, gave birth to a daughter last week. . . . Delores Gray, the singer, back in town for her new radio show sporting a new nose, result of plastic surgery operation.

No Official FCC Stance On Race Result Airings

Washington, May 22

Reports that FCC is taking permission for broadcast stations to carry racing results, scratchers, etc., such as are reported in the daily press, was denied today by a commission official.

"We have never at any time taken a formal stand in this matter," he said. "In general we have no authority over programming. We have not specifically approved or disapproved of that type of program for any station."

"There is a prohibition against lotteries on the air and we would step in only if a lottery angle were involved."

Hint that FCC had warned stations not to carry racing information came because WBYY, Brooklyn, which carried the service last year but has resumed it since the racing ban was lifted. Word here is that WBYY has not made any request to the commission on the matter.

FCC officials have no information of whether other metropolitan stations anywhere are now carrying the results.

WINS Backs Out

Latest instance of an indie turning down racing business is WINS, N. Y., which Manhattan Pontiac auto distributors and the Morning

Most Air Drug Plugs Denounced as 'Noise'

Washington, May 22

Radio advertising for some drugs and medicines were rapped last week by Rep. Ellis E. Patterson (D., Calif.) at a hearing of a House Labor subcommittee.

"Cut two-thirds of radio advertising in medicines and drugs," he said, "and you will do a great service to the public. Most of it sounds phony."

Richard P. Whiteley, assistant chief counsel of the Federal Trade Commission, said FCC didn't have the funds to police medicine advertising properly. He said a lot of work in that direction was being done, however.

"You don't seem to be making any headway from the noise we hear over the air," commented Patterson.

Telegraph, sports publication, set to co-sponsor 15-minute evening summaries of racing results. Trev Adams, sales mgr. of the outlet, had deal all set, but William Shadrer, station mgr., turned it down.

Incidentally, WHN, N. Y., will air the major event each night of the trotting race meet at the Roosevelt Raceway, Westbury, L. I.

Akron-Akron Radio Corp. has filed an application with the FCC for an FM station here on 48.100 kilocycles.

U.S.-U.S.S.R.

Continued from page 36

Britain on the matter because it is a part of the British "policy of influence" aware that it has little choice in the matter. China, on the other hand, is more careful because it is not sure how shortwave would affect domestic conditions in China, once the bars are lifted and Russia's powerful Siberian transmitters could open up.

But even Russia's policy of silence on the matter is more eloquent than the position of the United States. Here, silence, among other things, there simply is no shortwave policy.

The government has spent over \$250,000,000 on shortwave transmitters, but no one knows at this point the plan will own those transmitters after the war, who will run them, who'll pay the bills, who'll call the tune on programming, etc.

Civil liberties groups in the U.S. organizations plugging international educational efforts, and other outlets on the fringe of radio have spoken up in favor of a San Francisco policy on DX. But the organizations chiefly concerned haven't been able to get together. There are a dozen pet networks. The Army and Navy, the State Dept., the OWI, each of the big networks, not to mention various volunteer organizations, have their own ideas on how the U.S. might run its shortwave show after final peace.

But until one plan is agreed upon for the American side of the operations, the U.S. cannot become part of an international radio organization.

That's where BBC is much better. Its campaign at Frisco was flubbed by many in the know as "stealing a march" on the U. S. and the Soviet Union. True, the move has brought BBC no closer to an international radio organization. Nevertheless, the statements made by Frisco delegates from foreign countries, in answer to BBC, have their own significance. Here are some of the comments:

Minister of Foreign Affairs Bidault, of France: "Who can deny that broadcasting will not be less necessary for peace than it proved for victory?"

China's delegation: "In the closely-knit world of tomorrow, international broadcasting can be one of the effective forms of education and cultural cooperation among the nations."

Field Marshal Jan C. Smuts, of South Africa: "In the new era into which we are now entering, radio has a duty and a responsibility...to keep the world informed so that all men may have access to truth...to protect truth."

Other nations that have approved the BBC proposal are Australia, Belgium, Czechoslovakia, Rhiopia, Haiti, Liberia, Luxembourg, Norway, the Philippine Commonwealth, and Syria.

But the U.S. and the U.S.S.R. are keeping mum. And, since only one veto in the Security Council could gum the works, it doesn't look as if an effective international radio organization will result at Frisco, unless these two nations decide to act.

Victoria, Texas—KVIC this week becomes a Mutual network affiliate. Jerry Fisher is station manager.

24TH
YEAR
Exclusively
OVER
WNAC
AND ITS
YANKEE NETWORK
STATIONS

WNAC
YANKEE
NETWORK

Tom Hussey,
Yankee's Ace
Sportscaster

PLAY-BY-PLAY
National and American League
BASEBALL

BOSTON BRAVES

BOSTON RED SOX

Co-sponsored by

The Atlantic Refining Co.

The Narragansett Brewing Co.

7th Consecutive Year Sponsoring
Play-by-play Baseball and Football7th Consecutive Year Sponsoring the News
1st Year Play-by-play Baseball

Another Yankee Partnership for 1945

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD FERRY & CO., INC.

You are in
GOOD
COMPANY
When You
Advertise on

KMPC
LOS ANGELES
100% INDEPENDENT
THE MUTUAL CHARTERED INDEPENDENT
National Sales Representatives • Paul H. Rogers Company

Detroit News Bangtail Editor Shows Early Foot Setting Up WWJ Stanza

Detroit, May 22
Maybe some of these horse guys are a few weeks before the annual black-out on horse racing was lifted, George Kreibich, turf editor of the Detroit News, launched a weekly radio program via WWJ called "Tales of the Turf."
Originally the program was designed to reminisce about "the good old days," adhering strictly to ancient history and nostalgia. But the series now is in a pretty spot to state the turn on the Derby and other stuff pertinent to the present generation of bang-tails.
It is concluded that at the present moment arguments are to be heard on whether race-track betting comes under the state ban against lotteries.

Columbus—WBNS marked the official closing of local blood donor center with hour Sunday (20) show titled "Honorable Discharge." Columbus Mayor, newspapermen, and returned war vets publicly aired appreciation to those who donated more than 250,000 pints of blood during life of center.

WRC
\$7,607.00
PER FAMILY!
That's the 1944 Effective
Beying Income in Mar-
ch, or last published in
Sales Management's Ser-
vice of Boring Per-
centage, 4 Cans, for new
chess giving complete
details.

USE WORD TO
CONNECT IN CONNECTICUT

ANNOUNCER

New York City station de-
sires man who can edit
news and also go to the
microphone when occasion
demands.

\$50.00 WEEKLY
6 Days, 4 Hours

Write Box 944, Variety, 144 West
44th Street, New York 19, N. Y.

NOTICE

Radio personnel will
please desist from eating
food in all NBC studios.

The above notice should be read
and understood by all personnel
participating in any program.

SPORTS DEPT



"My only game was Gin Rummy until I started eating Wheaties."

QUEBEC GOVT.'S B'CAST PLANS RUN INTO DELAY

Montreal, May 22
Quebec's Premier Duplessis has revealed the province's plan to enter the radio listening field will await the end of the present legislative session, probably by June 1.
Mr. Duplessis said the government was already authorized to acquire by agreement or expropriation any stations it wished to use in its network but a setup will not be decided until the session ends. Stations will feature French-speaking programs.
Premier was silent on reports decision had been made to expropriate several private stations in the province.

Blue's Navy Air Show

The Navy will produce and direct a 26-week series of half-hour programs on the Blue this summer, exploring the activities of naval aviation. This is in line with the Navy's idea of publicizing its participation in the war, with this program as the first step.
It's also the first network program to get the Navy's ok. Time and opening date haven't been set yet.
Shows available for sponsorship with Grumman Aircraft and others reportedly interested.

'Words at War'

Continued from page 28

ing responsibility for books dramatized.

Council on Books in Wartime, which has been real sparkling behind the "Words" show, having first suggested it to NBC two years ago, didn't like apologizing for contents of books made into air shows. Council exec committee held a meeting and voted not to permit such action in future, and not permit use of its name behind any books which it does not consider as "weapons" in war.

Result: NBC decided to drop the music.

While Menger said that dance music is for summer replacement, there was widespread opinion that web has no intention of putting "Words" back in the fall.

There is disagreement between the network and Council of Books on who owns the title "Words at War." Council believes it owns name. Already, one web exec is reported to have jumped at opportunity of taking the show away from NBC.

Radio people in general were disconcerted by the NBC move against "Words." Staff writers on the show, for instance, had no knowledge of the planned cancellation since after the Council had been informed officially. Furthermore, Council execs could not see Menger to discuss the matter on yesterday (Tues.).

The idea of putting dance music on, in place of a show like "Words," was tapped by NBC staffers who said it was merely an indication that the web thinks the war is over and reconversion on the psychological front is unnecessary. Rex Stout, of the Writers War Board, was quoted by a friend as saying: "It's too bad the Japs don't put music on the air now, instead of bombs. Then it

N. H. Bill Would Slice Take From Politico Ads

Concord, N. H., May 22
Radio stations and networks, also newspapers, would be prohibited from charging political advertising rates higher than for commercial advertising of similar character under a bill passed Tuesday (15) by the New Hampshire House of Representatives. Approved earlier by the State Senate, the bill now awaits Gov. Charles M. Dale's approval.

One of the unsuccessful opponents, Rep. Edmund W. Oden of Portsmouth, said the bill violated "freedom of enterprise, the right of private enterprises" or of businessmen to conduct their business without government interference and dictation, including the right to charge what he deems proper for services offered.

"This bill," he asserted, "does all the things we have criticized our Federal government in Washington for doing during the last 12 years."

Webs Seen Back In ER Family

Columbus, May 22

Indications are that networks will resume participation in the annual competition conducted by Ohio State U.'s Institute for Education by Radio. NBC, which cued the webs' exit from the Institute three years ago, is known to have expressed a desire to be "included" in next year. Webs, it's understood, have been requested to huddle for a policy agreement after which the "no network" ruling by the Institute, imposed after NBC scrambled, will be lifted.

In the meantime, rival networks have been doing a burn-out. IEA awards were announced last week on the basis that impression was given NBC had walked out with a good share of the prizes. Actually, awards went to organizations backing the programs, not the stations, or webs string them.

Thus in religious broadcasts, first award went to National Council of Catholic Men for "Salute to Valour" honorable mention to International Council of Religious Education for "Victories Living."

In women's programs, first award went to War Food Administration for "Consumer Time." Council on Books in Wartime received honorable mention for "Words At War." In cultural program group, first awards went to Town Hall Inc., for "Town Meeting of the Air," and U. of Chicago for "U. of C. Round Table." In the personal and family life group, honorable mention went to National Congress of Parents & Teachers for "The Baxters." Pure Oil got the first award in news interpretation class for "H. V. Kaltenborn."

First awards in programs in furtherance of the war went to Minnesota Resources Committee for "March of Minnesota," and to Russian War Relief for "Russian War Relief Presents." Honorable mention went to U. S. Army Recruiting Public Bureau on Governor's Island for "Voice of the Army."

In the children's programs for listening out of school, the Association of Junior Leagues of America topped a first citation for "Books Bring Adventure." Programs for elementary school children gave first award to Standard Oil Co. of California for "Standard Radio Broadcasts."

In the local stations group, first award in news interpretation went to U. of Colorado and the Rocky Mountain Radio Council for "History in the Making."

In children's programs for listening out of school, the Colorado State College of Education and Rocky Mountain Radio Council received a first award for "Story Telling in programs for elementary school use, Visual Education Department of Rochester Public Schools received an honorable mention for "News Today—History Tomorrow."

Washington—Kathryn Crews, of WOL, Cowles D. C. outlet, has gone overseas as the first woman radio correspondent. She will transcribe two shows weekly, specializing in interviews with GIs from the Washington area. In addition, gal will seek to interview world figures in Europe, and also try a series of interviews with European children.

Single Standard Rules Radio-Press Censorship as Price Unzips Wraps

CBS Opens Campaign To Snare Dept. Stores

Washington, May 22
CBS launched a big-time drive here yesterday to break down the resistance of department stores to radio advertising at a luncheon at which sales officials of leading Washington stores got an earful of what radio has to offer them.

Paul Hollister, CBS vice-president, and Prof. C. H. Sandage of Harvard and Miami Universities, discussed the angles and answered questions in an open forum.

Hollister plugged for more programs as against spot announcements. He pointed out the value of programming to build up a GI will and name for a department store. He declared merchants were overlooking the institutional angle in their advertising, and claimed that radio can do better and cheaper what any other advertising medium can do.

Sandage, a marketing specialist, said the big factor in getting results from radio advertising was for the department store to spend a larger percentage of its budget in radio. He also declared that more money should be spent for programs and less for brief spots. This particularly interested the merchants.

Washington, May 22
Office of Censorship tried off the lid Friday (18) of most censorship of radio and press news. Only real exception covers the Pacific-Atlantic area, with the Atlantic region virtually on a peacetime basis once more.

Byron Price advised broadcasters and editors to scrap the previous elaborate press and radio codes, and issued a combined radio-press code for the first time. This is based down to barest essentials. Heretofore, radio was under more stringent wraps than the press, because it could be speedily monitored by the enemy.

In general, radio and the press can now tell of the physical set-up or technical details of shipyards; movements of diplomatic exchange ships under direction of the State Department; movements of merchant ships in the Atlantic as soon as the military high command declares the Atlantic free of enemy submarines; ship launching dates well in advance; weather information; information about war prisoners, except those from the Pacific-Atlantic zones; and one or two other matters.

Washington—George Graves, on the staff of the Mass. Horticultural Society and associate editor of its publication, "Horticulture," is WCOP's new agricultural specialist on "Victory Garden News" from 6:45 to 7 a.m., Monday through Saturday.



OUTSTANDING SHOWMANAGEMENT

KLZ gives top priority to production quality, knowing that its own productions compete with the best in the network have to offer.
KLZ therefore, does a network quality job on local programs after.
KLZ handles, does a network quality job on a network never of specialized interest and service which a network never.
For doing a job well, KLZ was awarded top recognition by Variety in 1944.



REPRESENTED NATIONALLY BY THE KATZ AGENCY

FRED WARING • YOUTH ON PARADE

Shaw Gets Network Hotfoot on Tunes, Coast Remote Pulled After Wrangle

Artie Shaw and Columbia Broadcasting got into a dispute last week which resulted in the pulling of remote wires by the net from the Casino Gardens, Ocean Beach, Calif., where Shaw is playing. It asserted that never again would it allow the latter the opportunity for a remote broadcast on its facilities. Dispute began, it's claimed, when Shaw insisted on turning in lists of songs to be performed too late for proper clearance procedure; then, to top it off, when he was informed that certain tunes would have to be replaced because others had already cleared them, he answered he would play them or not go on the air. CBS took him at his word and yanked the wires.

Both shots taken from Shaw were turned over to Charlie Barnett at the Trianon, near L. A. When Shaw moves out and is replaced by Tommy Dorsey June 1, CBS will move the pickups back into the Casino Gardens.

PAINE HAVING TROUBLE RETURNING FROM ENG.

John G. Paine, general manager of American Society of Composers, Authors and Publishers, and Herman Finkelshtein, ASCAP's attorney, are having considerable trouble returning to this country from England. They went overseas several weeks ago to arrange a new reciprocal performing rights deal with the British Performing Rights Society, and have not yet been able to secure return passage.

Because the Army is returning men to this country in great numbers, using all available space on ships and planes, it's possible Paine and Finkelshtein will be quartered in England for weeks yet.

State Dept. here, when granting applicants permission to trek to England, also informed them that transportation back might not be available for four months or more.

Dorsey May Again Play Consec N. Y. Cap Dates

The Tommy and Jimmy Dorsey orchestra may pull the same stunt of following one another into the Capitol theatre, N. Y., again next fall. This time, however, T.D.'s band may precede that of his brother, opening early in September prior to his October date at the 400 Club, N. Y.

Last fall Jimmy opened at the Club in November, with Tommy following.

Manpower Ease Among Bands

There has been a noticeable easing of the manpower situation among musicians in past weeks, it's claimed by bandleaders who are and have been acutely conscious of the problem. Not only do there seem to be more men available for bands of varying degrees of b.o. power, but asking prices, which went sky-high during the critical period when odd men could be had only by the bigger bands that could afford the stiff salaries, have begun to lower.

With the manpower problem of the business easing, it's probable that more new bands will be launched this summer. Many prospective maestros have long been deferring plans for new bands until at least the war in Europe was completed. Since it has been, however, there has been no concrete action taken on new bands. If musicians become more plentiful they will probably proceed.

Lee Castle has agreed to a managerial contract with Music Corp. of America. He formerly was with General Amus.

20th-Fox and WB File Amended Answers In 2 Infringement Suits

Warner Bros. Pictures and 20th Century-Fox Film Corp., defendants in two separate song infringement suits, asked for dismissal in amended answers filed last week in N. Y. federal court. Actions are by Laurence J. Hirsch, executor of the estate of the composer of the tunes, Louis A. Hirsch.

In the WB action, damages of \$100,000 is asked for alleged infringement of Hirsch's song, "The Love Nest," used in the WB film "Yankee Doodle Dandy." Other defendants are Music Publishers Holding Corp., Harms, Victor's Publishing and Otto Harbach, who wrote the lyrics for "Nest."

In the 20th-Fox suit, an accounting of profits is asked for the alleged infringement of the song, "Hello Frisco, Hello You Up in Sky Hello," used in the film, "Hello Frisco, Hello." Other defendants are Music Publishers Holding, Winmark, publisher, and Grove Buck, writer of the lyrics. Hirsch claims that the \$5,000 paid for the use of the song in "Hello Frisco" was not a fair valuation of the song and wants the license voided.

Warner Bros., in its defense of the first action, asserts that the Harms license was properly granted, also that the songs used in the film were rightly granted by ASCAP, because the estate of Hirsch, as a member of the Society, had conveyed these rights to the Society. Under the agreement made by Harms, Inc. with Hirsch, only the stage performing rights were withheld from the music publisher.

20th and the other defendants, in its defense, asserts that under a 1937 agreement granted Winmark, all rights, title and interest in the song, was granted by the writer, together with the right to synchronize and license to films. In 1942, upon renewal of copyright, in the name of plaintiff and Gene Buck, and assigned it to Winmark, it also gave the publisher the right to license for film use.

ASCAP Board Approves Draft Of New Accord With British Society

Schreiber Checkup

Due at Mayo Clinic

Taft Schreiber, Music Corp. of America v.p. in charge of film sales out of the Beverly Hills office, came into N. Y. last week for a few days going along to the Mayo Clinic, Rochester, Minn., for a checkup.

Schreiber came east with David (Sonny) Werblin, head of MCA's N. Y. headquarters, who had been on the Coast two weeks for talks with Jules Stein, MCA president.

Payola Situation Due for Climax

Payola situation in the music business, which was the object of a sharp investigation last summer by Music Publishers Contact Employees authorities, will soon be brought to a head, it's claimed. Last year, following the MPCE's probe into their rampant practice of paying for plugs, a number of music publishers donated a substantial amount of cash to finance an investigation. Methods used in this procedure were kept secret by MPCE officials.

Now, however, it's said that the inquiry is ready to move in against certain parties. In a few weeks the opening gun will be fired.

SCHALL JOINS BOURNE

Max Schall, formerly personal manager of Charlie Spivak's orchestra, is going into the music publishing field starting next Monday (28). He joins the staff of Bourne, Inc., under professional manager Bobby Melin.

Schall's position at Bourne will be that of a contact man, but his arrangement with Saul Bernstein, owner of the company, is said to be much more extensive for the future.

Board of directors of the American Society of Composers, Authors, and Publishers last week approved the draft of a new reciprocal agreement between ASCAP and the British Performing Rights Society. This does not solidify the arrangement; it simply places an official okay on the terms agreed upon between BPRS on one hand, and John G. Paine and attorney Herman Finkelshtein on the other. Paine and Finkelshtein made the trip to England to arrange the deal.

BPRS contract with ASCAP is for five years effective next Jan. 1. It replaces the current pact which expires the end of the year. With the new treaty virtually completed, ASCAP men here are brothing a bit easier since Broadcast Music, Inc., people have been on the English performing rights scene endeavoring to replace ASCAP with BPRS.

Paine and Finkelshtein are now in France, in the process of arranging another new deal with SACEM, the French performing rights group. This deal is said to be virtually complete on the same five-year basis as the BPRS agreement.

SKIDMORE SLATED TO BECOME ACTIVE AGAIN

Sid Skidmore Music Co., owned by Shapiro-Bernstein, will become an active publishing house this summer or fall. S-B executives are currently in the throes of digging up a staff to man the company, which will be operated completely independent of the parent organization.

Skidmore has been owned by Shapiro for years. Catalog, consisting mainly of hillbilly, rare and novelty pop song material, was established more than 25 years ago by the man whose name it bears. In past years it has been the copyright owner of such hits as "My Prayer" and "There Goes That Song Again," although it was the S-B staff that worked them.

3 HITS—HEADED FOR TOP POPULARITY

Featured by Frank Sinatra in M-G-M's "Anchors Aweigh"

WHAT ARE THE SUMMERS?

Lyric by Sammy Cahn • Music by Jule Styne

The Season's Best Rhythm Hit

A KISSING GOODNIGHT

By Freddie Slack, Floyd Victor, R. N. Herman

A Really Great Ballad From 20th Century-Fox's "Nob Hill"

WALKED IN

Lyric by Harold Adamson • Music by Jimmy McHugh

MILLER MUSIC CORPORATION 1619 BROADWAY N. Y. 19

LON MOONEY,
Gen. Prof. Mgr.

Contactors Council Completes Deal To Insure 550 Members for 1G Each

Musicians Contactors Council in meeting Monday (21) evening completed the purchase of insurance which will cover every member of the union up to \$1,000. There are 550 members of the organization, holding cards currently from N. Y. to California and the premiums covering all of them will

be the MPECE back \$6,000 annually. Agreement to insure each member of the MPECE for \$1,000 was contained in the original negotiations under which the union and the Professional Music Men, benevolent organization, were merged last year. MPM retains its identity though it was absorbed by the MPECE. It is now the custodian of benefit funds of the larger outfit.

In Addition to Our Current BIG HIT

THERE MUST BE A WAY

We Are Now the Publishers
Of the Sensational Ballad

A STRANGER IN TOWN

By MEL TORME

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Joe Dracca, Chicago • Al Friedman, Hollywood

10 Best Sheet Sellers

(Week Ending, May 19)

Bel Bottom Trousers...Santily
Dream...Capitol
There I Said It Again...Valiant
Sentimental Journey...Morriss
Just Prayer Away...Shapiro
Candy...Feist
Dreams Getting Better...Santily
All of My Life...Berlin
Laura...Robbins
I'm Beginning See Light...Grand

CG Ordering Shore Based Bands to Sea Duty on Transports

In response to the growing need for bands on transports bringing GIs back from Europe or taking them to the Pacific, the Coast Guard is assigning its land lobster bands to sea duty. There will be between 15 and 25 of these bands afloat soon.

Most of these bands were organized to play at shore stations, but the demand for salt water musicians necessitated the change. Need has been so great that many bands have been organized aboard ships, some using men not in service as toasters. One, recently attached to the USS Leonard Wood, is made up of 18 men who served in nine major invasions all on active battle stations as landing boat coxswains and bowmen, gunners, pharmacists, mages, radiomen and seamen. None holds a musician's rating. This band is now touring Illinois and New York state for the bond drive.

Band from the CG show, "Tars and Sparks," is now aboard a transport in the Pacific. Also at sea in that area is a group of 25 formerly attached to Manhattan Beach Training Station, directed by C/M Bill Schallen, ex-trombone and vocalist with Alvino Ray. The 11th Naval District CG band, under Lt. (jg) Jimmie Grier, has just returned from the Pacific.

Musician 3d class Dino Cortez heads a 30-piece dance and concert band from Philadelphia's Fourth Naval District now headed for transport duty. C/M Ken Hopkins, former Whitehall arranger is forming a band for a CG-manned ship. Other CG musicians who have seen action or transport service include: Allan Cole, ex-Ted Fio Rito vocalist; Sam Robinowitz (Jimmy Dorsey); Johnny Drake (Glenn Miller); Warren Crofford (Florence Heath); Bernie Savodnick, N. Y. radio trumpeter; and Andy Fitzgerald, sax, and Lew Brown, piano, both Dick Stabile alumni.

Alfred Newman led a 102-piece orchestra to record "St. Louis Blues," with Nat. James as trumpet soloist, for "A. Hen on the Keys" at 20th Fox.

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 May 14-20, from 5 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order (in some cases there are ties, accounting for a longer list). The stations embrace the 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	PUBLISHER
A Friend of Yours—"Great John L."	Burke
Little On the Lonely Side	Advanced
All of My Life	Berlin
Bel Bottom Trousers	Santily
Candy	Feist
Can't You Read Between the Lines	Shapiro
Counting the Days	Santily
Dream	Capitol
Everytime	ABC
He's Home For a Little While	Famous
If I Loved You—"Carrousel"	T. B. Harms
If You Are But a Dream	Barton
I'm Beginning to See the Light	Grand
I Miss Your Kiss	Republic
I Should Care—"Thrill of a Romance"	Dorsey
I've Got a Locket in My Pocket	Famous
I Wish I Knew—"Diamond Horseshoe"	BVC
June Is Bustin Out All Over—"Carrousel"	T. B. Harms
Just a Prayer Away	Shapiro
Laura—"Laura"	Robbins
My Dreams Are Getting Better	Santily
Please Don't Say No—"Thrill of a Romance"	Feist
Saturday Night Is Loneliest Night in Week	Barton
Sentimental Journey	Morriss
Someday Somewhere	Chelsea
Stars in Your Eyes—"Pan American"	Southern
Sweetheart of My Dreams—"30 Seconds Over Tokyo"	Shapiro
The More I See You—"Diamond Horseshoe"	BVC

† Filmmusical. * Legit Musical. † B.M.I. Affiliate.

'See Light' as No. 1 Cues 'Parade' Stir

Many publishers who have frequently complained bitterly about the ratings of songs on the "Hit Parade" program have now gotten to the point where they look upon the program's listings as a big joke. This attitude was caused by the past week's (18) program, which ballooned those interested and uninterested, depending upon whether or not they had a candidate for the "first 10." It listed "I'm Beginning to See the Light" as No. 1. This song has been among the best sellers and most played on the air for 20 weeks or more and is just about hanging on.

Between laughs at the citing of "Light" as No. 1 those publishers not connected with either "Bel Bottom Trousers" or "There I Said It Again" impartially ask why these two aren't listed on the show. The publishers of the tunes themselves have a lot more to say. Both songs have been high on the list of "best sellers," the only way the music business gauges a hit, for four or more weeks. Week before last "Just a Prayer Away," and "I'm Beginning to See the Light" were best sellers, was dropped off the show only to bounce back on No. 5 position last week.

Recorded by
VAUGHN MONROE for Victor

**I'LL SEE
YOU IN MY
DREAMS**

Lyric by GUS KAHN
Music by ISHAM JONES
Published by LEO FEIST, Inc.

For new artist cop
arrangements, write
HEBER
1619
9, CIG

JIMMY DORSEY

has a brand new record that may be his biggest yet!

It's DECCA # 18676 and of course it's

NEGRA COSENTIDA

This spectacular foxtrot-rumba version (vocals by TEDDY WALTERS and JEAN CROMWELL) will be for dance lovers what

ANDY RUSSELL'S CAPITOL # 189 is for song enthusiasts and what

JOSE BETHANCOURT'S MUSICRAFT # 321 is for Latin-American music devotees

EDWARD B. MARKS MUSIC CORPORATION

RCA BUILDING RADIO CITY NEW YORK 20, N. Y.

P.S. Some people call for this Mexican smash hit under its English title "MY PET BRUNETTE" Take your choice! It's a grand song either way!

A Truly Timely Ballad

COUNTING THE DAYS

By MY ZARET
And Alex Kramer

Recorded by
FRANKIE CARLE
COLUMBIA

HILDEGARDE
GLEN GRAY
DECCA

DINAH SHORE
VICTOR

GEORGE PAXTON
GUILD

ART KASSEL
ASSO. TRANS.

Slowly

COUNTING THE DAYS... un-til to-mor-row, Count-ing the nights-
- till I'm with you. Slow-ly they hur-ry by, No need to wor-ry I
tell my heart, We're on-ly a few lone-ly nights a-part.
- Count-ing the stars I hear you whis-per, "Dar-ling,
count on my love - to see you through? Blue are the skies a-bove,
Sweet are my thoughts of love; It's just a mat-ter of time, Till I'm COUNT-ING THE DAYS
- with you. you

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The No. 1 Hit of the Nation

BELL BOTTOM TROUSERS

By MOE JAFFE



The Request Song

BASED ON CHOPIN'S POLONAISE

TILL THE END OF TIME

By BUDDY KAYE and TED MOSSMAN

A Standard

I HAD A LITTLE TALK WITH THE LORD

By VIC MIZZY and MANN CURTIS

SANTLY-JOY, Inc.

1419 Broadway New York 19, N. Y.

TOMMY VALANDRO, Prof. Ngr

New York: VICTOR PELLE, MAC KOOPER, LEO JACOBS—Bilton, JACK FAY—Chicago: BENNY MILLER—Hollywood: DAVE BERNIE

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 (7:30 p.m.) not rated. Figures after name of hotel give room capacity and cover charge. Larger amount designated weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Weeks	Cover	Orchestra	Total
Hal Aloma*	Lexington (300; 75c-\$1.50)	31	1,875	3,825	
Sonny Dunham	New Yorker (400; \$1-\$2.50)	2	1,875	3,825	
Glen Gray	Pennsylvania (500; \$1-\$1.50)	6	2,600	13,000	
Nat Brandwynne	Waldorf (500; \$2)	2	3,100	5,275	
Erskine Hawkins	Lincoln (725; \$1-\$1.50)	2	3,100	900	2,400
Eddie Stone	Roosevelt (400; \$1-\$1.50)	2	2,025	6,550	
Sammy Kaye	Astor (750; \$1-\$1.50)	1	4,250	4,250	

*Asterisks indicate a supporting floor show. New Yorker has ice show; Lexington, an Hawaiian floor show.

Chicago

Jimmy Dorsey (Panther Room, Sherman hotel; 950; \$1.50-\$2.50 min.). Rained most of the week but it didn't waste the customers out. Dorsey and show got 6,000 again.

Buddy Franklin (New Walnut Room, Bismarck hotel; 465; \$1.50-\$2.50). Off a little, with 2,900 for Franklin and Enrica & Novello.

Dick LaSalle (Mayfair Room, Blackstone hotel; 465; \$2.50 min.). ODT apparently doesn't know it, but there's a big convensh here, hosting LaSalle, Ellsworth & Fairchild, and Gail Gali to 4,400. Other spots benefiting too.

George Olsen (Empire Room, Palmer House; 900; \$3-\$3.50 min.). Nudging record held by Hillgarde; Olsen, Henry Youngman, Lailor & Lee, etc., drew hefty 4,200.

Ted Weems (Boulevard Room, Stevens hotel; 650; \$3-\$3.50 min.). Upward is the story here too. Lots for Weems, et al., total 7,900.

Tas Angeles

Freddy Martin (Ambassador; 900; \$1-\$1.50). More than plenty of cash flowing in here with standard 4,200 tabs.

Joe Reisman (Biltmore; 900; \$1-\$1.50). Right back at peak business with hefty 4,200 covers.

Location Jobs, Not in Hotels

(Chicago)

Gay Claridge (Chez Paree; 650; \$3-\$3.50 min.). About 5,300 for Sophie Tucker, Claridge, et al.

Del Courtney (Blackhawk; 500; \$2-\$2.50 min.). Fancy 4,000 for Courtney, Imaginators, Marjorie Lane.

Ted Lewis (Latin Quarter; 700; \$3-\$3.50 min.). Built steadily to 5,200 for Lewis.

(Los Angeles)

Tony Fuster (Palladium, B. Hollywood, 3rd week). Back up to good crowds and better cash at 26,000 admissions.

Sherby Sherock (Tramont, B. South Gate, 4th week). Final stanza for this new outfit held to 8,500 tickets. Charlie Barnett follows.

Leighton Noble (Sunnyvale, N. Los Angeles, 23rd week). Everybody comes early and stays late (for two shows) and 3,300 customers.

Carles Melina, King Cole Trio (Troadero, N. Hollywood, 8th week). Besides the musicians, Chucho Martinez packs 'em in for 4,000 tabs.



"YOUR POT O' DOUGH"
(AND MY POT O' DOUGH TOO)

Words and Music by

ROBERT SOUR

"Ten years from now—

You'll be thankful,

You've got that beautiful bank-full..."

Written especially for the

7th War Loan Drive

at the request of the Treasury Department

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"MUSIC FOR MILLIONS"

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May Small and the Mark Warnow Orchestra present
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TEDDY WEATHERFORD DIES IN CALCUTTA

Calcutta, May 22. Teddy (Theodore) Weatherford, colored American pianist and singer, died of cholera in a hospital in Calcutta, aged 43, April 27 during an epidemic of the disease, which swept the city.

Weatherford was fronting his outfit at the Grand hotel, Calcutta, up to the time of his death. Band, which was recruited locally, will continue under the direction of the hotel.

Weatherford was born in Bluefield, W. Va., and is known professionally in Chicago. He shares, with another colored American, Leon Abbey, the distinction of personally bringing swing music to India, in which country, until 1933, all imported bands of any standing were from Europe.

He left the States to come out to Shanghai and other points east with a colored band in 1924, arriving at Bombay in 1936, where at the Taj Mahal hotel he and a handful of colored American musicians established themselves as firm favorites, both as a band and with the purely vocal act. Plantation Quartet (Weatherford, Cricket Smith, Rudy Jackson and Roy Butler), Butler, who doubled as the band's business manager, is now back in the States. Jackson and Smith are with separate outfits in India.

After a short spell in Europe, Weatherford returned to the Taj Mahal hotel's ultimate Harbor Bar with Evelyn Dove, a colored American songstress, and then rejoined his band in the hotel's ballroom.

In conformity with the Taj's policy of changing a band every year, Weatherford and his outfit checked out at Bombay and booked in at Galle Face hotel, Colombo.

A difference of opinion, while in Colombo in 1941, resulted in Weatherford leaving the band, which remained at G.F. hotel under the leadership of Louis Moreno, and joining the Grand hotel, Calcutta, as leader of an outfit already under way in the hotel.

He married Pansy Hill (non-pro) in Calcutta in 1942, and settled in that city.

George Joy broke two small bones in his right foot stumbling out of a sand trap at Lakeville C. C., N. Y., last week.

Inside Orchestras—Music

There is some discussion as to whether Harry James actually did get the \$1500 weekly bonus he was asking from the Astor hotel, N. Y., before he would agree to fulfill his six-week contract there. Last week it was said that James had okayed the date without being given the extra money he demanded, but he denied when Bob Christenberry, Astor head, threatened court action.

There are those, however, who insist Christenberry gave in to James and that he is getting the extra cash; that the fact is being carefully hidden by all concerned so that other bands don't get similar ideas. James is now due at the Astor June 11. He's getting \$3,500 a full weekly. He opens Frank Bailey's Meadowbrook Hotel, Aug. 14.

San Diego is in the midst of a battle of ballrooms, between Larry Finley's Mission Beach hotel and Wayne Dillard's Pacific Square, with heavy backing from the city. Finley publicizes his spot as "San Diego's New Wave of Big Name Bands," and Dillard comes back with "Don't Be Confused, Pacific Square will continue to present 90% of all name bands." Dillard's list of masters to be contracted for his name band, containing 27 top names, some of which, according to several dancers, do not belong there. One of the names, listed as "Coming During Evening Weeks," is Eddie Duchin, now a lieutenant in the Navy and recently reported on two Jims, a long way from San Diego.

Deal whereby Benny Goodman will secure his long-sought release from Music Corp. of America has not yet been completed. But Goodman is not being booked by the agency meantime, having gotten Mark Hanna as his new personal manager. League closes at the 400 Club, N. Y., June 3, and is uncertain of his plans afterwards. Arrangement with MCA, under which Goodman will get his contract back (it has only about seven months to go) calls for the agency to receive full commissions from the maestro on all work he performs until the expiration date of the agreement though it doesn't book him.

Jim Peppe, manager of Sammy Kaye's orchestra, who has been ill and out of action for almost a year, is returning to N. Y., where he'll remain indefinitely. He's resuming activity on a modified scale. Since becoming ill Peppe has spent all of his time at his home in Columbus, O., or in Chicago. During his recent stay south he set up the deal with Mike Nidorf whereby the latter co-manages Kaye and handles other properties recently taken on by the two.

Paul Whiteman's musical travel for Warner Bros.' Almusical book of George Gershwin, "Rhapsody in Blue," is bearing fruit fast, judging by the cavalcade of the composer's works starting to get aired anew. It's a prelude to the film's debut on Broadway next fall. Whiteman, as president of a musical committee to do honor to the late American composer and Popa himself devotes the entire hour of the Philco Hall of Fame next Sunday (27) to Gershwin's music.

Col. Signs Philby Dell Orchestra

Despite previous denials by Columbia Records, the latter signed last week with Robin Hood Dell, Inc. of Philadelphia, to make recordings with their orchestra, as reported exclusively in "Variety" a few weeks ago. Inking was done after differences between the Philadelphia Orchestra Ass'n and the Dell corporation were ironed out.

Philorch and Dell tangled because both have the same players, the Dell using all Philadelphia Orchestra men minus a few first-class players for its summer all fresco concerts.

The Dell group agreed not to infringe on the Philorch repertory and to submit its list of recordings 14 days in advance for approval.

Columbia will record the Dell orch under Andre Kostelanetz for pop classics, akin to the Boston "Pops" Orchestra selections on Victor, and use the orch under Dimitri Mitropoulos (Dell's summer music director) for more serious work.

Mitropoulos angle isn't set yet, there being some confusion over his contract with the Minneapolis Symphony, which he conducts during the winter.

It's known that the Philadelphia Orchestra Ass'n, whose orch records for Columbia under Eugene Ormandy, isn't happy about the Dell signing with Columbia. It's felt in Philadelphia, however, that the Ass'n officials were caught napping; that they should have signed their musicians to a full-year contract and done the lighter recordings themselves as does the Boston Symphony.

The Dell signing, with royalties going to them (a separate group from the Philorch), will pull the Dell out of a big yearly deficit, and save them from going to the public every spring or \$20 to \$30,000. Records will be out next season of "Robin Hood Dell" Symphony, with first recording sessions slated for July in the Academy of Music, Phila.

Music Notes

Shapiro-Bernstein has taken for U. S. release the song, "Just a Little Fond Affection," currently the No. 1 sheet seller in England.

Arthur Freed and Harry Warren cleared five tunes for "Yolanda and the Thief" at Metro.

Eral Garner, songwriter, signed to two year contract by Capitol Songs.

LOUIS JORDAN

Chicago (B&K) (3-900; 55-95) — "Practically Yours" (Par) (12d wk.), with LOUIS JORDAN and Willie Shore on stage. BIG \$48,000. Last week, socks \$58,000.

A New National Novelty

THE BLOND SAILOR

MILLS MUSIC, INC.
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BUDDY ROGERS

And Other Famous Band Leaders
Use this 2nd VISUAL record to see the best of the best in the history of music. Includes the best of the best in the history of music. Includes the best of the best in the history of music.

TUNE-DEX

EVERYONE'S GIVING HER A PLAT

LITTLE LADY

MAKE BELIEVE
LEEDS MUSIC CORPORATION
NEW YORK • CHICAGO • HOLLYWOOD

Uniform Thrusts, Opening for All Vaude Houses in Nation Sought

An attempt is being made to revive the opening days of vaude theatres throughout the country so that all will meet new shows on Thursday. This idea has been broached to theatre bookers of all major chains and various indie by Dan Dragan, head of Music Corp. of America's theatre department, and it is he has the backing and co-operation of agents with all other agencies.

So far, no definite action has been taken by bookers in endeavoring to arrange the changes, but those whose attitude was checked are all in agreement. Whether they can push the idea through with loss in charge of theatre operation is not known.

Not only would a uniform Thursday opening aid the booking of acts, which could then close at one theatre on a Wednesday and make a date at another house reasonably close by next morning. It would help business, it's claimed. Opening on Thursday would not only strengthen that night's normally weak, but it would allow additional time for word of mouth to help the weekend sale of a good show (last time versa). Closing on Wednesday, normally a good night, would probably add additional revenue, since it would be the last opportunity to see a particular show.

As it stands now, either have to lay off a day between houses whose opening days vary, or do a split week while waiting to go into next house. For example, if the first week of a tour is at a house opening on Friday and ending on Thursday and the following booking is at a house opening on Thursday and closing on Friday, it's obvious the two cannot be consecutive.

layoff, club-dates or split-week stand must fill-in. Uniform openings would clear this up.

Currently, Warner Bros. Strand, N. Y., Earle, Philadelphia, open Fridays "whereas the WB Earle, Washington is a Thursday opening. For RKO, the Palace, Cleveland, is a Friday opening while the chain's RKO Boston is a Thursday debut. Fox's Chicago, Chicago, opens Fridays, so does the Chi. Oriental, on indie, and the Riverside, Milwaukee.

AGVA Rules Prohibit

Continuance of Mats At Carnival Room, N.Y.

Looks like the lifting of the curfew has snuffed the Saturday matinee sessions at the Carnival Room, N.Y., which had built up to box well during the interim. This followed a decision late last week to continue operating the mats after a previous announcement they would fold.

The American Guild of Variety Artists, which gave this spot and others clearance for Saturday afternoon shows during the curfew era, has ruled them out in N. Y. and nationally.

When tapos on matinees ended, was issued late last week by Matt Shelve, national administrator of AGVA, the management of the Carnival stated that, in view of the order, they had rechecked and prepared for the matinee for last Saturday (18) and felt that a lot of bad will for the spot would be created if it didn't come off. Upon that premise Shelve gave them the green light for last week and that's all.

This week, it's reported the Capital management tried for a concession from the talent union by agreeing to close on Monday.

If the matinees were permitted, but this was nixed, too.

AGVA Forces V-E Day Coin From 5 Philly Spots

Fifteen cities last week agreed to pay for V-E Day—then the spots were closed—following threats by the American Guild of Variety Artists that they would be placed on the unfair list.

The recalcitrant spots—three in Philly and two in Chester—were the only ones in this area to duck entertainers for the one-day shutdown. The operators claimed they were forced to close "by act of Government" and therefore were not liable for the wages of employees.

Philadelphia, May 22. The Governor's V-E Day proclamation only forbade the sale of liquor and did not prohibit sale of food or holding of entertainment. More than half of the Philly theatres remained open under these conditions despite Agor dropping off of business. Majority of places closed paid off help, however.

Copa, N. Y., Stymied By Cugat's Pic Pact

Copacabana, N. Y., doesn't expect to shutter for the summer despite the fact no taleit has been set for that period as yet. Monte Proser, Copa's operator, told yesterday.

"I was for Chicago to talk to Ted Lewis at the Latin Quarter there, for a possible July opening, earliest date," he said.

Meanwhile Xavier Cugat orch is set to leave the Copa June 30, having been booked by MCA for a tour "Holiday in Mexico." This leaves the Copa without an attraction. Jane Fonda, Chicago, headline until Lewis reports.

Word had been circulating that Proser would be shut after summer because of the shortage of names. However, closing of the Copa would cost the owner an expensive proposition since many fixed charges would continue. It's felt that would be cheaper to operate, even if no headliners show up.

E. J. Lewis is the only name who has been booked in advance. He's to start in September.

'Unfair' Lookout House, KY., Defies AGVA; Show Bows

Despite American Guild of Variety Artists having declared the Lookout House, Covington, Kentucky, "unfair," the place is defying the AGVA. Jimmy Brinks, operator of the place, gave the ruling of the talent union a tin ear and booked in new show last week.

New line-up has the Juvels, Ruloff Trio, Gloria Lee Dancers and Ben Parks.

When the national office of AGVA communicated with Frank Sennes agency, Cleveland, and Miami office of America's bookers of the acts, agent the unfair action, agencies claimed the bookings predated the unfair list. But the talent union did not feel they were committing a breach by fulfilling the date. Matt Shelve, national administrator of AGVA, then ruled that the acts can stay in until tomorrow (24) to complete a week unless both agencies can produce proof of the acts having been booked in advance of the unfair listing. If such cannot be substantiated, both agencies and performers will be cited for infractions of the unfair listing. If such cannot be substantiated, both agencies and performers will be cited for infractions of the unfair listing, with fines levied in all cases.

ROBAMBA, N.Y., TO BE KNOWN AS MOCAMBO

Although dead for the Robamba, N. Y., has not yet been decided. Bill Miller and Murray Weinger, operators of the Copacabana, Miami Beach, Fla., who are buying the spot from Abe Ellis, concessionaire who holds a mortgage on the Robamba's furnishings, are redesigning the name to the Mocambo. Miller said that a deal will be made with Char Morrison, operator of the Mocambo, Hollywood, for use of that name.

Change of name is necessary so that new owners will not be liable for any debts left unpaid by previous management. Recently the New York Supreme court awarded Sol Huron, manager of Carmen Amara, \$4,800 for reneging on a four-week contract at \$1750 per week.

SCAA-AGVA Agree On New '05 Arrangement Deal

Southern California Agents Assn. has pactured agent agreements with American Guild of Variety Artists, as of this week, under the clause B agreement which allows 10% commissions to agents and an additional 2% for bookers. This applies where a bonafide booker is involved in obtaining an engagement, but it does not bookers operating in the capacity of agent and booker. If such a condition obtains, a straight 10% overall only will be allowed. The SCAA embraces 34 active agents in that territory, which handle most of the vaude and variety bookings. Franchises will be issued this week by the national office of AGVA in N. Y.

\$1,000,000 Buys Steel Pier, A. C., For Abe Ellis and George Hamid

Competition between Atlantic City's Steel Pier and Million Dollar Pier was ended Thursday (17) when George A. Hamid, operator of the Million Dollar Pier bought the competitive Steel Pier in partnership with Abe Ellis, N. Y. concessionaire. Purchase price is reported to be \$1,000,000 of which \$400,000 was paid in cash and the rest in mortgages.

With the Hamid purchase of the Frank P. Gravatt property, competitive booking will be ended as Hamid has been placed in complete charge of the operation by Ellis, who will probably do the talent buying on both spots although the Arthur Fisher office will temporarily continue to book the Million Dollar Pier while Frank Ellis, talent supervisor under the Gravatt regime, will continue buying for the Steel Pier under Hamid's supervision.

In talking over the new property, Hamid says that talent commitments made by Gravatt will be continued, unless it interferes with some of the Hamid's plans. Al Gordon, booked for the season for one spot on the pier has been cancelled while he will inaugurate a new Hamid has been attempting to buy this property for four years but has never been able to come to terms. He came pretty close last year when he was able to agree upon, but Gravatt wanted a piece of the Trenton, N. J., track, operated by the Hamid family, and the deal fell through. Odd part of the current deal is the fact that until two weeks ago Hamid has been not in on the picture, but came in when some of the prospective money-men lined up to finance the venture. Hamid then went in on a 50-50 basis.

Hamid Slaps Summons On Dave Fox for Forfeit Of Bond on Circus Act

George Hamid, agent and booker of circus acts, slapped a criminal action summons on Dave Fox, head of the N. Y. local of American Guild of Variety Artists, as the first gun in a campaign to retrieve \$1200 posted as bond and forfeited when circus date for which act was to have played was cancelled. Summons is returnable (24) in front of Jefferson Market court. N. Y. and charges Fox with "unlawfully withholding property."

According to Fox, the matter stems back to last January when Hamid reportedly booked the Zavats, bareback, idem and equilibrist as feature attraction for the Hamid-Morton Circus, which had been booked for Hartford week of April 9. Frank Wirth, former partner of Hamid and now operating on his own, had also approached the act for similar date for better coin. Contract with Hamid had been verbally okayed but not actually signed. Hamid took the matter to AGVA, which ruled that act would have to fulfill Hamid's contract but also insisted the latter post \$1200 covering the act's salary, which he did.

If later developed, according to Fox, that the pricing of the act was the determining factor as to who would get the date. Something slipped up and the H-M circus was cancelled out. Hamid wanted his dough back but since he had signed a play or pay contract AGVA said the act should be paid the money posted and it was.

Hamid according to Fox, has been harassing him about the return of the money ever since. The summons was the climax, with the court taking it from there.

New Frisco Spot

San Francisco, May 22. Nick Andros has opened the Dominick Club—swanky spot with a line of girls and three acts—as an additional night entertainment resort for this city. Planned to overworking with Marc Isaacs, Mary Cugat and workers.

Curfew a Habit

Adrian, Mich., May 22. Believe it or not, but tavern operators in Adrian will continue to observe midnight curfew, though state regulations permit taverns to remain open until 2 a.m.

Proponents of practically every Adrian drinking spot have agreed to follow the former curfew regulation, contending that midnight is sufficiently late to serve customers. All-night restaurants which serve beer will stop such sales at midnight.

AL TRACE

And His SILLY SYMPHONISTS
OPENING MAY 24
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VIRGINIA BEACH, VA.
Dir: STAN ZUCKER

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M.C.A.

**ARTHUR
BORAN**
MASTER OF CEREMONY OF THE
UNITED STATES
TREASURY BONDMOBILE
Touring the 5 Boroughs of New York
The Broadest Film Comic Impersonations—Exclusive Rights for
GIBSON
(Mr. Nat'l Concert Artists Bureau)

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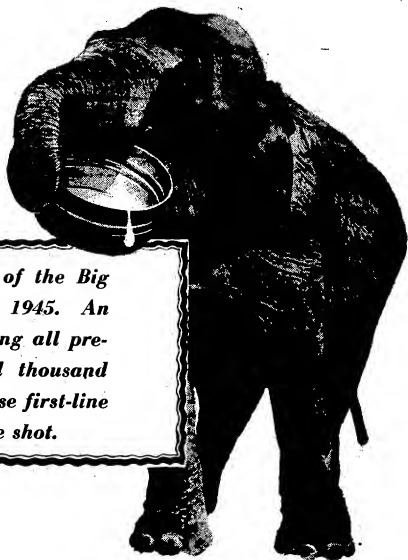
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NOT JUST A DROP IN THE BUCKET—



Biggest day's business in the history of the Big Show occurred Saturday, April 21st, 1945. An all-time, record-breaking day, exceeding all previous box-office triumphs by several thousand dollars. AND NO WONDER . . . these first-line drama critics and reviewers called the shot.

"Here's a toast to the circus. Bigger'n better than ever. Courageous, indomitable. And where can you find more wonderful entertainment for your money?"

ROBERT COLEMAN
New York Daily Mirror

"This year, the circus has everything . . . the most entertaining I have ever seen."

ROBERT GARLAND
New York Journal-American

"Lovely, imaginative and humorous . . . something for everybody . . . sumptuous . . . but the old familiar circus is still there . . . greatest clowns on earth . . ."

JOHN CHAPMAN
New York Daily News

"The applause from a packed house proved it was still the Big Show . . . 'Alice in Circus Wonderland' is a revolution . . . expertly balanced for all ages."

IRVING SPIEGEL
The New York Times

"The Greatest Show on Earth . . . Ringling Brothers and Barnum & Bailey Circus. It still is, right from the first vendor's call . . . it's all wonderful."

THE NEW YORK SUN

"Three hours of dazzling spectacles, splashed with sponges and buckets of gold paint . . . as much to be seen as any one pair of eyes can accommodate."

NEW YORK HERALD TRIBUNE

"A thumping, wallowing, old-fashioned circus . . . the dream of every small boy multiplied . . . nostalgic."

NAOMI JOLLES
The New York Post

"Innovations and new features galore . . . 'Alice in Circus Wonderland' breathlessly beautiful . . ."

PINCUS W. TELL
Bronx Home News

"The circus is still on its toes . . . Ringling Bros. and Barnum & Bailey Circus is back, imaginative, rich in dress and color, extravagant in talent and as crazy as ever . . . New Yorkers are assured of their money's worth."

FREDERICK WOLTMAN
New York World-Telegram

"Costumes stunningly gaudy . . . a good deal of style . . . splendid Deems Taylor music . . . swell, superb and colossal . . ."

KRONENBERGER
PM

"Many incredible spectacles . . . gaudy splendor . . . neither snow nor rain nor sleet nor gloom of night shall stay The Greatest Show on Earth . . . extravaganza supreme."

WILL GORDON
The Morning Telegraph

"Vast and spectacular circus with all the splendor, thrills and hilarity so dear to the hearts of the American people."

N. Y. ENQUIRER

"Beauty, thrills, whimsy and laughter . . . Something to suit every taste . . . terrific applause for all . . ."

KELCEY ALLEN
Women's Wear Daily

"Madison Square Garden ablaze with excitement last night for the event of the year . . . no parallel so far as popular entertainment goes . . . dressed and staged by Robert Ringling with consummate skill . . ."

ETHEL COLBY
The Journal of Commerce

Opening Under New, Flameproof Canvas at Washington, D. C., June 5

RINGLING BROS. AND BARNUM & BAILEY CIRCUS

'Jake' Big \$17,500 in Chicago Opening; 'Red' 20 1/2, 'Othello' 24G, 'Turtle' 19G

Chicago, May 22. Biggest disappointment in month's Shubert-Opera House production, "Mme. du Barri," scaled at \$5,225, which is not far from its first seven performances. First in projected summer repertory, it would amount to less than a leadoff, but nobody would want to take the risk. Rainy weather didn't help much either.

Another opener was "Jacobowsky and the Colonel," pulling in next \$17,500. It was the first of a "Shubert" cycle of successful six-week runs. "Blackstone" (20:30), with great \$24,500, leaving the Blüthner drag (11) May 28, when "Life With Father" makes their bow here.

Twin theatres, Selwyn and Harris, are clicking right along with \$19,000 for "Voice of the Turtle," and \$20,500 capacity first time it's hit that figure. "Dear Ruth," which has been a success at the Great Northern, Studebaker and Civic, but there's plenty of redecorating still to do. Shubert-leased Majestic, which has been doing it for years, is on a tentative list, if it not this week.

Estimates for Last Week
"Red Ruth," Harriet (10:15) \$3,000. Hit capacity for the first time, with \$20,500.

"Jacobowsky and the Colonel," Blackstone (20:30) \$3,600. Did \$17,500 in first week of Theatre Guild production series.

"Mme. du Barri," Opera House (20:30). Mixed. Second week of Shubert-Opera House sponsored summer repertory.

"Othello," Erlanger (6th week) \$2,000. Closed big with \$74,000.

"Voice of the Turtle," Selwyn (33d week) \$1,000; \$3,000. Still going strong with \$10,000 on its own line.

'CATHERINE' SOCKS \$13,000 IN 4 AT INDPLS.

Indianapolis, May 22. "Catherine Was Good" was roundly panned by the critics, but played to capacity in four theatres in the English (1:50), May 14-16, for a record of four weeks at \$11,000, showing the best box office of the season here in 15 years, despite the springing of a bomb which split week "Catherine" got \$9,500 at Columbus.

"Catherine" housed 21 dramatic and musical plays, with Miral, active since after long absence, and with two. Prospect is that Miral will be used extensively for bookings of independent theatres by Sidney Pate and Cecil Byrne next season. It's the old Shubert house.

Dramatists Play Service Sues Chi Am Outfit

Chicago, May 22. Updown Players Corp., north side amateur group, was charged Thursday in a Federal court action brought by Dramatists Play Service, N. Y., with producing three plays for profit during the season without consent of copyright owners. Damages were asked in amount to be determined through court action, receipts derived from the productions.

Also sought is an injunction against further production of the plays, "George Washington Slept Here," "The Land is Bright," and "Hells of a Cig." Named as defendants were J. Bradley Griffin, producer, of Dr. Preston Bradley, head of the United Church of Christ, and Updown Players is a party, and Mary E. Clarke and A. Darlington, other officers.

'Carrolls' Boff 18G, Cleve.

Cleveland, May 22. Elisabeth Bergner, as Mrs. Carrolls, gave the Hanna last week end this season's best performance for a straight drama. Despite a few dropouts of rain, the star's first performance here, she played clocked an excellent \$18,000 for high performance.

Dr. Paul Craine, her husband-producer, trained in to spend a week with Miss Bergner, and wrote the scripts. One being considered for the national tour, the other, an old English play called "Duchess of Malfi."

'Snafu' 4G, Balto.

Baltimore, May 22. Road version of "Snafu," sponsored by Jule Styne, is doing a high season at Ford's here last week on a sour note. Given lukewarm reception by local critics, it has trouble reaching \$4,000 for the week. While not up to previous year, season here was highly successful, for reason for drop in late tributed to smaller number of bookings.

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'Kiss' 11 1/2G in Fifth, 'Ladies' 13G, 'Memphis' \$26,000

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Bway Up; 'Ground' Looks to Hike, \$7,500 in 4th; 'Kiss Them' \$7,000, 'Overtones' OK 8 1/2G, 'Barretts' 18 1/2G

Bway, May 22. "Ground" looks to hike its ticket prices, after having topped earlier in month. More rain and wind, however, has not helped. "Kiss Them" (11:15), which has been a success, despite four closings last Saturday, closed at \$7,000.

"Overtones" (8:15), which has been a success, despite four closings last Saturday, closed at \$7,000. "Barretts" (18:15), which has been a success, despite four closings last Saturday, closed at \$7,000.

"Blue Holiday," colored variety, was postponed from its unit. "Memphis Bound" (13:15), which has been a success, despite four closings last Saturday, closed at \$7,000. "Barretts" (18:15), which has been a success, despite four closings last Saturday, closed at \$7,000.

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'THE BAND THAT PLAYS FOR FUN!'

Spike Jones

AND HIS
CITY SLICKERS
AND AUGMENTED ORCHESTRA

ON

"CHASE AND SANBORN PROGRAM"
with **FRANCES LANGFORD**

Beginning **SUNDAY, June 3rd** over **NBC**
8 to 8:30 P.M. **EWI**



RECORD BREAKERS

IN PERSONAL APPEARANCES

Jones is about as nimble and daffy a band maestro as you'll ever meet.
—*Hartense Marton, SAN FRANCISCO EXAMINER*

His nonchalance gives the show a wonderful air of freedom and spontaneity.
—*Bayd Martin, LOUISVILLE COURIER-JOURNAL*

Spike Jones can only be described as the muddiest, drollest, and funniest stage show the RKO-Boston has had.
—*R.F.E. Junior, BOSTON HERALD*

Weird, wacky and wonderful! —*Len G. Shaw, DETROIT FREE PRESS*

Spike Jones and his band are an institution of contemporary American entertainment.
—*WORCESTER EVENING GAZETTE*

Spike Jones is undoubtedly a liberal education in music.
—*WASHINGTON STAR*

... even the dyspeptics in his audience find themselves under his spell.
—*Gilbert Kanaw, BALTIMORE EVENING SUN*

Spike is to music what Disney is to the cartoon film.
—*W. Ward Marsh, CLEVELAND PLAIN DEALER*

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LEAVE THE DISHES IN THE SINK

CHLOE
SERENADE TO A JERK

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HOLIDAY FOR STRINGS
A GOOSE TO THE BALLET RUSSE

One of the most amusing novelties in recording: Spike Jones' version of "Cocktails For Two." Very comical.
—*Walter Winchell*

Jones and his band have become an institution with their zany, popular recordings.
—*FORT WAYNE JOURNAL GAZETTE*

Spike Jones' comedy-recording of "Black Magic" is likely to become a collector's item.
—*George Holland, BOSTON AMERICAN*

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Let's Hit 'Em With War Bonds



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VOL. 158 No. 12

NEW YORK, WEDNESDAY, MAY 30, 1945

PRICE 25 CENTS

LEGACY OF THE WAR: 'AMERICA FIRSTS' SEEN FORCING JOHANNES STEEL OFF HUB NEWCASTLS

American Servicemen in the Pacific Put Ceiling On Sex—for USO Shows

By RUDY ELIE, JR.

Guan. Sex in the Pacific is out, definitely. Any USO show flaunting it in any number or manner will get the dim view, and any female, no matter how big a number she may be, or what the cut of her torso, who gives the boys the bumps, the grinds, the snirk or the sexy rejoinder, will get a freeze that will nuke her teeth choler.

It's happened plenty of times and it's happening now, in every Pacific ocean base where USO shows have played and are playing. It's not the fault of USO shows or the girls, either. They naturally think the men out here want something on the dating side, and insofar as is compatible with the strict regulations concerning such displays, they knock themselves out trying to give it to them. What they do would win them in the U. S.—and of course does. But these men out here, some of them having clocked 50 months on

(Continued on page 55)

Sub Gum Jive, Oriental Cousin to Spike Jones, Features Chinese Legit

By DON WAI LSH

The Sub Gum Circuit (New York) started last week (23) moved in on the Marlboro-Plaza Theatre (58th street, N. Y.) with three one-acters staged by, and featuring Miss Wang Yung, a very tasty Chinese diva (Chinese style—a la carte only). Playlets, from pens of Chinese playwrights, were performed by Chinese vests speaking English but wearing Oriental costumes. Also on tap was some Shanghai jive during intermissions, when Ying Hui trotted out some instruments that would make Spike Jones absolutely livid.

These included something resembling a stuffed bifloof, wired for sound, which the artist attacked with chopsticks; a Chinese flute with layette, and a two-stranded banjo-like affair Ying Hui played with a Sub Gum bow. Latter gadget produced some mighty sweet music, ending

(Continued on page 52)

NITERY B.O. NEARING PRE-CURFEW FIGURES

New York niteries are now feeling the beneficial effects of the curfew's repeal for the first time. Business took an appreciable lift in the last week and bonifaces envision clearing from here on in. It's now only 10% off on an average. Until last week, the public appearing to have been too accustomed to the healthy curfew hours with the result that late shows were off pre-curfew levels. Simultaneously, expenses increased and ticket sales returned to pre-curfew salary levels.

Boost St. Paul

Minnesota, May 29. Determined that St. Paul henceforth shall be "well treated in the matter of entertainment," the Retail Merchants Assn. has appointed an amusement project committee to put the town back on the show map and outdistance its larger twin, Minneapolis, which has been getting much the better break.

Committee includes newspaper and businessmen.

Eye So. America As Talent Source

South America, as an increasingly major source of talent supply, is envisioned for the States. Arrangements are already being made by U. S. agents to comb Brazil, Argentina and Chile for acts, and since few performers have been imported from that area for several years the wartime accumulation of acts will be considerable.

Current turn to South America is particularly the result of the Nazi strictly revelations. Showmen feel that no one will want to submit or play a German act for many years. The Nazis are in the same boat. The outdoor field will be hardest hit as 80% of the thrill acts came from Germany prior to the war. There isn't much hope that the other European countries will be able to fill the talent supply for other fields, including vaude and legit, but it's not likely to come about for many years. The other countries are already deficient in manpower.

Average Songwriter Worries Over H'wood, Bandmen's Dominance

The average popular songwriter is worrying about the manner in which Hollywood and the band business run Tin Pan Alley nowadays. The worry is born simply over growing concern for their own future.

It diminishes excerpts and band-leader songwriters, with special exception "angles" favoring them, continue to dominate most of the "most played" songs on the air, leaving little avenue for the average freelance songsmith's exploitation possibilities. A film song spring from the screens of scores of picture houses, and bandleaders who plug their own compositions—and also record them—are too tough to bask

(Continued on page 53)

OTHER 'BESTS' IN 'AMERICA FIRSTS' POLL

Laurette Taylor and Frank Fay are the best actresses and actor on Broadway this year. Stars respectively of the prize-winning hits "The Glass Menagerie" and "Harvey," the two were chosen "bests" of the 1944-46 Broadway legitimate season in "Variety's" annual poll of the savants who size up the New York dramatic scene.

The poll this year not only included the Nine Old Men of the daily newspapers, but took in the full roster of the New York Drama Critics' Circle of 19, with three absents. It included the "bests" in various categories of the theatre, and listed a new classification, that of "best director or choreographer." The poll for the first time also gave the critics a chance to express a "second best" as well as a first.

The 16 savants, blanketing the field with their selections, were, nevertheless, unanimous in two choices, all picking Miss Taylor as best actress and Oscar Hammerstein II-Richard Rodgers as best lyric-composer team. Next largest in majorities received were Agnes de Mille, with 14 of the 16 votes as best

(Continued on page 50)

You'd Think Some Angels Would Play Safe—And Bet Only on the Horses

Plenty of coin has been tagged around among Broadway spring productions, as for example on two straight shows that represented investments of nearly \$100,000—plus headaches to the backers some of whom are outsiders.

There was doubt whether "Round Trip" would debut on Broadway. After a doubtful tryout, but it opened at the Biltmore, N. Y., last night (29) as scheduled after the bankroll was secured at the last minute. Clifford Hayman presented the play, in which Meiro has a \$10,000 stake, while Rene Carroll, Sard's red-headed hatcherer, represents a similar share.

"Trip" was budgeted for \$45,000, which was figured ample, but a road loss of \$18,000 stymied the financial

(Continued on page 27)

No Meat Balls

New York's meat broker got into trouble the other day, but in an unusual way. He had put aside tickets to a hit show for a special customer, but his clerks sold them a few minutes before the curtain rose, leaving it being close to curtain time. Asked why that was so serious, he replied: "I was a butcher—and I haven't told my wife yet."

LaG's \$1,250 Guest Shot

New York's Mayor, Fiorello H. LaGuardia, shares guest honors with Bud Burns and Hildegarde on the Blue's "The Road Ahead" show at 8 tonight (30).

Stanza will originate from St. Albans Naval Hospital, just outside New York.

LaG will get \$1,250 for his guest shot, it's going to it all to Army and Navy Relief.

Det. World's Fair May Beat Chi, L.A.

Detroit, May 29.

It looks like this industry's earlier might beat Los Angeles and Chicago to the punch on the World's Fair business.

While much isn't being said in these parts yet, it is understood that the Detroit hotel from the city, the automobile and other big industries have got together on a project to get a World's Fair underway for Detroit ahead of the other cities dreaming of similar projects.

From what can be gleaned of the project which has the interest of General Motors, Ford, the Dow and Reinhold, chemical interests and other huge corporations in this area, the Detroit World's Fair would be ready to go within six months after the end of the war with Japan.

Settling would be the huge Belle Isle park, here with an additional bridge to be built across to the island.

(Continued on page 54)

Abbott-Costello Pals Again and Set for 20X

Personal at N.Y. ROGERS

Bud Abbott and Lou Costello made their reunion complete by signing for a personal at the Roxsy theatre, "The Road Ahead" page show consisting of talent from their Camel radio program, Pact with the comies, who were slated to split at the end of their current Universal contract in 1947, was concluded Monday (29) by Sammy Rauch, Roxsy booker, who is shelling out \$20,000 weekly for the unit.

The pair will go in either July 3 or 4 and are signed for two weeks with an eight-day option. "Noah Hib" (200-X) is their film and radio commitment. Previously Rauch was dickering for a unit to be headed by Lou Costello which was being auditioned at \$15,000 and contained the same talent (Connie Haines, Bob Maishers, Joe Kirk and Moll Bronson, along with the Four Spot Bros, who were dropped when the comies

(Continued on page 22)

Despite denials, reports persist that the Washington, Jewellery Co., Boston, dropped news commentator Johannes Steel last Monday (28) on that city's WHDH because of pressure by America First groups.

Steel broadcast on the Hub outlet five-times-per-week at 6 p.m. on a direct wire from the WHDH studios, N. Y. He continues to be heard nightly on the latter station for Parker Watch Co. at 7:45. Further, too, paid part of the cost of the Hub airings in cooperation with the retail jewelry outfit and reportedly did it best to have the Boston sponsor continue the Steel airings, despite reported protests from "pressure" groups who practically threatened to boycott the chain of stores unless the commentator was dropped.

Hymen Segal, manager of the Hub firm, reportedly told reps of Parker's agency, Starling Advertising Co., that the outfit could not afford to get mixed up in "controversies" Continued on page 52

A.C. Doing So Well Now It Fears Any New Hotels Would Bring Prices Down

Atlantic City, May 29.

Atlantic City this year is short of rooms, gapping for bed-space and slated to make dough hand-over-heist. But there's a fear in the hearts of the town's best bankers and hoteliers.

With the panicky situation on building materials likely to ease soon, the boys with the bankrolls are afraid some war profiteer, not knowing what else to do with his bundle, may come in here to gum the works. One, new, 1,000-room hotel—here would be the lid—shy.

Here are the circumstances: 5,000 rooms are occupied by the armed services here—Army, Navy, Coast Guard. The biggest hotel complex in town: Clifton-Hudson Hotel, with 1,000 rooms, is part of Thomas M. England General Hospital. This hospital has also the Traymore, Collier, Marlowe and the Warwick groups of hotels.

(Continued on page 55)

LIFE OF WILL ROGERS AS WILLARD ROBISON SONG

Will Rogers' life will be immortalized in words and music by Willard Robison. He has been commissioned by the Rogers Memorial Assn. to construct a biographical tone poem arranged for piano and orchestra to be titled, "Will Rogers, American."

Piece will be six minutes in length. It will start its work with Rogers' boyhood in Oklahoma and progress through to his love for fly-fishing, Joe Kirk and Moll Bronson, along with Wiley Post. Robison will also include, a narrative, Burke-Van Heusen, will publish.

Lastfogel Abroad
Abe Lastfogel leaves some time this week for Europe on a quickie to inspect arrangements for the recently expanded USO-Camp Show post V-E Day program.

FINANCIAL

Rank-Nathanson's Own Can. Distrib.; British Tycoon's Film Plans for U. S.

Toronto, May 29.—J. Arthur Rank and his Odeon Theatres of Canada partner, Paul Nathanson, today announced formation of a new Canadian film distributing organization for all films handled by the Rank interests. Exchanges will be established throughout the domain.

Besides handling Rank productions made in England, and which will also distribute in Canada films made by French-Gaumont and other producing units in France.

Rank confers today (29) with D. C. Coleman, president of the Canadian Pacific Railway, who is a director of Associated Screen News, and tomorrow (30) goes to Ottawa to confer with the Hon. Malcolm MacDonald, British High Commissioner to Canada.

Rank's Toronto Confab
Now in Toronto discussing the building of a studio near there in association with Odeon Theatres for the production of educational shorts and others having and, in the meanwhile, appeal, as well as for discussions regarding postwar construction of film in England and the U. S. Rank Ltd. is expected in New York on Monday (4).

His huddles in Toronto with Paul Nathanson, president of the Odeon chain of 10 theatres in Canada, Rank is looking for a British tycoon firm from England in a British bomber, accompanied by G. W. Rothman-Smith, president of the British Odeon Theatres.

In a statement concerning his arrival in Toronto last week Rank explained that he would have come before to meet the English tycoon and talk with him at length but that he could not leave England until the war in Europe was over.

"It is my desire, as it is the desire of my Canadian associates and the director of Odeon of Canada, Ltd., the English showman, stated, 'that we shall all be privileged to contribute to Canadian nation's life by giving to Canada the best pictures wherever they are made, and by receiving from Canada the best pictures in Britain and elsewhere a reflection of Canadian life and the Canadian scene.'

"It is our proposal to produce educational and children's films and to receive from Canada the best pictures to help build up a truly Canadian motion picture industry. At the same time, I hope to use my resources to make feature pictures with a Canadian background."

In an interview in Toronto last week Rank stated that only shorts (Continued on page 23)

HAYS, U. 20TH, OTHERS PLAN RANK FEES IN N. Y.

Members of the Motion Picture Producers & Distributors of America are planning an industry dinner-conference for J. Arthur Rank next week, possibly on Monday (4) when he gets into New York from Toronto. Director of Odeon Theatres of Canada, which Rank is a director, are planning to host the British film mogul a day later, likely on Tuesday (5). Rank owns about 25% of the Universal stock through his General Film Distributors Ltd. British tycoon also plans a shindig for the Britisher. Spyros Skouras previously hosted his reps in N. Y. last year.

Rank leaves for the Coast after confabs east with U. S. industry leaders.

End of June to Find Studio Execs in N. Y.

Towards the end of June is when the Hollywood studio heads conference in New York, reportedly to be visiting the Nazi concentration camps and other European war centres, according to the industry and newspaper editors' junket recently, at General Eisenhower's request.

Film moguls will have a direct mission to perform for U. S. governmental worldwide strategy, that of providing certain information which will help shape postwar Europe along Allied objectives.

Pix Shares Hold Up

The company shares withstood the selloffs on several days of the stock market last week, with the recent high levels reached for the year being speaking favorable sentiment to pix issues. The fact that Loew's new commune, allowing for the 3-for-1 splitup, recently was higher than it was in 1929 looks good to traders because it's the bellweather of the amusement business.

Ability of Paramount to hold close to its recent high marks also was taken to be a favorable sign.

Curfew OK With Many, Say Mgrs.

From what theatre managers and others can gather, a possible good-sized segment of the public would just as well have seen the midnight curfew continued.

Under the enforced closing of theatres at 12 o'clock at night, folks were able to get out of shows at an earlier hour and home, this especially being true in neighborhoods where lengthy double bills run to past midnight and, frequently, to around 1 a.m. In downtown sections of many cities theatres also grind well past midnight, with the bed hour later for those who want to see the last complete show from the legitimate.

People with families also favored the midnight curfew because sons and daughters got home from theatres, dances and other amusements at an earlier hour. Late and excessive drinking could not be indulged, also, including by the grownups.

In the hinterland very few theatres were running by midnight so were not affected by the 12 o'clock deadline on operations. Innumerable smaller towns and communities also are operated by midnight, giving two shows ordinarily. Some play a matinee and close down until early evening, around 7, or a bit later.

RAW STOCK POSITION BETTER, WPB MEET OFF

Meeting of the film industry advisory committee to the War Production Board, scheduled June 7 in Washington, has been called off.

War Production Board stock allocations without any further huddles. Understood that confab has been cancelled because of the improvement in the current raw stock supply situation.

Statistics

Washington, May 29.—After all Government and other "must" claimants are taken care of on 30 mm raw stock, about 2,000,000 feet left for the picture people for the third quarter, it is tentatively figured here. Of this about 9,000,000 feet would go to the producers of industrial and advertising films, leaving Hollywood and the newsmen 32,000,000 feet.

In the current picture quarter the studios received a total of 361,000,000, plus 15,000,000 feet for special use. In addition, the government has allocated to the industry a total of 329,000,000 feet. Thus, on the surface, the industry looks good for the third quarter. However, a number of factors could intervene in the next film moguls will have a direct mission to perform for U. S. governmental worldwide strategy, that of providing certain information which will help shape postwar Europe along Allied objectives.

COORS IN SOUTHERN CASH POSITION

Reconversion period ahead, to which Government and industrial planners have been alerted, finds the motion picture industry in what is expected cash position of major film companies, strengthened by boomtime earnings, will be further bolstered, along with other industries, by the proposed Government tax "relief" measures slated to become effective around Jan. 1, 1946.

Total excess profits tax refund credits alone, estimated at more than \$18,000,000 will be accruing to six major film companies by 1946 as a result of the five-point tax relief legislation now being drafted by the Joint Congressional Committee on Internal Revenue Taxation. These credits total \$17,488,448 at the end of the fiscal year 1944 for Paramount, 20th-Fox, Loew's, Warners, United and RKO—total, compared with \$5,700,000,000 tax relief plan being set up to strengthen cash position of the nation's business, but important in keeping film business on a solid basis.

Industry leaders, recalling the depression of the early 1930s, when the bottom dropped out of picture business, and others, see no reason to let slide. Comparing film business structure today with conditions prevailing during and after the boom in the late twenties, industry planners are confronted with an entirely different set of factors.

Instead of over-extension there has been a tremendous reduction in the number of other debt during the past few years.

Interest rates, except for some industrial loans, are low. Theatre properties have been sold (Continued on page 22)

Tom Clark as Atty. Gen'l Seen Having No Bearing On Consent Decree Cases

Washington, May 29.—No change in the handling of the Big Five Motion Picture Consent decree case and other theatre chain cases by the Anti-Trust Division is seen here as a result of the shift in the Justice Department. Substitution of Tom Clark for Francis Biddle as Attorney General is not expected to rock the boat despite reports that some companies think they now have a better chance to do business on the anti-trust commission.

Clark, who has been heading the Criminal Division, formerly was Assistant Attorney General in charge of the Anti-Trust Division. It was he who negotiated with the Big Five from the middle of 1942 until early 1944, when he reported to Biddle that another decree could be worked out. He then recommended the current court suit in New York. Any switch of front desk from Clark was regarded by his own judgment.

The new A.G. has not yet committed himself. He will be working on policy statements until after he takes the oath on July 1. However, the change is with his close associates in the Justice Department say can be looked for.

Quebec Attorney General Francis Biddle, when asked at a press conference today about the Big Five (Continued on page 30)

Skouras Due Back Mon.

Coincidental With Rank

Return of Spyros Skouras from Greece next Monday (4) is expected to be coincidental with the return of J. Arthur Rank, British film tycoon, and his party, from Toronto next same day.

Skouras has been overseas past few weeks on business. Jack Warner is due east later in June, as is Charlie Einfeld, latter to seek the "Rhapsody in Blue" pattern on Broadway.

Indie Releases Fail to Offset RKO Pix Profit Dip: \$2,409,902 Below '43

No Meg Dictators

Hollywood, May 29.—Secretary of the board, suddenly hit every director on the Warner lot, by order of Jack L. Warner, himself. Large and small, the film pilots found themselves without amanuenses and wondered thereof, but loud enough to be heard in the front office.

There was no explanation.

Bally Vs. Studio In Making Stars

Spirited controversy has arisen among film production execs as to whether a studio, through careful coaching and "right" roles makes a motion picture star, or whether a star can be solidly established by solid public relations alone.

Some production execs operate on the theory that the public usually believes in the star only after the player has been properly developed and cast by the studio in an appropriate vehicle. Another group would stand that a star can be quickly built and established through all-out first-class exploitation.

One Metro production exec, who believes that a studio can make a star through proper handling, points to Van Johnson as the most recent outstanding example in support of his theory.

When Van Johnson's automobile accident during the filming of "A Guy Named Joe" cost Metro around \$400,000, Johnson was considered "ready" when "Joe" went into production. He was away from the set about 20 or 21 weeks. With Spencer Tracy and Irene Dunne in the cast, each at around \$4,000 a week, other costs were mounting, studio execs preferred to gamble on the additional cost rather than junk the footage already shot. Johnson was in too many scenes to be shot around and write a new script for another player.

"Joe" turned out to be a \$4,000,000 domestic grosser. "If another player had been substituted there would have been no Van Johnson," Metro exec stated, "and if there had been no Johnson there would have been no picture titled 'Between Two Women,' which grossed about \$380,000, and will gross \$1,500,000 or better?"

6 BANKS TO REFINANCE

WB'S \$17,000,000 AT 2%

Following negotiations with various banks, Warner Bros. has set deal for refinancing \$17,000,000 in obligations over approximately a seven-year period at a 2% interest rate.

Warners has called for redemption of all of its 1945, of all of its senior debentures (\$7,000,000) and also plans to call for payment on \$10 million of its 25% term bank loans (\$10,000,000).

New bank loan will be payable in semi-annual installments, payments ending May 1, 1952.

Banking group which was finally awarded the financing, headed by the New York Trust Co., includes the First National Bank of Boston, Guaranty Trust of New York, Commercial National Bank & Trust Co. of Chicago, Pennsylvania Co. of Philadelphia, and the Union Trust Co. of Pittsburgh.

Skouras, Bro. and Goldman, Sachs and First National of Boston were originally interested in handling the WB refinancing, from accounts of Jack Warner is due east later in June, as is Charlie Einfeld, latter to seek the "Rhapsody in Blue" pattern on Broadway.

Results of sharp increase in RKO Radio production costs during 1944, with costlier negatives showing no proportionate return at the box, (testimony provided in report in "Variety") under a close checkup by RKO administration execs) were reflected in the RKO financial statement for year ending Dec. 31, 1944.

Despite high grosses from independent product released through RKO, the picture slump in 1944 showed a drop of \$2,409,902 in profits from losses which totalled \$1,088,388 in 1943.

As previously reported in "Variety," deals with outside producers such as Samuel Goldwyn, International Pictures, etc., give RKO only a small distribution return. For Goldwyn it is around 17½%. International deal is on a sliding scale, based on total gross which includes distribution fee down to around 20% on the average. Further, as a result of their advantageous deals for two producers, Walt Disney last year asked for a readjustment of his distribution fee which would have been 20%.

Thus, while RKO total rentals have been mounting as result of independent picture production, a quarter of 1945 rentals were at approximately \$1,000,000, or around 9% of total gross which includes distribution fee down to around 20% on the average. Further, as a result of their advantageous deals for two producers, Walt Disney last year asked for a readjustment of his distribution fee which would have been 20%.

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36 Film Theatres Open In Berlin; Russ, German Pictures But No Yank

Russians, restoring Berlin to a semblance of normal, report they have begun to accept foreign pictures to capacity in the city at all performances. In addition to Soviet film, German picture also are permitted.

The German State Opera orchestra is beginning the Charlottenburg district, least damaged area of city; and the Schiller theatre is slated to feature with American Schiller's play, "Die Rauberin." The Light Opera theatre is also planning to reopen.

VARIETY

Trade Mark Registered
FOUNDED BY SIDNEY SILVERMAN
Published Weekly by VARIETY, Inc.
154 West 47th St., New York 19, N. Y.

SUBSCRIPTION
Annual, \$10.00 Foreign, \$11.00
Single Copies, 15c. Postage 6c. per copy

Vol. 158 No. 12

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"PILLOW TO POST"

IT'S THE NEW WARNER 101!!

with STUART ERWIN • JOHNNY MITCHELL • RUTH DONNELLY • LOUIS ARMSTRONG AND HIS ORCHESTRA
Screen Play by CHARLES HOFFMAN • Directed by VINCENT SHERMAN
From the Stage Play by ROSS SIMON HARRIS

NE STRAND NOW!

Produced by ALEX GOTTLIEB



MAKE YOU HAPPY:

"A highly-gearred, brightly dialogued, cleverly-contrived farce. Results are breezy, highly satisfactory and should more than please the large audience the film is equipped to attract."

Boxoffice

"Bats an easy homer in the field of hilarious farce comedy. A gay and mad comedy."

Hollywood Reporter

"Showmen can accentuate the positive assurance that all and sundry customers who can sit through it without laughing will be given double their money back. Audiences will knock themselves out laughing."

M. P. Daily

"Laughs for everybody. Here's one to set the cash registers ringing from coast to coast. A comedy chock-full of chuckles; a picture for every member of the family to see and enjoy."

M. P. Herald

"Breathless comedy will provide plenty of fun for audiences."

Film Daily



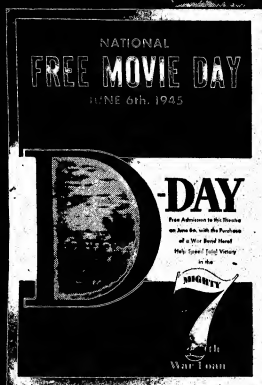
1945 MAY 1945

SUN	MON	TUE	WED	THU	FRI	SAT
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6	7	8	9	10	17	18
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MAY 30

A calendar for June 1945. The date June 6th is circled, indicating the day of the D-Day landings.

Are all
preparations
made for
June 6th -
Free Movie
Day?



1ST WEEK—
Great!
(Off to a flying start)



2ND WEEK—
Greater!
(Beats 1st Week)



GREER GARSON · GREGORY PECK in
DONALD CRISP · LIONEL BARRYMORE · PRESTON FOSTER · MARSHA HUNT
Screen play by JOHN MEEHAN and SONJA LEVIE · Based on the Novel by MARCIA DAVENPORT



3RD WEEK—
Greatest!
(Beats 1st and 2nd Weeks)

SITTING PRETTY
For a Long Run!



M-G-M's "THE VALLEY OF DECISION" with
GLADYS COOPER · REGINALD OWEN · DAN DURYEA · JESSICA TANDY · BARBARA EVEREST · MARSHALL THOMPSON
Directed by TAY GARNETT · Produced by EDWIN H. KNOFF · An M-G-M Picture

And still the honors come!
GREER GARSON
wins the TOP Award in the
Woman's Home Companion Poll



With all your might!
MIGHTY 7th WAR LOAN!

THE PICTURE THE WORLD WILL
NEVER FORGET...FROM THE MAN
IT WILL ALWAYS REMEMBER!



8 OUT OF 10 PATRONS PRE-SOLD BEFORE THE NATIONAL CAMPAIGN HAS EVEN STARTED!

SOLD!

To 22,000,000 readers of more than 700 newspapers! To 1,900,000 readers of Ernie Pyle's books, "Here Is Your War" and "Brave Men"! To the countless millions who have

seen, read and remembered the stories featuring Ernie Pyle in every national magazine in America! To millions of radio listeners through hundreds of Ernie Pyle tributes!

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

This newspaper and magazine campaign will make it 10 out of 10 as it announces Ernie Pyle's "Story of G.I. Joe" to your patrons!

LIFE, June 25th . . . **TIME**, June 25th . . . **LIBERTY**, June 23rd . . .
TRUE STORY, July . . . **FAN MAGAZINES**, July . . . **SUNDAY COMICS**, July 22nd and 29th issues . . .
FOR A TOTAL CIRCULATION OF 44,100,000!



ERNIE
PYLE'S
"STORY OF
G.I.
JOE"

BURGESS MEREDITH
as Ernie Pyle
directed by WILLIAM A. WELLMAN

RELEASED THRU UNITED ARTISTS

Pinanski Pleads for Extra Bonds Sales Hypo to Offset V-E Laidown

Despite encouraging reports from several territories throughout the country, Samuel Pinanski, national chairman for the film industry's participation in the Seventh "War Bonds Drive," yesterday urged exhibitors to fully cooperate with state chairman and local War Bonds Committees to make their more bond-selling events than ever before.

It is bound to be a lull in the country to double the efforts with bond preems, kid shows and special events to make their audiences conscious of the crisis in the Pacific, and insist in the desire to continue to buy bonds.

In the first week of the Seventh, a grand total of 66,202 bonds were sold in Southern California theatres for a total of \$6,618,016, a terrific gain over the Sixth. Eleven bond prems held during the first two weeks of the campaign in Northern California by Fox-West Coast Theatres earned \$2,177,177 for a total of \$3,013,247.

Harford's \$628,000

Outstanding bond prems were held at the Chicago Fox-East Coast last Thursday night (24) when \$350,000 worth of bonds were sold. This was the first prems held in the Windy City territory, and was the most successful of all bond shows in drive to date.

A similar event at Bushnell Auditorium, in Hartford, Conn., same night resulted in a sale of \$268,000 in bonds. More than 2,500 "E" bonds were sold for a bond preem at the Wilson, Fresno, Cal., for a total of \$271,500, with other theatres on the Coast holding bond prems also reporting record results. Greater cooperation will be realized by exhibitors in Richmond, Va., where the city will hold a bond drive for seven days starting June 3 in "Movie Industry Week."

In one of the most ambitious bond-selling projects undertaken by any industry, the N. Y. area War Bonds Committee, headed by film industry will launch a series of bond prems in 119 met area theatres to assure the sale of 214,000 bonds during June. Total compares to 73 which took part during the Sixth, for the first time in drive for Broadway houses, RKO, Rialto, Paramount and Palace, will participate in the bond prems event, augmenting their films with shows.

Paul Bellamy left N. Y. Friday (25) and Ruth Hussey left Hollywood same day to open a six-day drive in Pennsylvania, of great interest of the Seventh. They will then go to Tulsa, Oklahoma City and New Orleans, as well as other Louisiana cities to take part in bond shows in those cities as well.

Chairman Sam Pinanski last week announced that the Army Ground Forces have requested the industry to cooperate in promotion of Infantry Day, June 15. The national committee suggests that the "War Bonds Drive" have "Here's Your Infantry" touring units make appearances at their houses on that day.

Worcester's \$166,540

An all-bond-bond audience added \$166,540 in E bond purchases toward Worcester's "War Bonds Drive" at Capitol last week. Admission was a bond purchase of one of the city's 15 100,000 bonds. Elmer H. Daniel, cap manager, chairman.

Use of the house, all fresh talent in the line of musicians and stage help donated. In addition to furnishing a 20-piece orchestra, the "War Musician's Association, Local 143, purchased a \$100,000 bond.

Chi's \$2,500,000 Take

Chicago, May 29. First bono War Bond pitch in the Seventh's 7th day, \$2,500,000 bonds at Chicago's pockets at Balaban & Katz's Chicago theatre Thursday (26), with over 100,000 bonds returned down at the door because of the sellout.

Chi has a capacity house—3,900 right on the button—fulfilling prophesies made when 4,000 bonds were sold in two days last year. But put on a line in B&K Loop houses that they're in the Chicago for mid-west prems of "The Shores of Two Jims," and "To the Shores of Two Jims,"

plus fifty stage layout including Henry Youngman, John Botes, Constance, Dan Frawley, John Blaine, Lou Bresser and arch, Jean Williams, Chris Cross, Ben Berk, Arthur Lee, Leo Korman, and Angelo & Vanya, with Bresser emceeing.

Gift of honor was 21-year-old Coxswain Gene Oxley, who was awarded the Silver Star for gallantry on Day 30 of the war. The concert by Arlene Segal's Chicago theatre orchestra, following which Oxley was posted by four South Pacific Marine vets, and Marine Sgt. Francis J. Coleman, holder of Silver Star, Purple Heart and Presidential Citation with two stars, in initial appearance in a large theatre, led in singing of the National Anthem. Les Lew, Treasury Dept. rep, announced the record \$3,500,000 take.

Second day Movie Day, on June 2, Warner Bros. Bond Shows, July 23, Warner Bros. staged projection prems "Thrill of a Romance" and "Blood on the Moon" employees last week, grabbing off \$60,000 in this single industry pitch. "All Star Bond Rally" of course, is booked in all Chi theatres, and one of the Avalon, is expected to do better than any other show in the Sixth.

P.O.'s shindig will be held at the Palace, Chi. Prems of "China Ship" has been tied in by district manager Frank Smith with Chinese consular in Chicago. The show is here, in cooperation with Treasury Dept. Planned to use Chinese girls in the service of the war, and with Chinese servicemen ushering. Army to participate in Chinese Boy and Girl Scout parade before the show.

So. Cal. Houses Grab \$6,613,016 in Bonds

First week of the Seventh War Loan drive among Southern California theatres ended Sunday (24), representing 66,202 bonds. Total for the first week of the Sixth War Loan drive was \$3,013,247. Goetz, Metzger, chairman of the war finance committee for this area, reported that bond prems and other special shows at theatres are rolling up unprecedented sales of "War Bonds."

Army Forces, Radio Service program, "Command Performances," hitler reserved for servicemen, will make its first public appearance at Grauman's Chinese theatre June 14, in a joint radio-film premiere for the "War Bonds Drive." One of the seven arranged for Hollywood Blvd. theatres to promote bond sale. Administration by bond purchases only.

SINGLE CHARITY DRIVE UP FOR H'WOOD BALLOT

Hollywood, May 29. Streamlined welfare is the object of a mail ballot, sent to 25,000 workers, artists and executives in the motion picture industry, to form a permanent charity committee. Idea is to combine all charity drives into one campaign, with one efficient, unifying and overlapping pay deduction.

Streamlined drive, dated for next fall, is recommended by most of the guilds, unions and independent groups in the industry. The committee would be distributed to the War, Red Cross, Infantile Paralysis Foundation and other welfare groups which have benefited in the past.

HARGREAVE MOVES UP

Hollywood, May 29. Private Hargreave, a first military rank by Metro in "What Next, Corporal Hargreave," second of the "Hargreave" series.

Richard Thorpe will direct and George Haight produce, starting in early July.

Merrick Joins USO-CSI

Duff Merrick has been appointed head of publicity at USO-Camp Shows, replacing the late Sam Hargreave who resigned recently on a consultant retainer basis. Merrick, former assistant drama ed of Washington Times-Herald, more recently has been doing ad work with D'Arcy, Huntington and Campbell-Ewald agencies.

It's Dr. Ted Gamble Now

Ted R. Gamble, Seattle exhibitor and currently chairman of the War Finance Committee of the Treasury Department, was presented with an honorary Doctor of Law degree by the University of Portland (Ore.) last Sunday (27).

The Rev. Charles C. Miltner, president of the university, made the presentation.

GPix Equipment Bid for by Mex. S. A. Producers

Hollywood, May 29. Mexican and South American film producers have entered bids for surplus equipment and material, for sale by the Motion Picture Section of the Signal Corps, but largely idle since V-E Day. Chief items are \$3,000,000 worth of labora-

tory and camera paraphernalia at Wright Field, Dayton, Ohio, where there has been practically no production for months.

Wright Field plant, one of the most complete in Government, besides the Signal Corps, is the subject of Committee investigation about two years ago, when the Signal Corps was the main producer of equipment for Army films. Understood the Signal Corps is now in the process of disposing of the plant and put in their efforts, with the help of their government officials, before American film people learned about it.

It is figured that the sale of the Wright Field equipment will bring the U. S. Government around \$1,000,000, while the purchasers will get material and properties on the priority list.

Army, 'Hayride,' 'Hellza,' USO Legit Units Click With Yanks in Pacific

Sydney, May 31. Word has been received by Herschell Stuart, USO rep here, that three of their shows, "Hellza," "Hayride," "The Army," and "Hello a-Poppy!" are all scoring with the troops in the Southwest Pacific.

More USO shows will be routed to New Guinea now that the big war secret has been disclosed. There will be no chance that the shows will move to Australia in the future.

Understood that British authorities, following the movement of U. S. forces up closer to the front and influx of British sailors will arrange for the shows to be taken to the zone. First star to kick-off is Gracie Fields, due next month.

USO-CSI BOARD AVOIDS SOME FINGERPOINTING

Chicago, May 29. Because of request of Army and Signal Corps, USO-Camp Shows chief, that the Chi office be organized so that it wouldn't look too much like the War, Morris Agency and the Charles Hogan office has been employed, three new committees were formed last week by co-chairmen Morris Silver of W.M. and Besides Lee Salkin of W.M. (apostrophe previously), Silver and Hogan, six-man braintrust now includes Danny Graham, Music Corp. of America; Warren Jones, Balaban & Katz, and Sam Roberts, Bala & Roberts.

Coincidental with announcement of new members, who are on a volunteer basis and cannot accept commission on their own, the new committees are going to hospitals in the midwest region, thus, at least, one or two a week, to help in the hospital. Hypothesized in this regard is the result of a letter from D'Arcy, Huntington and Campbell-Ewald agencies.

Camp Shows Sure Vaude's Is Dead, Gets No Response to Talent Calls

Major Mike Cullen

Pittsburgh, May 29. It's now Mike J. Cullen, Leo, although his promotion from captain had been reported couple of months ago, through out the following V-E Day. Former manager of the Penn here and a division manager of Leo's, at the time he was commissioned, Maj. Cullen is presently in charge of more than 300 GI theatres in France and Germany and also the several exchanges servicing the houses.

He's been overseas for nearly two and-a-half years, having previously done special service in North Africa and Italy before being shifted to France.

Oliver, Richardson And Thorndike Top Old Vic ENSA Tour of France

London, May 18. ENSA has arranged for Old Vic company to tour France and Germany, to be headed by Laurence Olivier, Ralph Richardson, Sybil Thorndike and Nicholas Haysman. The tour will start with the last fortnight at the Comedie Francaise, Paris, for the civilian audience. The tour will include "Peer Gynt" and "Richard III."

In recognition, French stars in London for at least two matinees at the New Theatre, and may play at their West End house.

For the last fortnight in Paris, the Old Vic company will appear under the auspices of the British Council.

USO Sets 15 Legits In 1 Month, a Record

The trade is talking about the unprecedented July USO-Camp Shows legit drive, headed by Pacific Bell, has done on the special legit program for post V-E Day in Europe. In one month's time, Camp Shows, working with Broadway producers, has put 15 legit shows into rehearsal. No one has been anything like before, according to several managers.

April 20 last, Army Special Services and USO-CS called a meeting of producers at the Booth theatre, N. Y., to discuss the program. On April 25 those producers who volunteered to help met at Camp Shows headquarters. They later saw 15 shows rehearsing. Although individual Broadway producers share credit for undertaking the assignments of casting and directing, the trade is aware of the terrific amount of detail work these shows involved for Camp Shows legit dept. details including having sets and props built by Broadway designers, make, rehearsal arrangements to be made, troupe, fitted for uniforms as well as the other problems. Actors being processed for overseas, with show, plays, etc., etc.

Within next three weeks, all 15 shows will have been previewed at Camp Shows W. 39th at Workshop. Two have been shown, old "Night Must Fall" tomorrow (31); "Kind Lady" (June 2); "Meet the Wife" (June 3); "The Boy in the Woods" (June 4); "Springtime for Henry" (June 5); "Personal Appearance" (June 6); "Avenue of Old Ladies" (June 7); "The Boy in the Woods" (June 8); "Blithe Spirit" (June 9); "Late Christopher Bean" (June 10); "Boy Meets Girl" (June 11); "Night of January 13th" (June 12).

Shain's War Loan Chore

Sam Shain, assistant to Spyros Kousseris, 29th-Pox board, has taken over the trade paper publicity duties for the film industry's participation in the "War Bonds Drive" tomorrow (31) from Al Finestone.

Later referred to his publicity post at Paramount.

MORE SET FOR HOSP. TOURS

James Dunn and Edna Ruth (Mrs. Dunn) and Mrs. Sigmund Freud, and Alan Curtis and Henry O'Neill are set for hospital guest tours during the month of June.

Harold Peary (The Great Guildensteeve) will go out in July.

With Army hospitals in the United States now caring for 30,000 patients, the need for entertainment and wounded coming in from overseas every month, USO-Camp Shows is now according to Camp Shows officials, talent has definitely laid down on the job. And that's the headline.

Average vauders, singers, novelty and miscellaneous talent are playing at Camp Shows. The show business stars have volunteered for guest personality tours. But in one trade specialty, Marvin Scheraga, Mike Todd and Ed Sullivan was formed into a touring party, but results were hardly satisfactory.

Of the 100 standard acts who are considered "toppers," says Camp Shows, only 10 have been in existence three and a half years now, and still there is some talent that hasn't done a sickbay stint yet. There was a concerted drive for headliner talent to fall when a committee consisting of Marvin Scheraga, Mike Todd and Ed Sullivan was formed into a touring party, but results were hardly satisfactory.

Several headlines did sign and worked the show, but more than more who promised to go out when their winter or spring commitments were made, have reneged or not shown up.

Camp Shows says the vaude headliners are the best, and the best of any branch of the amusement industry in regards to its response to the war effort. The vaude stars, they say, have been approached time and again. There isn't a performer who wouldn't sign a contract, if able time, they feel. Every standard variety act, in Camp Shows' belief, should be able to sign a contract. The fact that he played at least one hospital tour.

Camp Shows is satisfied to take headlines for short two-week, four-week, and six-week engagements, part of the blame for lack of performer response on the agent, whose responsibility it is to get the headline has definitely not been forthcoming, who has been too busy booking dates for his clients in the hinterland, himself to worry about hospital tours.

Camp Shows admits that certain topliners have played spot dates, making one individual appearances was somewhat in a big way where they had a commercial date. But the need is in isolated hospitals away from the city, and in the hinterland where a tour of some weeks is necessary. Camp Shows calls their need for a headline in a big way, and to come forward for the wounded GIs. After all, says Camp Shows, the war is giving up nothing but little time.

SGT. GENE AUTRY, EX-G.I., OVERSEAS FOR USO

Sgt. Gene Autry, about to be released from the Army, will almost immediately go overseas for USO-Camp Shows in a vaude unit.

Autry, who is in the entertaining first time talent coming out of uniform is going into entertaining his fellow soldiers in the hinterland where when actors in USO units abroad look sick, thespians G.I. stepped in to give them temporary relief. This is the reverse twist.

Autry's destination, though not released, is known definitely not to be Europe.

Dimes May Hit \$5,000,000

Total collections for the 1945 March of Dimes campaign as of Monday (28) are reported at \$4,768,000.

With states of New York and Illinois still to complete reports, total \$5,000,000 is now expected. This compares with 1944 collections of \$4,667,000.

REDMOND VICE WOOD

Hollywood, May 29. Walter Redmond, labor leader, succeeded Sam Wood, film producer, as president of the National Alliance for the Preservation of American Idioms. Redmond's officers are Misha Auer, first vicepres; Norman Taurog, second vicepres; Leonard Smith, third vicepres; and Sam Wood, fourth vicepres. Clarence Brown, treasurer, and Morris Ryskind, board chairman.



ROBERT YOUNG • LARAINÉ DAY

IN

*"Those
Endearing
Young
Charms"*

with
ANN HARDING
and
Introducing



BILL WILLIAMS

... Terrific in his
first important
RKO comedy role!



Produced by BERT GRANET Directed by LEWIS ALLEN

Moonlight Mission... Objective Romance!

... in **RKO's** top-of-the-season romantic success... reaching a new summit in spice and sparkle as a kiss-and-run pilot dares the heart-hitting flak of a lovely who gets his range! A big-time attraction for big-time crowds!



Screen Play by Jerome Chodorov

SPEED TOTAL VICTORY!
THE MIGHTY 7th WAR LOAN

FULL PAGE NATIONAL
ADS. TO 25,150,475
CIRCULATION!

—in Life—Ladies' Home Journal—
Woman's Home Companion—True Story—
Liberty—Pic—Look and Fan List.



WHAT COMPANY

will soon release this year's Pulitzer Prize novel?



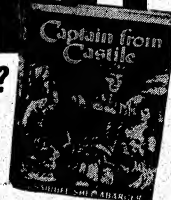
WHAT COMPANY

has the crowd-drawing hit from America's best-loved book?



WHAT COMPANY

owns the book that's Number 1 on today's best-seller list?



The answer to all box-office questions—



Century-Fox

SPEED TOTAL VICTORY! THE MIGHTY 7th WAR LOAN!

READY FOR IMMEDIATE DATES!

Gable

IN AN ACTION-PACKED ROLE!




CLARK **GABLE** LORETTA **YOUNG**

in Jack London's Famous Adventure Story

**CALL OF
THE WILD**

with **JACK OAKIE**

Directed by **WILLIAM WELLMAN**

The year's most important re-issue is another event from  **Century-Fox**

SPEED TOTAL VICTORY!
THE MIGHTY 7th WAR LOAN!

The Toughest Fight of the Pacific War!



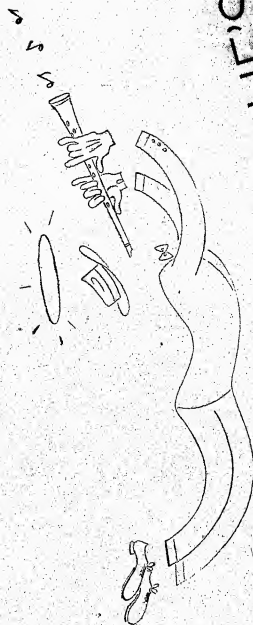
To the shores of
IWO JIMA

Photographed by combat cameramen of
the Navy, Marine Corps and Coast Guard

in Technicolor

Released by United Artists for the Office of War Information,
through the War Activities Committee, Motion Picture Industry

The greatest 2 reel short ever made of the war in the Pacific
...BOOK IT TODAY thru U.A. and hear your audiences cheer
this actionful, Technicolor account of the battle for Iwo Jima!



FLOATING ON AIR!

He's just read the reviews of

THAT'S the SPIRIT

NO WONDER HE'S

"This down-to-earth fantasy, loaded with surprise entertainment, is a box office natural. The producers, Foster and Pagano, have injected a solid formula into their original screenplay to lift an unheralded property into the 'sleeper' class... a warm and tasty bit of entertainment with a seasoned group of players whose well-directed performances add flavor to the era of the high button shoes and the art deco." Oakie's sympathetic portrayal breeds charm and adds interest to his versatility."

Film Daily

Showmen's Trade Review

"The film is bound to have mass appeal. Jack Oakie was never funnier. The story which can be made or broken in a matter of minutes has been handled by Chester Franklin with a deftness that gives force to the fantastic and produces a variation of laughs. The film's winning qualities are served importantly by Peggy Ryan and Johnny Coy in creative dance numbers that are a joy to watch."

Motion Picture Daily

"A gay, entertaining comedy in the fantasy vein of 'The Ghost Goes West' and 'Here Comes Mr. Jordan', and more recently, 'A Guy Named Joe.' It adds up to appealing 'spiced' hilarity with a generous sprinkling of dancing and songs, featuring Peggy Ryan and a new youngster, Johnny Coy, who scores outstandingly."

Variety

"That's the Spirit' is a breezy, diverting musical with a story of somewhat different cast, several good songs, a couple of excellent production numbers and a group of trouper who move with ease and impressively through the 85 minutes it takes to wind the works up."

THAT'S the SPIRIT

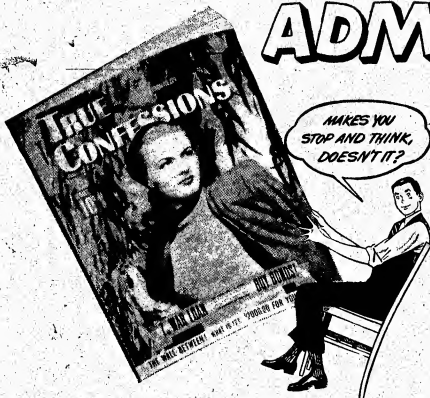
starring JACK OAKIE • PEGGY RYAN

with JUNE VINCENT • ARTHUR TREACHER • GENE LOCKHART • JOHNNY COY • ANDY DEVINE • RUSSELL HATCHER

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ADMAN IN WONDER LAND



IS YOUR MIND A HAUNTED HOUSE?

by Channing Pollock

Some people's minds are haunted houses frightened by what may never happen, and wouldn't matter anyway if it did. Flesh-and-blood misfortunes are less hard to bear than the shadows they cast before them, and the only non-existent things that need ever trouble us are the kind words that we didn't speak, the generous acts we didn't perform, and the brave deeds we didn't do.

ARE YOU LISTENING, MAMA?

by Mary Margaret McBride

NO WONDER SHE'S FAMOUS!

With the first money I saved in New York I sent for Mama to come from our home farm for her first visit to the city. That was the startling beginning of an amazing experience. My city friends positively fought to be with her. Everyone turned to her for comfort and strength. She confided to me that she believed most of them were downright homesick. It was a great adventure knowing Mama.



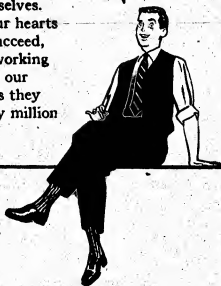
WE ARE READY TO TAKE OVER THE WORLD

by ALICE KROSS

16-year-old Delegate to the Youth Conference

Lots of people talk about "youth" as if we were some special kind of creatures who can't think for ourselves. We're individuals. Deep in our hearts we are burning to learn, to succeed, to become wholesome, hard-working citizens of a democracy, with our share of those 60,000,000 jobs they promised after the war—sixty million good jobs well done.

HOW WELL DO I KNOW MY CHILDREN?



A Day To Remember

The face that turned toward us when we stopped was very black. Link Potter was a Negro. "Link!" Pete shouted, almost jumping out of the car. "Link Potter! Home on furlough?" Link beamed—"I'm home to stay. I kind of forgot to bring my leg back from over there in Italy. But they gave me a good leg in swap. Good as new!" "You get right into this car, Link Potter," Gram said, and then she turned to me—"Link's great grandfather is ninety-seven. He was a slave till Lincoln freed him." Almost without knowing it, I found myself saying aloud, "Here is the whole history of America and the world, here in this little car, rolling along a prairie road."

I NEVER THOUGHT OF IT THAT WAY BEFORE!



GOOD NEWS FOR THE DEAF

by Donald G. Cooley

A relatively new operation on the inner ear is working miracle transformations. Deafened persons who have got along only with the help of hearing aids for twenty years have been given "new ears" they never dreamed of. About 90% of the operations have been successful, and the hearing restoration is probably permanent.

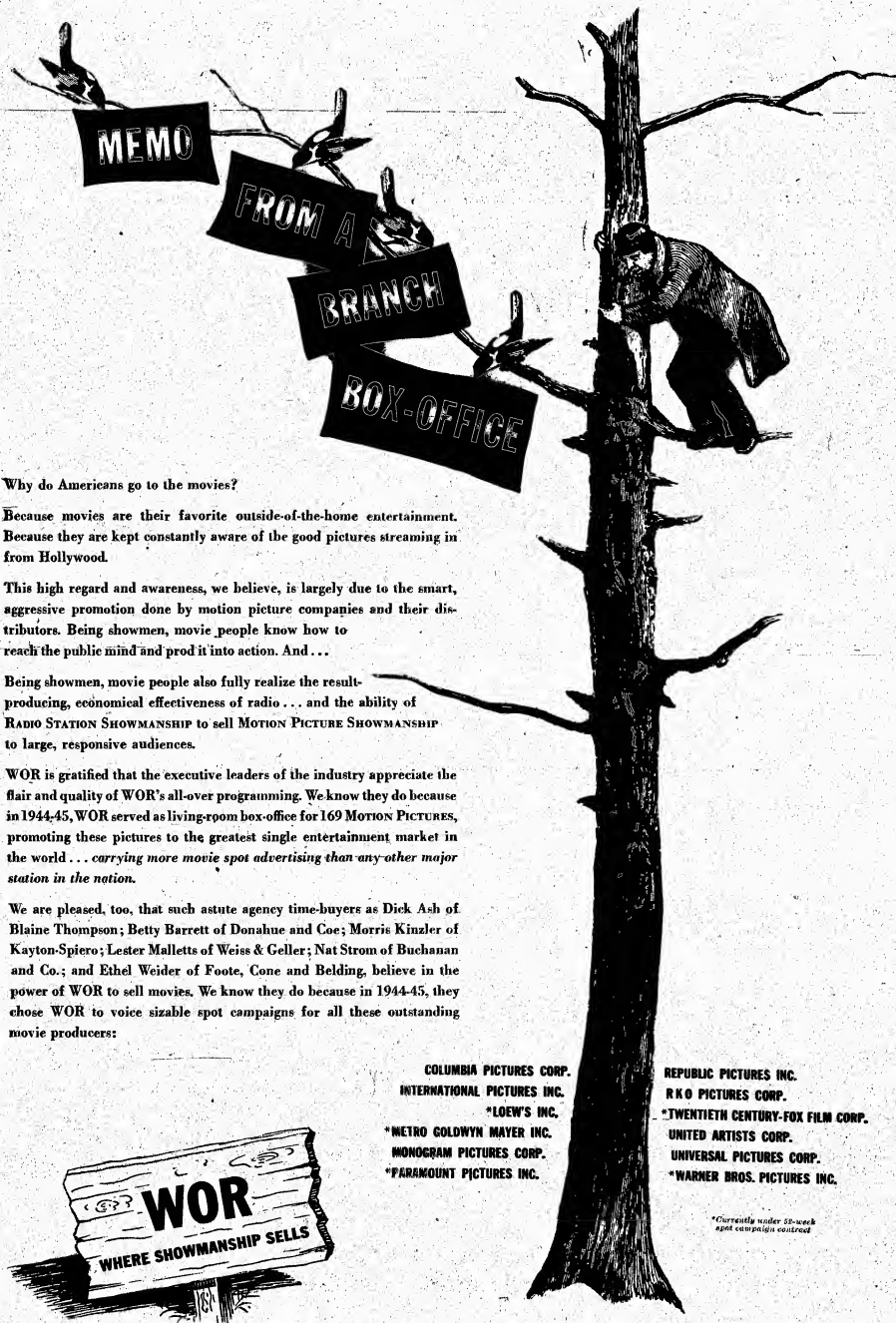
IT MEANS SO MUCH TO SO MANY!



True Confessions tries, in the stories and articles that fill every issue, to give much help to many people. Look at any monthly table of contents—see the wide variety of problems important to average people that are always discussed in "Your Magazine for a Better Life." True Confessions is a great friend of the family in the good homes where you want to be known.

**TRUE
CONFESSIONS**

Bought at newsstands by
2,000,000 women a month
for the living service it gives



Why do Americans go to the movies?

Because movies are their favorite outside-of-the-home entertainment. Because they are kept constantly aware of the good pictures streaming in from Hollywood.

This high regard and awareness, we believe, is largely due to the smart, aggressive promotion done by motion picture companies and their distributors. Being showmen, movie people know how to reach the public mind and prod it into action. And...

Being showmen, movie people also fully realize the result-producing, economical effectiveness of radio... and the ability of RADIO STATION SHOWMANSHIP to sell MOTION PICTURE SHOWMANSHIP to large, responsive audiences.

WOR is gratified that the executive leaders of the industry appreciate the flair and quality of WOR's all-over programming. We know they do because in 1944-45, WOR served as living-room box-office for 169 MOTION PICTURES, promoting these pictures to the greatest single entertainment market in the world... carrying more movie spot advertising than any other major station in the nation.

We are pleased, too, that such astute agency time-buyers as Dick Ash of Blaine Thompson; Betty Barrett of Donahue and Coe; Morris Kinzler of Kayton-Spiero; Lester Malletts of Weiss & Geller; Nat Strom of Buchanan and Co.; and Ethel Weider of Foote, Cone and Belding, believe in the power of WOR to sell movies. We know they do because in 1944-45, they chose WOR to voice sizable spot campaigns for all these outstanding movie producers:

COLUMBIA PICTURES CORP.
INTERNATIONAL PICTURES INC.
*LOEW'S INC.
*METRO GOLDWYN MAYER INC.
MONOGRAM PICTURES CORP.
*PARAMOUNT PICTURES INC.

REPUBLIC PICTURES INC.
RKO PICTURES CORP.
*TWENTIETH CENTURY-FOX FILM CORP.
UNITED ARTISTS CORP.
UNIVERSAL PICTURES CORP.
*WARNER BROS. PICTURES INC.

*Currently under 15-week spot campaign contract



FOR THE 200 DAYTIME QUARTER HOURS,
8 A. M. TO 6 P. M. MONDAY THROUGH FRIDAY,

*KXOK gained 29.7%
in Daytime Audience*

Same station, same rate, same results. That's what KXOK advertisers are getting. Their average increase of daytime listeners gained nearly 30% in 1944. That the same C. E. Hooper survey revealed an average daytime audience loss for all other network-affiliated stations in St. Louis makes this KXOK gain even more impressive. For the trend is to KXOK because alert advertisers are responding to bonus audience.

KXOK

SAINT LOUIS - 1, MISSOURI

10 PM • 5000 WATTS • FULL TIME • BROADCASTING

Affiliated with NBC, Columbia, ABC, Fox, and the Big Three

Sales offices: New York • Chicago • St. Paul • Minneapolis • St. Louis

Political, Economic Signposts

Point Way to Sponsors on BBC

By CHARLES GRAVES
London, May 10

Unknown to the British public, or even the press, two Parliamentary Committees are secretly examining the question of the monopoly of BBC whose charter expires Jan. 1, 1946. Big names associated with the web, before the present Director-General Hiley was appointed, are being interrogated.

Unlike American license holders, the BBC's license has been renewed every 10 years. At the moment no talks are being given by executives to the employees, urging them to produce bigger and better programs in view of the possible termination of the monopoly seven months from now. Simultaneously, a number of the brighter BBC boys are openly telling their friends that they have been given contracts for commercial radio by large industrial concerns, including at least one of the leading insurance companies. Howard Thomas, who inaugurated the "Brains Trust," recently left BBC to go with the Cadbury, the cocoa and chocolate manufacturers.

The wording of the BBC charter is rather curious. It is "to broadcast to the satisfaction of the Post-Master General," not, it will be noted, to the satisfaction of the public. The Post-Master General is Capt. The Rt. Hon. Harry Crompton, who was educated at Eton and Magdalen College, Oxford, served in the Diplomatic Service, was elected M.P. for Gainsborough, before becoming Under-Secretary of the Home Department; Secretary for Mines and Financial Secretary to the Treasury. The recent Gallup Poll in the Daily News Chronicle can have given little comfort to Harry. It showed that 50% of the readers voted for commercial radio as opposed to a continuation of the monopoly, although the readers were judging by the very slapdash programs from Luxembourg and Normandy before the war.

U. S. Shows Results
Many of the British public, it is true, have now heard the Jack Benny, Bob Hope and Charlie McCarthy programs which are relayed from the United States, but without the benefit of the sponsors. These programs, and Tommy Handley's half-hour, are quite the most popular over here. The British public also tunes in regularly to the Allied Expeditionary Forces Program, primarily meant for American troops on the Continent. The excellence of these programs is being carefully noted.

One reason for the poorness of BBC programs is that it cannot afford to pay for the best talent. A \$200 price tag is regarded as very high for a script lasting half an hour, and there are only five script writers who earn this money. First-class British writers laugh when they compare this fee with what they can receive for the same amount of work from movies. First-class American writers, too, are not much better off.

"N.A.M. has not asked, and did not ask, for anything more than a fair presentation of management's point-of-view.... The National Broadcasting Company, in complete fairness, has specialized Hayek's 'The Road to Serfdom,' to present the case of those who are as sincerely concerned with the security job and security of the world as we are. It is the most zealous Beveridge plan proponent, 'Variety' said 'Industrialists wanted the counter side proposed, against full employment and social security plans.' N.A.M. does not oppose social security at all, but it has urged constructive programs to accomplish the desirable objectives of social security, as well as maximum employment, on a sound economic basis rather than on a basis which has led inevitably to inflation and the end of fundamental American institutions."

FOX CASE TO D.C. AS GAMMONS' CBS AIDE

Washington, May 29

Fox Case, in charge of public relations for the CBS Radio network, has been appointed assistant to Earl Gammons, CBS chief for Washington. Case is now directing CBS UNICO coverage of Russia and reports here shortly after the conference folds.

The Coast vacancy will go to Chet Huntley, Case's assistant, with Clinton Jones, now KXN news bureau managing editor, moving to the Pacific net news chief. Case, a former L. A. newsmen, has been with CBS in the West for 10 years.

'Words At War'

Continued from page 31

when he was assistant manager of NBC's script division. In the battle, too, is the National Assn. of Manufacturers. In a letter to "Variety," Ira Mosher, press of N.A.M., explains that organization's viewpoint.

Objecting to the "Variety" characterization of N.A.M.'s position in the matter as amounting to "claiming foul," the head of the manufacturing outfit admits that the organization had objected to the "Words" stanza that brought the whole thing to a head—the April 24 broadcast. Sir William H. Beveridge's "Full Employment in a Free Society" Mosher wrote to "Variety" in March. N.A.M. did not "claim a foul." N.A.M. contended simply that the Beveridge broadcast included a highly "unfair portrayal of industrial management policies and attitudes not drawn by Beveridge in his book.... We believe that every point-of-view on an issue as basic as our postwar policy should be presented fairly....

"N.A.M. has not asked, and did not ask, for anything more than a fair presentation of management's point-of-view.... The National Broadcasting Company, in complete fairness, has specialized Hayek's 'The Road to Serfdom,' to present the case of those who are as sincerely concerned with the security job and security of the world as we are. It is the most zealous Beveridge plan proponent, 'Variety' said 'Industrialists wanted the counter side proposed, against full employment and social security plans.' N.A.M. does not oppose social security at all, but it has urged constructive programs to accomplish the desirable objectives of social security, as well as maximum employment, on a sound economic basis rather than on a basis which has led inevitably to inflation and the end of fundamental American institutions."

Prohibition

Continued from page 31

local attorney and Sundry School worker, and Rev. Morris were chosen as reps of National Temperance and Prohibition Council to sift whether station which carries beer and wine plugs has a legal right to refuse to sell time to abstemious advocates who promote suppressing the drinking of alcoholic beverages. Johnson first got into the radio time matter when he said he was refused the opportunity to air a temperance lesson under International Sunday-School auspices over KRLD. The Johnson sponsored complaint charges that KRLD was violating an FCC ruling that stations must grant time to spokesmen for both sides of important public questions. Brief states that CBS received \$20,015 last year for beer and wine broadcasts on the web plus other monies for local plugs via CBS license. KRLD's take was \$60, it's claimed.

The petition cites WHAS as a CBS outlet which carries CBS plugs for alcoholic beverages but also grants time to abstemious advocates. WHAP, Fort Worth, which has adopted the same policy complained about regarding KRLD. Johnson reported that after a conference with CBS execs, he was informed that CBS would continue to refuse to sell time to the abstemious for purposes of countering the pro-drinking airings carried on CBS radio and network, including KRLD. WHAS, CBS affiliate here, is owned by the Courier-Journal and Times and is not bound by CBS rulings regarding its stations.

Philadelphia—WFIL has made arrangements to air BBC's "London Column" Saturday nights.

'Road Ahead' Story

Continued from page 28

incidental. For they are only symbols. They are only a handful of the legions, the armies, the psychiatric soldiers and sailors who are starting out on that road ahead. And that's where the story starts.

For 90 percent of the 500 patients at this hospital are "amputees." If you don't like that word, go ahead and change it. But you've got to take it. And you don't get mushy or sentimental about the "amputees," or you're doomed for a loss before you start. They don't want you to be insidious. They're not. But don't you just take them for granted either.

There's Kamel. For instance. Take him. Leon Kamel, of N. Y. He's on that road. He delivered the gag that got the biggest laugh—the one about how knocking down the N. Y. elevated lines is a hazard for the poor natives who get sunstroke. Now Leo is only 24. In the ETO he lost a leg which isn't bad because he'll walk. But he's lost an eye, and the sight of the second limb is almost gone. And Leo was a clerk before the war, and won't be a clerk again, See?

Or take Pfc. George Mordaunt. On 32nd street and in Greenwich Village, where he used to play piano with various ensembles, Mordaunt was known for a good right hand. But that was before the war. Now the 32nd, all Negro—was thrown into a tough spot in Sicily. That's where Mordaunt's right arm was lost. Now, on the show, with the kicking of a rifle and an orch led by David Brodman, he's "The Two" and came off beautifully. But Mordaunt's up to his discharge. And he'll have to convince agents, conductors, bistro owners, that he can still play the piano with left hand alone.

There's private Frank Matton. He's the tough, 35-year-old Irishman who chatted with Cary Grant on the show's clincher, when one of the GI's gives the final "message" for which the stanza is build-up—where Mordaunt's right arm was lost. Frank would not be considered men of crimples.

Frank would not take Eddie Bruynier's speech, although it was good. He wrote his, too. And he didn't talk about the fact that he lost his left arm and his left leg. He made a place for sensible, thoughtful participation in decisions, so that the people we choose to govern us may see to it that war doesn't happen again. And Frank knows some books about war. He started to fight the Nazis 'way back in 1918, when he was Abraham Lincoln's 1st Battalion of the International Brigade in Spain. And he's still fighting.

One guest boy watching the final run-through of the show heard Frank and said: "Hell, he isn't typical GI! He knows so much more than most guys." Maybe he does. He learned it the hard way. But Frank and this kid together are typical. And their common denominator is not in the hospital's limb, shop where arms and legs are custom-made. No, in the hospital's facilities for rehabilitating these men, making them capable of earning money and skilfully enough to cut their own meat, tie their own shoe-laces and

neckties, write, drive a car, swim (and clutch a girl's waist). Nor is the common denominator between Frank Matton and Bruynier to be found anywhere else inside this hospital. There men learn quickly to take their situation for granted. A one-legged guy in a wheelchair plays ping-pong with a one-armed fellow, and both are having a good time. That little game, too, is symbolic of the work done at this hospital under the guidance of an old Army man, Col. Sidney H. Chappell.

The common denominator is somewhere outside. What's going to happen to these players when they get out? That's when the Army loses them, after nursing them bringing them from the dumps into which they usually sink when the first shock of losing an arm or a leg (or both) hits them. That's when they usually sink when the first shock of losing an arm or a leg (or both) hits them. That's when they usually sink when the first shock of losing an arm or a leg (or both) hits them. That's when they usually sink when the first shock of losing an arm or a leg (or both) hits them.

For the lead of this story, see the last casualty list—which may come even after the final communicate of the war.

Then follow these guys out on that road, and write your own conclusion.

TIME!

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Where showmanship means business

A candid camera might record a *slightly* different picture of what's going on in our studios these days, but the artist's brush has caught Mutual's busy new program progress with remarkable realism.

Eleven new shows premiered within a couple of fortnights. Drama, romance, mystery, music. Originals by Oboler. Lone males in the argumentative toils of lovely ladies. Murder solved by listeners in every Mutual market. An amazing half-hour, five afternoons a week, that grants a woman's every wish for the next 24 hours of her life. And four-star reserves waiting in the wings.

Novel? Exciting? Sure—but the one word for Mutual's new programming technique is *showmanship*. Showmanship without the checkered vest and the nickel segar. Serious-minded showmanship that deliberately means *business*.

The man directly in charge of all this is Phillips Carlin. We could start seventeen paragraphs with the words: "A man who . . ." But why? To all of you

who agree with us that radio is show business, the significant fact is that Phil is our man. V-P in charge of Programs, he's busy lining up the right showmen and the right shows, putting into action the plans we have drawn up.

We've made a start, and there's more in store. Even with all the veteran experience behind this move, we're likely to come up with a turkey at times, too. When that happens, off with its head and on with another *right* show. Because to us, showmanship means business. It can also mean business to you . . .

CATCH THESE NEW MUTUAL SHOWS AND HEAR WHAT WE MEAN

Arch Oboler's Plays . . . by the master of radio drama
Calling All Detectives, a criminologist in every home
Queen for a Day . . . every day a new Cinderella
Between Us Girls . . . one man versus the "weaker" sex

(Executives who'd like to hear these and other new MBS programs at any given hour will be promptly provided with recordings on request.)

Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS

V.P. White of CBS Can't See Union —Ties for Office Help Nor Can Web

Frank White, vicepresident of CBS, believes operations of the organization would "suffer" if union representation were "interjected" between office employees and administrative personnel. Such representation, in White's opinion, would upset a "uniquely personal relationship" that must exist between the execs and their secretaries.

White made his, and the web's, position clear yesterday (Tuesday), in reply to the entire staff taking cognizance for the first time of the union organizing campaign which has been directed at the offices of all webs in N.Y. recently.

In his memo, White summarized the fundamentals of the net's official position in three points. One point stated his opposition. Second chapter promised there would be no discrimination against those who join, whether the union campaign succeeds or not. Third stanza declared that, in the meantime, company will

continue "as in past" to "correct inequities where they exist" and reward individuals who merit greater consideration.

White referred in his memo to "two competing unions." The CIO United Office and Professional Workers of America has been carrying on an intensive campaign among radio now office people. Some CBS people said that the IATSE is also making eyes at office workers.

EUGENE WEILL APPOINTED

Raleigh, N. C., May 29.

Eugene P. Weill, of Birmingham, Ala., has been named sales manager for the Tobacco Network, which includes WRAL, Raleigh; WGBR, Goldsboro; WFNC, Fayetteville; WNCN, Greenville; WCTM, Wilson; and WHIT, New Bern, all in North Carolina.

Mr. Weill was formerly commercial manager for WJLD, Bessemer, Ala.

From the Production Centres

IN NEW YORK CITY

Joe Laurie, Jr.'s "buck and wing" was one of those "put 'em in the sides" that he recurred his first vaude turn at the "Can You Top This?" One Tusnoad Club inaugural shagging started Saturday night (28) in the Plaza hotel ballroom. Senator Ford, Harry Hershfield and such webs as Al Baker, Harland Dixon, etc., also scored at the Colgate-Ted Bates-sponsored old vaude revival.

Bristol Myers, Young & Rubicam and NBC, deluged with requests for curricula for the trio of Edward G. Robinson, four cast, played no more than three shows emanating from service camps. ... Dee Engelheart to script "The Doctor Fights" for Penicillin. ... Tom Harker, salesman, who went from NBC to the Bluebird in Chicago and back to NBC. ... Mutual, who took ice back, too. ... Phil Kramer playing the comical cab driver on "Mr. and Mrs. North". ... Dan Russell, from CBS, is a new director at the Blue. ... King and Geoffrey Bryant join "Valiant Lady" while Edward Scourby is added to "Evelyn Winters". ... Edna Johnson, Ed Begley and Helene Carter new trio on "The Soldier Who Came Home". ... Milt Green to the Blue. ... "Second Husband". ... Julie Steven and Stacy Harris newcomers to "Stella Dallas". ... Elita Erzi joins "Young Wilder Brown".

John "The King" is doing the commercial chores normally done each week by Basil Ruysdale on both Lucky Strike's "Hit Parade" and Sun. night after. ... Latimer is HJ and will be bedded for several weeks. ... Radio and legit actress Dorothy Smith now member of teaching force at Alvirne Dramatic School. ... Vic Spelley, who left NBC for WJZ (of Pittsburgh) framing new all-web half-hour. ... Staffwriter Madeleine Clark of CBS vacationing. ... Ray Tunick doing some literary chores for Rich's department store in Atlanta. ... Anticipating back Mutual. ... Michael Fitzmaurice invested \$700 to perk up his classy chassis Packard.

"Are station sales reps still in business?" ... Contender for political leasable operator in radio is night gal at WOV. ... She's Diana Harkness, being up close to Alan Courtney's secretary. ... Folks are still puzzled at James L. Fly of FCC member coming out in favor of a single monopoly in cables and radio-telephony. ... Milton Granger, after a soloist, went back to L. A. this week to resume writing chores for Biow agency. ... Marion Spitzer doing a job of literary work at Ward Wheeler agency currently.

Edward Bernays' niece Peggy Mann doing radio agency. ... "The Wind at My Back" on WMCA's "New World A-Coming" show Sunday was first dramatic piece ever written by staff publicist John Farley. ... Charles Butterworth, who did legit for UBC-Camp Shows in Asia, and Sam Levine, who was with a troupe in Europe, will compare experiences Saturday (2) on CBS' "Report to the Nation". ... Mrs. Lou Gehrig, widow of late N. Y. Yankee baseball immortal, will be interviewed by Mervyn Downey as "woman of the week" on his Mutual noonday soap session tomorrow (Thursday). ... "Unconditional Surrender," new wartime by Ev Holles, former staff CBS director of new broadcasts and now at NBC, will be at WBMB, Chi., was reviewed on television by Dwight Cooke via WCBW-CBS last night (Tuesday). ... Natalie Bunting, secretary to Allan Kalmus at NBC, prescribes a new show to join the Mutual Administration radio staff as a script writer. ... Bob Davis succeeds Dick Connolly as NBC trade press contact when latter shifts to Young & Rubicam June 18.

Kenney Baker has signed to make transcribed recordings exclusively for Frederic Ziv agency. He'll be carrying the new "American musical series" designed for five-times-per-week release, titled "Sincerely, Kenney Baker," with Donna Dee, ex-Fred Waring vocalist, and Buddy Cole and for Rich's department store in Atlanta. ... Anticipating back Mutual. ... (Radio director at Benton and Bowles, who was recently married, has resigned, effective June 29. ... Jim Boles in for a spot on the "Tennessee Ed" strip (WOR) did a deputy sheriff as a "permanent" show. ... Tony ("Words at L.A.") Leader takes over direction of the new half-hour NBC sustainer, "The Adventures of Archie Andrews," Saturday 10 a.m., which preme this week (2). Doris Druce has the "girl friend" lead.

IN CHICAGO

Frank Ferrin, radio director of Leo Burnett, reading a new show for one of the agency's clients. ... Les Gottlieb, publicity director of Young & Rubicam, in town on his way to the Coast. ... WTMJ, Milwaukee, established another year's scholarship for promising young singers last week. ... Jess Kirkpatrick, WGN announcer, was guest of honor at cocktail party last week prior to departure for Coast where he will make his home. ... Garnett Marks, former announcer and sportscaster at KNX, Hollywood, joined the WBMB announcing staff last week.

Herb Futran, Chi. writer, and Charley Irving, announcer, are throwing a cocktail party at the Gotham in New York this Friday (1), pair having a show they are dicker on in the east. ... Virginia Payne (Ma Perkins) was featured with Louis Calhern in a "Stage For Action" play of the Truman Day celebration at Soldiers' Field last Sunday (27). ... Roy McKee, formerly with WRAP, Port Washington, will make his home. ... Doris Druce, radio ed of Lincoln (Neb.) Star-Journal, joins the American Broadcasting central division press dept. June 1. ... Don Norman, former Chi. m., launched a new show, "The Radio-Talkies" on WGN this week. ... Merritt Schoenfeld tossed a lunch today (29) at the Tavern club in honor of Don McNeil's sensational bond tour through the east. ... Robert Merrill, baritone vocalist, joined the cast of "An American in Romeberg" last week. ... Show is the summer replacement for the Raleigh singing show. ... Jay Jostyn, star of the "District Attorney" show, will do a personal appearance at the Oriental theatre this week. ... Gene Knickerbocker, local trade paper rep, will marry Fred Klein, asst. to Jimmy Neal at dance, December Fitzgerald Sample June 30. ... Ruth Rusk, Forrest Lewis and Harry Bader have been added to the cast of NBC's "Guiding Light." Gil Faust has been added to the cast of "Today's Children". ... Harold Feldman, manager of WEEL, Boston, in town for a few days.

IN HOLLYWOOD

Bing Crosby will be initial guest in the United Drug summer series, starting July 6. Emceeding, during the absence of Jimmy Durante after Gary Moore, will be handled by Ray Bolger. Holdovers from the regular cast include Jeri Sullivan and Roy Bagby as musical director. ... Andrew Jergens renewed Louella Parsons for the third time on her Sunday night five-minute Hollywood chatter broadcast. ... Roger Walle, who produced "Stage Door Canteen" in New York, resting up in Hollywood. ... Fox Case wound up a six-week chore in San Francisco, supervising CBS coverage of the United Nations Conference. ... Judy Canova winds up her California show 30 to take an eight-week vacation during July and August. ... Harry Finnery goes overseas in about 10 days for CBS, covering Caramella, Cairo, Iran, Italy, China, and "The Sains" on an eight-week tour. ... Nelson Priddy, back from a 2,500-mile Pacific tour, will handle Finnery's program. ... Brian Aherne will take over the Jack Carson spot for the summer, playing the title role in "The Saint" sponsored by Campbell soup. ... Harry Jones, ad chief and radio head for Campbell, due in Hollywood this week with Ward Wheelock, agency chief on the soup account, to handle with Bill Becker on the 20th Fox studio show. ... Ted Baron replaced Claude Sweeten as maestro on "Everybody's Show".

Ralph Edwards "Truth or Consequences" war bond touring rackety new highs in sales for the Seventh. The guy continues as one of the Treasury's ad salesmen.

RYAN, REINSCH, CRAVEN EARLY NAB WINNERS

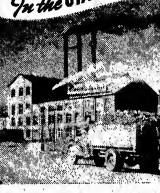
Washington, May 29. J. Harold Ryan, NAB press officer, and J. Leonard Reinsch, manager of the Cox station, WOL, Chicago (WISCONSIN), have been elected directors-at-large of NAB for large stations on the basis of the primary mail ballot sent out. Ryan represents WYVA.

Only one of the medium station-at-large posts was filled—by T. A. M. Craven, WOL, Chicago. A second ballot will be conducted to choose his other elector from F. Richard Shatto, WYVA, T. T. Harnsey, KTHN, and Clarence Leitch, WGBF.

The first balloting failed to give a majority to any candidate for small station director-at-large. Following four will compete for the two posts—Matthew H. Bonbrake, KOCY, Detroit; David KTHN; Clair R. McCollough, WGAI; and Marshall Peters, KINR.

Final ballots are returnable by June 14, NAB announced.

In the UTAH MARKET



From 50,000 acres, sugar beets grow a modern radio station and bring 110,000,000 a year to Utah farmers and processors. A cash income is guaranteed to farmers by contract before they plant a seed—a stabilizing influence that adds to the continuing strength of the Utah market.

Local Advertisers Know

KDYL Brings Results

Local and national advertisers know the results of KDYL's advertising. In Utah's sugar beet growers who, like all other Utah people, look to KDYL exclusively for NBC share—and for local features that are always of interest. That's why KDYL gets results for its advertisers.



National Representative:
JOHN BLAIR & CO.



You Are in
GOOD
COMPANY
When You
Advertise on

KDYL
KIDNEY DISEASE
LIVER AND BILIOUSNESS
THE BEST'S GREATEST INDEPENDENT
National Sales Representatives - Paul J. Payne Company

CBS PROGRAMS	WNOX Hooperatings	CBS Coverage South Hooperatings
	20.8	20.8

Sorry,

more of our Hooperatings, they are all way above the CBS South average, but we are only permitted to show our public Hooperatings.

How many programs have you seen on WNOX?

How many programs have you seen on CBS?

*WNOX figures—C. E. HOOPER continuing measurement—Fall and Winter, October-February, 1944-45. CBS South figures—C. E. HOOPER sectional ratings, Fall and Winter, October-February, 1944-45.

whox

10000 WRTTS - 990 MC - HOLLYWOOD TERN

WNEW

*"... the only non-network station
to rate in Publicity Survey."*

THE BILLBOARD

If or eight consecutive years, WNEW has been selected a winner in the Annual Billboard Publicity Awards.

This year, the laurels are even more attractive, for WNEW was the *only* non-network station in the country to be so honored. We extend our thanks to the radio editors whose opinions gave us such recognition.

WNEW's flow of pertinent information to newsmen has always been tempered with an understanding of their wartime burdens and restrictions.

We like to win awards. They verify the service it is our privilege to render listeners and advertisers. The rewards of audience and sponsor confidence are dividends we pledge every effort to maintain.

WNEW

501 MADISON AVENUE, NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

Life With a Gagman's Son

By Alan Lipscomb

Hollywood.

Dear Daddy:

A wonderful thing happened yesterday when grandma, mom and I were shopping in the Farmers Market for some groceries. Grandma was carrying a carton of eggs across the parking lot when a car backed out, hit her and knocked her down. I immediately adlibbed this joke: "Thank goodness, the eggs will live!" Mom came back with a topper: "Pedestrians should be seen and not hurt!" Mom pulled two blank cards out of her handbag and we wrote the jokes down. Then we picked up grandma. As we helped her into the car, she was half-conscious, but she managed to mumble: "Mom's topper is an oldie. Senator Murphy used it for years, but he took it from Nat Wille!" Grandma broke no bones, but she's in bed from shock, which means that I will have to take over her job of magazine clipping, which means no baseball for me for three days. How about adding a buck to my allowance for this week?

Your agent called and asked about Grandma and mom and me and the dog and the last four weeks' commissions. He said that now that Santa Anita is open again, you can send your money orders direct to my book-maker. Giving commissions to that bum is like feeding ants to a dead horse (Ted Skelton—May 18, 1942). He also said that after a bitter argument with the agency regarding your billing, he won. From now on, whenever the writers are announced over the air, you will be billed sixth.

Now that VE Day has come, mom has given up the idea of getting a house in Beverly Hills. She's worried that when writers like Bill Morrow, Al Lewis, Jack Rose, Sherwood Schwartz, Charlie Isaacs and others are released from Armed Forces Radio Service, you might have to go back to Leah's drug store window to demonstrate fountain pens and fruit peelers. The dentist has already filed her front teeth down, so she must get her porcelain caps and she can't stop the baby from coming, which, by the way, may be your gift for Father's Day. This is all making mom very nervous in her duties. In my weekly check of the file, I noticed she filed a dozen marriages under motorcycles, seven divorces under divorces and three politicians under patriots. Gee, will I be happy when summer comes, so I can listen to "Cerry and the Pirates."

Your loving son,
Phil.

Video Pacts for SAC

Hollywood, May 29.

New agreement, currently under negotiation between the Screen Actors Guild and the producers, will call for a revision of term contracts, giving players the right to accept commitments in television.

Understood many players are in favor of lightening the rules governing loanouts from one studio to another.

WPAT's Tele Bid

Washington, May 29.

Application for an experimental video station has been received by FCC from WPAT, Paterson, N. J. Station is controlled by Donald Flamm and James Cosman.

L. I. FIGHTS ON WINS

Weekly boxing cards at the Queensboro Arena, Long Island City, will be aired over WINS, N. Y., beginning next Monday (4).

Wright Aeronautical Corp. of Paterson, N. J., will sponsor. Deal was set by Trevor Adams, station's sales manager. Ted Lawrence will handle the blow-by-blow, while Joe Tobin will do color on the broadcasts.

Pittsburgh—Indie-station WWSW will resume its weekly Deshon Diary series on Sunday (3) direct from Deshon General Army convalescent hospital in nearby Butler, Pa. Program was dropped some months ago because of commercial commitments.

In the Dol(e) drums

Chicago, May 29.

It's been tough enough for Dave Dole, account exec at Hunt, Hurst & McDonald, to play straight man to dog on the Red Heart Dog Food show (Sat., 10:15 a. m., NBC) for the last two-and-a-half years. Now he has to do it on video.

Nobody, least of all Dole, knows how it's going to work out yet. Red-Heart has been getting letters from fans saying the bark isn't right, that it is right, that it sounds like the poor thing isn't getting the proper food, that it sounds like it is getting fed properly, etc. Now the idea is to get a dog for a tryout tele show on WBEZ that will open its jaws on signal while Dole barks. Barking dogs is learned, don't sound like barking dogs on radio, but Dole does.

So HH&M are looking for such a dog.

PHILLY HILLBILLIES A SMASH AT BOXOFFICE

Philadelphia, May 29.

A few months ago the execs of WFIL decided to put on a weekly hillbilly show and charge 65c admission for customers who wanted to watch. They hired Town Hall on a long-term contract, signed up talent, spent a lot of dough on promotion and opened for business.

Wisecrass around town—as well as some members of the station staff—shook their heads. Hillbilly stuff for hillbillies, they said, not for big city folk. They gave the show, named WFIL's "Hillbillys," a couple of weeks at best before it did fizzle.

So what happened? The show sold out each Saturday night with hundreds, and then thousands, turned away. It was then decided to give two shows each night—and both sold out.

A half-hour of the show is broadcast over WFIL. Now a deal is being made for the show to be carried over the Blue network, of which WFIL is Philly outlet. Show is m.c'd by Jack Steck, ex-vaudeville and station's p.a.

Ohio Bluenose Routine to Censor All Tele Would Spike Network Plans

Columbus, May 29.

FCC Trying to Find Home for 44-108 FM

Washington, May 29.

FCC has named a 14-man committee to look out the studio which will determine, this summer, just where FM between 44 and 108 megacycles will finally be placed.

Committee includes: Dr. Edwin Armstrong; Philip B. Laessle, WTMM; Paul A. Dekker, consulting engineer; A. Earle Cullum, of Harvard; H. B. Beveridge, RCA; D. B. Smith, Philco; George C. Davis, consulting engineer; Dr. Newburn Smith, National Bureau of Standards; Edward Allen, FCC; George E. Sterling, chief of FCC radio intelligence division; George S. Turner, chief of FCC field division; Virgil Simpson, FCC; and Curtis Clumner, FCC.

Tests will involve construction of a line of recording stations from New England to Montgomery, Ala. Recording points will be located in Philadelphia, Cedar Grove, N. J.; Laurel, Md.; Roanoke, Va.; Atlanta, Montgomery, Buffalo, Detroit, Chicago, Allegan, Mich.; and Grand Island, Neb.

They will monitor and measure the 60 FM stations now in operation. Several new transmitters will also be set up in the higher frequencies, with FCC doing spot of the recording. Measurements of ground wave and tropospheric transmissions were also to be made in the vicinity of Schenectady, Boston, Milwaukee and Dallas.

'Report' Goes Sunday

"Report to the Nation," currently sponsored Saturday afternoons on CBS by Continental Can Co. is being moved into the Fannie Brice-General Foods Sunday night (6:30-7) hiatus time on the network.

Switch becomes effective June 17, with program remaining in slot until Sept. 9.

A bill authorizing state censorship of television broadcasts is now awaiting committee hearing in the Ohio Senate.

The measure, believed to be the first of its kind in the nation, was introduced last Thursday (24) by Sen. Emil A. Bartunek, Cleveland, and Sen. Lawrence A. Kane, Cincinnati.

Bill would subject all television broadcasts to approval by the same state educational department board that governs censorship of motion pictures in Ohio. It would require every program, whether film or script show, to be reviewed by the state board, before television presentation to Ohio audiences would be allowed.

No provision for informal audience participation shows or news and sports event coverage has been made. As the measure stands, all programs would have to be produced. And deemed of "moral, educational, amusing or harmless character"—standard that currently governs Ohio pic censorship.

As yet there are no television stations operating in the state, but at least seven application requests are now in FCC hands; 3 from Cincinnati; 2 from Cleveland; 2 from Columbus.

Raytheon's Inside Track

Boston, May 29.

Raytheon Mfg. Co. is negotiating with Waltham park commissioners to lease a site in Prospect Hill Park for the erection of a television and FM broadcasting station. This is one of the highest points in metropolitan Boston and Gov. Maurice Tobin has signed a bill authorizing the city to lease certain portions of the park.

Several other companies have sought the location, but Mayor John F. Duane, of Waltham, expressed the opinion that inasmuch as Raytheon is the largest postwar industry in the city, it should be accorded first consideration.

GLAD TO BE BACK

AND HIS ORCHESTRA

OPENING JUNE 2nd

BEACH WALK

EDGEWATER BEACH HOTEL

CHICAGO

ON THE AIR STARTING JUNE 3rd

FOR

LUCKY STRIKE

OVER NBC, 7:00 P.M., EWT

VICTOR RECORDS

MANAGEMENT

MUSIC CORPORATION OF AMERICA

ASCAP Seriously Considering Tele; To Ask Members for Right to Rep

Board of directors of the American Society of Composers, Authors and Publishers is beginning to discuss seriously television, about which there has long been preliminary arguments among individual members. It's quite likely that concerted action will shortly be begun in that direction. ASCAP's first move will be to solicit all publisher and writer members for clear title to represent them in executing television contracts. Some publishers and writers have already done so, but they are in the minority.

While discussion among board members of the television field remains in a nebulous state, there is one outstanding thought that seems to be gaining momentum among a few major publishers. That is that all television income be placed in a fund separate and apart from income derived from radio, films, nightclubs, etc., and allocated only to those publishers and writers whose works are involved in video broadcasts.

It's pretty generally expected that when and if the television rights question is settled, the method used will be similar to that currently used in radio, i.e. ASCAP will have the small rights and the publisher and writer will retain the grand right.

Saul Bornstein Shifts

Aide to Bogat Company
Saul Bornstein is activating the Bogat music publishing house he has set up with maestro Xavier Cugat. Abe Bloom, who was on Bornstein's Bourne, Inc. staff, has been shifted to that company and his place taken by George Schottler, who moved over Monday (28) to Bourne from Leeds Music.

Schottler's outway from Leeds followed by a few weeks the shift of his brother, Olin, from Leeds to Capitol Songs.

Neighbors Allergic To Din; Court Folds Hoofery

Memphis, May 29.
Chancery Court ordered Bob White's Central Ballroom, dancehall doing business here opposite Central High School for 30 years, to close on complaint of residential neighbors that it is a nuisance.

White pointed out the zone was originally a commercial one and that he was there before the private house. Also, got the Navy's Special Shore Patrol Officer to testify that it was run up to the Navy standard for its enlisted personnel.

Court still felt neighbors had a justifiable squawk.

Chi Courts Decide City Tax of \$50 Annually On Juke Boxes Too Steep

Chicago, May 29.
Chicago is collecting too much dough from juke-box operators, it was decided Wednesday (25) by Illinois Supreme Court, which declared that \$50 per player-pier is out of line with city's enforcement costs.

City attorneys said that the reason the tax was imposed originally on boozers of which there are 6,207 in Chi. was because city's operating costs were going up during the period in which machines were installed, and indicated they'll ask the court to reconsider its decision.

Consensus among alky and tavern ops is that \$210,350 a year is pretty steep.

Carl Massey opening a new music publishing company in Hollywood, with the Roy Rogers tune, "Montana," as the first release.

Doris Fisher-Roberts

Signed to Col. Pic Pact
Harry Cohn, president of Columbia Pictures, has signed songwriters Doris Fisher and Allain Roberts to a seven-year contract to write for that studio. Pic leave N. Y. late in July to report Aug. 1 on the Coast.
Fisher and Roberts are the writers of "You Always Hurt the One You Love," "Into Each Life Some Rain Must Fall," et al.

Palladium After D. of J. Help In ASCAP Dispute

Hollywood, May 29.

Palladium ballroom chief Maurice M. Cohen has instructed his lawyers to engage Washington counsel in order to call Department of Justice attention to his controversy over alleged rate discrimination by the American Society of Composers, Authors and Publishers. Cohen wants Eastern legal battery to present all facts in case to Justice men so that they will examine ASCAP books to determine if Society is violating the consent decree.

Cohen's battle with ASCAP stems from raise in rate handed him which puts his spot in the \$3,000 annual fee category. He asserts Aragon and Trionter terpalaces in Chicago, are paying only \$1,250 for combined operations. Increase in rate is not only discriminatory, he feels, but violates consent decree and is contrary to Society's national policy of rate standardization. Palladium is now paying rate, but under protest.

ASCAP Coast chief Richard J. Powers has gone over Cohen's case several times and pointed out to him there was no discrimination involved because he was being charged in accord with Society's standard rate schedule.

When Cohen protested to eastern ASCAP office, he was told that matters had to be dealt with by Coast office, which again resulted in a deadlock.

Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers	Total Gross
Hal Alton	Lexington (500; \$10-\$15)	32	1,850	\$6,750
Sonny Dunham	New Yorker (400; \$1-\$1.50)	3	1,850	5,575
Glen Gray	Pennsylvania (500; \$1-\$1.50)	7	2,575	16,475
Nat Brandwynne	Waldorf (500; \$1)	3	3,200	9,175
Erskine Hawkins	Lincoln (275; \$1-\$1.50)	3	850	2,550
Eddie Stone	Roosevelt (400; \$1-\$1.50)	3	2,275	8,825
Sammy Kaye	Astor (750; \$1-\$1.50)	2	4,275	8,025

* Asterisks indicate a supporting floor show. New Yorker has ice show; Lexington, an Havanaite floor show.

Chicago

Jimmy Dorsey (Panther Room, Sherman hotel; 950; \$1.50-\$2.50 min.). Dorsey trained back to the Coast Sunday (27), but band stays on till June 7. Okay 6,200.

Buddy Franklin (New Walnut Room, Bismarck hotel; 465; \$1.50-\$2.50 min.). Tala 'way off this time for Franklin and Enrica & Novello. Only 2,400.

Dick LaSalle (Mayfair Room, Blackstone hotel; 465; \$2.50 min.). Down here, too, with scant 2,900 for LaSalle, Ellsworth & Fairchild and Gail Gail.

George Olsen (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Olsen-Henry Youngman-Lalorin & Lee combo drew socko 8,100.

Ted Weems (Boulevard Room, Stevens hotel; 600; \$3-\$3.50 min.). Weems and big show broke all records at room since its reopening last Oct. 4, with 6,000.

Los Angeles

Freddy Martin (Ambassador; 900; \$1-\$1.50). Right around usual figures with 4,600 covers.

Joe Reichman (Biltmore; 500; \$1-\$1.50). Hitting at the same old clip, 4,100 tabs.

Location Jobs, Not in Hotels

(Chicago)

Gay Charidge (Chez Parcer; 650; \$3-\$3.50 min.). Sophie Tucker and Charidge packing 'em in. Big 5,700.

Del Courtney (Blackhawk; 500; \$2-\$2.50 min.). Steady 4,000—plenty big for Courtney, Imaginators, Marjorie Lane.

Ted Lewis (Latin Quarter; 700; \$3-\$3.50 min.). Smash 6,000 for Lewis. Joint's jammed every night.

(Los Angeles)

Tony Pastor (Palladium, B. Hollywood; 4th week). Santa Anita is crowding Pastor away from the post. Only 24,000 entries.

Charlie Barnett (Trionter, B. South Gate, 1st week). Took a good climb for the new band at 9,000 payoffs.

Lighten Noble (Slapsy Maxie's, N. Los Angeles, 24th week). New show has kept customers coming to around 3,000.

Corine Melba, King Cole Trio (Trocanero, N. Hollywood, 10th week). Good biz and Chuchin Marthier rate around 2,400 covers.

Carmen Cavalliere (Ciro's, N. Hollywood, 1st week). Lotza piano in the right mood fills the spot for 2,500 covers.

Feist First With Hits

Sensational
Ballad
from M-G-M's
"Thrill Of A Romance"

PLEASE DON'T SAY "NO"

Lyrics by RALPH FREEF

Music by SAMMY FAIN

I BEGGED HER I FALL IN LOVE TOO EASILY

Lyrics for both by SAMMY CARM

music for both by JULE STYNE

Both recorded by SINATRA for Columbia

Featured by
Frank Sinatra
in M-G-M's Musical
"Anchors Aweigh"

Leo Feist Inc.

1812 BROADWAY, N. Y. 15 HARRY LINT, Gen. Pres. Mr. GEORGE DALIN, Pres. Mgr.

TELEVISION

ASCAP, BMI Reach Agreements With American Hotel Association

Both the American Society of Composers, Authors and Publishers and Broadcast Music, Inc., have come to an agreement with the American Hotel Assn. on new contracts under which the latter's members will be permitted to play the new agreements will apply retroactively to the date of their expiration and will be effective for five years. BMI's contracts with hotels will be all new since that organization is a new entry into the field of hotel licensing of music.

ASCAP's method of collection is based on any hotel's expenditure of the previous year for music and entertainment. It starts at \$600 yearly and increases of less than \$5,000 and ends at a \$3,000-per-year payment for expenditures of \$20,000 and over. For hotels insuring a music and entertainment policy the charge is based on the first hotel's outlay for talent, multiplied 10 times. All collections are made quarterly.

BMI's formula for exacting payment for its music is based on a 21-month contract running from April 1 to Dec. 31. It is calculated as a percentage of music spent each year by hotels for music and entertainment. Quarterly payments are computed on the amount disbursed at salaries the preceding quarter. For one-half of 1% of the first \$50,000 and one-quarter of 1% of all money spent over that amount. For 1945, the contract will be charged no more and none more expensive than \$78. For the period from April 1 to Dec. 31 this year the rate will be not less than \$30 nor more than \$60.

Neither BMI nor ASCAP will charge hotels for music transmitted to individual rooms nor for such "direct service" outlets as cocktail lounges where musicians are employed. ASCAP's rate structure follows:

Annual Expenditure.	Rate.
Less than \$3,000.....	\$60
3,000 to 4,999.....	75
5,000 to 9,999.....	120
10,000 to 14,999.....	130
15,000 to 24,999.....	140
25,000 to 34,999.....	180
35,000 to 44,999.....	200
45,000 to 64,999.....	240
65,000 to 79,999.....	300
80,000 to 99,999.....	1,200
100,000 to 119,999.....	1,300
120,000 to 139,999.....	1,800
140,000 to 159,999.....	2,100
160,000 to 179,999.....	2,400
180,000 to 199,999.....	2,700
200,000 and over.....	3,000

Contact Union In Position Applicants

Council of the Music Publishers' Contact Employees union took a new course last week in attempting to settle a question of whether or not certain applicants for prospective new members should be accepted. Unwilling to decide the way or the other on the membership bids, the Council has circulated the current candidates for positions asking for pro and con comment on each applicant. Five names are cited in the letter. The fate of each will rest with the union.

APCFE for some time has had a fairly large backlog of applications. Council felt reluctant to grant membership to the many applicants because most of them were from musicians, ex-personal managers and others formerly connected with bands that now were out of contact men to avoid road travel. It was admitted that there is a manpower shortage among the contact men, but the Council feels that to accept new members now in any number will lessen the number of regular members in service getting the same jobs after the war. Council feels its first duty is to these men. However, a number of applicants were admitted recently.

Musicians Fined, Put On Probation on Dope Rap

St. Louis, May 29. Two tooters, formerly with the McFarland Twins band, last week pleaded guilty to charges of possessing narcotics in the United States District Court and were placed on probation for one year and fined court costs of \$100 by Judge Ruby M. Hulen.

Tooters, Manual Fox, 27, New York; and Kenneth J. Schmidt, 31, New Orleans, were nailed by Federal agents in a midtown hotel last month while the band was playing an engagement at Tuna Town, a midtown ballroom.

Miller Band Return To U.S. Nixed Because Of Its Morale Services

An attempt was made a couple of weeks ago to return "Capt. Glenn Miller Band" to the United States from Europe to take part in "Glenn Miller Day" ceremonies in N.Y. Glenn Miller's band, which had been in the country had okayed orders to bring the outfit here, but they were vetoed by an executive committee of the U.S. Army, which refused to second the motion on the premise the band was not a morale service.

Miller's band, now in Paris, was flown from that city May 17 to Bad Wildgauer, Germany, to participate with Joseph E. Ellington and Mickey Rooney in victory festivities in honor of high U. S. and Russian generals and Soviet leaders. The band was at a victory banquet for Marshal Conokov, commanding general of the 1st Ukrainian Army, at which were U. S. Generals Bradley, Simpson, Grow, Patton and a group of lesser U. S. and Russian officials.

MO. SENATORS OK BILL CURBING PETRILOID IDEAS

St. Louis, May 29. The Williams bills, designed to curb the activities of Axis musicians in U.S. inter-fering with the presentation of non-profit and programs and the "looters" of the patriotic time, has been passed by the Missouri State Senate by a vote of 24 to 4 and now goes to the House for consideration.

The author of the measures, Senators H. B. Williams, Cassville, said they were directed specifically at the policies of James C. Pettillo, head of the "looters" organization, whom he charged with usurping the powers of Congress to levy tribute on musical productions and recordings.

"The union card that he told the President of the United States," Williams stated, "that he did not intend to be subservient to any man or organization, and that he would not be a member of any organization." Congress. These bills are to let America know that in Missouri and in every other state we do not need any labor cards. They will serve as a curb on any individual who seeks to take advantage of the law-making body of the country."

N. Y. Eatery Sued For Infringement of 2 Songs

Bradley's Restaurant, 161 East 54th St., N. Y., was sued last week for infringement of two songs. The suit was filed last week in N. Y. federal court by Harma, Inc., and Irving Berlin, owners of the songs. The infringement of their copyrighted songs.

Plans are taking shape which may turn out to be the beginning of the world-wide market predicted for U. S. bands postwar.

Jack Harris, impresario of La Conga, N. Y. nightery, and Jack Hydon, England's top maestro name, are currently setting up an organization which will buy U. S. bands for tours through England, Scandinavia, France, Belgium, etc., as soon as conditions permit.

Already Harris had talks with a couple U. S. leaders, George Auld who is said to be widely known among jazz fans on the continent via his work as a spotlight sideman with various top names like Artie Shaw and Benny Goodman, will probably be the first U. S. leader to show off. Harris also has had conversation, he claims, with Xavier Cugat. Others will follow.

While everything is still in a nebulous state, it is Harris' intention to buy bands here at a certain stipulated price for a stipulated number of performances, plus transportation. If the number of performances contracted for are exceeded the extra ones will be paid for pro-rata. Whether top U. S. leaders, who are accustomed to getting guaranteed against perceptive privileges will go for flat, long-term deals, unless the market is exceptionally high, remains to be seen.

It's not expected that any European dates played by bands will be of a dance variety. Most will be concerts of the type played by Cab Callaghan, Duke Ellington and Lunceford, Paul Whiteman and other top U. S. names prevail. Some bands will probably be booked in clubs. Getting bands into these countries is not expected to be too difficult. In many cases the movement of standby salaries to local musicians is demanded, similar to the American Federation of Musicians rules over here in certain situations.

It's probable that the first bands to go over, when transportation problems ease and there no longer is need for physical examinations, etc., will be the outstanding jazz combos. Continental music fans are virtually all jazz followers of the purest variety.

Discharged Vet Gets Govt. Loan to Set Up Music Publishing Co.

Kansas City, May 29. M. C. Ferguson, recently discharged war veteran living in this city, has taken advantage of a Government loan under "GI Bill of Rights" to set up a music publishing company for the purpose of publishing and exploiting a song he wrote in a mid-West Music Publishing Co. and is planning a tune called "A Dream," for the music and collaborated with Bert Bartlett on the lyric.

Paine Gets Passage

John G. Paine, general manager of the American Society of Composers, Authors and Publishers, and Herman Finkelshtein, attorney, who have been having trouble returning from a trip to England and France, are expected to finally secure boat passage, leaving Friday (1).

The trip to England and France was to set up new reciprocal performance rights deals with the French Society of SACHIEM, the French union. They shipped rough drafts of the new five-year deals to be effective as of next Jan. 1, which were approved by the Society's board of directors last week ago. It is assumed the two completed signing of the agreements after being cabled from here the deals looked okay.

Fleisig, 8 Other Defeated Candidates Of AEA (802) Elections Sue Petrallo, Rosenberg, Board; Charge Vote Fraud

In the Same Boat

Claude Thornhill, now in the South Pacific at the helm of a Navy orchestra, writes that he does not think for the Navy is not unlike working as a civilian musician.

Instead of playing four shows a day he now does "four ships, day."

Tommy Dorsey, the Duke In Reciprocal Deal As Soloists on Record Dates

Tommy Dorsey and Duke Ellington pulled an unusual reciprocal deal in N. Y. two weeks ago by recording as soloists with each other's bands. Dorsey and Ellington were each recording on the same day, Dorsey making Johann Strauss waltzes at RCA-Victor's uptown studios in the Lotus Club and Ellington was downtown in the regular studio cutting the last of a new set of 23 sides, including remakes of his "Sophisticated Lady," "Mood Indigo," etc., for release in album form.

Ellington participated on piano in Dorsey's new album, "The Duke Goes Muggin'" and Dorsey tromboned in Ellington's recording of a new album, "The Duke Goes Muggin'." They were made May 14.

Ellington has consistently doubled artists, even their topmost ones such as Bing Crosby and the Andrews Sisters. Dorsey has been busy up the practice. Dorsey and Ellington on one platter, however, is decidedly a rarity.

DISC FIRMS TUSSELE OVER BILLIE HOLLIDAY

Columbia Records and Commodore Records, independent outfit specializing mostly in jazz releases, are in a slight tussle over Billie Holiday. Singer is under contract to Columbia Records and has already made for that company a version of "I Cover the Waterfront." Despite this, the singer repeated the performance a few weeks ago for Commodore's discs, which, of course, have been near as close a duplication of Columbia.

When Columbia became aware of the Commodore discs, it threatened the smaller company that the release of the disc was forbidden and the legal action might result if it were marketed.

ASCAP to Ask Members To Return Neb. Rights

American Society of Composers, Authors and Publishers will ask all member publishers and writers to return to the Society rights to their songs in the state of Nebraska. Some time ago, when the long-drawn-out fight between music publishers and musicians began in Nebraska, due to that state's anti-ASCAP law, the publishers began relinquishing rights to tunes in that state so that publishers and writers could begin business on their own.

Several months ago, the suits began by Warner Bros., Shapiro-Bernstein, were successful. This led to repeal of the state's anti-ASCAP law. Since the Society can now do business in Nebraska it was urged proper assignment of rights from members. This will follow almost automatically.

Ted Fiea turns his band loose for a vacation June 5, reorganizing June 19 to start eastward in Evansville, Ind.

Calvin Fleisig, defeated candidate for presidency of N. Y. local 802 of the American Federation of Musicians in last December's elections, and 18 other unsuccessful candidates have filed charges with the Supreme court against James C. Pettillo, AEA president; Jacob Rosenberg, 802 head, and members of the board. They charge that the election was "improperly and fraudulently conducted and ask for a mandatory injunction voiding the election's results and the ordering of a new election before June 15, or as soon as the court may deem proper.

Fleisig, who was a Unity party candidate against the then and still incumbent Blue ticket, and its partner in the action claim that the last two 802 elections were not conducted according to the bylaws of 802. These last two elections were the product of all elections by the Honest Ballot Assn., organization of reputable business men, who impartially collect and count votes in virtually every important union election in N. Y. city. Plaintiffs assert that 802 elections of 1942 and 1944 were not held by this outfit, namely the last two. They claim that the election of George Abrams, an employee of the AEA, but without official sanction of the organization. Briefly, that he did it on his own hook.

Pending the court order for a new election or 802's willingness to make such a move, the plaintiffs want the court to appoint a receiver for the property, control and records of the local.

In their papers the plaintiffs charged that the trustees of the National Executive Board were informed of the charged derelictions in N. Y. city. Plaintiffs say that they failed to do anything about them.

Parties to the suit with Fleisig are Joseph LeMaire, Al Rademacher, Edward Horn, Nicholas F. Vitale, James Barton, Maurice Benveniste, Albert A. Greenwald, Joseph Malkin, Victor Cronley, Ray Parker, Al Stanley, Thomas Connolly, Leo B. Brown, Robert Greenfield, Frank Levin, Harold Neff, Gerald Sirey and William Wolman.

Unsettled Situation Creates Puzzle

Songwriters' Protective Assn. Council, which has been a puzzle since the move that has some writers and publishers puzzled, Council finally has a solution. The move that the Gilbert, offered last year but never acted upon. At the same time, the move that the Gilbert, offered last year but never acted upon. At the same time, the move that the Gilbert, offered last year but never acted upon.

Revised in 1945, after the move that the Gilbert, offered last year but never acted upon. At the same time, the move that the Gilbert, offered last year but never acted upon. At the same time, the move that the Gilbert, offered last year but never acted upon.

ARRAU'S BOWL SOLO

Hollywood, May 29. Claudia Arrau, Chilean pianist, will be soloist for Pan-American Composers' Author and Publishers' Bowl, a concert featuring music of the Latin-American republics. The concert will be arranged by the Southern California Council of Inter-American Association and the Hollywood Bowl Association.

Joe Glaser to Expand Associated Booking Corp.; MCA Deal Didn't Jell

Associated Booking Agency, owned jointly by Joe Glaser and MCA Corp. of America, will be expanded shortly. Plans call for the company going into competition with the major talent agencies.

Glaser set up Associated two years ago, at the same time selling MCA's president, Jules Stein, a 50% interest for a reported \$100,000, with Stein having an option to buy the remaining 50% within two years. At that time, Glaser wanted to get out of the booking business entirely and devote all his time to personal management, which he could have done from his California home. He wanted to live on the Coast.

During Glaser's recent trip to the Coast, plans for him to retain control of the agency and expand its activities were activated. He doesn't plan taking on any more properties on a personal management basis, which he hadn't done, anywhere, for approximately the past two years.

Andre Kostelanetz has been signed to conduct three pop concerts at the Robin Hood Dell this season. Soloists at these concerts will be Dinah Shore, Eleanor Sieber and Alec Templeton.

Paxton's Chi Hotel Date, Then Theatres

George Paxton's orchestra has been signed for the Sherman hotel, Chicago, for two weeks opening Aug. 24. Prior to that date, one of the top locations in the country, the band plays the Pennsylvania hotel, New York, from June 4 to July 14, then the RKO Boston theatre and the Million Dollar Pier, Atlantic City.

Paxton is currently at the Capitol theatre, N. Y. His option has been picked up by this house for four weeks sometime next December or January.

Benefit Orgs Tie Up All Choice Hub 'Pops' Pews And Start a Hubbub

Minor scandal is shaking Boston's historic Symphony Hall over the famous Pops Concerts, now in their 60th season. Large portion of the orchestra's regular followers are incensed because the entire two-month season was sold out in advance as far as first floor tables are concerned, to various benefit groups who rushed to on seats once available to box applicants.

Up to a few years ago, Harvard, the Grenett Mission and other selected groups were allowed to have special nights, at which Wops of seats were sold to their devotees for benefit purposes. But these special nights were few and the general public always had a chance at tickets.

What started as a privilege developed into a nuisance during the last year. Every society, sewing circle and organized group in the Hub seems to have turned greedy eyes on Symphony Hall. Groups which bought out all lower floor space are now to charge \$1 above the normal price of \$150 for each seat, and when their members, friends or one-night devotees are asked, the public can try to get in, and usually, in trying, fails miserably.

Even worse, each group wants the orch to play its own favorite oldie or old-skirt numbers, with the result that maestro Arthur Fiedler has become exhausted trying to bar school songs, ladies sodality anthems and other corn.

Muscle lovers are often disgusted with the fare under such conditions. Symphony is not only red-faced over the clamor which has arisen, but resps penalties when some box that took on too many seats turn them back at last second and no new takers appear.

10 Best Sheet Sellers

(Week Ending May 26)
Bell Bottom Trousers...Santly
Sentimental Journey...Morris
Dream...Capitol
Just Pray Away...Shapiro
Gaily...Feist
Dreams Getting Better...Santly
There I Said It Again...Valiant
Laura...Robbins
Sweetheart All Dreams...Shapiro
All of My Life...Berlin

Feist Seeks to Control Release Dates on Discs To Avoid Conflict Repeat

To avoid such a dispute as that which recently involved Capitol Records with Columbia and RCA-Victor over the release date of discs on "Out of This World" and "Achtung, Topeka and Santa Fe," Feist music company will henceforth attempt to have all recordings of the time for May 25 release, set by itself. This may be done via the insertion of clauses in contracts between the publisher and each disc company, or by the serving of notice in letter form. As a former publisher, Feist respects such wishes for their own good.

Dispute between Capitol and Columbia over "Achtung" came about when the former scheduled a Johnny Mercer-Pied Piper recording of the tune for May 25 release. "The Harvey Girls," in which it is used, will not be nationally released until September or October, and Columbia became incensed over what it believed was Capitol's deliberate attempt to beat the market on the tune. Mercer is still author. Capitol's defense of its action, substantiated by Mercer is that "Harvey Girls" "ARA" recording company had scheduled a Bob Crosby version of the tune for release and it didn't want to be beaten to the punch.

Same sort of situation a few weeks before involved Capitol with Columbia and Victor over Edwin H. Morris company's song, "Out of This World," also penned by Mercer.

J. Dorsey Getting a Cut, But It's From His Doc

Jimmy Dorsey temporarily deserted his band at the Sherman hotel, Chicago, Monday (28) to go to the Coast for an operation. He has been bothered some time by an internal ailment which has been growing worse, and his doctor ordered surgery.

Dorsey's band will remain at the Sherman for another week under a substitute leader, after which it will follow him west.

Eddie Heywood band, currently at Billy Berg's, Hollywood, will record Jimmy McHugh's "Sunny Side of the Street" for Decca.

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, May 21-27, from 5 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order (in some cases there are ties, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as represented by WEAF, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Reporting Service, regular checking source of the music publishing industry.

TITLE	PUBLISHER
A Friend of Yours—"Gigal John L."	Burke
All of My Life	Berlin
Blue—P.S. Cavalier	Southern
Bell Bottom Trousers	Santly
Candy	Feist
Close As Pages In a Book—"Central Park"	Williamson
Dream	Capitol
Fortytyme	ABC
Gotta Be This or That	Harris
I'll Always Be With You	Broadway
I'm Beginning to See the Light	Grand
Just a Prayer Away	Shapiro
I Wish I Knew—"Diamond Horseshoe"	BVC
June Is Bustin Out All Over—"Carouse"	T. B. Harms
Laura—Laura	Robbins
Let My Brunette	Marks
Sentimental Journey	Morris
Sombody Somewhere	Chesha
Sweetheart of My Dreams—"30 Seconds Over Tokyo"	Shapiro
The More I See You—"Diamond Horseshoe"	BVC
There I've Said It Again	Feist
There Must Be a Way	Stevens
Whatcha Say	Harris
You Belong to My Heart	Harris
You Came Along—"You Came Along"	T. B. Harms

†Filmmusical. *Legit Musical. †B.M.I. Affiliate.

Krupa's Jammed Dates In N. Y. Complicated Further By USO Pledge

Setting back of Gene Krupa's opening date at the Capitol theatre, N. Y., two weeks to July 5, after a four-week run, has jammed the leader with a scheduled opening at the Astor hotel, N. Y. As it stands now, and there's no indication it will be straightened out immediately, Krupa will be in the Cap at the time he's due into the nearby Astor. No ideas on doubling have been advanced.

Krupa might not have played either date, however, due to a pledge to go overseas for the USO, which was also complicated by the refusal of his Chicago draft board to release him. Since the over 30 rule, however, he has been given a 2-A classification.

Plan to Organize Orks For Indie Producers

Lew Forbes, musical director for Samuel Goldwyn, has presented the Society of Independent Motion Picture Producers with a plan to organize an orchestra to service indie pictures.

Under a recent ruling, musicians under contract to major studios are not permitted to work on the scoring of outside films.

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Music by ISHAM JONES

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George Paxton Did It!

*A Sensational Rise to Stardom
in 10 months!*



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ROSELAND BALLROOM, NEW YORK
THANKS TO LOU BRECKER**



**To 3 TERRIFIC MONTHS AT THE
HOTEL LINCOLN, BLUE ROOM
THANKS TO MARIA KRAMER**



**To AN S. R. O. ENGAGEMENT AT THE
CAPITOL THEATRE, NEW YORK
THANKS TO MARVIN SCHENCK**



**To A GRAND OPENING JUNE 4th AT THE
HOTEL PENNSYLVANIA, CAFE ROUGE
THANKS TO JAMES H. McCABE**



**To A STAY, STARTING AUGUST 24th AT THE
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PERRY COMO

PHIL DWYER

RAY BRANDENBURGH

TONY VALORE

DUKE CHESKIN

RMM 1945-1955

BROADCAST MUSIC INC.

several weeks ago. Guggenheim expects to enlarge its attendance by such unusual bookings as *Die Fledermaus* as Dinah Shore and James Melton; two operas, "Boheme," with Grace Moore and Jan Peerce, and "Carmen," with Gladys Swarthout and "Carmen," with Gladys Swarthout and Charles Kullman; Plafot's Don Cosco; Markov, the ensemble; and two ballet troupes, one headed by Alicia Markova, and the other by Anton Dolin and the others. The group headed by Leonide Massine and Irina Baronova.

Season will open with all-Tchaikovsky concert June 18 with Artur Schnabel as conductor and Nathaniel Shostakovich as conductor and Nathaniel Shostakovich as conductor.

Censorship on mail with Italy. Alien Property Custodian will pay of copyrights to Italian works. Roman headline for musical compositions.

Dinah Shore's newest hit sensation — a wistful "bless" ballad with a rocking rhythm

ALONG THE MAYAGO TRAIL

By LARRY MARKES · DICK CHARLES · EDDIE DE LANGE

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20th Century Fox

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Censorship on mail with Italy now being off, it is expected that the Alien Property Custodian will pave the way for more ready clearance of copyrights to Italian works. Rome and Milan have always been a fountainhead for musical compositions for U. S. impresarios, publishers, et al.

Norfolk's Niteries 'Out of Bounds' For All AGVA Talent and Agents

All niteries in the Norfolk, Va., area have been declared out of bounds for talent by the American Guild of Variety Artists' national headquarters in New York. Prior to entraining for the west, Matt Shelvey, national administrator of the talent union, notified Norfolk agents that acts of AGVA and agents servicing the spots that no performer-members would be permitted to play the area until niteries quit their stalling, since AGVA agreements and post bonds guarantee salaries of acts.

"Until such time as the Norfolk organizers see fit to conform with regulations such as obtain elsewhere," added Shelvey, "none of our members will be permitted to accept engagements in their niteries nor will any AGVA-franchised agent be permitted to book acts in."

AGVA's crackdown, which affects 30 or more niteries, was first reported in the Norfolk area when it was reportedly precipitated by many infractions and stalling on parts and bonds. It is added, however, that the experience has little amount of trouble with ops in that territory on such cancellations as have layoffs and other contractual violations.

Hamid's Criminal Action

Vs. Dave Cox Tossed

Out by N.Y. Magistrate

George Hamid's criminal action against Dave Cox, head of the N. Y. local of American Guild of Variety Artists, charging "unlawful withholding of property," was rejected without hearing by Magistrate James Fawcett in Jefferson Market Court, N. Y., last week, with latter stating that since amount involved was over \$500 it was beyond jurisdiction of the court.

Action involved \$1200 posted as bond on play or pay contract issued to an act, The Zavatias, which Hamid booked as headliner at the Palace with Hamid-Morton Circus last month. Act was signed and bond posted by Hamid-Morton. Subsequently, the act was cancelled and although act never played the Dave AGVA paid off the bond money after arbitration, ruling that the act was entitled to it under regulations of the play or pay contract.

When Hamid's arbitration insisted upon being heard, the magistrate did not change his opinion, but suggested that he consult the district attorney on the matter.

IRENE BORDONI INTO

STATE, N. Y., JUNE 14

Irene Bordoni, currently at the Blue Angel, N. Y., is set to sing first Broadway vaude appearance in some of the week of June 14.

She closes at the cafe shortly before reporting to the State.

Patsy Kelly and Barry

Wood to Play Niteries

Barry Wood and Patsy Kelly, teamed as head of a vaude package show for the last few months, will play their theatre-party duo at the Chinese Hotel, St. Louis, June 4, for two weeks.

They will follow with the Palmer House, Chicago.

Pitts. Spot Filled by State Board for Refilling Bottles

Pittsburgh, Pa. is the second largest local niterie. It set up a day suspension stamped on and by the State Liquor Control Board, and out of charge, for refilling state-stamped bottles. Other spots such as Club Casino, owned by Don Mead, and of Night Club Owners Guild here.

Neither place, however, will be ordered to suspend sale of booze since they offer of a \$100 fine for every day of the suspension was accepted by the Board. Charges against Mead Bar were originally filed nearly 18 months ago before Mercer Brothers was shut out, but was only acted on last week.

Carlton Emmy's 'Queenie' Disappears From Theatre

"Queenie," one of the pooches of Carlton Emmy's 16-Moscow, took French leave or was spirited away from his playmates before the talent union, notified Norfolk agents that the act was playing at Loew's State, N. Y.

Emmy's caretaker of the hounds last saw the dog when he was let dogs out for exercise in the yard adjoining the theatre and she's still missing. Emmy notified the police and placed newspaper advertisements, but so far has had no luck.

It's thought that the pooch may have mooched into the theatre while the cleaners were working and run out an open exit door.

Taps Wins Compromised

Decision in Dispute Vs.

Harry Prime, M. Block

In an unprecedented block at an arbitration held yesterday (29) at the American Guild of Variety Artists' headquarters in New York, Harry Prime's contract with Harry Schenck's contract with Harry Schenck, singer on the Chesterfield show, but outside the AGVA, was not settled. The pact has two years after that to run. Decision is obviously a compromise.

Although yesterday's hearing concerned only the AGVA jurisdiction, AGVA and AGVA organizers present will recommend that the same terms apply to film and radio deals.

Prime, an unknown singer, signed a pact with Tap's last November and several months later attempted to break away and go with Martin Block. Tap subsequently filed charges with Artists Representatives Assn., which took the matter up with the talent union.

Mark Warnow Just Set

For N.Y. Cap's Next Show

Last week, Mark Warnow, CBS musical director now working exclusively on Broadway, signed a contract with the American Tobacco Co., was signed for the next show at the Capitol, N. Y., at the head of 27-piece orchestra to open June 21 or 28. Deal was set too late to insert the act in the house program sheets and the trailers, which is unusual in the case of a Broadway house.

Entire layout will include Jack Durant, whose last Broadway date was at the RKO, Ethel Smith, organist, and Rose Marie.

Warnow last previously played N. Y. house was the Paramount some years ago.

"Blood on the Sun" (UA) will be the feature.

Eddie Peabody Tees Up

At Chi Palmer H. June 16

Eddie Peabody will play his first important niterie engagement at the Palmer House, Chicago, since his recent discharge from the Navy. He opens June 16.

Peabody is a lieutenant-commander performing morale work at the Great Lakes Naval Training Station, Chicago.

Here's a New One

Cancellation of the Ringling Bros. and Barnum & Bailey circus dates after the fatal Hartford fire last season was the cause of a \$125000 refund. The policy was issued to land Fire Insurance Co. last week in N. Y. supreme court.

Insurance company alleges that, but circus supervisors, they were obliged to pay that amount to Harry S. Dine, publisher of "The Circus Magazine." The policy was issued to indemnify Dine against loss resulting from the temporary discontinuance of the show.

No Talent Worries At Versailles, N.Y., for 30 Wks.

Between Carl Brisson and Dwight Fiske, the Versailles, N. Y., does have to worry about headliners for 30 weeks starting Sept. 8. Brisson starts that date for a nine-week ride and will be followed by Fiske for four weeks.

Brisson then makes a return date starting March 15, and remains at Versailles until May 15, while Brisson starts Friday (1) at the Blackstone hotel, Chicago, for four weeks.

Billy Rose, Lionel Kaye

Settle Pact Argument;

Comic Quits 'Horseshoe'

Lionel Kaye, "The Mad Auctioneer" currently at the Diamond Horseshoe, N. Y., and Billy Rose, operator of the niterie, have adjusted differences based on Kaye's wish to bow out of the show to play vaude and return to his own vaude act on the premise that his contract expired last month when comedian had returned about a year ago to the niterie show. Rose maintained that he was pacted until show folds.

At the American Guild of Variety Artists' contract on niterie shows run by play contracts make in one year, but did not state that although Kaye had gone into the show in May, 1944, Rose had been operating on a verbal agreement to remain at the Diamond Horseshoe until August. Kaye maintained he could hold Kaye until August this year as a result.

Kaye, figuring he could quit the Horseshoe show this month, had signed a deal with several vaude acts, including the Capitols, N. Y., which would be playing him now had not been cancelled.

Rose and Kaye have had together and as things now stand, the agreement remains at the Diamond Horseshoe until July 7. He then takes a four-week vacation and will start vaude at the Capitol, Washington, for two weeks booking Aug. 9, following in to the Capitol, N. Y., Aug. 29 for four weeks.

SHELVEY IN CHI FOR

PACT TALKS WITH EMA

Matt Shelvey, national administrator of American Guild of Variety Artists, is in Chicago to meet with the local Entertainment Managers Union. Purpose is to sign a new group to AGVA ten-percent agreement and discuss further details. Rule B of the Entertainment Managers' contract, which defines agent and booker status in two different paragraphs.

Chi agents have been operating on verbal agreements and adhering to the terms of AGVA. Shelvey is for the past couple of months. Everything was ready for signing, but Shelvey, who was in the city in full, chaotic situation held up the linking at that time.

Shelvey will also confer with the Michigan State Boards Assn., operating out of Detroit, for similar agreement to make the Chi situation is smoothed.

Plans Drawn for New

Chi Theatre-Restaurant

Chicago, May 29. Plans have been prepared on a huge new theatre-restaurant-lafayette, originally dreamed up about five years ago by Morris Silverman, the William Morris office, but stymied by the outbreak of war. Structure will be erected on Jackson Park beach district.

Besides Silver, incorporators include his brother Joe, manager of Chi Brinks Express office; Les Salvin of Morris office; Charles R. Rogers of Hogan Agency; and Joe Cowan, building manager whose handling relayed end of the deal and will be the construction and several Chi businessmen.

A one-story structure, it will seat close to 1,000, according to plans.

C. C., Miami, to Enlarge

Clover Club, Miami, will close June 1 until July 18 to renovate and enlarge the spot. Irving Moss, operator, has bought an adjoining property and will add 150 seats to the layout.

Moss expects to be in New York shortly to line up some talent.

Shuberts Opening Vaude-Burey Circuit to Utilize Old Costumes And Dark Houses in Three Cities

Books His Bed

Chicago, May 29. Small fry talent agency, Shubert's, dealing mostly in cocktail lounge acts, has worked up a lucrative side-line based on shortage of hotel rooms.

Where he sleeps himself is the big question—although it's known his office boasts a commodious haven. Anyway, the extra charge he's flouting around of these days represents rentals of anywhere from \$15 to \$20 a day from visiting show-biz luminaries occupying his \$100-a-month quarters in a sleep hotel.

Coney Island's Luna

Park Reopens Sat. (2)

Under New Lessees

Luna Park, Coney Island, N. Y., previously operated by Bill Miller and the Danziger brothers, which has been in litigation since last season's fire, will reopen Saturday (2) under new management. Phil Fata, who had previously been Danziger's tip at the park, has taken over, and will be the new lessee. Fata, who has been at the park for a number of years.

Fata made the deal for the amusement area with the Prudence Co., N. Y. owners of the property, and will be the new lessee. Both Fata and Seekin plan many changes, but they will have to come before the city's board of health. Buildings untouched by the fire and others slightly damaged have been repaired. Ballroom will function later in the season since there's considerable reaping of Miller and Danzingers were to make outright purchase of Luna last season. They had said they were able to clinch deal prior to the fire. Their status is currently in litigation.

Brands Mull 2-a-Day

For B'klyn, Bronx Houses

The Flatbush, Brooklyn, and the Windsor, Bronx, operated by the Brands, may yet be playing vaude and musical comedy. The two-day-a-type show planned for experimental purposes by George Brandt has been indefinitely postponed.

The Flatbush was to have housed a revue topped by Willie Howard and Jackie Miles June 12, which was to have been shifted to the Windsor the following week, but Brandt postponed the proposition because of unavailability of Miles.

According to Brandt, Miles had given him a verbal okay, but the Morris office not knowing of the agreement and him booking the same period for the Bradford Roof, Boston. Brandt consequently called the deal off.

These houses until two years ago ran regular vaude shows booked by the Arthur Hammer office. They now play living shows.

Kaye, AGVA S.E. Head,

To Solidify Union in N.W.

Arthur Kaye, who has been southwest to make the American Guild of Variety Artists, left last week for a tour of northwestern territory for purposes of solidifying that territory for AGVA.

Niterie operations have mushroomed in the northwest since word to Matt Shelvey, national administrator of the talent union, who had planned to make the trek himself but found he must remain in N. Y. because of other pressing AGVA matters.

Kaye's tour will range from Butte, Montana, to Seattle, Washington. Trip will be his first since he left his former post, operating out of Florida.

COOPER INTO VERSAILLES, N.Y.

Jerry Cooper will head the new Versailles, N. Y., show starting June 1.

No other talent signed yet, but line has been picked and Boots McKenna state rehearsals this week.

The Shuberts, who have dabbled in vaudeville, are going to "go for" vaude in a big way. They'll operate three houses in key cities in a vaude circuit, and will be backed by Al and Belle Dore out of N. Y. Displays will combine variety and burlesque with vaudeville.

First Shubert house to open on this policy will be the Lafayette Theatre, Detroit, June 1. Other shows scheduled for similar operation are the Great Northern, Chicago, howling June 15 and the National Theatre, Washington, June 15. Other key legit houses will go in for this policy if it's successful in these towns.

The Shubert flyer into this type revue is designed not only to cut down on the time of each house, but to utilize costumes and scenery from closed legit shows. The Detroit show will use costumes from the late "Ziegfeld Follies," for example.

It's planned to use a permanent line of 18 in each house with the principal rotating. Since it's hoped that each show will last four weeks in every spot, immediate prospect for talent is a 12-week route.

First show opening in Detroit will have Margie Hart, Lill St. Cyr, Low, Lill and Stanley, Frank Park, and the National Theatre, Chicago. Jack Diamond, if show holds then a bill headed by Liana Barry and Pat Devine will follow. The show will cut short then they go into Detroit, while the Detroit comes moves to Chicago and the National will cap the Washington bill.

Each house will run twice-a-day, Monday to Saturday, 10 to 12 o'clock. Warrants, and also a Saturday mid-night show. Seating will be on reserved policy at \$1.50 top.

Conn. Law Prohibiting

Gal Performers After

10 P. M. Eliminated

Hartford, May 29. It is now legal for vaude performers or musicians to work in Connecticut night clubs after 10 p. m., ending a ban which has been widely ignored, but has been a constant source of trouble for niterie operators for several years.

Bill exempting females over 21 from all state statutes prohibiting employment of women after 10 p. m. was passed by the General Assembly. It took effect from passage on May 24.

Waitresses and kitchen help, now exempted from the law, will be under emergency war relaxation, will have to quit when the war ends, but entertainers are now permanently exempt.

GERACCI TEMPORARY

HEAD OF COAST AGVA

Pat Geracci, who has been in charge of the Los Angeles territory for American Guild of Variety Artists, leaves for Los Angeles this week to assume temporary duties as west coast director of AGVA formerly held by Florine Belle, resigned.

Geracci will remain west until Sept., after which a permanent appointment for the Coast area will be made by Matt Shelvey, national administrator of AGVA.

Rose Signs With AGVA

For 'Concert Varieties'

"Concert Varieties," which bows in at Ziegfeld, N. Y., Friday night (1) under aegis of Billy Rose, comes under the jurisdiction of the American Guild of Variety Artists rather than Equity since it's classified as a straight vaude show. Rose decided with AGVA this time.

Lineup comprises Zero Mostel, Katharine Dunham and dancers, Debra Lee, Jerry Robbins, Jerry Robbins and Antonio, Imogene Coca, Eddie Mayhew, and Antonio Johnson. The show will be a straight vaude, with a big, concert plan; Nemo and Johnny, Mexico, tenor, Fernbrooke Davenport will conduct.

When alterations start on the 46th street site, Howard and Erbe will start refurbishing the old Zanzibar in the Winter Garden building on which they've been paying rent since they vacated last summer to take over the spot formerly occupied by the Hurricane. The building won't be idle much longer, they say.

MGT.—MATTY ROSEN

On Tour With Phil Seltzky
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Excellent dance tempos—
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great dance combination."

Very sincerely,
T. H. ARCHER, President.

By Happy Benway

Saranac, N. Y., May 29.
Drive for William Morris Memorial Park is on, with Benny Resler acting as chairman of committee. Funds raised will be used for the upkeep of park and salary of custodian. Park entertained about 100 kiddies daily last summer.

Grant Cane, former operator of the Brown Bear, local nitery, here on a two-week furlough from Navy.

Harry Martin licked laryngitis and landed a mess of fish while recuperating here. Also gifted many of the gang before returning to N. Y.

Lillian Mansfield, after a year of living at her Jackson Heights home, returning to the colony for the summer.

Joe Dabrowski, Jerry Sager, Jo Bishop, Tommy Vicks and Jerry Rosenberg enjoying out-of-the-sun routine and flashing okay reports.

of good reports; ditto for waiter Kirschbaum, who leaves her soon for Sea Bright, N. J.

Pat Rooney, Jr., will be a feature of the War Bond drive show to be given at Town Hall. He's now stationed at the Lake Placid Armory Center.

Write to those who are ill.

On Lake Erie June 16

Cleveland, May 29. — William Wingate is giving Lake Erie a new showboat June 18, when the steamer Alabama, a remodeled coastal liner, makes its maiden trip from Cleveland.

Ship will have an unusually spacious ballroom and a stage for shows. Al Olivia's orchestra, which has been playing the local niteri circuit for past two years, was signed for the Alabama's moonlight cruises and excursions to Put-in-Bay, O. Wingate, general manager of the Islands-Bay Steamship Line, is drumming up klieg-light bon-voyage for ship's initial cruise.

Another Acrobatic Fall
Detroit, May 29. Mary Valentine, a member of the Flying Romaps, aerialist troupe with the Barnes Bros. Circus, was injured last week when she missed a hand-hold on a trapeze during the climax of the act.

Circus was playing the Olympia here with a near capacity crowd of 10,000 at the time she fell. A nurse broke her fall but she is in a serious condition in Providence hospital here with back injuries.

American Guild of Variety Artists' second annual benefit held Sunday (27) night at the Imperial theatre, N. Y., netted close to \$10,000. Amount represents tickets sales at \$12 top and from advertising in the economic program.

Benefit was under auspices of the N. Y. local of AGVA, headed by Dave Fox, and was chairmanned by James A. Sauter, head of the War Activities Committee of the Motion

Activities Committee of the Motion Picture Industry.

Performers on hand were Zero Mostel, Henny Nadell, Harry Hershfield, Tommy Dix, Mary Small, Eddie Maychoff, Molly Picon, Dale Belmont, Danny Daniels, Pat Flaherty, Bill Russell, Jay Seiler, Benny Baker, Wally Boag, Josh White, Hal Johnson Choir, and floor shows from the Carnival and Havana-Madrid.

Patsy Flick emceed.

Proceeds will be divided between welfare and servicemen's fund of the talent union.

Settlement was made last week by Ringling Bros., Barnum & Bailey Circus for the death of Victor Torrence, aerialist, who was killed recently in a fall during a performance at Madison Square Garden, N. Y. Sum of settlement was undi-

No court suit was entered. Frank Torrence, husband and partner of the late acrobat, declared that both he and his wife were working for a common objective which would have materialized after 25 more weeks of work. He said he wanted to fulfill that objective despite his wife's death and asked that sum only. The meeting of the circus board a few days later passed the appropriation.

Mortimer S. Rosenthal, associate counsel of the American Guild of Variety Artists, handled the details for Torrence.

Extension With Small Bars

400 Club, N. Y., which figured close for the summer immediately after Benny Goodman's closing June 3, will continue for another three weeks with a six-piece band. "Sp" has bought Phil Romano's small group to open June 5 and close June 1. A big band was sought to follow B.G., but none strong enough was available.

Club reopens Sept. 6 with George Krupa, followed by Tommy Dorsey Oct. 4.

Chicago, May 25.—Monte Proser's bid to open a nightery in the Congress hotel here, part of a plan to set up a coast-to-coast chain of Copacabanas on the order of his N. Y. spot, failed Friday (25). Dr. Charles Levy and S. Leeds, heads of corporation who recently bought the hotel, told "Variety" they'll run the hotel as a "nightery" and "not a nightery."

Hotel, which was shuttered three years ago when the Army took over for a radio school, houses the Casino. Formerly, Josef Urban Room, Pompeian Room, and Glass Hat Room. Plans now are to reopen the hotel and Pompeian Room and Casino. On July 1, and the Glass Hat by Oct. 1.

First-mentioned will be the dining room; Casino will be somewhat on the order of Blackstone, hotel's Mayfair Room, will name acts and bands; and Glass Hat, which opens off Michigan Avenue will be a cocktail lounge, as before, with six-piece band.

by U. S. Circuit Court of Appeals in their \$450,000 breach of contract suit against the Morrison Hotel Corp. and officers. Case, now referred to U. S. District Court by Circuit Judges Kerner, Minton and Major (although latter dissented from part), was tossed out of court by Federal Judge Igoe last year following defense pleas that pact was unenforceable because it wasn't approved by District Court, which has jurisdiction over hotel's property and that it wasn't executed in a manner binding on the corporation.

Producer originally sued the hotel's general manager Leonard Hicks, treasurer A. E. Bolt, and assistant treasurer Frederick J. Best, on grounds they had reneged on his lease on the Terrace Room, which he'd rented for a year and a half to operate as a theatre-restaurant, claiming that besides the \$26,820 he was out for talent, publicity, hotel and transportation costs, etc., he was also embarrassed financially by not being allowed to cash in on the expected \$6,000-a-week net planned over

Sam Rinsella, operator of the Brown Derby nitery, Chicago, paid off a \$450 salary claim based on breach of contract claim by the Three Clavert Sisters, as directed after arbitration by the American Guild of Variety Artists last week.

Rinsella had contracted art for hire many some weeks ago, according to a complaint of the trio, and would not permit them to utilize their own pianist insisting they work with the house orchestra. Since their arrangements were tricky and insufficient time was allowed them for rehearsals with the orchestra, they insisted their pianist work with them. After some controversy Rinsella cancelled act out.

Rinsella asked for arbitration the matter, which was thrashed out at AGVA with verdict in favor of the gals.

Hans Lederer, former European booker, now with the Clifford Fischel office, plans a trip abroad as soon as accommodations are available, and set up a route for American agents. According to word received from his Continental contacts, Lederer says about 14-18 weeks in France and the Scandinavian peninsula are immediately available. They're still blocked off by the transportation problems hampering the

Lederer also plans to import some acts to this country. He says a great number of novelty and musical acts are available in those parts, and can be induced to come here.

Irving Lazar, of Music Corp. America's legit department, transferred from New York to the Coast film dept. of that outfit. He's been with MCA since his discharge from the Army several months ago where he was a captain in Special Services. Prior to that he was in the cafe department of William Morris agency.

Chicago, May 29.
Ross Miller, operator of Silver

Palm nitery here, was elected president of Chi Cafe Owners Association Wednesday (23). He succeeds John Comise, operator of Club Delis who resigned a month ago. Lattin bowed out after he was named on three true bills by county grand jury on April 20, charging him with possessing a blackjack and gun. Ralph Berger, of Latin Quarter, and Jimmy Pappas of Vine Garden, are main veepee and secretary-treasurer.

Meeting also planned a membership drive and a campaign for change in a city law, which is also being pushed for passage through state legislature, that now allows police to padlock niteries on order of Mayor Edward J. Kelly, following recommendation to do so by police without a hearing until a month more later.

As it stands now, if the may want to close a place he can do right off the bat, and a hearing held anywhere from one to three months later, during which time sizeable gross may be lost. "We want it so that if there's a complaint against an operator there'll be immediate hearing before his license is revoked," Tom Rosenberg, one COA's attorneys, explained.

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Min. Court Reduces Damages Awarded To Patron Shot in Nitergy

Minneapolis, May 29. — Jury, verdict in favor of ex-soldier and against the Happy Hour, adding night club here, was ordered rendered by the district court from \$50,000 to \$40,000. Plaintiff has agreed to accept the lesser sum, but the club still may appeal to the state supreme court. The \$50,000 was awarded to the plaintiff, then in the armed services when he was shot by another patron who later turned out to be a bandit who was executed in Texas for a slaying. It was contended the club was liable for the soldier's injuries because it allegedly had sold liquor to the customer who did the shooting, until he was drunk. At the time the soldier was injured he suffered permanent injuries to his jaw and paralysis of the right side of his face from the gunshot wound in the head. In getting the award, the court said it did so "with considerable reluctance." He received a medical discharge from the army.

Shervham hotel, Washington, opened its outdoor terrace Monday (28) with Carlos Varela, hunka hunka and Ray and Naldi, DiGianna follow June 11.

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BIRTHS

Lieut. and Mrs. Peter Dearing, daughter, New York, May 24. Father was London legi producer-director before entering British Navy and recently directed London production of "Three's a Family," current at the Winter Garden, London.

Mr. and Mrs. Edwin Fustin, daughter, Chicago, May 18. Father is prez of Fustin Seating Co.

Mr. and Mrs. John Nervig, daughter, Hollywood, May 23. Mother is Ardell Wray, RKO writer.

Mr. and Mrs. Eugene Lange, daughter, New York, May 23. Father is with contract dept. of Warners.

Mr. and Mrs. Les Peterson, daughter, Hollywood, May 21. Mother is Eleanor Stewart, screen actress; father is a writer.

Mr. and Mrs. Ed Lucius, son, Hollywood, May 25. Mother formerly sang with the Music Mads; father is assistant manager of NBC.

Mr. and Mrs. P. Beverly Kelley, daughter, Delaware, O., May 27. Father is owner of RKO circuit and Bailey circus press department.

Mr. and Mrs. Ted Cott, son, N. Y., May 27. Father is program manager of WNEW.

House Reviews

Continued from page 45

Palace, Columbus

And she makes the hooking look too good to be true.

Jackie Gleason, in closing spot, is good for plenty of laughs. Outstanding feature is the singing of Charles Laughton, Charles Boyer, and Fredric March.

Previously, Lyons had been reported to be in the picture. He was not.

Oriental, Chi

Chicago, May 25.

Connie Bonnell, son, Jimmy & Mildred Maltby, Kenton & Arfield, Marjorie & Mignon (4), and the rest of the cast. (Delightfully Dangerous) (U).

With Connie Bonnell headlining and Jay Jostyn, "Mr. District Attorney," is a good picture.

Connie Bonnell is a good picture. It is a picture of a picture.

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OBITUARIES

FERDINAND MUNIER

Ferdinand Munier, 55, stage, screen and radio actor, died in Hollywood May 27, after a heart attack. He began his stage career after leaving Stanford University, where he had studied law. First he appeared in radio and then went into vaudeville, teaming with the young Charles Crawford.

Munier headed his own stock company and with his young Charles Crawford, appeared in "Oh Boy." Then he went to the Coast as director for the Hollywood Daily Mirror. He entered pictures in the early '30s, first for Fox, and had worked both in films and radio for the last 10 years.

His last film performance was in "Diamond Horsemesh," and at the time of his death he was featured in "Count of Monte Cristo," radio show. Munier also played in "Claudia," "The Bowery," "Count of Monte Cristo," "Roberta," "Clive of India," "Merry Widow," "Gilded Lily," "China Sea," "Tovarich," "White Angel," "Queen Christina," and "His Family Tree."

Survived by widow and daughter.

JEFFERSON HALL

Jefferson Hall, 70, vaude and legit actor, died in New York, May 26. Born in Alabama, he began his stage career with the Jerry McGee company in Lynn, Mass., in 1899. He appeared with that and other stock companies for several years.

He later became general stage manager for Max Gordon's legit productions, also playing much of the time in "Easy to Get," "The Donkey Affair," "Last Broadway" appearance was in "Gypsy" in 1931.

EMMA POLLOCK

Emma Pollock, 70, veteran vaude and actress, died of a heart ailment in New York May 24. She had retired from the stage 15 years ago.

Miss Pollock was probably best known as a member of the vaude team of Emma and Pollock. She appeared with John T. Kelly on most major vaude circuits in the United States and England.

New Zealand. She had also played in several legit productions, including "The Great 400," "The Hunchback of Notre Dame," "The Merry Widow" and "The Comedy Fair." It was in "The Comedy Fair" that she introduced "Maggie Murphy's Home," which became a hit parader of that decade.

During World War I she toured the battlefronts with "Overseas Review" and remained long after the war.

Survived by three sisters.

MORRIS A. MILLIGAN

Morris A. Milligan, 54, former general manager for Paramount in Canada, died May 25 in a heart attack at his home in Wheeling, West Virginia.

Mr. Milligan was graduated from University of Michigan, and joined Paramount in 1918. He served as house manager in Calgary, Winnipeg, Toronto and London, and then moved to Toronto in 1929.

He returned again to the industry when he bought the station in Hamilton, Ontario. Eight months ago, he opened another independent station in St. John's, Newfoundland.

Survived by nephew, John Milligan, Army Air Corp., at Dallas, Texas.

EFFIE WESTON

Effie Weston, 53, vaude actress, who for a number of years had been teamed with Donald Kerr in act known as Kerr & Weston, died in Chicago, May 27.

She had been a featured act on Keith and Orpheum circuits for years.

She had been teamed with partner with Jessie Brown (Kallman & Brown). She had also been featured in a series of productions acts for Lew Cahn, while he had done an act with her and Effie Weston.

Survived by her husband, John Weston.

EMMETT SMCAREFORD

Emmett SMCareford, veteran legit actor, died at Bay Shore, L. I., May 17. In recent years he had been living in the Percy Williams Home, Islip, L. I.

He had spent most of his stage years in legit productions after having gotten his early training in drama.

matic stock. He last appeared on Broadway in "Lilly Turner" at the Madison Square in 1922, again the previous season in "On the Make."

MARTHA CONNERY RICKETS

Martha Connery Rickets, 63, retired legit actress and widow of the late Harry Rickets, died in Hollywood, May 27, after a heart attack.

She had played in dramatic stock for a number of years, later moving to Broadway to appear in "The Sunday Chairman," with Henry B. Dixie in "May James Pa" and with Minnie Madern Fiske in "Erzhuwa Susan."

Survived by brother and nephew.

HORACE B. CARPENTER

Horace B. Carpenter, vaude stage and screen player, died May 21 in Hollywood after a heart attack. He had been in the business for more than 50 years.

He had been a member of the Famous Players-Lasko Co. and later wrote scenarios for Douglas Fairbanks Jr. and the "Belle the Yukon" for RKO-International.

His last screen role was in "Belle the Yukon" for RKO-International.

ARTHUR SCHMITZ

Arthur Schmitz, 48, RKO branch manager, died in Hollywood, May 27, after a heart attack. He had been with RKO since 1927, when named branch manager.

Survived by widow, two sons, Capt. Raymond, who flew from Alaska for the funeral, and a daughter, now in China; and a daughter.

Survived by widow, two sons, Capt. Raymond, who flew from Alaska for the funeral, and a daughter, now in China; and a daughter.

CLARA WALTON

Mrs. Clara Phillips, 37, known professionally as Clara Walton, former singing and dancing star on station WLS' road unit, "Showboat," died in Coldwater, Mich., May 24. She got her start in vaude when she was named "Miss America" in Texas in a beauty contest at 18.

Survived by her husband, a daughter, and three brothers.

WILLIAM R. BRANDON

Wm. R. Brandon, 52, vice-president of the Central Broadcasting Co., died May 18 at Davenport, Iowa. He had been in the business for several years.

He had been with the broadcasting company and station who since November 1931.

Survived by his widow, a son, and daughter.

Mrs. Marie MacLennan, 43, former concert singer and composer, died in New York, May 27. She was the wife of the late John MacLennan, a theatrical tenor, who died in 1933. She had retired from concert field some years ago.

Survived by her husband, a son, and daughter.

Survived by her husband, a son, and daughter.

Survived by her husband, a son, and daughter.

Survived by her husband, a son, and daughter.

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In Re: "See Kamp" reported about a pamphlet entitled, "With a Little Luck, You Can Be a Star." Joseph P. Kamp, and a frank answer on Walter Winchell. The report refers to Kamp as one of the defendants in the mass trial of accused seditionists in Washington, D. C., last year. Later, it was correct. Kamp was not a defendant in that trial.

Last week Time is involved in the Kamp pamphlet, since inside front cover of booklet reproduced a page from 1945 issue of Time, showing Winchell's picture. Time immediately wired Winchell disclaiming the Kamp lien, applied for an injunction, and got a temporary restraining order against Kamp. A hearing on Kamp's application, which also asks that Kamp's booklet be impounded and destroyed, is to be held by June 22. Meanwhile, by order of Federal Judge Rifkin, in N. Y., Kamp is stopped from circulating the pamphlet.

Time had asked Winchell, also, to announce its disclaimer. To date, Winchell, who is now in London, and the Luce outfit, hasn't answered that request.

Cause for Mania Indeed

Dear Mr. Editor:

I'm the guy that represented your last Buffalo for a year or so. I remember? You know what kind of a sortie I am for mistakes—like Puck with "On the Town" or "The Blue Bird" with "Green Pastures" or "Rascals" with anything. But boy, how I do love to be in the limelight. Literally—extra and gratuitously.

Long time ago I caught a show for your Journal and remember my review that one of the characters was a "maniac-depressive."

I nearly swallowed my tongue as I read in the next issue on the stands as "maniac-depressive."

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HENRY "RED" ALLEN

AND HIS FAMOUS SEXTETTE

featuring

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