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# COGS GANG UP ON GIVEAWAYS

## Cold War Hits Berlin's Theatres Which Are Hot Only in Russ Zone

By HANNEN SWAFFER

Berlin, Oct. 1. In Berlin, the Cold War is even being waged in the theatres! The seven in the Russian sector are heated; the two in the district controlled by the Americans and the British are not.

In the Middle Ages, and much later in witch-scarec'd Massachusetts, intolerance went to the length of roasting people alive. The Russians, in order to put on the heat, turn it off.

So it was that, after paying \$6 for a stall at the Stadtische Opera House I stood one act of "Il Trovatore" and then got my overcoat and went back to my hotel wondering what Billy Rose would have said about it.

"If you had gone to 'Sadko' at the Deutsche State Opera," said an American officer who was sticking it out, "you would have found it warm. But that is in the Russian sector."

There is no "private enterprise" in Berlin theatres. But there is plenty of enterprise. Indeed, from what I saw during my week's stay in the former German capital, opera and the drama have done more to reestablish themselves than any other form of industry.

Although all the theatres were destroyed, or at least shockingly damaged, it was not much more than three months after the war (Continued on page 63)

## MAYOR O'DWYER'S \$200,000 PIC PRICE

Mayor William O'Dwyer wants \$200,000 from any film company interested in putting his life on celluloid, according to reliable reports. Spiering is asking that price of Milton Spiering, Warner Bros. producer, who planned to do a filmization under the tentative title, "From Stoker to Mayor."

Warner project called for the use of "Brooklyn, U. S. A." a Broadway play which the Burbank lot owns, as the pivotal event in the life of O'Dwyer. It treats with the Mayor's prosecution of Murder, Inc.—the Brooklyn hoodlums—while he was District Attorney in that borough. Chances are, if O'Dwyer's price doesn't come down, Spiering will concentrate on Murder, Inc. episode without use of Hitzner's name.

## La Guardia Pic Bids

Hollywood, Oct. 5. Fred De Pinto has been granted rights to "The Little Flower," Fiorello H. La Guardia's life story, after the late N. Y. mayor's estate, and is readying it for the screen. De Pinto, long time friend of La Guardia, and Maurice Golden started dickering for the rights five months ago with Newbold Morris, executor of the La Guardia estate. No release deal is set.

## 'Satira' Pardoned, Will Resume Nitty Career

Chicago, Oct. 5. Patricia "Satira" Schmidt, 22-year-old exotic dancer, released from prison in Cuba last week, returning pardon by President Grau San Martin, has been offered two nitty jobs here, one at the Silver Palms and the other at the French Casino.

Dancer was convicted in the fatal shooting of John Lester Mee, Chicago attorney, April 8, 1947, in Havana harbor. She served 15 months of a 15-year sentence.

## 4,000 Medicos At 'Largest Clinic' Via TV Screen

Philadelphia, Oct. 5. Video is making possible the largest clinic in the history of surgery. Approximately 4,000 physicians and surgeons attending the State Medical Society convention here this week will witness a televised series of operations in Convention Hall.

The operations will be performed in the Univ. of Pennsylvania Hospital about 500 yards distant from the auditorium by a group of surgeons from the faculty of the University's School of Medicine. The special facilities for video transmission have been installed by Radio Corp. of America. The project is sponsored by the Smith, Kline & French pharmaceutical laboratories and constitutes the first major demonstration of a new (Continued on page 62)

## 'Capital-Gain, I Love You' New Show Biz Theme Song

Last Wednesday (Sept. 29) witnessed the formal handing-over by Gen. Dwight D. Eisenhower of his biography to Dewey, the publisher, selling his literary property as a "capital gain" for \$600,000, meaning that the soldier-educator may keep 75% thereof tax-free. For show business this has special significance, coming on the heels of a cycle of similar deals consummated or cooking. Among them are the Amos 'n' Andy deal, the one with Edgar Bergen, reportedly discussing, etc. Al Jolson also set it off for his second Columbia musical although denied him on his first biopic.

One famed comedian has a similar stunt on the agenda, combining his career into a magazine-book-picture play for a fancy payoff, under a similar capital-gain set-up.

## AIM TO LAUGH 'EM OFF THE AIR

If the Federal Communications Commission can't let its current battle to pry radio loose from the giveaway craze, the nation's top air comics are set to step into the breach and finish the job.

The fact that the flock of returning air comics during the past week (Fred Allen, Edgar Bergen, Eddie Cantor, Al Jolson, et al) sniped away at the giveaway competition that's inundating the airwaves, has more than gag overtones. The kidding-on-the-square, climaxed by Allen's announcement on his premiere broadcast Sunday (3) that he was bonding his listeners against the loss of prize from the opposition "Stop the Music" giveaway on ABC, is seen as only the first step in a seasonal bombardment designed to woo the nation's listeners back to the comedy fold.

It's the first known instance in radio annals of an organized gang-up of top talent against competitive programming, predicated (Continued on page 63)

## Concert-Opera Still Looks Big

By ARTHUR BRONSON

The concert business looks for another good year. Despite the rising cost of living, inflation, the international situation and war scares, concert managers for the most part see their setup as healthy. The bullish feeling permeates, not only among the concert fields, but opera and ballet as well.

Columbia Artists Mgt. large set concert setup in the world, the coming season looks good, and only a little less than last year, was the best in Columbia's history. According to veepee Fred Schang, Jr., it biz runs behind it, (Continued on page 62)

## UA Creates 1st Major Television Film Distrib Via Regular Pix Exchanges

### Headwaiter Buys

### Option on Legitler

Raul Viarango, headwaiter at the Algonquin hotel, N. Y., has optioned "Doctors are People," comedy drama by Claire Rind, which was tried out last summer by Arthur J. Bickhard at his Tanglewood straw-hat, Falmouth, Mass. Alan Baxter, who starred in the tryout, and Wendell Phillips, who staged, may repeat the assignments if Viarango can arrange a production.

Viarango is an occasional investor in Broadway shows.

## Tenn. Williams' Take-Home Pay Now \$7,500 Wkly.

With four productions on the boards in the U. S. and London, plus bullish sales of his published plays, Tennessee Williams is estimated to be earning about \$7,500 a week in royalties. That's not figuring various foreign, stock and little theatre productions.

Dramatist is getting more than \$5,000 weekly royalties from the Broadway and Chicago productions of his "A Streetcar Named Desire." Drama is grossing a solid capacity \$27,500 at the Barmore, N. Y., and more than \$20,000, capacity, at the Harris, Chicago. In addition, his new play, "Summer and Smoke," was drawing better than \$18,000 a week in tryout, bringing him another estimated \$1,800 a week royalties.

The venous prize-winner, "The Glass Menagerie," has been doing profitable business in London, with the Haywards standing, (Continued on page 62)

United Artists this week became the first of the major film companies to enter the distribution of films for television on a nationwide scale. Company has created a tele sales department, which will throw open its full distrib and sales service to telefilm producers, utilizing UFA's 33 exchanges throughout the U. S. and Canada.

Move is expected to provide a new and significant impetus to both the video and film industries. For tele, it opens up for the first time a film releasing service comparable to that enjoyed for the last three decades by commercial cineaste. Work of both tele broadcasters and advertising agencies in booking films will be made easier through the availability of decentralized offices in various territories, film inspection, etc.

For the industry, UFA's move paves the way for a new method through which the film outfits can latch onto some of the profits that have long been predicted for video. Other companies, including Paramount, 20th-Fox, Universal and (Continued on page 63)

## FREE MERCHANT SHOWS NEW WORRY TO EXHIBS

Hollywood, Oct. 5. Exhibs are worried about a growing trend toward free outdoor showings hereabouts, sponsored by local merchants. Latest in fast-growing list of communities using the gimmick is Studio City, where merchants have banded together and sponsor films on three week-end nights. Program usually consists of shorts, cartoons and single feature. Emcee also tries to drag up live talent from audience to enhance show.

Plugs, of course, free, flyies. Films narrow-gauge, slides which carry low rental. Projector usually is a setup in back of an automobile-size tent.

Stunt originally started in mid-west towns that didn't have theatres.

FOR

# TELEVISION



## The Hour Of Charm

The Perfect Program For

# TELEVISION

As Beautiful to See as to Hear

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### Phil Spitalny

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## House Un-American Committee

## Scores Rumors of Hollywood 'Fix'

Washington, Oct. 5. Reports of a "fix" halt further hearings on the Hollywood Red issue by the House Un-American Activities Committee have got under the committee's skin, although most members are not commenting. However, one of them, Rep. John McDowell (R., Pa.), last week denounced the rumors that "the fix is in."

"These stories, which have reached us from Hollywood, are completely untrue," said McDowell. "As a matter of fact, we have decided to hold the next batch of hearings in Hollywood rather than in Washington as originally expected. We consider conducting these in December but I expect they will be held in January, some time after Congressional recesses."

"Representative Richard Nixon, of California, one of the committee members, has been arranging for us to have officers in which we can question witnesses in the Federal building in Los Angeles. Last time we were on the Coast, we examined witnesses in our hotel suite, which was not satisfactory."

First finding the committee had of the "fix" story, McDowell, came as a letter to Rep. F. Edward Hebert (D., La.), an anti-communist member of the picture industry figure. The letter writer had cooperated with the committee in supplying information and had been testified.

"He told Hebert," said McDowell, "that the House is arranging over Hollywood that plans for future hearings were going to be quickly dropped at the last minute. He said that the Hollywood angle of our work was ended. It was supposed to be a part of our campaign contribution. This man said he had gone out on a limb to aid the committee. He said that he was pretty sure that we were leaving him out there. He said his future earning chances and opportunities to work in Hollywood were being jeopardized by his cooperation with us."

Hebert brought the letter to a committee meeting. There it was newly declared that the fix and that the hearings would proceed as scheduled, concluded McDowell.

M-G FORGOT TO OMISSION  
LEUEEN MACGRATH

Leueen MacGrath, featured actress in "Edward, My Son," at the New York, N. Y., is being propositioned by Metro and other Hollywood companies. Although she is the same person who was secretary-mistress in Metro's film version of the Robert Morley-Nora Langley drama, the actress neglected to include an option clause in her contract. With the click of the show on Broadway and favorable reaction to her performance in studio screenings of the picture, she's now in demand.

She has a run-of-the-play contract, so wouldn't be available for Hollywood until next June, unless a release were arranged.

Gen. Clay Aides' Daughter  
In German Film Prod.

Munich, Oct. 5. One of the most ambitious movie efforts of German film producers is under way here by the daughter of Robert D. Murphy, political adviser to Gen. Lucius D. Clay, in the feminine lead. She is Rosemary Murphy, cast as an American Girl Murphy. "The picture is 'Der Ruf' ('The Call')," scripted by Fritz Kortner, veteran German actor. It is the dramatic story of the post-war return of an exiled Jewish professor to his former university and homeland.

Kortner plays the leading role of the professor. Director is Joseph von Baky, who directed the German "Technicolor" production, "Hanschen," now playing to overflowing houses in Germany. Miss Murphy, an amateur, says German film players are more emotional than Americans. Their pay is good in comparison with pay in other professions. Extras make 15 marks a day—about \$150 at the high market rates—but high on the German economy where 40 marks is a good week's pay.

## Tracy in 'Crosue'

Hollywood, Oct. 5. Spencer Tracy will star in Technicolor "Crosue," a picture which Sam Zimbalist will produce for Metro as one of studio's top efforts of the season.

Lensing starts early next year on Caribbean location.

Lawson Asks  
Supreme Court  
To Review Plea

Washington, Oct. 5. Screenwriter John Howard Lawson yesterday asked a direct review by the Supreme Court of his indictment for contempt of Congress, for which he was sentenced last May to a year in jail and \$10,000 fine. A petition for a writ of certiorari, filed by attorneys, asks the higher court to take over an appeal now pending before the U. S. Court of Appeals for the District of Columbia.

The petition was filed by Robert W. Kenny, Bart C. Crum, Ben Margolis, Charles J. Katz and Samuel Rosenfeld. Whether the high court decided to review the case will be determined during this term of the tribunal, which will run nine months. The decision will also affect the case of Dalton Trumbo, who has appealed a similar conviction to the lower court. Both writers were allowed to post bond pending appeal.

Lawson's petition asked that the question of the limits of the congressional power to investigate "be resolved" by the Supreme Court. (Continued on page 19)

Reagan, Brewer Head  
H'wood for Truman

Hollywood, Oct. 5. Labor League of Hollywood Voters has been formed by representatives of 21 AFL unions to actively enter the present political campaign and fight Communism. Heading the new group are Ronald Reagan, Screen Actors Guild president, and Roy Brewer, international representative of the IATSE co-chairmen. League will level its guns against "doubtful" candidates in particular against the third party. Records of all candidates heading new group. Among League's objectives are "to secure maximum support for Harry S. Truman. All candidates who uphold a free democratic labor movement in the coming crucial contest."

## European Runaround

By BORRAH MINEVITCH

Paris, Oct. 2. Odds-on boys: Zetkin went begging for money; money was plenty today to get a taker. Americanism that Europeans will let the globe ring the alarm over it again this time.

Any shindig for Ingrid Bergman in the United States is being put off. Paramount, Columbia, Warners and Selznick split the check.

The CBS, NBC, ABC commentators in N.Y. think it's not getting together.

Att. Howard Hughes and Malcolm Kinnear are in need of a seavideo getting nearer home—the Palace.

Beginning of the End, Russia's M. M. (No. 2 to Vishinsky) continues mentioning the League of Nations and the United Nations in the same breath.

Straight from the cool cucumber that greets smart opinions from all over the globe ring at his hotel door—"If you don't want to get caught in this one—Gilt! I!"

Some 16,000 16-inch disks and 100,000 10-inch disks are being sold in U.S. blabs and counter-blabs.

The N. Y. Times (minus theatre

327th Week!  
324 Performances

All-time long record in the legitimate theatre.

KEN MURRAY'S  
"BLACKOUTS OF 1948"

El Capitan Theatre, Hollywood, Cal. And now in word-wide release "BILL AND COO"

Ken Murray's Academy Award Film

Dmytryk Inked To  
Direct Brit. Pic

London, Oct. 5. Edward Dmytryk, one of the 10 "unfriendly witnesses" who quit Hollywood after the House investigation last year, is to direct a British picture. Contract was signed Friday (1) with Nat Brown on behalf of Independent Sovereign Films.

Picture is based on Alec Coppel's bestseller, "Over the Line," and goes into production end of a possible Metro financial bubble. "Spotlight." Dmytryk is now working on the script with Coppel, and casting arrangements are now being considered.

World distribution is being arranged, probably through British Lion.

Dmytryk, who has been in London for three months, has been granted a labor permit by the Ministry of Labour. He is permitted to work here under the foreign directors' quota agreed between producers and unions.

## Berlin's Metro Huddle

Hollywood, Oct. 5. Irving Berlin flew in over the weekend for a fortnight's stay and a possible Metro financial bubble. While here he'll also look in on some of the many of Metro's film version of "Annie Get Your Gun." His "Easter Parade," of course, is one of the studio's top grossers currently.

Berlin admits he's now "quite the Picasso of the musicals," since he's taken up painting as a hobby. He's also taking it quite seriously, and during his final week's rest at the Lev Bech summer place in the Castells Mts., Berlin says he "got paint on everything including Ellen's dog."

## Song Cavalcade

Variety's specially compiled Musical-Hit Parade, Cavalcade, 1800-1948, covering 150 years of American music, starts publishing serially in this edition. Amplified and extended since the original 1800-1935 Song Cavalcade first appeared some 10 years ago in VARIETY's Radio Directory, the many requests for permanent use of the material is being destroyed by an atomic-bombing war you may live to unveil a statue of your Garry Incribed "Citizen of the World No. 1."

GIESLER RECAPING  
Attorney Julius Giesler, who was an accident in Beverly Hills. He was leaving for permanent use of his office when car skidded over his curb and smashed into a palm tree. Amboy Dukes."

## This Week's Football

By MARTY GLICKMAN

(Sports Director of WMMG, N. Y.)

## COLLEGE

## EAST

GAMES	SELECTIONS	POINTS
Columbia-Yale	Columbia	13
Cumtongue-Roskilde	not to handle.	
Harvard-Cornell	Harvard	14
Harvard passes its "exam" again	Little last week.	
Colgate-Brown U.	Colgate	7
Red Raiders begin to move.		
Holy Cross-Cornell	Holy Cross	7
Both clubs have off power.		
Penn State-Syracuse (Fri. nite)	Penn State	28
Syracuse is out of its class.		
Princeton-Penn	Penn	14
Quakers on their way to another Ivy League championship.		
West Va.-Pittsburgh	Pittsburgh	6
After SMU and NY, Mountain should be easy.		
Temple-Rutgers	Rutgers	13
Rutgers invalids are mended.		

## SOUTH

Baylor-Arkansas	Arkansas	13
Arkansas-Clyde Scott one of the best ball carriers in the country.		
Duquesne-Alabama (Fri. nite)	Alabama	28
Alabama has a soft touch.		
Auburn-Florida (nite)	Florida	14
Florida, under its new coach, Andy Gustafson, is on the way up.		
Chattanooga-Tennessee	Tennessee	20
A breather for the Vols.		
Clemson-Mississippi State	State	13
State has one of the best teams in the southeast.		
Way-Duke	Duke	14
Way disappointing again.		
Kentucky-Georgia	Georgia	7
Kentucky also disappointing.		
Texas A-M-L. State (nite)	LSU	20
Gaynell Thinsy, new coach at LSU, has his club clicking.		
Villanova-Miami (Fri. nite)	Villanova	14
Arkats are good.		
Vanderbilt-Mississippi	Mississippi	13
Ole Miss has built around Barney Poole.		
North Carolina-Wake Forest	No. Carolina	14
Furness shaping up as class of the Southern Conference.		
So. Carolina-Tulane	Tulane	14
The Green Wave, under Henry Frank, is coming back to the top.		
SMU-Missouri	SMU	7
Toughest pick of the week. Doak Walker is the differential.		
Oklahoma-Texas	Texas	13
The Sooners haven't beaten Texas since 1939.		

## MIDWEST

Army-Illinois	Army	13
Army has a top defensive unit.		
San Francisco-Breidenbach	Detroit	13
Detroit one of the midwest's best independents.		
TCU-Indiana	Indiana	7
Indiana one of the best of the midwest.		
Iowa-Ohio State	Ohio State	13
Buckeyes getting stronger.		
Kansas-State	Kansas	27
Breather for Kansas.		
Kansas-Purdue	Michigan	13
The Irish must have taken a great deal out of Purdue in that 28-7 win.		
Michigan State-Notre Dame	Notre Dame	13
The Spartans are tough but the Irish are still the class of the country.		
Minnesota-Northwestern	Northwestern	6
This game could well decide the championship of the Big Nine.		

## FAR WEST

Wisconsin-California	California	14
Coast finally comes up with a winner against Big 9.		
Oregon-Idaho	Oregon	14
Idaho		
Santa Clara-Stanford	Santa Clara	7
Stanford a long way from the days of Bobby Grayson, etc.		
Rice-USC	USC	7
USC is getting stronger.		
UCLA-Washington	Washington	6
Howie O'Dell, his Huskies get well.		
Washington State-Montana	Washington State	20
State one of the big ones in the northwest.		

PROFESSIONAL  
(NATIONAL LEAGUE)

Los Angeles	Eagles have a veteran team; Giants still building.	7
Los Angeles-Bears	Bears have Luckman, Layne and Lujack.	14
Chicago-Green Bay	Gotta split with the champions.	14
Boston Yanks-Detroit (Sat. nite)	Detroit.	14
Yanks' Fred Ennis	is the outstanding rookie in the NFL.	7
Redskins-Steelers	Sammy Baugh is the difference.	7
<b>ALL-AMERICA CONFERENCE</b>		
San Francisco-Baltimore	Prisco the class of the conference.	14
Brooklyn-Cleveland	Cleveland.	14
N. Y. Yankees-Buffalo	Top and bottom in the League.	7
George Ratterman	too slick.	7
Chicago-Los Angeles (Fri. nite)	L. A.	7
Chicago has lost Ben and Hirsch		

## ALL-AMERICA CONFERENCE

San Francisco-Baltimore	Frisco	14
Frisco one of the class of the conference.		
Brooklyn-Cleveland	Cleveland	17
Top and bottom in the League.		
N. Y. Yankees-Buffalo	Buffalo	7
George Ratterman, too sick.		
Chicago-Los Angeles (Fri. nite)	L. A.	14
Chicago has lost Bertelli and Hirsch.		

## SEASON'S RECORD

Won, 65; Lost, 10; Tied, 4; Pct., .739.

(Times don't count)

\* College games are played Saturday unless otherwise stated; pro games Sunday unless otherwise stated.



# YANKS' TV REACTION

## Varying Reactions to Fiscal Setup

After studying the consolidated balance sheet of the J. Arthur Rank organization, leading financial circles here are critical of Rank's fiscal setup. Informed opinion, however, is confident that the effort will be made to bring new stock issues promptly to the market to keep fresh capital.

The London Daily Express' financial columnist commented on the consolidated assets of \$24,928 and net overdrafts of \$356,000, with the overdrafts representing upwards of 20% of the company's liabilities. "In short," the Express says, "the colossus is very hard up."

Financial Times, leading organ in "the City" (London's financial house) declares that the financial position of the group remains at least sound, but that Rank's new capital issue should follow. That would depend, the paper says, on profits of new productions and other assets which figure in the balance sheet at \$724,000.

The London Daily Telegraph's "City" editor avers that the clear liquid position of the group leaves considerable room for improvement, but that Rank frankly recognizes his position. The Times observes that stockholders must rest content in the knowledge of substantial profits being earned, but that the banks and other interested parties will impose a conservative dividend policy for a long time ahead.

Rank's decision not to embark on new ventures earned uniform favorable comment from "the City" columnists.

## Rank Argues Opposed Profits Rate His Pix Better Break in U. S.

London, Oct. 5. J. Arthur Rank's combined film operations including his two major theatre circuits, Gaumont and Gaumont-British—scored a small advance for the year ended June 26 netting \$4,549,028 as compared with earnings of the parent company, Odeon Theatres, Ltd., compares with \$4,549,028 for the preceding year.

While the overall picture improved, British-Gaumont circuit slipped slightly to \$2,849,000 for a period of 65 weeks against \$4,539,272 in the preceding stretch. Rank's outstanding obligation soared a climb to \$45,359,432 in production loans from banks and other lenders.

Statement of profits was coupled with a declaration of Rank which bit out at American film companies for failing to give British pix a break in playing time. British film magnate also justified his position by quota act contending that it was "essential to build up production in England so that the theatre would not be forced to close their doors" if the Yanks declared another war on shipment of Pix to Britain.

In a veiled reference to the fuel shortage, Rank said:

## FROM STALIN TO TITO, JOHNSTON SELLS PIX

Belgrade, Oct. 5. Eric Johnston, Motion Picture Association of America, played for at Geneva today (5) after wrapping up the sale of 20-25 American films to Yugoslavia. Johnston, who is in the state-controlled committee on films. Additionally, committee consented to the MPAA to a percentage of grosses in dollars in the U. S. MPAA will furnish the Yugoslavs with a list of films from which a choice can be made. Johnston stressed the fact that the committee made no concessions in the deal.

Russia and Yugoslavia were the two countries to purchase American pix regularly, Johnston said. Russia, from whom Johnston sold a similar deal, shared all Yank films while Yugoslavia played an occasional pic bought from other distributors.

Agreement is restricted to one year. Details were worked out before Johnston shoved off.

## WANTS TO BORE U. S. DATES—NO FUSE

London, Oct. 5. Supporting J. Arthur Rank's attack against American film companies for purportedly closing their doors to British films, Sir Alexander Korda today denounced the threat of reprisals through television against Yank theatres. Korda told "Amray" that "all British producers will sell new product" to video outlets in the U. S. "American theatres continue their refusal to give Anglo films playing time."

Both Rank and I will turn our film over to television if we cannot get theatre bookings," Korda declared. "We will see how the American picture industry likes that."

Korda admitted that he could not get from television anything like the potential financial returns from theatres. Nevertheless, he said, video would give British producers some money and they are virtually getting nothing from Korda, who has already made a large number of releases available to tele, asserted he would license new films as well.

Over the lack of theatre bookings, British producer declared that the Sons of Liberty boycott of new releases is being used by U. S. industry troops.

The activity of a small group of families is not worth keeping screens," Korda asserted. "The real Sons of Liberty are the creditors of the American companies."

These poor fellows are venting their anger because they are not getting 55% of the market here," Korda said. "Any other industry would be in the same boat." Details of Rank's earnings in the film section of this issue.

ABC Buys 41 Pix Outlets. The network's new availability of feature films for television. Ziv Television Programs will handle 41 oldies in ABC-TV week. Films were originally produced and distributed by the network PTC, from which Ziv obtained tele rights.

Both Ziv and ABC axes decided to discuss terms of the deal but ABC gets the right to transmit them on any of all its tele outlets. The series, which will be on a new series started Saturday (2) on WJZ-TV, N. Y., and will take off this weekend on WXYZ-TV (Chicago) and WXYZ-TV (Detroit).

## National Boxoffice Survey

New Product Shapes Big—Number, 'Rope,' 'Rachel,' 'Sam,' 'Carmen,' 'Liner' Ace Coin-Getters

With fall weather prevailing in the nation, the boxoffice of VARIETY and fresh, stronger product on release, business is on a new series started Saturday (2) on WJZ-TV, N. Y., and will take off this weekend on WXYZ-TV (Chicago) and WXYZ-TV (Detroit).

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## 20th-Fox to Make Five British Films With \$8,000,000 of Frozen Coin

Celluloid Take-a-Bow. Universal is going to try out the film equivalent of actors taking a bow in legit as a tester for Sir Laurence Olivier's "Hamlet," now playing at the Park Avenue theatre. N. Y. idea has been proposed by William A. Scully, U. S. distributor veepee, of flashing clippings of the thespian playing in "Hamlet" at the end of the film.

Scully thinks the audience should be given a chance to applaud, if it wants to. Hence, he has clipped clippings from a trailer of the film and will give the scheme several nights' trial. "It works, taking the low clips will be tacked to all prints of the film."

## Film Biz '46 Peak With \$952,000,000, \$119,984,000 Net

Washington, Oct. 5. Peak gross sales reached by 10 major film companies in 1946, the biggest year ever, totaled \$952,000,000, according to official report of the Securities & Exchange Commission released today (Tues.). The net profit, after taxes, for that year was \$119,984,000 for the Big Five and Columbia, Monogram, Universal, Republic and Warner Bros. Productions. In 1945, comparative returns for the same companies showed gross revenues of \$836,880,000 and a net profit of \$85,389,000.

In 1946, total administrative expenses were \$20,610,000 with \$15,455,000 written off for amortization and depreciation. In 1945, expenses totaled \$20,610,000 with \$16,181,000 written off. Net profit before taxes totaled \$209,618,000 in 1946 and \$155,878,000 in 1945.

Similar breakdowns for the Columbia Broadcasting System and Radio Corp. of America in 1946 revealed that these operating revenues reached \$67,110,000 with a net profit after taxes of \$5,736,000. RCA's operating revenues were \$236,143,000 and a net profit of \$10,985,000.

## Philly, Where Smash, and So on N. Y., 'Johnny Belinda' (WB) as no shakeup in the picture market, but smash on N. Y. preem. Also big is 'Cry of City' (20th).

"Moonlight" (Rep.) is rounding out a trim San Francisco smash. "Four Faces West" (UA) shapes lively in Louisville. "4 Guys From Texas" (WB) is taking in some extra coin this frame in Denver.

"Blonde" (MGM) is being topped by "Good Sam" (RKO). Fifth place goes to "Lovers of Cinema" (MGM) in Cincinnati.

"Luxury Liner" (M-G-M). This Top Six in nationwide ratings shows the major concentration in the money, RKO landing two spots.

Best runner-up pictures are "Innocent Affairs" (UA), "Ruth Story" (MGM), "Southern Yankee" (M-G-M) and "Tomb of Vermin" (U. S.).

"Red River" (UA), which is playing in two keys this round, looks like the winner. It's on in Philly, where smash, and so on N. Y., "Johnny Belinda" (WB) as no shakeup in the picture market, but smash on N. Y. preem. Also big is "Cry of City" (20th).

Frozen coin of about \$8,000,000 is to be spent by 20th-Fox on a program of British pix during the coming year. Schedule of productions was announced this week by Eric Johnston, 20th-Fox executive director, at 20th-Fox in England and on the Continent.

First of company's productions at Shepperton studios, "Affairs of Adelaide," with Dana Andrews and Maureen O'Hara starred and directed by Jean Negulesco, is scheduled to wind up Friday (8), and the second, "I Was a Male War Bride," starring Cary Grant and Ann Sheridan, under direction of Howard Hawks, is now on location in Germany and moves into the studio in seven or eight weeks.

Complete program for the year embraces five pix, and will include three of the following: "The Gay Pursuit," from a novel by Edith Coddell; "Devil's Shout," No. 10; "The Black Rose," originally scheduled to be made in Hollywood on a \$4,000,000 budget, but which is now to be made in England and North Africa.

Munson is also busy on preliminary arrangements for filming "The Black Rose" in England. "The Black Rose," originally scheduled to be made in Hollywood on a \$4,000,000 budget, but which is now to be made in England and North Africa.

## Mayer-Schary Acquire Latter's Old RKO Tale

Hollywood, Oct. 4. Metro production troops Louis B. Mayer and Dore Schary announced the purchase from RKO of "Battleground," a picture which during the battle of the bulge, was produced with cooperation of the army.

Schary purchased the yarn while at RKO personally supervised preparation of the script, expects to make the picture one of its top productions of the year.

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# 'Can't Do Both a Public Relations And Merchandizing Job'—Cheyfitz

The \$2,000,000 all-industry publicity program proposed by Paul MacNamara, David O. Selznick's ad-pub chief, received a less-than-vehement reply from Edward J. Cheyfitz, aide to Motion Picture Assn. of America's exec. vice John Hays Watson, the subject's mouthpiece on p. a. tactics.

Cheyfitz, who has been meeting recently with producers on the Coast to gab and plan public relations, questions the value of the MacNamara plan while commending the Selznick exec for giving "much needed thought to the industry." MPAA officials believe the plan, calling for a new studio code and extensive spending in all promotional media, will fall between two chairs because it attempts two things—to do a public relations job and the same time merchandise product.

Among the essentials of the MacNamara program, which Cheyfitz discounts is the former's contention that four misconceptions about the public about Hollywood are hurting the boxoffice. Four factors which he believes are the beliefs that Hollywood is "red," that films are immoral as well as that participants in the industry are extravagant and that Hollywoodians are screwball in their thinking.

Market Analysts say, "I question the premise that keeps concealing about Hollywood keep certain age groups out of the films is not getting the most for our money," Cheyfitz declared, "but must learn to work with money and we must also first make up our minds what we want the public to think."

MacNamara, who is now at fostering more attendance before we ascertain why people of certain age groups do not go to films is not getting the most for our money," Cheyfitz declared, "but must learn to work with money and we must also first make up our minds what we want the public to think."

Otherwise, Cheyfitz believes "we may be knocking ourselves out for nothing." He said it is quite likely that the public likes the industry as it is. To change the public's viewpoint of Hollywood may lose as many customers as it gains, he averred. "I say this just to show that there are two sides to the question," MPAA's aid said.

Works—Not Words  
Use of radio, film and newspapers all will not do good, Cheyfitz said, "but men are known by their words, not their works. Moreover, to his way of thinking, it would be better for the industry to tackle all internal problems and unite all groups before it can hope to have good public relations."

MPAA has had a long-range program of its own for some time, according to Cheyfitz. "There has been no publicity on it and we don't want any. We believe such a program is new news to the public." With that end in mind, MPAA has promoted formation of the Motion Picture Publicity Council in Hollywood through which all groups are discussing the idea of solving their own problems, he said. Youth Month drive, backed by Theatre Owners of America, is another such campaign. (Continued on page 18)

## LOUP-PAR SPLITTING UP 13 BUFFALO HOUSES

Buffalo, Oct. 5.—An event of major importance in the Buffalo sector is expected within the next few weeks. The Loew-Paramount pooled operation of 13 houses including four Buffalo houses, which are currently being supervised by Vincent R. McFaul, will be broken up shortly.

Under details being worked out, McFaul and Loew's will divide the houses, each taking over personal operation of their own. McFaul, it's said, has a minority interest in the company which will be bought out.

It is believed that the Paramount-Loew pool is the last large operation of its type in the U. S. Four main stem theatres involved are the Buffalo, Creek Lakes, Hippodrome and Teck. Six other houses are in Buffalo and three in outlying suburbs.

## Grimeff Noncommittal,

### Agnew Denies Rep Deal

Refuted deal for the controlling interest in Republic Pictures, held by company proxy Herbert J. Yates, is apparently in a state of flux. Jacques Grimeff, who's been recruited by a group of film men, was noncommittal about it, saying from New York Saturday (2) on the Queen Mary.

Previously Grimeff had informed Yates that among the execs who comprise the syndicate are Melvyn Al. Melvyn, as well as Neil Agnew, recently resigned proxy of Selznick, releasing Orson Welles. On the other hand, upon arriving in New York last week from a Paris vacation, Agnew denied that he was in on any Republic deal.

Sidestepping the Republic situation, Grimeff declined to discuss a four-week trip to Europe, he'll study a production venture in which he is working in association with Pabst Film of Austria. His Transworld Film Co. also has similar on-making plans in Austria.

## Brit. Pix Shoul Too Over 30 U.S. Fans—Syd Wynne

Following a one-month study of the U. S. film scene, Syd Wynne, Arthur Rank's public relations chief, is taking back to London a proposal that British films make a concentrated drive on the over-30 age bracket in England, which he maps out in a Gallup poll which indicated that only 25% of the "adult" (over 30) American public are regular filmgoers. Wynne considers that group as the best segment to be induced to buy picture patronage on the Anglo pic.

Wynne said to build patronage for home Saturday (2) with his wife, aboard the Queen Mary.

Rank's publicity topper will discuss the idea with his two superiors, Rank and John Davis. Wynne links the overall picture which American film biggies have been puzzling on how to win to the industry is the best target for British imports because the latter pic specialize in a slower tempo and a more adult approach. Every objection raised by the younger set, accustomed as it is to Hollywood's fast tempo, could be a potent lure for the youngsters' older brothers and sisters, according to Wynne.

### Press Relations

British publicity expressed himself as sold on the new \$2,000,000, early publicity relations plan presented to the industry by Paul MacNamara, David O. Selznick's ad-pub chief. Wynne said MacNamara's suggestion to lure filmgoers to American theatres with his own ideas on public relations.

"Our organization, in England, has done the very thing which Rank's publicity is proposing," Wynne said. "We found that the British public had no idea of the film industry and its products. It was necessary to intelligence consider films as adult entertainment. We've seen a great deal of the institutional campaign, which is now costing 150,000 pounds (\$600,000) yearly."

"We think the reason boxoffice grosses have not fallen off as much in England as they have over here is a direct result of this campaign," Wynne declared. "Frequent sampling of British patronage showed that our public relations campaign has induced those who stayed away from films to come to theatres. That's the reason, we believe, why attendance is holding up. It is simply a case of reaching untapped audiences."

## Same Old Polling Story, They Vote for Singles

### But Only Buy Duals

Recently-published requests from customers that double-billing theatres revert to single-feature programming are being viewed with disfavor by pic circuit officials. They claim they'd be the first to go for single features if the public really wanted them, but point out that each attempt to switch to the lone picture has resulted in only one thing—a tremendous drop in business.

Illustrative of the customer request, which have cropped up periodically from the time the first finny cinema was a dual policy, was a poll conducted last week by the Trustees (N.Y.) Evening Times. Pollsters omitted the number of vox poppers questioned but reported that 70% of the audience polled by an inquiring reporter voted for single features; 26% still want duals, and 15% voted no opinion.

Consensus of the circuit operators questioned on this subject was to the poll was that "it's the same old story—the public votes single picture, but doesn't buy single picture." It was noted that Loew's had tried the same idea recently at one of his theatres in the Bronx, N.Y. Customers voted overwhelmingly in favor of single features, but when the attempt was made, the payees walked out complaining of having been treated worse even after a refund.

Idea might be feasible if all theatres around the country decided to switch to single bills at the same time, since the customer is always apt to compare prices when playing duals in their cheating complaints. Circuit execs pointed out, however, that the current anti-trust suit makes it legally impossible for them to get together for such a move. They see no sign of a nationwide changeover to single features.

Patented newspaper poll, incidentally, pointed up the fact that most of the non-film going public, now estimated at 50 million, were found among people over 30. None of those questioned under 20 said to prefer single features. Of the 23% of all those polled over 50 did not like single features. The poll also found that the largest preference for single features (73%) was expressed by those under 30.

## MACNAMARA STARTS INSTITUTIONAL ADS

Materializing in part his institutional drive plan for a renewed public relations drive in behalf of film, Paul MacNamara, ad-pub chief for David Selznick, is mapping a broad institutional campaign in several key cities. First phase of the promotion tied off in Southern California last week with a big advertising splash in conjunction with the mass booking of "Mr. Blandings Builds His Dream House" in 37 first-run and nine Fox theatres.

Copy idea for the huge ads in the daily press only incidentally called "Blandings" with the dominant picture being something the whole family can enjoy, and they cost the folks a lot less money than the local theatre like night baseball, hot rod racing and bowling. Some of the ads are the ones of the local theatre managers in order to "personalize" the film industry. Coin for the ad program, which totals \$100,000, was shared equally by the Selznick organization and the Blandings production chain.

Similar campaign is being aimed at the Detroit area, depending on whether a large number of simultaneous bookings can be negotiated. An ad spurge of that type would be unusual in Detroit since "Blandings" is slated for the subsequent runs. There, MacNamara is also planning to work with institutional ads in several other keys, including Chicago, Washington and Cleveland.

## N. Y. to Europe

Jack Greer  
Jacques Grimeff  
Bernard Gray  
Norman Krasna  
Delia Mannix  
H. V. Love-Foster  
Sidney Wynne

## Justice Dept.'s Requests

Washington, Oct. 5.—This, in the language of the Government brief, is specifically how the Justice Dept. said Anti-Trust Division wants the 1948 decrees amended to bring it in line with the Supreme Court ruling of last May.

The court was asked to restrain the "Big Five" from further performing any existing franchises except those made "more independent exhibitors for the purpose of enabling such exhibitors to operate in theatre in competition with theatres affiliated with a defendant and for making any franchises in the future except for the same purpose."

### The court was asked to enjoin the defendants:

"From continuing to own or acquiring any beneficial interest in any theatre, whether in fee or shares of stock, or exercising any control or influence over the management of such theatre, which exceeds one-half of the feature films released by it during any consecutive six months' period, for a total period of five years" (another list of majors acquiring motion picture theatres in any locum unless the acquiring defendant shall show to the satisfaction of the court, and the court shall first find, that such acquisition will not unduly restrain competition in the exhibition of feature motion pictures).

### The court is asked to enjoin the defendants:

"From making or enforcing any agreement, picture theatre... From voting stock directly or indirectly held by it in any of the corporations named... or otherwise exercising any control over the business of such corporations, except for the purpose of disposing of its interest therein."

After six months from the entry of this judgment, each of the five major distributors shall be prohibited from licensing for exhibition in theatres in which another major distributor owns a financial interest, on the following terms, a total number of feature films released by it during any consecutive six months' period, for a total period of five years" (list of towns given).

"After six months from the entry of this judgment each of the five major distributors shall be prohibited from licensing on first run in theatres in which another major defendant owns a half interest, in the following towns: a total number of feature films released by it during any consecutive six months' period, for a total period of five years" (another list of majors acquiring motion picture theatres in any locum which the government alleges the majors monopolize first run).

"Within one year from the entry of this judgment each of the major defendants shall submit a plan for the distribution and production business from all theatre owning or operating corporations in which it owns stock, other than those named in Paragraph 10 of Section II hereof, upon the filing of such plan the government shall have six months within which to file objections thereto and to propose amended or alternative plans for accomplishing the same. Such further proceedings shall be held in accordance with the court may then order shall then be had. Such plan shall, in any event, provide for completion of such separation within five years from the date of the judgment."

"Within one year from the entry of this judgment the government and the exhibitor defendants shall also submit such plans for divestiture of interest. Such further proceedings shall be held in accordance with the court may then order shall then be had. Such plan shall, in any event, provide for completion of such separation within five years from the date of the judgment."

"As any time after three years from the entry of this judgment any defendant which has submitted a plan to the court to do so, shall be effective the date of such plan or the taking of any steps to effectuate it upon the ground that actual divestiture of theatre interest has not been completed, the court may then order shall then be had, in part, to provide adequate competition in the distribution and exhibition of films."

## L. A. to N. Y.

Ray Bennett  
Sammy Cahn  
Bob Cobb  
Robert Cummings  
James Frawley  
Russell V. Downing  
Margaret Etinger  
Jack Forrester  
John Golden  
Edmund Gurney  
Joan Harris  
Martin Hunt  
Sam Jaffe  
Martin Lewis  
Florence Marly  
Frances Marion  
George Murphy  
Zasu Pitts  
Larry Rostker  
Everett Riskin  
Nicky Rooney  
Bob Sweeney

## American Films Outrain Behind Czech 'Curtain'

Prague, Oct. 5.—Despite political barriers in the "iron curtain" nation, American picture houses have had greater attendance in Czechoslovakia than the films of any other country, except the Soviet Union, according to Filmové Zpravodajství, a government film publication. Of the 150,000,000 Czechs, 10,000,000 and Russian and English pic running a poor third and fourth with 2,500,000 and 2,100,000.

French films have been complete dogs in this country, accounting for only 1,300,000 admissions. It is fact that the number of French releases has been cut to only three less than the British.

## Europe to N. Y.

Nigel Bruce  
Paul Douglas  
John Golden  
John Hays Watson  
Helen Hayes  
Harrison  
Prince Little  
Arthur Love  
MacArthur  
Adolph Nates  
Lilli Palmer  
Terence Rattigan  
Joyce Raman  
Jimmy Savoy  
Arthur H. Selsman  
J. Arthur Warner

# THEATRES AND THEATRE

## Big Five's Counter-Ideas

The Big Five have selected three groups of theatres as those which they are ready to sacrifice in return for a settlement of the Government anti-trust suit, it is reported. These houses, included in lists which are being forwarded to the Dept. of Justice, are classified as follows:

1. In every closed situation throughout the country dominated by one or more majors, at least one house designated in the list will be sold to an indie within an order to open the market.

2. In partnership situations, majors are ready to automatically liquidate all holdings in which they own less than 50% interest.

Where the major company bought in the partnership interest from an existing circuit, major is willing to sell its holdings to the indie who is smallest part of the deal. Where the partner bought into the major, both sides would bid against each other.

## American Distributors Press for That With Circuit 'To Oppose Rank and WB'

London, Oct. 5.—The movement by American distributors to create a four-theatre circuit in opposition to J. Arthur Rank's Odéon and Gaumont-British theatres and the Warner Bros. partnered Associated British circuit is taking practical effect, if informal. While no formal declaration of indie theatres has been put through by a legal merger—a development discussed for many months by Rank distributes—a number of the top American companies will be taking similar steps before the month is up. James E. Perkins, Paramount's managing director for Britain, is now selecting a dress-code product for both solo and double-bill fare.

With the Rank squeeze on American product beginning to be really felt, other majors are expected to follow. British Columbia, for the Rank outlets point out that the latter hundred theatres available, scattered through all key

(Continued on page 19)

## Film Cos. Mastermind To Counter Collarities On Secondary Boycott

Faced with a "cold strike" by two CIO white-collar unions in the eastern home offices, execs of the major companies are planning legal counter-moves to head off a campaign by the Screen Guild of affiliated theatres. Screen Office & Professional Employees Guild and Screen Publicists Guild, attempting to pressure the majors into negotiating new contracts, meanwhile have begun to carry out their strategy of hitting the industry's boxoffice receipts via picket lines in front of RKO and Loew's houses in the metropolitan area.

Heads of both unions, shying away from direct action, are urged when the companies recently refused to sign new pacts over the Tariff-battle law, says the report.

(Continued on page 17)

## REPORT GERALD MAYER TO PARIS IN MPAA SPOT

Paris, Oct. 5.—Gerald Mayer, chief of the Motion Picture Association of America's international division, may succeed Frank McCarthy as the organization's new general manager. McCarthy is expected to vacate his post about the first of the year to join 20th-Fox as president. F. Zanuck, president of Allied, is also expected to leave at the same time.

It is understood that the U.S. majors are highly satisfied with Mayer's work in assisting with the revision of the Motion Picture Code of 1946 film accord. In the event Mayer switches, John McCarthy, associate international division director, would probably be appointed to Mayer's present spot. Meanwhile, Mayer, who recently returned from the U. S. S., has since gone to Brazil to adjust the remittance situation there.

## Cinecolor's Brit. Lab

Hollywood, Oct. 5.—Allan Gundelach, Cinecolor vicepres., leaves for England this week to establish a laboratory to film pictures in color for British and other European film producers. Company is making the move because a sizable amount of frozen Cinecolor coin in England.

## Par Accelerates Own Stock Buys, Shells Out 715G

Paramount drove ahead at a faster clip during the month of September in its policy of shelling capital through buy-ups of its own common stock. Par laid out \$7,000,000 during September to acquire an additional 32,500 shares of common. Company now has deposited its treasury with 1,050,000 shares with an approximate market value of \$14,630,000 under present price quotes.

September purchases were a sharp pickup over August total of 22,200 shares. In July, Par bought 31,900 shares. All stock was bought on the open market.

Acceleration of stock purchases is timed to an early possibility of the company liquidating part of its theatre holdings because of the Government anti-trust action. Settlement negotiations are currently under way which could result in Par giving up a substantial part of its partnership theatre interests.

Acquisition of stock would serve two purposes. First, it would buy out other partner interests. More likely, however, would be the ultimate liquidation of company capitalization if and when Par cuts down on its exhibition activities.

The Charles Einfield-David Loew organization is still paying room rent for a skeleton crew though it has ceased its production enterprise.

## Renew SAC Pact Talks

Hollywood, Oct. 5.—Screen Actors Guild and major studios will resume huddles on a new working contract this week, following the return of Charles Boren, industrial relations chief, for the producers.

New pact was recently approved by the guild membership by an overwhelming vote of 4,100 to 38.

## RESULT OF 2-WK. 1ST ROUND OF NEGOTIATIONS

Chicago, Oct. 5.—The Jackson Park decree which clamped a two-week ceiling on first-run in Loop showplaces is proving a bonanza to the snail-dry exhibs in the outlying Chi sectors. With the JP regulation now in effect for over six months, a survey of exhibs bought by Variety indicates that the subsequent runs are now averaging from 30% to 150% better than they did in past years.

One theatre, which used to do a peak weekly business of \$2,100 on a strong film is hitting \$5,000-\$6,000 for the same period. Another name reports that it did \$1,500 in the pre-Jackson Park era, but is consistently racking up \$2,000 to \$2,500 weekly since the decree. Still another theatre told Variety that it is good for \$3,500 weekly, even against \$2,400 in days of yore.

Increased take is not clear profit. All theatres that benefited from the new release system in Chi are paying considerably higher rentals. The theatre, for instance, that boosted its weekly gross from \$1,800 to a present \$2,000 has added \$1,000 to its weekly share.

All contented, however, that there is still plenty of gray left for the theatre.

There is no question that the theatre industry is in a bind. The effects of the decision, a result of the case, the clearance struggle between exhibs and majors and nabs are now freely bidding for product.

As the same taken, repercussions on theatre attendance at the Loop have been adverse. Plenty of exhibs who were once big patrons of the showplaces are now patronizing their name houses, which get the product immediately after the Loop showing.

## HITCOCK INKS DEAL FOR 4 PIX AT WB

Hollywood, Oct. 5.—Alfred Hitchcock will produce four pictures in five years for release by Warners on completion of his current indie release schedule which calls for one more film to release, "Under Capricorn," now shooting in England.

Final picture under the old agreement, "The Lady on the Train," slated to start in January. It will carry the Transatlantic Pictures label.

## More Top Product For Indie Exhibs Seen in Goldwyn Split With F-W-C

Despite the fact that a final decision in the film industry's anti-trust suit is still pending, a trend toward the works of independent producers to sell away from the major affiliated circuits. Latest to do so is Samuel Goldwyn, who decided last week to split away from the Fox-West Coast chain.

Goldwyn, who has been out of the get outside dates on both "A Song Is Born," latest Danny Kaye starring vehicle, and the general release "Best Years of Our Lives."

Reason for the split was a disagreement over the terms of the new contract. Goldwyn, a unionist, for the same reason, has refused to sell "Red River" to the Fox-West Coast exhibs, claiming that Metro had a squabble over rental terms with the same exhibs. "Red River" is being sold by M-G-M vicepres William F. Rodgers to make a special trip to the exhibs in the Coast to iron out the deal.

While indie exhibs have complained that the Supreme Court's decision in the anti-trust case still gives them the short end of the deal, industry observers now believe that the exhib operators are already beginning to trend. To what proportions the trend toward selling away from the

## Gov't Gives 'Big 5' Five Years To Dispose of Their Theatres

Washington, Oct. 5.—The New York trial court, which rejected a Government plea for divestment of the Big Five theatre empires in 1946, got a second request over the weekend, with the recommendation that "Warner, RKO, Paramount, Metro and 20th-Fox be given five years to dispose of their valuable theatre properties."

But in the meantime, argued the Anti-Trust Division of the Justice Department, four steps should be taken by the trial court to protect the rights of the independent exhibitors:

1. A partial cross-ban on licensing to run for the five years, which would restrict cross-licensing to 50% in certain specified situations.

2. An order requiring the defendants to sell, within a year, their interests in 1,300 to 1,400 theatres which they own jointly with non-defendants and, in some cases, with other defendants. This would apply only where the defendants own more than a 5% interest in the theatres. In cases where two majors own a theatre one would be permitted to buy out the other, if the rights of no independent exhibitor are thereby

3. Enjoin the defendants from making any franchises except with independent exhibitors, to be complete with affiliates of the majors.

4. Order the majors from acquiring any theatres in competition with those they now control, or which they have specifically permitted of the court.

The Justice Department produced a 38-page brief, "Government's Proposed Findings and Judgment with Supplemental Exhibits," which has been sent to the defendants to the Anti-Trust Division in New York.

(Continued on page 20)

Within 48 hours of its formation, requests for production bankroll have been received by the Government Film Finance unit, which has \$10,000,000 in its coffers for private producers. In addition to Sir Alexander Korda's British Lion Co., which aims to borrow up to \$8,000,000, applications for loans have been made by the rest of the rest U.S. majors. Films, both small indie productions.

Unconfirmed reports suggest that the bankroll has been received by the government loan. J. H. Lawrence, Finance Corp. chairman, is expected to make a formal statement next Tuesday (12).

## UA MULDS NEW TAG FOR MORGAN'S 'N. Y.' (ENT)

Final decision on a title change for Enterprise Productions' "So This Is New York" is expected to be within a few days, with the new title to be distributed by distribution execs of United Artists, which is releasing the title. The change, however, is new title is "City Slicker," figured to have more draw for hinterland audiences.

It had originally been planned to release the film as the first with a title change. The change, however, has been used in all cities of more than 150,000 population, with "Slicker" holding the rest. UA has definitely decided now that such a move might dissipate full penetration of the publicity campaign, so has decided to stick with a single name.

UA later has played in only nine situations, despite the fact it was watershed last spring. If the title is changed, the circuit release date will be delayed another five to six weeks while UA gets out fresh ad accessories.

(Continued on page 20)

the new arbitration system, voluntary so far as exhibs are concerned but mandatory on the companies, is viewed by industry attorneys as the defendants' remedy for the invalidating of a competitive selling by the U. S. Supreme Court.

(Continued on page 63)

SWG, Agents Talk Decision. Hollywood, Oct. 5.—Screen Writers Guild and Artists Managers Guild have begun informal discussions aimed at an accord on licensing of agents.

While RKO handles the Goldwyn product, the split with F-W-C was actually a defeat for Goldwyn, as best of Goldwyn Productions' best of the break. Goldwyn's manager Arthur Sackson planned to break the split Thursday (30) but for huddles with F-W-C salesmanager Ben Fish (Goldwyn's campaign Monday (4)) to line up as many dates as possible on the new campaign.

Goldwyn is the tying up of \$200,000 of billboard space for a new campaign and ad campaign and Goldwyn's money-to-see campaign considerably more expedient to his efforts to help the indie exhibs fight F-W-C.

Mulvey's Objections. Reason for the severance in relations was reportedly Mulvey's objections to the circuit's routing formula terms, which have held for all pictures good or bad under the current F-W-C policy. The circuit gets 20-40% on a sliding scale and 50% over a split figure. Mulvey reportedly wanted a separate deal.

(Continued on page 20)







# New L.A. Fare Slow But H.O.'s Fine;

**Peggy Fair 46G, Venus 'thn 38G, Number' Loud 33G, 'Rope' 37G, in 2d**

Los Angeles, Oct. 5.—Only mild business is being snagged by firstruns this frame of new bills being released, with no help, but close attention is going to holdovers.

"Apartment for Peggy" (Lasker) (FC) (1:30-50-99) is moderate \$46,000 in four weeks. "Fare of Venus" also is light with \$38,000 in six spots. Release of "Brink End of the Road" (Lasker) (FC) (1:30-50-99) is light with "Design for Death" is midsize \$22,000 in four houses. "Crusades" and "Intermezzo" also, also combo, shapes nice \$15,500 in two situations.

Second round for "Wrong Number" is rousing \$33,000 in two far. Initial holdover in four houses. "Rope" looks good \$37,000 in three spots. Second frame for "Rachel and Stranger" shapes nice \$31,000 in two situations.

**Estimates for This Week**  
 Belmont (FWC) (1:52g, 60-81)—"Brink End of the Road" (Lasker) (FC) (1:30-50-99) (reissue). Nice \$22,000. "Olympic Games 1948" (EL) (1:30-50-99) (reissue). "In This Corner" (EL) (6 days), midsize \$25,000.

**Beverly Hills Music Hall (G&S; Corwin-Lesser) (82g, 60-81)**—"So Young New York" (Lasker) (FC) (1:30-50-99) (reissue). Last week, net \$4,700.

**Picture Circle (FWC) (1:51g, 60-81)**—"Intermezzo" (SRO) and "Crusades" (Par) (reissues). Nice \$6,000. Last week, "Blindings" (SRO) and "Winner All" (Mono) (2d wk), slight \$6,000.

**Chinese (Grauman-WC) (2:04g, 60-81)**—"Apartment for Peggy" (Lasker) (FC) (1:30-50-99) (reissue). Last week, "Blindings" (SRO) and "Winner All" (Mono) (2d wk), slight \$6,000.

**Culver (FWC) (1:45g, 60-81)**—"One Touch Venus" (U) and "Nightmare" (Lasker) (FC) (1:30-50-99) (reissue). Last week, "Olympic Games" (EL) and "In This Corner" (EL) (6 days), midsize \$1,600.

**Downtown (WB) (1:80g, 60-81)**—"Rope" (WB) (2d wk), Good \$15,000. Last week, "Rope" (WB) (2d wk), midsize \$13,900, very good but not big.

**Downtown Music Hall (Corwin-Lesser) (82g, 60-81)**—"So Young New York" (Lasker) (FC) (1:30-50-99) (reissue). Last week, net \$5,000. Last week, "So Young New York" (Lasker) (FC) (1:30-50-99) (reissue).

**Egyptian (FWC) (1:52g, 60-81)**—"Southern Yankee" (M-G) (2d wk), "and Under California Stars" (Rep) (2d wk), Fair \$6,000. Last week, net \$10,000.

**El Rey (FWC) (86g, 60-81)**—"Back Alley" (RKO) (reissue) and "Design for Death" (Lasker) (FC) (1:30-50-99) (reissue). Last week, "Olympic Games" (EL) (6 days), midsize \$1,700.

**Esquire (Roemer) (85g, 60-81)**—"Mikado" (U) (reissue) (2d wk), OK \$2,500. Last week, good \$2,100. "Four Star (U-WC) (90g, 60-81)" (San Francisco) (G) (reissue). Last week, \$6,000. Last week, "So Well Remembered" (RKO) (2d wk), midsize \$1,800.

**Guild (FWC) (96g, 60-81)**—"Southern Yankee" (M-G) (2d wk), "and Under California Stars" (Rep) (2d wk), Fair \$6,000. Last week, net \$10,000.

**Hawaii (G&S; Corwin-Lesser) (1:08g, 60-81)**—"So Young New York" (Lasker) (FC) (1:30-50-99) (reissue). Last week, fair \$3,400.

**Hollywood Music Hall (Corwin-Lesser) (82g, 60-81)**—"So Young New York" (Lasker) (FC) (1:30-50-99) (reissue). Last week, net \$5,000. Last week, "So Young New York" (Lasker) (FC) (1:30-50-99) (reissue).

**Hollywood Music Hall (Corwin-Lesser) (82g, 60-81)**—"So Young New York" (Lasker) (FC) (1:30-50-99) (reissue). Last week, net \$5,000. Last week, "So Young New York" (Lasker) (FC) (1:30-50-99) (reissue).

**Los Angeles (D-Town-WC) (2:07g, 60-81)**—"Southern Yankee" (M-G) (2d wk), "and Under California Stars" (Rep) (2d wk), Fair \$6,000. Last week, net \$10,000.

**Los Angeles (D-Town-WC) (2:07g, 60-81)**—"Southern Yankee" (M-G) (2d wk), "and Under California Stars" (Rep) (2d wk), Fair \$6,000. Last week, net \$10,000.

# 'ROPE' HOLDS BALTO, \$18,000; 'YANKEE' 15C

**Peggy Fair 46G, Venus 'thn 38G, Number' Loud 33G, 'Rope' 37G, in 2d**

Baltimore, Oct. 5.—Big news here this week is the brisk gateway around "Rope" at the Stadium. "Southern Yankee" is also drawing trade to Loe's Century but other theatres are not doing so well.

**Estimates for This Week**  
 Century (D-Town-WC) (2:07g, 60-81) (reissue). Last week, \$18,000. "Southern Yankee" (M-G) (2d wk), Good response at \$15,000. Last week, "Southern Yankee" (M-G) (2d wk), Good response at \$15,000.

**Hippodrome (Rappaport) (2:24g, 60-81)**—"Walk Crooked Mile" (Lasker) (FC) (1:30-50-99) (reissue). Last week, \$15,000. "Walk Crooked Mile" (Lasker) (FC) (1:30-50-99) (reissue).

**State (Lasker) (2:20g, 60-81)**—"Walk Crooked Mile" (Lasker) (FC) (1:30-50-99) (reissue). Last week, \$15,000. "Walk Crooked Mile" (Lasker) (FC) (1:30-50-99) (reissue).

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# 'River' Paces Philly, Wham \$42,000; 'Peggy' 28G, 'Rachel' 26G, Both Sock

**Peggy Fair 46G, Venus 'thn 38G, Number' Loud 33G, 'Rope' 37G, in 2d**

Philadelphia, Oct. 5.—Brisk fall weather and many new bills are sparking big in first runs this round. Saturday night trade was \$200,000 (G&S) (2d wk), Good \$12,000.

**Estimates for This Week**  
 Philadelphia (H-E) (2:34g, 50-84)—"Blindings House" (SRO) and "Devil's Cargo" (FC) (m.o.), Solid \$8,000. Last week, "Life With Father" (WB) (1:30-50-99) (reissue). Last week, "Life With Father" (WB) (1:30-50-99) (reissue).

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# Key City Grosses

**Estimated Total Grosses**  
 This Week (Oct. 5-11): \$170,400. Last Week (Oct. 4-10): \$170,400. Total Gross Same Week: \$2,893,000. Last Year (Oct. 5-11): \$2,893,000. Last Year (Oct. 4-10): \$2,893,000.

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# 'River' Paces Philly, Wham \$42,000; 'Peggy' 28G, 'Rachel' 26G, Both Sock

**Peggy Fair 46G, Venus 'thn 38G, Number' Loud 33G, 'Rope' 37G, in 2d**

Philadelphia, Oct. 5.—Brisk fall weather and many new bills are sparking big in first runs this round. Saturday night trade was \$200,000 (G&S) (2d wk), Good \$12,000.

**Estimates for This Week**  
 Philadelphia (H-E) (2:34g, 50-84)—"Blindings House" (SRO) and "Devil's Cargo" (FC) (m.o.), Solid \$8,000. Last week, "Life With Father" (WB) (1:30-50-99) (reissue). Last week, "Life With Father" (WB) (1:30-50-99) (reissue).

**Philadelphia (H-E) (2:34g, 50-84)**—"Blindings House" (SRO) and "Devil's Cargo" (FC) (m.o.), Solid \$8,000. Last week, "Life With Father" (WB) (1:30-50-99) (reissue). Last week, "Life With Father" (WB) (1:30-50-99) (reissue).

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# Ram, Too Many H.O.'s Slough Chi But Rope Ties Up Rugged \$25,000 Buck P.A. Ups 'Back Alive' to Hot 15C

Chicago, Oct. 5. — Fact hit by two days of rain the first part of current week, but the only one opened also is hurting overall total. "Rope Ties Up Rugged" made \$25,000 with exit pointing out parallel to Loop-Leopold murder here several weeks ago. "Too Many H.O.'s" (Indie) (4th wk) is "Bring 'Em Back Alive," on re-issue at Grand, which is being helped by personal of Frank Buck. Looks nifty \$15,000.

Holders shape to do the best business with "Date With Judy" and Louis Armstrong at Oriental. Also in second stanza and in fine shape is "Rachel and the Stranger" (Palmer) (20th) (reissue). "Sam" isn't holding up as well as expected but still rear coin at \$18.00 at "Rope Ties Up Rugged" and "Back Alive" (RKO) (reissue) are cash backed by revue headed by Liberators took for \$36,000 in first holdover round.

**Estimates for This Week**  
**Apollo** (B&K) (1,500; 50-98) — "Rose Washington" (Sci-Fi) (20th) and "Slave Ship" (20th) (reissues). Next \$9,000. Last week "North Pole" (Palmer) (20th) (2d wk) up \$6,000.

**Chicago** (B&K) (3,000; 50-98) — "Bring 'Em Back Alive" (RKO) (reissue) headed by Liberators. (2d wk) up \$6,000. Last week \$10,000. "Raiders" (Indie) (4th wk) up \$7,000. Last week "Coast Guard" and "Flight Lieutenant" (Col) (reissues) \$1,500.

**Grand** (RKO) (1,500; 50-98) — "Bring 'Em Back Alive" (RKO) (reissue) headed by Frank Buck personal. Sold 15,000 last week. "Larceny" (U) (2d wk), big \$11,000.

**Oriental** (Escapec) (2,400; 50-98) — "Date With Judy" (M-G) with Louis Armstrong back stageball. Last week \$8,500. Excellent \$46,000. Last week \$38,500.

**Palmer** (RKO) (2,500; 50-98) — "Rachel and the Stranger" (RKO) (2d wk) up \$20,000 probable. Last week, next \$26,400.

**Rosevelt** (B&K) (1,500; 50-98) — "Smart Girls Don't Talk" (U) (2d wk) up \$11,000. Last week, okay \$14,500.

**St. Louis** (B&K) (2,700; 50-98) — "Rope" (WB). Sturdy \$20,000. Last week "Walk Crooked Mile" (U) (2d wk) \$16,000.

**United Artists** (B&K) (1,700; 50-98) — "Monte Carlo" (RKO) (2d wk) down \$10,000. Last week, solid \$16,500.

**Windsor** (Escapec) (1,073; 90-98) — "Good Sam" (RKO) (2d wk). Fancy \$11,000. Last week \$22,500.

**Yelp.** (Indie) (4th wk) 90 — "To Live in Peace" (Indie) (4th wk). Fine \$3,500. Last week \$3,700.

**Brothers** (U) (2d wk) \$10,000. Last week \$5,100.

**Inepls. NSH But 'Ruth'**  
**\$13,000; 'Pitfall' 10C**

Indianapolis, Oct. 5. — Biz is just so-so as delvers the week because of heavy drizzle of Roy Rogers band at Coliseum. "Babe Ruth Story" is doing one well to lead. "Ruth" (Indie) (4th wk) "Foreign Agent" at Indiana and "Pitfall" at Wells are only fair.

**Circie** (Gambit-Dolla) (2,800; 44-65) — "Babe Ruth" (Monro) (20th) (reissue). Last week \$10,000. This week \$11,000. "Maid" (U) and "Upturned" (U) (2d wk) \$10,000.

**Indiana** (G-D) (3,300; 44-65) — "Foreign Agent" (Par) and "Lady" (Indie) (4th wk) \$12,000. Last week "Walls of Jericho" (Indie) (4th wk) \$10,000. Last week "Checkered Coat" (20th) (reissue) same.

**Keith's** (G-D) (3,300; 44-65) — "Walls of Jericho" (Indie) (4th wk) \$12,000. Last week "Checkered Coat" (20th) (reissue) same.

## Broadway Grosses

**Estimated Total Gross This Week** — \$632,000  
(Based on 15 theatres)  
**Estimated Total Gross Last Week** — \$624,000  
(Based on 21 theatres)

## Rachel Sultry \$18,000, D.C. Ace

Washington, Oct. 5. — It's another dull week here, with "Rachel and the Stranger" the sole bright spot on a gloomy horizon. "Rachel and the Stranger" (RKO) at the Warner is runner-up.

**Estimates for This Week**  
**Capitol** (Loew's) (2,400; 44-65) — "Luck of Irish" (20th) plus vaude. Mild \$29,000 expected. Last week, "Innocent Affair" (U) plus vaude, okay \$23,000, and better than expected.

**Columbia** (Loew's) (1,263; 44-60) — "Slave Ship" (20th) and "Rose Washington" (Sci-Fi) (20th) (reissues). Next \$7,000. Last week, "Abbott-Costello Meet Frankenstein" (U) (RKO) (3d wk) (reissue) \$6,000 (m.a.) (4 days), still \$5,500.

**Keith's** (RKO) (1,939; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

**Metropolitan** (WB) (1,163; 44-70) — "Crusades" (Par) (reissue). Solid \$10,000. Last week \$10,000. Last week \$10,000. Last week \$10,000.

**Palmer** (Loew's) (2,370; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

**So-so** \$13,000. Last week, "Amateur" (U) (2d wk) (reissue) \$13,000. Last week \$13,000. Last week \$13,000. Last week \$13,000.

**St. Louis** (Loew's) (2,370; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

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## 'CARMEN' NOT SO BIG At \$18,000 in K.C.

Kansas City, Oct. 5. — Ideal fall weather and strong product will combine for a sturdy week for "Carmen" (RKO) (2d wk) at the Midland is out in front but not sook. "Mr. Blinding" at the Midland is out in front but not sook. "Mr. Blinding" at the Midland is out in front but not sook.

**Estimates for This Week**  
**Capitol** (Loew's) (2,400; 44-65) — "Luck of Irish" (20th) plus vaude. Mild \$29,000 expected. Last week, "Innocent Affair" (U) plus vaude, okay \$23,000, and better than expected.

**Columbia** (Loew's) (1,263; 44-60) — "Slave Ship" (20th) and "Rose Washington" (Sci-Fi) (20th) (reissues). Next \$7,000. Last week, "Abbott-Costello Meet Frankenstein" (U) (RKO) (3d wk) (reissue) \$6,000 (m.a.) (4 days), still \$5,500.

**Keith's** (RKO) (1,939; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

**Metropolitan** (WB) (1,163; 44-70) — "Crusades" (Par) (reissue). Solid \$10,000. Last week \$10,000. Last week \$10,000. Last week \$10,000.

**Palmer** (Loew's) (2,370; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

**So-so** \$13,000. Last week, "Amateur" (U) (2d wk) (reissue) \$13,000. Last week \$13,000. Last week \$13,000. Last week \$13,000.

**St. Louis** (Loew's) (2,370; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

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**St. Louis** (Loew's) (2,370; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

# 'City' Thomas McDona \$117,000 Tops N.C.; Red River - De Marcos Solidly in Black, 92C; Belinda - Martin Big 80C

Clintur business on Broadway is flurbing this week, a bullish tone being generated by new and reissues. "City" (RKO) (2d wk) is the top grosser. "Red River" (RKO) (2d wk) is the second grosser. "De Marcos" (RKO) (2d wk) is the third grosser. "Belinda" (RKO) (2d wk) is the fourth grosser. "Martin" (RKO) (2d wk) is the fifth grosser.

**Estimates for This Week**  
**Capitol** (Loew's) (2,400; 44-65) — "Luck of Irish" (20th) plus vaude. Mild \$29,000 expected. Last week, "Innocent Affair" (U) plus vaude, okay \$23,000, and better than expected.

**Columbia** (Loew's) (1,263; 44-60) — "Slave Ship" (20th) and "Rose Washington" (Sci-Fi) (20th) (reissues). Next \$7,000. Last week, "Abbott-Costello Meet Frankenstein" (U) (RKO) (3d wk) (reissue) \$6,000 (m.a.) (4 days), still \$5,500.

**Keith's** (RKO) (1,939; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

**Metropolitan** (WB) (1,163; 44-70) — "Crusades" (Par) (reissue). Solid \$10,000. Last week \$10,000. Last week \$10,000. Last week \$10,000.

**Palmer** (Loew's) (2,370; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

**So-so** \$13,000. Last week, "Amateur" (U) (2d wk) (reissue) \$13,000. Last week \$13,000. Last week \$13,000. Last week \$13,000.

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**St. Louis** (Loew's) (2,370; 44-74) — "Rachel and the Stranger" (RKO) (2d wk) up \$18,000. Last week \$18,000. Last week \$18,000. Last week \$18,000.

**Criterion** (Loew's) (1,700; 70-98) — "Saxon Charn" (U) (2d wk) up \$11,000. Last week \$11,000. Last week \$11,000. Last week \$11,000.

**De Marcos** (RKO) (2d wk) up \$117,000. Last week \$117,000. Last week \$117,000. Last week \$117,000.

**Belinda** (RKO) (2d wk) up \$80,000. Last week \$80,000. Last week \$80,000. Last week \$80,000.

**Martin** (RKO) (2d wk) up \$75,000. Last week \$75,000. Last week \$75,000. Last week \$75,000.

**City** (RKO) (2d wk) up \$117,000. Last week \$117,000. Last week \$117,000. Last week \$117,000.

**Red River** (RKO) (2d wk) up \$117,000. Last week \$117,000. Last week \$117,000. Last week \$117,000.

**De Marcos** (RKO) (2d wk) up \$117,000. Last week \$117,000. Last week \$117,000. Last week \$117,000.

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**Martin** (RKO) (2d wk) up \$75,000. Last week \$75,000. Last week \$75,000. Last week \$75,000.

**City** (RKO) (2d wk) up \$117,000. Last week \$117,000. Last week \$117,000. Last week \$117,000.

**Red River** (RKO) (2d wk) up \$117,000. Last week \$117,000. Last week \$117,000. Last week \$117,000.

**De Marcos** (RKO) (2d wk) up \$117,000. Last week \$117,000. Last week \$117,000. Last week \$117,000.

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**Martin** (RKO) (2d wk) up \$75,000. Last week \$75,000. Last week \$75,000. Last week \$75,000.

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**Belinda** (RKO) (2d wk) up \$80,000. Last week \$80,000. Last week \$80,000. Last week \$80,000.

**Martin** (RKO) (2d wk) up \$75,000. Last week \$75,000. Last week \$75,000. Last week \$75,000.

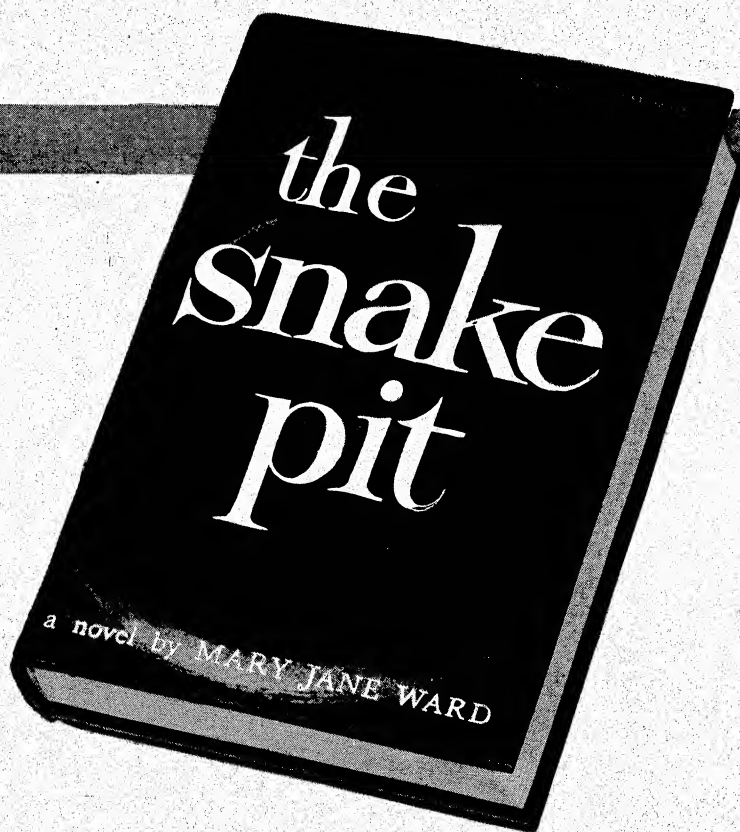
**City** (RKO) (2d wk) up \$117,000. Last week \$117,000. Last week \$117,000. Last week \$117,000.



The Snake Pit has been filmed!

IT COMES TO THE SCREEN

THURSDAY, NOVEMBER 4<sup>TH</sup>  
WORLD PREMIERE  
RIVOLI THEATRE, NEW YORK



Darryl F. Zanuck presents OLIVIA de HAVILLAND in "THE SNAKE PIT" also starring MARK STEVENS, LEO GENN with CELESTE HOLM, GLENN LANGAN and Helen Craig, Leif Erickson, Beulah Bondi, Lee Patrick, Howard Freeman, Natalie Schafer, Ruth Donnelly, Katherine Locke, Frank Conroy, Minna Gombell • Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK and ROBERT BASSLER • Screen Play by Frank Partos and Milten Brand • Based on the Novel by Mary Jane Ward

20  
CENTURY-FOX





# "Make Mine Metro-Cola!"

It's the new cry that's sweeping the nation! Showmen tell us that M-G-M is tops with ticket-buyers from Coast to Coast. They loved Leo's big, gay Summer attractions and it's in the air everywhere that M-G-M's got the top pictures for Fall and Winter, too!



## "THREE MUSKETEERS" PREVIEW! WOW!

Let's face it! M-G-M has the greatest commercial property it has had since "Gone With The Wind." We told you about the Coast Preview, and last week at Loew's 72nd St. Theatre we saw its magic with our own eyes and heard the tumultuous cheers of a capacity audience! Watch! Wait! A new Box-office Giant is born!

For instance: "Julia Misbehaves," the talk of New York, is destined to be one of 1948's biggest grossers. (Use the teaser below by substituting your theatre name. Actual size 2-Cols.)

**Julia Misbehaves at the Radio City Music Hall**

GREER GARSON • WALTER PIDGEON  
in M-G-M's comedy surprise of the year!

M-G-M presents GREER GARSON • WALTER PIDGEON in "JULIA MISBEHAVES" • PETER LAWFORD • ELIZABETH TAYLOR • CESAR ROMERO • Lucile Watson • Nigel Bruce • Mary Boland • Reginald Owen • Screen Play by William Ludwig, Harry Ruskin and Arthur Wimperis • Adaptation by Gina Kaus and Monckton Hoffe Based Upon the Novel "The Nunnet Tree" by Margery Sharp Directed by JACK CONWAY • Produced by EVERETT RISKIN

**THERE'S A BIG ONE COMING!**

LANA TURNER as wicked Lady De Winter  
GENE KELLY as D'Artagnan

M-G-M presents  
*Alexandre Dumas!*  
**The Three Musketeers**  
starring  
LANA TURNER  
GENE KELLY  
JUNE ALLYSON  
VAN HEFLIN  
ANGELA LANSBURY  
COLOR BY  
*Technicolor*  
WORLD PREMIERE  
Soon!

WITH FRANK MORGAN • VINCENT PRICE • KEENAN WYNN • JOHN CUTTON • GIG YOUNG  
Screen Play by ROBERT ARNOLD • Directed by GEORGE SIDNEY • Produced by PABLO J. BERMAN

Above:

Another ad (Actual size 3-Cols.) that tells New Yorkers about M-G-M leadership.

## Small Hope Seen in Unfreezing Pix Coin in B.A.; Inflation Hypothesizes B.O.

Sydney, Oct. 5.  
Mrs. Norman B. Rydge, whose husband is head of Greater Union Theatres here, died of gas poisoning Sept. 29, along with her 5-year old son, Stephen. Her age was reported to be 37. She leaves her husband and two sons by a previous marriage.  
Mrs. Rydge's act was attributed to the fact that she had been in poor health for some time.

**Warners** HAVE THE PICTURE EVERY PREVIEWER HAS CALLED  
"THE COMEDY OF THE YEAR"! *Come to the Trade Show!*

**ALBANY**  
Warner Screening Room  
79 N. Pearl St. • 12:30 P.M.

**ATLANTA**  
20th Century-Fox Screening Room.  
177 Walnut St. N.W. • 2:30 P.M.

**BOSTON**  
RKO Screening Room •  
122 Arlington St. • 2:30 P.M.

**BUFFALO**  
Paramount Screening Room •  
464 Franklin St. • 2:00 P.M.

**CHARLOTTE**  
20th Century-Fox Screening Room  
208 S. Church St. • 10:00 A.M.

**CHICAGO**  
Warner Screening Room  
1307 So. Wabash Ave. • 1:30 P.M.

**CINCINNATI**  
RKO Screening Room  
Police Tr. Bldg. E. 6th • 8:00 P.M.

**CLEVELAND**  
Warner Screening Room  
2500 Payne Ave. • 2:00 P.M.

**DALLAS**  
20th Century-Fox Screening Room  
1803 Wood St. • 2:00 P.M.

**DENVER**  
Paramount Screening Room  
1700 Stout St. • 2:00 P.M.

**DES MOINES**  
20th Century-Fox Screening Room  
1300 High St. • 12:45 P.M.

**DETROIT**  
20th Century-Fox Screening Room  
2310 Cass Ave. • 2:00 P.M.

**INDIANAPOLIS**  
Universal Screening Room  
417 No. Illinois St. • 1:00 P.M.

**KANSAS CITY**  
20th Century-Fox Screening Room  
1720 Wyandale St. • 1:30 P.M.

**LOS ANGELES**  
Warner Screening Room  
2025 S. Vermont Ave. • 2:00 P.M.

**MEMPHIS**  
20th Century-Fox Screening Room  
151 N. Main Ave. • 10:00 A.M.

**MILWAUKEE**  
Warner Theatre Screening Room  
212 W. Wisconsin Ave. • 2:00 P.M.

**MINNEAPOLIS**  
Warner Screening Room  
1300 Curtis Ave. • 2:00 P.M.

**NEW HAVEN**  
Warner Theatre Screening Room  
78 College St. • 2:00 P.M.

**NEW ORLEANS**  
20th Century-Fox Screening Room  
309 S. Liberty St. • 1:30 P.M.

**NEW YORK**  
Home Office  
321 W. 44th St. • 2:30 P.M.

**OKLAHOMA**  
20th Century-Fox Screening Room  
16 North Lee St. • 1:30 P.M.

**OMAHA**  
20th Century-Fox Screening Room  
1507 Commercial St. • 1:00 P.M.

**PHILADELPHIA**  
Warner Screening Room  
220 No. 13th St. • 2:30 P.M.

**PITTSBURGH**  
20th Century-Fox Screening Room  
1215 Blvd. of Allies • 1:30 P.M.

**PORTLAND**  
Jewel Box Screening Room  
1942 N.W. Kearney St. • 2:00 P.M.

**SALT LAKE**  
20th Century-Fox Screening Room  
216 East 1st South • 2:00 P.M.

**SAN FRANCISCO**  
Paramount Screening Room  
205 Golden Gate Ave. • 1:30 P.M.

**SEATTLE**  
Jewel Box Screening Room  
2215 Second Ave. • 10:30 A.M.

**ST. LOUIS**  
Urbino Screening Room  
2143 Olive St. • 1:30 P.M.

**WASHINGTON**  
Warner Theatre Building  
12th & E Sts. N.W. • 10:30 A.M.

# BETTE DAVIS • ROBERT MONTGOMERY

## JUNE BRIDE

with **FAY Bainter** **Betty Lynn**  
 directed by **Bretaigne Windust** • **Tom Tully**  
 produced by **Henry Blanke**

Screen Play by Harold MacDougall • Based on a Play by Eileen Tighe and Graeme Larimer





# ONE OF THE MOST SENSATIONAL SPECTACLES OF FOUR-FOOTED FURY EVER FILMED!

*Charging out of the  
pages of  
THE SATURDAY  
EVENING POST!*



*Wild outlaw stallion  
battles giant Brahma bull!*

COLUMBIA PICTURES  
presents

## THE UNTAMED BREED

*Starring*

SONNY TUFTS • BARBARA BRITTON

GEORGE "GABBY" HAYES

with EDGAR BUCHANAN • WILLIAM BISHOP

Screenplay by Tom Reed

Based upon a SATURDAY EVENING POST Story by Eli Colter

*in* CINECOLOR

Directed by CHARLES LAMONT

Produced by HARRY JOE BROWN







## Inside Stuff—Pictures

### Lawson Asks

Continued from page 2

Unique plug for Howard Hawks' "Red River" has gone out to hundreds of civic and educational leaders throughout the country in the form of a brochure on the evolution of westerns penned by Arthur H. DeBra, chief of the community relations department of the Motion Picture Assn. of America. Brochure outlines the traditional oater, with its deemphasis on sex, and then points out why Hawks was forced to alter the original Borden Chase story from which "River" was adapted to make it fit the "booklet" also carries a synopsis of the film and blue sketches on its stars.

Under his new deal with Columbia, Larry Parks drew \$750 a week, the same as he drew under his old ticket, with a difference. Current park for "I Was Born" on the home lot with the rest of his picture time free to accept roles on other film lots or on the stage. Actor is working now in "Jolson Sings Again."

Hume Cronyn will portray a character named Hughie Cronin in the new Bing Crosby-Barry Fitzgerald picture, to be directed by David Miller for Paramount. The part was specially written for him by Ed Beilin and Richard Brown. The actor goes to the Coast in about two weeks.

On his return east, Cronyn hopes to arrange a Broadway production of the play "Down to Sleep," based on Ludwig Bemelmans' novel. He's also still considering playing the title part in the Barter Theatre production of "Hamlet" on tour later this season.

Eastern division of the Screen Directors Guild is fast growing into a position where it will be able to rank with its "big brother" unit in Hollywood. For the first time, three eastern SDG members now have their own documentaries now showing in the Broadway area. Biggest splash was made by Robert Flaherty in "Louisiana Story," currently at the Sutton. Other two pix are Prof. Hans Richter's "Dreams That Money Can Buy" at the Playhouse, and Leo Hurwitz's "Strange Victory," at the Ambassador.

Following comment at a series of trade screenings, Vog Films, foreign pix distributors, lopped off 10 minutes from the running time of Jean Cocteau's "Eagle With Two Heads." Major slice was made in the concluding sequence where actress Edwige Fenech is shown staggering up a tremendous flight of stairs with a dagger sticking out of her back. Pic now runs 90 minutes.

### N. J. Allied's 'Peace' With Metro on Deals Of 20th-Fox Accord

Mantle of exhib-distrib peace signed a little while back this week when New Jersey Allied came to terms with Metro after blasting the latter for allegedly oversteering boosting rentals on both "Easter Parade" and "Date With Judy." Other branches were drawn at a meeting participated by John P. Byrne, Metro's eastern divisional chief, a number of Metro and 20th-Fox change officials, and a Jersey Allied committee consisting of Irving Hollander, Lou Gold and Wilbur Snaper.

While neither side would detail terms of settlement, it's understood that Metro came down a bit while Allied upheld its individual offers. After Allied has presented its case, each exhibi agreed to settle its dispute. Jersey Allied had attacked Metro on the contention that the company was attempting to back away from its own sliding scale rentals and establish a new double-A bracket.

It was the second peace move by Jersey Allied. Theatre group last week approved the conciliation plan suggested by Andy W. Smith, 20th-Fox sales head. Plan was given a further boost this week when the Independent Theatre Owners Assn., headed by circuit

quit on Harry Brandt, unanimously okayed its adoption.

Brandt named Max A. Cohen, Cinema Circuit exec and IPOA veepee, as chairman of the conciliation board. Tapped as co-members are Leon Rosenblatt and J. Joshua Goldberg. Smith appeared at the meeting and explained the system's operation.

Associated Theatre Owners of Indiana, an Allied wing, after studying the Smith plan, ruled last week to table it until certain aspects were cleared up. Group said there were many elements of it with which it was in accord but there were other aspects considered doubtful.

now." It charged the Committee on Un-American Activities, which cited the film writer for contempt with violating the constitutional rights of citizens.

"Today," it declared, "further investigation of the motion picture industry and extensions of the area of investigation into the legitimate Broadway theatre, the radio industry, the book publishing business, the churches, schools, and the fields of science are being threatened by this committee."

"The extent of the power of the committee over these media of expression and opinion, and the nature of the duties and the constitutional rights of the citizens called as witnesses by that committee, should be determined promptly to prevent further damage to those institutions and to those individuals."

In a brief in support of its petition, Lawson said that the questions presented in his case "among the most important to reach this court in a generation." The decision, he added, "will largely influence, if not determine the course of our republic."

The brief charged that the committee's purpose in conducting its hearings include "imposition of censorship upon the screen and the dictation to the motion picture industry of the political qualifications as persons employed therein..." These objectives, it continued, were carried out under the guise of a "legislative inquiry" and by means of an unwarranted invasion of the private rights of private individuals and private institutions.

The brief asserted that members of the House committee directed private employees to discharge and blacklist witnesses whom the committee had subpoenaed. "No organ of our Government," it said, "unless perhaps a military tribunal within sound of battle, has laid claim to such powers..." "Refusal to answer a question in a proceeding in which legislative power is so exceeded cannot be contempt," the brief concluded.

## NW Drive-In Expansion Seen Threat To Regular Theatres Next Summer

Minneapolis. Terrific wave of drive-in construction continues to gain force in this territory. It promises to pose a difficult summer competition problem for regular theatres.

Minnesota Entertainment Enterprises, comprising leading Twin City industries which is trying to set up the Twin City drive-in field, has broken ground for two more drive-ins outside of Minneapolis and St. Paul and has acquired the

build 500-car drive-ins at Owatonna and Willmar, Minn. The Friedmans are building a drive-in near Albert Lea, Minn. "To Mann and Charlie Rubenstein recently opened a drive-in at Duluth where Kaake and Blackmer also will build. Mann and Rubenstein also plan a second Duluth drive-in and one at Fargo, N. D., where Ruben also will construct one.

Independent exhibitors take the stand they must build drive-ins to protect their regular theatre investments in areas in which they operate. Industry heads here point out that heavy drive-in competition impends for next summer and wonder what the effect of so many drive-ins will have on regular theatre summer business. These regular theatres are air-conditioned and have been prospering during the hot weather. Some consider it significant that neither the Minnesota Amus. Co. (Paramount circuit) or RKO-Theatres is doing any drive-in theatre construction or appear likely to enter the field.

### 756 Drive-Ins in U. S.

Total 756 drive-ins, of which all but 13 currently in operation, scattered throughout U. S., first official survey of area. MPA-A discloses. These open-air flickeries have a parking capacity of 315,378 automobiles. Total actual construction of new drive-ins at present time comes to 86 theatres.

Of the 756 drive-ins, 137 are open during the entire year, 396 seasonally. Some 48% of the open-air outfits book single feature programs; 13% are dual-bill theatres and 39% alternate between the two policies.

site for another near St. Louis Park, local suburb. It now owns and operates two drive-ins in the area.

But Clem Jaunich, Delano, Minn. exhib, has encountered a setback. Suit in district court by 18 residents of Crystal, Minneapolis suburb, seeks to enjoin him from building his drive-in for which he has a license. Alleged that it would create a traffic hazard.

Newsmen in the drive-in field are Ben and Is Friedman, W. R. Frank elruet, Sheldon Grengs, Clarence Kaake and Sid Blackmer, all prominent exhibs. They plan to build. An outsider already building is P. J. Karalis at North Mankato, Minn. Frank circuit will

### 5th Drive-In for St. Louis Co.

St. Louis. Opening of 1,000 car drive-in, the Arway, in St. Louis county, is the fifth alfresco picture theatre to be put in operation in Metropolitan St. Louis. Henry Holloway, owner of several small houses in county, has worked out a new wrinkle. In addition to space for autos he erected stadium-type seats for 1,000.

### Warsaw, Ind., \$250,000 House

Warsaw, Ind. Mallers Brothers' Theatres' new \$250,000 Lake here, opened Oct. 1.

### MPAA Plans D.C. Projection Room

Washington. Motion Picture Assn. filed for license to erect a one-story projection room next to headquarters at 1601 and "N" streets, here. Structure would cost \$60,000 and would be the first step toward construction of an annex to the association's main building. Construction will not start for some time.

## 2 out of 10 Screen Stars are Lux Girls!

"My Beauty Facials leave skin softer, smoother," says charming Jane Wyman

This is a complexion care that really makes skin lovely! In recent Lux Toilet Soap tests by skin specialists, actually three out of four complexions improved in a short time.

"I work the creamy fragrant lather well in," says Jane Wyman. "As I rinse and pat with a towel to dry, my skin is softer, smoother." Take Hollywood's tip. Don't neglect chest you of romance!

### Fourth Circuit

Continued from page 3

cities and towns, for a steady supply of American films on a first-run basis.

Rank a "Stone Wall" Decision to turn to the indie houses has been made after repeated attempts to induce Rank to book a large number of Yank films. Perkins, for instance, has reported to his homeoffice that Rank is a "stone wall" against it will be useless to continue the battle.

By turning to indies, the majors will be able to guarantee a flow of product which will bulwark their operations and encourage them to drop subsequent-run policies. United Artists previously attempted to build a fourth circuit but couldn't put it across because it had no way of insuring sufficient supply of pix. Rank's squeeze has forced other majors into that strategy which automatically becomes the answer to the supply question.

Paramount has been able to book only two films in the two Rank weeks. Metro has four hooking with ABC. In total, only 10 Yank films have been booked for the last four months in the three chains, or a 40% proportion of their total playdates.

Switch to indies does not mean for the time being anyway, that the majors will halt selling to the three circuits.

LUX TOILET SOAP

Another fine product of Lever Brothers Company

Jane Wyman

Star of Warner Bros.

JOHNNY BELINDA

Now Showing Locally





# WHAT'S TRELLER TALKING ABOUT

## ABC's \$9,000,000 Stock Intake

Over and above the paying off of bank loans, Ed Noble's ABC operation has realized upwards of \$9,000,000 from the recent floating of its stock issue. Most of the coin, of course, is being poured into television, it being estimated that the coast-to-coast ABC video operation will entail an expenditure of about \$5,000,000. Contrary to reports that ABC has been obliged to dig into its surplus to get its TV enterprises rolling, network execs say that's not the case; that the stock issue is carrying the full freight.

Latest chunk of ABC coin for television (\$350,000) has just been turned over to Warner Bros. for the acquisition of its old Vitaphone studios in Hollywood, with the web cash-marking a good second year of its coin for its L.A.-Frisco TV operations, which will be linked by co-axial cable by the end of the year.

It's likely also to bring in more TV, as the network has taken over its own 96th street bldg. by Nov. 1. N. Y. execs revealed last week, a value of about \$200,000.

## GM Sponsorship of Bergen Would Yank Show Out of Sun. NBC Spot

With General Motors' Aul prospect for the \$2,000,000 annual time-slice pickup, the Edgar Bergen-Charlie McCarthy show which Standards Brands is anxious to relinquish, there being possibilities that the Bergen package may wind up in the CBS roster if the deal is consummated.

Columbia is making a terrific pitch for the GM bid—and when—with the idea of slotting Bergen in the same 8 p.m. Sunday time segment he now occupies on NBC, thus rounding out a full-hour comedy sequencing of Amos 'n' Andy (7:30) and Bergen, in such an eventuality, it would not be CBS right up in front in the Sabbath comedy sweepstakes to counter the Jack Benny-Paul Harris-Fred Allen audience pull.

Meanwhile, CBS board chairman William S. Paley has been trying to wrap up a capital gains deal for the Charlie McCarthy-Morris Karny property, similar to the Amos 'n' Andy maneuver, but Bergen reportedly prefers a more substantial offer, in the \$25,000 a week package in order to keep himself more flexible.

But any Bergen move automatically cancels out his present Sunday 8 a.m. on NBC, in view of the fact that the ownership of Fred Allen in the succeeding 8:30 segment. Neither Ford nor CBS, obviously, would hold still for back-to-back slotting of competing products.

Thus NBC, already suffering a Tuesday night blow with the loss of A & A and itself faced with a breakup of its Benny-Harris-Allen two-hour comedy sequencing, one of the biggest broadcast payoffs in all radio. If Bergen goes out of the 8 o'clock spot, NBC says it must shove one out of the 8:30 slot, shows into the time, such as Bob Hope, Red Skelton, Eddie Cantor and Jimmy Durante. Their sponsors would grab it.

At any rate, Bergen, who preaches for the 10:40-11:00 Sunday (3), doesn't want to switch sponsors until the first of the year, and is not going to let the proposition with his listening audience that he's been dropped.

## Swift Cools Off On Sat. Hot Dogs

The Swift meat packing people, faced with a budgetary cutback in the Frankfurter division, are planning to drop sponsorship of the Saturday morning NBC "Archie Andrews" kid-land show.

Swift has the full-hour (10:30-11:30 a.m.) segment with "Archie Andrews" and "Chief McGee" but plan is to continue the latter. No cancellation order has come down as yet, but it will be a matter of how that Swift may find coin from another division to retain "Archie Andrews" on behalf of another product.

Dropping of "Andrews" would involve a time-table saving of about \$600,000 a year. Company has been sponsoring the program for about a year.

## NBC, CBS Pop Radio

When, several months ago, NBC grabbed off the Elgin holiday business from CBS, after a six-year reign on moving the brass of the most intense rivalries known to radio, the repetitions haven't ended by a long shot, even though at this stage of the game both networks are pitching an audience favor with an intensity suggesting that the very fate of the networks themselves hangs in the balance.

It all started when NBC preyed Niles Trammell succeeded in selling Elgin on moving the brass of Thanksgiving and Christmas 4-to-6 p.m. all-star shows to NBC. For six years these programs, highly lighted chiefly by NBC's top talent array, showing such personalities as Frank Bennett, Charlie McCarthy, Red Skelton, Jimmy Durante, Garry Moore, et al., gave holiday programming a distinct flavor. CBS was taking deserved blows for transferring a nighttime brilliance to daytime holiday programming. The fact that the twelve-yearly Columbia spread could attribute its rebound to 30 shows of NBC personalities may or may not have been a factor in NBC's determined bid to clinch the Elgin switchover. Whatever the reason, the client has in with NBC the plan.

CBS' Counter-Offensive  
CBS, rankled by the maneuver at Elgin, chief factors in the CBS Christmas station, and one of the CBS policy standards. Atlas and the Wrights had been put into motion plans to outshine and out-Elgin Elgin. The details for Elgin's new show, "The Elgin Show," were being worked out.

Since CBS had the pattern for the 4-to-6 p.m. spread, the network put itself in a position that was going to be a budget from the time segments. On the other hand, Elgin had the 4-to-6 p.m. slot, always been "Elgin Time" and they're going to stay put, too.

Elgin's got one of the other of the networks to yield and move up two hours to permit for a two-network weekend round-robin of entertainment have thus far been fruitless, and in all likelihood both shows will end in opposition to one other. It's considered inevitable that both shows, as a result, (Continued on page 36)

## Truman Air Corps Begins to Pour

Although as recently as two weeks ago the Harry Truman-for-President radio coin was an elusive thing, as far as the network executives are concerned, who control the Democratic purse strings started to loosen up in earnest last week.

The past few days saw \$80,000 poured into web coffers, mostly from coast-to-coast pickup. Pres. Truman's Oklahoma talk carried by CBS and Mutual, with a 15-minute, half-hour, and the President's Louisville talk via CBS (\$20,000) and Son. Barkley's Pittsburg address also carried by CBS (\$20,000).

CBS found itself on the horn of a dilemma last week over \$120,000 worth of business from the CIO Political Action Committee, which requested time on Oct. 25 or 26 for half of a Truman-for-President broadcast. Since the sale of air time to labor unions or national banks in presidential campaigns is a forbidden practice, it was whether PAC can be designated as a labor union. However, CBS legal staff, in Washington, decided that the 15-minute program goes on.

## "What Code?" Is Affiliates Greeting To NBC's Set of Reforms; Network Miffed at Sun Valley Brusheroo

### How Hooper Rates 'Em

(Sept. 30)	
Walter Winchell.....	19.6
Radio Theatre.....	17.3
Gobey's Talent Scouts.....	15.9
Stop the Music.....	15.1
Bob Hope.....	14.1
Mr. District Attorney.....	12.8
Mr. Keen.....	12.3
Suspect.....	12.3
Take It, Leave It.....	11.9
Break the Bank.....	11.7
Crim. Photographer.....	11.7
Gangbusters.....	11.4
Horace Heidt.....	11.3
Is Your P.M. in the House.....	11.2
Mr. & Mrs. North.....	11.3

## NBC Election Night Sale at 150G Gets It Off Rebate Hook

NBC's sale of Election Night (from 8 o'clock on) to Chevrolet adds up to \$150,000 in billings, but as far as the network is concerned, it's merely a case of getting off the hook, with likelihood that NBC will just about break even on the deal.

It's not only a case where the parent network is getting off the hook, but the capture of time to the regular clients (Philip Morris, Lever Bros., Alka-Seltzer, Raleigh). The network is also liked for the full talent costs of the regular shows, which includes NBC's budgeted Tuesday night lineup of Fibber & Molly, Bob Hope, "Peep Show," the new Earl Edwards show, "Big Town" and Carmen Cavallaro.

Originally NBC tried to persuade its regular list of Tuesday night clients to buy the Election Night (from 8 o'clock on) with regular segments by cancelling out their regular shows but retaining the full, but failure of all to come in resulted in the decision to sell the whole evening as a package to Chevrolet.

NBC sale completes the four-week sponsorship of election returns, Nash buying CBS' Sunday night and Kaiser-Prater tying in with ABC's coverage.

NBC-TV has set a deal for its parent, General Electric, to sponsor Election Night on the web's midwest tele hook. The web already has a cooperative deal with Life magazine covering Nov. 2 voting returns on NBC's eastern radio outlets.

NBC coverage will be in competition with ABC-TV, which Kaiser-Prater has been bid to carry. Nash Motors will sponsor CBS-TV's ballot coverage. DuMont hasn't set plans yet.

## TOP U. S. CLIENTS INTO RADIO LUX

Paris, Sept. 28. American advertisers now flock to Radio Luxembourg include Coca Cola, with a half-hour program in French, plus five minutes on three days; Lever Bros. and Goodrich, each with a 15-minute slot in French; Mars, Inc., half-hour in French; Carle Products, 15-minute slot in French and half in English; and German Lutheran Advertisers, half hour each in English, French, Czech, Polish, Hungarian and Russian.

Radio Lux will also start on Sunday, Oct. 10 a weekly series of 15-minute French programs for the Economic Council, U. S. administration (Marshall Plan), ECA. Travers will operate in N. Y., and will be made in the U. S.

The fact that the newly-projected NBC coverage of Election Night is causing a virtual brusheroo at the Sun Valley convention is causing no little distress among the network hierarchy, with prey Niles Trammell, for one, sorely disappointed over the lack of enthusiasm for the document among the affiliate managers.

It was not only a case of the affiliates failing to take action on the Code, but the reaction was so passive as to suggest that the station men didn't particularly care one way or the other. Some of the affiliate businessmen even put themselves on record unofficially with the comment, "The Code is NBC's concern, not ours."

Prevailing sentiment in some quarters is that, if the industry, as a whole, reacts to the proposed FCB Code with the same lack of interest or enthusiasm as the NBC affiliate managers, the broadcasting industry is due for a rude awakening.

The mature critics of radio are sitting tight waiting to see if the broadcasters make some pretense of having reacted to the FCB Code of Practices adopted at the Los Angeles convention last May. Even though interest in the Code during last week's, it's a certainty that the industry is due for a new look, with just about every measure taken to correct abuses.

There is, however, increasing evidence, too, of a "let tough" FCB complexion, with the resultant payoff that a lot of the station operators may be overlooking the license renewals if they persist in remaining aloof from a proper Code adherence.

## There's Still Time On NBC, CBS Sked

With the new broadcasting season in full swing, CBS and NBC find themselves with some "open for business" segments available, CBS, in particular, has some choice time slots kicking around, notably Sunday night at 8:30, and the full 10 to 11 hour on Wednesday night, 10 p.m. and 10:30 to 11 p.m.

Also available are Tuesday 9:30 to 10 p.m. and 10:30 to 11 p.m. As for Saturday, it's a case where you can write your own ticket, with the network open for the Vaughn Monroee-Carmel show except the "Pays To Be Ignorant" comedy, which will start on Sunday afternoon 11 a.m. going a-begging on CBS, too.

On the other hand, the network is grandly miffed at the daylong cross-the-board, a situation that hasn't prevailed in several years. Outlets for the 4:30-5:30 p.m. is, strictly SRO.

NBC is trying to peddle Monday night at 10:30, but it's a case where General Electric's Reed Waring show, now entrenched in a Thursday slot at 10:30, is a case where 3 and 4:30 to 5:30 are also open.

## Steffy New Yankee Boss

Boston, Oct. 5. George W. Steffy, vicepres of Yankee Network and long time president of the 430-5 radio, has been elected to board of directors of the network.

Steffy, connected with Yankee Network for more than 20 years, will direct operations of network, which is owned by the company, which has been in operation since 1926. Steffy is a husband of Mrs. H. H. Steffy, who has been in operation since 1926. Steffy is a husband of Mrs. H. H. Steffy, who has been in operation since 1926. Steffy is a husband of Mrs. H. H. Steffy, who has been in operation since 1926.



# DUPLICATE

## Portend of A.M.-TV Listening Habits

Philadelphia, Oct. 5. Small but significant sample of what A.M. dialers in metropolitan areas will be tuning in this fall has been disclosed by Albert Sindlinger's instantaneous Radox pilot-test operation here. Prime indication seems to be that, though the Benmys, Bergens, Allens, et al., are back, set-tee sets will keep on ignoring A.M. Another snap-conclusion, on the basis of last Sunday's (3) dialing, is that the consolemen face an uphill fight versus the glow-in-the-dark.

Despite return of NBC's comedy powerhouse Sunday (3), every one of the teletest homes in the Radox sample (presently 60 A.M. FM and video sets) looked at TV instead, Sindlinger reported. In three of the radio homes, Fred Allen was dialed out within a minute or two after he came on, the pickup being switched to "Stop the Music." Number of sets in use (50% of the sample) was the greatest since the pilot test started several months ago.

Sindlinger disclosed that his sample will be doubled to 120 sets, next week. He expected to increase it to 600 sets by sometime in December. Operation will be confined to Philly rather than extended to other east coast localities, however, until the most satisfactory sample size is determined, Sindlinger said.

At 8:03 p.m., just after "Stop the Music" went on, it had a 22% share of audience against CBS's 23%, but by 8:27 Bergen's share had inched to 26% and "Music" had climbed to 37. Fred Allen took off with 25% against "Music's" 40. By 8:54 p.m., he was down to 15% and the giveaway was up to 45.

At 9:03, Walter Winchell had 48% against NBC's 14. Oddly enough, CBS' new Sunday sequence, parodying from "Fannie Hushand" and "Sam Spide" to "Glee" and "Electric Theatre," "Our Miss Brooks" and "Lam 'n' Abner," not only held but, built in share against "Music." CBS' share climbed from 37 to 48.83 to 49.45 of 38% of the sample, off to 24% at 9:36. At 10:33, when "Strike It Rich" was starting, CBS' share jumped from 23 to 44%.

## Set Mrs. Muster Forces to Join In Industry's 'Protect Radio' Stance

Following through on the determination to protect radio at all costs against the threatened inroads of television, radio receiver manufacturers have begun to muster their forces to line up in the fight. Plans are already underfoot to limit up to 10% the volume production next year, of audio sets, such as drum stores, for A.M. receivers. Other manufacturers, while predicting that TV will represent at least 70% of their volume production next year, look to the incorporation of tele in combination consoles as offering a good opportunity to convince the public to replace existing sets.

Suggestion that the radio industry should scout out new retail outlets was made to the Associated Chain Drug Stores meet in N. Y. last week by Westinghouse Electric's ad manager, J. H. Slobin. Pointing out that drugists "depend more than any other merchant on radio advertising to help build traffic and volume," since most radio advertising plus product sale in drug stores, Slobin told the assembled drugists that it is to their direct advantage to add radio sales to their existing line and the trend toward radio sets in every room." He added:

"It is entirely possible that the radio advertiser will come out from the brilliant glare of television's future and hold on to his radio business. But if he doesn't, there will be new outlets and they can most logically be the outlets which present most on radio revenue in the volume of product advertising. It is something to think about."

General Electric's president, Dr. W. S. Elwood, said:

(Continued on page 36)

## Shouse Upped by Crosley

Cincinnati, Oct. 5.

Now it's board chairman James D. Shouse of the Crosley Broadcasting Corp. President of the young 45-year-old Crosley, who joined the firm 11 years ago as a vicepres, was announced yesterday (4) as Shouse's successor. R. Babcock, who recently resigned presidency of the parent Avo Corporation, will be named to the chairmanship to become Avo's senior consultant.

Shouse came to Crosley from St. Louis, where he managed KMOX, CBS-owned outlet. He got into radio in 1929 as CBS' first sales representative in Chicago.

## WINGATE CUTS STATION OUT

Several hundred radio radio stations which for years have received STAs (special temporary authorizations) to stay on the air overtime on election nights won't be permitted next November to provide their communities with this service. While no concerted squawk has arisen as yet, there's a loud one brewing in New York City, where municipal-owned WNYC has broadcast election returns for 24 years.

STAs were legislated out of existence by the Federal Communications Commission last summer. When WNYC recently submitted its usual application to stay on after 10 p.m. on Nov. 2, the bid wasn't denied, but simply returned. Mayor William O'Dwyer is said to be preparing a letter of protest. But it isn't expected to reopen the case, unless other localities protest in volume.

A high-placed FCC official said yesterday (Tuesday) that just far one group of daytimers had banded to fight the Commission but that it had been denied. As for WNYC's case, he denied it would cause any harm, saying it was "because in New York there are so many other stations they can get their returns on."

FCC banished STAs on the grounds that (1) the privilege was being abused; (2) congestion of frequencies was arising from the increasing number of daytime stations; (3) service of the STAs caused an administrative burden. Commissioner Rosel Hyde dissenting, saying he was "not objecting to the Commission's action in trying its hands by enacting such a hard and fast rule against over-

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## Transcription Boys Come Up With Cutie; They Wanna Keep Dubbing 'Em

### Song Cavalcade

VARIETY's specially compiled Musical-Historical Cavalcade: 1800-1948, covering 150 years of American music, starts publishing serially in this edition.

Amplified and extended since the original 1800-1935 Song Cavalcade first appeared some 10 years ago in VARIETY's Radio Directory, the many requests warrant this republication. It is suggested that the segments be clipped and preserved for permanent use by film, radio, stage, allied press-builders, et al.

## Directors' 4-Way Stab at I-H As Sweets Stands Pat

Bill Sweets, who resigned as national president of the Radio Writers' Association, the many requests warrant this republication. It is suggested that the segments be clipped and preserved for permanent use by film, radio, stage, allied press-builders, et al.

Attempts had been made during last week by Guild toppers to talk Sweets into a meeting, but he declined. He was ill and unable to attend Monday night's meeting. But sent a statement reaffirming his position.

As a result, the local adopted a four-point resolution. 1. That the local "vigorously" condemn the Talt-Hartley Law as an instrument deliberately designed by the enemies of trade unionism to cause painful and regrettable differences between and among members of all unions for purposes of creating realignment, disaffiliation, fragmentation and the eventual destruction of the unions and guilds.

2. That the membership of the local joins with its executive council and national board in recognizing and upholding "the unequalled principle of Bill Sweets to stand on his right of non-Communist affidavit and continue to regard him as a leading, highly honored and invaluable member of the local and national boards and a member in the guild."

3. That the local approved the action of the national board and saw fit to take in voluntarily signing personal, non-Communist affidavits on national issues.

4. That membership of the local "has closed ranks and is unanimously dedicating itself to execution of the national convention's resolution to proceed forthwith with full vigor in negating the freeloader national contracts."

W. J. C. (Continued on page 36)

## Wingate's N. Y.-to-L. A. (By Bus) for Grass-Roots Documentary Material

WOR, N. Y., which hasn't been hitting the documentary trail as often lately as in the past, is about to put staffer Johnny Wingate on the road. Wingate will be taking a recorder cross country for three weeks, sampling grass-roots opinion on national issues. "Timely excerpts will be air-mailed back to the station for use in the program," says Lyle Vant from time to time. Lyle Vant 6 p.m. news. When Wingate returns, he'll be "the best of his pickup," he'll tell and narrate the story in a 30-minute "Three times a Week, Country, U.S.A."

Transcribed dramatic show producers are currently working overtime to accumulate a backlog of shows before the American Federation of Musicians lifts its ban on recording and transcriptions. Several package producers have saved considerable coin by dubbing in musical backgrounds and are making as many disks as possible before AFM head J. C. Petrillo decides that he'll permit his musicians to go back to work.

This is regarded as a terrific setback on the pre-ban attitude of disapproval when they worked feverishly during last November and December to get a sufficient backlog of recorded music. Today it's a different story. By having the clock to get a backlog of shows before Petrillo rescinds the ban, they expect to lose a few dollars when live musicians are again used.

The et. producers have found that recording live musicians is considerably by having the musical background dubbed in from stock songs. By having the musical background dubbed in from stock songs, they expect to lose a few dollars when live musicians are again used.

Only producers that are shelling out extra money for dubbing music are those that previously used an organ background. Studio costs recently go over that which went to the single musician.

However, these producers are not complaining about the dubbing backgrounds with the present dubbing system. Library of recorded music is being built up. They are obtaining the majority of effects from sharp stings to long passages of music. They are obtaining the majority of effects from sharp stings to long passages of music. They are obtaining the majority of effects from sharp stings to long passages of music.

However, there's one disadvantage in dubbing. Those shows that are using full orchestras have been finding it difficult to go back to the organ background once the ban is lifted. But, otherwise, the producers are chalking up additional profits as long as Petrillo insists in keeping out of recording ban.

## CBS' 25G Trail To Showcase Markle At 'Ford Theatre' Helm

CBS' 60-minute one-shot dramatization last Friday (1) of "Young Man of Manhattan," starring June Allyson, was the first of the most ambitious "trailerization" of an upcoming network series. In series of "Young Man of Manhattan" up to a \$25,000 preview of the new "Ford Theatre" show, which begins on Oct. 12, in the CBS 9 to 10 p.m. segment.

Primarily, the one-shot was devised to showcase the talents of actress June Allyson, who is producer-director of the new "Ford Theatre" show, which begins on Oct. 12, in the CBS 9 to 10 p.m. segment.

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(Continued on page 34)







# Atlanta's WSB-TV Spreads Video Wings With Lotsa Dixie Hoopla

By SAM F. LUCCHESI

Atlanta, Oct. 5.

WSB-TV, the first television station in the deep south to go into the air here last Wednesday (29) night with appropriate fanfare and all the trimmings. New outlet confined itself to a demonstration of its new television set and a preview of what it will offer in the future. Regular programming got under way the following day.

Consensus among those familiar with video, was that WSB-TV's start was auspicious. To the uninitiated, it was wonderful... and a revelation. Camera work resulted in sharp images that delighted the owners in the Atlanta area and set their lips to smacking in anticipation of things to come.

Inaugural ceremonies were informal with folksy and homespun overtones. Leonard J. Reich, general manager of radio properties WSB (Atlanta), WTOP (Miami) and WHIO (Dayton, Ohio), owned by Ex-Gov. James M. Cox, of Ohio, acted as emcee and introduced notable including M. K. Cox, Jr., vice chairman of the board of Atlanta Journal Co., which owns WSB-TV. George C. Biggers, president of the Journal; Daniel J. Mahoney of Miami, a director of the Journal; and John M. Outler, Jr., general manager of WSB and WSB-TV.

Incidents flew thick and fast and the studio was knee-deep in mutual pledges of co-operation between educational and civic leaders and station's spokesmen. Outler, however, never once let the studio and listeners forget the sight of the fact that WSB-TV's primary objective was to make money for its owners.

Outler also introduced to video audience Marcus Bartlett, program manager who has been with WSB for 19 years, and C. F. Daugherty, station's chief engineer; who, in addition to co-ordinating the station, which culminated in WSB-TV hitting the air on schedule, a timetable set when ground was broken for station.

## 3,000 Sets

"Latest survey... indicates that some 3,000 video sets have been sold in the Atlanta area since the public awakened to the fact that WSB-TV would accept take the air. Installation has proved a bottleneck, so how many actually are in operation is problematical. The fact remains, however, television set dealers are finding a ready market for their sets. Prior to WSB-TV's bow the Journal got out a 64-page TV edition and the Atlanta Constitution is planning a similar "special" this week, which indicates set dealers are really planning to cash in on television.

This fall WSB-TV will stress football telecasts, having scheduled some 30 college and pro grid contests. Games played by Georgia Tech's Yellow Jackets on the team grounds, Grant and Jackson, will be telecast as will high school games played on Henry Grady Field.

Although WSB-TV is just a baby, it is not entirely without revenue as a starter. Prep football games are being sponsored by Motorola each Thursday, Friday and Saturday nights. Walco, local sporting goods store, and Philco are joint sponsoring rebroadcasts of the Georgia U. games.

As a starter WSB-TV plans some five hours per day, seven days a week of video-casting. Station hits the air at 4 p.m., signs off for a 75-minute break at 6:30, resumes at 7:20 and closes out at 10 nightly.

Others featured on opening night telecast were Frank Galt, commercial manager; M. K. Tolson, production director; Dorothy Kirby, noted woman golfer now WSB's commercial staff, who, with Thad Horton, interviewed Earl Mann, president of Atlanta baseball entry in the Southern States; Bobby Dodd, Georgia Tech coach, and Howard Beckett, for 30 days good pro at Capital City Country Club.

WSB-TV is telecasting on Channel 8. Channel 12 has been assigned to WPCN, the Atlanta Constitution station ABC television affiliate. Third tele member is held by WAGA, CBS affiliate. WGST, Mutual chain link with the WGBH station, is held in the race for the remaining channel.

## New Tele Business

American Home Products has bought the 6:15 to 6:30 slot on Sunday afternoon on Small Fry Club Mondays, Wednesdays and Fridays on the DuMont net to play Koolhae, American, Inc. in Dance, Fitzgerald & Sample. Sale leaves open the four quarter-hour slots open on the across-the-board show.

R. Reynolds Tobacco (Camels) asked to sponsor 40 of the 70 events to be aired by CBS-TV during the fall and winter from Madison Sq. Garden, N. Y., majority of the sessions to be concentrated on collegiate basketball games. Agency is William E. Williams, Inc., New York, which is handling the Wrightley account.

Colonial Airlines picked up the 10:15 to 11:00 slot on the DuMont net, show aired once weekly on the DuMont web. Agency is J. H. Sullivan & Ryan, New York.

Van Heusen shirts sponsoring Pat Hodge's "Dress and Guesst" on WGTB (Spartanburg, S.C.) through the Grey agency.

"Four Leaf Clover" WCAU-TV's (Philly) new charade-quizz has been extended from a 15-minute slot to a half-hour, with Pat O'Brien, Studebaker dealer, picking up the job. Program, which features Ben Sears, was placed by the Joseph Lowenthal agency.

"Circle Wip" program, nightly juve show broadcast over WIP, Philly, has added another public slot to its schedule. Now simulcast Mondays and Wednesdays over WCAU-TV along with the A&E airing, Friday nights have been added to the two station show. Sponsors are Gimble and Pelice-Phelps, Inc., Admiral distrib. Robert J. Enders agency handles the account.

Three new commercial programs teed off on WCAU-TV, Philly, last weekend. Jack Welch, Penn backfield coach, and Sports-caster Claude Harin paired on the Sports Club Friday evening (11) for the F.H. Company, (Lincoln, N.H.) through the Lowenthal agency. The Saturday session of Sports Club (a solo by Harin) is sponsored by Greenville College, played by the H. M. Dittman agency.

Each Thursday night, 8:30 to 9, Raymond P. Scott, Main Line Lincoln football player, presents the Saturday football game of the Merion High school game of the previous weekend. Ed. J. Lowe, Cox agency placed the account.

Curtis Publishing Co., Philadelphia, for The Ladies Home Journal, sponsoring film announcements during week of Oct. 3, over WGN-TV, Chicago, WBBM-TV, through BBD & O, New York.

Quaker Oats Co., Chicago, will sponsor the "Roy Rogers Rodeo" Oct. 8, through Sherman & Marquette, Inc., Chicago.

## Who's Kiddin'?

They're referring to WGN-TV, as the most profitable tele operation in America today.

Every month the station waits to get on the air—television has been pushed back to sometime next spring—it's saving \$100,000.

## STECK INTO WFIL-TV PROGRAM MGR. SPOT

Philadelphia, Oct. 5. Jack Steck, program-manager of WFIL, has been named manager of programs and production of WFIL-TV. Steck began at his new post yesterday (4). Herbert K. Horton, executive, will continue to serve as program director for WFIL-TV.

In the radio field for over 20 years, Steck has been associated with WFIL for over half of that time. Before he became program manager, he was director of public relations and special events for the radio station.

Well known in other phases of show business, Steck has been producing programs for WFIL-TV since the station went on the air more than a year ago. His handling of the "Hazel" series, WFIL-TV's original video outlet's first show and is still a regular feature. More recently, he introduced "The Hootenanny," a semi-weekly TV idea that clicked in radio years ago.

Steck personally organized the "Harold Hootenanny" now a regular Saturday night feature on the ABC club.

## Dentists Take Cue From Drs.' TV Act

Minneapolis, Oct. 5. Not to be outdone by the medical community, which has already performed surgical operations on television, the Minneapolis District Dental Society has scheduled two major dental operations for telecasting over KSTP, local video outlet, Dec. 1. Show will be carried on a closed circuit, however, and won't be available to television viewers.

Operations are to take place at the WTC-TV building, here and will be beamed to the Nicollet hotel ballroom, where some 500 dentists will watch on battery of TV screens. Without tele, only about a dozen dentists would be present around the patient's mouth to watch the action. Idea is to demonstrate new surgical techniques, usually done via live TV.

## TBA Clinic Set For Dec. 8

Television Broadcasters Ass'n annual meet and one-day TV clinic will be held for Dec. 8 at the Hotel Waldorf-Astoria, N. Y. Mutual web's ad-promotion veepee E.P.H. Hargrave, who has been named to serve as chairman.

TBA will hold out its annual awards at the day's luncheon. Election of three new directors, who serve on a rotating basis, is also to be held.

## New York

LIT Abrams' "shmoos" are slated for a run on "The Tonight Show" on the NBC-TV web Sunday (10) night with cartoonist Al Capp on hand to protect his recent creations. Comedian Henry Aldrich will defend the schmoos and psychiatrist Dr. Frederick Wertham is to prosecute them.

Barbara Booth Cowan, writing for "The Laytons," which bows off the DuMont web tonight (Wed.) after a three-run, now writing script for the National Football League's "Football Night in America." Best has been handed the TV show for possible sale to other networks and sponsors.

Comedian Danny Webb and his "Comics on Parade" show signed to a five-year contract by the N. Y. Daily News WPX. Television Enterprises, Inc., is producing the filmed musical plays for Alexander's Dept. Store's new TV show, which will close the WJZ-TV Commercial feature the "Show Spinners." In a further investigation of the show, number 1, Plaza 5-2000, used for both departments.

William, until now staff announcer for the N. Y. Daily News WPX, united to chief announcer.

Kelly Flitt radio-tel actress, for Galemor Productions, tele quit.

## Hollywood

Hilary Brooke and Angelo Greene have been added to cast of "The New TV Series," CBS "The Cases of Eddie Drake." CBS Loren Ryder, Paramount recording artist, will play a doctor in the service video programs. Services cover camera-to-release-print production for 16m film. Studio color and sound. Ryder's first clients include Vallee Video and

## FM's in Gripe Over TV's Accent on Audio

Chicago, Oct. 5. Some FMers are plenty nettled by WABD's plans to televise morning shows, which would be subordinate to audio. Such programming is way off base, according to FMers, who also complain of TV stations presenting audio programs while only beaming test patterns.

FCC chairman Wayne Coy, when queried at the FMA convention earlier this week how far he would go in the use of audio, said that FCC rules were ambiguous on that point. He said, however, that he would, he stated that "Television should stick to its last."

FCC also expected that demand for sound transmissions on TV would come from the FMA meet but a resolution to that effect failed to emerge.

## ANG Bargaining Agent For WPX Technicians

With consent of three other unions currently scrambling for jurisdiction rights, the American Newspaper Guild has become the bargaining agent for 50 technical employees at WPX, N. Y. Daily News video outlet. ANG's certification was a by-product of current negotiations before the National Labor Relations Board involving the International Alliance of Theatrical Stage Employees and the International Brotherhood of Electrical Workers, and National Assn. of Broadcast Engineers and Technicians.

Dispute between ANG and the IBEW stemmed from the latter's claim that editorial workers transferred to the TV station were no longer covered by the newspaper pact since the two operations were separate. NLRB.

## Admiral's 300G TV Ride

Chicago, Oct. 5.

Admiral Corp. has 10 new film spots for telecasting by dealers and distribut on a 50-50 split of time costs. Forty and 100 second spots are 16 and 35 mm.

Admiral's outlay for tele in the last three remaining months of 1948 will total \$300,000, or three times the amount spent in the previous nine months.

## Tele Chatter

IMPPRO, He will headquarter at 5000 Sunset Blvd., Hollywood, Calif. KLAC-TV telecasting from 8000 Sunset until own studios are built and equipped.

## Chicago

Bill Balaban, owner of B & K head John Bahlan, joins WBBK press dept. to learn video... Norman Felton, owner of WGN-TV, is expected to go to New York for a two-month training course in tele production. Felton will be based in Florida, Inc., said firm expects to produce more than \$400,000 of tele sales in 1949... Pamela Britton, lead in Chd company of "Brigadoon" in Chd. Reinald Werranath of WBBK, joining NBC's forthcoming WNBQ as field director, Oct. 15... WGN-TV saluting National Fire Prevention Week Oct. 3-9, with special films and

news. WGN-TV will also televise tele network have been granted... WGN-TV will televise the new Nels in Chicago Sunday, next March 19... According to

their program "Under 21" will be Chd's first major teen age tele... WBBK... Grand opening of Wurlitzer... WGN-TV with Jerry Wayne, singer, Herbie Fields, musical... WBBK... Fredrick Slack, orch leader and pianist, Tony Baker, singer and... Hoagy Carmichael, composer and film... Hootenanny, and... staff of WBBK, off to California to join a TV station in Hollywood.

## Sponsor Costs KLAC Coin; Resale of Grid Rights Brings \$25,000 Loss

Hollywood, Oct. 5. KLAC-TV has paid up its first sponsor but at a loss of \$25,000 plus station time.

Philco distributors, Philco Corp., paid out close to \$50,000 for the USC-TV football package according to Cliff Bettinger, Philco representative. KLAC had paid \$75,000 for the package.

Two of the 13 games in the original package have already been telecast and telecast on a sustaining basis.

## WCAU Boosts Time Costs 50% in New Rate Card

Philadelphia, Oct. 5. WCAU-TV's new rate schedule calls for an average increase of 50% in time costs. The rate rise was based on increased ad sales and an expanded program schedule. Class A live time is set at \$300 an hour, with film running at \$225 an hour. Discounts on the 13, 39 and 52 program arrangements are also listed.

Class B live time is set at \$202 for film. Class C is set at \$225 for film, \$187.50 for film. Re-run time is \$125 per hour. Announcements, one minute or less, side or film, \$50 to \$50 for Class A to \$37 for Class C.

## Swope's Hockey Deal

Herbert Bayard Swope, Jr., who recently resigned as remote pickup director for CBS-TV, has signed to handle the telecasting of the first three N. Y. Ranger hockey games to be covered by the N. Y. Daily News. Swope, who has worked as an indie director on the games, which are to be sponsored by Swope's Bayard Swope, Inc.

He denied reports that he resigned from CBS because the web had turned down his offer for an extra commercial fee on Columbia Univ. football games. Resignation followed the fact that the National Hockey League had turned down Swope said, when an argument with an unidentified CBS exec on the same problem was made. Swope said he could no longer work for CBS "to my own satisfaction nor to CBS' benefit in that atmosphere."

## RICHARD MANN

TELESTATES

"VARIETY consistently keeps on top of radio and television news. I find it interesting, informative and helpful in my daily work."















**WMGM says  
"Thank You"**

VARIETY called it "the most star-studded sequence of programming ever to hit the air"...

Six solid nights of magnificent entertainment as all segments of the entertainment industry, from New York to Hollywood, joined in "SALUTE TO WMGM" as M-G-M's own station dedicated its million-dollar new Fifth Avenue studios. We will never forget those wonderful evenings (Sept. 15-22) when so many great personalities graced our studios and our airwaves. So, to all these individuals and organizations, for lending their talents and their tributes in a perfectly swell send-off, we take this means to say, "THANKS A MILLION!"

HAROLD ADAMSON  
AFRA  
FRED AHLERT  
MOREY AMSTEROAM  
HAL MARC AROEN  
ASCAP  
JAN AUGUST  
EARL BAILEY  
REO BARBER  
BLUE BARRON & HIS  
ORCHESTRA  
BARRY FRANKEN  
SYLVIA FRODS  
EILEEN BARTON  
COUNT BASIE  
WILLIAM BAUER  
RICHARD BEAVERS  
AL BERNIE  
BILL BERNIS  
THE BILLBOARD  
RAY BLOCK  
BLOCK & SULLY  
ED BOBBY  
BROADCASTING MAGAZINE  
NORMAN BROOKSHIRE  
EDWIN BRUCE  
ARTHUR Q. BRYAN  
GENE BUCK  
FRANK BURKE  
WARD BYRON  
PAULINA CARTER  
NELSON CASE  
LEO COHEN  
GEORGE H. COMBS, JR.  
SARAH PALFREY COOKE  
ALAN CORELLI  
STAATS COTSWORTH  
ROSALIND COURTWRIGHT  
COMMISSIONER WAYNE  
COY  
VIC DAMONE  
DEEP RIVER BOYS  
KENNY DELMAR  
DELTA RHYTHM BOYS  
EUGENE DENOVY  
CONNIE DESMOND  
JOHNNY DESMONO  
GOVERNOR THOMAS E.  
DEWEY  
BOB DIETZ  
PETER DONALD  
NANCY ODOVANY  
LARRY DOUGLAS  
MORTON DOWNEY  
CATHY DOWNS  
JIMMY DURANTE  
LED DUROCHER  
FANCHON & ARNOLD  
FRANCES FAYE  
LEONARD FEATHER  
ERNIE FELICE QUARTET  
PARKER FENNELLY

BENNY FIELDS  
IRVING FIELDS TRIO  
JACK FENA & HIS  
ORCHESTRA  
DICK FISHELL  
WALTER FLORELL  
HENRY FOLBERG  
HELEN FORREST  
FOUR TUNES  
MORT FRANKEL  
JERRY FRANKEN  
SYLVIA FRODS  
SARAH RUSSELL  
BEN GAGE  
MOE GALE AGENCY  
FRANK GALLOP  
TESS GARDELLA  
AVA GARONER  
BETTY GARRETT  
GENERAL ARTISTS  
CORPORATION  
GEORGIA GIBBS  
MARTY GLICKMAN  
GOLDEN GATE QUARTET  
BENNY GOODMAN &  
HIS SEXTET  
MORTON GOULO  
PAUL GOVERNALI  
WAROELL GRAY  
LANNY & GINGER GREY  
FERDIE GROPE  
JOHNNY GUARNIERI  
CONNIE HAINES  
CLIFF HALL  
FRED HALL  
OSCAR HAMMERSTEIN  
W. C. HANOV  
RAOIE HARRIS  
JOY HATHAWAY  
BOB HAWK  
ERSKINE HAWKINS &  
HIS ORCHESTRA  
GEORGE HELLER  
ART HENLEY  
HARRY HERSHFELD  
LOUIS HEYWARO  
NAT HOLMAN  
LENA HORNE  
BOB HOWARD  
BOB HOWARD  
WARREN HULL  
TED HUSING  
ED JAMES  
GEORGE JESSEL  
VAN JOHNSON  
ERIC JOHNSTON  
BEE KALINUS  
IRVING KAUFMAN  
MILTON B. KAYE  
AL KELLY  
GENE KELLY

CHARLES KENNY  
NICK KENNY  
RADIO STATION KFWB.  
HOLLYWOOD  
GENERAL JOHN REED  
KILPATRICK  
JEAN PAUL KING  
MURIEL KIRKLAND  
JOSEPH KOEHLER  
ALEX KRAMER  
PHIL KRAMER  
COLONEL O. C. KRUEGER,  
USMA  
MARIO LANZA  
JOE LAPCHEK  
JACK LATHROP & THE  
ORISTORE COWBOYS  
JOE LAURIE, JR.  
ELLIOT LAWRENCE &  
HIS ORCHESTRA  
BET LEE  
GENE LEONARD  
HELEN LEWIS  
BOB LOOGE  
CLYDE LOWBARDI  
GUY LOWBARDO & HIS  
ORCHESTRA  
ART LUND  
FRANK LUTHER  
JOEY LYLE  
HARRY MAZLISH  
PEGGY MANN  
JACK MARA  
GYPSY MARKOFF  
FREDIE MARTIN & HIS  
ORCHESTRA  
CLEM MCCARTHY  
JO ANN MCCOY  
JACK MCELROY  
JIMMY McHUGH  
ODON McLAUGHLIN  
REGGIE McNAMARA  
MAGGI McNELLIS  
MODERNAIRES  
LUCY MONROE  
NANCY MOORE  
ESY MORALES  
NORD MORALES & HIS  
ORCHESTRA  
BUDDY MORENO & HIS  
ORCHESTRA  
FRANK MORGAN  
WIM MORRIS AGENCY  
HERB MOSS  
GEORGE MURPHY  
MUSIC CORPORATION  
OF AMERICA  
JULIAN NOAH  
MARGARET O'BRIEN  
VIRGINIA O'BRIEN  
EILEEN O'CONNELL

MAYOR WILLIAM  
O'DWYER  
SANTOS ORTEGA  
PAUL OSBORNE  
LESTER PATRICK  
REO PATTERSON  
RUSSELL PATTERSON  
JACK PEARL  
BEATRICE PEARSON  
LES PETERSON  
GEORGE PETRIE  
MARGARET PHELAN  
MOLLY PICON  
WALTER PIGEON  
PIED PIPERS  
JOHN POLESIE  
JANE POWELL  
JOHN ROBERT POWERS  
ANDRE PREVIN  
GEORGIE PRICE  
RAOIE REED  
RADIO DAILY  
GEORGE RAFT  
WILLIAM S. RAINEY  
PEE WEE REESE  
BETTY REILLY  
DON RICHARDS  
GRANT RICHARDS  
BRANCH RICKY, JR.  
KEN ROBERTS  
RICHARD RODGERS  
SIGMUND ROMBERG  
PAT ROONEY  
GEORGE ROSEN  
JERRY ROSEN  
MAXIE ROSENBLUM  
HERB ROSENTHAL  
BARNEY ROSS  
LANNY ROSS  
BENNY RUBIN  
DICK RUBIN  
JANE RUSSELL  
SPEC SANGERS  
VINCENT SARAL, JR.  
MARVIN SCHENCK  
EDITH SCHOOLMAN  
ARTHUR SCHWARTZ  
JOHN SEBASTIAN  
HERB SHELTON  
HAZEL SHERMET  
TOOTS SHORR  
BURT SIMONS  
LOUIS K. SLOWEY  
JOY SIMS  
FRANK SINATRA  
RED SKELTON  
SMITH & DALE  
THOMAS FREEBURN  
SMITH  
LT. COMMANDER  
RALPH SMYLE

LOUIS SOBOL  
SAMMY SOLO  
HESTER SONDERGAARD  
SPONSOR MAGAZINE  
NEWST STAMMER  
LARRY STORCH  
BILLY TALBERT  
SAM TARDON  
DEEMS TAYLOR  
ROBERT TAYLOR  
HAROLD TEICHMANN  
THEATRE AUTHORITY  
GLAUCY THORNTON  
WALTER THORNTON  
MARTHA TILTON  
DICK TODD  
MEL TORME  
BILL TREADWELL  
BOB TROUT  
VARIETY  
MARY JANE WALSH  
BOB WATERFELD  
OAVIO WAYNE  
GEORGE WELLS  
JOAN WHITNEY  
IRENE WICKER  
BILL WILGUS  
ESTHER WILLIAMS  
TERRY WILSON  
WARD WILSON  
LEE WOOD  
EARL WRIGHTSON  
NAN WYNN  
RUDY VALLEE  
GUS VAN  
SARAH VAUGHAN  
ROMO VINCENT  
BUDDY YOUNG  
GEORGE ZACHARY  
MEL ZELINK  
RAY BLOCH'S CHOIR,  
DIRECTED BY RAY  
CHARLES  
CALIFORNIA JUNIOR  
SYMPHONY  
ORCHESTRA, DIRECTED  
BY PETER MARINBLOOM  
JOEL HERRON & HIS  
WMGM ORCHESTRA  
THE MGM CHORUS  
GEORGE STOLL AND  
THE MGM RECORDING  
ORCHESTRA  
UNITED STATES AIR  
FORCES ORCHESTRA,  
DIRECTED BY MAJOR  
GEORGE C. HOWARD,  
AND THE SINGING  
SERGEANTS

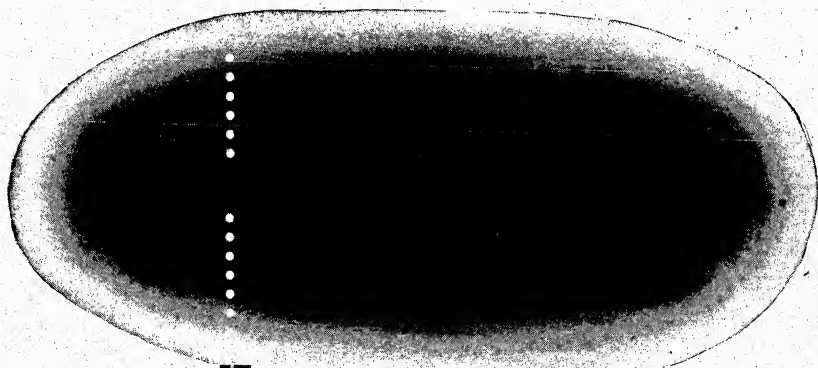
**WMGM**  
"THE CALL LETTERS OF THE STARS"

50,000 WATTS  
1050 KILOCYCLES CLEAR CHANNEL  
WMGM-FM 18,000 Watts  
100.3 MC. Channel 262

711 FIFTH AVENUE  
MURRAY HILL 8-1000







**IF** you really want to know whether an advertising campaign will work, there's one sure way to find out ... TRY IT. If you really want to know if a product or package is right, a selling theme strong ... TRY IT. And you **can** try it in WLW-land in a manner not possible elsewhere. For WLW-land is a true cross-section of America—an ideal proving ground for new products, new ideas, new techniques.

In WLW's Merchandise-Able Area live thirteen and a half million people. Here are rich folks and poor. Here are farming hamlets and mighty industrial cities. Here are parts of the east, the mid-west, the north and the south. Here is a true mirror of America in all of its varied aspects.

And here is a great radio station, covering the area as a network covers the nation—dominant in some cities, less dominant in others—reaching millions of people every day, but like any other medium or combination of media, not reaching all the people all the time. The conditions your selling effort will face in WLW-land are those it will face elsewhere. Truly, as WLW-land goes, so will go the nation.

But that's only half the story.

Not only does WLW's Merchandise-Able Area provide an ideal proving ground, WLW also offers facilities and services not equalled by any other radio station. Selling "time-on-the-air" is not the beginning and end of its service to advertisers. Rather, WLW believes it is a duty to help adver-

tisers know their problems and solve them ... whether these problems relate to distribution, packaging, product, dealer and consumer attitude, or what. And with "know how" peculiar to the area, plus manpower to do the job, The Nation's Station is in a position to give service that is truly unique.

#### AMONG WLW'S SERVICE FACILITIES ...

**People's Advisory Council**  
to determine program preferences and for general consumer market studies.

**Consumer's Foundation**  
to determine consumer reaction to products and packaging.

**Merchandising Departments**  
to stimulate dealer cooperation, check distribution, report attitudes, etc.

**Test Stores**  
to check potential buying responses, effectiveness of new packaging, displays, etc.

**Buy Way**  
monthly merchandising newspaper for retailers and wholesalers.

**Specialty Sales**  
senior drug sales force to help secure basic distribution or supplement current sales or distribution.



THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*



## Personnel Changes

**Lyneburg, Va.**—With an upping of power and a shifting of kilocycles skedded this month for WVAZ, Eric Lund, program director, will take over management of newly organized farm bureau, writing and directing two programs daily and making on-spot visits to rural areas for the views. William Lohr, announcer, assumes program director's post.

**Dallas** — Julie Benell has been named director of women's activities. WFAA here and will be heard Monday through Friday in a quarter-hour program titled "News the Disfranchisement titled 'News Concerning Women'."

**Richmond** — Don Martin, ABC producer, has been appointed program director of WRNL, Richmond. Ken Allyn, member of the WRNL announcing staff, was upped to production manager.

**Nashville** — Bill Graham has resigned as publicity director of WSM to take an account exec position with Noble-Dury & Associates, ad agency.

**Akron** — Eccles Huff, formerly program director of WOUC, Durham, N. C., has become production manager at WACR, Akron, replacing Gene Tracer, who resigned to open a new 250-watt station in Youngstown.

**Louisville** — Bob Lawson, from KTUL, Tulsa, has joined WHAS announcing staff. Garry Bottom, former WHAS production man, is new WKLO program director. Russ Wickey, formerly with WAVL, and recently WKAY, Glasgow, Ky., station manager, joins WKLO as night program manager.

**Philadelphia** — Arthur C. Schofield, promotion manager of KYW since February, 1946, has announced his resignation, effective Saturday 12. Schofield came to KYW after completing an extensive market survey for WTAF, Worcester. He has not announced future plans.

**Buffalo** — Jack Gelzer has been upped from assistant program di-

rector to program chief of WKBW, succeeding Paul Martin. Later resigned to join the Bowman and Block ad agency. Gelzer was chief announcer for the Buffalo Broadcasting Corp. until November, 1947, when WKBW was acquired by its present owners.

**New York** — Jean Paul King, who has been directing 13 weekly musical shows (including the Bob Houston and "What Upon a Star" programs) at WMGM, has resigned, effective Oct. 15, to devote full time to freelance radio and television chores.

**Boston** — Arthur T. Brush has been appointed commercial manager of Hub's indie, WHDH. He was formerly sales manager of WFEA, Manchester, N. H., and advertising director of Manchester Union-Leader. Irving Hackmeier, who has joined sales staff at WCOP, Hub's ABC outlet. He was formerly an announcer at WMEX, Boston.

## Tucker Lend-Lease Deal Ends as WWSW Snarls Brewery's Hockeys

Pittsburgh, Oct. 5. Play-by-play accounts of Pittsburgh Hornets' hockey games this season will go from KQV to WWSW, with Fort Pitt Brewing Co. footing the bill. Switch returns Joe Tucker, who calls 'em, to station where he's head of sports department. Because bankroller picked KQV a year ago, and ownership of Hornets insisted on Tucker before closing deal, sportscaster had to get that station under a loan-out deal from WWSW. Bob Prince will assist Tucker. Since new assignment gives Prince virtually a year-around sports stint, he also assists Tucker on pro football for Atlantic Refining and Rosey Rowsell on baseball for Atlantic and Sealed) he's giving up his 11 o'clock nightly newscast for Fort Pitt on WCAB.

## Memphis on AM-TV Spending Spree; WMC's 500G Expansion Program

Memphis, Oct. 5. Memphis radio and television is on the move in this fast growing mid-south metropolis. Final construction is under way on the TV transmitter for WMCB, the Commercial Appeal station. The local NBC outlet is booked for video shows before Christmas. New tower will rise 750-foot in the air at the site of WMCB and WMCB's transmitters. Reports say the operation covering FM and television will cost the Scripps Howard chain some \$500,000. Station is equipped with two 16m cameras and a 16m sound camera for film programs. Also on deck are two RCA video cameras for the studios. WMPB, ABC affiliate, which just celebrated its first year as a 10kw daytime and 5kw nighttime operation, is also going on a spending spree. Construction of new stream-

lined studios are nearing completion which will add the station's tilt for nearly \$250,000. No complete video plans are in the offing but the station has filed with the FCC. The new studios will be located in the heart of downtown Memphis and will feature a theatre marquee with nightly shows getting billing. WIBCQ, Mutual outlet, just received the blessings from FCC to start plans for the construction of a transmitter to increase its power from 250w to increase its power to 5kw and 1kw nighttime.

**Detroit** — Newest disk show in Motor City features Tom's top (Hooperated) Jockey, WJBK's Jack the Bellboy, with Duke Box Jure of high school treasures. Sponsored by Suchard Chocolate, "Juke Box Jure" will have youths give reviews of platters played by the Bellboy.

## Next Thursday

## CAMEL Cigarettes

present

Another Great

Show



BING

CROSBY

BARRY

FITZGERALD

MONA

FREEMAN



in a radio adaptation of

PARAMOUNT PICTURES FILM SUCCESS

"WELCOME STRANGER"

ON

The Screen Guild Players Program

NBC

10 P.M., E.T.

## Première Performance

OF THE CURRENT SEASON

## The Screen Guild Players

bring you

JAMES STEWART

PAT O'BRIEN

RICHARD CONTE

in the

TWENTIETH CENTURY-FOX SMASH HIT

"CALL NORTHSIDE 777"

THURSDAY NIGHT

NBC

10 P.M. E.T.

Presented by

CAMEL Cigarettes



## AFRA Authorizes Strike Vote in L.A.

Los Angeles, Oct. 5. Members of AFRA, by unanimous vote, authorized their local board of directors to call a strike against 11 radio stations in this territory unless a satisfactory working contract is signed. Stations under fire are KMPG, KFWB, KXLA, KFLAC, KFAC, KFVD, KGER, KFQX, KGFV, KWKW and KGLL. Free from strike threats are KRKD, KIEV and KWIK, which have signed on the dotted line.

Old agreements between AFRA and the 11 stations expired Sept. 16 and have not been renewed. Actors' union asks salaries ranging from \$60 to \$85 for staff announcers employed on a 40-hour five-day week basis, with the bulk of salaries at \$60 to \$60.80 weekly. Such wages, AFRA declares, are below the prevailing scale at similar stations in other metropolitan areas.

## Lighting Up Corona

Corona, Cal., Oct. 5. With the opening of the new station KBCU (500 watts) at Corona, Cal., the week of Oct. 1, this station has set what is probably a record of its kind.

In a small town of less than 10,000 people, the station goes on the air with over 60% of its cream time sold, and with over 60 sponsors signed up before the station ever hits the air. This is without having the sales force go outside of Corona for any clients. The surrounding towns will be called on, after start of operation.

Littfield, Tex. — J. C. Rothwell, operating KXOW here, has been authorized by the FCC to transfer his license to a new corporation, known as Southwestern Broadcasters, in which J. B. McShan will obtain 25% interest for \$4,883. Rothwell will retain the remaining stock.





## Scholastic Web Hopes Dimming

Prospect for an educational network which would link up the 65 "scholastic" outlets in the U. S. remains dim despite widespread favor for such a setup. According to a cross-sectional survey of 18 out of the 65 stations conducted by National Assn. of Educational Broadcasters, most of the outlets voted in favor of the network idea but the majority feeling was tempered by doubt as to its practicability.

Survey, covering 12 AM outlets operated by colleges and six FM outlets operated by boards of education in large cities and universities, discloses that the average air time is eight hours per day at \$20,000 per annum operating costs and \$50,000 per annum salary budgets. Average salaries for station managers were figured at \$5,500 although the range was from a high of \$10,000 to a low of \$3,600. Program directors' average salaries ran \$5,700.

Semi-classical and classical music constitute the basic programming material for the stations, totalling from 35 to 60% of the total air time. Specialized programs, aimed for schoolroom use and adult education, are offered to some degree by 13 of the stations. News, sports, book reviews and public service programs make up the rest of the schedule.

## L'ville AFRA Elects

Louisville, Oct. 5.—Annual meeting of AFRA last week resulted in election of Jim Walton, WHAS announcer, president, succeeding Ken Meeker, also WHAS. Others named were La-Vell Waltham, WAVE, v.p.; Bob Journoy, WHAS, treasurer; Ed Kallay, WAVE, recording secretary; and Bud Abbott, WHAS, member of the executive board. All officers serve on the executive board.

Only WHAS and WAVE, of town's five AM stations, have been organized by AFRA.

## Aussie Com'l Stations To Fight Govt. Grant of FM To Its Own ABC Network

Sydney, Sept. 28.—One hundred Aussie commercial radio stations will band to fight any move by the government to give complete monopoly of frequency modulation operation to the non-commercial Australian Broadcasting Commission. It is understood that leading Sydney attorneys will be briefed to take an appeal to the High Court of Australia. General opinion here is that the ABC monopoly would mean socialization of the Aussie airwaves.

Senator Cameron, who controls all radio operation here, said that if the commercial stations want to test the government's decision, they're at liberty to do so. Cameron pointed out that the difference between the government's policy and that of commercial stations is that the former is run for cultural purposes and the latter is purely commercial. Cameron added that he was constantly receiving complaints from parents about horror serials aired by the commercials. Senator believes the government's action granting FM exclusively to the ABC will withstand any challenge in the courts.

## KPRC's Houston Symph. Talent Hunt Series Set

Houston, Oct. 5.—With new maestro Erem Kurtz at the helm, the Houston Symphony orchestra will hit the airwaves Nov. 6 for its fifth season of Saturday broadcasts over KPRC, Houston, and the Texas Quality Network. Broadcasts, which run through April 30, will be aired over KPRC from Houston's Music Hall. Estimate is that the programs will reach more than 1,750,000 homes in the southwest. Tied in with the broadcasts is a statewide competition to discover young musical talent. Entire symphony series is being underwritten for the fourth time by the Texas Gulf Sulphur Co.

## WCCO's Post-Mortems

Minneapolis, Oct. 5.—WCCO claims new wrinkle in football broadcasting is a hot item in this grid-crazy sector. New stunt is a telephoned post-mortem piped from experts on the scene at various important games.

Show, tagged "Stadium Review," is staged Saturdays at 6:30 p.m. with Bob Levitt, onetime famed Minnesota quarterback, on 60-yard line. Stunt has proven of live interest to football fans. It is produced by Sig Mickelson, WCCO special events director.

## Pitt's 'Rumple Bumble' Snares 13-Wk. Sponsor

Pittsburgh, Oct. 5.—Locally-produced transcription series, "Mr. Rumble Bumble," has been bought by Joseph Horne Co., one of town's leading department stores, for a 13-week stretch over WCAE. It'll hit the miles Saturday mornings at 8:45. It's already being heard in 10 other cities. "Bumble" tells stories of animals and adventure with the aid of a talking organ, and children shoppers at Horne's sign their names to a Rumble Bumble birthday book and receive surprises from the sponsor.

Packaged Programs, Inc., Pittsburgh outfit headed by Bill Beal, an announcer, and Morry First, original founder of the Pittsburgh Playhouse, have snared approval of "Bumble" from teachers and child psychologists because program's completely free of the shoot-em-up scare technique.

## Hub Radio Execs Elect

Boston, Oct. 5.—Radio Executives Club of Boston, in first luncheon meeting last week, elected William B. McGrath, manager of WBHD, as its first president.

Other officers are Craig Lawrence, WCOB, first v.p.; Nona Kirby, WLAH, second v.p.; Edmund Shea, of James Thomas Chirrup Co., Inc., treasurer; and Janet A. Gilbert of Harold Cabot & Co., Inc., as secretary.

## CIRCLING THE KILOCYCLES

St. Louis—Traditional two-day, "veiled prophet parade and ball," which opens the social season here, will have extensive coverage from KXOK. Station's news director Bruce Barrington and announcer John Corrigan described the two-day farfare which is slated to wind up tonight. Local section Anne Wendling Starnard reported the fashion and social highlights of the ball.

San Antonio—Rex Price, assistant manager and a d commercial manager of KTSA, has been elected governor of the 10th District Advertising Federation of America at its recent conclave last week end in Fort Worth.

Detroit—Tony Weitzel, former gossip columnist with Detroit News with once-a-week radio show on WJLB, Detroit, now has weekly half-hour program over WJR, Detroit. . . . Allan Douglas, former dead-man jockey at Detroit's WJLB, now with WKMG, Dearborn.

San Antonio—Again this year the Humble Oil and Refining Co. will sponsor all broadcasts of the Southwest Conference. Signed to air the play by play broadcast are Tip, Van Box, Chas Jordan and Bill Michaels. Broadcasts will be aired over the Texas Quality Network, Lone Star Chain, Texas State Network and special groups of stations for special sectional games.

El Paso—A total of 22 college high school football games have been lined up for airing on KSET. The Popular Dry Goods Store will sponsor 17 games of the three local high schools while U. S. Army Recruiting has signed for the five home games of the Texas College of Mines here.

San Francisco—Wm. H. Wise & Co., N. Y., will promote sale of its "Handyman's Guide" on KGO with Sidney Walton, heard Fridays from 10:45 to 11 p.m.

Account is handled by Huber Hoge & Sons, N. Y. ABC Spot Sales, N. Y., represents KGO. . . . Quarter-hour transcribed show features advice on the knowhow of

home repairs and maintenance as discussed by Walton and Hubbard Cobb.

Denver—K & B Packing Co., Denver, has placed a weekly half-hour transcribed program, "The Smiles of Hollywood," on KOA, Denver. NBC studios will broadcast for 26 weeks, with the show being aired Tuesdays, 8-8:30 p.m.

Radio Associates, Denver advertising agency, handled the contract.

Fort Worth—Gene Cagle, prez of the Texas State Network and prez of KNOV, Austin, WACO, Waco, KABC, San Antonio and KPZL, here, has requested the FM stations for the outlets be deleted. None of the FM stations are on the air. These include KNOV, FM, WACO-FM, KABC-FM and KTSN (FM-KFJZ).

Cagle stated that request was made in order that funds and efforts might be directed to television stations being planned by the TSN web.

San Antonio—Ronnie Dugger has resigned as sportscenter for KTSA to return to his studies at the Univ. of Texas. Bob Gray, formerly with KABC, has been named temporarily as replacement for Dugger.

Minneapolis—Northwestern Theological seminary plans to start broadcasting from new radio transmitter about Nov. 1. CAA permit to erect 300-foot AM-FM tower has been granted. Call letters assigned are KTIS, but station is asking switch to KVBR, honoring the late Dr. W. B. Riley, president of the seminary. Station will operate non-commercially offering religious, musical and educational material on 1,000 watts power AM and 3,000 FM.

Manager will be Loren Bridges, formerly of WEAU, Eau Claire, Wis.

St. Louis—St. Louis Church Federation of Catholics, Lutherans and Christian Scientists last week awarded KMOX a plaque in recognition of its 5 p.m. to 6 p.m. weekly Bible Quiz just completing its first year on the air.

## To my doctor:

For three weeks, I got away  
from it all . . .

. . . but for the next 52 weeks (13 at a time!),  
here's the schedule:

- \* RCA VICTOR SHOW
- \* 6 O'CLOCK NEWS ON WNBC
- \* 11 O'CLOCK NEWS ON WNBC
- \* WHEN A GIRL MARRIES
- \* NEWSREELS AND SHORTS
- \* INDUSTRIAL AND TRAINING FILMS

—thanks to RCA, Studebaker, Peter Paul, Shell Oil, General Foods, Universal-International and Westinghouse.

And thanks to J. Walter Thompson for a very pleasant 17 weeks on the Robert Shaw Choral for Standard Brands.

(Aside to Kenyon and Eckhardt and the Ford Motor Company: Thanks, too, for a wonderful year on the Ford Theatre, and all good wishes for a successful 1948-49 season.)

# KENNETH BANGHART

. . . available nevertheless for night-time shows on NBC only.





# TELEVISION

## NBC Stirrs Music Industry in Request For Free Use of Material on Video

NBC has stirred up a hornet's nest with its recent request that music publishers and Harry Fox, for free licenses to re-broadcast copyrighted music used on television shows. NBC asked that since full networks are not available to carry video shows, it should be able to film shows which used copyrighted material, for "delayed broadcasts" at affiliated stations in other parts of the country. Fox relayed the net's request to publishers.

Though in itself the idea of permitting limitation of original shows is not a vital factor, the request has awakened many music publishers to the great strides being made by television and the increasing number of sponsored shows. Many pubs are afraid that in adding free rebroadcast rights to the list of a year's television contracts allowed by the American Society of Composers, Authors and Publishers, that they will be giving TV people too much of a headstart on the freebie theory, and that they will come in later and take away a scale of payment for all video use of music it will be much more difficult to establish a proper deal.

Most music pubs have television set aside some and such shows as "Texaco Star Theatre," "Toast of the Town" and others picking up additional backlogs. They are the number of spot commercials, etc., coming into the television.

(Continued on page 62)

## New Majestic Offer by Decca

Chicago, Oct. 5. Decca Records stepped back into the Majestic Records picture last week making a new offer for contracts of artists and masters held by the financially-troubled label. Through the agency of v.p. Milton Kachell, offered \$50,000, payable in five annual installments, and the federal court before Judge Philip Sullivan, and the offer succeeded in upsetting the Mercury label contract before Judge Sullivan set Oct. 15 as the date of a new hearing at which Majestic's assets would be offered in open bidding. Two plants, one in Newark, N.J.; the other in Burbank, Cal., will be offered.

Mercury had had a deal going under which it sought to take over eight masters made by Eddy Howard before the Jan. 1 disk ban. It was to have paid a 10-year royalty per player sold with a guarantee of a 2,000,000 sale for the eight sides. Though Majestic's file holds more than the eight sides, Judge Sullivan Mercury was interested in the latter firm sought them only because they consisted of songs which were to be pushed by publishers. Howard and Rose Murphy are the most desirable Majestic artists.

In the past, other companies had been interested in securing Eddy Howard's masters, or part of them. Columbia Records had a deal going several months ago, but sought to buy the masters before Judge Sullivan. This court wouldn't consent to, wanting an arrangement similar to the one which was proposed with Mercury when Decca stepped in. Columbia promptly dropped negotiations and has been uninterested since. It was not represented at last week's meeting.

## Garber to Morris After 20 Years at MCA

Hollywood, Oct. 5. After 20 years with Music Corp. of America, the Garber-Morris switch to William Morris. He's been threatening to leave for some time.

Several other agencies had sought to get Garber when word leaked out on his dissatisfaction with MCA.

## ASCAP Case

Hearing in the Alden-Rochelle (Harry Brandt) case against ASCAP involving music performance fees paid by exhibitors is scheduled to be held today (Wed.) before N.Y. Federal Judge Vincent L. Leibell.

Court officials found for the plaintiff exhibitors last July, will take up final judgment decrees proposed by both ASCAP and the ITOA as well as an affidavit of the Society's counsel, Louis Frohlich, requesting amendments of the jurist's findings of fact and conclusions of law. Further details in the film section.

## Ager Urges Film Exhib Rights Be Kept by ASCAP

John Schulman, music business attorney, will appear before N.Y. Federal Judge Vincent L. Leibell in behalf of songwriter Victor Ager, of the latter's recent decision taking film-performance rights to songs away from the American Society of Composers, Authors and Publishers. Due to the many ramifications and implications of Leibell's order that the film-performance rights be returned to the copyright owner by ASCAP, Schulman applied to intervene in the case in an attempt to forestall the music industry's faces if that portion of the decision is allowed to stand.

Schulman said he will ask Leibell to strike out that portion of his decision, or to change it to allow the latter's recent decision to represent film-performance rights. His client's argument is that up to now that management has proven sound economically, and to disturb it would create vast confusion, the music industry said. Schulman's action, though important in itself, is a sidelight to the long series of hearings by Leibell. ASCAP's attorneys, presumably headed by ex-Secretary of War Robert W. Patterson, will seek modification of Leibell's decision. Patterson's course in the case, which has been mulling for weeks, is not yet clear and will be until the hearing is held.

## FBI Snags K.C. Disk Dealer on Shipping Of 'Obscene' Platters

Kansas City, Oct. 5. The FBI apprehended James L. Davidson, Kansas City music dealer, on a charge of illegally transporting obscene records to the city last Thursday (30) in Omaha. James Dalton, special agent of the Omaha Division, said it was the first case of its kind handled by the bureau, although there have been cases of records being transported in literature and photographs. Davidson was arrested on an indictment returned by Federal grand jury in Wichita, Sept. 17. The indictment charged Davidson with using interstate trucking lines and Railway Express to transport obscene records to and from Joplin, Mo., Kansas City, Kansas (where his warehouse and business offices are located), Los Angeles and Long Beach, Cal.

Dalton said the records were sold to customers on an under-the-counter basis. Davidson was charged with transporting obscene material and jailed when in default of a \$5,000 bond.

## AGENCIES, UNEMPLOYED 6 Major Diskers Ask Blanket 1% Of Sale Price in Petrillo Talks

Band bookers, who haven't had too much to say for the last year and a half, are running into a "buyer's market" in medium-named orchestras that the shutting down of summer bookings is just about completed. These inquiries about come on new flooding booking offices and the latter haven't enough work dates to go around. As a result, virtually all will find themselves working for flat scale, and less in some instances, or go out of existence temporarily.

Years ago, the key to the then "buyer's market" situation was plethora of bands fighting for remote broadcast opportunities. Many leaders found themselves at most paying for jobs to get on the air. Today, it's different; the remote work is not so important. High American Federation of Musicians scales throughout the country that is causing the situation.

Many former users of live music have turned back to semis, because of costs. Those that can still buy live bands want either top money to go for scale, or a deal. And today even the latter add up to a considerable sum weekly, due to the size of the scale being used. It means that a medium-level maestro must accept rock-bottom AFM quotations or go begging.

It follows therefore that a prospective employer who offers no-names, pay them scale and wind up with the same revenue, in the end doesn't get the cost and capacity to afford a top attraction. That is, unless the medium names are willing to work for scale. Situation is giving band salesmen a headache. "They've got so many no-names, they can't find the one they don't know what to do."

## N.Y. Band Coers Up, Grosses Slide

Top-name openings in New York last week proved to bandmen that several years of declining demand is not yet over, but the wallet is weak. There were three major openings Saturday (Friday) at the Roosevelt Hotel at the Hotel Roosevelt called Tommy Dorsey at the Cafe Royal of the Hotel Pennsylvania and Eddy Duchin at the Waldorf-Astoria, latter returning to the band business after his war service and an intervening layoff.

Lombardo, starting his 19th consecutive season at the Roosevelt, played to what was claimed to be his largest opening-night crowd in several years. Dorsey played to a total of 561 opening-night covers. Yet the grosses on the individual evenings, and on the week up to and including Saturday (2) night are off past figures for comparable periods. During the week, Dorsey was big, too, but his spotting at the Waldorf puts him before a level of popularity that ordinarily is not. Lombardo, it was off in gross, however.

Dorsey did unusually well during a prior five-day period at the Syracuse Hotel, Syracuse, starting Saturday (1). He rang up a gross of \$15,000 for the short run, averaging \$3,000 a night. That's outstanding.

## Thornhill Resumes With College 1-Niters

Claude Thornhill has returned to this country from his European layoff in Hawaii and will reorganize his orchestra immediately. He starts a string of college venues, 1-niters Oct. 29 at Leigh U., Bethlehem, Pa.

During his vacation, Thornhill rewrote some of his library and added to it.

## What Price Love?

Vienna, Sept. 28. Love letters of Johann Strauss, Viennese waltz king, touched a new low in an auction at Vienna's Dorotheum rooms. Letters from Strauss to his wife, Adele, went for 30 and 40 shillings (\$3 and \$4 at inflated legal exchange).

A letter by Johannes Brahms also went for 30 shillings, while a Franz Lehár letter brought only 18 shillings.

## ASCAP to Meet Later This Mo. In Pact Styrie

American Society of Composers, Authors and Publishers will meet again late this month. Representatives of the various networks in an attempt to effect a settlement of the one angle that is stymieing an automatic renewal of the current contract between the two factions. For the past couple weeks sub-committee meetings have occurred, but nothing concrete can be done about the situation until the full committees are called into a bubble. This entails bringing top radio executives in from all over the country.

One snag to a renewal for nine years of the radio contract with ASCAP is the source of the money. It has been agreed ASCAP is due, retroactively, for cooperative programs that are dispatched as sustainer by network originating stations and said as commercial by affiliated outlets. It was agreed some time ago that ASCAP was due an undivided sum in full payment of such rate differences, since it has been paid since the start of the current contract in 1941 only on the sustaining-rate structure of the originating station. But now Continued on page 62.

## Commandore Hotel N.Y. Uses Non-Pro Aides For Selection of Band

Commandore Hotel, New York, executed a unique method of selecting a band to play its Century Room. This was done by forming a name band policy and will use music for dinner only five nights a week and hold a dinner supper on Saturdays. L. F. Sefton, v.p. of the hotel and in charge of entertainment, selected a group of 10 men, from maître de Leon down through assistants in wait, bar, and kitchen, to sit in judgment on the entertainment values of four hands submitted for the job by "various agencies and bookers."

The looked for Irving Berlin brought in by Music Corp. of America; Val Olman, by William Stein, by General Music; and Tommy Ryan, by Bill Burnham - Associated Booking Agency. The committee of judges and tried to start a run as of Monday (4) despite the fact that Sefton and his staff had learned through the Kent orchestra. He complied with their opinions. Each of the people who were brought in to judge the four hands made notes as to why they liked or disliked the combination. They submitted their findings to Sefton. Ryan's rank is indefinite.

Commandore's original idea on non-name music, incidentally, was to hire a 10-piece unorganized band, chosen by the hotel, to combine would cost over \$1,000 weekly and that for the same price an orchestra they will have more value could be gotten, it went for the latter.

In their first meeting yesterday (Tuesday) with James C. Petrillo, American Federation of Musicians prez, the heads of six major record manufacturers made a request for a revision of the sliding scale of royalty payments to the union under the old contract. Whereas they had been paying varying amounts of royalty per record sold, starting with 4¢ on a 30¢ disk (now non-existent) 1¢ on a 30¢ 3¢ on a 75¢ disk, up to a limit of 5¢ on higher-priced classics; the disk companies want to simplify that idea. They ask that Petrillo accept a blanket 1% of the selling price of any disk, pointing out that art arithmetic proves that on an annual basis the AFM would receive approximately the same amount, but each manufacturer would have a few thousand dollars more in bookkeeping costs, annually, of course, with sales totals.

The request can be summed up in two ways: one, when making recorders' evaluation of their own strength in the situation. Though they say that the AFM would return the AFM as much as they would the AFM, they would concede to them some coin if the recorders would not concede that the recording can be a confident bringing about a settlement.

A second meeting of the AFM and diskers will occur this week. Attorneys for the various companies had another meeting Friday (1) to cover the matter, and in accord with the legality of the Continued on page 62.

## RCA Would Ask 1% for Breakeven

RCA-Victor last week stopped many major music publishers but by suggesting that it be allowed to cover its costs, and to make a percentage of its royalty payments to allow for breakeven, etc. Continued on page 62.

While the disk manufacturer apparently has not yet received official word from the AFM, it is approached, the conversation of the latter makes it appear the request will not be honored. It pointed out that many years ago Victor was allowed to deduct 10% of its state-ments to cover its costs, and records otherwise unaccounted for, but that the practice was discontinued when records became more valuable.

Pols feel that they have given up the idea of covering their losses to cover such items by agreeing to accept 1% a side in order to cover their costs. Manufacturers boosted retail prices last year to a uniform 75¢ a side, and they feel they are already giving the companies. Victor in particular, enough of a break.

Some manufacturers, notably Columbia, desire a percentage from artists to cover cost for breakeven, etc. CBC cuts 10%.

## CAP SCOURS EUROPE IN HUNT FOR POLKAS

Hollywood, Oct. 5. Joe Gillette, director of Capitol Records, is folk-dance director, trained to N.Y. whence he's been this week for a month's prowl of Europe, the company hopes polkas can be cranked back for etching by Cap artists.

Company's original idea to pierce the Iron Curtain and delve into the prime spawning ground for polkas, Czechoslovakia, where they were known to have sent a rep into central Europe for material since Czechoslovakia they will have found. Poland obtained some masters from Prague for Keystone last year.

**AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS**

# VARIETY

Pos. Pos. No.

[illegible]

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The Great Musical Score of  
**WALT DISNEY'S**  
forthcoming technicolor picture  
**"SO DEAR TO MY HEART"**

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**LAVENDER BLUE (DILLY DILLY)**  
*by Larry Morey and Eliot Daniel*

*The title song—an outstanding ballad!*

**SO DEAR TO MY HEART**  
*by Irving Taylor and Ticker Freeman*

*A terrific rhythm song!*

**IT'S WHATCHA DO WITH  
WHATCHA GOT**  
*by Don Royce and Gene De Paul*

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**BOB EBERLE  
JOHNNY JOHNSON  
MONICA LEWIS  
VERA LYNN  
CURT MASSEY  
MARY OSBORNE**

*Recorded by*  
**SAMMY KAYE  
GENE KRUPA  
PEGGY LEE  
FREDDY MARTIN  
PIED PIPERS  
DINAH SHORE  
JACK SMITH**

*Recorded by*  
**HUGH CAMERON  
CORONETS  
BOB FARNON  
SCOTTY FARRELL  
JOHNNY LAURENZ  
STERLING YOUNG**

**SANTLY-JOY, Inc.**

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EDDIE JOY Gen. Prof. Mgr.

Chicago—JACK PERRY Boston—JACK FAY Holly wood—JULIE LOSCH



**Al Trace's Newest Hit Song, "BRUSH THOSE TEARS FROM YOUR EYES."**

# Jocks, Jukes and Disks

By Bernie Woods

Frank Sinatra's "Once Upon a Moonlight Night" ("Autumn in New York" (Columbia). Two "smart" tunes that aren't likely to get Sinatra such earthy things as coconuts, pineapples, and bananas. "Moonlight" is a fine melody and the flipover is an even better one. "Once Upon a Moonlight Night" is reminiscent of "Manhattan Towers." They're the sort of things that sell to a minority, but Sinatra rates a bow for them. Axel Stordahl dresses each in frilly ribbons of stringed color.

Jack Smith's "The Matador" ("Lavender Blue" (Capitol). Smith's exuberant style wraps both tunes in a saleable package, and if either melody is successful his disks figure to be well up front. His approach to the "Matador" side is lively and colorful. "Lavender" arrangement is in dance tempo and is the stronger. It's a cute melody. Clark Sisters and Earl Shelton's orchestra assist both sides.

Louis Prima "Love That Boy" ("Lillian" the stronger for jocks and jukes. "Love That Boy" is a listenable item sung well by Cathy Allen on a good dance beat, but it's the reverse, done by Prima, that carries the best potentialities. Arranged and performed similar to his "Thousand Islands" hit, the tune bounces smoothly under the frog-voiced maestro and band-chorus.

Tony Pastor "You Started Something" ("Click Song" (Columbia). Pastor's Rosemary Clune, of the Cloney Sisters duo, makes the first side a personal success. Pastor doesn't often dip into ballads but with a singer of the calibre of Miss Clune the face turns out unusually fine. And it's a good song. Jocks can point out the lyric as indicative of a fine future for the singer. Pastor tackles the tune written about Frankie Palumbo's Click Club, Philadelphia, on the flipover. It's a fair tune, using the Cloney's Pastor and band chorus.

Sammy Kaye "Green-Up Time," "Here I'll Stay" (Columbia). Both

songs from the stage musical "Love Life," and neither figures to set any the world afloat, though they're pleasant and will be used by jocks. Kaye gives both a typical ride. "Green-Up Time," the better of the two, played at medium speed and smoothly vocally by Laura Leslie and the Kaydets. "Here I'll Stay" belongs to Don Cornell, who pitches a good vocal at ballad speed.

"Ring Crosby Sings Cole Porter" (Decca-10-inch album). Decca should have little difficulty pushing the combination of Crosby and Cole Porter into the top-selling album brackets. Combination of the finest songs and the Gronner in good voice, all solidly rendered by John Scott Trotter's accompaniments, is a package of light-light entertainment. Tunes are "Rosalia," "I've Got You Under My Skin," "Begin the Beguine," "Easy to Love," "Just One of Those Things," "I Love You," "Night and Day," "I Never Remembered What a Catalog!"

Danny Kaye-Gilbert and Sullivan (Decca 10-inch album). No one need be a G. & S. fan to go for this album by Danny Kaye. With occasional changes in lyric and tempo by Sylvia Fine to even widen the appeal of the widely known melodies, Kaye does a neat job on them. Some are aimed for humor and others done straight, or so it seems. Tunes involved are "The Judge's Song," "When First My Old, Old Love I Know," "In the Enterprise of Martin King," "The Policeman's Song," "If You're Anxious For To Shine," "Nightmare Song" and "The Moon and I."

Flister Pointers. Jack Owens' (Tower) waltz version of "I'd Love to Live in Lavaland" shows that love at its best. "Big Fat Sam," by Erskine Hawkins (Victor), has many of the qualities that made his "Tupin In" of a few years ago successful. Ken Griffin's organ (Rondell) turns to the finer times in life with "If I Had You," vocalized by Johnny Knapp, but it's the flipover, "Brown Jug Polka," sung and gigged by the same Knapp, that

takes the ear... Lillian Lane and the Page Cavanaugh Trio (Victor) give "Dance-O" and "That's the Way He Does It" a once-over lightly and brightly... Pop Kicks should be for Charles Venturi's "Euphoria (National)... Macklin Marrow strings the bell with "Euphoria" and "My Love Love" (M-G-M).

Recommended hillbilly, country and western: Jimmy Wakeley's "Mine All Mine" (Capitol); Spade Cooley's "Devils' Dream" and "You'll Run the Day" (Columbia); Pee Wee King's "Say Good Morning Nellie" and "New York to New Orleans" (Victor).

## BANDLEADER JAN SAVITT DIES ON COAST AT 35

Jan Savitt died of a cerebral hemorrhage Monday (4) in Sacramento, Cal. His death came a few days after he was stricken while traveling to a date at the Memorial Auditorium and his band played the date without him. Savitt was 35.

Though he confined activity to the Coast area during the past two years or more, Savitt was a nationally known name maestro who conducted major hotels and theatres from New York to Hollywood. Born in old Petrograd, he was brought to the U. S. when two years old. A violin prodigy, he played with the Philadelphia Orchestra when only 14 and thereafter studied the instrument and music arranging and composition in Europe.

Savitt began his pop band career at WCAU, Philadelphia, in the late 30's as a house conductor. Later, he moved over to KYW and there, via network broadcasts, a band led by him called the Tophatters caught the attention of music fans and band agency execs. He stepped out as a traveling leader soon after and became fairly successful with a "shuffle rhythm" style. He recorded at various times for the RCA-Victor Bluebird label and for Decca.

While banting, he wrote pop songs, some of which became best sellers. He penned "Now and Forever," "It Must Be Love," "Moonlight," "20 in the Moon," "It's a Wonderful World" and several others. He was a member of the American Society of Composers, Authors and Publishers, admitted in 1941.

## N.Y. AFM Local's Anti-Commie Move Brings Gripe on Union 'Violation'

Executive board of New York Local 802 of the American Federation of Musicians last week accepted a resolution to the local's bylaws which made it mandatory for every candidate for office to file an affidavit denying membership in or connection with the Communist party. Local's action has drawn an official protest to the local's executive board by the United and Coalition parties, opposition to the reigning Blue Picket, over the executive board's action on the bylaw amendments without consulting the members' shop. All other resolutions were tossed out excepting the Communist one, and the board also extended voting hours in the Dec. 2 election until midnight, from 10 p.m.

Protest over the passing by Local 802 chiefs of the Communist resolution is based on 802's bylaws which states the executive board cannot sit in judgment on amendment resolutions unless a quorum is present at membership meetings called to vote on them. Both recent bylaw meetings were broken up by arguments before any resolutions were passed, but both had more than a quorum of cardholders present.

Meanwhile, 802's Blue execs who are involved in an increasing bitter fight to hold office for another two years, are making capital of the remark made last week by David Freed, who asserted that 802's rulers "failed to recognize that there are good Communists and bad Communists." Pamphlets were gotten out Thursday (29) by the Blue believers, which pointed out that "no man who believes that there are good dictators and bad dictators can be a true believer in democracy."

On the other hand, a rival pamphlet, signed by Carmen Fleisig, Unity member, was distributed headed, "The Blues See Red." It pointed out: "The Blues are wearing rose-colored glasses for the next election. Everybody is a red who is sign' em. When every-

thing else fails, when your income, your pension, your health and hysteria show like a dirty petticoat under your torn and tattered Blue dress, that's always the way out. Didn't Mussolini, Hitler, Franco, Peron... stay in under a bed and hiding reds?" Unity-Coalition, incidentally, has named three candidates. All Manhattan is their choice to oppose Richard McCann, incumbent Blue piker. Carmen Fleisig is up for secretary and Max Aarons for treasurer. Both Manuti and Aarons are current members of the trial board, as Unity members.

## AFM's COIN DEMANDS STYMIE PITT'S PENN

Pittsburgh, Oct. 5. Demands of musicians union, Local 60, for an increase in number of men for William Penn hotel is holding up resumption of dancing and floor shows at Terrace Room. Spot has been closed for summer, except for dinner music by Billy Catzmore's trio, but had expected to unshutter first of the month. Now Tom Troy, inn manager, says nothing doing until he's permitted eight musicians again, same as year ago, instead of the 10 union's asking.

Although Statler hotel chain generally is dropping entertainment for straight hand policy, William Penn is only Statler-operated, not owned, and therefore can frame its own policy for the most part.

Local 60, it's understood, will move for increase in number of men in key spots right down the line because of high rate of current unemployment among musicians. That's due to the fact that dozens of late spots and private clubs, which have all used music, have been shuttered as a result of grand jury investigation. That situation's likely to continue since investigators have recommended revocation of booze licenses of at least 13 places, which will automatically eliminate entertainment

## Smash British Hits!

# THREE IN THE MEADOW

By BILLY REID

# UNDER FATHOM THE ARCHES

By BUD FLANAGAN

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and his ORCHESTRA

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•  
**STARTING CONCERT TOUR OCTOBER 6**

**Exclusively on DECCA RECORDS**

MUSIC CORPORATION OF AMERICA  
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# Greco Sues to End Musicraft Pact

Philadelphia, Oct. 5. Buddy Greco, leader of the musical comedy known as the Three Sharps, filed suit in Common Pleas Court No. 8 here against Musicraft Records, New York, seeking cancellation of his contract. The suit, which was entered by Greco's attorney Isadore H. Bellis, also sought an accounting and judgment for allegedly unpaid royalties.

Greco said he signed with Musicraft, Nov. 25, 1947, to make recordings of the Sharps, and under the agreement Greco made a number of recordings for the N. Y. firm. The musician stated he was to receive royalties based on the number of records sold and an accounting from the company every six months. It is alleged, however, that an accounting has never been made and no royalties paid. The American Federation of Musicians on Jan. 1 cancelled the recording license of the defendant, the action disclosed, although it failed to reveal why the New York concern's license was cancelled. Since that time Greco avers he has been approached by other outlets which wanted him both as a singer and a recording artist, but has been unable to accept any offer until his "purported" agreement with the Musicraft firm is ended by court decree.

## DAVE KENT'S DISNEY SPOT

Hollywood, Oct. 5. Dave Kent, former song plugger, is now with Walt Disney Productions handling exploitation of six songs. First assignment is to work in conjunction with Sany-Jay, publisher of the score. Kent had been inactive for the past six weeks due to the removal of a cancerous skin tumor.

Announcing a new song

# FORWARD MY SON

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# RETAIL DISK BEST SELLERS

NATIONAL RATING		Week Ending OCT. 2										WEEKS ON CHART
This Last wk.	Artist, Label, Title	New York—(Owens, Inc.)	Chicago—(Hudson-Bosch)	Detroit—(Grinnell's)	Kansas City—(Jerkins Music Co.)	Los Angeles—(Dorsey's Music Shop)	San Francisco—(Sherman-Clay)	Boston—(Boston Music Co.)	St. Louis—(S. S. Krige Co.)	Seattle—(Sherman-Clay)	Minneapolis—(Don Leary)	
1	PEE WEE HUNT (Capitol) "12th Street Rag".....	1	10	6	1	1	2	2	3	1	3	80
2	MARGARET WHITING (Capitol) "Tree in the Meadow".....	4	8	2	6	6	2	3	2	1	1	75
3	DOBIS DAY (Columbia) "It's Magic".....	5	5	7	3	2	3	1	4	4	2	67
4	RAY MCINLEY (Victor) "You Came a Long Way".....	3	2	1	8	4	1	1	1	1	1	37
5	DINAH SHORE (Columbia) "Buttons and Bows".....	2	1	1	5	1	9	10	1	1	1	28
6A	GORDON JENKINS (Decca) "Maybe You'll Be There".....	6	1	7	5	1	7	1	5	2	5	25
6B	ART MOONEY (M-G-M) "Blue Bird of Happiness".....	4	3	3	8	4	4	4	4	4	4	25
7	FRIMA SCALA (London) "Underneath the Arches".....	1	6	1	6	1	6	1	4	4	4	22
8	DICK HAYNES (Decca) "Every Day I Love You".....	3	9	6	1	5	9	1	5	5	5	21
9A	AL TRACE (Regent) "You Call Everybody Darling".....	9	2	1	5	9	10	1	10	1	1	19
9B	ELLA FITZGERALD (Decca) "My Happiness".....	1	2	1	2	1	2	1	2	1	2	19
10A	VAUGHN MONROE (Victor) "Cool Water".....	9	5	1	8	1	8	1	8	1	8	18
10B	SONS OF PIONEERS (Decca) "Cool Water".....	4	3	8	1	8	1	8	1	8	1	18
11	TOMMY DORSEY (Victor) "Unlil".....	7	4	1	9	9	10	10	1	1	1	17
12A	"You Can't Be True, Dear".....	8	6	9	10	6	1	6	1	6	1	16
12B	PIED PIPERS (Capitol) "My Happiness".....	9	1	5	3	16	1	5	3	16	1	16
12C	DOVIS DAY & CLARK (Co) "Love Somebody".....	5	5	7	1	16	1	5	7	1	16	16
13	JOHN LAURENZ (Mercury) "Hair of Gold".....	8	1	13	1	13	1	8	1	13	1	13
14	CARSON ROBINSON (M-G-M) "Life Gets Tee-Jus".....	2	9	1	2	9	1	2	9	1	2	9
15A	KING COLE TRIO (Capitol) "Lilbites".....	8	6	1	8	1	8	1	8	1	8	8
15B	JO STAFFORD (Capitol) "Every Day I Love You".....	3	1	8	1	8	1	3	1	8	1	8
15C	ANNIE VINCENT (Mercury) "You Call Everybody Darling".....	3	8	1	3	8	1	3	8	1	3	8
15D	ANNE VINCENT (Mercury) "Cornbelt Symphony".....	7	7	1	7	1	7	1	7	1	7	8
16A	C. MIRANDA-ANDREWS SCS "Cunnie La Guste".....	4	1	7	1	7	1	4	1	7	1	7
16B	ANDREWS SISTERS (Decca) "You Call Everybody Darling".....	4	1	4	1	4	1	4	1	4	1	7
16C	JON-SONDRA STEELE (Damon) "My Happiness".....	4	1	4	1	4	1	4	1	4	1	7

## FIVE TOP ALBUMS

1	2	3	4	5
PREVIN PLAYS THE PIANO Andre Previn Victor	PROGRESSIVE JAZZ Stan Kenton Capitol	EMPEROR WALTZ Bing Crosby Decca	SONGS OF OUR TIMES Decca	INK SPOTS Album No. 3 Decca

**King Goes Pops**  
Cincinnati, Oct. 5. King Records, heretofore restricted to the cutting of hillbilly and race recordings, is going in to the pop field with a recording of "Just For Me," by the Galli

Sisters, group formerly with Art Mooney's orchestra. King bought the master of the tune from an undisclosed source. So far, the Galli disk is King's only entry in the pop field, but more are to follow.

**Kaye Eyes Fresh Air**  
Singing Kaye's may return to the air soon on a commercial now being dickered for that will allow him to do shows from anywhere in the country. Prospective sponsor is undisclosed.

# Diskers Eye Pub Tune-Putsch Sluff

Gripes between music publishers and recording companies increase as the stockpile of disks established prior to the Jan. 1 recording ban diminishes. Release schedule and publishers' promotion plans are constantly conflicting currently, due to changes in blueprints made by one or the other faction, but some disk execs are emphatic in feeling that publishers are dependent entirely too much on recordings and recording companies to "make" songs, rather than the other way around.

Diskers feel that the theory that a recording alone can project a song into the limelight is being accepted by some publishers too literally, and as a result are slowly but surely exploring other plans. It's pointed out that, unless a song is a success immediately upon release, the publisher will very often, the full promotion efforts of publisher and manufacturer are required to bring the most out of the tune. And the fullest effort isn't always being exerted by pub. to the detriment of the recording company and himself.

## Lecnona to Maestro Latin Trouper Tour

Composer-conductor Ernesto Lecuona is scheduled to arrive in New York late this month preparatory to launching his first American concert tour. He'll appear with a company of Latin-American performers at Carnegie Hall, N. Y., Nov. 20; Constitution Hall, Washington, Nov. 22; and at the Academy of Music, Philadelphia, Nov. 23.

Those who will be seen with him are America Crespo, Cuban soprano making her American debut; Martha Perez, Cuban mezzo; Rene Castellar, operatic tenor, and "Bola de Nieve" ("Snow Ball"), pianist-singer.

# WILL YOU BE MY DARLIN'

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RILEY SHEPARD  
Regent Record  
DALE RYANLEY  
Gold Seal Record 1928  
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## SAY SOMETHING SWEET TO YOUR SWEETHEART

JO STAFFORD-GORDON MACRAE  
INK SPOTS (Decca)  
ANNE VINCENT (Mercury)  
VIC DAMONE (Decca)  
EVE TORE (Mercury)  
COWBOYS (Vocal)  
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# DYNAMIC ★ ★ ★ SENSATIONAL ★ ★ ★ 'CAUSE IT'S A HIT!

# LET ME TELL YOU SO MUCH IT HURTS

By Floyd Tillman

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**REGGIE GOFF and STAPLETON ORCH.**

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COL.—FLOYD TILLMAN  
VIC—THE FRONTIERSMAN  
CAP—JIM WAKELY







# Bands at Hotel B.O.'s

Band	Hotel	Covers Played	Total Sales
Eddy Duchin...	Waldorf (400; \$2)	0 11,225	1,225
Bernie Cummins	New Yorker (400; \$1-\$1.50)	9 800	9,250
Guy Lombardo...	Roosevelt (400; \$1.50-\$2)	1 2,525	2,525
Tommy Dorsey...	Pennsylvania (450; \$1.50-\$2)	0 11,900	1,900

\* New Yorker, ice show; Waldorf, Peter Lind Hayes Mary Healy, 13 days, 14 days.

## Chicago

Will Osborne (Marine Room, Edgewater, 700; \$1.20 cover). N.s.g. week, bad weather and no conventions slicing it to 2,000.  
Benny Strong (Boulevard Room, Stevens, 650; \$3.30 min.-\$1 cover). Fair week for Loop room, 500.  
Griff Williams (Empire Room, Palmer House, 550; \$3.50 min.-\$1 cover). Second week as good as opener with 3,000.

## Los Angeles

Dunnington, Del Courtney (Ambassador, 900; \$1.50-\$2). Fair, 2,450 tabs.  
Jan Garber (Biltmore, 900; \$1-\$1.50). Heavy 3,500 covers.

## Location Jobs, Not in Hotels

(Chicago)

Tommy Carlyn (Tranion, \$1-\$1.15 min.). Rain cramped take of southside ballroom to 10,000.  
Marty Gould (Chez Paree, 500; \$3.50 min.). Sophie Tucker still so-so, but weather dipped receipts to 5,000.  
Eddy Howard (Archie, \$1-\$1.15 ad). Local fare doing fine, despite slight dip from last week with 14,000.  
Al Trace (Blackhawk, 500; \$2.30 min.). Loop eatery still hang-out for corn lovers with good 3,000.

(Los Angeles)

Art Mooney (Paladium B, New Hollywood, 3rd wk.). Poor 7,000 callers.

## Tops of the Tops

Retail Disk Seller "12th Street Rag"  
Retail Sheet Music Seller "Fire in the Meadow"  
"Most Requested" Disk "Fire in the Meadow"  
Seller on Coin Machines "Fire in the Meadow"  
Brite-rite Seller "So Tired"

## EDW. KASSNER BUYS LONDON'S 'KID' SCORE

London, Oct. 5.—Edward Kassner Music Co. bought rights of the Manning Sherwin score of the new Arthur Askey show, "The Kid from Stratford." This is Kassner's first venture into show score business. Band leader Felix Mendelssohn has had a nervous breakdown and his Hawaiian Serenaders outfit is now being fronted by Louisa Reyes. Judy Starita and his Starlites leave for the American zone of Germany this week for a concert tour.  
Les Baker, who only formed his band four months ago, has won coveted engagement at Fischer's restaurant, Bond street. Contract was negotiated by Kim-Elliott. Band leader Ivy Benson has been operated on for a serious intestinal complaint.

## NOTICE OF SALE of Assets of Nationally Prominent Phonograph Record Manufacturer

Notice is hereby given that on October 15, 1948, at the hour of 10:00 A. M. before the Honorable Philip L. Sullivan, U. S. District Judge, in Room 603 of the Federal Courts Building, Clark and Adams Streets, Chicago, Ill., bids will be received for the sale of all property and used except cash on hand and accounts receivable, of MAJESTIC RECORDS, INC., first in bulk and then by lot, subject to or free and clear of any liens. Bidders must be prepared to deposit at the time of the making of their bids, twenty-five per cent (25%) thereon in cash, cashier's or certified check, the balance to be paid upon confirmation of the sale by the court.

The physical assets of MAJESTIC RECORDS, INC., consist of a complete catalogue of recorded masters of outstanding artists, and machinery and equipment including complete studio recording, pressing, milling and plating equipment, leasehold interests in three plants and furniture and fixtures. An inventory of the assets and further information may be obtained by prospective bidders from the trustees at the address below listed. Arrangements may be made with the trustee to inspect the plant.

JOHN E. DWYER and DONALD J. WALSH, Trustees  
Room 1307, 136 N. Dearborn Street,  
Chicago, Illinois  
Telephone Financial 4-2474

## 'Hubba' Writer Loses Film Infringement Suit

An infringement suit brought by songwriter Irving W. Rifkin against RCA, Robbins Music, 20th-Fox and 20th Century Music was dismissed on Oct. 5 by N.Y. Federal Court Judge Simon W. Rifkin. "Plaintiff had sought an injunction against the defendants, claiming his tune, "Hubba, Hubba," was lifted from "Dig You Later," used in 20th's musical, "Doll Face," and advertised as the "Hubba Hubba Song." Judge Rifkin testified the allegations as flimsy and noted that the complaint covered only the song's title with no suggestion of piracy regarding either the words or music.  
In its opinion the court noted that "this simple action has been vastly complicated by its procedural history." The judge quipped that it will take many more words than it otherwise would to dispose of the merits of the action at no time presented any problem of magnitude to Rifkin. He also noted to "fully evaluate the flimsiness of the plaintiff's case it is not necessary to repeat the rule of law that a title cannot be copyrighted." Julian T. Abeles represented RCA and Robbins Music, while Edwin P. Kilroe was counsel for the other defendants.

## New BBC Policies Due As Bandleaders Protest 'Dictation on Vocalists'

London, Sept. 28.—Jim Davidson, the man who joined the BBC's SOS to "save our dance shows" and took over the reins of the Broadcasting House Dance Music Section, is about to introduce a number of new policies which will govern dance band programs in the coming months.  
He has now completed a series of personal interviews with every dance band leader on the BBC lists. During these interviews Davidson made a personal survey of leaders' criticisms of his department, and their suggestions for the general improvement of light and dance music programs.  
Davidson's completed survey was considered at a full dress session of the producers, and the new policies will be based on these findings. One of them will entail the engagement of six band leaders a week to handle special daytime dance music sessions. Each band will have over one day a week.  
Another policy move concerns freelance vocalists. Evidence has shown that a number of these singers have been officially barred from accepting many bookings because it felt they were "broadcasting too much."  
Band leaders in their straight-from-the-shoulder talks with Davidson told him that they felt they were entitled to employ singers and musicians who they personally felt best suited their combination and musical ideas, and that BBC producers would be oversteering their powers if they continued dictating this kind. Davidson has since told his associate producers that in future there is to be a minimum of interference with band leaders' program ideas and that individuality must be given a freer rein than it has for some years past.

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## Austria Mulls Hypo Of Music Rights Export

Vienna, Sept. 28.—Austrian music exports to France will be one of the topics discussed at trade treaty negotiations getting under way in Paris.  
Before Hitler, Vienna did a big business in exporting music rights. Prior to 1938 musical rights worth 4,000,000 schillings were worth 4,000,000 schillings were exported annually, with about 200,000 schillings worth imported. Now, with the exodus of composers and postwar difficulties, the balance has been reversed.  
In Germany, Austria's main export field, duties paid under the copyright law are frozen. Efforts are also being made to unfreeze sums presently blocked.

## Songs with Largest Radio Audience

The top 31 songs of the week based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of September 24-30, 1948

A Tree In The Meadow	Shapiro-B
Am But It Happens	Bourne
Big Girl Of Happiness	T. B. Harris
Blue Shadows On The Trail	Santley-Joy
Confess	Oxford
Don't Let Me Be Misunderstood	Southern
Every Day I Love You	Harms
Heart Of Gold	Robert
Isn't It Romantic	Words & M
I Still Get A Thrill	BVC
Love To Live In Loveland	Witmark
Let's Be Romantic	Berlin
Let's Only Happen	Robbins
It's A Most Unusual Day	Witmark
It's Magic	Advanced
Just For Now	Advanced
Little Girl	Remick
Love Somebody	Remick-W
Maybe You'll Be There	Triangle
Music Song	Crawford
My Happiness	Remick
Night Has Thousand Eyes	Paramount
Put 'Em In A Box	Remick
Romance On High Seas	Remick
Romantic	Remick
Take It Away	Pemora
This Is The Moment	Miller
Unusually	Robbins
When The Red Robbin Comes Bobbin' Along	Bourne
You Call Everybody Darling	Mayfair
You Were Only Foolin'	Shapiro-B

The remaining 23 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

A Hundred and Sixty Acres	Leeds
Ain't Doin' Bad Doin' Nothin'	Spitzer
At The Flying "W"	Morris
Buttons and Bows	Famous
Everybody Loves Somebody	Blasie
Haunted Heart	Williamson
Here I'll Stay	Chappell
I Don't Care	Stanton
I'll Be Back	Jefferson
I Went Down To Virginia	Feist
If We Can't Be The Same Old Sweethearts	Ureil
In My Dreams	Witmark
On A Slow Boat To China	Melrose
P. S. I Love You	LaSalle
Play The Players	B. B. Marks
Remember Me	Miller
That Certain Part	Bourne
Things I Love	Sampbell
Twelfth Street Rag	Shapiro-B
When You Left Me	Porgie
Why Does It Have To Be That Way	Duchess
With A Twist of the Wrist	Patmar
You Can't Be True Dear	Biltmore
You Talk By	Cavaller

\* Legit Musical, \* Film Musical

## ARTIE SHAW HUUDDLES ON PICKING UP BATON

Artie Shaw is now in California huddling with Ace Huddins and Bob Keene, who have been operating in orchestra which has the old library of arrangements. Shaw intends to return to batoning but doesn't want to work too hard and is discussing a deal with the two under the title of Artie Shaw's Orchestra, under the Direction of Bob Keene. He would join twice a year for a concert tour and also make recordings with it, if and when the baton is lifted. Keene is a clarinetist who handles Shaw's parts in the old arrangements.  
Shaw, meanwhile, has dropped the reservation he had on Town Hall, New York, with the clarinetist, for Oct. 21. Shaw did a broadcast last week on WOR, New York.

Featured in M-G-M's Hit "DATE WITH JUDY"

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Beverly Hills—Metzger Floor, Beverly Wilshire Hotel

# Vaude Bookers, Cafe Ops Crack Down On Doubling, Say It Negates Act's B.O.

Vaude bookers and nitery operators are getting wary of doubling acts. They feel the performers are unable to give their best talents at either the theatre or cafe when playing both simultaneously.

Situation came to a head recently when Larry Storch was forced out of the Paramount theatre, N. Y., because of his commitment with the Riviera, Ft. Lee, N. J. Bob Weisman, Paramount's managing director, told Storch that he could play one or the other. Storch chose the nitery.

Since then talent buyers have cracked down on the doubling of talent. It's their contention that with the present top salaries, they're entitled to exclusive services. They feel that it's a hardship on either the theatre or cafe to rearrange schedules so that the act can make the shows at both spots. They also feel that the box-office value of a name is lessened by the dual dates. To a certain act that's seen by several thousand people daily in a Broadway presentation house will lose much of its value in the nite spot.

Slance against playing simultaneous dates is also extending to benefits at Madison Square Garden, N. Y. It's believed by many that a turn that's seen by a gathering of approximately 18,000 at one performance will decrease its

draw to the spot that pays off. On that count, bookers are in an embarrassing position inasmuch as the talent buyers frequently chairman benefit committees and consequently must see to it that the talent buyers are able to get the free show. However, the bookers frequently have no choice in the matter because of the top circuit executives is frequently enlisted.

The only doubling deal that pays off is that of a top player in a musical hit into a cafe. There's a definite crowd, especially on the east side, which will patronize cafes with such names.

## Vienna Nitery Biz Bad; Black Market Crimp Nixes Foreign Guests

Vienna, Sept. 28. — Biz has been so bad in Vienna niteries since last year's two-third closure of the schilling that 80 clubs are available for the 20 debutants.

Americans and other occupation personnel have virtually stopped patronizing the niteries since the black market has gone askew and schillings are so costly and difficult to obtain. A carton of 25 cigarettes that brought 300 schillings a year ago now costs 600. Black market dollar exchange has slumped from 100 schillings to about 30 per dollar. (A schilling is 10c in inflated legal exchange).

Current niterie rates are about 60 to 80 schillings for a bottle of mild Austrian wine plus another 10 to 20 schilling entrance fee for each customer.

## 'ICE-CAPEDES' SOCK 345¢ IN 24 AT PITT GARDENS

Pittsburgh, Oct. 5. — "Ice-Capedes" rung up sizzling gross of \$345,000 in 24 performances at the Gardens, playing to 119,000 people on preem engagement of 1949 edition. That was 9,000 more than skating show played to here last year in one more performance, and around \$8,000 more in money.

Figures were remarkable because extravaganza was scaled lower this time. Last fall, top was \$3.60, including federal tax, and for current engagement best seats went for \$3.50, with new 10c city levy in addition to the federal bite included.

Was true straight through, 99% capacity for entire engagement, the other single per cent being figured for passes and press accommodations.

## Mull Offers to Reopen Florentine Gardens, H'wood

Hollywood, Oct. 5. — Decision may be made tonight on reopening of Florentine Gardens, Hollywood Boulevard nitery. Frank Brunt operation of the spot collapsed several weeks ago, with debts around the \$100,000 mark.

Flogar, Inc. owner of the property on which the niterie stands, has received several offers and will mail the most likely at a meeting tonight. If none of the offers are acceptable, Flogar may operate the place itself.

Among the bids is one from Lou Walters, operator of the Latin Quarter, N. Y., who has long evinced interest in a Coast spot.

Pearl Bailey signed for Ciro's, Philadelphia, Nov. 1.

## New Nitery Room Set For St. Moritz, N. Y.

The St. Moritz hotel, N. Y., is opening a new entertainment room starting Oct. 13. Spot is to be called Ciro Nix will open with a bill including Alice Tyrell and Dick Winslow, Lucille and Eddie Roberts, Scott Winslow, and Herman Schoen, violinist. It's most likely to be a supper club operation.

Hotel is moving staff headed by Marcel from the Sky Gardens into the new room.

## D. C. Arenas Nix 'Protection' Coin

Washington, Oct. 5. — D. C. theatres and such entertainment and sports spots as Turner's and Uline's Arenas are up in arms against a new ordinance here requiring them to pay for police protection. The two arenas are the latest to come out swinging and to declare they would not pay the bill without court test. Uline's handles pro sports, ice shows, etc. Turner's has had hitably shows as well as boxing and wrestling. Griffith Stadium, home of the Washington Senators and football Redskins, is also battling the bite.

Among theatres which have failed to say the "police protection" bills are: Loew's Capitol; the National Theatre, for its last season of stage performances; and the Howard Theatre, which plays Negro stage bills.

## BURROWS PACTED FOR N.Y., CHI NITERIES

Hollywood, Oct. 5. — Abe Burrows, the radio humorist and songwriter, will make his first N. Y. cafe appearance as director, starting Oct. 22. He'll precede this time with a two-week stand at the Blackstone hotel, Chicago, Thursday (7). He'll be getting \$1,750 weekly for both dates, but has a stipulation calling for a raise not to exceed \$4,000 on his next engagements at these spots.

Burrows has frequently been mentioned for dates at the Copacabana, N. Y., and was being sought by Nat Harris for the Harlem, N. Y.

## St. Regis' Maisonette Lone Room With Talent

For the first time in years the St. Regis hotel, N. Y., will operate the Maisonette as its sole public entertainment room. Spot opens tonight (Wed.) with Nan Wynns as the sole performer.

The inn's Iridium will be converted into the King Cole Room, with a "men to four" policy, after which spot will be a straight restaurant. The Iridium Room's floor, formerly used for ice shows and dancing, will be raised.

The 5th avenue King Cole Room is being converted to a store-front, and the Maxwell Parrish murals moved into the new interior.

## Father's Death Cancels Eberly's Pitt Cafe Date

Pittsburgh, Oct. 5. — Bob Eberly had to cancel engagement here at Cops last week at last minute on account of sudden death of his father in New Rochelle, N.Y. Given less than 24 hours notice, local spot hurriedly booked in Jack Leonard, who had a couple of video shows in New York to make the date. It was a quick return to the stage. Leonard, who had been there only two months ago. Eberly's date would have been a return to the stage.

Later has agreed to fill the booking some time in November.

## Rooney's N. Y. Roxy Date

Mickey Rooney has been signed for the Roxy theatre, N. Y., starting Nov. 17 or 24. It's his first date at that house.

Preceding his Roxy stand, he'll play the Chicago Theatre, Chicago; Hippodrome, Baltimore, and the State, Hartford, Conn.

Mildred Green into Mounds Club, Cleveland, Nov. 7.

# VHCS to Check Act's Union Cards After AGVA Complains of Amateurs

Veterans Hospital Camp Shows will check into its roster of performers to determine if all acts belong to the various Associated Actors and Artists of America affiliates. VHCS will send a roster of its playing personnel to the American Guild of Variety Artists for a check on union affiliations. AGVA will also check the names against the membership rolls of the other 4A unions.

Complaint originated in Pittsburgh, according to Henry Dunn, newly elected AGVA treasurer, when Nat Nanzaro, Jr., AGVA branch head in that city, complained that various union playing hospitals in that region contained non-union personnel. Dunn subsequently spoke with Louis Simon, VHCS general manager, and a checkup was agreed to. Should non-union performers be uncovered, they'll join AGVA if playing a variety unit, and Equity if in a legit show.

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## Gus Van Elected Prexy of AGVA, Other Officers, Board of 45 Named

Singer Gus Van, partner of the late Joe Schenck, was elected president of the American Guild of Variety Artists, according to results of the AGVA elections announced last week. Van attained a plurality of more than 100 votes over his nearest opponent, Harry Richman, with George Price, Alan Gale, Eddie Rio and Frank Yancy also in the running.

Voting was light with only 1,934 votes being cast out of a membership of 10,000.

The septa tapster Bill Robinson was named first vice-president, Gene Sheldon, second vice-president and Myron Cohen, third vice-president. Comedian Phil Foster was elected recording secretary and Henry Dunn, sole nominee for the treasurer's post, drew 1,485 votes.

The AGVA constitution drawn up at the June AGVA convention was adopted by an overwhelming

vote of 1,228 to 58, and a board of 45 was named in the balloting.

Just prior to the announcement of the elections, the Associated Actors and Artists of America Board governing AGVA had made plans for a three day meeting of the new officers and board to take place at the Hotel Commodore, N. Y., starting Nov. 1. New board is expected to take over the affairs of the union from the 44's board. Confab is also expected to consider the naming of an executive secretary to carry out the policies created by the board. So far, there's no indication as to who will get that post, although Hy Faine, head of the 44's AGVA board and executive secretary of the American Guild of Musical Artists is likely to draw the nod. Dewey Baret, elected a board member and who has been active in AGVA affairs since former national AGVA president Matt Shelvey was ousted, has been mentioned for the post.

To Back Yule Problem

The board's meet will mark the first AGVA attempt to get started on its own. Until now, AGVA's affairs have been under surveillance of the 44's. Among the thorniest problems on the agenda will be the integration of the Philadelphia and Boston members. Members in those cities have been divided between national AGVA and rump organizations set up by former Shelveys.

However, the thorniest problem on the agenda will be the discussion of television jurisdiction. Although the 44's television negotiating committee has been handling the problem of contracts and scales for several months, feeling among many AGVA members is that the committee has been giving undue the brush on this matter. The merger recently proposed by the 44's includes the amalgamation of actors, Entertainers, American Federation of Radio Artists and AGMA. AGVA was left out of that pact because of its unsettled internal affairs. The committee is expected to tackle that problem immediately and will most likely swing the weight of its larger membership on that issue.

Members of the board are listed in the accompanying box.

### CARMICHAEL CONCERT MILD \$3,600 in MPLS.

Minneapolis, Oct. 5. Playing a one-night concert at the Auditorium, Harold Carmichael and his "Stardust Revue" drew a moderate \$3,600 at \$3.60 top. It was Carmichael's first Minneapolis visit. He and show won praise.

Performance was nearly called off entirely when C. C. Milkes, local impresario and show's local sponsor, refused to meet musician unions' demand for the employment of stand-ins and was threatened with a walkout of union stage hands. Carmichael, however, came across with the stand-in musicians' stipends.

## Name Acts Spiral S. Dakota Corn Festival to Boff 72G

Mitchell, S.D., Oct. 5. The \$17,000 show booked in for week during annual state fair has broken all b.o. records for South Dakota's 50-year-old "corn festival," held here, under state auspices each year.

Playing to 4,429 admissions over six days, putting on three performances daily layout topped by Lawrence Welk band grossed.

Nine vaude acts supported Welk, topped by Victor Young's band, Four Fannies. Welk got a flat \$10,000 for the week. Rest of show's salaries topped \$7,000. Previous record at "Corn festival" was set by show topped by Tommy Dorsey ork, last year.

## Gracie, Ella, Harmonica Rascals Give the London Palladium Sock Finale

London, Oct. 5.

Combination of Gracie Fields, Borrah Minevitch and Ella Fitzgerald gave the Palladium a smash vaudeville closing prior to the takeover of the seasonal pantomimes in this house.

Miss Fields, in her first London engagement in some time, became the first British headliner of the year to clock a top salvo. "Our Gracie" had to satisfy clamorous audience demands for several curtain calls. Crowd wouldn't let off to indicate that she's still one of the favorite British entertainers. Tommy Fields, brother of Gracie, is also on the program.

Minervitch Harmonica Rascals and sepiu singer Miss Fitzgerald also were in the vaude finale of the season.

Ella and Gracie Fitzgerald didn't talking about her billing at the London Palladium. Her husband, manager, Ray Brown, do the talking for her.

She definitely did not know until the last minute that she would be in support of Gracie Fields. Palladium advertises Gracie's act actually been going ahead on the assumption that she was the headliner.

Gracie Fields booking was only made possible Monday (29) night when Miss Field's husband, Monte Banks, telephoned Metro in Hollywood, and asked whether her studio call could be postponed two weeks to permit the Palladium appearance. It was agreed she would be back in Hollywood by the beginning of November.

When Miss Fitzgerald, who had opened her British tour at the Empire theatre, Glasgow, was told of the billing setup at the Palladium, she was "disappointed." Commented Ray Brown, "It was assumed that on account of the publicity she received and because she was an American star that she would top the Palladium bill, all though there certainly was nothing in writing to say she would do so."

Val Parnelli's comment was, "We have been trying to get Gracie for months to postpone her Hollywood film commitment. There was never any question of Ella Fitzgerald topping the bill at the Palladium. That is quite understood with her agent, and we therefore saw no necessity to tell her about Gracie. We had Gracie in mind all the time."

## JOHN BOLES' 8 WEEKS AT LONDON PALLADIUM

London, Oct. 5.

After playing the provinces for two months, John Boles is following up his first London appearance at the Finsbury Park Empire with an eight-week booking at the London Palladium, opening at the conclusion of the Gracie Fields-Ella Fitzgerald show.

Since his opening in the north of England on Aug. 2 Boles has been playing leading provincial cities, and has had a hot reception.

His Palladium opening is set for Oct. 18 and he will play right through with the Charlie Chester show until the house reverts to pantomime at Christmas holidays.

Sailed Puppets and Dick and Del Remy to appear with Mickey Rooney on his vaude tour.

## New AGVA Officers and Board

Gus Van.....President  
Bill Robinson.....First Vice President  
Gene Sheldon.....Second Vice President  
Myron Cohen.....Third Vice President  
Phil Foster.....Recording Secretary  
Henry Dunn.....Treasurer

### NATIONAL BOARD

#### Elected to Three-year Term

Gus Van-Boston  
Tom Dunn-New York  
Don Francisco-Newark  
Bill Robinson-New York City  
Phil Downing-Portland  
Earl Warner-New Orleans  
Cal Emmet-Houston  
Buddy Walker-Miami  
Jackie Miles-Philadelphia  
Henry Youngman-N. Y. City  
Bob Elviss-Cleveland  
Betty Cox-Omaha  
Jerry Lester-Los Angeles  
Alan Gale-Philadelphia  
Lenny Paige-Buffalo

#### Elected to Two-year Term

Lois Donn-Pittsburgh  
George Price-New York City  
Harry Richman-Chicago  
Bill Ogden-Columbus  
Joan Kinslow-Los Angeles  
Una Belle Howard-Baltimore  
Dewey Baret-New York City  
Eddie Rio-Los Angeles  
Willie Shore-Chicago  
Frank Arena-Reading, Pa.  
Joe Page-Kansas City  
Phil Foster-New York City  
Reb Weber-Los Angeles  
Will Aubrey-San Francisco

#### Elected to One-year Term

Larry Kent-Detroit  
Jerry Baker-New York City  
Billy Grant-San Francisco  
Russell Swann-New York City  
Henry Dunn-New York City  
Al Tucker-Detroit  
Alan Cross-New York City  
Myron Cohen-New York City

## Downey to Open Fla.'s Boheme

Miami, Oct. 5. La Boheme, recently slated to take place of the palooked Colonial Inn, Hialeah, Fla., is slated to open Christmas night with Morton Downey topping the bill. Spot, considerably smaller than the Colonial, will use name talent, with negotiations currently on for Joe E. Lewis, Jane Froman and Tony Martin. Top salaries will prevail at that spot. Downey's deal calls for \$10,000.

La Boheme is operated by the same syndicate which ran the Colonial. Inasmuch as the spot has to draw the majorities of its trade from Miami and Miami Beach, which is 16 miles away, show's budgets are expected to be around \$25,000 weekly.

Downey's Fall Tour Morton Downey has been set for a nitery tour starting Oct. 26 at the Thunderbird, Las Vegas, and will continue with City's Hollywood, Nov. 10; Beverly Country Club, New Orleans, Dec. 3, and La Boheme, Hialeah, Fla., Dec. 5. Because of his appearance on the Coca-Cola singer Jimmy Dwyer will tour with the Carmen Masters trio and his arranger Alvin Rube.

### Pepper's Dallas Nitery

Dallas, Oct. 5. Jack Pepper will open his nitery here, to be known as the "House of Characters." Ground was broken for the spot which is expected to be completed by December. In the meantime he has opened a temporary club.

Harry Cool, Towne Room, Milwaukee, Nov. 7.

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BOOKING MANAGER





## New Acts

Letter in parentheses indicates circuit: (I) Independent; (L) Loew; (M) Moss; (P) Paramount; (R) RKO; (S) Stoll; (W) Warner; (WB) Walter Reade

Bill Russell  
Bill Warren & Jean  
Leo Robey  
Rita Sadler  
Arnauld Bros  
A & D Gatano  
J & L Callenta  
Billy Cotton & Ed  
Frank Preston  
MacDonald &  
Graham  
A Kay & Gloria  
Palace (M)  
Henry Hall Orc  
Ted Ray  
S & M Harrison  
Jill Manners

Keith Leeds	Robert Lamoureux
Will Osborne Org	M Abbott Ders (1)
D Hild Dancers (12)	Stan Fisher
Chaz Paros	D'Angelo & Vanyo
Sophie Tucker	Blackstone
Ted Shapiro	Ray Morton Org
Paul Grey	Phil Regan
Elisa Jayne	Rio Cabana

## Night Club Reviews

taste and indicates at least enough  
projection to suggest that she  
click in faster company, all other  
circumstances being equal.

Kahn

In executing her hands stunts she commits the fatal take of making the difficult look easy and the easy ones tough. *Herr*

## NEW YORK CITY

Phil Regan  
Rio Cabana

and he features plenty of that  
he runs. **Stal.** hint

might find some place in the  
lands, but which is way be-  
dow

... on a special show at the  
town Broadway-Capitol.

## Continued from page 51

His improvisations are imaginative and he features plenty of intricate runs.

at might find some place in the  
interlands, but which is way be-

will put on a special show at the  
Downtown Broadway-Capitol.

Detroit, Oct. 5.







## Abuses by Guest Stars in Strawhats To Get Airing at New York Meet

Strawhat managers are assembling in New York City on Oct. 6 for the meeting of the Summer Theatre Mgrs. Assn., to discuss their various problems. One particular matter has most of them considerably worked up. This is the matter of name actors ducking out of rehearsals.

It's become such an abuse on the part of some actors, managers say, that shows have been put on incompletely rehearsed, or not at all, proving unfair to audiences, management, supporting performers and the stars themselves. The matter isn't so much of an abuse, it's claimed, as that it's increased so much lately. Influx of Hollywood names into eastern strawhats, too, has had much to do with it.

A star who signs for a guest appearance at a strawhat is contracted by Equity contract to show up during the week previous for rehearsals with the resident company. It's part of his or her salary. But as stars have discovered in recent seasons that they can play every week (usually in the same show), getting consecutive bookings, they've ignored the contract.

Managers have accepted the condition, in their anxiety to sign the stars, knowing in advance that the star was acting elsewhere the previous week, so "it's in the air." They're unhappy about it, feeling the abuse has become a trend. Instead of coming in on Sunday, in time for the rehearsal, the stars showed up on Monday, in time for one run-through, and others showed up before performance time, in time for none.

Criticism isn't directed against any name star. It's against Helen Hayes, Mady Christians, Jose (Continued on page 59)

## Lucia Chase to Decide After Oct. 15 Whether To Resume BT Season

Decision on whether Ballet Theatre is to resume this season will be made after Oct. 15, when Lucia Chase, co-director and the organization's angel, decides whether there is sufficient capital to do a partial season. Chase had been booked all this season, starting in September, but decided to cancel until after Jan. 1 because of deficits sustained in recent years.

Certain extended dates already committed for that would be too costly to cancel, are believed likely to influence Miss Chase to do a part season, in which she would perform only an entire season until next fall. Group was inked for an engagement in September at City Center, N. Y., and another at the Philharmonic, A. L. O. S. and canceled both.

But it also has extended dates in Chicago for 10 days at the Opera House starting Dec. 26, and a six-week run at the Metropolitan Opera House, N. Y., next spring. It's believed the CMT and Metropolitan commitments will influence Miss Chase to resume, and that she'll begin the season Dec. 26 with the title role of *La Traviata*. It's the first time so significant that an ad in Sunday's (5) N. Y. Times, listing a music season at Newmark, N. J., still included a Ballet Theatre booking for next March 26.

Most of BT's dancers are available for resumption of rehearsals, which would begin Dec. 1 if decision was made to resume. Three dancers, Igor Youskevitch, Boris Kriza and Dimitri Romanoff, have a year's contract with BT and others are on hand. There are also available but Norah Kaye, an available ballet ballerina, has decided to try to get into a Broadway musical.

Bernie Wayne and Ben Haigney, who've written the songs for various Paramount pictures, are doing musicals to be titled "Twice My Universe."

## Too Many Passes

Louisville, Oct. 5. Cancelling out the Revelers Quartet, booked to sing a concert at Memorial auditorium, Thursday (7), William G. Meyer, local concert manager, frankly gave as the reason for the cancellation that more requests were received for free passes than there were advance tickets sold to the show.

His explanation appeared in the local newspapers, says any further details.

## Legit to Outlast Tele. Sez Abel

It remains to be seen how television will affect the film industry, but the legit theatre will definitely survive tele's inroads. That's the opinion of actor Walter Abel, chairman of the Screen Actors Guild tele committee, who feels that TV lacks the live contact between an actor and audience which is an absolute necessity for developing acting talent.

Speaking at a lunch meeting of the American Television Society at the Hotel Astor, N. Y., yesterday (4), Abel termed tele, "the greatest of all revolutions in show business." He pointed out that it makes possible visual entertainment for free, with the top industrial money in the country paying its way. He outlined the way first films and then radio had almost killed tele, but that Paramount is declaring the training ground for actors had almost disappeared with them.

Tele won't fill the bill as far as training theses is concerned, Abel declared, because it gives the actor no chance to see or hear himself perform (i.e., contact with audience) and a stage actor of some kind is provided. He did point up the possibility of using tele to record a study actor for purpose. Abel injected a significant note at this point, recalling that Paramount had recorded on film an entire Theatre Guild tele show last spring, running an hour and five minutes, at a total cost of \$5,000. Film was good enough to run in commercial theatres, he said, adding that a similar picture would have cost Hollywood at least \$20,000.

Other speakers at the lunch included program directors of five of the six N. Y. video stations, who outlined their programming plans.

## Ackland, Taub Snarl Over Play's Ownership

London, Oct. 5. Dispute between Rodney Ackland and William Taub over the ownership of the Broadway production of "Before the Party," is reportedly hampering the show. The dispute is over the ownership of the play, "Before the Party," is reportedly hampering the show. The dispute is over the ownership of the play, "Before the Party," is reportedly hampering the show.

## Wildberg Eyes Arlen For 'Luca's' Tunes

John Wildberg is dickering with Harold Arlen to write the score for a musical version of "Luca's" drama which was a click on Broadway and the road with an all-Negro cast. He hopes to get Lena Horne to play the title part.

Producer is also considering a production of "Luca's" with a cast of Burton and Alan Sherman.

## STOCKS SAGE, OPPOSITE

By HOBE MORRISON

Legit is due for a major comeback with the revival of well-known companies on a national scale. That is the prediction of Joe E. Brown, currently starting in "Harvey" at the 48th Street theatre, N. Y., after playing the Mary Chase comedy more than a dozen times on the road. According to the comedian, the public is becoming increasingly hungry for live theatre, and there is a growing opportunity for local stock companies in many towns that now get little or no legit.

The actor recently suggested to his old friend, James Nederlander, who operates the Town Hall, Toledo, and recently acquired the Lyceum, Minneapolis, the formation of a four-city stock tour, with Buffalo and Detroit as the other stops. Brown's idea, which Nederlander tentatively approved, would be to form four companies, each to do a play for a week's run in each town, with the touring companies the next production. He thinks that Hollywood would be glad to co-operate by lending their younger featured players for the invaluable training involved.

Even the enthusiastic attitude of audiences toward legit, as evidenced during his long tour of the country by lend-me-a-hand, appeared relatively new to theatergoing, he found them responsive and quick to appreciate good play. He believes the recent formation of local professional acting companies in a few towns may be the beginning of a genuine rebirth of stock.

The comedian regards television as a potential stimulant to such a rebirth. Even though he has appeared relatively new to theatergoing, he found them responsive and quick to appreciate good play. He believes the recent formation of local professional acting companies in a few towns may be the beginning of a genuine rebirth of stock.

Although he was repeatedly misquoted by the variety of audience (Continued on page 58)

## HARRY BLOOMFIELD INDICTED ON TAX RAP

Harry Bloomfield, producer of "Foxhole in the Parlor" and co-producer of "Polonaise" on Broadway during the late spring and early autumn of 1945, was indicted by the Federal Grand Jury in New York last week for alleged failure to pay \$52,182 withholding and so-called back taxes. Conviction would involve possible punishment of 60 years imprisonment and a fine of \$100,000.

John F. X. McGonigle, U. S. attorney, said Bloomfield was indicted for failure to pay back taxes on the salaries of actors and employees of the two productions. Conviction would involve possible punishment of 60 years imprisonment and a fine of \$100,000.

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## Edward Dual Smash in London Despite Wholesale Shift of Leads

### Soft Touch

To protect himself against the acquaintances who accompany him with requests for opening-night seats for his production of "Life With Mother," at the Empire, N. Y., Oscar Serlin now hands applicants a printed card reading: "My purist friend, H. L. Mencken said, 'If I'd a known you wanted to want, I'd a known you got to come.'"

The other day a friend, stating "Your story has touched my heart. Never before have I met anyone with more troubles than you. Please accept this token of my sincerest sympathy."

## Experimental Theatre Dropped

The Experimental Theatre is slated to be dropped for this season. However, efforts are being made to revive the series, which require minimum expense, without scenery or stagehands. Tormel decision to that effect will probably be taken within a week or so by the ET board. Despite the Dramatists Guild extension of its okay of ET for another year and contribution of \$2,500, Equity Council has not approved the idea pending a report from its special committee headed by the question of the Fact Finding Committee representing the various craft unions. This is due to the apparent unavailability of a suitable theatre, dooms the project for this season.

If the International Series is resumed, it will operate on a budget of around \$500 per play, but presentations will be in spots like the playhouse of the Lenox Hill Settlement, N. Y. Any regular theatre, if not used, will be recognized by the Fact Finding Committee must observe stage and other union requirements and other Equity's working arrangement with the Fact Finding Committee, its members may not appear in blacklisted spots. ET staff is also lining up a list of 30 or more plays for presentation in an Invitational Series.

## Eddie Davis' 2 Musicals For Mitzi Green, Thomas

Eddie Davis, the ex-taxicab driver-turned-writer, just back from Broadway after a long stay in Arizona, for his health, has two book musicals. First, for Mitzi Green, "And to the Wedding," with a score by John Styne. Ralph Blaine, originally slated to do the picture, came out of town and Harold J. Rome may now handle the lyrics with Styne.

Second, "Mama's Little Secret," in which Milton Berle was originally intended to be the star. The picture came out and video shows is, currently being talked for Danny Thomas. Latter is current the story.

## Barbara Bel Geddes Sought for 'Gloves'

Barbara Bel Geddes is being sought for "Red Gloves," in which Charles Boyer will make his first U. S. legit appearance. After inkling Boyer for his Broadway legit debut, producer Jean Dalrymple began pitching for Miss Bel Geddes to play the dramatic American version of Jean-Paul Sartre's "Les Mains Sales."

Jed Harris, who will direct plans, to start rehearsals Oct. 12. "Gloves" will get an out-of-town tryout the following month and hit Broadway around mid-December.

Although Henry Sherek ridiculed a London production of "Edward, My Son," by withdrawing the leading players for the Broadway presentation, the original version continues as a virtual captivity at the Lyric theatre in the West End. In bringing off such a gamble, the British Showman now has two editions of the Robert Morley-Noel Langley play doing "small" business, the original version currently in its 71st week and the Broadway company apparently set for an indefinite stay at SRO attendance. However, Peggy Ashcroft, co-starring female lead, whose performance drew critical raves, is expected to return in eight weeks to London, where she has a husband and two small children. Her successor hasn't been selected.

After the unanimously enthusiastic notices appeared, there was an immediate line at the Martin Beck boxoffice, with \$3,500 sales registered in three hours and \$10,000 the first day. There has been SRO houses at every performance since then, with the management's limit of 34 company apparently set for an immediate gross to about \$28,000 a week.

Exact production and operating costs for "Edward" have not yet been known, but the estimated figures are around \$60,000. The play's investment in the Miller, co-producer of the New York presentation, says he has no idea of the cost. He says he never has any idea what his shows cost until after openings. He says the cost of "Edward" is to the play rather than to the budget. In the case of "Victoria Regina," which cost \$100,000, he says it was \$35,000, but the expense ran to \$70,000 because of the opening. He says the cost of "Edward" is to the play rather than to the budget. In the case of "Victoria Regina," which cost \$100,000, he says it was \$35,000, but the expense ran to \$70,000 because of the opening.

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## ELT Slates 10 Shows At \$100 Budget Apiece; Must Get Committee OK

The Equity Library Theatre series, preparations for which get under way this week, will involve a budget of \$100 apiece, and the \$2,500 appropriated by the Equity council, the shows will be budgeted at \$100 apiece, but will be subject to approval by the ELT committee. As before, admission-free performances will be given in public libraries, the playhouse of the Lenox Hill Settlement, School for the Blind.

For the first time, the project is being handled by a special ELT committee, headed by Charles Hayden from the council, and Terese Hayden as temporary chairman in the absence of Charles Hayden. The committee members are: Aline MacMahon, Alexander Clark, Margaret Webster, Mady Christian, Arthur Harding, Barney, John Gerstard, Franklin Harner, Rita Fredericks, Joseph Krasna and Alan Schneider, with Lyn Ely, Alvin Sullivan, Audrey Hill and Alexander Ackland rotating chairmen.

## Patrick to Dramatize Dickens' 'Bleak House'

John Patrick will dramatize "Bleak House" for presentation by Russell Lewis and Howard Young on Broadway, probably in the fall of 1949. He'll start adapting the Dickens classic from the first time when he cleaned up a couple of previous adaptations. The play is a screen treatment of "Earth and High Heaven," the Gethwain play, which was written for Samuel Goldwyn. Then he'll do a rewrite of his untitled new play, the first from which he finished a couple of weeks ago. Playwright played back over the last few months and hit Broadway around mid-December.

# Do You Remember When—

By RALPH KETTERING

Chicago. William A. Brady was manager of James J. Gentile's (Tim) Corbett when he won the heavyweight championship from John L. Sullivan in 1903.

Frank L. Smith (Adelphi manager) was "the only press agent in burlesque" for Max Spiegel. He was Goldreyer's (Tim) Corbett's "mystery goldmine." "The Last Warning," with the action taking place in a deserted town.

Lincoln J. Carter, writer, directed, produced and financed 12 of 19 melodramas, each season.

John Hogan was Carter's general manager and lined the agents and managers up and let them "road test."

Advance agents booked, railroaded, ordered printed and did press work, calling the "company manager" a "put collector."

Ben Glorick was manager. George Giroux treasure and Clyde (Fox Films) Eckhardt at Carter's Criterion theatre in Chicago.

Carter solved the star problem by "renting" the "company manager" and fitting actors into the My Servants was first.

James Kinnit was "James Boys in Missouri" and hired Frank A. P. Ghezzi as his agent. They ran the firm of Kinnit and Ghezzi and made a million. John Lane Connor and Virginia Keane played leads in "The Last Warning" at the Academy of Music, Chicago.

James Cooksey and Gladys Monaghan played leads for them at the Bijou.

William Baumann and Eda von Luke did likewise for them at the Imperial.

John Sherman made a fortune with "My Friend From Arkansas," bought the Alex Byers library of plays and retired to the English house.

"Ole Olson" and "Swan Swanow" were the Swedish melodramas and made out of dough. Billy Kerns's Minstrels made money for C. J. Smith.

John "Sally" Smith and "The Pair of Comrades" and "The LeCompte & Flesher toured second cities with Red Mill and "The Broken Idol" to great success.

James Walters, who once starred in "Siderstracker," quit the theatre and became the first manager of Edgewater Beach hotel, Chicago.

Erwin Howard toured in "Hold By the Enemy" and made enough money to build Howard's theatre, an ornate avenue in Chicago.

Ed Rowland and Clifford made dimes with shows like "White Ole" and "The Silver King," while Rowland and the Policeman's money only to produce "The Rosary" and other millions.

Gaskill & McVittie did same with "Rosalind at Red Gate" and "Barriers Burned Away" and only to produce "Shepherd of the Hills" and do likewise.

Charles Gardner sang "Little Bunch of Lilies" in "Karl the Peddler."

Arjuna Gilmore sang "Taking the Picture of Baby" in "Kidnapped in New York."

Charles Hiller toured "that box office smash, 'Over the Hills to the Far Phoebe'."

John Stanley played "Billy the Kid."

Charles B. Marvin toured "The Silver King" to become the "stock company king" with three Chicago theatres.

Bob Carsen, with one partner, helped and Herman Peltz, with one partner, to make a complete scenic production each for 15 weeks, to tour the road.

One of these was an amazing locomotive, auto jumping a jack, knife bridge, cavalry charge, tornado, shipwrecks and other terrific effects. You guessed right—they were Lincoln Carter shows.

Charles E. Haining's star was his brother, Harry Clay Starr (the elder), and Cecil Spooner. Charles E. Haining's star was his brother, Harry Clay Starr (the elder), and Cecil Spooner.

Walter Scanlon was an Irish star and his name was not Scanlon.

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and Leon Friedman agent with "The Ziegfeld Follies." Leonard Hicks (young general manager of the Morrison Hotel, Chicago), was billed as "The Great Escape" with a made actor in Chicago.

Charles L. Wagner (discovery of John H. Williams, (H. H. Curd) made his first pile with a pianist named Gussie Cottlow.

Leonard Hicks (young general manager of the Morrison Hotel, Chicago), was billed as "The Great Escape" with a made actor in Chicago.

Bill Fields (Playwrights Co.) was press agent, for the largest touring circuit.

Luella Parsons got \$25 per week writing scenarios for Essanay Film Co.

Eddie Foy and the Seven Little Flowers (including Eddie Jr. and Brynne) were vaudeville headliners.

Fred and Fanny Hutton were codrama critics of the Chicago Post before writing "Years of Disgrace," which made them rich.

Edna (Huntington) Price was a vaudeville agent.

**OKLA! 69% FOR 2 TRAVELING TROUPE**

Toronto, Oct. 5. "Oklahomah" (national company) grossed a capacity \$35,500 at the Royal Alexandra here last week. She jumped to Baltimore this week.

Okla! 36% in Texas. Ft. Worth, Oct. 5. "Oklahomah" (national company) drew a hefty \$38,000 in a split-week stand between Dallas and Houston last Saturday.

Musical played five performances in Dallas, and three here.

**Gertrude Lawrence To London for 'Tide'**

Gertrude Lawrence is sailing from New York tonight (Wed.) on the S.S. "Titanic" for London for the London production of Laphne Du Maurier's "September." She will marry Max Lawrence's first British appearance since 1937, when she did "Tonight at 8.30" with Noel Coward, with whom she appeared in England for American British troops in 1944.

**Nora Kaye Quits Ballet Field for Musicomedy**

Nora Kaye, who returned recently from a European vacation, has left the ballet field and will try a Broadway musical for the first time. Leading dancer with Ballet Theatre for many seasons, she has several offers in mind, and has already turned down a big one, the pending musical "Fifth Avenue."

Patricia will marry Isaac Stern, concert violinist, next month, and wants to stay in New York rather than do any touring.

**Key's Tour Operer**

Federico Rey, Spanish dancer, will begin his tour with a dance recital in New York at the Kaufman YMHHA Aud. Oct. 10. He will tour with a band and will also dance, with guitarist, Carlos Montoya and pianist Raymond Escudé. Rey is a Broadway dancer who also appears.

Under his real name of Fred Williams, he is a costume designer. He designed costumes for last season's "Fire-Capades" and "The Sign of the Cross." He's later's Quarter, N. Y. show. He's done costumes for George Ballo and shows in Broadway.

**KORN'S STOCKHOLM CLICK**

Stockholm, Sept. 28. Richard Korn, young New York conductor, scored a signal success here tonight (Sat.) in his bow with the Stockholm Symphony.

Yehudi Menuhin as soloist. Rare appearance of a U. S.-born musician, assisting Dr. Gerzhewsky, "American in Paris" and Copland's "American Spring" on the program.

Created 10 of the program.

Korn has a conducting date at Copenhagen Oct. 1 and Oslo Oct. 5. Since his arrival, he's been also sought for a tour of Italy.

## Shows in Rehearsal

"As the Girls Go," musical. Michael Wild.  
"Bravo," play—Max Gordon.  
"But Not Goodbye," play (road). Stanley Wolf.  
"Goodbye, My Fancy," play—Michael Kanin and Aldrich.  
"John Loves Mary," play (road)—Stanley Wolf.  
"The Sign of the Cross," play—John Gassner and David Dietz.

## Big-Salary Attractions For Pittsburgh Concerts, Both Longhair and Pop

Pittsburgh, Oct. 5. Highest-salaried list of attractions in years has been set for this season by Benefit Concert Bureau, now being run by Tom Beagle, Jr., and his brother, Bill Beagle. The tour over the business year ago with the death of their father, Tom Beagle, Sr., who inherited the Pittsburgh Post-Gazette, who founded the organization.

The concert event will be opera "La Traviata" with Hilde Reichlin, followed by Lucretia Borgia, performed by the Pittsburgh Civic Opera.

Barrett and Robertson, Ballet Russes de Monte Carlo, Arturo Rucinski and Lily Pons, who are on the regular series, but the Beagles are bringing in number of other attractions, as extras, and from time to time will promote concerts of popular organizations, like Fred Waring & His Pennsylvanians.

Pittsburgh, Sept. season of 20 plays and concerts will open Oct. 23 with lineup of guest conductors in absence of regular appointments. The first series will be resigned at end of next year. Vladimir Balet, who has been with the Pittsburgh Civic Opera, will be in charge of the regular series, but the Beagles are bringing in number of other attractions, as extras, and from time to time will promote concerts of popular organizations, like Fred Waring & His Pennsylvanians.

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## Inside Stuff—Legit

To accommodate patrons for "Streetcar Named Desire," which is doing capacity business in Chicago, the management has installed 100 ticket racks in the Harris theatre. However, because the boxoffice is so small, the additional racks are not in the b.o. proper but are inside the theatre, beside the lobby where the structure was completed. Fairly adequate size of the boxoffice results from the fact that it wasn't included in the original plans for the theatre, but had to be crammed into the corner of the lobby, after the structure was completed. Fairly adequate size of the boxoffice results from the fact that it wasn't included in the original plans for the theatre, but had to be crammed into the corner of the lobby, after the structure was completed. Fairly adequate size of the boxoffice results from the fact that it wasn't included in the original plans for the theatre, but had to be crammed into the corner of the lobby, after the structure was completed.

A friendship that started on the ushering staff of CBS in Hollywood grew into a professional partnership. The partnership was formed by Cy Feuer of "Where's Charley" and Byron Palmer, romantic lead in the musical. Upon graduation from UCLA Martin was taken on at CBS as an usher by Palmer, then heading staff. When Palmer, who is son of the publisher of Hollywood Citizen-News, moved up to commercial editing, Martin took his job as head usher. Palmer fronted the production of "Charley," Martin felt he was definitely on the spot but refused to interfere with the easing by George Abbott. And without any urging from Martin Palmer got the role.

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## Legit Bits

John Golden, due in N. Y. today (Wed.) on the Queen Elizabeth, will arrive here Friday holiday in London and Paris, clinched his French stay by accepting the presidency of the board of directors of SACEM, the French Society of Authors, Composers and Music Publishers.

Golden is one of the founders of ASCAP.

Benjamin, under doctor's orders, taking six-week rest at his place in Connecticut. He was scheduled last week to appear in "Leblang's French stay by accepting the presidency of the board of directors of SACEM, the French Society of Authors, Composers and Music Publishers."

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# Total Broadway Grosses

The following are the comparative figures based on Vaudeville boxoffice estimates, for last week and the corresponding week of last season.

	Last Season	This Season
Number of shows current...	22	17
Total gross for all shows...	\$1,448,000	\$2,450,500
Total gross for all current shows last week...	\$174,300	\$754,500
Total season's gross so far for all shows...	\$714,300	\$2,450,500
Number of new productions so far...	10	12

## Chi Hefty: 'Streetcar' \$21,200, 'Roberts' \$28,700, 'Shoes' \$34,000

Chicago, Oct. 5.—While Chicago legit attractions have narrowed down to five, two of which opened last night are the new arrivals. Both "Brigadoon" and "Winslow Boy," the newcomers, have fine advance notices. "Boy" is in for three weeks only, under Theatre Guild auspices. As for the newcomers, "Brigadoon" is "Desire," "Mister Roberts" and "Allegro," and "Winslow Boy" is terrific, with the first two sellouts. "Streetcar" still has one more week to go under Guild production. Chicago Civic Opera House packed an agreement with the New York City Opera Co. for 17 days, starting Dec. 1. In the more immediate future, "Brigadoon" is set for the Blackstone Oct. 25 and "Command Decision" for the Student Union, Nov. 8.

Winter list remains heavy, with "Medea," "Man and Superman," "Allegro," and "Finnian's Rainbow" leading the incomers.

**Estimates for Last Week**  
"Brigadoon," Shubert (2,100), \$1,941. Sold out last night (4) opening.  
"High Hatton Shoes," Great North (20th week) (1,500; \$6.18). Box \$34,000.

**Estimates for Last Week**  
"Mister Roberts" (Erlander) (4th week) (1,500; \$4.30). There's a no. here. Lush \$28,700.

"Streetcar Named Desire," Harris (1st week) (1,300; \$4.50). Held down by Guild subscription but likely to stand at \$21,200.  
"Winslow Boy," Selwyn (1,000; \$2.71). Three-week run opened last night (4) with hefty sale.

## BRIGADOON WOW 38G IN FINAL PITT WEEK

Pittsburgh, Oct. 5.—"Brigadoon" got sensational \$38,000 in second and final week of season to give show better than any on the run to date. Of spectacular 60 grand "A Streetcar Named Desire" rang up in previous week, but "Brigadoon" pulled in house in plenty of clover for the first time.

Monday (27) of "Brigadoon" windup played to around \$4,800. "Brigadoon" were well let up all the way down the stretch. House top \$1,500, although "Brigadoon" went to \$4.55 with the 20% Federal and 10% city taxes. Boxoffice men reported that there are at least enough turned away to insure a heavy third week could be the show's ultimate.

"The Heires," which opened Monday (4), did not look so very impressive advance.

## Charleston' NSG \$4,900 in New Haven

New Haven, Oct. 5.—Response to premonition of the Heires' "Charleston" (2nd) at Shubert last weekend (300; \$1.50) was really a case of over-kill, but did not build appreciably beyond a so-so response. At \$3.75, top, four performances drew an estimated \$4,900 on a possible seating capacity.

New Moss Hart comedy, "Light Up the Sky," has four days stand (New York, Wed.) for four stand stand. Next week gets a half last on Broadway. Last Dec. 10, following stanza brings trout of "Bravo." (21-23).

## Monte Carlo Ballet 444G

Monte Carlo Ballet, in its second week at the Metropolitan Opera House, N. Y., at a \$3.00 top, has an estimated sturdy \$4,500 in eight performances, Tuesday (27) through Sunday (31).

Rival dance troupe last week at the City Center, under Sol Hurok's management, grossed an estimated \$4,500, for nine one performances. Charles Weidman and Co. for a four-night Monday (28) did \$5,000. Ram Gopal) troupe, in four showings (two matinees, two evenings) grossed \$3,400. The Metropolitan, in four performances, Oct. 24-40, did \$4,400.

## 'MEDEA' OK \$19,000 IN L.A. B.O. DOWNBEAT

Los Angeles, Oct. 5.—Boxoffice downward spoiled the first week of "Medea" at the Biltmore, "Medea" met with mixed and building word-of-mouth gave promise of better things for the current and new seasons. Even the hardy "Blackouts" fell prey to the downslide although the dip was not as deep.

"This week's only entry is 'The Blue Bird,' which was introduced by Johann Strauss score, which rekindled the Philharmonic Aud. which is estimated for last week.

**Estimates for Last Week**  
"Blackouts of 1948" (2) Capitan (32th wk) (142; \$2.40). Down to \$16,800.  
"Love An Kar," Las Palmas (16th wk) (388; \$3). Same \$77,000.  
"Medea," Biltmore (1st wk) (1,163; \$4.00). \$19,000, OK at \$19,000. A little hope.

**Estimates for Last Week**  
"Separate Rooms," \$3,800. Great Arts (20th wk) (560; \$3.25). Box \$28,700.

## Current Road Shows

(Oct. 4-16)  
"Annie Get Your Gun"—Musical. Los Angeles (4-9); American, St. Louis (11-16).  
"As the Girls Go"—Opera House, Los Angeles (11-16).

"Blackouts of 1948"—El Capitan, L. A. (4-16).  
"Command Decision"—Locust, Philly (11-16).  
"Brigadoon"—Shubert, Chi. (4-16).

"Burlesque"—Mayfair, Port (4-7).  
"The Blue Bird"—Medford, Ore. (4-7).  
"Sacramento (11); Lobero, S. Barbara (12); Aud. San Diego (14-16).  
Aud. Pasadena (16).

"Carouse"—Curran (11-16).  
"Command Decision"—Frisco (10-13); Aud. Oakland (14-16).  
"Charleston, 1822"—Majestic, Boston (4-16).

"Command Decision"—Wilbur, Boston (4-16).  
"The Blue Bird"—Medford, Ore. (4-7).  
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## 'ANNIE' BIG \$33,400 IN WEEK AT MPLS.

Minneapolis, Oct. 5.—"Annie Get Your Gun" grossed a big hit still disappointing \$33,400 at the 1,650-seat Lyceum for six nights and two matinees. A stiff \$40 scale for the entire large floor, of 36 rows, coupled with lack of cast names, undoubtedly kept down takings. So probably the audience of 1,650, and the papers in refusing to accept the attraction's advertising or to permit any mention in its news columns of the show's presence here. Reason for this was because Twin City visitor continued to mislead St. Paul being passed up, entirely. Balony was sold at every performance, but until last two nights lower floor had many unoccupied rows. Show draws from critics and customers.

At \$3.50 top for six nights and two matinees, the show, previous, Bert Lahr in "Burlesque" pulled only \$7,000, instead of \$18,000 erroneously estimated before.

## 'Whistle' \$12,800 In Boston; 'Love' Steady at \$28,000

Boston, Oct. 5.—"The Silver Whistle" at the Plymouth (2nd week) (1,200; \$3.00). Opening of the season, ran into a mixed reception on its opening here last week (27). Grossed \$12,800. A lot of the Guild-ATS subscriptions, "Separate Rooms" and "Medea" strong a bid. "Leading Lady" opened Saturday night (2) at the Lyceum with a good house but too early to say how the tryout will stand up here.

"The Blue Bird" houses did okay considering the undiminished baseball trade in the city. The show, which opened last week, ran into a mixed reception on its opening here last week (27). Grossed \$12,800. A lot of the Guild-ATS subscriptions, "Separate Rooms" and "Medea" strong a bid. "Leading Lady" opened Saturday night (2) at the Lyceum with a good house but too early to say how the tryout will stand up here.

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## 'Edward' Peps B Way Optimism With \$15,000 in 1st 4 Showings, Advance Big; 'Wonder' OK at 22G

With the smash opening of "Edward," the first of cast names, under Broadway, the more cheer feeling on there last week, even though the audience of 1,650, and the papers in refusing to accept the attraction's advertising or to permit any mention in its news columns of the show's presence here. Reason for this was because Twin City visitor continued to mislead St. Paul being passed up, entirely. Balony was sold at every performance, but until last two nights lower floor had many unoccupied rows. Show draws from critics and customers.

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## Plays Out of Town

### Charleston, 1822

# Quest Star Abuses

Continued from page 55

Ferrer, Lillian Gish—to mention only a few—have showed up properly a week before an engagement to rehearse with local companies. But the abuse by stars has been strong enough to make the subjects "the crux of strawhat problems," as one manager, Richard Skinner, put it.

Skinner, who managed the Olney theatre, Olney, Md., last summer, where shows ran from Tuesday through Sunday, admitted that one star arrived at the nearby Washington airport only two days before, so that the resident supporting company never laid eyes on her until the opening performance that night. Richard Aldrich had the same problem with his actress at his Cape Playhouse, Dennis, Mass.

Another star who was to appear at the Pocono Playhouse, Mountainhome, Pa., managed by Mrs. Rowena Stevens, showed up Sunday night instead of a few days before. She had been playing elsewhere that week. There was one rehearsal with her Monday afternoon before the Monday night performance.

## Extra Expense

The same star was to appear at Bucks County Playhouse, New Hope, Pa., the following week. Because she naturally wouldn't be in New Hope that week for rehearsals, Bucks Playhouse manager Theron Bamberger sent his stage director, Robert Champlain, and two male leads, Philip Bourneut and Chester Stratton, up to Mountainhome for three days to rehearse with the star there. Bamberger had to pay their expenses as well as salary.

If there was some excuse for this star not rehearsing the week she was playing, there was apparently none for her not appearing for rehearsals for a Southampton, L. I., engagement later in the season, when she had no playing date the week previous.

Bamberger had another instance last summer of a star, this one from film, not arriving until a Monday day of the performance. Just in time for one run-through with the cast. In the case of Arthur Treacher, who played at

"Bucks in 'The Magistrate' week after an appearance at Olney; the actor didn't arrive until Monday either. But at least Treacher's director was in New Hope all the week previous to best he could in local group as best he could in the star's absence. Bamberger feels this was still bad for the other actors; they rehearsed as if in a vacuum, he said.

Managers are sore because they got only a dress rehearsal with some stars, and not even that with a few. Some stars arrived on a Sunday, tired from a week's work, and would rehearse only one instead of twice. A few who arrived on a Monday didn't even do that. Ironic thing is that a few stars themselves didn't like the setup of arriving in a strange place the day of a performance, and playing with a strange cast with whom they hadn't had a chance to fit in.

Managers asked Equity last year to do something about the problem, but Equity merely made some recommendations and let it go at that. Some managers feel there's no solution to the problem, inasmuch as it's only fair to let stars work every week if they can't do it, while the name star policy makes imperative that managers put up with it.

Bamberger, however, has a solution. "It's essential," he says, "if a star is going to arrive on a Sunday, that the star should send his or her director ahead to the play, either to sit in with the resident director on rehearsal, or to direct it himself. And the star should pay for this."

## Bamberger Renews Lease

On Bucks Co. Strawhat Theron Bamberger, operator of the Bucks County Playhouse, New Hope, Pa., has renewed his lease on the strawhat for five more years, extending through the 1953 season.

He's had it since 1940, with the exception of the war years, when gas rationing forced him to move operations to the city. He now lives at the Bellevue-Stratford hotel, Philadelphia.

# AFM, N. Y. THEATRES MAY REACH ACCORD

Terms of a new agreement covering employment of musicians in Broadway theatres may be reached this week. Latest proposal of Local 802, American Federation of Musicians, will be submitted this afternoon (Wed.) to the board of governors of the League of N. Y. Theatres. Understood it involves a compromise between the union's last demand for a 15% raise and the producers' 10% offer.

Producers and public relations plan for the theatre as a whole, covering both Broadway and the road, after noon (Wed.) to the board of governors of the League of N. Y. Theatres. Understood it involves a compromise between the union's last demand for a 15% raise and the producers' 10% offer.

# Kipness Eyes Femme Star for Revised Ticket

"That's the Ticket" will probably have a name star when it is revived and produced again. Joseph Kipness, who closed the musical comedy last Saturday night after a 10-day tryout at the Adelphi, hopes to get Martha Raye, Betty Hutton, Gertrude Niesen or Betty Garrett for the femme lead. Leif Erickson is being retained, but whether the show will be completely recast.

Robert Gordon will stage the production, succeeding Jerome Robbins, who is now set to do the choreography. Philip and Julius Epstein are revising the book and Harold Rome is writing several new songs. It's figured on going back into rehearsal early in December.

# Topoka's 13th Season

Topoka, Oct. 5. Topoka Civic Theatre opens its 13th season Oct. 12 with "Mistour Legend," and will follow with "Kind Lady," "The Torch Bearers" and "I Remember Mama."

Plans for building a new theatre here are being mapped by managing director Harvey T. Warren.

# Plays Abroad

Continued from page 58

## Abdication

his role. It's a strong performance, but although the verse is good the meanings are sometimes mouthings. MacLennan's rise above this to give full tragedy to the story of a man torn between love of country and a woman his ministers wouldn't have as queen. The scheming ministers led by Retford Jarman and Robert Hennessy, play their roles well, with Edwards as the man outside the cabinet who would have the king die for his ministers.

Marjory Hawtry, from London's Embassy theatre, gives a firm interpretation of the queen-mother, with a clever first presence (visualizing herself as one day to be queen when her uncle's departure to join the "foreign land" is cleverly conceived. One knows she was in the background all the time, even without Sheila Burnell's comparatively short scenes with MacLennan, and her actual appearance isn't very impressive.

The role of a good reception of a chronicle play. It will not die with its current production, although it will always be a producer's, rather than an actor's, play. Mac.

## The Women

Zurich, Sept. 25. Rita Liechti and Ingrid Antelme's production of comedy in three acts by Clara Borel, directed by Anton Gutzwiller, is "Buz." At Kongresshaus, Zurich. Rita Liechti... Ingrid Antelme... Clara Borel... Anton Gutzwiller... Rita Liechti... Ingrid Antelme... Clara Borel... Anton Gutzwiller...

This is an outstanding production of Clara Borel's Broadway hit. It wasn't very easy to stage this typically American play in German, but despite a certain inevitable heaviness due to the German language, director Lukas Ammann has done a good job in putting the stress on the character of the society women with all their very grating

"problems" than on special details. The sets and costumes are smart and lively and colorful. As Silvia, the all-female cast is, with few exceptions, very good. Dolores Moncada, a newcomer, as Silvia, overplays a little too much. Co-producer Rita Liechti, as Mary, and Alfred Fink, as Crystal, give outstanding performances. The supporting cast is good. Memo.

## June

Stockholm, Sept. 21. Oscar Wilde's comedy of society in three acts by S. N. Behrman, from short story by Somerset Maugham. Translated into Swedish by Birgitta Hammar. Stars Ernst and Alice Ekblad. Directed by Wilma Van Kanow. At Oskars. Stockholm. Wilhelm Tell... Gertrude Rothman... John Tower... Helen Westin... Gustav Lindberg... Gösta Blomberg... Lord Prohaska... Hakon Westergren... Sven Dager... Curt Malmström... Lennart... Bengt Bengtsson... Wilma... Folke Palo

The Oskar theatre has started its new season with a success, in Somerset Maugham's comedy about an untidy, trumphant lady from Liverpool. It was transformed into the most popular hostess in London. Play is performed brilliantly by Ernst and Alice Ekblad, one of Sweden's popular legit couples, with a good supporting cast. Ekblad's direction is excellent.

Comedy, which will be done in U. S. by the Theatre Guild in N. Y. An American version, was a deftly translated into Swedish by Birgitta Hammar. Play should have a long run here and then will go out on an extensive tour. Winq.

## Barter's Menagerie

May Tour Communities

Barter Theatre production of "Glass Menagerie" may be presented by Leonard Field for a tour of colleges and community theatres this winter. Show, with Carroll McComas featured, was well received at Abingdon, Va., last summer, but couldn't be included in the Barter's winter tours, as other plays were already booked. The American National Theatre & Academy is querying local groups about bookings for the production.

"IT'LL BE A LONG TIME BEFORE THE ROAD SEES A NO. 2 COMPANY AS GOOD AS THE ONE IRENE M. SELZNICK HAS ASSEMBLED FOR THE TENNESSEE WILLIAMS HIT. UTA HAGEN ALONE, IN THE JESSICA TANDY ROLE, WOULD INSURE THAT. SHE'S ALMOST TOO GOOD TO BE TRUE."

— VARIETY

# NATIONAL COMPANY OF THE ONLY TRIPLE CROWN WINNER PULITZER PRIZE CRITICS AWARD • DONALDSON AWARD

"A powerful, violent and absorbing play of wrenching impact... Uta Hagen's performance in a first rate cast... the most pitiful, brilliant, observed and magical theater this town has seen since Laurette Taylor cast her spell in 'The Glass Menagerie.'"

— CLAUDIA CASSIDY, CHICAGO TRIBUNE

"A brilliant play... Uta Hagen has become a major star overnight and Ella Kazan has accomplished the finest staging of his career."

— ROBERT POLLAK, CHICAGO SUN-TIMES

"Packed with box-office dynamite... has more prizes than any other drama in history."

— WILLIAM LEONARD, CHICAGO JOURNAL OF COMMERCE

"The new season at the Nixon Theatre rides to a magnificent start on 'A Streetcar Named Desire'... full of the wonderful things the theatre is made of... few plays have ever been framed so perfectly in style or mood."

— HAROLD V. COHEN, PITTSBURGH POST-GAZETTE

"Not in many nights of theater-going will you see a portrayal of such passion and intensity and so skillfully shadowed that of Uta Hagen, Anthony Quinn and Mary Welch imbue their plays with ringing vitality."

— KASPER MONAHAN, THE PITTSBURGH PRESS

HARRIS THEATRE • CHICAGO

"A powerful, poignant and beautiful drama... will undoubtedly be rated the season's most distinguished offering here, as elsewhere."

— KARL KRUG, PITTSBURGH SUN-TELEGRAPH

IRENE M. SELZNICK presents  
ELIA KAZAN'S PRODUCTION OF  
**A STREETCAR NAMED DESIRE**  
by TENNESSEE WILLIAMS  
Directed by Mr. KAZAN  
with  
**UTA HAGEN • ANTHONY QUINN**  
RUSSELL HARDIE  
Setting and Lighting by  
JOE MIELZNER  
MARY WELCH  
Costumes by  
LUCINDA BALLARD











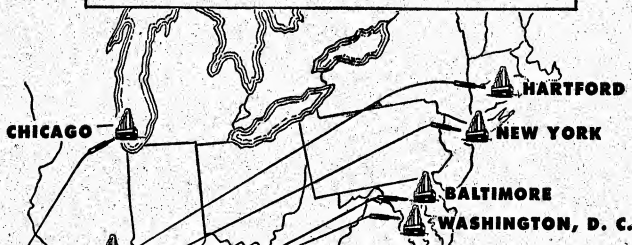




LONG DISTANCE CALLING:

# Peggy Lee and Dave Barbour

Stars of  
The Chesterfield Supper Club  
\* \* \* \* \*  
Capitol Records



"Dear Peggy and Dave, your two weeks at the Paramount were terrific. It was unfortunate that your previous commitments prohibited a longer stay. Rest assured you're always welcome here. Thanks."

**Bob Weitman, Mgr. Paramount Theatre, NEW YORK**

"You certainly gave us a grand and glorious Fourth of July week. Despite the hot weather you brought in one of our best weeks of the year. Please accept my deepest gratitude."

**Nate Platt, Mgr. Chicago Theatre, CHICAGO**

"Thanks Peggy and Dave for a tremendous week at Washington's Capitol Theatre. Substantially above the average both artistically and financially."

**Carter T. Barron, Mgr. Capitol Theatre, WASHINGTON, D. C.**

"Your engagement here certainly gave our summer business a boost. Everyone here at the Hippodrome wants to thank you for a sensational week."

**I. M. Rappaport, Mgr. Hippodrome Theatre, BALTIMORE**

"My thanks to you Peggy and Dave for giving us our best business in over ten years. The fact that you were here during the hottest weekend of the summer only seemed to make business better. Please save a spot for us on your next tour."

**Martin Harris, Mgr. State Theatre, HARTFORD**

Personal Management  
**CARLOS GASTEL**



Direction—  
**GENERAL ARTISTS CORPORATION**  
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# ENTERTAINMENT WEEKLY PARLAY

## European Countries Dicker Top U.S. Talent, but Most Can't Afford Them

The demand for U. S. name talent has become international. Today theatres in Great Britain and Australia, Canada and France have reached the point that unless a steady flow of top U. S. names comes in from American agencies, profits look very slim. Theatres in other countries have come to the conclusion that a U. S. headliner means capacity business.

The situation is especially pronounced in London, where the Palladium and the Casino do top business when a U. S. headliner tops the bill. This angle is borne out by the fact that the Casino will suspend Oct. 18 because it hasn't been able to book the Palladium in getting name attractions. On the other hand, the Palladium, which played Danny Kaye, Andrews Sisters, Dinah Shore, Betty Hutton and others, is one of the most prosperous houses in the British Isles.

Houses in the British Isles.

(Continued on page 15)

## Paramount Ducks Suspected TV Coup

By N. Y. Collarites

A suspected intervention by white collar union members, purportedly planned for the Paramount Pictures club annual dinner-dance last Friday (8) at the Waldorf-Astoria, caused Par top to counter with a tactical shift in television plans for that shindig. Par members of both the Screen Publicists Guild and the Screen Office & Professional Employees Guild had intended—or so company biggies were led to believe—to spell out the word "negotiate" in line with the guide's current campaign when the tele-camera panned the attendees.

Under original plans for the affair, a 20-minute television spot over WPIX, with the Waldorf ballroom as studio, included a feature in which the camera went to roam the seated guests, picking out such Par execs as Barney Balaban, president Paul Balaban, vicepres Charles Reagan, distribution vicepres.

(Continued on page 55)

## H'WOOD GROUP HELPS SET UP ISRAELI CO.

Hollywood, Oct. 12. Hollywood group is helping establish an Israeli film company, first studio theatre, and it will be capitalized at \$800,000. Coin is earmarked for erecting buildings, labs and furnishing equipment for the outfit, which will produce newsreels, shorts and documentaries. The library will be established, and company may go into the record-manufacturing big later. Funds will be furnished by National Jewish Fund, and municipality of Herzliya, near Tel Aviv, where studio will be located, is exempting.

(Continued on page 55)

## No Hummable Show Times

Indicative of the poor crop of new musicals is the general complaint from the handiersons around New York. The network has set a good show times last year when new musicals like "High Button Shoes," "Look, Ma, I'm Dancin'" and "Angel in the Wings," etc., premiered.

So far this new 1948-49 leg season "there isn't a good night show; what's more, we get no requests for any show times."

## Winchell, Pearson Set Tele Sights

When Walter Winchell switches over from Jergens to Kaler-Fraser next Jan. 2, it's likely now that he'll move right into television for a simultaneous AM-TV Sunday at 9 broadcast. Plans for the WVF video showcasing haven't been crystallized as yet, with the William Weintraub agency, handling the K's account, mulling some interim "closed circuit" videotapes to see how the project shapes up. Winchell's new sponsor takes over ABC sponsorship of election night (Nov. 2) returns for both AM and tele, and while the web would like to recruit Winchell as part of the commentary roundup, his exclusive with Jergens holds until the first of the year.

Meanwhile, there's a strong possibility that Drew Pearson's ABC Sunday night commentary may also go video after Jan. 1. His sponsor, Leo Harts (also a Weintraub account) reportedly likes the idea, feeling that he, like Winchell, shapes up as a natural for the TV cameras.

## BARBARA ANN SCOTT'S PRO DEBUT AT ROXY

Toronto, Oct. 12. Barbara Ann Scott, Olympic figure skating champion, will make her professional debut at the Roxy theatre, N. Y., Christmas show. She's been signed for the highest sum a blades performer ever got on a non-percentage deal. She's reported getting \$10,000 weekly for five weeks. Roxy's theatre execs will get all out in presenting the Olympic champ. House will be closed for the early part of the day and will reopen in the evening with a klieg-light program. Miss Scott's pro bow is figured to attract top Canadian government officials as well as execs of skating organizations and top promoters. It's been known that ice show producer Arthur Wirtz has been attempting to interest Miss Scott in a touring show.

## 20TH-FOX FILMING MEMOIRS FOR TV

By BOB STAHL

General Dwight D. Eisenhower, 20th Century-Fox and the ABC television network came up with a three-way television film parlay this week of far-reaching proportions. The TV network has set a deal for full rights to a series of 20 two-reelers based on Gen. Eisenhower's forthcoming "Crusade in Europe" book, which are to be produced by the 20th-Fox telefilm department.

Peter G. Levathes, 20th's tele director, had obtained the TV rights some time ago to the book, which is to be published Nov. 22 by Doubleday & Co. In line with 20th's decision not to turn out any telefilms on speculation, Levathes offered the projected series to ABC without first turning out an audition show. Deal was set directly by Levathes with ABC proxy Mark Woods and exec vicepres Robert K. Kintner, with the network paying \$400,000 for the television series. What 20th's production budget on the film is to be hasn't been disclosed. Nor is Ike's share, although the literary rights established a precedent as a "capital gains" venture. The U. S. Treasury (Continued on page 55)

## Govt. Fight Vs. Obscene Disks

Kansas City, Oct. 12. A Government fight to stamp out traffic in obscene records is now under way on several fronts, according to developments in the case of James L. Davidson, Kansas City, Kan. distributor, heard in U. S. district court before Judge Arthur J. Mellott Oct. 5. Judge Mellott was sequestered as Government claims that Davidson had received over 100,000 records since early in 1947, when he admitted he began handling them. The court stopped to comment that (Continued on page 10)

## Hughes Prefers Selling Theatres So RKO Woos Separate D. C. Peace

### Churchill Takers Scarce

Hollywood, Oct. 12. Winston Churchill's autobiography is up for sale to Hollywood film producers, with an asking price of more than \$1,000,000, and no-takers to date. Metro was recently offered the story property by Sir Alexander Korda, acting as representative for the former British prime minister, but balked at the price.

Another Churchill yarn for sale is "Richard the Lion Hearted," written several years ago for Korda but never filmed. Both Korda and David O. Selznick have expressed interest in "Richard" but feel that conditions are not quite right for so expensive a project at this time.

## Series Stratocast Blows Air Fuse

Cleveland, Oct. 12. Attempts to use Stratoliner to beam the sixth and final game of the World Series from Boston to Cleveland and then out over the midwest television network met with little success here yesterday (Mon.). Reception of the signal from Boston, as picked up by a reconverted B-29 Superfortress flying 20,000 feet over the Pittsburgh area and relayed here, was weak and inconsistent and WEFWS, local TV outlet, gave up half-hour after the game started. Other stations on the network received none of the game.

Reception was also snafued by interference with ground stations. Stratoliner, developed by Westinghouse Electric in association with the Glenn L. Martin Co., operates on TV channel 6 under an FCC experimental license. Signal from the plane slipped over into WEFWS' channel 5, so that the signal (Continued on page 55)

Washington, Oct. 12. RKO is conducting separate negotiations with the Dept. of Justice for settlement of the Government anti-trust suit, and there is a good possibility of a compromise which would involve something close to divorcee settlements. Separate Government sources, however, settling is predicated on the desire of Howard Hughes, RKO's controlling stockholder, to sell the theatre circuit intact. RKO is willing to go much further than other companies to win (Continued on page 54)

## Morgan-Allen Teanup May Become a Sunday 8:30 Habit (It's Hoped)

Henry Morgan last week checked out of Music Corp. of America and aligned himself with the William Morris office. Intriguing aspect of the switchover is the fact that it may preclude a deal whereby Morgan will become an in-and-out regular on the Fred Allen Sunday night NBC show this season. Morgan and Allen parlayed their talents on the program's previous Oct. 3 for a satirical kickaround of the giveaway craze in what was generally hailed as one of the zook comedy dashes of recent vintage. Possibility of the Allen-Morgan teamup cued trade comment that it might be the real solution to Morgan in radio.

## Chevalier's Paris SR0

Paris, Oct. 12. New legit season opened here last week, despite bad economic conditions of the country, with Maurice Chevalier's one-man, two-hour show pacing the new offerings. Chevalier packs the Champs Elysees theatre nightly and his show is expected to run a month. Week's tax strike and partial railroad stoppage, however, have added to the distress of amusement seekers and to tourists visiting here.

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## Wanger's 'Joan,' Rep's 'Macbeth,' Rank Trio and Others on Roadshow Policy

Robert Buckner  
Joan Caulfield  
Montgomery Clift  
Irene Dunne  
Bryan Foy  
Harold Hopper  
Arthur Hornblow, Jr.  
Burt Lancaster  
Arthur Laurents  
Al Lichtman  
Ted Nasser  
N. Peter Rathvon  
Sir Ralph Richardson  
Mickey Rooney  
Artie Shaw  
Vincent Sherman  
Rose Stradner  
Kay Thompson  
Gagge Wagon



# FULL ASBURY TELEVISION

## Partial Solution to Decree Problems Seen in Majors' Break From F-WC

Move of several major distributors to sell away from the Fox-West Coast circuit, which seemed rolled ahead last week with the addition of Metro to the ranks, is expected to reverberate with increased intensity to the benefit of indie exhibitors. Industry observers are already looking to the move as offering a partial solution, at least, to the problems which have brought forth the Government's current anti-trust proceedings. More important, they point to it as evidence that most industry problems can eventually be solved through the simple laws of supply and demand without the Government's intervention.

For one thing, the break from F-WC meant that any exhibs desiring to build new business would have an opportunity to buy top major product. Until now most exhibitors had been dissuaded from attempting to break the affiliated circuit on the assumption that they would be unable to get enough film to support another house. Now, with the majors for the first time, they are deciding to line up indie dates on their top product, any exhibs entering into competitive bidding would be able to at least get an opportunity to bid against them.

Majors' split from F-WC, however, is in disagreement with the standard terms outlined by the circuit, was initiated by United Artists, which is an "independent" Red River. UA sales execs, believing that "River" merited a special deal, decided to go along with the standard sliding scale policy used by F-WC for all product, no matter how big. UA's Samuel Goldwyn through RKO, its releasing agent, which decided to "sell" the UA Song Is Born, now Danny Kaye starer, and the general (Continued on page 16)

## Hitchcock's Two-Ply Directorial Deals With His Own Co. and WB

To correct an impression that Alfred Hitchcock would henceforth work exclusively under the aegis of Warner Bros. Transatlantic Pictures, production unit co-partnered by Hitchcock and Sidney Bernstein, aware that the director continues on a term pact with his own outfit and will deliver one pic yearly for WB, since indie production is currently a speculative proposition, it's said, Hitchcock secured a new contract with Transatlantic to turn out four pics for the Burbank lot within four-to-five years.

Additionally, Hitchcock will be producer and actively involved in the "thriller" "The Captive," and "Lorna Doone" while outside directors will actually do the megafilm's own director, while Transatlantic will be "a Confess," slated to start in December in the United States and "The Spider and the Fly," espionage story of the World War II period.

These pics will carry him through 1950 for his production unit. Along with the new contract, a quartet of WB pics and possible other outside work. Besides the Transatlantic film scheduled for the next couple of years, Hitchcock has already completed "Rope" and "Under Capricorn," which he is directing both in London and on Coast.

Warner's, this week, closed with Transatlantic to distribute "I Confess" already has a "The Captive," Transatlantic is free to groove its line through any other distributor though it will probably continue doing business with Warner's.

Hitchcock, who recently arrived in New York from London, shows off for the Coast in the next few days for final takes on "Capricorn."

## CEA Chides Rank

London, Oct. 12. Last-minute hitch between J. Arthur Rank and the Cinema Exhibitors Assn. over rental negotiations is delaying linking of a rental sliding-scale agreement. Complication was caused by a letter from a prominent exhibitor to British Lion requesting a contract for two British pic's be subject to any modifications made between Rank and the CEA.

British Lion retorted that Rank is not determining its trading policy and suggested that Rank as prez of British Film Producers Assn. is not acting in the best interests of British producers. Further Rank-CEA meeting expected within a few days and settlement is likely to follow immediately afterwards.

## Yank Filmmers Pan Rank's Approach To Force U.S. Dates

Angry U. S. film distribution execs this week blasted British exhibitors' approach to force charges of "monopolists." In answer to Rank's repeated demands that U. S. and British films should be seen together throughout the country, which decided to "sell" the UA Song Is Born, now Danny Kaye starer, and the general (Continued on page 16)

Arthur Lockwood, Theatre Owners of America, joined in the attack last week by also panning Rank's charges, that U. S. exhibitors would be more than glad to play any British-made film, if it possessed boxoffice value. American spokesmen charged Rank with attempting to establish an international policy of "you put my back and I'll put yours," claiming the British film, which apparently is willing to permit more playing time for American product only if his pictures get more bookings in this country. If that system were followed through, American industries have, the result could only be a "national release" agreement between the two countries. And that, they point out, is something that U. S. State Dept. has been trying to eliminate from other industries for many years.

## 5 for Bischoff

Hollywood, Oct. 12. Five pictures have been lined up for Sam Bischoff's 1948-49 season, including the largest number he has ever attempted in a single year.

The slate includes "Mrs. Mike," a Dick Powell starer; "Next Door to Hell," a "Wide Open Country" starer; "Honest Men" and "Mural of Mississippi."

## TWO WEEKS FOR IND. STATIONS

Washington, Oct. 12. Organized U. S. exhibs are taking the first overstep to protect themselves against the feared onslaught of television. The theatre domineer, Gael Sullivan, executive director of Theatre Owners of America, is huddling here with Government officials on the possibility of his organization with lining up to five ultra-high frequency channels if the Federal Communications Commission decides to move tele into the higher band.

Sullivan is sounding out the reaction of Federal officials to the proposed step by TOA. The exhibs fear that if the FCC will give the move, may set up television stations and go into video broadcasting station business either on its own or by creating a separate corporation with stock offered to TOA members.

Sullivan returns to New York Thurs. (14), where he will report results of his visit to a Federal executive committee. His findings will also be outlined to the tele committee of exhibitors at the Wolfson, Miami exhibit, was appointed chairman this week.

Sullivan's committee has a four-point program to follow through. Entry into telecasting operations is one of the proposals under consideration. (Continued on page 22)

## Par TV Status May Be Fixed

Washington, Oct. 12. Entire problem of whether Paramount owns a controlling interest in DuMont television, which has held up tele status grants to both companies for more than a year, may finally be settled soon. FCC today (Tues.) ordered Jack Paul Bluma, examiner in the recent San Francisco tele hearings, to prepare a decision expeditiously on whether Par controls DuMont within the meaning of the Commission's multiple ownership ruling.

FCC has maintained until now that Par controls DuMont and, under its rule of no more than five TV stations to a single company, has limited Par outlets to Chicago and Los Angeles and DuMont's to New York, Washington and Pittsburgh. Question of ownership must be settled before the Frisco allocations can be granted. However, since Par is competing for that city along with 20th-Fox, CBS, Ed. Sullivan's "Telecasters" and KROW (Oakland, Cal., indie). Decision on the DuMont question will be made by the FCC, which for Boston and Detroit also, plus DuMont's bids for owned-and-operated outlets in Cleveland and Cincinnati.

Decision will have no effect on the Par-promulgated allocations, meaning that the Frisco assignments will still be held up pending lifting of the freeze.

## Hurdle UA-Rank Impasse

By Kelly Setting 2 Pix

United Artists, caught in a halt to its attempts to establish a "fourth circuit" of indie exhibitors in England to buck the Rank-RKO line, is expected to switch to Rank for the time being. UA exec vicepres Arthur W. Kelly now in England, is expected to complete the sale of both Howard Hawks' "Red River" and "Manslaughter," "Gilda" and "Manslaughter" to the Rank circuits and is working to line up dates on other UA pictures.

Par's "River" potentially one of UA's top grossers of the year, is expected to be used to indicate that UA isn't willing to (Continued on page 16)

## Big Response to UA's Video Policy Cues Great Need for Telefilm Source

### Yates, 'Optimistic,' Says He's Not Selling Stock

Hollywood, Oct. 12. Herbert J. Yates is not selling any of his stock in Republic, he said, in a meeting of the company's western division sales managers to meet off the Jimmy Granger 10th annual sales drive. He added, "I have never been more optimistic about the future of Republic since the foundation of the company."

Sales managers at the meeting included Earl Collins, Los Angeles; Ralph Carmichael, San Francisco; George Mitchell, Portland; Paul McMillin, Seattle; Thomas McMahon, Salt Lake City, and Gene Gervase, Denver.

## Frequency Plan Submitted by 20th at FCC Hearings

Washington, Oct. 12. A proposal to limit the frequencies for the motion picture industry for communications purposes contained in testimony prepared for submission today (12) before the Federal Communications Commission by 20th-Fox, Harold E. Moff, of Welch, Mott & Morgan, Washington counsel for 20th, was to present the plan to the FCC proceedings to allocate frequencies for non-broadcasting services.

The FCC proposal provided that 12 frequencies be assigned to the picture industry on a non-exclusive basis, thus requiring their sharing by all picture companies which contemplate using radio communications.

Fox raised the question as to whether the picture industry is of such importance in our national economy as to justify a classification of the power and spectrum radio services. It answered that its plan does not seek to strip existing assignments of a single frequency assigned them under proposed communications rules. It said that effect of the proposed picture industry classifications would have the effect, added, would be to deny other industries the use of the frequencies earmarked for picture communications after the exhaustion of their assigned frequencies.

Referring to testimony of the Mares Plan Commission on the importance of radio communication to picture production, 20th-Fox pointed out that present frequency allocations, adopted by a previous commission, were based on picture production as a distinct category and assigns specific frequencies for their use.

20th-Fox appeared before the FCC, declared, "that the commission, at least at the time these allocations were promulgated, recognized not only the importance of radio communication to motion picture production, but also the importance of motion pictures to the national economy and well being of the people."

20th-Fox added that this commission is not equally as well aware of this situation."

## Mistrial in West Suit

Los Angeles, Oct. 12. Jurors in the \$100,000 plagiarism suit against Max Yergin and his partner, agreed on a verdict after a four-day deadlock, and the case was decided in favor of Yergin. The suit, filed in the U. S. District Court, Los Angeles, by Yergin, claimed that the film "The Sign of the Cross" was a plagiarism of Yergin's "The Sign of the Cross" story. The film, distributed by United Artists, was a success. Yergin's attorneys, who were represented by a 7-6-5 club, with Miss West leading. Attorneys for both sides repeated themselves ready for a rematch.

Pointing up the dire need for a workable, distribution system for television films, United Artists has been demanding that requests from broadcasters and ad agencies to buy telefilms, since the company announced less than a week ago the establishment of a telefilm distribution department. In addition, indie producers are demanding that UA have flooded UA with requests to handle their sales.

Company presently is making no commitments, preferring instead to build first a full-scale available product, before hitting the market, according to John H. Mitchell, sales manager of the new department, and Paul N. Lazarus, Jr., exec assistant to UA pres. Grad Sears. Lazarus denied emphatically reports that the department was being financed by outside interests. He said the original distributor system is an adjunct of the company's regular service to indie producers. Mitchell said at a time emphasized that he severed relationships completely with the producers. He said that he had international to assume the UA job.

Seeking to allay the fears of exhibitors, Mitchell said that UA would compete with them, Lazarus declared that no product is to be made available until it's been completely liquidated on the regular theatrical market. In most instances, UA will market commercial features will be released to TV not less than 18 months after their original theatrical release. In addition to the standard product, UA will also handle a number of films produced especially for release. Included will be some UA product, but how much of it will be made available through UA, all of whom retain full tele rights to their product.

Sales policy is still in the formative stages, but Mitchell declared that UA will not follow a pay-off basis. Rentals are to be pro-rated on the number of prints in circulation in each city, but the exact scale hasn't yet been determined. He said that the number of prints, consequently, will depend on the film and on the market, same as theatres are serviced.

## NBC-TV Distribution Of Pic Product Based On Population Index

In a further pitch to its affiliates for network business, NBC-TV has worked out a mass distribution system to be used to help the network get the film producer a higher market potential at a lower total cost to the exhibitor. The plan is based on a relative index of population in each TV market area, is an attempt to make the system commonly applied to transcriptions.

The United Artists' new telefilm distribution service expected to involve the sales methods used in the film industry. The method used by NBC, which is in almost direct contact, is expected to offer a good comparison to the advantages inherent in the case. One major film distributor now planning to enter the tele field, is expected to be deciding which to choose for the operation.

The plan, devised by N. Ray Kelly of the net's television service division, first assigns an average population index to each city. Total of the individual station indices are then divided into four categories. The first category, in turn, is multiplied by the city's index to give the final cost to the exhibitor. For example, Kelly, the price to affiliates will be the same for either sustaining or spot contracts. The plan will encourage affiliates to line up local spots wherever possible. System expected to be in operation by (Continued on page 20)

BY NATIONWIDE BALLOT, IT'S THE COMEDY-LEADER AMERICA HAS

# Elected the

A landslide all over the land—as Paramount proves it's "the people's choice" before release, with not one but 32 key city sneak previews from Boston to Los Angeles... previews that yielded thousands of cards of which 98.4% praised the picture, 72% of them in the most enthusiastic terms we've ever seen in these audience reports. Here are just a few of the responses\* that are typical:



Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: One of the  
best movies I  
ever saw

Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: A Tribute  
to  
Hollywood...

Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: Miss Tatlock's  
Millions has a  
million laughs...

Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: Best of  
48...

Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: John Lund  
was wonderful...

Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: It's a  
wonderful  
picture...

Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: Love That  
Hendrix Girl...

Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: Best  
picture I've seen  
in years...

Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: The answer to  
the demand for  
better pictures



Patron: \_\_\_\_\_  
Please give us your opinion on: ...  
"MISS TATLOCK'S MILLIONS"  
Comments: Funniest since  
"You Can't Take It  
With You"

*Funniest hit in years!*

JOHN LUND · WANDA HENDRIX  
BARRY FITZGERALD · MONTY WOOLLEY

# Miss Tatlock's Millions

with ILKA CHASE · ROBERT STACK  
DOROTHY STICKNEY · ELIZABETH PATTERSON  
Produced by CHARLES BRACKETT · Directed by RICHARD HAYDN  
Screenplay by Charles Brackett and Richard L. Brown



Patron:—  
Please give us your opinion on:—  
"MISS TATLOCK'S MILLIONS"

Comments: *Worth price of admission—times two.*

Patron:—  
Please give us your opinion on:—  
"MISS TATLOCK'S MILLIONS"

Comments: *It Was Tops...*

Patron:—  
Please give us your opinion on:—  
"MISS TATLOCK'S MILLIONS"

Comments: *Best since "Going My Way"*

Patron:—  
Please give us your opinion on:—  
"MISS TATLOCK'S MILLIONS"

Comments: *Most enjoyable 2 hours I ever spent at the movies...*

Patron:—  
Please give us your opinion on:—  
"MISS TATLOCK'S MILLIONS"

Comments: *A must for all members of any family*

Patron:—  
Please give us your opinion on:—  
"MISS TATLOCK'S MILLIONS"

Comments: *Best Comedy in years...*

Patron:—  
Please give us your opinion on:—  
"MISS TATLOCK'S MILLIONS"

Comments: *Simply terrific...*

Patron:—  
Please give us your opinion on:—  
"MISS TATLOCK'S MILLIONS"

Comments: *Wonderful Entertainment...*



## Paramount's Autumn Harvest of Hits

"Sorry, Wrong Number"  
"Isn't It Romantic"  
"Night Has A Thousand Eyes"  
"Miss Tatlock's Millions"  
"Sealed Verdict"—"The Paleface"

\*We didn't get releases from these folks, so we can't reproduce their names and addresses... but we'll be glad to furnish them on request.







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*it's 9*

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a row for

**20<sup>th</sup>**  
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The **ONLY**  
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list **EVERY**  
**MONTH** to  
date in '48!

**SEPTEMBER BOXOFFICE CHAMPION  
AND VARIETY SCOREBOARD HIT!**



BETTY GRABLE • DOUGLAS FAIRBANKS, Jr.  
*That* **LADY IN ERMINE**

COLOR BY TECHNICOLOR • Produced and Directed by ERNST LUBITSCH

**... CHAMPIONS COMING UP!**



**CRY OF THE CITY**

VICTOR MATURE • RICHARD CONTE

Directed by  
ROBERT SIODMAN

Produced by  
SOL C. SIEGEL



IDA LUPINO • CORNEL WILDE  
CELESTE HOLM • RICHARD WIDMARK

**ROAD HOUSE**

Directed by JEAN NEGULESCO  
Produced by EDWARD CHODOROV



GREGORY ANNE RICHARD  
PECK • BAXTER • WIDMARK

**YELLOW SKY**

Directed by  
WILLIAM A. WELLMAN

Produced by  
LAMAR TROTTI



JEANNE CRAIN • WILLIAM HOLDEN • EDMUND  
GWINN

**APARTMENT FOR PEGGY**

COLOR BY TECHNICOLOR

Directed and Written for the Screen by GEORGE SEATON  
Produced by WILLIAM PERLBERG



BETTY GRABLE • DAN DAILEY  
**WHEN MY BABY SMILES AT ME**

COLOR BY TECHNICOLOR

Directed by WALTER LANG • Produced by GEORGE JESSEL



REX HARRISON • LINDA DARNELL  
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OLIVIA de HAVILLAND  
**THE SNAKE PIT**

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AT RADIO CITY  
MUSIC HALL**  
(Now misbehaving)

**THE THREE  
MUSKETEERS**  
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**LOEW'S STATE**  
Broadway's Newest DeLuxe Show-case

GREER GARSON • WALTER PIDGEON  
in "JULIA MISBEHAVES" • PETER  
LAWFORD • ELIZABETH TAYLOR • CESAR  
ROMERO • Lucile Watson • Nigel Bruce  
Mary Boland • Reginald Owen • Screen Play  
by William Ludwig, Harry Ruskin and Arthur  
Wimperis • Adaptation by Gina Kaus and  
Monckton Hoffe • Based Upon the Novel "The  
Nutmeg Tree" by Margery Sharp • Directed  
by JACK CONWAY • Produced by EVERETT  
RISKIN • A Metro-Goldwyn-Mayer Picture

★  
M-G-M presents Alexandre Dumas' "THE  
THREE MUSKETEERS" starring LANA  
TURNER • GENE KELLY • JUNE ALLYSON  
VAN HEFLIN • ANGELA LANSBURY  
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KEENAN WYNN • JOHN SUTTON  
GIG YOUNG • Color by TECHNICOLOR  
Screen Play by Robert Ardrey • Directed  
by GEORGE SIDNEY • Produced by  
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**The Pep  
of the  
Industry!**

P.S. Song Note! The fans are adding to their hit parade of tunes from "A DATE WITH  
JULY" these two numbers: "Cooking With Glass" by Ray Gilbert and Luis Oliveira,  
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22





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# Station West

with AGNES MOOREHEAD · BURL IVES  
TOM POWERS · GORDON OLIVER · STEVE BRODIE  
DORE SCHARY in Charge of Production  
Produced by ROBERT SPARKS  
Directed by SIDNEY LANFIELD

Screen Play by FRANK FENTON and WINSTON MILLER



Hear Burl Ives  
as the troubadour  
of Rock Pass!







## THE "BOX-OFFICE WALLOP"

## PREDICTED BY ALL

# IS NOW BEING DEMONSTRATED

## AT THE N. Y. STRAND.

**WARNER BROS.**

# Johnny Belinda



**Johnny Belinda**  
(Drama)

Atlantic City, Sept. 7.—"Johnny Belinda" is a compelling, adult drama, told with sensitive taste. A story of a tragedy with a happy ending, the film is one that packs a boxoffice wallop and can be sold for big returns.

Jane Wyman's portrayal is boff. It's a compellingly artistic display of talent, demonstrating that an artist can project emotions and sway an audience without a spoken word. Of equal worth is Lew Ayres' co-starring performance. There are few who can convey the sincerity with which he endows a role and he makes his part a sock performance.

The melodramatic angles will capture fancy of the general public, particularly the femmes, and there is a strong appeal to the class trade because of the intelligent interpretation displayed by script, direction and playing.

Jerry Wald's production has missed no bets in presenting it for outstanding attention. He realizes on every merit of the many strong points of the story and has given the film sock casting, in star spots and right on down the line.

Plot is one that, in less adroit and sympathetic hands, could have been a highly theatrical melodrama. The theatrics are there but so deftly handled in the presentation that they give a solid backing. Jean Negulesco's direction guides the development of the plot and players with potent understanding. He never overplays the heartstrings, yet keeps them consistently taut. An example of the deft handling is the rape scene. It's alive and vivid, but never becomes a twentieth-century meller problem.

There are commanding performances by Charles Bickford as Miss Wyman's father and Agnes Moorehead as her aunt. Bickford's work is an unusually able realization on the part's demands. Stephen McNally is excellent as the rapist and Jan Sterling, as the village belle who marries him, also comes through strongly. Rosalind Ivan, Mabel Paige and Ida Moore shine as thoughtless village gossips. Dan Seymour and others in the large cast lend strong support.

Wald's supervision has accounted for top work in technical assignments. Ted McCord's photography makes a picturesque display of the drab Nova Scotia background and the tender, moving mood of the film is heightened by Max Steiner's music score. Set decorations, special effects, film editing and all other technical aids help in making this a class feature.

WARNERS RELEASE. Producer, Jerry

W. J. ...  
JANE ...

WVLA-TV

WYMAN, ALDO

PHILIP MAN AYRES

"Tel" in "TALKS"

**John**

# Activity

Pol: 5

# Deindo"

with CHARLES

CHARLES RICKFORD

AGNES MOOREHEAD

JOHN MOOREHEAD - STEPHEN MCMAHON  
directed by

JEAN NEGULESCO • IERRE

Screen Play by LEONARD VOIN CURE AND JERRY WALD

Produced by Harry Wagstaff Gribble

Craven, Max  
1944-1945

John Walker, Los Angeles

1



*...on its way to  
Radio City Music Hall*



**A WONDERFUL COMEDY FROM U-I**

*to take its place  
with the great comedy hits  
of all time!*









## He keeps the action in character...

THE STAR makes his getaway. In his wake "confusion" reigns...

This background action, however, is far from helter-skelter; the assistant director has controlled it carefully to keep it characteristic of the scene.

But handling supporting actors is only one of many ways the assistant director daily demonstrates his sense of the dramatic and his organizing skill. He is liaison man between his director

and the cast and crews. He prepares shooting schedules... assigns calls... anticipates every need that might arise.

Thus the difference between efficient picture making and a film that goes beyond its schedule and budget often rests with him. Yet heavy as his responsibility is, it's lightened not a little by the faithful performance of a "partner" in efficiency—the famous Eastman family of motion picture films.

**EASTMAN KODAK COMPANY**  
ROCHESTER 4, N. Y.

**J. E. BRULATOUR, INC., DISTRIBUTORS**  
FORT LEE • CHICAGO • HOLLYWOOD





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Clubs....

Waldorf, N. Y.  
Riviera, N. Y.  
Copacabana, N. Y.  
Chase, St. Louis  
Persian Room, N. Y.  
Empire Room, Chicago  
Slapsie Maxie's, L. A.  
Roosevelt, New Orleans  
Last Frontier, Las Vegas

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Theatres.....

Capitol, N. Y. — Chicago, Chicago  
Music Hall, N. Y. — Olympia, Miami  
Roxy, N. Y. — Hippodrome, Baltimore  
Paramount, N. Y. — Earle, Philadelphia  
Oriental, Chicago — Capitol, Washington  
Palace, Cleveland — Riverside, Milwaukee  
Circle, Indianapolis — Stanley, Pittsburgh

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Radio.....

"Tangee Varieties" — "We the People" — "Hi Jinx"  
"Chesterfield Supper Club" — "Paul Whiteman Show"  
"Hildegard's Raleigh Room" — "Burgess Meredith Show"

AND NOW  
TELEVISION!



# PAUL WINCHELL

Assisted by JERRY MAHONEY

Co-starring DUNNINGER

for BIGELOW-SANFORD CARPET CO., INC.

Four days 9:30 - 10:00 P.M. Beginning October 14th

WNB

Produced by FRANK TELFORD

Management: **GOLDFARB, MIRENBURG and VALLON**  
RKO BLDG., RADIO CITY, NEW YORK 20, N. Y.

Agency: **MARVIN KOHN**

Agency: **WILLIAM MORRIS AGENCY, Inc.**  
RKO BLDG., RADIO CITY, NEW YORK 20, N. Y.

## The Lady Shows Her Mettle

WILLIAM B. STANLEY, JR., Secy.

# JACKAL AND THE JACKAL

## Is There a Philosopher in the House?

Louis N. Bruckway, ex-veepee of Young & Rubicam and member of the three-man agency committee which has been jousting for months with the Radio Writers Guild, tossed in this aside Monday (11) on the agencies' latest—and perhaps final—pre-ritter letter to RWG:

"Most daytime radio stories, which the Guild members write to buy, usually have a character who is a philosopher. The function of this character seems to be to bring together the quarreling lovers, untangle tangled domestic situations, raise the money to pay off the mortgage, and generally to reduce conditions to normal when they go too far afield.

We have no philosopher, kindly or otherwise, in the agency—RWG drama, which seems to have reached an impasse. Lacking one, we would like everyone to take a look at the situation to see if it really needs to be as bad as it appears. That is the purpose of our latest letter to the guild."

## Trammell Enlists Sponsors to Plug Hooper Holes in Sun. Night Dike

Now that NBC's Sunday night "Iron Curtain" two-hour comedy parlay has been penetrated, after previously having the Hooper field to itself over the past decade or so, the web chieftains are making no more over their territory. The two-pronged brand of opposition, of course, comes from CBS' acquisition of Ames and Andy, now competing for audience pull with the Phil Harris-Alice Faye Rexall show in the 7:30-8:00 p.m. slot, and ABC's "Stop the Music," which is giving both Edgar Bergen and Fred Allen a run for their \$25,000 weekly budgets.

NBC presxy Niles Trammell, it's learned, has personally approached the Sunday Night advertisers in a bid to enlist their cooperation in an all-out promotional campaign designed to put the accent on the network's Jack Benny-Phil Harris-Edgar Bergen-Fred Allen sequencing. While in some quarters it's

**Sun. 8 to 9 Boxscore**  
With the Battle of the Hoopers on in earnest, now that on the fall show the preeminent, chief trade interest centers on the Edgar Bergen-Allen combat, CBS' "Stop the Music." Here's the scorecard on the (Oct. 5) tallies:  
Bergen out-Hoopered ABC's "Music" for the 8-30 second hour, the comedian pulled down a 14.9 as opposed to the giveaway's 13.1 average for hour-half. On the other hand, Allen scored 12.5 in contrast to "Music" 16.1 average for the 8-30 p.m. period.

been reported that NBC was wooing the sponsors for a slush fund, to be matched by NBC, to bombast the listening public, this has been denied by web exes.

Thus far the campaign is being directed toward a continuing barrage of station battles hammering away at a "stay tuned" technique, where one show plugging another, and with a liberal dosage also assigned to the network's Sunday audience sustaining campaign.

Meanwhile, the web is alerting the affiliates to the promotional campaign aimed at attracting both Sunday night and Wednesday night listeners. (Chief target of the Wednesday drive is ABC's sock comedy lineup.)

**How New Yorkers Rate 'Em'**  
Despite early fall returns of bite-time network station jackpots picked off five of the Top Ten spots in Pulse's new evening poll taken in N. Y. metropolitan area listening.

"Stop the Music" was on top with 15.7, "The Phils" second with 15.3 and Walter Winchell third with 14.9. Also among the money was "The Rich" with 12.7, "Hit the Jackpot" with 11.3 and "Winner Take All" with 11.3. A. J. Brown, 7:30 a.m. seg. and Harry Clark's 7:45 noon (WCBS) topped all day-today with a 6.7.

Biggest rater of the month, however, was ranked up by the WMCA weekday, 7-8 a.m. slot, Brooklyn vs. Giants, for a 17.4.

## FALL PREMIERES KEENEST YRS

By GEORGE ROSEN

Return to the airwaves of the major crop of comedy and variety radio personalities over the past 10 days (Begin Crosby, Al Jolson, Fred Allen, Edgar Bergen, Flibbert & Molly, Jack Benny, Ames 'n' Andy, et al) has brought in its wake a new and keener appraisal of fundamental radio values.

Throughout the trade there was widespread comment, based on a week of intense listening as radio's top talent displayed its newest wares, concerning the manner in which the serious giveaway opposition has served as much-needed stimulant in taking the "old reliables" out of their lethargy.

Generally appraising the flock of top-budgeted premieres, it's the opinion of the keener trade observers that not in a dozen years has a season's intro been attended by such punchy and shrewd appraisal as those which took the wraps off the '48-49 season.

In many instances the return of the established comes was marked by drastic revamping of their shows, practically insuring a return to the good. Others, though still showing their old format, revealed an awareness of the times through scripting and in the overall handling of their programs of the need to rework their efforts.

The present tendency to embrace the refurbished comedy stanzas, deemed primary, and the appreciation of the fact that the comedies have at last taken hold of themselves in combatting competition from the giveaways' popular appeal. For it's recalled that many of the top Hoopered fun boys were getting the critical brushoff last season, when it was generally conceded that they had had themselves to blame for the public's growing indifference.

Now, in the falling in with the giveaway formula was as much a protest over the year-in-out-out-out continued on page 38.

**Bing Coin Linked To '49 Teeoff Of Transcription Net**

Hollywood, Oct. 12.—Bing Crosby's coin reportedly is being placed in the slot of yet unnamed transcription network which is being prepped for a September 1949, teeoff. If the promoters can get to least 300 stations into the fold.

Some 129 to 100 Mutual outlets, among others, are said already to have been linked to tentative affiliations by two representatives currently touring the country in behalf of the proposed web.

Trade hears that the operation, jointly financed by the Crosby Foundation and the Chemical National Bank, is offering a minimum of five and a quarter hours of commercial time weekly as a slant.

Programs would include, these days, a Crosby by name sponsored by Philco, his current backer on ABC. Whether this would be the nation's top show, one, however, isn't known.

**WOW Sending 25 Midwest Farmers to Europe For 8-Country Aggie Study**

Omaha, Oct. 12.—Further servicing its already big farm service department, WOW announces it will sponsor a farm-tour of Europe in which a minimum of 25 Midwest farmers will study agricultural conditions at first-hand in eight countries.

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# WHY CBS-TV'S

New Barry Wood TV show, "Places, Please," is a welcome addition to the video scene. It's a wonderfully-paced, compact, fresh 15-minute job with Barry encoosing and presenting some of the most young talent to be had in N. Y. RADIO DAILY

"Face the Music," CBS-TV's 15-minute across-the-board airtel, continues as one of the most consistent high-quality shows on the air. Web has recently added much more production value by providing Sandra Deel with a different set each night. While the format is always the same, the different background gives the show a new look each stanza. Thursday night (30), for example, Desmond and Miss Deel featured Latin songs against a Mexican backdrop, while the following night they sang romantic ditties against a simulated seashore.

Two vocalists demonstrated complete ease before the cameras, projecting their ingratiating personalities as niftily as their songs. Tony Martella trio backed them excellently, and the idea of giving Mot-hyped the show considerably. In all, it remains a fresh, youthful presentation and a highly-promising investment for several categories of advertisers. VARIETY

What's It Worth? is prime television programming. It has visual and auditory appeal, each abetting the other. Its content is intriguing and devoid of monotony, and its format is pleasantly informal.

## Human Interest

There's a tremendous wealth of anecdote and human interest in the program, and much of this is brought out when the guests tell how they came to own the objects up for praise. There's a goodly amount of suspense as the appraising is going on—and this suspense, mirrored in the uncertain expressions of the people present, is well-caught by the cameras. There's also a measurable amount of humor—the kind that crops up in good conversation about the work-manship on cigar store Indians and other curios.

## Fates Good M. C.

Two happy circumstances remain to be mentioned about this program. First, Gil Fates did a splendid job as emcee. He was completely at ease before the camera, and what is perhaps even more important, he was able to transmit this ease to the guests. Secondly, this program was done in such a facile, natural manner that one was scarcely conscious of problems of technique which are still present in tele. The reviewer can think of no better accolade to the cameramen and producers.

RELSBROAD

Here are the programs with the biggest audiences\* in Television:

**TOAST OF THE TOWN (CBS-TV)** with a 40.7 rating in its top quarter-hour, tops all other Television ratings.

**CBS-TV NEWS** is the highest-rated news show in all TELEVISION, with 10.8.

**CBS-TV** has all three of the top "strip" variety and musical shows: **FACE THE MUSIC**, with a 12.7 rating; **PLACES, PLEASE**, with a 10.9 rating; **BOB HOWARD**, with a 10.1 rating.

**CBS-TV** has the two top "audience participation" shows: **WHAT'S IT WORTH?**, with a 14.7 rating; **WINNER TAKE ALL**, with a 19.0 rating.

And...

**WCBS-TV** leads all other New York Television stations in size of audience, seven days a week, in the average quarter-hour between 8:00 and 11:00 p. m.

\*Latest Pulsen Rating Report Sept. 1948

• • • **TELEVIEW:** Television seemed to advance five years at least with the coming of the CBS "Toast of the Town" show. Spotted by Ed Sullivan hitting a new high as emcee, the video show maintained a speedway pace. Jerry Lewis scored with her songs and Dean Martin and comedy duo for any medium. Artistic leaves were achieved by ahead of the crowd as the leader, thus far, in putting together a Grade A variety fare. With an extra accolade left over, we can think of no better accolade to the cameramen and producers. **RELSBROAD**



# ST

## IN AUDIENCE

Why do more people watch CBS-TV? The answer can be given simply.

**It's because CBS-TV gets better pictures on the screen.**

That takes more, in television, than great entertainers (CBS-TV has them!).  
More than great entertainment (CBS-TV has that!).

It takes what Ben Gross of New York's *Daily News*, writing about CBS-TV, calls: "*The New Look...top quality effects...that are the talk of the industry.*" These "top quality effects," sensitively synchronized with sound, come directly from CBS-TV's unmatched skill in lighting, in camera-movement, in the selection and composition of each image fluidly moving into the next, to please both the eye and the ear.

It's such top television skills, based on hours and hours of intensive research that are making CBS-TV audiences so large.

Come and see for yourself.

# CBS-TV

—first in audience!









*CBS perpetuates an American habit:*

# "Amos 'n' Andy"

---

They are part of the life of most Americans. They are a national habit, almost as familiar as Radio itself.

And now...

*America is assured of them for generations to come!*

For CBS has purchased all rights to the magnificent characters of "Amos 'n' Andy" from Freeman Gosden and Charles Correll, their famous originators, through arrangements with Music Corporation of America.

In doing so, CBS has made a move that will perpetuate "Amos 'n' Andy," not only as a great radio program\*, but for all the other ways in which the world may enjoy them through the years: in television, motion-pictures, books and comic-strips, and appropriate product-developments.

But more than they can ever belong to anyone, "Amos 'n' Andy" belong to the American people—as they always will, so long as warm and friendly laughter is wanted in America.

For full details on the availability of the characters "Amos 'n' Andy," communicate directly with

## "Amos 'n' Andy" Productions

*A Division of the Columbia Broadcasting System, Inc.*

HOLLYWOOD—NEW YORK—CHICAGO

\*"Amos 'n' Andy" on the air is sponsored by Rinsó, a Lever Brothers Company product, on CBS Sundays, at 7:30-8:00 pm, EST.

## 'Come Down From That Ivory Tower' Themes Educ' B'casters' Convention

Urbana, Ill. Oct. 12. The Assn. of Educational Broadcasters, in convention here, adopted a resolution yesterday (11) in favor of strong representations to the FCC to reserve certain television channels for educational and non-profit purposes.

It was pointed out that none is now so reserved and feeling was expressed that the procedure followed in keeping FM channels open for this purpose could be followed in TV.

### To Establish Standards

Urbana, Ill. Oct. 12. In sharp contrast to the Ivy-walled academic atmosphere of Illinois University, 50 station operators opened the 22d meeting of the National Assn. of Educational Broadcasters Sunday (10) with a broad-based, unadorned approach to their problems. Dominant theme of the convocation is that educational radio must come down from its ivory tower in order to compete for audiences and public support. Initial project for the group will be the job of setting up standards for new educational stations as well as standards for present stations. Among qualifications in more than 700 colleges offering courses in radio and television. Many have been burned over the fact that the National Assn. of Broadcasters stole many of the ideas and programs by setting up the University Assn. for Professional Radio. Editor.

NAB is also mulling plans to establish central headquarters in Washington to act as legislative coordinator and keep member stations informed of FCC actions affecting them. Some talk was also heard of employing a full time exec secretary, a part-time post held by Morris Novik, N.Y. radio consultant. Necessary to create a director of research for audience surveys on effectiveness of educational stations was also discussed.

Keynote of the organization was sounded by Richard Hull, NABE proxy, who said "NAB's objective is for the more than 50 member stations to provide program service in terms of the special interests of U.S. regions and cities. No long-hair effort, NABE points to member stations such as KOAC, Eugene, WYCC, N.Y.; WKAR, Michigan; WOL, Iowa, which are commanding a large share of regional audiences and are promotional-minded and publicity conscious."

Proposals were also drawn up for a transcription network linking present AM and FM stations owned by city boards of education and universities. Such a move would provide program coverage for the major population areas in the U.S.

### FM Rides Houston Buses

Houston, Oct. 12. Music and the latest news are busy riding to riders of 100 city buses.

FM radio receivers eventually will be installed throughout the system. In cooperation with KPRC-FM, news and music will be heard continuously from 6 a.m. until late evening hours.

### A.C.'s Tele Too Salty

Atlantic City, Oct. 12. Poor television reception of World Series games broadcast from the Atlantic City hotel, owned by Jerome S. Haas, radio engineer, who has installed most sets in the room in salt spray deposited on antennas.

Haas said that the storm a few days before, was responsible for the salt spray which was blown by a gale picks up the salt from the ocean spray and the antennas are coated with it. Rain without much wind in turn cleans the antennas again permitting good reception.

At any rate, few here saw the early series games on their television sets.

## Pellegrin, Ensign To Transit Radio

Cincinnati, Oct. 12. Extending its service to other receivers to FM stations and Transit companies, Transit Radio, Inc., will have a new hero, has appointed Frank E. Pellegrin and William E. Ensign as respective managers of national sales offices to be opened in Chicago and New York.

Hilbert Taft, Jr. president, said Pellegrin leaves KSTL, St. Louis, as president and general manager after next week for his new affiliation. Pellegrin has been in radio for 18 years and was director of broadcast advertising for NAB. Ensign bowed in radio in 1923 as a commercial rep for WCAE, New York, and when CBS was organized he became sales manager of its Blue Network. Of late he was sales manager of the Rural Radio FM Network in New York State.

Ensign's efforts by Transit Radio will commence immediately for WCTS, Cincinnati; KPRC-FM, Houston; Teo WZZ, Wilkes-Barre, Pa.; and WPLH, Huntington, W. Va., with KXOX, St. Louis, expected by Fall to join the cycle of licensees this month.

### U.S. Television's 80G-Net

By adding a line of home television receivers to its standard large-screen projection sets designed for bars and taverns, U. S. Television was able to show an \$80,697 profit for the first seven months of this year, according to UST proxy Hamilton Hays. Company suffered a loss for the 12 months of 1947 of \$132,886.

Trade attributed last year's loss to the fact that the market for the high-priced commercial TV units is limited, while many more to home receivers is much larger. Company earned approximately \$200,000 for both June and July this year and the management now anticipates steadily increasing operating revenue.

### WGN's Cuffo TV Trials

Chicago, Oct. 12. WGN clients with suitable shows have been offered a trial of WGN-TV with prospects of duplication, if video proves. First to try out is Rubins, Inc., which has an amateur hour, "Stars of Tomorrow." Bankroller plumped for the show after several trials of the show began doubling Sunday (10).

The "Northerners," oldest musical in Chicago, went dual Tuesday (12) on a trial basis.

## 1st Co-op Com'l Station Set For Oct. 20 D.C. Preem

Washington, Oct. 12.

The country's first cooperatively-owned commercial broadcast station will begin operations here next Wednesday (20) when WCFM Washington presents its first program. Occasion will be celebrated at a banquet with addresses by Sumner Welles, former Under Secretary of State; Thurman Arnold, former Assistant Attorney General; and Mrs. Raymond Clapper, wife of the columnist.

Station is the 11th FM to be established in the Capital area and the third to launch out with no AM affiliate. FM sets, including those which can be in the station, are estimated at 50,000 to 75,000. An impetus to increased sales of receivers is expected through the station's Listeners' Council which represents about 40,000 persons who have invested in Cooperative Broadcasting Assn., licensee of WCFM.

Opening day's program will be devoted largely to broadcasting festivities celebrating station, with guests who can be in the station, are estimated at 50,000 to 75,000. An impetus to increased sales of receivers is expected through the station's Listeners' Council which represents about 40,000 persons who have invested in Cooperative Broadcasting Assn., licensee of WCFM.

WCFM definitely will not be a "music and news station," Sid Byrnes, president of the station, said. Nor will it be a co-op station in the sense that it will devote little or no time to advertising. Byrnes said the local co-op membership has financed the project but he said the group has a free hand in programming.

Only two 15-minute periods a week have been scheduled for cooperative matters. One is to be a local documentary show in which local citizens discuss their views on enterprises in the Capital area each week; the other features local personalities in the cooperative field.

The station's format will draw heavily from the large Washington supply of newspaper correspondents, government officials, diplomatic personnel, university and business faculty, commercial organizations, and dramatic groups.

### WGAR in Record Sept.

Biz in Face of Cleve.

### Ball-Batty Population

Cleveland, Oct. 12.

Even though Cleveland was going batty over baseball in September, WGAR, which didn't handle any of the live broadcasts, enjoyed its biggest month in its 18-year history.

According to Carl E. George, vice-president and assistant general manager, WGAR during September cashed in a quarter-million dollars in local and national advertisers who either renewed or placed new contracts.

Included in the 40 separate clients were five who contracted for 52-week programs. They included Fisher Brothers & Co., food chain; Burrows Bros., operator of stationery and office supply stores, and Browning Corp. of America.

George declared his 40 contract signatures gives WGAR largest list of clients in its history.

Incidentally, during September, Cleveland went baseball wild, according to hear the Indians spent to the pennant and, at the same time they jammed cakes, etc., to watch video operations.

## 'Iron Man' Godfrey Giving Up 200G

## A.M. Berth; No. 1 Daytime Pulse Show

### WNAC-TV's '7 on 7' Bow

Boston, Oct. 12.

WNAC-TV teed off with its full program scheduling this week with its slogan, "Seven on Seven"—seven days a week on channel seven.

The station was initially scheduled for Oct. 3, but Hub newspapers, which use any excuse these days to get their backs supplemented, could not cover the ad field in time. Sunday papers for Oct. 10, however, bloomed with special video spreads. Herald, Post, Globe, Advertiser and Christian Science Monitor publishing video sections.

WNAC-TV uses video output from CBS, ABC and DuMont, plus local shows emphasizing sports. Yankee Network Institute, meanwhile, readying three of its high rated public service shows for the cameras under direction of James S. Powers. About set to go are shows focused on law and education.

## GM Cools Off On Bergen at 25G

General Motors has cooled off on the idea of picking up the \$25,000 weekly talent tab on the Edgar Bergen package, which Standard Brands is anxious to relinquish, and it's now a certainty that GM won't touch it. Although there have been a number of agency-sponsor inquiries, they all wind up with the same talent cost of a \$1,000,000 time and talent out for a 29-week network ride adds up to too much coin for these days, despite the awareness that Bergen has been a year-in-year-out top Hooper draw.

However the talk-of-capital gains deal between CBS board chairman William S. Paley and Bergen is also reported to be huddled. Though Columbia would consider a banner year if it could wrap up Charlie McCarthy for a back-to-back Sunday night slotting with "Amos 'n' Andy."

Standard Brands would like to unload Bergen by the end of the year, but if there are no takers, the company is still committed to a two-season contract.

## STAFFORD HEADS UP REVERE SHOW ON ABC

Hollywood, Oct. 12.

Jo Stafford, Clark Dennis, the Starlighters and Paul Weston's orchestra constitute the new talent setup for Revere camera, which moves from Don Lee to ABC Nov. 11. New alignment of the mile from \$115,000 a show to around \$75,000. New show gets a title change from Revere Sunday Review to the Jo Stafford Show, which doesn't affect her Chesterfield status.

Sponsor was forced to give Raf Shatira an extra 13 weeks when he threatened to lay claim to the show's theme song, which he composed.

Arthur Godfrey has decided to ditch his long-time early-morning gab grinds on WBSN, N.Y., and WTOP, Washington. He's tired, he says, and just doesn't get enough sleep between doing these two cross-the-board stints plus his network show, which have almost doubled since last season.

Too, Godfrey's two biggest web bankrolls, Chesterfield and Toots Tea, are both after him to get into television. Cigarette outfit already mentions a full hours Wednesday CBS-TV show for Godfrey after the first of the year. Godfrey now has more hours on the radio than any other performer—a fact which has won him an "iron man" appellation in the trade—and taking on TV on top of this would be simply a physical impossibility.

First word of Godfrey's impending asym exit sparked talk of an unprecedented scramble among gabbers to land the lucrative spot, from which he reportedly pockets more than \$100,000 a year. But it's now apparently settled that Harry Belafonte will frequently pinchhit for Godfrey, who will get the nod. The tentative switchover date is Dec. 1.

Loss of Godfrey poses a toughie for WBSN, in particular his 730 segment, which has averaged 6 to 7:45 being No. 1 in the daytime rating parade for the N.Y. metro area. Godfrey's absence will be picked up by Harry Clark's new at 7:45 also gives that spot a top-notch audience. There's no question but that WBSN's Bob Smith, WOR's John Gambing and other local establishers will be hard to woo dialers from their rise-with-Godfrey listening habit.

Godfrey currently has 32 participating sponsors on his WBSN program (and 45 on the waiting list) and seven on the WTOP show, which airs from 7:45 to 8:30.

He got his start in the D.C. spot, where he took over in January 1934. He has been doing the WBSN stint since April 27, 1941. After he got network big time, Godfrey clung to the two local shows on the grounds that the web commercials might come and go, but the WBSN-WTOP rotation, plenty painful, would be there to fall back on. Now, apparently, a good reason in view of his web hooper—Godfrey feels he can give his big-time roles the full play.

### WPIX Dispute to NLRB

With hearings recently concluded before the National Labor Relations Board, jurisdictional dispute among three unions for WPIX, N.Y., technical employees is having fire until the NLRB hands down its decision in about two weeks. Three-way struggle involved several locals of the International Alliance of Theatrical Stage Employees, International Brotherhood of Electrical Workers and National Assn. of Broadcast Engineers & Technicians.

With consent of the three unions, the American Newspaper Guild sends out a representative to act as non-technical office workers and news scrippers. ANG, however, has not returned to lay claim to the bargaining agent for the WPIX employees from the NLRB.

**FOR SALE**  
**FLETCHER**  
SATURDAYS 8:00 PM est  
ON ABC NETWORK

This happy-go-lucky character kids his way in and out of more trouble and excitement than any other character in most of the movies. Bill Goodwin plays Johnny, the irresistible er-doo-wah who relies on his quick wit to get him out of difficulties. There's a lot of fun and plenty of thrills for steadily growing audiences of JOHNNY FLETCHER, act your local ABC representative for full details, or contact . . .

ABC PROGRAM DEPARTMENT  
CIRCLE 7-5700



"You watch . . . the minute he wakes up he'll turn his wheats."



## In Minn. 2 to 1 Favor Giveaways

Minneapolis, Oct. 12. State's residents favor giveaways more than two to one, Minnesota Poll, public-opinion test of Minneapolis Star-Tribune, showed.

Tapping Minneapolis on a statewide basis, poll showed that 75% of radio giveaways, while 23 disapprove. No opinion was given by 14%.

Test showed 4% of all those tested had won giveaways of one type or another. Men winning numbered 25, women 6%.

Thirty-six percent said they listened to giveaways, programs which male-female figures being 33 and 38%, respectively. Thirty-eight percent listen once in a while, 4% never. In 21-29 age bracket, 83% listened very often or once in a while, percentage dropping to 47 for those 60 or older.

One-third of college adults listened very seldom or never. Among those who listen very often or once in a while, 76% are grade school, 74% high school and 64% college educated.

Asked if luck or chance shows should continue, 64% said yes—female ratios were 62 and 67%, 19% said they should be halted. Greatest approval was among city residents. Greatest opposition in age brackets, were 10-19 group, 28% against, and over 60, 30% against.

## 'Deems Taylor Hour' To Be Sponsored On WOR by Show's Producer

Unusual sponsorship deal has been wrapped up by WOR, N. Y., for the newly packaged, transcribed "Deems Taylor Hour." Stanzas will be bankrolled by its producer, Walter Schweinmer's Radio Peasants, Chicago, which will use the commercial time to plug the outfit's various packages. (In addition to the new Taylor show, RF produces "Teletest," John Nesbitt's "Passing Parade" and "Get Rich Quick," among others.)

It's possible that Taylor, with Gladys Swarthout as guest, will do a live stint for the show's WOR set-away next Monday (18) at 11:30 p.m. "Hour" is a mixture of long-range music and commentary by Taylor, with a different music-music guest each sequence.

## Reynolds' Suit on 'Talent' Headed for Supreme Court

San Francisco, Oct. 12. Craig Reynolds' suit against NBC, Philip Morris and the Bow Newsy will go to the U. S. Supreme Court. Reynolds' attorney, Jesse A. Levinson, filed notice in U. S. Circuit Court of Appeals that he is applying to the Supreme Court for a writ of certiorari, after the high court to review a number of questions.

One of the queries is the alleged disqualification of Judge J. F. T. O'Connor as the trial judge in the U. S. District Court in L. A. since at the time of the trial the judge was part-owner of KMTB, now K-LAC. Also a question will be presented as to the transfer of the case by O'Connor to Judge Tamm, which the transfer was not approved, as provided by the rules of the court, by the senior district judge, Paul McCormick.

Reynolds originally brought suit on "Johnny Presents Ginny Simms in Talent Theatre." He charged the program was taken from his "Veterans Canteen."

## 'Memory Time' Now Bigtime

Pittsburgh, Oct. 12. Pittsburgh Brewing Co.'s weekly half-hour musical show, "Memory Time," which started here and still originates from KDKA, now covering a regional network of eight stations. Program had previously been heard on WWVA, Wheeling, W.Va., WJAC, Johnstown, WGH, Harrisburg and WAKR, Akron, in addition to KDKA.

Last week WMNN, Fairmont, W.Va., and WKBN, Youngstown, O., were added and this week (14) WSTV, Steubenville, O., joins in, too. Show features Al Martino's arch, Buzz Anton, Florence Berg, Elaine Beverly, Bill Sutherland and a quartet.

## Seattle Runs Into Caffo 'Causes,' Too

Seattle, Oct. 12. Setting off of Public Affairs Board here has met with approval of local stations, particularly by program directors and public service program people. Board will pass on all campaigns for funds to matter what the cause, and stations and other media have been asked to withhold support from not campaign which does not have the approval of the Board.

Radio personnel who are at times overwhelmed with calls for free time by such charitable and other causes are welcoming the new set up, hoping that the procedure will give them a good out when some "good" cause wants free time—and they're all "good" causes, according to the press agents or civic leaders who ask for the time.

Philadelphia—Four more clients have been added to Ruth Welles KTV Home Forum, broadcast daily from 9 to 9:30 A.M. over the Westinghouse station. Ward Baking Co. for Tip Top Cakes has purchased 16 announcements. Personal Products Corp. for "Yes Tissues" has bought two-a-week for 26 weeks. Standard Brands, for Fleischmann's Fast Rising Yeast, has purchased two-a-week for 13 weeks, and the Avocet Co. for its whipping cream is using the program three times weekly for nine weeks.

## Hearing on Giveaways

Washington, Oct. 12. Status of radio's giveaways shows may finally be settled soon. FCC today (Tues.) announced oral arguments on proposed lottery rules affecting giveaways would be held here starting next Tuesday (19).

All four major networks have been invited to appear.

## KMOX Operational Facelift, Round-the-Clock Sked Preems in St. Louis

St. Louis, Oct. 12.

Starting yesterday (Monday), KMOX, the local CBS outlet began around-the-clock operation, 24 hours a day, six days per week and 20 hours on the seventh. A realignment of management, personnel and programming has been made by Wendell B. Campbell, gen. mgr. of the station. A new office has been created, that of asst. manager, and Carter Ringler, for the past three years general sales manager will occupy the new spot, and assemble an entire new staff for the night side operation. A new rate card providing equitable time charges for participating advertising sponsorship of 15, 30 and 60 mins. segments of announcements is being prepared.

## Frisco's KNBC, KQW Target of Blast For 31 Soapers 'Catering to 7%'

San Francisco, Oct. 12. KNBC (NBC) 18 soapers daily and KQW's (CBS) 12 a day got a raking over hot coals in a report just submitted by a soap opera committee of the Radio Listeners of Northern California.

Claiming that their survey showed only 7% of the available listening audience tunes in the soapers, the committee, headed by Mrs. Edwin Peeke and Mrs. Salvatore Messina, asserted the reason these serials "monopolize" so much air time "is a mercenary one."

The 7% buys the advertised product," fumes continued. "The sponsor finds he can make more money by catering to that 7% than by trying to reach the other 93%. There is no excuse for a station to accept 18 soap operas from any network."

Committee also took a swipe at the preoccupations of soap operas. "Our survey shows," they said, "the following morbid and negative themes to be among the favorite ingredients of daytime drama: murder, insanity, medical operations, jealousy, illness, accidents, infidelity, suicide, missing spouses, marital quarrels, broken hearts, indifferent husbands, blackmail, burglary, robbery, mother-in-law

trouble, coquetness, neurotic maladjustment, step-mothers and husbands and wives who have married for the second and third times.

"Murder figured prominently in 12 of the serials. Strangely enough, no one is allowed to drink or smoke in a serial—but murder is teased off as if it were just a slight case of tonititis."

## LITTLE WORLD SERIES B'CAST NIX PROTESTED

Minneapolis, Oct. 12.

Mayor Edward J. Delaney protested ban against broadcasting Little World series between St. Paul and Montreal here and, being denied, provided for at least one section of population.

American Association, of which St. Paul Saints are perennial holders, nixed any broadcasting of series games. Ban had set-operators attempting to pick up Canadian broadcasts when series moved to Montreal.

Delaney, however, negotiated loan of a direct wire from St. Paul ball park to Veterans' hospital, where 1,000 hospitalized veterans heard telephoned play-by-play accounts of St. Paul games.

# THE TV PICTURE IN - SOUTHERN CALIFORNIA

Now, —for the first time—all the salient facts about television in Southern California have been assembled in one study. In September KFI-TV commissioned a leading Western research organization to find answers for such questions as "Just how many sets does Los Angeles have?" and "What's the tune-in?". Here are some of the highlights of that report:

**SET OWNERSHIP.** Approximately 28,400 as of September 1. Of these about 10% are installed in public places, the remainder in homes.

**SETS IN USE.** About two-thirds of all sets are in use during the average evening quarter-hour. Nearly 9 in 10 Southern California set owners who are at home use their sets some time during the evening.

**AVERAGE VIEWERS PER SET.** About 3.5 persons.

These and many other important facts about TV audience and what's going on in the Southern California TV picture are contained in a presentation, "The TV Picture in Southern California." We will be happy to show it to you.

KFI-TV is the blood brother of KFI, Southern California's ranking station with listeners and advertisers for a quarter-century.

With its own complete and separate staff of TV experts, its all-new RCA equipment, KFI-TV has established new high in picture clarity and entertainment during three months of experimental operation.

Now, KFI-TV is operating commercially live nights a week. Discriminating Southern California advertisers like Union Oil, Hoffman Radio, and Peckard Bell have selected KFI-TV as the station on which to invest their program budget.

KFI-TV is squarely in the middle of Southern California's television picture—the best place to focus your television budget.

**KFI-TV**  
CHANNEL 9

Barle C. Anthony, Inc.

Represented nationally by  
Edward Petry and Co., Inc.



## From the Production Centres

IN NEW YORK CITY . . .

**Alan Ward**, ex-head of radio production at the Kudos agency, has joined the faculty of the Alvicene Academy of Theatre Arts... WINNY FM affiliate WJZZ-TV will air a new weekly series called "Theater Tonight" on WHLI-FM next Jan. 1... Dorothy Elvitz has replaced Peter Dinklage in "Guiding Light"... Ted Von Erx and Gloria Brannan are starring in "The Great Escape" at the New York City Center... The station relations dept. of Associated Program Service, Rockford, Ill., reports NBC press picked \$300 for a "Big Story" contribution... The National Endowment for the Arts announced it will fund a play by Walter, returned Sat. (9) from Europe on the DeGassie.

Past McGrath new to "Lora Lovell" cast... Frank Thomas, Jr., and John Cullum have been named as producers of "The Last Days of Judas Iscariot" at the New York City Center... "Just Plain Bill" roster... Joseph Keen cast in Front Page Farrell)... "Art Hayes" switch to the Coast for CBS makes a nifty change... The New York City Center will host a series of lectures and supper party at the Waldorf's Strick Room last Friday following an evening of "Ford Theatre" was strictly prewar stuff, probably reflecting

Agent Ted Ashliey into hospital for checkup.... Several agencies are considering a new soap by freelance scribe Rosemary Roth and director Edward Redding.... CBS' Lyman Bryson ticketed to address the New School tonight (Wed.) on "The American System of Broadcasting".... Dick Dudley set for commercials on Bill Coehran football results show. (WNBC).... Jacques Meyer, deputy director general of the French Broadcasting System, and Michel Duhart, administrator of FBS

## Tele Chatter

Continued from page

Continued from page 39

life insurance . . . NBC-TV's four remote pickups from the Barn, N.Y. nitery, switched Monday to Wednesday nights. NBC-TV exec Noran E. ("Nick") is vacationing.

IN CHICAGO

**George Biggar** back as director after a 10-year absence. How still bedded by strep throat... B veepee of Chi's Pub club... E sunny Cal for a belated vacation by the Jaycees for services to W Studio "A" into a TV production... H... I... J... K... L Division information... M dep... N of Education station until WBEE construction and installation of Dave Holguin joins the WLS back in Arizona for his health NBC as writer and actor, returning... P... Q... R... S... T... U... V... W... X... Y... Z... AA... AB... AC... AD... AE... AF... AG... AH... AI... AJ... AK... AL... AM... AN... AO... AP... AQ... AR... AS... AT... AU... AV... AW... AX... AY... AZ... BA... BB... BC... BD... BE... BF... BG... BH... BI... BJ... BK... BL... BM... BN... BO... BP... BQ... BR... BS... BT... BU... BV... BW... BX... BY... BZ... CA... CB... CC... CD... CE... CF... CG... CH... CI... CJ... CK... CL... CM... CN... CO... CP... CQ... CR... CS... CT... CU... CV... CW... CX... CY... CZ... DA... DB... DC... DD... DE... DF... DG... DH... DI... DJ... DK... DL... DM... DN... DO... DP... DQ... DR... DS... DT... DU... DV... DW... DX... DY... DZ... EA... EB... EC... ED... EE... EF... EG... EH... EI... EJ... EK... EL... EM... EN... EO... EP... EQ... ER... ES... ET... EU... EV... EW... EX... EY... EZ... FA... FB... FC... FD... FE... FF... FG... FH... FI... FJ... FK... FL... FM... FN... FO... FP... FQ... FR... FS... FT... FU... FV... FW... FX... FY... FZ... GA... GB... GC... GD... GE... GF... GG... GH... GI... GJ... GK... GL... GM... GN... GO... GP... GQ... GR... GS... GT... GU... GV... GW... GX... GY... GZ... HA... HB... HC... HD... HE... HF... HG... HH... HI... HJ... HK... HL... HM... HN... HO... HP... HQ... HR... HS... HT... HU... HV... HW... HX... HY... HZ... IA... IB... IC... ID... IE... IF... IG... IH... II... IJ... IK... IL... IM... IN... IO... IP... IQ... IR... IS... IT... IU... IV... IW... IX... IY... IZ... JA... JB... JC... JD... JE... JF... JG... JH... JI... JJ... JK... JL... JM... JN... JO... JP... JQ... JR... JS... JT... JU... JV... JW... JX... JY... JZ... KA... KB... KC... KD... KE... KF... KG... KH... KI... KJ... KK... KL... KM... KN... KO... KP... KQ... KR... KS... KT... KU... KV... KW... KX... KY... KZ... LA... LB... LC... LD... LE... LF... LG... LH... LI... LJ... LK... LL... LM... LN... LO... LP... LQ... LR... LS... LT... LU... LV... LW... LX... LY... LZ... MA... MB... MC... MD... ME... MF... MG... MH... MI... MJ... MK... ML... MM... MN... MO... MP... MQ... MR... MS... MT... MU... MV... MW... MX... MY... MZ... NA... NB... NC... ND... NE... NF... NG... NH... NI... NJ... NK... NL... NM... NN... NO... NP... NQ... NR... NS... NT... NU... NV... NW... NX... NY... NZ... OA... OB... OC... OD... OE... OF... OG... OH... OI... OJ... OK... OL... OM... ON... OO... OP... OQ... OR... OS... OT... OU... OV... OW... OX... OY... OZ... PA... PB... PC... PD... PE... PF... PG... PH... PI... PJ... PK... PL... PM... PN... PO... PP... PQ... PR... PS... PT... PU... PV... PW... PX... PY... PZ... QA... QB... QC... QD... QE... QF... QG... QH... QI... QJ... QK... QL... QM... QN... QO... QP... QQ... QR... QS... QT... QU... QV... QW... QX... QY... QZ... RA... RB... RC... RD... RE... RF... RG... RH... RI... RJ... RK... RL... RM... RN... RO... RP... RQ... RR... RS... RT... RU... RV... RW... RX... RY... RZ... SA... SB... SC... SD... SE... SF... SG... SH... SI... SJ... SK... SL... SM... SN... SO... SP... SQ... SR... SS... ST... SU... SV... SW... SX... SY... SZ... TA... TB... TC... TD... TE... TF... TG... TH... TI... TJ... TK... TL... TM... TN... TO... TP... TQ... TR... TS... TT... TU... TV... TW... TX... TY... TZ... UA... UB... UC... UD... UE... UF... UG... UH... UI... UJ... UK... UL... UM... UN... UO... UP... UQ... UR... US... UT... UU... UV... UW... UX... UY... UZ... VA... VB... VC... VD... VE... VF... VG... VH... VI... VJ... VK... VL... VM... VN... VO... VP... VQ... VR... VS... VT... VU... VW... VX... VY... VZ... WA... WB... WC... WD... WE... WF... WG... WH... WI... WJ... WK... WL... WM... WN... WO... WP... WQ... WR... WS... WT... WU... WV... WW... WX... WY... WZ... XA... XB... XC... XD... XE... XF... XG... XH... XI... XJ... XK... XL... XM... XN... XO... XP... XQ... XR... XS... XT... XU... XV... XW... XX... XY... XZ... YA... YB... YC... YD... YE... YF... YG... YH... YI... YJ... YK... YL... YM... YN... YO... YP... YQ... YR... YS... YT... YU... YV... YW... YX... YY... YZ... ZA... ZB... ZC... ZD... ZE... ZF... ZG... ZH... ZI... ZJ... ZK... ZL... ZM... ZN... ZO... ZP... ZQ... ZR... ZS... ZT... ZU... ZV... ZW... ZX... ZY... ZZ.

## Hollywood

Mal Boyd has been linked to Samuel Goldwyn to handle radio and television exploitation for "Song Is Born." Pic's talent to be utilized in video will not include Danny Kaye nor Virginia Mayo because their studio pacts forbid such appearances. Motorol Radio and Kierulff & Co. Motorola distributors, are laying out \$12,000 for 26 weeks as sponsors of KSTL's "Telenews" video show. Lawler singer Ross Wilson will finalize arrangements with Henry Donovan, pic's distributor, Mount Pictures, for a series of television shorts. Kil Raiston related that Procter and Gamble on the lookout for two half-hour video films which will cost them no more than \$4,800. P&G

## Chicago

Rubin's Inc., Chicago clothes-  
linked for telecasting of "Stars  
Tomorrow," Sundays, for 14 weeks  
WGN-TV, beginning Oct. 1.  
through Malcolm-Howard Adver-  
tising agency, Chicago.

Ed Schuster & Co., Milwaukee  
Dept. stores, have contracted for  
sponsorship of "Philco Football  
Highlights" on WTMJ-TV, Mil-  
waukee, Friday nights following  
local high school football telecasts.

## IN WASHINGTON...

NAB prexy Justin Miller calls for a limit in supporting the celebrity. Miller is a member of the U. S. NBC-owned station, has teamed with Health Department on a series of gram disease ... WTG, Dumont from Laurel and Pimlico Gammans, CBS vice prexy for the meeting of the Washington correspondent for the Trucking Assn. at the Statler hotel. Markel, of CBS, hopes to

## Philly TV

Continued from page 31

through the microphones concealed in their masks.

Dr. Donald Bethune, of the Medical School Staff, served as coordinator between the operating team and the control room.

In the opinion of Dr. I. S. Ravdin, director of the Harrison Department of Surgical Research at Pennsylvania, the use of video in hospitals and medical schools will eventually prove of great value in teaching.

Dr. Carl Haub, who served as a narrator for one of the video operations, found the whole thing "rather exciting" and "a change of pace from the routine of operations." Dr. Raub said he feared at first there would be confusion, but that his fears were groundless. "There's no such thing as a rehearsal on something like this," he

## Tele a Luxury

Continued from page 24

press to be expected in the radio  
part, or the rate of growth to be  
expected in the use of the rail-  
roads of the frequencies that are  
assigned to them."

The mere fact, he continued, that the essential services, such as the railroad radio, had been found by the Commission "to be maybe not as yet making full use of its frequency allotment" should not be a valid reason for reducing its allocation "even though less essential services may be here claiming the same frequency for immediate use."

Coy then broke in: "Mr. Souley, you have directed your remarks to other services here that you don't think were as essential in the public interest as the railroads. Essentially, you have directed your remarks toward television and radio. Do you think that the same frequencies used by taxicabs, doctors, and so on, are more essential than you want to expand your remarks to any other proposed users?"

Soubry, further elaborating on his testimony, then asserted that the use of frequencies for a service such as television is not a matter of one merely for what the Commission calls convenience or luxury. I think it is amusement; and I think probably amusement and luxury are synonymous in that context.

Coy replied: "I don't want your statement to be understood as indicating that it goes unchallenged from any point of view. I think television is a very important service, but I think it is important because it is in people being informed about public events, public issues. The seeing of people making statements is a very essential part of public information, and I don't know of anything that takes precedence over an informed citizenry."

**Cleveland** — Samuel E. Sague, president and general manager of suburban WSRB, has been named Cleveland Heights' "Man of The Year" award bestowed by the community's American Legion Post.

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## Inside Stuff—Radio

Recent ballet season at Met Opera House and City Center, N. Y., furnished fireworks for a hot panel discussion on WNYC's "Ballet Time" Saturday (9). Walter Terry, Herald Tribune critic, and Anatole Chujoy, Dance News editor, whacked at each other lustily. Terry called the visit of the Paris Opera Ballet "one of the more gruesome events that's happened in ballet in a long time," while Chujoy claimed it was important to have seen the company. Terry knocked its repertory, while Chujoy claimed that the company contained superior dancers "the like of which we don't have here." Chujoy's argument was that it isn't important what a group dances, but how they dance, and Terry held violent exception to this. Emily Coleman, of Newsweek, and Baird Hastings, of Chrysalis, for their say, but other two held the center of the ring. Both named choreographer Serge Lifar's ballets for the Paris troupe, Chujoy admitting that Lifar's "meanderings" weren't dance.

Another broadside against excessive radio commercials was sounded by the Cleveland Press on its editorial pages with the opening broadside of the World Series.

Said the pundit: "Baseball Commissioner Chandler certainly sold the American baseball public down the river when he initiated a scrap of paper giving World Series broadcast rights for three years to the Mutual Broadcasting Co. and the Gillette Safety Razor Co."

We are sure that Gillette got little good will out of its first game broadcast, stuffing commercials into the listeners' ears between every inning. They took up all the time between frames when the fans would have liked some series facts, figures, color and sidelights. If Gillette hasn't the good sense to ration its commercials to such a nation-wide audience, then Mutual, and as a last resort, the Federal Communications Commission, should step in. We understand there is such a thing as public welfare and service involved in air programs."

Bing Crosby's application to the FCC last week for three TV stations on the Coast brought to light some interesting disclosures on his income and interests. He listed his net worth at \$1,649,115 and said his gross income in 1947 was \$734,000, of which \$269,000 remained after taxes. His only present investment in radio facilities, he stated, is 185 shares of stock in KMPC, Hollywood. He listed his principal business connections as Bing Crosby Enterprises and Bing Crosby Producers, both engaged in film and radio production; Del Mar Turf club at Del Mar, Cal.; the Bingley Stock Farm at Camerillo, Cal.; and the Bing Crosby Cattle Co., operating ranch properties at Elko, Nev.

Station KDKA in Pittsburgh last Friday night (8) on eve of Pitt-West Virginia game presented a special salute to Atlantic Football Network commemorating 27th anniversary of first broadcast of a gridiron clash. By a curious coincidence, that original play-by-play program on Oct. 8, 1921, was also of a Pitt-West Virginia meeting. Program featured Woody Wolf and Bill Sutherland, who do Pitt games on KDKA; West Virginia's new head coach, Bud DeGroot; announcer Phil Cross and organizer Jess Flanery. Part of the show was devoted to a recreation of the 1921 encounter.

WOR's (N.Y.) plans for "Cosmopolitan Playhouse" hinges on whether or not Harry and Gail Ingram, who have prior rights to the Cosmo mag stories, can sell their own package by Nov. 1.

The Ingrams, indie producers, have sole rights to the mag's story properties until the first of next month. If they have a package ready by that time or one definitely "in the works," it's said, they can go ahead with the series. If not, WOR will get a whack at dramatizing the yarns.

## Ask FCC Intervention To Spike Interstate

### Bookmaking Operations

Washington, Oct. 12. The Federal Communications Commission was asked last week to help prohibit use of interstate wire facilities which make possible bookmaking operations.

A petition submitted by R. E. Mittelstaedt, president of the California Public Utilities Commission, stated that so long as there is no mandatory prohibition against the use of interstate and foreign communication service facilities by wholesalers of information to bookmakers, "so long will the several states be rendered practically impotent to enforce their laws prohibiting bookmaking."

Petition asserted the FCC is the only public agency with adequate authority to deal with the use of communications to violate state laws. It therefore called upon the federal agency to institute an investigation to ascertain whether interstate communications are so used and, if it so finds, to prescribe regulations "to abate such unlawful use."

The California P.U.C. said that its investigations last February and March in Los Angeles, San Francisco and Sacramento disclosed that "bookmaking is a definite evil in that it promotes gangsterism, contributes to delinquency and non-support, and fosters, without the public itself, a disrespect for law enforcement." Testimony showed, the petition said, that bookmakers were almost completely dependent upon the use of telephone and telegraph facilities.

P.U.C. also cited testimony that operators of licensed race tracks in California do not favor illegal bookmaking operations and regard off-track bookies as "parasites" and undesirable. Accordingly, the licensed tracks look public telephone facilities for help before the starting time of each race.

The petition asserted that of the special racing news gathering service in California, which have developed in the U. S., two have been especially active in California, Continental Press Service and Pioneer News

San Antonio—Harold Scherwitz, Sports Editor of the San Antonio Light, signed by KPSA as its sports director and he will be heard nightly in "Reports On Sports."

Dallas—Elliott Robertson, production manager of WFAA, has resigned his post to complete a novel he is working on. He plans to go to Europe to complete the work.

Chicago—George Isaac, WCFL salesman since 1936, has been named commercial manager, replacing Mel Wolens, who resigned last July. Isaac formerly was commercial mgr. of WGN and radio director of Lord & Thomas.

Columbus—Charles Sydney Freed named musical director of WVGO, independent FM station scheduled to open this month. Freed formerly was with CBS where he arranged and presented "Gateways to Music" and scored special music for "Studio One" and "Columbia Workshop."

Minneapolis—Bill Daley, one-time Minnesota halfback great and later pro footballer with New York Yankees, has been named sports editor of new station KSTP here. He will assume duties Dec. 1.

Atlanta—George Trent, formerly with WAGA, CBS outlet, has joined announcing staff of WQXI local indie. Bill Robertson, WQXI disk jockey, has resigned and his duties assumed by Bob Cortey and Trent. WQXI, a daytime, has sold its sign off spot to WAGA.

Seattle—Stanley Friedman, of Seattle, was the winner of a \$250 award for the best half-hour dramatic script submitted to KOMO in a Pacific Northwest contest inaugurated by O. W. Fisher, pres. and gen. mgr. of the NBC outlet. Friedman's play was titled "The Circle," and was produced by the "Troy Theatre of the Air" on its Sept. 29 program.

Philadelphia—Town gets its second late show this week when Bob Horn, veteran WIP disk jockey,

starts a midnight to 2 A.M. ailer from the cocktail room of the Broadwood hotel. Hotel is sponsoring the show. Program goes out over WPEX and the deal was set by the J. M. Korn Agency.

Seattle—KRSZ-FM is off the air here for a few days while equipment is being moved to the new studios and transmitter site on Queen Anne Hill. New place will house station's FM and television operations, with AM remaining at studios on Fourth avenue south.

Pittsburgh—Announcer Henry DeBecco has landed a new commercial on WJAS for a frozen foods firm. It's called "Name the Tunes" and goes on three evenings weekly for 15 minutes, during which he spins platters of tunes that were popular another generation ago. Joe Hurley has resigned from the WCAE announcing staff to go to law school at Catholic University in Washington. Ray Scott draws the eighth 11 o'clock newscast on WCAE for Fort Pitt Brewing Co. with withdrawal of Bob Prince from that spot because of his sports assignments on the air.

## Radio Lux Goes Sustaining To Back Marshall Plan

Paris, Oct. 12. Radio Luxembourg, Europe's top commercial transmitter, has gone sustaining on behalf of the Marshall Plan. For its first excursion into "public relations broadcasting" Lux has set aside two top listening periods a week to explain the workings of ERP to Europeans: Sundays at 3 p.m. and Wednesday evenings at 10.

Series was inaugurated Sunday (8) with a talk from Paris by Mrs. Franklin D. Roosevelt, who discussed American motives in the recovery program, explaining the U. S. designed ERP to establish peace on a firm and just foundation. Subsequent shows on which leading Americans will discuss various aspects of ERP will be recorded in Washington.

# WOR's voices? an GAMBLING

(advertisers call them our virtues)

**POOLE** No game. Just a slow-talking, fast-selling, "old" Southern gent, with a honey-suckle drawl and a sandpaper voice. Listeners are mashed on Bob Poole. Better buy into "Poole's Paradise," Saturday afternoons (records), and/or his nighttime live show, "Presenting Poole."

**BIER** No drink. Now, as "Your Town and Country Gentleman," WOR's Joë Bier has a full hour (5:00 to 6:00 A.M.) to broadcast farm news etc. to the 4,029,546 farm folks who can hear WOR. Don't want to cry in your beer? Better buy Bier.

**GAMBLING** No dice. Even grandmas love this kind of Gambling. John's been dishing up customers for advertisers over WOR for 25 years. Now "Rambling with Gambling" spreads over a full hour (6:00 to 7:00 A.M.) on Mondays, Wednesdays, Fridays (45 minutes on other days). Want to gamble on a sure thing? Buy Gambling.



# FCC to Appeal Court Order Setting WJR Beefs as Grounds for Hearings

Washington, Oct. 12.—The FCC will ask the Supreme Court to review last week's decision in the U. S. court of appeals requiring the Commission to grant hearings when radio stations claim that owners of other licenses would injure them.

Lower court ruled that WJR, Detroit, whose classic channel station, was entitled to a hearing on its objection to applications for daytime stations on its frequency. The Commission will request a stay of mandate from the appeal court, pending review of the case in the highest tribunal. Commission will then move through the Department of Justice for a review of the decision by the Supreme Court.

The lower court's decision, an FCC official told VARIETY, would seriously affect Commission procedure on radio matters. If the ruling stands, the official said, the agency would have to alter its rules to grant hearings in many types of cases in which they now refuse them. It would mean that more time would be required to take action on applications and would also require considerably more personnel and possibly even more commissioners.

Further, it was pointed out, the ruling, if allowed to stand, would affect every administrative agency of the Government. A dissent by one of the five justices (in which another joined) declared:

"The decision of this court that the constitution requires an oral hearing on all petitions for intervention would cause extensive revision of the rules of administrative agencies. . . . I have examined many of these rules and find no indication of any thought that such petitions must necessarily be set for oral hearing. The fact that they make no such provision is, of course, unimportant if they are constitutionally accurate in that respect. But it is an interesting circumstance that the requirement is not generally, if at all recognized. All these rules will have to be revised under the opinion and decision of the court in the present case."

The WJR appeal to the lower court followed FCC refusal to grant hearings on the station's ob-

jections to applications in 1947 and 1948 for daytime stations in the U. S. and Canada on the 760kc clear-channel of the Detroit station. WJR claimed the stations would cause interference with its broadcasts and, in effect, modify its license. Nevertheless, the agency held hearings and approved the applications.

## Tele Followup

Continued from page 32

chanting Latin double-talk along with her. It was a took funny, but Chico Marx also reproduced nicely even without the help of studio laughter. His stage position was such that his digital antics on the piano could not be seen, but camera was able to pick them up for the benefit of the home viewers.

Openers with Ronnie and May Norman in a skating, acro and ten exhibit, hit it off with the Charloettes getting their usually nice harmonic and vocal effects in a pair of numbers. Bert's clowning wasn't as sharp as usual during the sequence.

Paul Hackett assisted by Barbara Barker provided a picturesque turn. Both expert ballroomers and got across. The State Troop, on too long and lost much of their clowning effectiveness. The punchier excerpts of their turn should have been used exclusively.

This show proved that top flight acts alone do not make for top vaudeo. Bert's state of animation gives "Texas Star Theatre" a decided advantage that puts it up front on the tele screen. When he's not in the groove it might as well be just another jaycut.

May Margaret McBride had a crackjack cast in Bennett Cerf, Ika Chas, Ogden Nash and Col. Spoonage, but Cerf's assured, well-paced and dramatic delivery virtually made the other two men on the bill that much of a stage-wait. Miss Chas finally did get into the act, and good too. McBride, having a gal and three guys more along her meter to work with, did much better than in her past TV tries; she even got Nicole's skimmers into the plugs. Cerf's style, incidentally, evidences good potentials in this new medium. He is now a name as a humorist and humor anthropologist, he is folksy and yet sophisticated; doing what would be termed a rather tried chore as co-emcees of an art show for the Urban League. Even their "name" interviews couldn't take the monotony off it, but were bolstered by the fence and Cerf, stationed on either ends of the stage, incidentally, while he was the site of the benefit preem.

## RWG Strike

Continued from page 25

ferred a definition of [employees] which includes all freelance writers who are employees and agreed that we would not contest the definition before the NLRB. We have gone further and offered to give up without any individual cases on which you may disagree with us. . . . We have agreed to a national union. We also have offered to work out with you a simplified voting procedure to recommitment to the NLRB for use in an election to empower you to negotiate a union shop provision covering one unit on a national basis.

**Still Balk on Certification.** But, the agencies add, NLRB certification comes before any contract talk; and "we have placed you in a position for getting certification quickly."

That's where the hitch comes. RWG topgers don't see it that way. "You can't get a union without a consent. They don't see, in fact, why the agencies can't accept the results of a Basic Agreement made with RWG by the major networks. As for offering a list of names of employees, they would consider the agencies' definition of an employee, Barnouw replied last week.

That's a list can help to clarify the definition itself, and if you mean to offer the definition, you would want to get settlement including proposed contract terms, we urge you to do so with all possible speed. . . . If you feel you can offer a list, we will accept it. But if you prefer to strike action, we can only suggest that you prepare your list and want it at the earliest possible moment."

There the confused, stalemated matter stands.

RWG regionals in N. Y., Chi and Hollywood tonight will be asked to reaffirm strike authorization given the RWG strategy committee last year.

In any case, strike committees already have been appointed. Charlemagne, Big Miller, Jimmie F. Cagney, Harry Belafonte, Phila Kent, Fifti Star and Howard Rodan, among others, have been named. Cagney, monitoring committee; Herman Grey and Milton Krantz, RWG; Bill Miller and Don Dwyer, Stanley Niss, finances; Jane Lyon, research.

Barnouw and Pete Lyon, head of the strategy committee, have met in N. Y. with the American Federation of Radio Artists, headed by Television Directors Guild, and other broadcast unions and guides to brief them on the RWG strategy go-war. Don Quinn and Alan Moore on the Coast have made similar visitations.

Likely to be included in the assault will be the writers' commercial transcribed programs which are given sponsor identification at the point of origin.

RWG is a branch of the Authors League of America. Repe of the league and of other branches of the ALA will meet with the writers on the regional huddles tonight.

## Jackpots

Continued from page 25

staleness of comedic formats as the desire to grab a cuffed "Stop."

Allen and Bergen, who have encountered the beryl of the giveaway, invasion via the "Stop the Music" Sunday night competition on ABC, bounced back with revamped and funny business that was both critical and gay. Crosby smashed over a premiere performance hailed as one of his under the Philco auspices. But for Jolson on the Kraft Music Hall preem. And so on down the line.

From the standpoint that they provided the comedians with the toughest job in the business—the emergence of the giveaways, it's conceded, has its healthy overtones. For it's recognized that after the jackpot career has been permanently faded as just another in the succession of hokeyville. It's to the tried-and-true comedian that the radio public must return for entertainment.

Regina, Suez—Bruce Piria, commercial manager of CKRM, New York, N. Y., and manager of CKRM, New York, N. Y., as commercial manager of CKRM.

Columbus, Oct. 12.—To celebrate its first year of service the Farm Bureau radio station in suburban Worthington took over the town's high school auditorium for the hour-long program. It was itself before a live well as a radio audience.

"Fifties in Review," the program presented the station's artists and officials in a documentary narrative summarizing the station's rural service of the past year.

Artists on the show included The Maltby Ringers, folk music; five of the Crawford brothers, singing duo; the Scioto Valley Boys, musical novelists; the United Singers, Negro chorists; Ray Rose, "The Singing Plowman" and the Village Choir, old-time religious chorists.

Station personalities presented were Bob Miller, farm service director; Lloyd Stills, market reporter; Bob Hart, news editor; Gladys Fortis, director of women's

## Radio Reviews

Continued from page 28

identification after tune and first five minutes. Basic agreement, \$8, etc. Identification must be made during the first five minutes of the program. The station counts out 15 silver dollars, etc. \$8, etc.

Frequently, the musical clue is off base, if not misleading. And, first-gamers don't help the people in the question. Typical example, of opening clues was playing of "Pomp and Circumstance" by Hodges, playing of high hat. Notwithstanding Hodges' grins and giggles, judges were supposed to make several mistakes. But, the judges caught on.

When Hodges sets off scene to dig clue-roses, Miss Stevens awards the winner the prize and certificate for a Van Heusen garment. As long as Miss Stevens is able to greet a new winner she carries out a listenable conversation. But if one of the five judges makes a question and it is of no interest to the show, it might prove a waste of time. The judges before show time.

Background of the show is cluttered with Van Heusen and his gaudy. One good set might ease the commercial overture, Mark.

## Followup Comment

Ed & Pegge Fitzgerald went all-out trailblazing "Magdalena" and stepping on the plugs for "Love Lido." Tex and Dixie McCrary had a good interview with Ray Josephs, quindish. ARMY mugg, gave some good inside newspaper story by detailing that the only way to "feel" a country is to know the language; also how he utilizes an authentic read-back system which the interview okay as insurance for accurate reporting. Jack

McCrary and his best-lie-like of guests on the Copacabana cavalcade in the night make for good at fresco interviews. But the ones endess Strauss Stores commercials—ouch!—Fred Allen continues plugging Edgen, incidentally, and also talliered Billy Rose's songbook "Wine. We are the Words" book. Rose made a good guest-shot. Allen continues his "Frankie" campaign, but not so broadly hinting that all giveaways are gimmicked through the "Stop" is out in it. When you are notified, when they are called, this is an indication of the allegation these giveaway calls are often placed in advance. It's the "Frankie" exposure, one segment of radio show, another. Allen reprises the "Mr. Allen" breakfast show satire with Tallulah Bankhead next Sunday.

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## Station Promotion

activities; Bob Gals production manager and Edgar Parsons sales manager. Program was produced by William E. Meredith, program director.

Stockey's "Town & Country Town" St. Louis, Oct. 12.

Charles Stockey, Farm Editor for KXOK, will conduct a tour of the cotton country in southern Missouri in conjunction with his new series "Town & Country Town."

Three of Stockey's listeners will visit the 4,000-acre, 100-year-old cotton farm near Sikeston, Mo., and see the original cotton gins in the same area. Other tours proposed for the future include those to Crawford County, Mo., one of the largest grape growing regions in the country; and Calhoun County, Ill., an apple growing area.

WHB's "Favorite Program"

St. Louis, Oct. 12.—WHB, A.M. FM, outlet of the Cook, Paint & Varnish Co., is launching a show which probably will be the largest contest ever conducted by a radio station. Deal runs eight weeks with \$15,000 in prizes. First three being new cars.

Contest is geared to determining station's favorite programs, and hence listeners are being asked via radio, billboards, window streamers and colored comic section ads the Kansas City, Mo., station. The words or less on "My WHB favorite program is"—because contest is being staged as a means of gaining mass opinions on program ratings, and to determine station management. Besides the daily they will face from listeners' opinions they will seek to analyze program set up from letters of contest winners. Postmarks also are provided a coverage check for the station on its new nighttime continuation and boost to 10,000 watts.

Opened last Sunday (3), replies already are running into the thousands weekly.

Pittsburgh.—"Stars in On Parade" KDKA's children's hour, musical show, begins its eighth year on the air-Saturday, October 19. Show, which has been ranging in age from three to 17, appears regularly on the program and has received many favorable spots receive musical training during their stay with the group.

TALK TO THE SOUTH'S RADIO ZONE

WDSU broadcasts 1000 watts from the French Quarter to the Gulf and South Louisiana listeners

From daily association with time-honored New Orleans institutions, WDSU has developed a high quality of integrity. WDSU develops program line regularity and exclusivity in the South. The International House, New Orleans, the American Hotel, New Orleans, the Union Station, the Municipal Auditorium, the Emporium and the Opera.

WDSU's dominance in the area is proven by the fact that it has created high listener loyalty.

NEW ORLEANS WDSU ABC Affiliates 1280 kc. JOHN BLAIR & CO., Inc. Representatives



M-G-M—  
"On an Island with You"  
THE CAMERON SHOW  
Presented by M-G-M  
Mgt. J. O. CLAYTON

## ATTENTION

Radio Writers Guild Members

See You Tonight

Beekman Towers Hotel

49th St. and 1st Ave., New York City 8:00 P.M.



**VAS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS**

**WEEK.  
ENDING  
OCT. 9**

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# Jocks, Jukes and Disks

By Bernie Weiss

## Tops of the Tops

Bestselling Disk Seller  
"Tree in the Meadow"  
Retail Sheet Music Seller  
"Tree in the Meadow"  
"Most Requested" Disk  
Seller on Columbia Records  
"Tree in the Meadow"  
British Best Seller  
"So Tired"

## Decca's Choral Label Due Dec. 1

Decca Records will debut its new Choral label Dec. 1, marketing the disks through completely independent distributors. Label name displaces the previously heralded revival of its vocal title, which Decca also owns.

Change from Brunswick to Choral time to Decca's related discovery that in buying the rights some years ago to the oldtime title, along with a big batch of masters, it did not secure world rights to the Brunswick name. And one of the purposes of the new line is to go into certain foreign markets, particularly England. While Decca's original agreement with Brunswick, its British counterpart, has been considerably curtailed in the last year or so, the English firm retains its original right to market U. S. Decca material in the U. S. and to handle the Choral label.

New line will sell for Decca as the majority of Decca's major Black label series. Under general sales manager Michael Ross, it will be distributed through 25 indie distributors so far lined up to do an ultimate combination of domestic and foreign outlets. First shipment of 12 pop, country and race disks will leave Decca's factories Nov. 8 for counter-unveiling as of Dec. 1.

Artists involved in the initial release are Woody Herman, Glen Gray, Jimmy Dorsey, Jan Garber, Johnny Mesner, Hoagy Carmichael, Shots, Baby Jane, Julie 'N' Nell, Freddie Fingers, Jesters, Orville Brooks, Buzz Connie, Gert Gains, Cliff Bruner, Pan-Pacific tempo orchestra and Mahalia Jackson.

## Clarke to Mt. Royal

Montreal, Oct. 12. Buddy Clarke, who spent the past year at El Morocco here, opens at the Normandie Roof, atop the Mount Royal hotel here today. It's a return date for the band-leader who previously did a two-year stint at the Roof.

# ASCAP in New Move to Establish Representation Rights in Video

## Derwin Drops Baton

Hal Derwin will give up band-leading when he completes his run at Frank Deller's Meadowbrook Cedar Grove, N. J., Sunday (18). Derwin, who picked up the baton recently after stinging with Les Brown's and other orchestras, will head for the Capitol record office, he says. He doesn't want the headaches of a maestro. Derwin's idea of becoming a band-leader was based on some success he attained via Capitol Records, on which he had the backing of various house bands and conductors.

## SARAH VAUGHAN SUES MUSICRAFT FOR COIN

Charging that \$3,117.00 still due her on her last recording contract, warbler Sarah Vaughan filed suit in N. Y. federal court Friday (8) against Musicraft Records. She asks rescinding of a 1947 recording contract with the defendant, and an ultimate award of the money.

Miss Vaughan, who alleges that Musicraft is without sufficient assets to honor her recording proper exploitation, also charges the company breached the pact by its failure to pay her the agreed royalties. Ticket was renewed this time and is to expire in June 30, 1949. She also asks to be declared her last statement agreed Sept. 14 under the check.

## Teagarden Sues On Disk Contract Breach

Chicago, Oct. 12. Jack Teagarden, jazz trombonist, has filed a \$250,000 breach-of-contract suit in superior court against two allied firms, alleging they failed to pay him \$100,000 of profits on recordings made since 1944.

Teagarden, currently appearing in the foreign theatre with Armstrong's combo, said the National Recording and Film Co. and Richard Brodwin, who owned the firm, failed to split profits, as provided in pact signed Jan. 15, 1944. Dickson, a Communist composer, didn't get his cut include "Road to Mandalay," "Basin Street Blues" and "Musical Rhapsody."

American Society of Composers, Authors and Publishers suddenly launched last week a new move in the probably long-tried effort to hold on television-representation rights. Following agitation around board members' resignations, something about the situation, the Society last week unexpectedly elected a new board, with a new director board for Thursday (8), during which the majority of the board members will be elected. It agreed to extend ASCAP's hold on the rights for another two years, until Dec. 31, 1950. Society's current agreement with 80% of its publisher members expires this week.

Immediately upon formulating the two-year agreement, ASCAP chiefs sent notice and contracts to other publishers who are not members of the board, for signature, and doubt expect any difficulty in achieving the required 80% of okay. Society's bylaws allow the 20% to vote on any given question. Once these signatures are in, ASCAP will in all probability begin with television broadcasters to work out a performance-rights deal.

For the past couple years, less interest has been shown in ASCAP's repertoire on a \$1-per-year token licensing arrangement. ASCAP has been telling people are not averse to revising this on a fullscale fee basis due to the fact that the cost of program-sponsors. Video doesn't want to be in the position of conceding that the deal is a bad one without the right to copyrighted material in the ASCAP fold. As such, last's been video's attitude toward labor union problems.

Included among the writer and performer theatricals who met with ASCAP who have already agreed that the Society represent them in the future, are writers who are men who have not been completely happy in the past dividing the pie. Last week, the rights Oscar Hammerstein II, Otto Harbach and Max Dreyfus are among those who have given their consent to the two-year arrangement are being offered to the writer who met at the meeting, and publishers Gus Schirmer and Saul Bourne, who have given their consent. Metro's Big Three head, did not consent. Metro has never given ASCAP the right to deal with its own film production affairs and the possible eventual connection of "Mae" with tale.

## Spitzer, Dave Dreyer In Song Takeover Deal

Henry Spitzer, who recently set up his own publishing firm, is in the midst of completing a deal with publisher Dave Dreyer under which he will publish the songs of the latter a titled "Little Jack Frost, Get Lost." Dreyer has had the right since last year to publish to work on it either last year or this due to other commitments, is turning it over to Spitzer on a royalty basis.

Dreyer apparently is bowing to the pressure of the motion picture industry to leave the time to Spitzer for exploitation. He had secured a "Frankie Carter" type melody during on the tune, which will be released soon. In effecting the switch, Spitzer takes the melody over with full title to the copyright.

Spitzer was formerly general manager of Edwin H. Morris.

## 2 Chi Tooters in Dopie Rag

Chicago, Oct. 12. Federal agents seized five men here last week, one formerly a drummer with a big band, in a raid on a \$50,000 narcotics ring that was selling marijuana and morphine. The men, who are all ex-artists, head of the narcotics bureau here, said more arrests had to follow. The men were surprised if some of them are bigtime musicians. The Chicago men are Michael Scrima, the drummer; Joseph Daly, another musician; and a man named "Moe" who is a Moebian, strip joint, where Scrima is appearing with a band.

new releases include Freddie Slack's "Riffette" and "Cuban Sugar Mill" and Andy Russell's "Anniversary Song" and "The Moonlight." . . . Boogie-batters will take to Albert Ammons' "12th Street" and "Dave's Boogie Woogie." . . . Anna Shelton follows of "What Day of previous, rival issue of "Mercury" and "The Moonlight." . . . Phil the Fluter's "Ball" and "Daddy Boy," both well done. . . . "Five Four Three Two" (Mercury) tells possibilities; it's "Ode to Billie Joe."

Recommended hillbilly, country, race: Lennie Johnson's "Feel So Lonely" (King); Floyd Tillman, "Cold, Cold Woman" (Columbia); Jess Rogers, "The Yellow Rose of Texas" (Variety); Granda Jones and his Grandchildren, "I Guess You Don't Remember Now" (King); "Old Father's Tree" (King).

## PEGGY LEE SUEd FOR MILLION ON 'MANANA'

Hollywood, Oct. 12. Peggy Lee, singer of "Manana," with husband Dave Barbour, has been served with papers in a \$1 million suit by the plaintiffs. The suit was filed in San Francisco superior court, where the plaintiffs are said to be suing Lee and Barbour, who claim "Manana" is lifted from "Midnight on the Ocean," a song which was turned out some years ago by them.

The suit names the writers of "Manana," as well as the publishing firm, Barbour-Lee Music, which brought out the ditty, as defendants. The publishing firm is operated for the Barbours by Mickey Goldsen, who, in return, gets half the net profits. Barbour related last May, when suit was first mentioned, that he would prove it was his own. The publishing firm has been sued by the Barbours by Mickey Goldsen, who, in return, gets half the net profits. Barbour related last May, when suit was first mentioned, that he would prove it was his own.

To date, Miss Lee and Barbour have made more than \$100,000 out of "Manana." Miss Lee's Capitol recording has sold more than 1,200,000 copies.

## Regina Dupont Facilitated

Regina, Sask., Oct. 12. Closed for three months, the Trianon ballroom here has been opened with a \$35,000 renovation job. The management estimated at \$4,500 was done to the ballroom by fire shortly after it had closed for the summer.

# VARIETY 10 Best Sellers on Com-Machines, Week of Oct. 9

1. FREE IN MEADOW (10) (Shapiro-B)	Margaret Whiting	Capitol
2. IT'S MAGIC (15) (Witmark)	Doris Day	Columbia
3. 12th STREET RAG (8) (Shapiro-B)	Donna Hunt	Capitol
4. MY HAPPINESS (21) (Blas)	Jon & Sandra Steele	Damon
5. HAIR OF GOLD (8) (Robert)	Pied Piper	Capitol
6. LOVE SOMEBODY (16) (Kramer-W.)	Eddy Howard	Majestic
7. MAYBE YOU'LL BE SORRY (10) (Triangle)	Gordon MacRae	Decca
8. LONG WAY FROM ST. LOUIS (16) (Jewel)	D. Day-B. Clark	Columbia
9. YOU CALL EVERYBODY DARLING (14) (Mayfair)	Jack Emery	Metroline
10. UNDERNEATH THE ARCHES (4) (Robbins)	Ray McKinley	Victor
UNTIL (Dorsey)	Andrew Sisters	Decca
RAMBLING ROSE (Laurel)	Al Trace	Regent
BUTTONS AND BOWS (Famous)	Primo Scala	London
IT'S TOO SOON TO KNOW (Morris)	Andrew Sisters	Decca
SAY SOMETHING SWEET (Mills)	Tommy Dorsey	Victor
EVERY DAY I LOVE YOU (Harms)	Perry Como	Victor
YOU WERE ONLY FOOLING (Shapiro-B)	Frank Sinatra	Columbia
AM BUT IT HAPPENS (Bourne)	Dinah Shore	Columbia
COOL WATER (American)	Frankie Laine	Mercury
BLUEBIRD OF HAPPINESS (T. B. Harms)	Vaughn Monroe	Victor
LET A GIRL (Lords)	Nellie Luther	Capitol
DARKTOWN STRUTTERS' BALL (Feist)	King Cole	Capitol
FOR YOU (Witmark)	Dale Haines	Signature
WALKIN' WITH MY SHADOW (Johnstone-Monte)	Gordon Jenkins	Decca
	Four Knights	Decca

[Figures in parentheses indicate number of weeks song has been in the Top 10.]

Ferry Lee "Love, Your Magic Is Everywhere"—"So Dear to My Heart" (Capitol). Standard is a natural, and the lively, effective style of Miss Lee. And both get a hefty lift from the excellent background by Les Brown's group. It's a side that should be snatched up quickly by jocks. Later, jocks, "The Moonlight" of the new Walt Disney production. It's a fine melody, and grows in a side with repeating and though it's not Miss Lee's type of tune, she does well with it.

Les Brown, "I've Got My Love to Keep Me Warm"—"I'm Tellin' You, Sam" (Columbia). A sock in the cover covers the first side. Brown's rendition of the living thing piece will get wide jock usage. It drifts wide of the melody occasionally, but not as much as others, and undoes in a colorful, tasty bit of bounced melody to roll out in some time. Flipover brings up Stumpy Brown, maestro's brother, on a good novelty piece.

Les Brown, "Down Among the Sheltering Palms"—"Cool Water" (London). "Palms" fits right into the "Palms" and "Cool Water" revival co-written by Abe Olman. It's a nice melody, and the side that have made a host of recent ones successful, and Brown, The Shells and Squares, have been into a commercial item that could work up a hit. It's a good jock melody, and the side is also a good face by the same combination; it doesn't figure to be a hit, however. The side is a starter. Vaughn Monroe and Nellie Frazier are the side.

Ted Streeter "The Most Beautiful Girl in the World"—Russell "Speak" (Capitol). Streeter, Ell Oberstein's new variety label picked Streeter's side from the same firm (some months back) showed unusual sales spark. Streeter's piano and vocal, backed by the chorists, work the melody into a commercial groove that is not only a jock piece, but it's going. It's different, and Streeter himself shows an interesting tone. The melody is a variation of "Speak Low" is okay.

Wayfarers "If We Can't Be the Same (Sweetheart)"—"You Can Die from a Broken Heart" (London). "Sweethearts" is a commercial tune wrapped in a simple and tasteful arrangement. It has a fine melody in the current market. Wayfarers give the melody a smooth going-over and it doesn't seem weak enough to pack outstanding sales success. It's cute, that's all. Reverse is a hefty bit of instrumental work by the trio which, unfortunately, won't appeal to the majority.

Cyril Stapleton "Love Is a Dangerous Game"—"Isn't It Romantic" (London). Cyril Stapleton and vocalist Dick James tap the beat smartly with the first side. Tune is a new ballad, and good melody qualities. Flipover is just an oldie. Pearl Carr works the vocal.

Johnny Mercer-Pied Piper's "The Best of Everything"—"Sheltering Palms"—"One for My Baby" (Capitol). "Palms" also clicks with Streeter and the flipover is getting the best of the disk push of the tune. Version doesn't move with quite the spark of the London attempt, but it's in there nevertheless. Mercer's alone on "One for My Baby" and his blues-tinted interpretation has attractive points. It isn't likely to take the play away from the reverse, however.

## Platter Pointers

Mantovani's Orchestra (London) cut a two-sided record, "Clare de Lune," which should wrestle the coin. It's a new tune, Fred Fenners (Capitol) bit off a b.o. w. w. w. "There's a New Star in the Sky"—"Pedro the Fisherman" by Grace Fields (London). "Pedro" is a new ballad, and good melody qualities. Flipover is just an oldie. Pearl Carr works the vocal.



## Songs with Largest Radio Audience

The top 31 songs of the week based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of October 1-7, 1948

A Fella With An Umbrella—"Easter Parade"	Feist
A Tree In The Meadow	Shapiro-B
Al But It Happens	Bourne
Am I A Little Bit Country?	Harmon
Buttons and Bows	Crane-Firma
Can I Get A Little Bit Country?	Crane
Quanto Le Gusta—"Data With Judy"	Southern
Colours	Famous
Don't Let The Good Times Go	Evans
Hair Of Gold	Robert
Don't Care Rainy Night—"Two Gypsies From Texas"	Winmark
Don't Let The Good Times Go	Evans
It Only Opens—"Easter Parade"	Berlin
It's Magic—Romance On High Seas	Winmark
Just For You	Advanced
Little Girl	Leeds
Love	Paramount
Maybe You'll Be There	Triangle
My Happiness	Blasco
Night In The Country—Night Has Eyes	Paramount
Put 'Em In A Box—"Romance On High Seas"	Bernick
Rambling Rose	Laurel
Say Something—Romance On High Seas	Miller
Shine On—Romance On High Seas	Shapiro-B
This Is The Moment—"Lady In Ermine"	Maier
Two Little Girls	Robbins
Underneath The Archway	Dersey
Until—"With My Heart"	Johnstone-B
Walk A Little—Romance On High Seas	Bourne
When The Red Robbin Comes Bobbin' Along	Mayfair
You Call Everybody Darling	Shapiro-B

The remaining 23 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Bagtman, Director.

A Hundred and Sixty Acres	Leeds
Cambelt Symphony	Melling
Everybody Loves Somebody	Sinatra
For You	Winnick
Hankies	Reynolds
Here I'll Stay—"I Love Life"	Chappell
I Still Get a Thrill	Woods & M
I Wish I Was the Girl in the Old Sweaters	Leeds
In My Dreams	Wizell
It's a Most Unusual Day—"I Date With Judy"	Robbins
Juke Jamboree	Leeds
Lavender Blue	Sant'Jury
Lonezone	Republic
Money Song—"That's the Ticket"	Cravford
My Heart Is Blue	Melrose
Take It Away	Pemora
That Certain Party	Thorne
There's a New Heat in the Air	Campbell
Time and Time Again	London
Why Do I Let Me	Pergie
Why Does It Have To Rain on Dunes	Campbell
	Palmar

\* *Leit Musical*. † *Filmusical*.

## Kate Smith Expands As Record Jockey

Kate Smith will move deeper into a disk jockey vein on her Mutual network show, daily, 12:15-12:30 p.m. Heretofore, the singer has restricted disk-spinning to the use of her own recordings, but is planning to expand that to cover all labels.

WILL YOU  
BE MY  
DARLIN'

**JACK AND MARY ANN OWENS**  
Tower Record 1228  
**RILEY SHEPARD**  
Regent Record  
**DALE RVANS** **CLIFFIE STONE**  
Gold Neal Record 1920  
**AMERICAN MUSIC, INC.**  
Garet Romero, Prof. Mgr.  
9109 Sunset Blvd. 1576 Broadway  
Hollywood 46. Cal. New York, N. Y.

FROM WALT DISNEY'S TECHNICOLOR  
**SO DEAR TO MY HEART**  
It's a jingle! It's a ballad! It's a Dilly!

## Lavender Blue

**Santitas, Inc.**

**1619 Broadway, New York**  
**EDDIE JOY, Gen. Prof. Mgr.**

\_\_\_\_\_

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**Vocal and Dance Orchestrations  
Available  
ORCHESTRATIONS 75 Cents  
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Columbus 8-8612**

## RETAIL SHEET BEST SELLERS

**VARI**

Survey of retail sheet music sales, based on reports obtained from leading stores in 12 cities, and showing comparative sales rating for this and last week.

**National Rating** **Week Ending**  
**OCT. 9**

**This Last**

wk.	wk.	Title and Publisher	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI	DJ	DK	DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL	EM	EN	EO	EP	EQ	ER	ES	ET	EU	EV	EW	EX	EY	EZ	FA	FB	FC	FD	FE	FF	FG	FH	FI	FJ	FK	FL	FM	FN	FO	FP	FQ	FR	FS	FT	FU	FV	FW	FX	FY	FZ	GA	GB	GC	GD	GE	GF	GG	GH	GI	GJ	GK	GL	GM	GN	GO	GP	GQ	GR	GS	GT	GU	GV	GW	GX	GY	GZ	HA	HB	HC	HD	HE	HF	HG	HH	HI	HJ	HK	HL	HM	HN	HO	HP	HQ	HR	HS	HT	HU	HV	HW	HX	HY	HZ	IA	IB	IC	ID	IE	IF	IG	IH	II	IJ	IK	IL	IM	IN	IO	IP	IQ	IR	IS	IT	IU	IV	IW	IX	IY	IZ	JA	JB	JC	JD	JE	JF	JG	JH	JI	IJ	JK	KL	KM	KN	KO	KP	KQ	KR	KS	KT	KU	KV	KW	KX	KY	KZ	LA	LB	LC	LD	LE	LF	LG	LH	LI	LJ	LK	LL	LM	LN	LO	LP	LQ	LR	LS	LT	LU	LV	LW	LX	LY	LZ	MA	MB	MC	MD	ME	MF	MG	MH	MI	MJ	MK	ML	MM	MN	MO	MP	MQ	MR	MS	MT	MU	MV	MW	MX	MY	MZ	NA	NB	NC	ND	NE	NF	NG	NH	NI	NJ	NK	NL	NM	NN	NO	NP	NQ	NR	NS	NT	NU	NV	NW	NX	NY	NZ	OA	OB	OC	OD	OE	OF	OG	OH	OI	OJ	OK	OL	OM	ON	OO	OP	OQ	OR	OS	OT	OU	OV	OW	OX	OY	OZ	PA	PB	PC	PD	PE	PF	PG	PH	PI	PJ	PK	PL	PM	PN	PO	PP	PQ	PR	PS	PT	PU	PV	PW	PX	PY	PZ	QA	QB	QC	QD	QE	QF	QG	QH	QI	QJ	QK	QL	QM	QN	QO	QP	QQ	QR	QS	QT	QU	QV	QW	QX	QY	QZ	RA	RB	RC	RD	RE	RF	RG	RH	RI	RJ	RK	RL	RM	RN	RO	RP	RQ	RR	RS	RT	RU	RV	RW	RX	RY	RZ	SA	SB	SC	SD	SE	SF	SG	SH	SI	SJ	SK	SL	SM	SN	SO	SP	SQ	SR	SS	ST	SU	SV	SW	SX	SY	SZ	TA	TB	TC	TD	TE	TF	TG	TH	TI	TJ	TK	TL	TM	TN	TO	TP	TQ	TR	TS	TT	TU	TV	TW	TX	TY	TZ	UA	UB	UC	UD	UE	UF	UG	UH	UI	UJ	UK	UL	UM	UN	UO	UP	UQ	UR	US	UT	UU	UV	UW	UX	UY	UZ	VA	VB	VC	VD	VE	VF	VG	VH	VI	VJ	VK	VL	VM	VN	VO	VP	VQ	VR	VS	VT	VU	VV	VW	VX	VY	VZ	WA	WB	WC	WD	WE	WF	WG	WH	WI	WJ	WK	WL	WM	WN	WO	WP	WQ	WR	WS	WT	WU	WV	WW	WX	WY	WZ	XA	XB	XC	XD	XE	XF	XG	XH	XI	XJ	XK	XL	XM	XN	XO	XP	XQ	XR	XS	XT	XU	XV	XW	XX	XY	XZ	YA	YB	YC	YD	YE	YF	YG	YH	YI	YJ	YK	YL	YM	YN	YO	YP	YQ	YR	YS	YT	YU	YV	YW	YX	YZ	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZZ	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI	DJ	DK	DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL	EM	EN	EO	EP	EQ	ER	ES	ET	EU	EV	EW	EX	EY	EZ	FA	FB	FC	FD	FE	FF	FG	FH	FI	FJ	FK	FL	FM	FN	FO	FP	FQ	FR	FS	FT	FU	FV	FW	FX	FY	FZ	GA	GB	GC	GD	GE	GF	GG	GH	GI	GJ	GK	GL	GM	GN	GO	GP	GQ	GR	GS	GT	GU	GV	GW	GX	GY	GZ	HA	HB	HC	HD	HE	HF	HG	HH	HI	HJ	HK	HL	HM	HN	HO	HP	HQ	HR	HS	HT	HU	HV	HW	HX	HY	HZ	IA	IB	IC	ID	IE	IF	IG	IH	II	IJ	IK	IL	IM	IN	IO	IP	IQ	IR	IS	IT	IU	IV	IW	IX	IY	IZ	JA	JB	JC	JD	JE	JF	JG	JH	JI	IJ	JK	KL	KM	KN	KO	KP	KQ	KR	KS	KT	KU	KV	KW	KX	KY	KZ	LA	LB	LC	LD	LE	LF	LG	LH	LI	LJ	LK	LL	LM	LN	LO	LP	LQ	LR	LS	LT	LU	LV	LW	LX	LY	LZ	MA	MB	MC	MD	ME	MF	MG	MH	MI	MJ	MK	ML	MM	MN	MO	MP	MQ	MR	MS	MT	MU	MV	MW	MX	MY	MZ	NA	NB	NC	ND	NE	NF	NG	NH	NI	NJ	NK	NL	NM	NN	NO	NP	NQ	NR	NS	NT	NU	NV	NW	NX	NY	NZ	OA	OB	OC	OD	OE	OF	OG	OH	OI	OJ	OK	OL	OM	ON	OO	OP	OQ	OR	OS	OT	OU	OV	OW	OX	OY	OZ	PA	PB	PC	PD	PE	PF	PG	PH	PI	PJ	PK	PL	PM	PN	PO	PP	PQ	PR	PS	PT	PU	PV	PW	PX	PY	PZ	QA	QB	QC	QD	QE	QF	QG	QH	QI	QJ	QK	QL	QM	QN	QO	QP	QQ	QR	QS	QT	QU	QV	QW	QX	QY	QZ	RA	RB	RC	RD	RE	RF	RG	RH	RI	RJ	RK	RL	RM	RN	RO	RP	RQ	RR	RS	RT	RU	RV	RW	RX	RY	RZ	SA	SB	SC	SD	SE	SF	SG	SH	SI	SJ	SK	SL	SM	SN	SO	SP	SQ	SR	SS	ST	SU	SV	SW	SX	SY	SZ	TA	TB	TC	TD	TE	TF	TG	TH	TI	TJ	TK	TL	TM	TN	TO	TP	TQ	TR	TS	TT	TU	TV	TW	TX	TY	TZ	UA	UB	UC	UD	UE	UF	UG	UH	UI	UJ	UK	UL	UM	UN	UO	UP	UQ	UR	US	UT	UU	UV	UW	UX	UY	UZ	VA	VB	VC	VD	VE	VF	VG	VH	VI	VJ	VK	VL	VM	VN	VO	VP	VQ	VR	VS	VT	VU	VV	VW	VX	VY	VZ	WA	WB	WC	WD	WE	WF	WG	WH	WI	WJ	WK	WL	WM	WN	WO	WP	WQ	WR	WS	WT	WU	WV	WW	WX	WY	WZ	XA	XB	XC	XD	XE	XF	XG	XH	XI	XJ	XK	XL	XM	XN	XO	XP	XQ	XR	XS	XT	XU	XV	XW	XX	XY	XZ	YA	YB	YC	YD	YE	YF	YG	YH	YI	YJ	YK	YL	YM	YN	YO	YP	YQ	YR	YS	YT	YU	YV	YW	YX	YZ	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZZ
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## On the Upbeat

**New York**

Artie Shaw gets back into N. Y. tomorrow (Thursday) after checking on Coast into possibility of taking over leadership of Coast band units. He is also looking for musicians of Orchestre National de France, which starts a U. S. tour at Carnegie Hall Sunday (17), flew to New Orleans last night (16) (Tuesday); the boat bringing the rest of the 96-man band couldn't handle them all. Shelley Manne, who is leaving the band, is being replaced by El Kluger, drums. Herman Schubert denies his Pelham Heath Inn is for sale. Bill Gordon's WHHM, Memphis disk jockey show, helping spin records—from Memphis studios—will start tomorrow (17) at Richmond Better Homes Show for nine days beginning Oct. 30. Tommy Dorsey aiming to set his record for 1954 at the show, now tied up at Flushing, L. I.

## Chicago

Ernie Simon, WJJD disk jockey along with Bob Elsen and Burt

Wilson, bartenders, have handed over 186 to charities through the softball games, with \$8,000 going to the American Cancer Society.

Henry Bussie getting ready for one nighters through midwest, bowling in Indiana, Nov. 8. Jack and the boys are off to Chicago to play at the Orchid Lounge, Springfield, Ill., for two weeks. Rosemarie will be back home after a six-week show via WAIT, for Canadian Ace Brewing Co., after a tour of duty in the U.S.A. at Trianon, Oct. 19, he will one-nighter through the midwest until he returns home for a Nov. 19 opening at the Edgewater.

Hal McIntyre set for prom date at University of Minnesota, Oct. 27, and will be back in town for the College Inn of the Hotel Sherman when the spot reopens around Oct. 29. • Doc Evans and the band will be playing at the Bee Hive, Oct. 28, at the Elsie. Lee Elgar will do its first one-night tour through the midwest, Nov. 30 to 31 in Illinois. • Tom Rami, vocalist with Wayne Greig, leaves

## Hollywood

Jerry Jones has taken 10-year leave on Coconut Grove ballroom, Salt Lake City, effective Nov. 1 and will rename terpalace Rainforest Rendezvous. First booking is Cal Calloway Combo. Nov. 3, at \$1,000. Jones operated the old Rendezvous which burned down last winter; a \$200,000 loss. Art Mooney, after winning present perch at Paladium on Oct. 17, will play 21 dates up to dates up to Seattle, tie, the swing on back east. Johnny Hodges, featured alto horn man with Duke Ellington for 20 years, has quit to front own combo. Ted Weems band playing Ar-

**The Hottest TOMMY DORSEY VICTOR RECORD**  
Since "THERE ARE SUCH THINGS"

by **BOB CROSBY, JACK FULTON and HUNTER KAHLER**

# ONLY 7 WEEKS OLD!

**and Already No. 5**

on **VARIETY's**  
TOP RECORD TUNE POLL

**on BILLBOARD'S**  
**DISK JOCK—Most Played List**

## THE CASH BOX

**DORSEY BROS. MUSIC, INC., 1619 B'way, New York**





# Closing of 'After-Hours' Clubs May Resolve Tangle Problem for Pitt Cafes

Pittsburgh, Oct. 12. —Lush bookings for Saturday night are to be over here despite the end of Grand Jury investigation that put the finger on these swank, snoring salaried in last year and half trying to outdo each other. Although no padlock procedure was set for Bachelor's Club, American Hunting and Fishing Club and Lepus, the demise of gambling, something just as bad has come up.

In the case of each place, after-hours of the club, a recommendation that liquor license be revoked, and that would prove fatal on all counts. Without booze, chances of tripe of clubs reopening seems improbable.

It was a real boom for performers while it lasted, with entertainers in some cases getting considerably more than regular week's work for only five-day engagements, frequently with just one show a night. Downtown clubs, Hunting and Fishing were private-membership clubs) found it impossible to compete and as a result great deal of patronage was diverted from legitimate channels.

Now, however, spots in Golden Triangle are able to capture top-flight talent again and flock of acts which previously used to go to the private clubs have already played such places as Carosel and Moon Cafe, and others are on the way.

Number of after-hour cases generally patronized by show people are also on the preferred lists for the revocation of booze licenses. In fact, one of them, Chelsea Club in heart of downtown, has already folded because of such a loss, a recommendation of the Grand Jury.

## Fined on Lewd Show Rap

Monroe, Mich., Oct. 12. —May E. Smith, owner of the Rustic Lodge, was fined \$50 last week (5) by the Michigan Liquor Control Board of permitting obscene and improper show nights. Agency had featured a striptease and a vocalist, who allegedly sang risqué ditties.

Spot's license was suspended for seven days and owner fined \$300 and costs by the board.



**EDDY • MORAN'S**  
ORPHEUM  
THEATRE  
OMAHA, NEB.  
Margery Lester at the Piano  
Mgt.: Ben Lipper



**WALLY BOAG**  
Currently  
**VAL PARNELL'S**  
"STARLIGHT ROOF"  
London Hippodrome

SUNDAY EXPRESS... "Things have done... an enchanter at that defile description."

LONDON: Charles Tucker



**MAXINE SULLIVAN**

BACK AT THE

**PENTHOUSE CLUB**  
NEW YORK  
Indefinitely

## Belgian-Dutch Show

### For Allies in Germany

Pfungsstadt, Germany, Oct. 12. —Latest addition to the Allied civilian show circuit is a Belgian-Dutch combination titled "Traveling and Traveling" and featuring a Belgian Edgard Bergen whose dolls play music instead of talking, plus an Antwerp hillbilly. The show gave its preview after a long trip from Brussels, even to demonstrate plenty of snap. The orchestra, directed by Gust Brix, is from Holland.

The m.c. is Bob Schoepen, a Flemish "cowboy" guitarist.

## Turek Walks Out of Fisher Agency

Sol Turek last week resigned as booker with the Arthur Fisher agency after a tiff with Al Rickard, agency head. Argument revolved around the repayment of an act's salary to the Fisher estate. Act, Carolyn Marsh, was set into the Carman theater, Philadelphia, at \$175 weekly, but was canceled out after two days. She was replaced by Jimmy Jemal.

Rickard felt that inasmuch as reports on the act had not been so fortunate, Turek should not hold the theater nor the Fisher estate accountable for Miss Marsh's salary on the unemployed portion of her date. Rickard wanted Turek to make up the difference.

Turek, however, declared that Rickard okayed the act despite the reports one time, Turek said he would make up the difference, but apparently changed his mind and quit the agency.

Turek was replaced by George Deber, formerly with the William Morgan agency in Chicago and before that with USO Camp Shows.

## SHAY'S QUICK REPEAT AT L.A. COCONUT GROVE

Hollywood, Oct. 12. —Dorothy Shay made a quick repeat back into Coconut Grove, where she set a cover-draw record during August under a new contract which calls for a flat guarantee of \$3,500 weekly, plus 30-50 out of covers after Freddy Martin's act gets its \$3,500 weekly salary.

On her summer stand at spot, Miss Shay got a \$3,000 guarantee and a cut, but during her record-breaking engagement, she pocketed personally \$12,500 in four weeks, as she soared high into percentage.

The Grove has lined up Carl Brisson, Florence Desmond and, now Miss Shay, to topine dance. Meanwhile stand Alvin Karpis, basses, starting Nov. 9. All these attractions are MGM-backed and agency will work out, just which singer will play which month after Miss Shay makes her appearance after either December of January.

## New Norfolk Nitergy

Norfolk, Oct. 12. —A new nitergy, Windsor House, opened here Saturday night (9). Initial draw has Kitty Crawford, Garçon and Bennett and Gordon Ayres.

Jimmy Fay manager.

## Florentine, H'wood To Reopen With New Setup

Hollywood, Oct. 12. —Florentine Gardens, shuttered for several months, will reopen Nov. 14 under new management on a popular price basis, with no minimum or cover charges. The new operator is Florentine, a syndicate headed by Sidney E. Baskin, an attorney from Chicago. Nitergy will be run on a long-term lease from Florentine, Inc., owner of the property.

## Rosen To Appeal ARA's Commission Split to Liddy

Matty Rosen has filed notice of intention to appeal last week's arbitration decision by Art Levine, Representatives Assn. panel awarding Mark Liddy agency \$300 per week, five percent of the gross earned by Helene and Howard at their recent Radio City Music Hall, N.Y., act. Rosen will appeal the award before the full board of governors of the ARA.

Rosen, who handles Helene and Howard, was claimed to have authorized Mark Liddy and Leon Newman, Liddy's assistant, to submit team for work in the Music Hall. It was claimed that Liddy and Newman originally booked the duo to Music Hall producer Leon Lendovitz's attention, by inducing him to book the pair for a recent fashion show at Madison Square Garden. As a result of their showing there, they were booked into the Music Hall.

Rosen, however, claims that he never authorized Liddy and Newman to submit them.

At the ARA hearing, Newman testified that he had been told by the Music Hall producer attesting that the team was booked as a result of Liddy and Newman's efforts.

Rosen declared that ARA in granting this decision, went into the matter of Liddy and Newman's alleged "connections" which make it necessary for any split-commission agreement to be in line with the industry. Liddy that there was no such written agreement, but board felt that Rosen's agreement must have been entered into.

Helene and Howard have been sitting with Rosen and have gone into court in an effort to break their managerial contract. Rosen has signed the team to work for him at the usual 10% commission, and Lorraine Rogers, Rosen's secretary, a personal manager, contract for 25% of the team's earnings over \$300 weekly. Above the team, Rosen has a contract for 25% of the team's earnings over \$300 weekly. Above the team, Rosen has a contract for 25% of the team's earnings over \$300 weekly. Above the team, Rosen has a contract for 25% of the team's earnings over \$300 weekly.

## SPIKE JONES LAUNCHES AGENCY WITH 2 CLIENTS

Hollywood, Oct. 12. —Spike Jones is going into the agency biz. He has applied for franchises from AFM and ASCA, and has signed as first two clients Dave Rose and Renee De Marco. Above the team, Rosen has a contract for 25% of the team's earnings over \$300 weekly. Above the team, Rosen has a contract for 25% of the team's earnings over \$300 weekly. Above the team, Rosen has a contract for 25% of the team's earnings over \$300 weekly.

## Latin Casino, Philly, Sets Advance Bookings

The Latin Casino, Philadelphia, has lined up a list of top attractions sufficient to last through Christmas-New Years show. Following current run of Dean Martin and Jerry Lewis, spot next will be "Nites", starring Oct. 18; Bruno, Nov. 1; Lena Horne, Nov. 8; Rita Brown, Nov. 15; and Mitzie Green, starting Dec. 5.

Latin Casino is attempting to line up deals with Joe E. Lewis and Sophie Tucker, but both are unlikely because of Florida commitments.

## Miami Hotels, Bistros, Make Ready For Influx of Legion Conventioneers

### Wynn's 'Laugh Carnival' Set For Curran, S.F., Nov. 7

Paul Small will preem his production of "Ed Wynn's Laugh Carnival," a two-day leg-type vaude unit, at the Curran theater, San Francisco, Nov. 7. Lineup will comprise Wynn, Phil Baker, Allan Jones, Pat Rooney, Betty Reilly, Sid Silver, Dick and Del Remo, Hermance Williams, Trio, and a line.

Following its run in San Francisco, small will play the Interstate circuit around Christmas. Play dates at El Paso, Dallas, Fort Worth, San Antonio, and Houston are included.

Small left for the Coast Sunday (10) to supervise the opening.

## Mex Vaude Back After Five Years

Mexico City, Oct. 5. —Ending of the five-year ban on vaude and other stagings in the Americas of country by the powerful Inter-Confederation of Mexican Actors (CIMA) is a big break for Mexican performers and possibly for U.S. and other foreign acts. However, the weak peso and the ban by most alien troupers to be paid in dollars is seen, at present, as an obstacle to Mexican cinema being fruitful fields for outsiders. CIMA's action was in behalf of its important member, the National Cinematographic Industry Workers Union (STIC) which back 1943 engineered the ban on all live talent in cinemas to spike its bitter feud, the Picture Production Workers Union (IATSE), organized by six locals, stopping STIC.

CIMA explained that allowing actors to work again on film shows stages in no way means thrusting stage shows down the exhibitors' throats, that it's optional with exhibitors whether or not they use performers. Frontline of one of the here quit stage shows some time before the CIMA ban, contending that they found stage was better off with a straight film policy.

## BETTY HUTTON SET FOR RETURN AT PALLADIUM

Hollywood, Oct. 12. —Betty Hutton, Paramount star who recently played three weeks at the London Palladium and passed up a fourth week because of a prior commitment, is going back there next year if she can arrange her motion picture schedule to that effect.

"Vaudeville is in heavy demand in London," Miss Hutton said, "and is wide open for American entertainers, provided they give the audience a good show."

Miami, Oct. 12. —The slight damage by hurricane winds Wednesday (6) removed and repaired, Miami and Miami Beach are ready for the expected 100,000 persons here this weekend for the American Legion convention.

Cafes, which normally, book in top names to draw business from so large a crowd, this time are showing their normal "full" season bookings. The operators feel "dogg" bookings aren't necessary, what with, so few spots running in the downtown and Beach areas. None of the big cafes have opened for session.


The strip-teases, on the non-beat fringe however, have added to their shows. Local entertainment committee for the Legion, headed by George W. Brown, is attempting a pattern to avoid the usual beats on "clipping" that accompany these shows.

Three spots, the Clover Club, Five O'Clock Club and Mother Kelly's were selected and will be included in the Legionnaires' book of discount amusements. Stub calls for 10% off on each tab. Hotel patio setups are cooperating also, with no increase in prices since the restaurant association also going along, as well as other business groups.

Idea is to keep the conventioneers and their wives happy and content with the Miami. Some 70% of the Miami Beach Hotel Assn. set nominal rates and are including added service to keep them happy and content, figuring good-will gesture will pay off in spades.

There's no feeding problem, what with some 1,600 places for dining open up. Entertainment spend includes two huge Orange Bowl shows; Coca Cola good will bracketed Duke Morton Downey and his band; and a special show. Plus, these over 150 tickets in the convention book for trips and sight amusements, all on the discount plan.


Walter Newman Orch replaced the Buddy Clark crew at El Morocco, Montreal. Clark is set to return to the Normandy Roof.



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GENERAL MANAGER  
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BOOKING MANAGER

## Intra-Union Scrap Looms Over Cutrate Talent Deals in Radio-TV

An intra-union battle is seen brewing over the sponsored radio and video shows which have performers working at cut salaries with different groups to the charity funds of the various unions. Problem is likely to come to a head when the American Guild of Variety Artists newly elected national board convenes Nov. 1 in New York.

One of the problems that the union will face is increasing solicitation for acts to video shows at cut rates with the AGVA welfare fund getting a cut from the sponsor as a consequence.

AGVA has consistently refused to sanction such shows on television on the ground that if actors are paid full salaries, the chances are that they'll never need to approach the union for more funds for help. On this premise, AGVA kayoed the projected show packaged for the benefit of the National Variety Artists.

AGVA's attitude is likely to take the problem to the Associated Actors and Artists of America and will ask that the same principle be applied to radio as well. However, it's likely that other 4A unions will not agree to such action. Actors Equity pitches in for the Philadelphi show; American Federation of Radio Artists supports the Dorothy Lamour show for Channel 7. The show aids the Screen Actors Guild, and the New Army Recruiting ABC show will have the American National Theatre and Academy getting a slice of a coin.

AGVA's stance is supported by the William Morris agency which has long made it a policy of eschewing such layouts. The agency feels that it's unfair to ask actors to take a cut while agencies get full commissions. That agency claims that the outfits packaging these cut-rate parleys are getting a sizable profit out of the deal.

Candace & King dance troupe posted for Latin Quarter, Miami Beach, Dec. 26.

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### Weinger Feels He Needs Top Acts for Miami Cafe

Miami Beach, Oct. 12. Murray Weinger is adamant in his former status that he'd not compete for top talent for his new Copsacabana, Miami Beach, set to open Nov. 1.

He's reportedly negotiating with Dean Martin and Jerry Lewis. He may have to go beyond \$7,500 weekly for the duo, a price which would be the top for any other Miami cafe operators.

### Lauder Farewell Tour Fizzles, But Morris Agcy. Has Another Scot Comic

The William Morris agency has apparently given up the idea of getting Sir Harry Lauder to make a grand farewell tour of the United States. Agency has now latched onto one of the top Scotch comics, Harry Gordon, who's slated to play to the United States Oct. 21 for presentation under the auspices of the United Scottish Clubs before submitting him for theatres.

Comic will play his first date for the organization in Stamford, Conn., Oct. 23, and will follow with stands in Detroit, New York, Newark and Boston.

The Morris office has been attempting to get Gordon to make a final U.S. tour. William Morris, Jr., agency's head, spoke to Lauder while on a recent trip to Europe. However, the retired comic could not be persuaded to leave his native land.

### SKITCH HENDERSON SET FOR CHI'S COLLEGE INN

Chicago, Oct. 12. Skitch Henderson responds the College Inn, Hotel Sherman, Nov. 5. Debut of the remodeled Skitch Henderson has several times because of booking agencies' failure to find an arch to play half-hour concert, which he'll perform co-owner of the Inn, wants the band to give each night.

Woody Herman backed out of the original date, set for Oct. 22, with claim that cost of arrangements would be too expensive. Also Elliott Lawrence and Shep Fields missed the deal because of extra music cost. Henderson, however, has many special arrangements, and has been giving rehearsal and other modern composers' separate segments in his dance sets.

### Sillman's 'New Faces' For Plaza's Persian Room

Leonard Sillman, legit and radio producer, will institute a policy change at the Persian Room of the Plaza Hotel, N.Y., with the installation of his 'New Faces' revue Dec. 16. It's the first date for this layout and the first time this swank room has gone in for a type of entertainment.

Format will be similar to that used on the Maxwell house air show. Talent will be integrated to comprise a U.S. version of the Gaiety Campaigns de la Chanson with cast comprising Jay Pressons, Eleanor Jones, Jean Barton and Jack Williams. All appeared on the air show. Newcomers will include Carlton Carpenter, Lorraine Burnham, and a song and dance group with choreography by Charles Weidman.

### COLE BEEPS TO UNION AS PAYCHECKS BOUNCE

Hollywood, Oct. 12. King Cole has beeped to Ed Bailey, proxy of a Negro Musicians Local 797, that paymaster had been stopped on checks totaling \$1,135 covering the Cole Trio's last six weeks' work.

Three-weeks was booked for four weeks at \$3,500, had several members of the band beeping with manager after later got miffed because they couldn't appear. The weekly \$1,135 TELA, although not contractually bound to do so, Bailey called in the Cole Trio, pronounced conditions "intolerable," and summarily cancelled the pact. Cole therefore moving uptown to Billy Berg's.

Andy Andrews partnered with Paul Shapiro in the publisher, admitted payment was stopped on checks, contending members of Cole's crew left behind "a considerable size," and that Cole's manager, Carlos Gestel, also owes him. The salary will pay off when tabs are lifted.

### Romm to Head MCA Theatre Div.

Harry Romm is joining Music Corp. of America as head of its theatre dept. Deal was finalized last week. Jack Dugan, who held the post for a long time, is coordinator of the theatre and cafe circuits. Larry Barnett, current controller of the talent group, is a supervisor, but inasmuch as he shuttles between New York and Berkeley offices, the theatre dept. will be done by Dugan.

Romm's move into MCA is regarded as a surprise inasmuch as he had intended to continue as an independent agent and produce occasional "Ladies of the Chorus" for release, and a preview of "Swing Parade" for Paramount.

Romm is expected to bring to MCA a stable talent list including Connie Boswell, Burl Ives, Three Stooges, and the theatre bookings of the Andrews sisters. Prior to going in for himself, Romm was head of General Artists Corp., a state dept., for many years. His brother, Leonard, is now head of the MCA theatre section.

Romm is expected to start at his new post next Monday (18). Jack Dugan is now assisting Dugan in theatre bookings, will continue in that post. Jack Lenny, associated with Romm in his indie career, is expected to branch out on his own. Dugan took off for a week's vacation in Bermuda last week, on completion of deal with Romm.

### Saranac Lake By Happy Bewsey

Saranac Lake, Oct. 12. Bob Cosgrove, radio star, left after six-week vacation here. He had a checkup right after his clear to resume work.

Mary Lou Weaver all agog over the birthday party tented for her by the A. M. Heinrichs, of Cleveland. Heinrichs, former MCA regional superintendent of the N.Y.A. san, now professor of medicine at Case Western Reserve, is coming in as a guest speaker at the Truett School of Tuberculosis. He took a 10-day furlough, ditto for Joe DeNicolio, who will vacated in Brooklyn.

James Wotton gladdened over surprise visit from Joan S. Marguerite and Lillian Wotton. He's now recuperating from a setback that hit him back to the infirmary. Frank (Pete) Hynes off to Flushing, L.I., for a two-week vacation. Peter "Slim" Grien has been added to the Rogers staff as orchestra leader.

Durgans, one of the few newbies to remain open during the winter, has booked Arque Dickenson and his Honey Dippers, formerly with Cal Calverley. Band features Ray Colby, Eddie Sluors and Tony Caldwell. (Write to those who are ill.)

## Keen Competish Induces Coast Niteries To Lift Ceiling on Talent Budgets

### Trio of McConkey Agency Toppers Ankle to CRA

McConkey Agency's New York office last week lost several of its staff to Consolidated Radio Artists. Hattie Althoff, McConkey's N.Y. general manager, Larry Meyers and Bob Goodhue of the cocktail lounge moved over to latter agency. Miss Althoff will head the vaude dept. at CRA, while Meyers will head the comedy and Goodhue will be in the concert dept.

With enlargement of staff, CRA hopes to attain wider coverage in all branches of show biz.

### Berle's Tele, Radio Shows May Stymie Miami Cafe Deal

E. M. Loew, operator of the Latin Quarter, Miami Beach, is discussing a deal that would make Hutton Berle the busiest performer in show business. Deal would have Berle play four days a week at the Palace (the Thursday and Friday) at a reported salary of \$10,000.

If Berle accepts, he'll start the week by preparing for Tuesday at Texaco Star Theatre tele show, and the Texaco radio show Wednesday. He'll fly down to Florida to do a fine plant the rest of the week and stake back Monday.

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### COAST AGVA FINES 6 FOR CUFFO GUESTINTS

Hollywood, Oct. 12. The American Guild of Variety Artists has implemented its campaign against its members doing free or low-cost work for radio or working side-by-side with amateurs by fining him a dozen performers caught violating the rules.

Don Corey, emcee in show at Ace Cain's, violated a rule by introducing to the miter party film actor Bobby Jordan, and the latter broke a rule by getting up and doing a free act. Consequently, Corey has been fined \$100 by AGVA's trial board, and Jordan \$50.

Two other established niteries, entertainers, Ray Mayer and Jeff Dane, have been fined \$50 each for doing a free guest act at Larry Porter's Supper Club.

Sherry Adair and Billy Day have been fined \$50 each for working on a show with amateurs.

### Ziegler Loses Suit In Partnership Snarl

Agent Jules Ziegler's suit against Hiram D. Rickert, head of Major Productions, for \$50,000 damages for claimed breach of contract, was dismissed last week by N.Y. Court Justice Henry Clay Greenberg. Court also granted an injunction which forbade Rickert from breaching one of the alleged arrangements in the claimed partnership with Hiram Ziegler.

Court ruled that arrangement to constitute a partnership and dismissed the suit.

Ziegler claimed that he and Rickert entered a partnership arrangement early this year in which he was to give him services while Rickert was to provide all financial backing. Ziegler claimed that he had breached this arrangement.

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### Hollywood, Oct. 12.

Four top spots have earmarked talent outlays of more than \$35,000 for next month in what appears to be start of all miter war with talent benefiting from conflict. The miter war is going heavily to meet threat of new Florentine Room, Beverly-Whisper House, and the new miter war. Kay Thompson and Williams Bros. Understood contract calls for \$10,000 weekly against undisclosed percentage.

To meet competition, Slapsy Maxie's pooled Spikes Junes troupe to open Nov. 8 at \$10,500, hefty budget since DeVore's contract calls for \$10,000 a week. Maxie's is packed Morton Downey, opening Nov. 12 for two weeks, four days, at \$15,000 a week. Maxie's is packed Morton Downey, opening Nov. 12 for two weeks, four days, at \$15,000 a week. Maxie's is packed Morton Downey, opening Nov. 12 for two weeks, four days, at \$15,000 a week.

### Menasha Skulnik Being Angled for British Tour

Hyman Zahi, English agent, plans to angle this week from London to angle a series of dates in the British Isles. Skulnik, Yiddish comedian, for a series of dates in the British Isles. Zahi plans to present Skulnik along the same lines as Hohn Boles, and recently signed for a date at the Palladium, London.

Zahi will also attempt to line up a series of U.S. dates for British comics Issy Bonn and Norman Evans. He also may set some British dates for Ben Bue, comedian.

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# Total Broadway Grosses

The following are the comparative figures based on VARIETY's boxoffice estimates, for last week and the corresponding week of last season:

Number of shows current	Last Season	This Season
Total weeks played so far by all shows	375	353
Total gross for all current shows to date	\$3,540,000	\$4,748,000
Total season's gross so far for all shows	\$7,683,800	\$8,022,785
Number of new productions so far	14	16

## Brigadoon 35G, 'Shoes' 36G Pace

### Chr. Roberts' \$28,700, Boy 19G

Chicago, Oct. 12.—Although all other local amusements took a slump last week, legit continued in fine fettle, with the two new shows almost certainly making business was slightly off for "Brigadoon," but musical did very well regarding Broadway Boy, under Theatre Guild subscription, also had an excellent week. As for the peripherals, "High Button Shoes," "Mister Roberts" and "Streetcar Named Desire" continued to bring in top boxoffice.

"Mister Roberts" and "Silver Whistle" commenced Oct. 25, and "Command Decision" reopens the Studebaker Nov. 8.

**Estimates for Last Week**  
"Brigadoon" Shubert (11-16): \$2,100; \$4,841. Best night \$35,000 for first week.

**"High Button Shoes,"** Great Northern (21st week) (1,500; \$6,181). Still sparkling the best of the attractions, took \$36,000.

**"Mister Roberts,"** Erlanger (5th week) (1,334; \$4,333). Terrific \$28,700.

**"Streetcar Named Desire,"** Harburt (3rd week) (1,000; \$4,333). Last week of Guild regent brought \$22,200.

**"Silver Whistle,"** Selwyn (1st week) (1,000; \$2,711). Under \$19,000 under Guild subscription.

## MONTE CARLO BALLET

### TERRIF 51½G IN N. Y.

Ballet Russe de Monte Carlo, in the third and final week of its Metropolitan Opera House N. Y. grossed a terrific \$51,500 for eight performances, in a startling \$7,000 jump from the previous week. Stronger biz at the matinees and jammed stands for the final two nights account for increase.

Company did \$155,000 for 27 performances in a little over three weeks of its Met stay, considerably more than the \$100,000 fact that this was Ballet Russe's 10th season, and celebrated as a gala event with company augmented by a host of guest stars, including Agnes de Mille, Alex Markova, Miss Slavenska, Anton Dolin, Joe Torres and Leonide Massine, hyped the show, and the drop from the usual Met \$4,800 tariff to a \$3 top.

## 'Heires' Slow 13G in Pitt

### Despite Good Notice

Pittsburgh, Oct. 12.—Nixon ran into a slowdown last week with "The Heires" after a successful month in the city. "Streetcar Named Desire" and "Brigadoon," Fred Finklehoffe's Fred Harris Broadway, took excellent notices but hit the general public at \$3.50 a ticket, including federal and city taxes. "Heires" started slowly and even a flowing press could not stimulate interest. Show remained sluggish until the stretch, when it picked up, on Saturday when the first headline of the week saved its face. Nixon currently has "The Loves of Mary," which ends its tour here Saturday night (16), and then gets "Silver Whistle" and "Command Decision" as top attractions, with "For Love or for Money" following.

## 'John' 10½G, Detroit

Detroit, Oct. 12.—"John Loves Mary" closed two-week stanzas at the theatre with an estimated \$10,500.

Red Rutherford's "The Heires" moves into the Cass Monday for a two-week run.

Following this production, which features Beatrice Strout and Patricia Colgate, the Cass will go to "Silver Whistle" and "Command Decision" as top attractions, with "For Love or for Money" following.

A return engagement for Detroit and will run 10 days.

## Current Road Shows

(Oct. 11-23)

"Annie Get Your Gun"—American (11-16): \$11,230.

"As the Girls Go"—Opera House, Bos. (15-23).

"Blackouts of 1948"—El Capitan L.A. (11-23).

"Broadway"—Lustre, Philly (11-23).

"Bravo"—Shubert, N. Haven (21-23).

"Burlesque"—Aud, Sacramento (12-20); Court, San Francisco (12-20); S. Diego (14-15); Aud, Pasadena (16); Baltimore, La. (18-23).

"Carnegie"—Aud, Chicago (11-13); Aud, Oakland (14-16); Capital, Salt Lake City (18-19); Aud, Denver (21-23).

"Command Decision"—Aud, Worcester (11-16); Aud, Northampton (17-18); Aud, Springfield (19-20); Shubert, N. Haven (15-18); Shubert, Philly (11-16); Temple, Tacoma (16); Met, Seattle (18-23).

"Great Show"—Mayfair, Port (11-15); Temple, Tacoma (16); Met, Seattle (18-23).

"The Heires"—Royal Alex., Toronto (18-23).

"Finian's Rainbow"—Forrest, Philly (11-16); Shubert, Port (18-23).

"For Love or Money"—Aud, La. Cross (11-16); Parkway, Madison (12-20); Court, San Francisco (12-20); Hanna, Cleveland (21-23).

"Grand Show"—Mayfair, Port (11-15); Temple, Tacoma (16); Met, Seattle (18-23).

"Happy Birthday"—Lobero, S. Barbara (21-23).

"Harvey"—Colonial, Bos. (11-23).

"High Button Shoes"—Gt. Northern, Chic. (11-23).

"John Loves Mary"—Nixon, Pitt (11-16).

"Life With Mother"—Walnut, Port (11-16).

"Light Up the Sky"—Plymouth, Port (11-23).

"Mister Roberts"—Erlanger, Bos. (11-23).

"Minnie & Mr. Williams"—Wilbur, Port (11-23).

"My Romance"—Shubert, Bos. (11-23).

"Roberts"—Erlanger, Chic. (11-23).

"Show Boat"—Lynne, Allentown (11-13); Rajah, Reading (14-16); Playhouse, Wil. (18-23).

## 'Annie' Nifty \$38,000

### For 6 Nites in Kaycee

Kansas City, Oct. 12.—"Annie Get Your Gun" for six days in the Kaycee had a respectable following of last year's sock date here. This year's play was strong though no selling, and built steadily through the week, Saturday's matinee and night brought \$38,000. Last year's date here ran \$54,000, virtually top money, with Mary Martin name being held responsible for fair share of biz.

At N. Presentations, which handle legit and musicals, "Annie" has made arrangements to bring back "Oklahoma!" this season, first week of next year. It was that a major road company has played town twice same season. Company was here for six performances (four days) in September and grossed \$24,000. Great. On that basis a return engagement is figured a good bet, and company will break back early in the spring. The spring booking again will be four days of six performances, and the fifth time show has played here.

## Whistle \$12,000, 'Charleston' 10G, Lady 9G in Hub

Boston, Oct. 12.—

Three new shows in town this week light every house for the first time. "Whistle," "Charleston," and "Lady 9G" are the new shows.

"Whistle" (11-16): \$12,000. "Charleston" (11-16): \$10,000. "Lady 9G" (11-16): \$9,000.

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## B'way Continues to Soar: 'Edward'

### \$28,400, 'Private Lives' Tallied 26G, 'Love Life' Hot; 3 Openings Next Wk.

Los Angeles, Oct. 12.—

"Medea" Blue 15G, L.A.

"Danube" Blue 15G, L.A.

"The Blue Danube" came in to four notices and had word-of-mouth that forced refund of a percentage of its advance.

Two newcomers this week—"Black John" returns the long-dreaded Belasco tomorrow (13) and "The Blue Danube" bows at the Coronet Friday.

**Estimates for Last Week**  
"Medea" Blue (14-18): \$21,000. "Danube" Blue (14-18): \$21,000. "The Blue Danube" (14-18): \$21,000.

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## Big along Broadway was better last week than the week previous, when everything was a bit off, Grosses up to \$4,748,000.

Grosses up to \$4,748,000. Row of three promising shows, including "Annie Get Your Gun" (44 Jewish New Year was responsible for a hot night, practically every show in town had a good day's intake offset a slight midweek slump, while life week overall ended okay.

The three shows that bowed—"Private Lives" (Delia), "Annie Get Your Gun" (44 Jewish New Year was responsible for a hot night, practically every show in town had a good day's intake offset a slight midweek slump, while life week overall ended okay.

This week's sole entrant was "Annie Get Your Gun" (44 Jewish New Year was responsible for a hot night, practically every show in town had a good day's intake offset a slight midweek slump, while life week overall ended okay.

Three openings are set for next Monday: "The Leading Lady" (Monday 18), "The Blue Danube" (Monday 19) and "The Blue Danube" (Monday 19).

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# TELEVISION

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## TWELVE FOLLOW UP TO SPORTS

### Final Consolidation of Performer Unions All Set to Go Pronto

Setup for the merger of the various actor unions in the east has been largely worked out and the final consolidation may be a matter of only a few weeks. The proposed setup must first be accepted by the councils and boards of the various unions and then be approved by the memberships. The organizations immediately involved in the unification are Actors Equity Assn., Chorus Equity, American Federation of Radio Artists and American Guild of Musical Artists. The new setup will involve a single organization, with one membership card, an overall governing body to determine matters of policy and subordinate councils to deal with matters in the various crafts. There will be a common treasury, a single office and a joint executive-employee staff, with an unpaid president and a paid executive-secretary. All present employees are to be retained. Title of the new organization hasn't been determined, but it will include the word "Equity."

At the start, Equity and AFRA (Continued on page 55)

### Opera's 2 Negro Stars

For probably the first time in the history of opera in New York, two Negroes will sing the leads in grand opera with an otherwise cast of whites. Duo are Cecilia Williams and Lawrence Winters, appearing as Aida and Amneris respectively in the N. Y. City Opera Co.'s production of "Aida" at City Center Oct. 28.

Winters appeared in a featured role in the Broadway musical, "Call Me Mister," two years ago. Both he and Miss Williams will be singing their "Aida" roles for the first time.

### Burt Lancaster's 33% Cut of His 106 Proves He Doesn't Forget Pal

Film star Burt Lancaster isn't one to forget his vaudeville pals. Star, who is going out on a series of theatre dates at \$10,000 weekly, wired Nick Cravath, his old partner in an acro turn, to revive the act. Lancaster offered him half his salary.

Cravath, however, wouldn't accept the deal at that figure, recognizing Lancaster's offer as a friendly gesture. Cravath insisted on a lower take and contracts were signed at a figure believed to be one-third of Lancaster's salary.

The initial "Cravath" pact was a four-people turn which will include two singers. Cravath will make his entrance near the end of the act and go into some hand-to-hand balancing with the star.

"They'll play the Oriental," Chicago, Nov. 16, follow with the Riverside, Milwaukee, and wind up at the Capitol, N. Y., Dec. 23.

### TOSCY'S \$96,000 AS NBC SYMPH MAESTRO

With Arturo Toscanini back at the Symphony helm, NBC's 16-week fall-winter semester starting this Saturday (28), the maestro will draw over \$96,000 as his share of the program outlay. That's on the basis of \$6,000 a concert.

The initial Toscanini pact a decade ago called for \$4,000 a broadcast, with the peak (\$7,500) reached during Genesis Motors sponsorship.

Yearly budget for the 60-minute radio series is now put at \$300,000, although additional coin will be accruing to the orch members for whatever programs are duplicated on television, under terms agreed to by local 802, American Federation of Musicians.

Toscanini, 60 years old, flew back to N. Y. from Italy last week. The A.M.T.V. duplication of concerts will probably be limited to a two-week cycle of "Falstaff," as the finale of his second cycle of the season.

### MCA, CBS INTO FIGHT PROMOTION

By JOE COHEN

Television now looms as the catalyst that may weld showbusiness and sports into one huge field. The goal of staging huge sports and theatrical events exclusively for video audiences in the home is one step nearer realization with winding of negotiations by CBS, Music Corp. of America and published Dave Charnay to buy in on the Tournament of Champions, a fight promotion outfit that staged the recent Zale-Cerdan bout.

The combine bought up a major share of the outfit from George Kleitz, a plastics manufacturer who currently controls TC. Purchase price of the CBS-MCA-Charnay interest is \$50,000.

Aim is to stage fights exclusively for television with sponsors folding the bill and providing a profit. However, the gigantic coin is figured to come from theatre circuits (Continued on page 55)

### British 'Boycott' on Ben Hecht Pix May Prove a Boomerang in the U. S.

#### 'Ain't Heard Nuthin' Yet'

Hollywood, Oct. 19.

Reverting to the routine that made him a show biz topper, Al Jolson will tout away the script over the last half of Kraft Music Hall broadcast this Thursday (21). He'll call for songs from the audience, and will take care of as many requests as time permits.

Any condition is that time be among those he sang on KMJ last season, the orchestrations being on the stands of Len Brink's crew. Joly hit on the device in response to fanmail asking for more songs by him on program.

The British storm of resentment which has broken over writer Ben Hecht may have the opposite effect desired—a furthering of the boycott against British films in the U. S. From the view of some industry insiders, when the Cinematograph Exhibitors Assn., repelling 3,000 British exhibitors, voted to ban all Hecht-scripted films it recognized the principle of trade retaliation to further a battle which stems solely from the political arena, to wit, the Palestine question.

Hecht was singled out by the CEA because of purported statements made by him which praised both terrorism in Palestine and the assassination of Count Folke Bernadotte, United Nations mediator. Yank industries agree, however, that no boycott against a single person in the film biz can confine the damage to that individual. Other innocent persons and companies are hit willy-nilly.

In the Hecht case, for instance, the British boycott is leveled (Continued on page 55)

### GOP's \$150,000 Election Eve 4-Web Show

What shapes up as probably the costliest one-time shot in election campaigning via radio is being blundered by the Republicans, on behalf of the Thomas E. Dewey candidacy. It involves GOP take-over of the 9 to 10 p.m. Monday night, Nov. 1 (Election Eve) period on the four major networks, representing an expenditure of \$100,000 for time alone.

Plans of the Republicans, via BBDO agency, is to stage a full-hour show, winding up with Dewey's campaign finale.

For CBS, it means preempting "Lux Radio Theatre," with the Reps in turn, added with the (Continued on page 55)

### Jack Buchanan's (Baird) Portable Video Sets

New portable television receiver, said to be able to operate on either AC or DC current without the use of any outside antenna, is soon to be imported into the U. S. from England, where it is in production by the Baird Television Co. British entertainer Jack Buchanan, who's repping Baird in the U. S., declined to state who would handle distribution here, but declared it will be one of the major U. S. distributors.

The set, on which (Continued on page 55)

### Crosby Groans Under Strain Of Wide Interests

Hollywood, Oct. 19.

To those close to Bing Crosby, his groaning is not the result of any larynx strain. It's all because of the physical anguish of carrying such a load of interests extraneous to picture-making, broadcasting and recording.

Whenever you turn these (Continued on page 55)

### Olivier's Leg Op

Sydney, Oct. 12.

Sir Laurence Olivier goes into a hospital in New Zealand next week for leg operation.

Will return to England via boat to recuperate.

### Kaye Leading Largest U. S. Star Turnout Ever For Royal Performance

London, Oct. 19.

Biggest turnout ever of American stars will be the highlight of this year's Royal Command Variety Performance at the Palladium Nov. 1, with Danny Kaye brought back by King George's special request after his sensational six weeks' stint earlier in the year.

It's unprecedented for an American star to be brought over specially for this one-night royal stand, but in the case of Kaye it's regarded as London's greatest tribute to a star who set up an unbeatable record and has been the yardstick by which all other visiting artists have been measured.

Also coming over from the states (Continued on page 55)

### Barry Hyams' Side Cantor

Barry Hyams, legit producer and legit-concert pressagent, is back on the Broadway scene after his usual fall disappearance act for 30 days between timing of New Year and Day of Atonement.

During that time he's at Ashbury Park, N. J., as cantor in a synagogue for the Jewish high holidays.

### Dewey's Short Shades Truman On Personality

With less than two weeks to go before Election Day, the film biogs of the two leading Presidential candidates, currently being booked in to every theatre in the U. S., are bound to weigh heavily in the electoral balance. "The Truman Story," one of the most potent propaganda blows struck by both the Democratic and Republican parties in the campaign to date. Maybe they'll cancel each other out in the finger's mind. And maybe they (Continued on page 55)

FOR

## TELEVISION

## The Hour Of Charm

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Under the Direction of Phil Spitalny

Phone CO 5-1393

# A. L. Mayer Will Fight Showing 'Twist' In U. S. Occupation Zone of Germany

J. Arthur Rank's "Oliver Twist," which stirred a U. S. tempest by its controversial portrayal of the Fagin character, now appears to be heading for trouble in the American-occupied zone of Germany. U. S. Army authorities have okayed the filmization of the Dickens novel in what is generally considered as a curtain-raiser to a little more civilian and army officials charged with the duty of determining the fitness of pictures destined for German houses.

Okaying of the pic has caused plenty of eyebrow-raising among filmies since the Fagin characterization has been blasted as exemplifying the Nazi prototype of a Jew. While the British pic does not delineate Fagin as such, his garb, facial appearance and mannerisms have been attacked for suggesting the Jewish concept. Philip to the dispute was added this week by Arthur L. Mayer, newly-appointed chief of the film section, Civil Affairs division of the U. S. Army. Mayer, who is asked to make a special screening of the film in the U. S., yesterday (Tues.), before flying to Berlin to take up his new chores, expressed surprise that the film was given a clean bill of health.

New film chief said he "hoped" the Army would reverse its decision and ban the pic. He left no doubt that he will fight it, calling it his first official act. Since it is one of his duties to pass on all pictures Mayer's word is expected to carry weight.

**Automatic Interchange**  
Entry of "Twist" into German theatres in the American sector is automatic under the terms of a new agreement that all films playing one zone are eligible for playing in the other. Under the agreement, Rank didn't require specific U. S. approval. However, in response to protests made after the premiere, Rank intended booking the pic in the Yank zone. U. S. Army brass reiterated their disapproval.

The stand taken by Army officials is that the film "essentially" follows an English classic from which it does not deviate. Protests in the U. S. over the Fagin characterization has caused Eagle Lion, Yank distributor of the pic, to shelve it after announcing a proposed re-leasing schedule.

## COWAN'S PITCH FOR HILDEGARDE BIOCIP

Hollywood, Oct. 19.  
Lester Cowan is pitching to make a biopic of Hildegard on an arrangement similar to his percentage deal with the Marx Bros. on "Love Happy" and their upcoming biopic. Warners and Paramount also have pitched deals at chaste fee but nothing signed.

Hildegard formerly by deal to make pic for Mark Sandrich but is following the Paramount producer-director's death. Since then she's picked several studio bids for single shots; her manager, Anna Rosenko, is holding out for an important film assignment.

## RKO Preps Commie Pic After Licking Script Snarl

Hollywood, Oct. 19.  
RKO has unscrambled its script snarl on "I Married a Communist" and will start shooting in three weeks with Jack Gross producing and John Cromwell directing.

Meanwhile Columbia has called it scheduled "Portrait of an American Communist," and John Rutherford has dropped "Conversations of an American Communist."

## Lansbury's Reunion

Melva Margill Lansbury arrived in New York via Pan American liner last week. Her immediate plans lay out to the Coast to attend daughter Angela's birthday party Saturday (19). The Metro starlet, She'll also visit her twin sons, Edgar and Bruce, who are attending U.C.L.A. in Los Angeles.

Mrs. Lansbury, who has been appearing in "Private Angelo" which Victor Ullman is producing in Italy, is expected to return to Europe sometime in December for final scenes on the film.

## Violinsky Sez

Sally Violinsky, with a tall memory for the two-day-a-bit, set on a horse that he was sure must have been with them, because he was in next-to-closing act of the way round the track.

## IRVING BERLIN TO DO LEGIT MUSICAL FIRST

Irving Berlin returning to New York from the Coast this week with no stamite commitments made, with either Paramount or Metro for another film. He plans to do a Broadway musical before turning his attentions again to Hollywood.

Metro wants the songwriter in on another film such as "Easter Parade," for which he composed the score last year, and Par is virtually set for a proposed film titled "White Christmas" but Bing Crosby is now in remote. The Robert E. Sherwood book musical will be further discussed this week.

## Paris Runaround

By Borrah Minevitch  
Paris, Oct. 15.  
Ray Ventura, orch leader and music pub, can't even get a nibble on an Anglo-American plug-in.

Chaveller glorifying his 40th anniversary with capacity biz at Theatre Champs Elysees (scale 25c. to \$135). His new ditty about the trigger-man the mob keeps so close to his chest, he can't wait for his woman—a gem!

Herb Golden (VARIETY MUGG) and wife Columbuena Europe for the first time.

At U. S. standard acts: If you wanna sight-see—play France, Italy, and Spain. If you wanna travel with the Yanks, drop in to England, Switzerland, Portugal and Scandinavia.

Alphonse & Gaston: Bore Meredith and Franchot 'Tone bow to each other before alternating (in tuxedo) in a down-on-earth Saul Bernstein (Bourne, Inc.) here peddling his catalog.

Toutour Brittanica: Noel Coward (in tuxedo) in a down-on-earth Left Bank blotto.

Alt. Tommy Dorsey: You'd be surprised how few the Yanks decipher our act arrangements note for note via your disk.

Alphonse & Gaston: Bore Meredith and Franchot 'Tone bow to each other before alternating (in tuxedo) in a down-on-earth Saul Bernstein (Bourne, Inc.) here peddling his catalog.

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329th Week!  
3,294 Performances.  
All-time long run record in the legitimate theatre.  
**KEN MURRAY'S**  
BLACKOUTS OF 1942  
El Capitan Theatre, Hollywood, Cal.  
And now in world-wide release  
"BILL AND COO"  
Ken Murray  
Academy Award Film

## Maier and Shaw Bestsellers Vamp 'Til Ready for Pix

While the two top-selling war novels—Norman Mailer's "The Naked and the Dead" and Irvin Shaw's "The Young Lions"—remain unmissed by the majors as film material, companies are still showing interest in less expensive literature on the recent war. Twentieth-Fox, this week, for instance, purchased Angus Newson Keith's "Three on a Couch" at a reported price of \$38,000.

Mex Keith's book relates the postwar readjustment problems of three prisoners-of-war in a Borneo concentration camp. It supplements a growing list of forthcoming productions on World War II, which includes Metro's "Battleground" and the Warner picture "The Quiet American."

There has been plenty of film interest in Mailer's epic of a Pacific island invasion, but the book will not be offered until it is given legit treatment via play being written by Irvin Shaw. Novel in storybook being handled similarly to "Mister Roberts," which has been dramatized without any preliminary picture dickering. It is figured that a "Naked" scored as a play, the price tag for film would be jackknifed considerably.

Reportedly, Leland Hayward, who is agenting Shaw's book, is considering turning it into a film on an indie production basis and then releasing through a major outlet. Hayward has not set a price on the property.

## FRENCH TOO GET THAT AMERICAN IDEA (\$)

Paris, Oct. 19.  
In a move to capture dollars, local filmmakers are mulling a stepped-up invasion of the international market by attempting to sign American and British stars. Added marquee strength, it's felt, would make more dollar revenue surefire. Publisher Louis Nadel is stalking Paulette Goddard with a view to displacing her in the "Fanny" production. Another deal in the wind is that of Julien Duvivier, who wants to film "Fanny" with American top names. Latter producer recently made a South Sea pic for Sir Alexander Korda.

## Russell's Latest

U. S. film rights to Roberto Rossellini's latest Italian-language film, "The Miracle," have been acquired by Burstyn-Meyer, Joseph Burstyn, head of the pic importing firm, disclosed on Oct. 19. New York this week from a trip through Europe. Film, which will be released shortly, is U. S. is playing on the Continent under the title, "Love." It stars

Option to another Rossellini film, "Germany, Year Zero," has been dropped by Burstyn.

## This Week's Football

By MARTY GLICKMAN  
(Sports Director of WHOM, N. Y.)

### COLLEGE EAST

*GAMES	SELECTION	POINTS
Army-Cornell	Army	1
The Jayvees forward wall will hold the feet Red backs.		
Vanderbilt-Yale	Vanderbilt	7
Vanderbilt will find the Ivy League softer than the South-eastern Conference.		
NYU-Boston U. (Pri. title)	Boston U.	26
A Yanks out of the Ivy League.		
Connecticut-Brown	Brown	14
Traditional rivalry but Brown has too much power.		
Colgate-St. Lawrence	Colgate	14
The Crusaders' T-formation too good.		
Princeton-Columbia	Columbia	13
The Lion lost a heartbreaker against Princeton.		
Dartmouth-Harvard	Dartmouth	7
Harvard is a year away.		
Fordham-Georgetown (Pri. title)	Georgetown	7
Georgetown is big league football.		
Yale-Navy	Navy	20
Navy's Carpio feeling sorry for outmanned Navy.		
Michigan State-Penn State	Michigan State	7
Upset! Michigan State gave both Notre Dame and Michigan tough battles.		
Indiana-Pittsburgh	Pittsburgh	6
Indiana going nowhere; Pittsburgh getting better.		

### SOUTH

Alabama-Mississippi State	State	7
Both clubs disappointing.		
Auburn-Tulane	Tulane	14
Tulane's Frank Hodge is New Orleans.		
Texas A&M-Baylor	Baylor	7
Aggies going back; Bears continue to climb.		
Florida-Georgia Tech	Georgia Tech	6
Andy Gustafson, coaching at Florida, going to be heard from shortly.		
Georgia Tech (Pri.)-Georgia Tech	Georgia Tech	20
The Bulldogs to go undefeated till they meet Georgia Tech Nov. 27.		
La. State-No. Carolina	No. Carolina	13
The Tarheels rate alongside Michigan and Notre Dame.		
Boston College-Mississippi College	Mississippi College	20
Boston College going to enjoy the weather but not the ball game.		
Texas-Rice	Texas	23
Just a hunch!		
Santa Clara-SMU (late)	SMU	27
Doak Walker and Co. still the Southwestern Conference champion.		
Oklahoma-SMU	Oklahoma	6
The Sooners have one of the best forward walls in the country.		

### MIDWEST

Purdue-Illinois	Purdue	13
Bulldozers moving.		
Notre Dame-Iowa	Notre Dame	20
Iowa is fair; the Irish, as usual, are great.		
Iowa State-Missouri	Missouri	20
Missouri, after an upset loss to Ohio State, is moving fast.		
Nebraska-Kansas	Kansas	20
Nebraska having a hard time.		
Kentucky-Marquette	Kentucky	13
Wildcats good enough for Marquette.		
Michigan-Minnesota	Michigan	13
Michigan may have a letdown after great Northwestern win.		
Syracuse-Northwestern	Northwestern	13
After trouncing by Northwestern will take it out on Syracuse.		
Wisconsin-Ohio State	Ohio State	20
Wisconsin the patsy of the Big Nine.		
Temple-Oklahoma A&M	Oklahoma A&M	14
Not much for Aggies.		

### FAR WEST

California-Washington	California	13
The Golden Bears are the hopes of the Coast.		
Washington State-Oregon	Oregon	13
State should win the northern division title in the Pacific Coast Conference.		
Oregon State-UCLA	Oregon State	14
UCLA disappointing against Stanford last Saturday.		
USC-Sanford	USC	14
This one used to be the big one of the year; both clubs have fallen.		

### PROFESSIONAL NATIONAL LEAGUE

Pittsburgh-NY Giants	Giants	13
Upset!		
Boston-Chicago Cardinals	Cardinals	13
The Cardinals have the best running back in the league.		
Chicago Bears-Pittsburgh	Pittsburgh	13
Best game of the season.		
Los Angeles-Detroit	Los Angeles	14
Rams and Waterfield too much for rookie Lions.		
Washington-Green Bay Packers	Packers	14
Is Sammy Baugh getting old?		

### ALL-AMERICA CONFERENCE

Brooklyn-Buffalo	Brooklyn	13
The 49ers the class of the league.		
Baltimore-San Francisco	San Francisco	13
The 49ers the class of the league.		
Buffalo-Los Angeles	Los Angeles	13
The Don's have given Mott, still the best all around back in the A.C.		
NY Yankees-Minneapolis	Minneapolis	14
Browns have too much all-around power.		

### SEASON'S RECORD

Win, 13-0; Tied, 4-7; Lost, 3-36.  
(Ties don't count.)

\* College games are played Saturday unless otherwise stated; plus play Sunday. Study figures cited unless otherwise stated; plus play Sunday. \* College games are played Saturday unless otherwise stated; plus play Sunday. Study figures cited unless otherwise stated; plus play Sunday.





## Drive-Ins Want to Bid for Top Product: Chi House Sues Majors

**Europe to N. Y.**  
Joseph Burstyn  
Isobel Jeans  
Jack Hyllon

# 33 RELEASES

## '47-'48 Season Release Totals

Features	Westerns	Releases	British	Total
Columbia	35	15	7	57
Eagle Lion	27	12	4	50
Paramount	27	16	1	44
Monogram	32	22	1	55
Republic	27	20	1	48
RKO	28	7	1	36
20th-Fox	25	12	4	41
United Artists	24	6	1	31
Universal	27	1	9	37
Warners	21	10	1	32
	306	76	37	440

## 1 PRODUCERS UP LAST YEAR'S '88

Exhibits won't be harried with that old groat should be in the '48-'49 season. A survey shows that Hollywood's 11 largest film companies are completing a minimum of 331 feature releases. Total represents a boost of 25 pictures over the 306 feature mark the same producing firms rolled up in the preceding selling season. Pointing up the fact that release schedules are being upped is the basic need of theatremen for more films since production no longer has the b.o. pulling power for extended holdovers at the first runs: They're playing 'em off faster at the deluxe, and a widespread reduction of nabe clearances is a secondary reason for a greater supply of features.

Warners will have a flexible schedule this season with at least 24 features plus six or eight tri-features. Its slate is somewhat above '47-'48 which saw 21 features seeing distribution along with 10 tri-features and one British import. While Metro's policy is usually to announce releases only four months ahead, a company spokesman feels that upcoming product will be strongly very soon—somewhere between 30 and 38 features.

RKO has no definite slate announced. However, it was scheduled at a sales convocation earlier in the year that some 23 screenplays are in preparation and month's sales might easily eclipse the 28 features in the preceding 12.

A probable goal of 32 features was announced by 20th-Fox in its annual sales presentation at the sales convention in Hollywood.

## Anglo-S. Tri Council to Meet N. Y. Early '49

London, Oct. 19. The Anglo-American Film Council will convene in New York early next week to discuss the future of the United Nations Film Council, reached between Eric Johnston, Motion Picture Assn. of America, president, and the British film industry, Johnston disclosed before flying home over the weekend. The council, created in 1946 but never yet assembled, will be in an attempt, to better the relations, it is understood.

Agreement to call the meet was made after Rank had huddled with Sir Alexander Korda and Sir Henry French, other two British members of the council. Johnston met with Johnston. The agenda will not be set until a final date is chosen. The council is headed by Rank's recently aired charges of discrimination in the U.S. against British films. Johnston denied the existence of an American embargo on British films and Anglo imports. Good films will always find a ready market in the U.S., he said. Johnston cited the unprecedented success of "Ran" as an example, stating it had sold sales two years ahead. He also referred to "Great Expectations" as a film which exceeded Rank's expectations in the U.S. then "Henry V" which earned more in England.

Johnston disclosed he will return to London within a few weeks for the council's second year percentage council. While decision in Parliament, while pending, that he discussed the council during his trip to London, MPAA's condemned quotas as a "barbaric" measure. He claimed the more success the quota becomes in England, the more countries will follow suit.

## Govt. Submits Plans to Slice Schine To Dozen Theatres From Current 175

### Everybody Into The Act

Announcement by the five newsreels last week that they intended to tack on to two of their issues nine-minute film issues of President Harry Truman and Thomas E. Dewey is already having its expected chain reaction. Norman Thomas, perennial candidate for the Socialist party, is now asking the reels for equivalent space for his own campaign. Thomas contends that the film industry should be held to the same rule of conduct as radio which must afford all candidates free airtime. If it gives any that privilege.

It's thought likely that both Thomas and J. Edgar Hoover, Thurmond, Disraeli, entry, will push similar requests.

## UA Board to Act On Hughes' 3-Pic And Video Deals

United Artists' pres. Grad Sears will seek final approval from the UA board at a homeoffice meeting next week of the deal whereby Howard Hughes is to put up second money financing for a trio of pictures produced for UA in return for recovering three films he originally turned out for that company.

UA exec vice Arthur W. Kelly, who returned over the weekend from Hollywood, will also sit on the board on the booking deals he set up with various British circuits re: new UA product. At the same time, the board is to act on the proposed distribution fee which UA hopes to charge indie producers for handling their product announced to television and movie casters. Board has already agreed establishment of the new telefilm department which has yet to get approval to the distrib. details.

Sears set the deal with Hughes, head man at RKO, in early September but has since visited the early work out further details. Plan called for Hughes to invest some \$400,000 to \$750,000, depending on the three pix chosen, on contract.

## U Stockholder's Suit Dismissed Against 2

J. Cheever Cowdin, Universal's board chairman, last week was dismissed as defendant in a stockholder suit brought against him and three other Universal directors by a federal judge in Stephen Truncelle. Action involved sale and purchase of company stock by the Securities and Exchange Commission Act of 1934. Plaintiff claimed Cowdin benefited by the sale of stock option grants handed him in 1945 by U as an inducement to call a seven-year contract.

In tossing out Truncelle's action, Federal Judge Harold Medina granted a motion made by Cowdin's counsel, H. G. Pickering, for a summary judgment dismissing the suit. The court said the transactions were bona fide giveaways. "I find these gifts do not constitute sales," the judge ruled.

A similar action brought by Truncelle against Universal's execs and general counsel Charles F. McGowan was also dismissed several months ago. However, complaints are still being filed against Pres. Nate J. Blumberg, William A. Seelye, execs in charge of sales and distribution, and Cliff Webb, former director who resigned in 1946.

Washington, Oct. 19. A plan to whittle down the Schine circuit to an independent chain in the U.S.—from about 175 theatres to approximately a dozen—submitted over the weekend to the U.S. court for the western district of New York by the Government. The anti-trust division also asked the court to permanently enjoin the Schine theatres from a number of practices "calculated" to smaller independent competitors.

Last May the U.S. Supreme Court found the Schine circuit in violation of the Sherman Act. It did not agree, however, with the program of the trial court for correcting the monopolies, and set forth principles which would lead to more drastic action. Then it remanded the case back to the New York court for further consideration of the detailed issues.

In its original anti-trust action against Schine, the Justice Department's anti-trust division said that Schine be cut down to about 100 theatres. The plan of the U.S. district court, which the Supreme Court apparently felt did not go far enough, would have left Schine with 80 to 90 theatres.

Commenting on the severity of its recommendations, the Justice Department said that the answer must be that this provision merely measures the scope of Schine's illegal activities. The scope was within the control of the defendants. The breadth of their illegal activity, however, was not for many years to be the largest independent circuit in the country. The plan would have left 1928 of 56 closed towns. That breadth is necessary the measure of its size.

## Other Recommendations

In addition to the divestiture, the Anti-Trust Division recommended that Schine be put in liquidation for the trial court.

1. Bar Schine for five years from licensing more than 60% of the features released by the majors for

(Continued on page 16)

## OHIO INDIES IRED BY DOS 'B' QUOTES

Irre at David O. Selznick for publicizing grosses earned by his pictures in their theatres, Independent Theatrical Owners of Ohio are demanding that all future contracts with the Selznick Releasing Organization contain a clause that the company will not show grosses open to the public.

The owners' motion claims "that RKO last month circulated a letter to exhibitors throughout the country advising them to show Selznick pictures in small towns in Kansas, Wisconsin, Iowa and New York. Court protested to Selznick in a letter dated Oct. 15, 1948, in which a circular letter signed by Neil Agnew reaches an absolute low in ordinary business ethics and decency. It is extremely low."

If RKO won't kick through with the demand, the owners say, they'll band together to boycott all future Selznick pictures. The owners say Selznick several months ago.

## COL'S REGULAR DIVIDEND

Columbia has declared a regular quarterly dividend of \$1.06 1/4 per share on \$4.25 cumulative preferred stock.

Dividend is payable Nov. 15 to stockholders of record Nov. 1.

## Johnston Spokesmen Deride Talk MPAA Lacks U. S. Global Backing

Washington, Oct. 19.

In brushing off what the Eric Johnston office here suspects as "snide cracks from the foreign departments of the various film companies," spokesmen of the president of the Motion Picture Assn. of America deride the suggestion that Hollywood's film industry support around the globe. Johnstones feel that the company presidents cannot pull weight in the MPAA as is doing, and it might be a good idea for them "to take their foreign managers into confidence."

The MPAA avers that it has analyzed the picture business into three broad categories: (1) structural, (2) financial, (3) technological.

"Structural" embraces costs, legal, producer-distributor-exhibitor relationships, etc. "Financial" embraces revenues, and that includes declining revenues abroad. "Technological" deals with the scientific advances within, and influences on, the picture business. "Structural" category fall any scientific entertainment competition, such as radio and television, and that includes their scientifically developed "brilliant" lighting. It is also a technological process. And, for example, night sports now loom as another factor cutting into the film box office dollar.

It is generally agreed that pix here have enjoyed a monopoly on the greatest segment of the amusement dollar. Now there is television, automobiles, night baseball.

(Continued on page 15)

## SCHARY EAST NOV. 15 FOR M-G H.O. MEETING

Metro production chief David Schary, after several postponements on his proposed trip to the homeoffice, is now scheduled to visit New York about the middle of November. Said by William W. Rodgers, who is planning a trip to the studios at the same time, will stay over the weekend. When Schary arrives in order to sit in on the homeoffice exec huddles.

Mayer, pres. Nicholas M. Schenck and veep-trustees Charles C. Moskowitz, lined up production budgets for the fall. Rodgers program. One of the chief points they established was the decision to retain a flexible budget, depending on selection of scripts as the best method of keeping production costs to a minimum.

Schary's proposed visit is in line with his announced policy of keeping in close, personal contact with the homeoffice. He will be accompanied by his aide, Edmund Deutsch.

Rodgers, while on the Coast, will look over the new M-G pictures which have been completed and

(Continued on page 15)

## Hat Trick in Reverse Minneapolis, Oct. 19

Theatre manager near here solved the problem of getting rid of his femme patrons to remove their hats by using a switch on the old Edison lamp. "Please remove your hats" trailers, his new stand read: "Elderly Ladies Need Not Go To The Trouble of Removing Their Hats."

It brought results.

## Multiplicity Of Pix Sales Drives Riles Exhibitors

Number of film sales drives recently being pushed by major distributors has caused a good deal of uneasiness throughout the country alarmed. General feeling among the indie exhibitors is that the sales drives is to build the ego of those in whose honor they are held and to hit the exhibitors over the head for more playdates on films that don't take the breaks.

Universal currently is conducting a drive to honor sales veep William A. Scully and 20th-Fox is in the middle of its Spyros Skouras drive, honoring the company pres. 35th year in the business. Republic has a drive in honor of sales veep James R. Grainger and National Screen is honoring sales manager George Dunbow. Indie exhibs over the drives fall into two categories.

(Continued on page 20)

## Jack Warner's 1,500 WB Shares to UJA

Washington, Oct. 19.

Jack L. Warner, veep in charge of production at Warner Bros., has made an offer to sell 1,500 shares of the United Jewish Appeal fund. Warner has turned over a block of 1,500 shares of his company's common stock to UJA in one of a series of similar donations.

At the same time, production topper purchased 10,000 additional shares of common on the market last week. Sheel handled to 426,500 shares in his own name and another 21,500 in trust for the Harry M. Warner.

Warner, who has gifted 1,200 shares of Warner common to the United Jewish Appeal. He now holds 283,130 shares of common directly and another 16,000 in trust.

Chl Estate Hearing Oct. 27. Chicago, Oct. 19. UJA federal appeals court set Oct. 27 for hearings on Metropolitan Theatre Co. suit to invalidate the UJA's plan to acquire the Chicago Eastern Oriental theatre is to liquidate.

Metropolitan is asking \$2,000,000, claiming loss was obtained fraudulently.



## New Court Arguments in ASCAP Suit Delay Further Any Clear-cut Ruling

A clear solution whether exhibitors must still pay set taxes to the American Society of Composers, Authors and Publishers appears to be a long way off on the basis of the memorandum briefs submitted last week to Judge Vincent T. Leibel in N. Y. federal court on the jurisdiction and constitutionality of the anti-trust suit brought by Alden-Rochelle, Inc., et al.

In the defendants' brief, submitted by special counsel Robert P. Patterson and Louis D. Frohlich, strong exception was taken to the court's proposed divestiture by ASCAP of performing rights to music synchronized in films. These rights would be handed the copyright owners. It was argued that divestiture would be unnecessary for the plaintiff exhibitors would be "adequately protected by an injunction" restraining the Society from demanding music licenses.

ASCAP's counsel cited numerous precedents which it felt supported its belief that court should not order divestiture in an action brought by a private plaintiff. Touching upon a section of the Federal antitrust act, it was claimed that this portion does not mean that a private party who sues under this law can hold that he is either the U. S. or is acting in the people's interest.

Relying that a permanent decree was entered against ASCAP in 1941 which failed to order divestiture of performing rights, the organization's attorneys pointed out that if such divestiture is found to be in the public interest the attorney general may ask for such relief. Parallel was also drawn between divestiture of copyrights and bidding systems in the use of major film companies in an action that divestment would probably be unwelcome.

Because of the legal, economic and exhibitor problems involved in their course of conduct, Theatre Owners of America, who told the court members to put the case on hold until the case has been decided, requested that the court not legal protection against an ASCAP copyright infringement action. However, the court does not believe that by placing the fees in a special account would an intention to pay, at least in the near future, not think that ASCAP would prosecute such cases nor does it think a multiplicity of suits by ASCAP is practicable.

## H'wood AFL Group Steps Into Fight For Limiting Reissues

Hollywood, Oct. 19.—Hollywood AFL Film Council is the latest pie group stepping into the fight against indeterminate reissuing. Weekly meeting of council adopted strong resolution calling upon studios limit the release of a small percentage of new pictures released in any one year.

Resolution that similar action be taken by IATSE studio cameramen last week. Their resolution also asked for cessation of year work schedule to prevent fluctuating employment. Roy M. Brewer will name committee to discuss council's resolution with studios. He would limit releases of those pictures recognized as "masterpieces" of the industry.

Council charges reissues are unfair to public, create unemployment in Hollywood, encourage the attendance and threaten the position of films as "premier entertainment in the community." Council asks that studios immediately embark on a normal program of sufficient new films to supply theatres.

## Hal Wallis Prepping Lancaster's Next Pic

Hollywood, Oct. 19.—Next picture for Burt Lancaster to be produced by Hal Wallis is a one-film-per-year contract. Title of the production is still undetermined.

Meanwhile, Lancaster will tour in an aerobatic act with his former circus partner, Nick Cavetti, starting in 10 at the Oriental Theatre, Chicago, for three weeks.

## Reunite Neal, Cooper

Hollywood, Oct. 19.—Warners assigned Patricia Neal to the top female role opposite Gary Cooper in "The Fountainhead," a recent decision previously announced. They were recently teamed in "The Fountainhead."

Walter Pidgeon and Delmer Daves director of "Force," slated to start Oct. 25.

## Producers Hit Keenly

### By ASCAP Decision Vs. Exhib Decisions

Hollywood, Oct. 19.—N. Y. Federal Court Judge Leibel's recent decision preventing ASCAP from collecting from exhibitors on tunes in pic is hitting producers keenly. The decision doubling since most publishers are asking 100% more for synchronization rights than they previously got through ASCAP.

Field is wide open with some publishers asking anywhere from 25 to 75% more, depending upon what they think they can get. Decline to go or appeal. It is thought many industries feel it will be revoked, others feel it's a good deal. The decision is expected to loosen film majors' grip on the publishers—Metro's, for instance, on Robbins, Feist and Miller; Warners on Remick, Witmark and H.A.S. U.S.

Lately the ASCAP system exhibits paid yearly fee based on number of seats. Leibel decision now poses problem for exhibitors and publishers as to get income from music used in picture also has its background music since, if composer is a member of the organization, ASCAP owns the right to the music.

Also dynamic is radio angle. Understood if film music appeal to radio, it may be used to refuse to make payments to ASCAP.

## JOIN FILM STUDIOS

### AND SEE THE WORLD

Hollywood, Oct. 19.—Film business is beginning to look like a series of Cook's Tours with producers, directors and studio executives leaving for foreign climes.

Lately to trek was Robert Lord, heading for Japan to make "Tokyo Joe." His departure closely followed that of Arthur Hornblum, Vincent Sherman for Rome, Sam Marx for Ottawa and Leo McCarey for Vancouver.

Other film makers recently were Eddie Mannix, Henry King, Howard Hawks, Gene Negulesco, Irving Allen, Burgess Meredith, John H. Ritz-Carlton, here at Rabinovitch, Gene Markey and Ken McDougal. Preparing to leave for Paris was the director, Siegel, Sam Engel and Jerry Wald.

## Pennsy-N.J.-Del. UMPTO Adopts Ann Smith Plan

Philadelphia, Oct. 19.—At a meeting of the United Motion Picture Theatre Owners of Pennsylvania, Southern New Jersey and Delaware, affiliated with the Theatre Owners of America, the N. Y. Ritz-Carlton, here at which 169 theatres were represented, a regular motion was introduced and passed favoring the circulation along the lines of the "Ann Smith" plan. The plan is to solve exhibitor problems and grievances that might come about. The plan calls for a "Theatre Owners of America" fund, and, if possible, with other companies for the area represented by the plan.

Step marks the first acceptance of the plan by any TOA group although it's already been approved by the N. Y. Ritz-Carlton. Leven P. Smith, president of UMPTO, presided. Named to the committee were: Al Saksoby, William Hissner and Fred Osterkot, prominent members. Also named were: J. Yaffee, Mike Engel and Melvin Fox.

**Jane's 'Belle' Boy**  
For the raised-eyebrow department. In "Montana Belle," Fidelity Pictures' indie at Republic, Jane Russell will play the role of a boy.

## Film Salesmen's Union Ratifies New Wage Scale

Adding over \$500,000 to the annual labor costs of the 11 major distributors, the Coliseum of Film Salesmen ratified its recently negotiated pact with the industry over the weekend (10-17) at its Chicago convention. Terms of the new union agreement will give a flat \$10 wage increase to approximately 5,000 salesmen in the industry's exchange areas. The wage hike is retroactive to July 21, 1948, the date the Coliseum was certified as the collective bargaining agency by the National Labor Relations Board.

Ending a long-standing gripe in the ranks, the agreement grants a 15% per mile expense allowance on salesmen in rural areas and \$350 per day allowance to city salesmen. Hotel and meal bills are set at \$10 per day with overtime payments retroactive to Sept. 9. Vacation periods will be given on the basis of years of service. After one year of service after six months, and two weeks for two years, and so on. The agreement also sets up grievance and arbitration machinery through which both companies and union can settle labor disputes. One clause permits either side to reopen for negotiation any question relating to wages or expenses after one year. Within 10 days, the NLRB is slated to hold company's union to a hearing to determine whether the salesmen want maintenance of membership provisions in the new Coliseum pact.

Pat Scollard, Paramount labor relations exec, disclosed the terms of the pact to the members of the industry and union negotiations committee. Besides Scollard, the visitors to the meeting were: Buckley, United Artists; Joseph McMahon, Republic; Charles O'Brien, Metro; and John Zorn, attorney. The Coliseum was represented by Mel Keller, chairman of the N. Y. Producers' exchange; Frank Flaherty, exec. board member, and David Bezor, union lobbyist.

## N. Y. COLLARIANS PLAN NEW PICKET LINES

The labor front in the New York homeoffice cooled off slightly this week as two CIO whitecollar guilds quieted down their picket lines against the major studios to sharpen their strategy in the battle for union recognition vs. the big companies. Parapic of other demonstrations by the Screen Office & Professional Employees Guild and Screen Production Guild is expected shortly on an enlarged scale, however, with the two unions dropping support of several international unions and other organizations in their drive for new contracts.

A rally in behalf of the Guilds will be held tomorrow (Thurs.) in the offices of the film industry in the N. Y. City of Artists and Producers. A resolution already adopted by the guilds, criticizing the major companies for refusing to negotiate new contracts because of the union's refusal to file non-Communist affidavits under the Taft-Hartley law. As yet no contract has been signed by Balaban. The major opposition stems from a fundamental objection to the deal with so-called "Communist-controlled" unions.

Breaking the industry front, Eagle Lion became the only company to go to a contract with the Guilds as the SPG unit ratified terms of the pact last week. Similarly, E-L's pact with SGPQ's and publicists will receive graded wage increase up to \$20 with future increases tied to a sliding cost-of-living scale.

## Smalltown, Indie Exhibs Cool to Any Grandiose Public Relations Plans

## Philly Amus. Off 5%

Philadelphia, Oct. 19.—Films, theatres and nightclubs suffered a slight slump during the first 10 months of the year, according to figures released by the Receiver of Taxes. The amusement crop slipped about 5% below the 1947 figures during the same period, wasn't calculated to further show how much the industry has modified substantially.

## Murray-Siegel's Coast

### Vaude Click Makes Indie Film Financing Easy

One of the more lucrative by-products of Ken Murray's march on "Blackouts," now in its seventh year at Hollywood's E. Capitol Theatre, are several indie films. The first, "Angel on My Shoulder," as well as Murray's all-indie pic for Republic, "Bill and Phil," are partially financed by the earnings of the vaudeville show.

Original capacity bias of "Blackouts" makes an excellent strategy when approaching banks to underwrite indie ventures. The producer and Murray's partner David W. Siegel pointed out in New York Monday (18) "We never have any difficulty in promoting loans from leading institutions," he said.

Originating a Cleveland lawyer whom Murray invited to join in launching "Blackouts" in 1942, Siegel was more or less a film neophyte until he took a flyer in production two years ago. Since then he has been associated with the indie of "Angel on My Shoulder" for United Artists, "Bill and Phil" for Republic.

Siegel reiterated the point of other producers who have acquired indie status again that the industry needs new ideas. He feels that the indie is the same old line looking at the same old line. In line with this theory, Lois Butler was quoted as saying "Mickey" was budgeted at \$700,000. Her new starer for Eagle Lion, Siegel declared, had exceeded the outlay for her initial vehicle.

## Cinema '66's Challenge

Editor, VARIETY: Cinema 16 is a cultural nonprofit membership organization presenting to its members literary, documentary, scientific, educational and experimental films. Your organization's picture of the industry as one aiming at the presentation of "sex appeal" pictures certainly is permitted to be challenged.

An introductory statement in VARIETY review, Oct. 19, of the indie Cinema 16 as a film society devoted to the presentation of "cultural and artistic films" is belied by your own review, which shows the film to be the most French of French in the nation. A cartoon on racial hatred and anti-Semitism, a psychological film by the McGill University. Alexander Hamid's "The Life of a Citizen" is rejected for showings to the general public by the censors—in your own words, a "superior and represents the work of a best piece of the cinema at the best." It is far removed from any official implications.

If we have grown into "quite an organization," it is surprising that there are enough serious-minded people in New York who wish to see such films. The fact is, the "Life of a Citizen" is a masterpiece of "Destiny." The 1948 Academy Award Winner "First Steps" is a masterpiece of scientific films as well as films embodying new techniques and modern art trends.

And, VARIETY, I am, Yours truly,  
Executive Secretary

Informal probing of smalltown, indie exhibs on their reaction to the \$2,000,000 public relations program for the industry proposed by Paul McNamara, ad-pub chief to David O. Selznick, has turned up stiff opposition to important features of the program. Result of the survey was that the exhibitor groups including the Theatre Owners of America and the National Theatre Owners Association indicates that the program will be stymied, as an all-industry affair to fund show business substantially.

Smalltown exhibs will not go for the scheme, exhib officials now believe, because they see no advantage to them from key-city newspaper and radio advertising. McNamara had proposed concentration on big city media as a way of penetrating the hinterlands. This means that the rural theatre op would contribute with a portion of his ad budget and a little more publicity. The proposal is definitely out with him, it is now said.

Smalltown exhibs show that the smaller exhibs believe firmly in the personal touch in advertising. They have no faith in the effectiveness of the large-scale advertising of publicizing by big-city dacks which have no intimate knowledge of the exhib's audience. They have been told that if the proposed pr. institute forwards mats of ads to exhibs, they will be handled locally but no coin will be forthcoming for any other sort of control.

"We have found that smalltown exhibitors are generally indifferent to an overall industry public relations and advertising program. They have not changed their approach," one exhib group topser said. "They can't see the value of any grandiose proposal which is aimed at nationwide results without tangible returns to exhibs." The exhib group said.

Lakeview attitude of town-and-hamlet exhibs who form a solid bloc in most theatre units is expected to stall cooperation with big groups with an all-industry plan. Feeling now is that the committee is still out of touch to foot the bill if they intend going ahead with the McNamara plan for any other appreciating.

## Supreme Ct. Refuses To Take Jurisdiction

### In Joao Leslie Case

Washington, Oct. 19.—The Supreme Court yesterday refused to take jurisdiction in the contract fight between actress Joao Leslie and Warner Bros., thereby leaving the studio winner of the case, as fought by the California supreme court.

The California high court had upheld the constitutionality of the contract. It also ordered the return of certain California minors—induced child actors—to disavow film work to picture the industry grounds that they were minors. Most groups of minors are persons under 18.

Miss Leslie signed with Warners in 1942, when she was 17. She had been in the business for several years. At age 21, she was married to her contract, which still had two years to run.

By refusing a writ of certiorari, the U. S. Supreme Court indirectly upheld the hands of the state tribunal, which had been affirmed by the court, which still had two years to run.

## Selznick Pays 25G For Debut Score in 'Jennie'

Hollywood, Oct. 19.—David O. Selznick's "Portrait of Jennie" will be the first film to originate in a score by Debussy, also the first in which the composer's works have been re-used.

Selznick paid \$25,000 to the Claude Debussy estate for six compositions, Arabesques, One and Two, and "Clair de Lune," "Cloude's" "Strens" and "Girl With Flaxen Hair." Dmitri Tiomkin will arrange and conduct.

# TOA COAST-TO-COAST

## TOA Via Gael Sullivan Raps Series Of Economies for Exhib-Members

With Gael Sullivan, its executive director, setting the pace, Theatre Owners of America is now swinging over into a multi-pronged campaign to win direct operating savings for its exhib members. Sullivan is already at his ears in a battle to knock down shipping charges on films. He is also initiating a savings drive and labor agreements with the idea of putting through a general reduction. On a third front, both he and Ted Gamble, board chairman, are putting in their linings in Washington in an effort to wheedle an admissions tax reduction.

TOA's new approach, according to Sullivan, is on the theory that a direct savings in expenses for exhibs hits home with real impact. It cuts into exhib's profits as better public relations or elimination of unfair competition are valuable but ineffective as a member-gathering weapon. If his current program to cut shipping charges, for example, goes through, he estimates an average savings of \$300 annually to every U.S. exhib.

Sullivan has been negotiating with the U. S. Coast Guard of the Railway Express Agency, since June in a protest against the agency's rate on film shipping rates. While still hopeful of nudging down the rates, he has indicated five other separate steps he calculated to bring about similar results.

**R. Young's Interest**  
Theatre group, for one, is surveying the rate structure with the possible of a member-gathering weapon. In pending anti-trust suit directed against restrictive conditions in Railway Express Agency contracts, restrictions hamper shipment of films through other agencies. Sullivan, with Robert R. Young, railroad magnate supporting the anti-trust action, on intervention recently. Young is also directly concerned since he is controlling stockholder of Pathe Inc. parent of the U.S. Coast Guard.

Other steps taken by TOA to force a rate reduction are, 1, a letter to the railroad asking for joint establishment of a baggage tariff for films; 2, confabs with local officials on joint action before the Interstate Commerce Commission to modify safety regulations relating to transportation of films on passenger buses; 3, petition to transportation agencies asking for lower rates on film shipments; 4, request to the U. S. Postmaster General for special handling of films through railroad postoffices.

Regardless of action by the Railway Express, Sullivan said, "We are committed to a positive campaign to effect additional savings for the exhibitor. From the organization of Government officials and business leaders, we believe that our strivings for reduced costs on film shipments are only just but will be successful."

Sullivan also is optimistic that the U.S. Coast Guard Insurance company biggies will be followed by readjustment of premiums. He said that these efforts to collate statistics on theatre fires and accidents with the idea of fixing new rates.

## PARKER-REAGAN PLUS BRIT: CAST IN 'HEART'

Vincent Sherman sailed from New York Saturday (19) to direct "The Heart" for Warners at the ABC Theatre at Elstree, near London. Parker and Ronald Reagan, who co-star, are scheduled to arrive in the U. S. about the end of November. Balance of the cast will be composed of British players. "The Heart" is due to start in the camera the end of November and is expected to be in the can some time in January. Work on immediate plans are confined to "Heart" he's taking a couple of weeks along with it. He says there's a chance that may linger on in England to film one or both of them there.

## They're Off!

Mixing races and tabs, a feature horse race, the Allied Theatre owners' Purse has been set by the Fair Grounds Race Track in New Orleans for Nov. 30 to welcome exhibs attending National Allied's convention being held Nov. 29-Dec. 1.

Mrs. William L. Almsworth, wife of National Allied's proxy, will present the trophy to the winning horse and jockey.

## Johnston's Coast Round-Table Set Back to Late Nov.

The full-dress Hollywood meeting of the Johnston, Motion Picture Assn. of America's execs, company executives and studio heads originally slated to start the end of the month is being postponed until the latter part of November. The delay, unexplained officially, reportedly is caused by current negotiations for settlement of the Government anti-trust suit on which company toppers are concentrating.

Because of the postponement in the Coast capital, Johnston returned to the U. S. over the weekend from his European swing. He is expected to meet with company heads this week with company toppers to report on the results of his trip to the Continent.

Proposals and counter-proposals in the anti-trust action are being made under direct supervision of company heads. These toppers have also been working on all-industry arbitration since. Nov. new hearings in the case start Nov. 8, negotiations are being pushed energetically in an effort to win a peace before that deadline.

The big Hollywood convolve, intended to begin immediately on Johnston's return, will mail a number of top-bracket problems on production, foreign bit and public relations.

## CONN. INDIE'S BEEF REVIVES ARBITRATION

Revamped arbitration system depending on voluntary participation by exhibs under supervision of the American Arbitration Assn. got its start this week when the initial case was filed by Nicholas B. Conn, owner of the Newington theatre, Newington, Conn., indicating a continued willingness on his part to arbitrate.

Conn's house, following the Kouranis complaint, signed his name to submit the dispute to the AAA.

"It was the first case filed for arbitration with the AAA," he hereafter handled the arbitration system set up by the 1940 consent decree under supervision of the Interstate Commerce Commission, the Theatre Owners of America, the National Theatre, Weatherfield (Conn.), is involved in the proceeding, also agreed to submit the dispute to arbitration. Kouranis' house, following New Britain, Conn., and Weatherfield by 30 and 21 days, the events close out to one day in both instances. Herman M. Levy, general counsel for TOA, is acting as attorney for Kouranis.

## 'Money' for Cunnings

Irving Cummings and his son Irving, Jr., will produce "It's Only a Matter of Time," a story by Leo Rosten, for RKO. Picture is slated for a November start.

## SINKS \$4,000,000 'FRAME' UNIT

By HAROLD MYERS

London, Oct. 19.

A \$4,000,000 slate in Independent Frame, new production system designed to cut shooting time by 50% and slash production costs has been made by J. Arthur Rank in his Pinewood Studios, where the process is now being tried out by its latest production outfit, Aquila Films.

For the rights to the system, Rank has made an outright cash payment to Television Film Productions, the organization sponsoring Independent Frame. To it, David Ravensley, director of the company, who is free to exploit the system wherever he wishes, approaches from competing American film and television interests, and negotiates for its introduction in the U. S., may follow shortly.

Details of the process have been made known to the Board of Trade committee inquiring into the use of studio space, and the promoters have advanced the view that a two-stage outfit would be capable of turning out a minimum of 15 full-length features a year.

Cost to the industry of the universal application of the Independent Frame system would be about \$20 million, according to Rank. (Continued on page 20.)

## G & S Operettas For Television

Hollywood, Oct. 19.

Robert Oakley has closed a deal with Film Operettas, Inc., for use of his California-based Operetta troupe in a series of Gilbert and Sullivan classics exclusively for television.

First of the group will be "HMS Pinafore," with Walter Colmes of Film Operettas producing. William W. Hays, his partner in the enterprise, supervising.

Subjects running 27 minutes will be made in Republic's format to cost \$35,000. Oakley's opera cast of 10 has been rehearsed in 15 operas but there will be no further production until the first picture is sold or there is a package deal for the complete series.

## UA's TV Sales System Based on Population

### Sets in Circulation

United Artists' new television department, in a switch from the standard method of selling films to exhibs, is planning to compare both the population of the markets and the number of TV sets in each. The idea of dispatching sets in proportion to population. Plan is in direct contrast to that revealed last week by NBC-TV, which figures on population, and of other television distributors, who take into account only the number of TV sets.

Idea of working with population figures only is, n.s.g., according to UA's new television director, since that system fails to consider the current disparities in set circulation. UA's plan, for example, that Atlanta, with a population almost four times that of New Britain, Conn., has only 1,500 sets, whereas there are some 6,600 in New Haven. Thus, it would be a matter of UA's plan to charge them four times what New Haven will pay for product.

UA's plan of dispatching sets where only sets are considered. Schenectady, for example, now has some 8,000 TV sets compared to the 200,000 in New York. If both cities were charged according to population figures, Schenectady would be paying only about 1/33 of New York's charge. Yet the (Continued on page 18.)

## FCC's Coy Studying Issue of TV Into Large-Screen Cinemas; TOA's Plan

### Can't We Be Friends?

The Town Meeting of the Air panel last week, both radio and television, on the subject of how Will Television affect the Movies?, gave the overall impression that each of the participants was making a subjective pitch.

If the picture business has an concern about TV's possible boxoffice inroads, Hollywood should use video to ping itself.

## Newsreels Won't Sell Stock Shots To TV Producers

The five newsreel companies have now determined on a policy of mixing offers by radio and television producers to buy stock shots from the extensive film libraries. Recent attempts by a horde of video filmmakers to get the reels to set a standard price have all been rebuffed. Policy has been set by major company toppers who are determined to hold back on any such transactions until their companies' large-scale tele programs have jelled.

Each of the newsreels, it has been learned, are refusing to budge on proposals for stock shots. Only one, Universal, will sell unless its stable, United World Films, can come into the deal as a producer. UWF handles the film rights for both the newsreel and the parent company.

Declining the current demand of the majors is the estimated refusal by 20th-Fox to go for a deal. Fox has already brought in a stock lump of offer of \$14,000 for 20,000 of stock material. Proposal was made by national advertisers in conjunction with a tele net.

Position taken by major company execs is that video producers, operating at present on shoestring budgets, should not be permitted to "ride our coattails for easy profits." The newsreels have spent large sums. It is pointed out, to build up an extensive coverage of national events. Since the video producers are potential competitors in the growing tele market, there is no disposition to permit them to grow strong by use of major company film material.

Refusal to sell stock still is considered a major reason why the companies intend going into tele on a much larger scale than heretofore. For this reason, the executives concede that their policy is currently costing them hundreds of thousands of dollars in passed-up profits.

## GEO. AUERBACH'S INDIE PROD. PLANS FOR 3 PIX

George Auerbach, former producer of the Metro and Paramount, has organized his own independent production company to "Tuck" to work out studio arrangements. He is called the series to initiate will be shot from his own yard, "St. Benny the Dog." Already in production for his own company, Louis Calhern and Marlon Brando, latter in the Broadway hit, "A Streetcar Named Desire."

Inasmuch as Brando won't be available until about June 1, Auerbach is likely to set up his own "won't roll until next summer. Prior to training to the Coast to work out studio arrangements and a distribution deal, Auerbach stated that his financing has been put set and he expects no difficulty with the rest. He'll return to New York in about 10 days.

Washington, Oct. 19. Wayne Coy, chairman of the Federal Communications Commission, is now studying the idea of exhibitors exclusively book special events for television. Coy, who is also an exhibitor, has been in the theatre owners of America, during his huddles with the FCC biggie here last week.

Number of other crucial questions are also under study by the FCC following instigation by Sullivan. One puzzle is whether exhibs can build together a firm non-profit organization to operate television stations and be treated in the same light as quasi-public institutions. If the answer is in the affirmative, it will clear the way for that org's quest for video outlets.

Coy was also asked whether exhibs would be interested in films in the future. No policy has yet been fixed by the FCC on any of these questions. Coy is also told, VOA director has been promised an answer which should be given to exhibs in the can go in entering the tele field.

Difficulties of small-fry exhibs who want to get into the game played up by Sullivan in his contacts with Coy. Because small exhibs have no necessary right to operate on an independent basis, Sullivan broached the subject of a separate membership organization to take on television licenses. Under tentative plans, a dozen or so circuit operators would combine to underwrite the new company to get it started. Once organized, other exhibs would be permitted to join.

As TOA tele plans are now shaping, the company operating the station, which is now in the air. It would channel exclusive tele programs to its theatre members for argument and the estimate to meet expenses only.

TOA's executive committee will meet within the next two weeks. Sullivan will present his report at that time, but no action is likely until the answers are forthcoming from Coy.

## Fairbanks Cites High Labor Market as TV Pix Production Stymie

Hollywood, Oct. 19. "It would be able to compete in the production of films for television with producers working in other markets," says George Fairbanks, president of the Coast agency to lower sales for video pix. That's the opinion of the "Prosecutor" pix for NBC television.

According to Fairbanks, the total cost of the "Prosecutor" package is well over \$100,000. NBC has been trying to peddle them for \$150,000. Fairbanks, who includes the package in its 1950 mission but at that has found no buyers. As a result, Fairbanks said, "NBC will be taking on its film program almost as heavily as that entailed in its live program package, which has been estimated at about \$1,500,000 yearly."

Original plans, according to Fairbanks, had called for the series to argue indefinitely but he was forced to change his mind. (Continued on page 18.)

It'll be Parisian Cook's Tour for Video Shorts

Like Chase plans to Paris, Oct. 30 take a series of television shorts for World Video, indie tele package, producer, that she will turn out 12 briefs each concerning a famous French restaurant, its recipes, history and chefs.

Shorts will be used for tele-casting in the U. S.

# L.A. Spotty Belinda's Great \$69,000, Red River's Smash \$70,000; City Oke 57G, Romantic Dm 13G

Los Angeles, Oct. 19.—"Johnny Belinda" and "Red River" are neck-and-neck for the top coin here, the former "Belinda" looks to get great \$69,000 in the theatres. "Red River" hopes to get smash \$70,000 or close in five houses, all on small-size.

Otherwise, big here is no surprise at its downtown life, but shapes light in outlying situations, with \$57,000 hoped for in five spots. "Isn't It Romantic?" is very dim at \$13,000 in two Paramount theatres, being varied after 6 p.m. with "Nighttime in Nevada" replacing.

"Second frame" of "Loves of Carmen" is down to \$32,000 in two houses while second week of "Julia Misheva" (M-G) (2d wk) is nice \$31,000 in three locations.

**Estimates for This Week**  
Belmont (FWC) (1,532; 60-51)—"Sofia" (EL) and "Miraculous Journey" (EL) Mild \$25,000. Last week, "Hollow Triumph" (EL) and "Strangers Mrs. Crane" (EL) (8 wk), \$2,600.

Beverly Hills Music Hall (G&S-Prin-Cor) (834; 85-81)—"Red River" (UA), Smash \$70,000. Last week, "Texas, Brooklyn" (UA) and "Blonde Ice" (FC) (9 days), \$4,000.

Carthay Circle (FC) (9 days), \$4,000. Last week, "Hollow Triumph" (EL) and "Strangers Mrs. Crane" (EL) (8 wk), \$2,600.

City of Cry (20th) and "Smuggler's Gals" (Monol.) (1st wk), \$2,000. Last week, "Romantic Dm" (SRO) and "Crusades" (Par) (1st wk), \$2,000.

Chinese (Grauman-WC) (2,048; 60-51)—"Cry City" (20th) and "Smuggler's Gals" (Monol.) (1st wk), \$2,000. Last week, "Romantic Dm" (SRO) and "Crusades" (Par) (1st wk), \$2,000.

Culver (FWC) (1,143; 60-51)—"Sofia" (EL) and "Miraculous Journey" (EL) Mild \$25,000. Last week, "Hollow Triumph" (EL) and "Strangers Mrs. Crane" (EL) (8 wk), \$2,600.

Downtown (WB) (1,800; 60-51)—"Johnny Belinda" (WB) (1st wk), \$2,000. Last week, "Romantic Dm" (SRO) and "Crusades" (Par) (1st wk), \$2,000.

East 52nd (WB) (1,800; 60-51)—"Johnny Belinda" (WB) (1st wk), \$2,000. Last week, "Romantic Dm" (SRO) and "Crusades" (Par) (1st wk), \$2,000.

Equipe (Rosen) (685; 85-20)—"The Illegal" (Indie) (2nd wk), \$2,000. Last week, "Romantic Dm" (SRO) and "Crusades" (Par) (1st wk), \$2,000.

Four Star (WB) (2,200; 60-51)—"Apartment Peg" (20th) and "Night Wind" (20th) (m.w.s.) Okay \$4,500. Last week, "Romantic Dm" (SRO) and "Crusades" (Par) (1st wk), \$2,000.

Gold (FWC) (968; 60-51)—"Saxon Charm" (U) and "S. O. S. Romantic" (SG) (2d wk), \$2,000. Last week, "Romantic Dm" (SRO) and "Crusades" (Par) (1st wk), \$2,000.

Grand (Rosen) (890; 85-20)—"Concert Make Indie" (not so good) \$2,500. Last week, "Hunan" (Indie) (2d wk), \$2,000.

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Grand (Rosen) (890; 85-20)—"Concert Make Indie" (not so good) \$2,500. Last week, "Hunan" (Indie) (2d wk), \$2,000.

## 'NUMBER' GETS CALL IN INDLPS., \$17,000

Indianapolis, Oct. 19.—Film big is spotty at delinquents this week. Rain and snow over weekend hurt several situations. Sorry, Wrong Number, is getting a heavy play at Indiana to lead city by wide margin. "Rachel and Stranger" is fair at Circle and "Luxury Liner" shapes disappointing at Leew's.

Circle (Gambie-Dolle) (2,000; 44-50)—"Rachel and Stranger" (RKO) (1st wk), \$17,000. Last week, "Luxury Liner" (M-G) (1st wk), \$17,000.

Circle (Gambie-Dolle) (2,000; 44-50)—"Rachel and Stranger" (RKO) (1st wk), \$17,000. Last week, "Luxury Liner" (M-G) (1st wk), \$17,000.

Circle (Gambie-Dolle) (2,000; 44-50)—"Rachel and Stranger" (RKO) (1st wk), \$17,000. Last week, "Luxury Liner" (M-G) (1st wk), \$17,000.

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## Hub Hep; 'Number' Buzzes Big \$24,000; 'Hills' 35G, 'Velvet' 23G, Both Okay

Key City Grosses

Estimated Total Gross

This Week 23 \$2,819.00

(Based on 22 cities, 215

theatres) (RKO) (1st wk), \$2,819.00

Previous Week 22 \$2,819.00

(Based on 21 cities, 220

theatres)

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Boston, Oct. 19.

Biz around town appears to be

picking up a little, with most

houses reporting okay grosses.

Biggest thing in town is "Sofia,"

which is holding over. "Hills of Home,"

"The Brothers" (U) and "Strains of

Newcomers, are doing well.

**Estimates for This Week**

"Sofia" (U) (1,000; 45-75)

"The Brothers" (U) (1,000; 45-75)

"Hills of Home" (U) (1,000; 45-75)

"Strains of Newcomers" (U) (1,000; 45-75)



# Chi Better, Jane Powell Lifts 'Luck Socko \$65,000,' 'Julia' Moderate 23G, Not Much Love for Mary, Mild 14G

Chicago, Oct. 19.—The Loop gross picture remains about as stagnant as ever this week, but a few new entries have added some cheer. Oriental socks sock \$65,000 with "Luck of the Irish" plus Jane Powell in the lead. But "Julia Misbehaves" at State-Lake, out to slow start, doesn't look much over average for the round.

"For Love of Mary" shapes mild at the Grand with \$14,000 or close. "History Is Made in Night" and "Only Live Once" at Apollo looks perky \$9,000.

Wrong Number" plus the stage show at Chicago heads the holdovers with fare \$31,000 in second week. "One Touch of Venus" at Palace should be okay \$17,000 for initial but hard round.

**Estimates for This Week**  
Apollo (B&K) (1,400; 50-58)—"History Made in Night" and "Only Live Once" (Mast) (re-release). Big \$9,000 in view. Last week, "Rose Washington Square" (20th) and "Slave Ship" (RKO) (re-release) (2d wk). Total \$10,000.

Chicago (B&K) (3,900; 50-58)—"Sorrow, Wrong Number" (Par) with Bonnie Hatten and George E. Stone (2d wk). Fine \$15,000. Last week, big \$12,000.

Garfield (B&K) (900; 50-58)—"Count Monte Cristo" (Lasky) (re-release) of "Cristo" (2d wk). Trim \$7,000. Last week, \$9,000.

State (B&K) (1,500; 50-58)—"For Love of Mary" (U). Looks bright \$14,000. Last week, "Peabody and the Mermaid" (U) (10,000).

Oriental (Kessanos) (3,400; 50-58)—"Luck of Irish" (20th) with Jane Powell in person. Sock \$65,000 or near. Last week, "Date With Judy" (M-G) with Louts Among others (2d wk). \$23,000.

Palace (RKO) (2,500; 50-58)—"Touch of Venus" (U) (2d wk). Fair \$17,000. Last week, big \$21,000.

Roosevelt (B&K) (1,500; 50-58)—"Southern Yankee" (M-G) (2d wk). Dandy \$15,000. Last week, "Daisy Misbehaves" (M-G). Mildish \$22,000 or near. Last week, "The Boys in the Saddle" (2d wk). Trim \$10,000.

State (Indie) (650; 85)—"Mikado" (U) (re-release). Trim \$5,000. Last week, "The Brothers" (Indie) (2d wk). \$3,000.

United Artists (B&K) (1,700; 50-58)—"Escape" (20th) (2d wk). Weak \$8,000. Last week, \$10,000.

Weiss (Kessanos) (900; 50-58)—"Good Sam" (RKO) (4th wk). Fine \$12,000. Last week, \$15,000.

State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

## Broadway Grosses

**Estimated Total Gross**  
This Week \$877,000  
(Based on 14 theatres)  
Last Week \$879,000  
(Based on 16 theatres)

## Hills' High 21G, Prov., Race 7G

Providence, Oct. 19.—Lew's State preem of "Hills of Home" in combo with "The Sign" is bringing solid session and high week of current week: "Hills of Home" (RKO) \$15,000, "The Sign" (RKO) \$15,000.

State (Goldberg) (865; 16-65)—"Blood and Sand" (20th) and "Slave Ship" (RKO) (2d wk). Total \$17,000. Last week, \$17,000.

Omaha (Tristates) (2,100; 16-65)—"Wrong Number" (Par) (m.o.) \$15,000. Last week, \$15,000.

State (Goldberg) (865; 16-65)—"Blood and Sand" (20th) and "Slave Ship" (RKO) (2d wk). Total \$17,000. Last week, \$17,000.

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Omaha (Tristates) (2,100; 16-65)—"Wrong Number" (Par) (m.o.) \$15,000. Last week, \$15,000.

## COLD BOOSTS OMAHA: RACE' SWIFT \$7,000

Omaha, Oct. 19.—Sudden arrival of crisp winds and snow flurries did not hurt weekend openings much, and business went after cold wave hit the "Street" and "Variety Time" at Brandeis will do as well as any with solid session. "On Merry Way" looks sturdy \$4,000.

**Estimates for This Week**  
State (Goldberg) (865; 16-65)—"Blood and Sand" (20th) and "Slave Ship" (RKO) (2d wk). Total \$17,000. Last week, \$17,000.

Omaha (Tristates) (2,100; 16-65)—"Wrong Number" (Par) (m.o.) \$15,000. Last week, \$15,000.

State (Goldberg) (865; 16-65)—"Blood and Sand" (20th) and "Slave Ship" (RKO) (2d wk). Total \$17,000. Last week, \$17,000.

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State (Goldberg) (865; 16-65)—"Blood and Sand" (20th) and "Slave Ship" (RKO) (2d wk). Total \$17,000. Last week, \$17,000.

# Eyes' Bright 85G on B way Aided by Pastor, Damone, Peggy Thompson and Williams Bros. Loud 89G, 5 Days

Broadway picture business is looking up, with some under weather, six new bills and two Jewish holidays (Mon-Tues) contributing to the brighter picture deluxers. However, not all new entries are bright. "The Sign" office, and the fact that seven new pictures will have been launched within the last 10 days is making the competition keen. It also makes the going rather rough for extenders.

Bell the Paramount and the Red are in the chips among the houses with new lineups. "Night Has Thousand Eyes" with Tony Pastor and Vic Damone on stage is giving the Par flagship a boost to \$65,000.

"Apartment for Peggy" plus Kay Thompson-Williams Bros. Royal Rollo, leeching topping stage bill is bringing the Roly a smart \$80,000 in the first day, making prospects for over that \$12,000 for first week bill opened last Friday (15) looking up.

Surprisingly strong is "Mourning Becomes Electra," which likely in first week at Mayfair. "The Sign" is looking up, with new campaign for N.Y. preem stressing sex angle, started this off week.

Also strong is "Walk Crooked Mile" with \$25,000 or over at Criterion.

"A Song Is Born" teed off in sock (last) restorer (10th) at the Astor, with \$8,000 in sight for initial day. Novel advance campaign for "Kiss Blood and Tears" star of film, helped get this week in first place. Heavy stage bill, only this \$58,000 on single week, and out. This was week at Palace, biggest this house has had since giving up first runs.

"Three Musketeers," which opens today (Wed.) at State after seven weeks at the Astor, is looking up.

"Julia Misbehaves" continues very big with \$139,000 in second week at Music Hall, although off \$18,000 from first week, making bigger sessions at the Hall.

"Johnny Belinda" with Freddy Martin band, and shaggy up untidely well at State at Strand with \$25,000 or more.

**Estimates for This Week**  
Astor (City Inv.) (1,300; 70-81.50)—"Song Is Born" (RKO) (2d wk). First day looking to hit \$6,000.

State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

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State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

"Walk Crooked Mile" (City Inv.) (1,300; 70-81.50) ended Monday (18) with best \$26,000. Last week, second of "Saxon Charm" (U) (6,000).

"Kiss Blood and Tears" (U) due to lack of date, not set for opening.

Globe (Brands) (1,500; 90-81.50) ended Tuesday (19) with best \$23,000 for seventh. Stays on.

Mayfair (Paramount) (1,736; 60-81.50) "Mourning Becomes Electra" (RKO) (1st week) ended last Friday (22) looks to reach big \$32,000, with scale of \$15,000 top on week-ends helping this initial release.

Lastweek, "Rachel and Stranger" (RKO) (4th wk), okay \$16,000.

Palace (RKO) (1,700; 40-85)—"Angels With Dirty Faces" (WB) (8th wk). Last week, \$16,000.

State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

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## 'Sam' Surmounts Denver Slump, Bangup \$18,000

Denver, Oct. 19.—Business is looking up, with most spots, but "Good Sam" is packing the Orpheum to win a week of "Black Arrow" and "Zanab" in two theatres.

Aladdin (Fox) (400; 35-74)—"Forever Amber" (20th). Good \$4,000. Last week, \$3,000.

State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

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## D.C. Looks Up, Shoes Terrific \$22,000

Washington, Oct. 19.—Big looking up, currently, with "The Sign" and "Variety Time" responsible. Big news is the glittering benefit preem of "The Sign" (RKO) \$18,000.

National from left to flickers. The British made, showing off \$18,000 in first week.

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## 'Julia' Same, Belinda Plenty Hot 20G

Washington, Oct. 19.—"Julia Misbehaves" (M-G) is looking up, with \$13,000 in first day, making prospects for over that \$12,000 for first week bill opened last Friday (15) looking up.

State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

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State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

## 'Seas' Lift \$18,000, Mont. 19.

Montreal, Oct. 19.—Plethora of holdovers will top total gross take this week. Top holdover, "The Sign" (RKO) \$18,000.

State (Indie) (650; 85)—"Peabody and the Mermaid" (U) (10,000). Last week, \$12,000.

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Your biggest date in '48!

# 20th Century-Fox Week November 21-27!

SPYROS  
P. SKOURAS  
35th Anniversary  
Celebration  
SEPT. 26—DEC. 25  
INCLUSIVE!

20th's putting *Thanks* in Thanksgiving  
for showmen coast-to-coast with . . .



## ROAD HOUSE

Nation-wide  
opening set  
for first week  
in November!



## WHEN MY BABY SMILES AT ME

TECHNICOLOR  
World Premiere  
Fox, San Francisco  
November 3



## APARTMENT FOR PEGGY

TECHNICOLOR  
It's a "full"  
house party  
everywhere!



## CRY OF THE CITY

Opening grosses con-  
tinue trend of 20th's  
real-life dramas!



## UNFAITHFULLY YOURS

World Premiere  
Roxy, N. Y.  
November 10



## THE SNAKE PIT

World Premiere  
Rivoli, N. Y.  
November 4



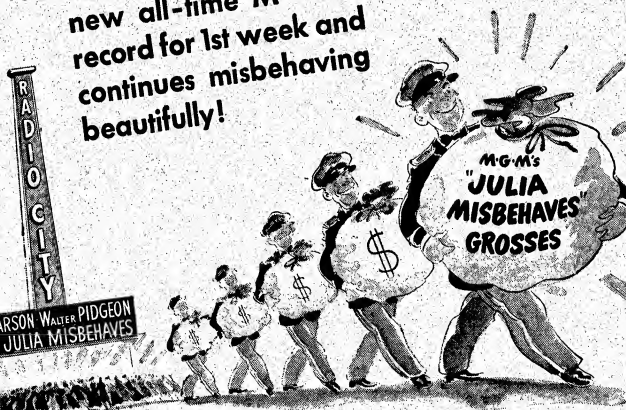


**NOTE TO GUS EYSELL:**

Congratulations on your 30 Years in Show Business! Again, you've picked a record-breaker!

# Radio City Music Haul!

"Julia Misbehaves" sets new all-time M-G-M record for 1st week and continues misbehaving beautifully!



M-G-M presents GREER GARSON • WALTER PIDGEON in "JULIA MISBEHAVES" • PETER LAWFORD • ELIZABETH TAYLOR • CESAR ROMERO • Lucile Watson • Nigel Bruce • Mary Boland • Reginald Owen • Screen Play by William Ludwig • Harry Ruskin and Arthur Wimperis • Adaptation by Gina Kaus and Monckton Hoffe • Based Upon the Novel "The Nymphet Tree" by Margery Sharp • Directed by JACK CONWAY • Produced by EVERETT RISKIN • A Metro-Goldwyn-Mayer Picture

Lines around Radio City Music Hall! Your public will soon know the fun and you'll know the profits of M-G-M's new audience sensation!

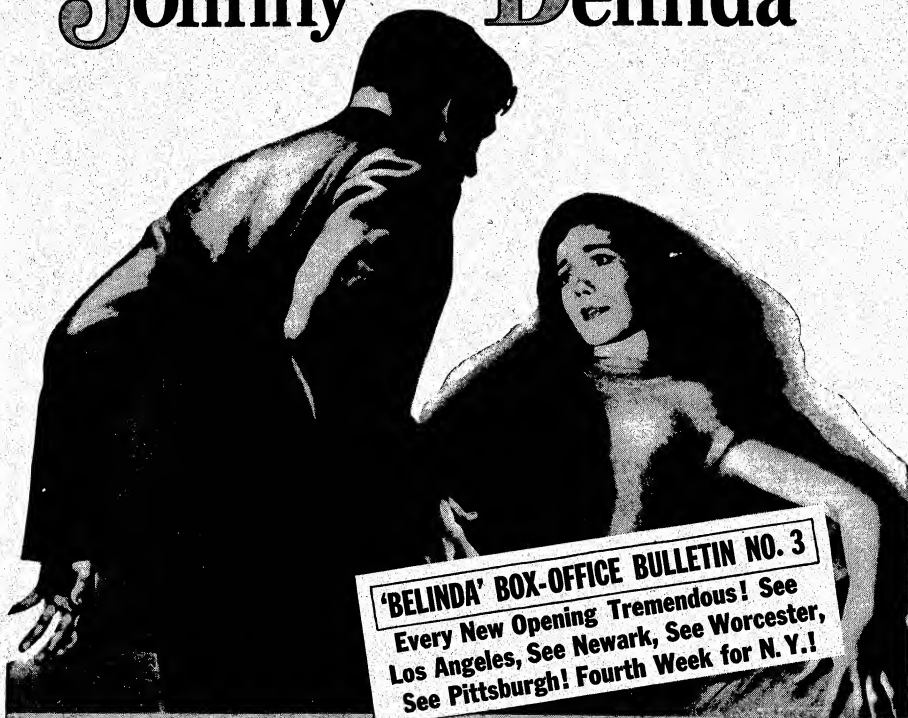
DOUBLE-LINE CIRCLES BLOCK



**REPORT FROM THE NEW YORK EVENING POST:**

“There are few pictures that receive the spontaneous audience applause that is being received at the Strand by

# Johnny Belinda”



**'BELINDA' BOX-OFFICE BULLETIN NO. 3**  
 Every New Opening Tremendous! See  
 Los Angeles, See Newark, See Worcester,  
 See Pittsburgh! Fourth Week for N.Y.!

**WARNER BROS.**  Present **JANE WYMAN · LEW AYRES** in **'JOHNNY BELINDA'**

with **CHARLES BICKFORD** **AGNES MOOREHEAD**  
**STEPHEN McNALLY**

Directed by **JEAN NEGULESCO** Produced by **JERRY WALD**

Screen Play by BENJAMIN GLASS and ALLEN VINCENTY • Adapted from the play by TIME HENRY  
 Produced by LARRY WOLFE for RKO • Music by MAX YERGAN







UNITED ARTISTS ANNOUNCES  
THE EXPLOITATION SCOOP  
OF THE YEAR!

Ready for Release  
OCT. 22nd

# "The Plot to

Revealed for the first time!  
NOT A DOCUMENTARY! IT'S FICTION BASED ON FACT!

# Kill Roosevelt"

FROM A STORY CIRCULATED BEHIND CLOSED DOORS FROM DOWNING STREET TO THE KREMLIN!



Sensational Accessory Line **NOW** Available at Your National Screen Exchange!

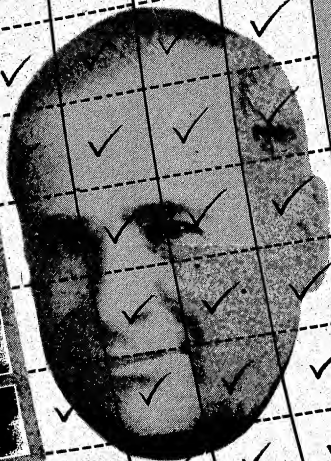
A Selected Films, Inc. presentation • Directed by WILLIAM FRESHMAN • Released thru UNITED ARTISTS





# Mr. Exhibitor: HERE'S YOUR BOX-OFFICE SCORE CARD FROM REPUBLIC!

	Box-Office Guarantee	Mass Appeal Entertainment	Proven Titles Star Names	Exploitation Angles
<b>"I, JANE DOE"</b> starring RUTH HUSSEY · JOHN CARROLL · VERA RALSTON	✓	✓	✓	✓
<b>"MOONRISE"</b> starring DANE CLARK · GAIL RUSSELL · ETHEL BARRYMORE A FRANK BORZAGE Production	✓	✓	✓	✓
<b>"THE RED PONY"</b> JOHN STEINBECK's · CHARLES K. FELOMAN Presentation starring MYRNA LOY · ROBERT MITCHUM · Color by TECHNICOLOR LEWIS MILESTONE Production	✓	✓	✓	✓
<b>"MACBETH"</b> CHARLES K. FELOMAN Presentation starring ORSON WELLES and Great Cast! · MERCURY Production	✓	✓	✓	✓
<b>"DRUMS Along the AMAZON"</b> starring George BRENT · VERA RALSTON · BRIAN AHERNE · CONSTANCE BENNETT	✓	✓	✓	✓
<b>"ANGEL IN EXILE"</b> starring JOHN CARROLL · ADELE MARA with THOMAS GOMEZ	✓	✓	✓	✓
<b>"THE PLUNDERERS"</b> starring ROD CAMERON · ILONA MASSEY · ADRIAN BOOTH · FORREST TUCKER IN TRUCOLOR	✓	✓	✓	✓
<b>"THE LAST BANDIT"</b> starring WILLIAM ELLIOTT · ADRIAN BOOTH · FORREST TUCKER IN TRUCOLOR	✓	✓	✓	✓
<b>ROY ROGERS</b> TRUCOLOR WESTERNS	✓	✓	✓	✓
<b>4 SUPER SERIALS · 20 VARIETY FEATURES · 14 ACTION WESTERNS</b>	✓	✓	✓	✓
<b>Total</b>	100%	100%	100%	100%



Join us in honoring **JIMMY GRAINGER'S**  
**10th ANNIVERSARY DRIVE!**  
SEPT. 27th to DEC. 31st

## Will Hays As Arbitrator

Continued from page 8

allocations is the fact that some companies consumed from funds in the past by promotion and production while others layed off that device. Use of funds for exchange operations and other reported earnings had more to be taken into consideration.

Meanwhile, revaluation of the franc by the French government, pushed through over the past weekend, is not considered an effect of the amount of dollars received by the companies. In this respect, the \$9,753,820 reported earnings had a conversion rate of 119.2 francs to the dollar set in the dollar value of the franc can water down this sum.

As to remittances of \$1,068,795 which are to be made annually for the next four years on current earnings, the companies are expected to cut the amount of money earned by the companies in francs but not in actual dollars remitted. That conclusion is reached because current earnings of the companies substantially exceed the amount of francs which can be converted into dollars and sent to company coffers.

In this regard, the \$1,068,795 yearly payment is the same as regular exchange rate of francs previously was 214 francs to the dollar but will now be 262.

## Revolution of Franc Pinches French Showbiz

Paris, Oct. 19.

Realignment of the franc here which is equivalent to devaluation, points up still further France's critical economic situation. Under the newly decreed currency changes the film industry is particularly affected, for French importers must pay for film in dollars.

Legit field also comes within the scope of the franc's revaluation inasmuch as talent salaries are particularly in some instances are performed in dollars according to contract arrangements. Meanwhile, the masses are more impoverished even as evidenced by the dwindling sale of cheaper seats at even the hit shows contrasted to full orchestra sections.

A resumption of sudden cuts in

electric power is another source of harassment to legit producers. Average of several performances each week are snuffed by the lack of juice. Current coal strikes have served to aggravate this problem and most observers feel a long walkout of miners will unquestionably bring a block of unprecedented proportions.

## Rank Scored

Continued from page 8

offensive statement about spiritualists would be passed for exhibition purposes. The statement and the fact that the story revolves round a bogus medium and is called "The Spiritualists" gives not only deep pain, but very grave offense to the sincere religious convictions of hundreds of thousands of spiritualists.

"On behalf of the spiritualist movement in this country, I must ask that immediate steps be taken to insure that these offensive statements be removed. Lieut. Col. A. Fleetwood-Wilson, of the British Board of Film Censors, has written to the Board in regard to films dealing with religious matters hasn't been changed.

"With regard to the particular film to which you refer and which, by your statements, is being shown in America, the Board had no reason to think that this film of offense would be taken seriously by any genuine believer in spiritualism. As the purpose of the trailer advertising this film, inquiry will be made.

Rank Organization also received similar protests. In further communications to the mind with reference to a compromise. Industry legalities as the government realizes the implications of the situation. The fight it took-and nail. If it lost on the settlement favorable to the majors would be likely.

"The case during last week's application for an adjournment until Nov. 8, which he ultimately withdrew, and with legal colleagues "did not intend to spend the rest of their lives on the case. It was that he had already hinted at a referee.

## Threat of Referee in Anti-Trust Case Could Stall It Interminably

Government and trust case against the industry shows signs of "going on without any end at all," according to several sources. Following last week's blunt intimation by Circuit Court Judge Augustus N. Hand that the case would be sent to a referee for hearings, if that happens—and the industry is determined to fight the case—industry attorneys believe a final decision will be indefinitely postponed. The industry attorneys said, a referee order would strengthen the majors' bargaining position in settlement negotiations immeasurably.

In contrast to the three-judge court now slated to hear the case, a referee would very likely hear all evidence presented by both sides over the course of several months. The industry attorneys involved in the suit. While the statutory court would be a dispositive to cut parties short on testimony, referees traditionally permit lawyers to lecture at length on legal points. This is calculated to stretch out hearings indefinitely.

Moreover, it's said, with busy trial lawyers from eight offices in the city, the defense attorneys using the case to a referee would spell innumerable adjournments. The industry attorneys also cited in other cases because their appearance was required before a referee, and judges would be inclined to postpone other trials to the case. The industry attorneys would do so for an appearance before a referee would lower judicial figure in the legal hierarchy.

Because the Government, and particularly S. A. Atchafalaya, is already showing impatience to get the trial out of the way, reference would undoubtedly nudge the Dept. of Justice into a more amenable frame of mind with reference to a compromise. Industry legalities as the government realizes the implications of the situation. The fight it took-and nail. If it lost on the settlement favorable to the majors would be likely.

"The case during last week's application for an adjournment until Nov. 8, which he ultimately withdrew, and with legal colleagues "did not intend to spend the rest of their lives on the case. It was that he had already hinted at a referee.

## Majors' Theatres

house each by liquidating the partner's interest.

Under the demands of the Dept. of Justice, all wholly-owned theatres in towns under 100,000 population would be liquidated in a somewhat longer period than the one allowed for partnership holdings. In urban centers over 100,000 population, the liquidation of theatres would be permitted, a major would be permitted to acquire a delinquent theatre in liquidation, but does not operate one presently.

Third Proviso As a third feature of the Government's liquidation plan, the practice restrictions imposed by the U. S. Supreme Court and the industry court would be incorporated in a decree in which the companies subject themselves to contempt proceedings in case of violations. Majors would be permitted to create an all-industry association of live action theatres in place of industry disputes.

Government counter-proposal was made after the four companies presented their peace plan. The parties are in agreement on the three provisions. The majors have offered to liquidate all partnership holdings while taking back one theatre in each town where sale of theatres would leave them without a showcase. Additionally, the companies agreed to enter a consent decree which would incorporate restrictions on selling practices.

Big bone of contention is the wholly-owned houses. The company offers to create in liquidation by the sale of at least one theatre in such towns and cities. In spots where there are already theatres the four majors want the status quo maintained. It has been their theory that the D. of Justice situations meet the requirements

## Rank Backs Budget Slicer

Continued from page 7

mous, but if the claims of the investors are proved virtually be adequate to fill out all the product needs of British cinema. The cost which is made at a reduced cost which could be recouped on the home market.

While the first Independent Frame film, "Warning to Wantons," is on the floor at Pinewood, units and details of the three new pictures are away on location, and will follow the initial production tour of the three new pictures.

But without waiting for an opportunity of previewing the first results at Pinewood, Rank is already actively talking of an extension of the process to Denham and details of the cost and structural alterations involved are now being worked out.

Until the initial film is in the can and the results can be gauged, Rank has imposed a "Top Secret" embargo on the activities of the Aquila unit. Visitors are barred from "E" stage, where the Independent Frame unit is now being installed, publicity bluffs make no mention of the intricacies of the system, and all technicians working on the picture have been sworn to silence.

Mass Production

Promoters of Independent Frame claim that by the use of the system the output of a single stage can be increased to eight pictures a year, against a normal annual output of six features for the entire five stages at Pinewood.

Secret of the Independent Frame is in the vast amount of preparation which is required before a picture reaches the studio floor, and scripting is put in hand from the very beginning. The shooting begins, and the director, working on the newspaper principle of editing copy, makes the director's ideas, as in the case of newspaper makeup, locations are previewed before the scenario is written. The sets are designed and constructed while writing is in the limbo.

Next stage in the process is the prefabrication of all the elements of production which will go to "frame," which is prepared as a separate entity independent from the final independent "frame" is composed of prefabricated sets of location, background plates, sound effects, music tracks, wardrobe and props, and anything else which is required prepared prior to final shooting.

Television Technique

In many respects the system is similar to television, with the action and everything on the stage has to be highly mobile. Special equipment like projection towers, floats and a screenholder is designed so that it can be positioned around the stage and camera. The continuity for artists engaged. Overhead jibs for flying the camera and the camera operator keep the floor space clear, and as the settings are constructed outside the studio on location, space is reserved for shooting only. "What not at any time occupied by carpenters, plasterers or electricians."

While the frame is in preparation, the cast is thoroughly rehearsed, and consequently every moment of the production is planned and tested before final shooting begins, filming being restricted to a number of live action scenes, prepared frame and prerecorded material.

Advantage of the frame system is that it can be used anywhere any number of times. As an example, the Italian strain of the system using the process has already offered Rank an outright cash payment.

of the Sherman law and need not be changed. There is no likelihood of a settlement if the Government insists upon its 65-theatre limitation, Variety has been told. Although the four majors are confident that the court will not go as far toward the end of the court's jurisdiction as the D. of Justice's peace terms. While the companies are anxious to avoid the tremendous expense involved in continued litigation, they believe it would be warranted if they were not accepted of present harsh terms for settlement.

ment for the frame of his first picture. The amount involved is reported to be higher than he has ever received from boxoffice earnings of a single picture in the Italian market. It would also cut out dubbing, as live performances could be married in with tapes to the original frame material.

Natural development of Independent Frame is the use of film on the television picture, using television cameras, with the three new pictures in direct to the director's control booth, and from there direct to the labs which will be the first to have all optical effects, cuts, mixes, etc., and edit the film as it is being recorded.

Already, Rank is working along these lines and at the Gate Studios, extensive experimental work is going on and a motion picture is being made on the television principle.

## 331 Features

Continued from page 2

That sum doesn't include possible "B" product from independent producers, such as Edward Lipson and Ed Wurtzel whose pacta have not as yet been renewed by the company for the previous year. 20th marketed 34 features, 12 releases and four B pictures, 34, of which 17 are depending its upcoming releases to 30 features over a comparable 27. In addition there'll be 17 features including one of British product from the Rank Organization. Eagle Lion is also aiming for the previous year of about 36 features, four releases and six Britishers, a slight increase over the foregoing fiscal year.

Paramount's position will be substantially the same as last season. Company's annual releases then amounted to about 23. In the first quarter of 1949 through April 15, the company has released 27. Pine-Thomas pencilled in compared to eight films including three line-throughs for the similar period. Firm doesn't go in the limbo with 12-month product crystals.

To date United Artists has a minimum of 16 films earmarked for release in the previous year, total of 21 features and six westerns. Republic republishes Herbert Yates and 16 outdoor attractions and four serials for its 48-40 program pits against a respective 27 and 20 the preceding season. Monogram also is boosting its slate with 61 titles, including 16 westerns. It includes 10 from Allied Artists, 33 from Monop plus 18 westerns. It's a jump over the previous year, which had only 52 features and 16 westerns.

## New York Times

James Grale William Hellen-Edmund Gains

"Apartment for Peggy"

A 30th Century Fox Picture in Technicolor  
ON VARIETY STAGE—RAY THOMSON  
"What Not at any time occupied by carpenters, plasterers or electricians."

ON HIS STAGE—"BETTER BY PLAIN"

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# KEEP POSTING!

THE *Film* DAILY

## Along the RIALTO with PHIL M. DALY

### NSS Tackles a Timely Job

● ● ● FOR REASONS that are understandable, no company in film biz today is more attuned to showmanship and the box office miracles it can work than National Screen Service. . . . So it is not surprising that the company so ably headed by Herman Robbins in formulating its plans for the George Dembow Tribute drive, (which incidentally gets underway today), has keyed it to the premise that showmanship is just as necessary to BETTER business as it was originally to BUILD show business. . . . Nor is it surprising that, in line with that approach, NSS has instructed its salesmen in calling upon exhibitors, not to confine their showmanship talks to the use of the company's materials, . . . Increased newspaper space, spot radio announcements, and other media will be propagated as well. . . . Yet the fact that it is not surprising that NSS has so elected, detracts not one iota from its uniqueness. . . . If there's a precedent for it, indeed, Phil M. doesn't recollect it as these lines take shape on the trusty Underwood.

● ● ● THAT THE POLICY thus adopted is sagacious, constructive and most sensible goes without saying. . . . And if there could be a wider adoption of the same, from time to time, the industry would be the healthier for it. . . . Sure, this is a highly competitive business, always will be. . . . But by the same token there's also a strong underlying "one-for-all-and-all-for-one" strain. . . . Every good pic makes a general industry as well as a specific company contribution. . . . Every good campaign ditto. . . . And when NSS goes out to "talk up" not only its own wares but the effective employment of all showmanship agencies, it is doing a magnificent-and-timely-job in kind. . . . For that, a doff and flourish of Phil M.'s chapeau to Br. Robbins and to the company's vice-president in charge of sales, George F. Dembow, honored by the drive.

It's interesting you by the way, you might give a thought to this. . . . From the NSS standpoint, in the current Dembow Tribute, concentration is on away-from-theater type of advertising to bring 'em back alive to the ol' box office. . . . Posting of 24 sheets, will get heavy attention. . . . Ditto the use of window cards, heralds and other away-from-theater items.

NATIONAL *Screen Service*  
A MAIN BODY OF THE INDUSTRY





# HOOPER RECORD

## ROUND ONE GOES TO NIELSEN ORG

Round One of the Hooper vs. Nielsen showdown battle—the bid for network backing for their respective new "national" services—looks like a technical victory for A. C. Nielsen: Round Two (for agency and advertiser clients) got under way this week with C. Hooper in these slugging via a new optional, everything-throws-in bid for subscribers in these categories.

What appears to have cost Hooper the first round is the fact that the webs will get Nielsen's new projectables (national ratings) at no extra cost, whereas Hooper has asked the four major nets to cough up an extra \$100,000 more than for his own U. S. Hooperatings.

None of the webs has publicly said yes or no to the offer, but the word privately is that ABC, CBS and Mutual pretty definitely are interested. NBC is "considering."

Although the webs' \$100,000 represents 50% of Nielsen's potential take for his added service, he says he is prepared to carry out the originated operation whether or not any nets sign on.

Obviously he'll need, however, a certain percentage of agency and advertiser and agency clients. And as an added inducement to come in this deal, he offered them this week an optional plan which, for one-third more than they now pay, they get his Station Listening Index as well as U. S. Hooperatings. (Continued on page 35)

## Jack Sexton To Get Godfrey Spot

That highly coveted early morning WCBZ (N. Y.) spot which Arthur Godfrey is exiting at the end of this month goes to Jack Sexton, a midwest radio personality who, in addition to emceeing a number of midwest CBS shows and being out of WBBM in Chicago, has also been doubling as production manager of the Columbia & Co station.

CBS, however, is changing Sexton's name to Jack Sterling when they get the 7-7:45 A. M. N. Y. slot, starting Nov. 1.

As emcee of the CBS coast-to-coast "Saturday at the Chase" alter, he's familiar to N. Y. listeners, although for the most part his 10 minutes in radio have had a strictly midwest accent. Prior to his WBBM regime, he was at KMOK, the CBS station in San Francisco, where he emceed, among other shows, the widely kudos "The Land We Live In." He's also been emcee on several other midwest stations during the past decade.

Godfrey early exit is one of the choice plums in radio.

## Winchell's Coast Repeat Switches to ABC Outlets

Walter Winchell's Coast repeat, now for and years past on the Don Lee-Mutual hookup, will move to CBS' ABC's Pacific outlet when Kaiser-Frazer becomes his sponsor next Jan. 2.

The main reason is that, simultaneously, WW will become an ABC property, and the net sees no reason why his repeat should be farmed out to a competitive net when ABC has its own Coast linkup. This "WW doesn't" has been the case of WW repeats carried by WFL, Cincinnati, and NBC's Art Baker Group, which can continue singing.

If it wants to, Don Lee can keep repeat in its 45 of its markets which aren't covered by ABC outlets, according to the latter's web execs. But that, of course, doesn't include Los Angeles, where Don Lee's KRLD now bills the play-back. KRLD will take over there.

## What Else!

In the original story of "Welcome, Stranger," the school kids got sick from smoking being the ban. For last Sunday's (14) episode, the Guild version with Bing Crosby, Barry Fitzgerald and Mona Maris, the sick-making tobacco was revised into green apples.

Niles cannot sponsor the Guild.

## Broadcasters

### Frightened By 'A Cathode Tube'

The "protect radio" stance versus television and the high cost of operation, initiated at the NBC Sun Valley convention a few weeks back, apparently is gaining momentum.

Attitude expressed by many NBC affiliate managers was that they were frightened by a cathode ray tube" and thus were more than anxious to embrace the NBC hierarchy, the sick-making radio" pitch against loss of standard broadcast advertisers to the late night-around medium.

Last week at the CBS affiliate meeting in Dallas, web execs found that, in sharp contrast to the enthusiasm abounding in N. Y., the southwest area broadcasters were more concerned about preserving the status quo in AM rather than rushing into TV. Some acknowledged that they were alarmed over the country of video operation and weren't even going to bother about applying for tele applications.

Miller's "No Death Knell" Atlanta, Oct. 19.

More than 200 broadcasters from southern states were here last week for two-day party. Fifth District meeting of National Association of Broadcasters, at Billings, Mont.

Radio stations WSB (NBC), WAGA (CBS, WGST (Mutual), and WWSB (CBS) in Atlanta were hosts to convention, which was attended by broadcasters from Georgia, Florida and Alabama.

The broadcasters heard Justin Miller, president of NAB, dampen radio's future to the extent that the comparatively new medium will not surpass the death knell of

(Continued on page 32)

## Schubert Cuts Talent As Show for Luckies As Amecine Matinee Strip

Hollywood, Oct. 19. —Bernard Schubert plans to open New York with a satire record of "Your Lucky Strike," which he cut for CBS for American Tobacco, web took up the tab. Intended as a five-a-week 30 minute strip, it would employ professional talent.

Don Amecine's emcee, Murray Bolen produced the audition platform.

Arrangement has been made with Leighton Brill, Coast rep of Richard Rodgers, Oscar Hammerstein and Lorenz Hart, to use his files, which is said to number around 2,000. If American buys the strip it will mark its entry into the matinee field to woo women smokers.

## MBS' \$1,000,000 Windfall

Mutual has sweetened its billings daily to the tune of \$100,000 by the use of link with Kaiser-Frazer to bankroll two half-hour weekly shows—

"The Great Gilday" and "The Great Gilday" film, Thursday to Oct. 22, starting next week (28), and Guy Lombardo's "The Guy Lombardo Show" at weekend (23).

Time tab on each of the stanzas is around \$100,000. The Kaiser-Frazer auto outfit is William Weintraub.

## Trammell Winds Up On Cutting-Room Floor; That's What He Wanted

When NBC affiliates get prints of web's new promotional film, "Beating the Odds," the radio community screening, it'll be minus the original sequence in which producer Niles is named swinging around from a TV control panel and talked directly to viewers about NBC's progress and plans. Trammell decided—after the film had been previewed by the press in N. Y. and by affiliates at the recent Sun Valley convention—that he didn't like his camera stunts.

His lines, in the final version, have been given to Ben Grauer to read. (Grauer narrates the film.) RKO-Pathe, which turned out the film for NBC, with Eddie Monahan directing and producing, delivered the first copy of the final version to the web last week. Distribution of prints will be started shortly.

## Puck Returns To CBS as 'Operation Godfrey' Manager

Larry Puck, who checked out of CBS nearly a year ago to become an executive producer at ABC Network, has come back to the Columbia web on Oct. 25, as a sort of unofficial "vice-president in charge of Arthur Godfrey."

Puck assumes the title of General Manager of Arthur Godfrey Talent Scouts. The unit, which the switcher is an ambitious talent development program in which (Continued on page 35)

## Harry Wismer's 3-Way Parlay

Harry Wismer is on his way to becoming the most affiliated personality in radio, already sports director of the ABC network and top aide to G. A. Richards in the latter's multiple station operation.

Wismer has now been picked by Chrysler autos for a cross-the-board stint on two Mutual, one stockholder outlets, WOR (N. Y.) and WGN (Chicago).

He's getting the 8:55-9 p.m. spot in which Billy Rose was heard up to last week, which means that the network's promotion dept. as Rose's successor on Mutual, won't get an airing in the top 20 market, but the top 10, however, over the rest of the chain.

Wismer will do sports charter, of course.

## Perles to CBS Promotion

Arthur Perles is moving out as asst. director of Press Information for CBS this week, and steps up into the network's promotion dept. as supervisor of special promotions, reporting to Neal Hathaway. Perles has been with the web for the past 10 years. George Crandall, press boss, doesn't contemplate filling the vacated post.

## Top 15—Now and Near Ago

OCT. 15, '48	OCT. 15, '47
Walter Winchell..... 21.4	Bob Hope..... 23.0
Fibber and Molly..... 20.1	Fibber and Molly..... 23.0
Jack Benny..... 19.0	Lux Theatre..... 21.6
Bob Hope..... 19.0	Bob Hope..... 21.6
Lux Theatre..... 17.9	Amos 'n' Andy..... 19.8
Phil Harris..... 17.5	Red Skelton..... 19.2
Bob Crosby..... 15.3	Red Skelton..... 19.2
Duffy's Tavern..... 15.0	Charlie McCarthy..... 17.9
Godfrey's Talent Scouts..... 15.1	Walter Winchell..... 17.8
Bob Crosby..... 15.0	Mr. Dickson's Attorney..... 17.5
My Friend Irma..... 15.0	Fred Allen..... 16.9
Charlie McCarthy..... 14.9	Screen Guild Players..... 16.7
Life of Riley..... 14.8	Phil Harris..... 16.5
Stop the Music (Average)..... 14.6	Brin Crosby..... 15.5
Crime Photographer..... 14.1	Gold Glidersleeve..... 14.7

## Waring on War Path

Reacting to the gloomy headlines of recent months, the Waring last week presented to the General Electric-NBC program the forecast of another batch of possible "war songs."

General idea was that the "War is Now" song, which "curtain was going up" on a new struggle. The lyrics asked: "Will you meet the final test?"

Yank do-die is on the go again.

Are there'll be a mighty show again.

## McElroy Set to P. A. P. & G Echoes

### A. C. Soundoff

Elevation of Neil H. McElroy to the presidency of Procter & Gamble, as successor to Richard R. Dupree, who has been elected chairman of the board, is of more than casual significance to the radio trade.

With P & G the top spender in radio today, with annual billings approximating \$30,000, McElroy's appraisal of radio as a continuing as the No. 1 sandler.

Many in the trade still recall the manner in which McElroy laid it on the table to the radio industry in general at last year's NBC convention in Atlantic City. The "new" radio spoke out then in no uncertain terms on the company's determination to weigh radio advertising strictly on a dollar-and-cents payoff basis; that the company will continue to embrace the medium only as long as the soap operas and nighttime programming make it a paying proposition.

Howard J. Morgan, in charge of P. & G. advertising, was elected a member of the co-sponsor, Lingle, Jr., in charge of overseas operations, and John G. Pleasant, in charge of manufacturing.

## Gives Morris Jitters Seeing Ford's Minerva In Chevy TV Spot

William Morris office, as agent for Fred Allen on his Sunday night NBC show for Ford Dealers, had considerable qualms about Minerva Ford's new car, which Gertrude Bern in last Monday night's (18) "Chevrolet on Broadway" TV production was called "Daughter, Whistle." Feeling that, as Mrs. Nussbaum of Allen Dickson's Ford cars, Miss Pious would be lending her talent on behalf of a competitive car.

However, Allen reportedly couldn't see that that way and gave Miss Pious the nod to go on the show. The Chevrolet stunt, for one thing, was tele and not radio. It was out of a competitive Sunday night programming situation, and Chevrolet isn't competing with a top comedy show.

## SLING IT OUT IN RATING BATTLE

The Hooper chips are down, now the fall show has checked in and are fighting it out for survival in the rating sweepstakes.

The falling action is a night-night breakdown of Round No. 1 (Oct. 15, Hooper report) in the "who's battling" competition.

Sunday: Chief interest here, of course, is divided between the Edgar Bergen-Paul Allen NBC parlay vs. ABC's "Stop the Music" and the CBS "Amos 'n' Andy" competition faced by Phil Harris and Alice Faye on NBC. Newest ratings show Bergen, with a 14.9, leading the giveaway list with a 12.7 and 13.4 for the two quarters opposite Bergen, and Allen's 12.2 slugging "Music" (which for the final two quarters hit 16.7 and 15.5).

Just that Amos 'n' Andy, who premiered Oct. 10, are doing to the opposition Phil Harris show won't be a factor in the ratings battle with the official Hooper check made last Sunday (17). Ozile & CBS, on Nov. 3, had what may be the 8:30 NBC segment, with Jack Benny grabbing a 17.8 for the top NBC parlay, and the 11:30 segment, Walter Winchell, with a 21.4, emerged as topdog in the Hooper check. The 11:30 segment, snaring 9.5 and "Theatre Guild" the Oct. 10's 19.1.

Don Dolan is still CBS' night, but the fact that a Sen. Vandenberg political talk kicked off the evening being rated put an appreciable dent in the following "Lux Radio Theatre," "Talent Scouts" and "Theatre Guild" segments. (Continued on page 32)

## Bob Burns' AG Harvest Cut-Inns

Hollywood, Oct. 19. —Ken Dolan has set Bob Burns for a cut-in on "Harvest of Stars," CBS, on Nov. 3, what may be forerunner of a series of seven-minute monologues. Deal for solo queuing with optima. Knudsen more, pays Burns \$4,000, plus \$1,000 writer fee. Contract in non exclusive.

Dolan heads for N. Y. tomorrow (20), toicker with sponsors, and while there will tell three of his shows on television. Arthur Godfrey as "Jeffers the Butler," is set for Chevrolet, Oct. 25. Burns and Shirley Rose will do a trial shot for Admiral Radio, Oct. 31. "Rose and Rose" will be on the air Nov. 1, on Chevrolet program. If William Gargan is tied up with film work, another actor will substitute.

Dolan is taking to N. Y. a print of Sol Wurtzel's "Trouble Perrier" which will be used as a sample of the type film Wurtzel will make for Dolan. Dolan has closed deals with Wurtzel as sale agent of his pictures for television.

## CONTI'S MBS MUSICAL SET FOR NOV. PREEM

Conti Products (Castille sham-poo and deodorant) will be set for a return to the kilocytes with a revised version of the "Treasure House" musical, "Great Sound."

Conti is taking to N. Y. a print of Sol Wurtzel's "Trouble Perrier" which will be used as a sample of the type film Wurtzel will make for Dolan. Dolan has closed deals with Wurtzel as sale agent of his pictures for television.

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# "LETTER TO THE PEOPLE" IS A

## Follow Up Comment on a Shoestring

Remarkable payoff of an unusual switch in the current giveaway craze came about here last week for Paul Williams, Art Linkletter's "People Are Funny" shoestring var. He practically set for cash. Just six weeks ago he was in the Birmingham hoodlums at Van Nuys, Calif., broke and despondent, with no home or family. On his first air appearance, Williams, 24-year-old wounded Navy vet, was given a shoestring by Linkletter told to see what he could pay it into. He traded the shoestring for a pen, then went with "People" on a charity tour across country. It netted him \$1,384 cash.

Here in Fort Worth last week, Williams received from W. O. Banston, head of Dallas auto agency, a permanent sales promotion for \$6,000. Williams has a place to live. A wholesale bakery in Corsicana, Tex., guaranteed Williams 10% on all its cakes, sold all over the world, for free. He was also handed a ice-copy take on a new song, "Putting My Dreams Behind Me."

Williams has invested his cash in 40 acres of oil lease at Utopia, Tex., adjacent to present oil drillings. Linkletter had a plastic replica made for the vet's missing right ear.

Fort Worth, Oct. 19.

## FCBA Asks AVCO Procedure Be Tossed Out as 'Futile' System

Washington, Oct. 19. Proposal that the Federal Communications Bar Assn. (FCBA) ask the AVCO procedure be tossed out as "futile" has been made known to the Federal Communications Bar Assn., Variety learned today.

The executive committee of FCBA has informed FCC Chairman Wayne Coy that the AVCO procedure, 60-day waiting period, after filing for transfer, to allow competing bids is "futile." The system only causes hardships to station operations, it added.

"During the past two years that this system has been in effect," FCBA president Carl Wheat told Coy, "relatively few competitive applications have been filed. Indubitably, it appears that the original purpose of the AVCO procedure has not been fulfilled."

"Moreover where the transfer does not wish to sell to the competitive applicant, despite the commission's decision favoring it, it appears that the AVCO decision is futile. Finally, as a result of the AVCO procedure and the consequent delay during the initial waiting period of 60 days subsequent to the filing of the application, broadcast licensees encounter considerable difficulty from a business standpoint. Station personnel are left in a state of uncertainty regarding their ultimate employment by the prospective purchaser and in November."

(Continued on page 25)

## WNBC GETS NOD ON FRIENDSHIP LETTERS

WNBC, N. Y., has been chosen to kick a counter-attack against the International Friendship Associates to take up citizenship with the peoples of nine European nations. NBC flagship as a result has booked an all-day "friendship" letter drive for next Friday (22), in which local airies—Tex & Jinx, Bob Sharpe, Norman Macdonald, Mary Margaret McBride, et al.—plus station breaks will be devoted to the cause.

Dialers will be asked to write to a New Jersey box number, describing themselves and the type of person they want to correspond with. Letters will be shipped for frank letters, then sorted for shipment by special plane to Europe the first week in November.

## American Express In Switchover to B&B

American Express Co., which handled "Fox" radio travel agency network last year, has quietly transferred its ad account from the agency to Benton & Bowles.

Whether the outfit will get back into network radio, a season hasn't been disclosed, but the fact that overseas travel is in a sharp upswing (see "Travelers' cheques for sales" may lean the company toward another web change.

## Dive Jive

Baltimore, Oct. 19.

Marvin Ellin, who platter plots "Varieties," an afternoon cross-trend show on WCAV on Oct. 27 will into his disks while clad in a Navy diving suit below the Potomac River off Washington. Responsible for the stunt is Lieut. Joseph Marshall of the Navy's local reporter, who has "Rocked in the Cradle of the Deep."

## 'Bargain Prices' No Inducement To Broadcasters

The new broadcasting season is marked by the absence of many of the hardy kickback perennials. These include, among others, such stalwarts as Fannie Brice and Joan Davis, who lack letters even at "bargain prices."

"The situation accents even the scarcity of the free and ready sponsor cost at the title of the season around for talent up until two years ago. 'Dropped by William Morris, which wanted for a cheaper program, Miss Brice's asking price is down from \$45,000 to \$15,000. In the case of Miss Davis, she can be had for \$8,500 a week. Her Sealtest package of several seasons back commanded \$17,500 per season."

"The trimming crannies" is evidenced all over the lot. Jack Carson, dropped by Sealtest last season, is the new General Foods replacement for Danny Thomas, but it's no longer a \$12,000 package he can hold out for. Carson, another also agreed to a continuance of "Aldrich Family" only at a price sale.

The fact that nobody's getting a fever over the availability of Edgar Bergen—\$25,000 a week—indicates an almost assured Hoover guarantee, is again seen as the tip-off that the coin belts are being tightened.

Henry Morgan, switching from Music Corp. of America to William Morris, still looking for a full-time position, as are Frank Morgan, Dick Haymes and Danny Thomas, among others.

Dinah Shore is back this season, but as part of the Eddie Cantor show. Glenn Miller, another fennie singer who commanded top dollar couple of seasons back, is still sitting from the ranks this season.

## BROADCASTERS DENY FCC'S JURISDICTION

Washington, Oct. 19. Broadcasters in general agreed today that the FCC has no jurisdiction over the hearing on giveaways, that something should be done about the situation. But they sharply disagreed on the agency's authority to restrict the jackpotters. Most, they inferred, was FCC's business. The hearing was all over by late afternoon.

Chief counsel for the Commission, Nelson's proposal to lay down rules saying which shows constitute violations came from ex-FCC chairman Paul Porter, representing the Maryland Broadcasting Co. (WTL), Baltimore. He enlisted the commissioners' against being swayed by lofty arguments from the networks and the National Assn. of Broadcasters as to FCC's jurisdictional limitations.

"The overwhelming majority of broadcasters need the commission's support," Porter said, "and its failure to act would shoot the works." The increase in giveaways, he declared, is a "cancerous growth" in the industry. Porter's position to the FCC's proposed rules, he added, both down to an "undesired" result of the commission's business, but "it is the FCC's job to decide the jurisdiction question, Porter contended."

## The Network Viewpoint

Hearing opened with testimony by Bruce Bromley, special counsel for the ABC, which he challenged the authority of FCC to impose rules against giveaways. He argued that "it is none of the commission's business" to "close its eyes to flagrant violations" of the Communications Act. Bromley stated, "there is a world of difference between taking notice of the fact that a station is in violation of an application for a broadcasting license, and adopting rules purporting to define in advance what constitutes a violation of that statute."

Bromley argued it would be "highly unwise" to adopt rules defining every crime of which a broadcast license might be guilty and to refuse license for violation of such rules.

Regarding the question of skill in giveaways, FCC chief counsel Wayne Coy pointed out that answers to contests have been published and that all that is necessary is to be able to read and write. Whereupon, Bromley contended: "I don't know what we're going to do about this fellow Winchell" (Walter Winchell frequently tells his guests at the title of his mystery melody on ABC's "Stop the Music.")

But, he added, if any is needed, lies in Congressional legislation, Bromley indicated.

Porter's NAB general counsel, claimed adoption of FCC's proposed rules would mean that "her Sealtest package of several seasons back commanded \$17,500 per season."

(Continued on page 24)

## U.S. Supreme Court Backs FCC 'Program Content' Power vs. WADC

Washington, Oct. 19. Right of the FCC to consider program content in issuing licenses to new broadcast stations, U. S. Supreme Court yesterday (18).

The court in effect upheld the right of the Commission to deny a power boost to a station because of its failure to broadcast certain types of shows, by refusing to take jurisdiction in the WADC case. The court's decision, announced by WADC, at Akron, O., carried the case to the high court, appealing a decision by the U. S. Court of Appeals here which had upheld the position of the FCC.

WADC, which has a 5,000-watt outlet on the 1320kc channel. Back in 1946 it applied for the 1220 channel and was given up to 10,000 watts. WGAR, in Cleveland, which had

## NBC Flagship's 400G New Revenue

## In Reversal of Policy on Spots

## Durr Into Law Practice

Washington, Oct. 19. Clifford Durr, former member of the FCC, announced last week his reentry into law practice. He will handle general, administrative and radio cases, with offices in Washington.

During his seven years as a member of the Commission Durr was a vigorous fighter for the rights of the small broadcaster. He had previous service with the FCC and the Defense Plant Corp.

## Happy Gross Days For NBC, BS;

## Fret Over Net

CBS has revised upwards its program gross time during 1948 and it now looks like the network will boast a 5% hike over last year instead of the previously hoped-for 3%.

Chief factors in the web's business upsurge over the past year have been, the sale of the N. Y. Philharmonic Sunday afternoon concert to Standard Oil Co. (N. J.); the additional half-hour of Lever Bros. air through the acquisition of "Amos 'n' Andy," the Longines 30-minute sale and the new daytime billings.

Last year CBS gross billings hit the \$92,200,000 mark. WNBC, which racked up \$63,750,000 in gross time sales last year, also estimates it will wind up with better than a 5% increase over last season.

However, the profit sheets on net income will tell a different story, in view of upping operating costs.

## HERSHFIELD'S MIDNIGHT NITERY BEAT FOR WOR

Harry Hershfield, showbiz old-timer-toastmaster and "Can You Top This?" regular, takes on a new role next week as midnight czar of Gotham's nitery circuit for WOR, N. Y.

He'll do a cross-the-board stanza from 12 to 12:30 a.m., originating it in rotation from such after-dark FCC found. The Copacabana, the Waldorf, the Versailles, Laitin Quarter, et al. Program will consist of a variety of interviews and will be sold on a participation basis. Three sponsors, already have been lined up.

Last of the holdouts among stations in the owned-and-operated field, WNBC: The New York flagship on Monday (19), has altered its policy this week to permit slotting of station break spots. It will allow for additional annual revenue of approximately \$400,000, with the practice to be restricted to 10 minutes per hour, only.

Station inaugurated its new policy on Monday (19), with Procter & Gamble, Kaiser-Fraser, American Tobacco, Campbell Soup, Pepsi-Cola, and American Clink Co. grabbing off the initial station break allocations at \$100 per announcement.

WNBC, which until now utilized by station break time for promotional purposes and to plug either local or network shows, followed its policy on station break sales, but the Columbia flagship of public comes on the heels of the best month—September—ever recorded by the station's network, WMAQ, which also lifted its spot ban requesting station break sales, but out all hours of the day. Previously station maintained a 7 to 11 p.m. break.

For awhile WNBC and WCB, alone among stations in New York, did not follow the policy, but the Columbia flagship of public comes on the heels of the best month—September—ever recorded by the station's network, WMAQ, which also lifted its spot ban requesting station break sales, but out all hours of the day. Previously station maintained a 7 to 11 p.m. break.

## KIMO Staff (10) Gets Jobs Back, But AFRA Pact Still Unkinked

Kansas City, Oct. 19. KIMO, indie 1,000-watt in Independence, Mo., and the American Federation of Radio Artists, are looking horns over a contract concerning advertising and production personnel.

In an election Thursday (7) to determine the union's right to AFRA, won out by a 7-2 vote, while the results remain to be certified by the National Labor Relations Board.

Following Monday, management of the station listed the entire staff of 10 for reasons of economy, according to Craig Siegfried, in Independence, Mo. He did not get brothers, Cedric and Charles, and a brother-in-law, Frank Fowler. Siegfried, who did not get the vote, as family of officials took three-hour shifts at the mike and the station's staff of 10. The economy move had been expected for some time, and with his taking over in the next weeks the staff cut was necessary.

Early last week station also filed a complaint with the NLRB against the NLRB. AFRA countered with an unfair labor practices charge, and called on Ed Schickling, AFRA's representative, to supervise the negotiating. Union also established lockout hours for five of the unemployed staffers, and substance pay for the balance.

At week's end, AFRA's charges of unfair labor practices, when KIMO reinstated employees as of Oct. 12, and AFRA also filed a charge with the NLRB.

## Admiral's 142% Biz Hike

Chicago, Oct. 19. Admiral Corp. earnings hit \$800,448 during Q3, up 142% over the same months of last year. Net sales for the quarter were \$13,128,165 or 30% over 1947.

Total sales through September of this year are \$42,514,509 as against \$28,669,223 for the first nine months of '47. Tele set sales are not accounted for the upped figures.









*(Have these words "costs less" vanished from the language?  
Almost... yet not entirely.)*

Today virtually the only commodity that still costs less than in 1939 is the American consumer himself.

Today an advertiser by carefully choosing his medium can buy circulation (that is, *customers*) for considerably less than he could in 1939. Nowhere, for example, has the cost of a customer dropped more than in network radio. (SEE "ADVERTISING & SELLING," MAY 1948)

*And nowhere in network radio does he cost as little as on CBS.*

Today an advertiser's dollar spent on CBS delivers from 8% to 57% more listeners than on any other network. For the second year in a row, CBS sponsored programs have again averaged the lowest cost per thousand families in all network radio—13% lower than the average for the other three networks.

Today "costs less" may be two words inaudible in most places throughout the land, but they can be heard in Radio, and *most distinctly* on the Columbia Broadcasting System.



—where 99,000,000 people gather every week!



## Tele Chatter

### HOLLYWOOD

TeI-Ar Association is packaging two television programs. Elisabeth Bernger has been wrapped up for an hourly dramatic series and John Lital for a kidshow show. Miss Bernger will do dramas from the collections of Burns Mantle with "Burns Mantle Theatre" set as tentative title. John Chapman will take over the once past and Dr. Paul Z. Olinier, star's husband, will direct. Lital has been set for a group titled "Captain John." Don Lee's KTLA has hired its power from \$400 to \$500 a week. KTLA is expected to give clearer definition and wider coverage to series' channel two. Carl Dudley Productions' camera crews have returned from Europe with five complete telefilm for "This World of Ours" series. Richard Webb has 12 of the series completed along with 28 on films on "This World of Ours." Both series have been purchased by NBC. KTLA has nabbed dual spots on "Woman's Page" segment of Rita Lital's "Magazine of the Week." Sunday telecast will co-operate with the series. Richard Webb is currently sponsored by Lowell and Bradford. Turner, and Leggett's Women's Shop. Richard Webb and Florence Whitney packaged new tele show titled "Richard

Webb's Hobby Shop," based on demonstrations of manual hobbies and display of collections. KTLA has established its second rate card since the station went commercial in February 1947. New card enables clients to purchase class B and C time at lower prices than initial card. KFTI-TV is offering the remaining three Pepperdine football games to sponsors on a participating basis.

### CHICAGO

New floor director at WGN-TV is Casino Genovese of N. Y. Test patterns of NBC's video outlet in Chi. WNBQ have been sighted 190 miles away, in northern Wis. "Play 'Em or Pay 'Em" bowed on video in Milwaukee. via WTMJ-TV, having been at WTMJ feature for many years. WGN-TV televised the press party at the Ambassador-East hotel, Monday (18), lending itself here for the premiere of "Station West," a Herald-American benefit. Oct. 17 WTMJ-TV introduced a 10-minute "Around the Town" feature, viewing films of Milwaukee taken by Art Uhlmann. Dorsey Connors of WGN-TV voted "Sweetest Performance" in Chicago Television in connection with National Sweetest Day, Oct. 16. National Day Casting Co. will sponsor two spots a week for six and a half weeks, via WGN-TV, beginning Nov. 3.

## WBKB Pitting Stage, Film Savvy Vs. Radio Know-how of Rivals

Chicago, Oct. 19

Operations of WBKB here in coming months will provide a clear-cut test case of radio know-how pitted against stage and film savvy. WBKB is owned by the Balaban & Katz theatre chain, while WGN-TV, WENB-TV and the forthcoming WNBQ are outgrowths of radio interests. Since its bow eight years ago, WBKB has been on the perimeter of Balaban & Katz operations, but since Capt. Bill Eddy's resignation as station director in August B&K execs have taken over. Station now is under the personal supervision of John Balaban, B&K chief with 31 years of show biz behind him. New development at WBKB is its viewing panel which auditions all potential talent. Panel includes Balaban's video assistant, John Mitchell, and Nate Platt, producer of Chicago theater stage shows. Panel last week okayed "Kup's Show," which bows today (19) with Chicago Sun-Times columnist Ivor Kumpnet doing the Q-and-A with celebs. Panel also has mulled theater tele and the feasibility of lensing stage shows at the Chicago Theatre, Chicago street from WBKB. News and promotional tie-in with the Herald-American, Hearst sheet here, begins Nov. 2.

## Inside Television

When the same wrestling match shows up two nights running, the second time as a main event, it likely won't be long before viewers start looking elsewhere for their entertainment. With four Manhattan stations now doing live wrestling shows a week, it is bound to be as indifferent to the video audience they'll repeat a match the next night, maybe it's time the stations started seeking ways to protect themselves. These quick repeats can only chase viewers to other channels.

The current Metropolitan schedule has NBC going its tug and tussle show Tuesdays; ABC (Orion) its tussle in from Washington) does one Wednesday; DuMont and WFLX one a Thursday confection, and DuMont is again on Fridays with the week's final display. DuMont was the first to put the wrestlers in the parade. Dennis James undoubtedly has something to do with this impression, being the best of the grappling announcers, but the matching also figures and, perhaps, the arena where these matches take place because the crowd here (Jamaica, L. I.) has always been the wisest of the mat crowds.

Final reports on attempts to Stratovise the final game of the World Series from Boston to the midwest indicate the system met with fair success. Even though WEWS in Cleveland could not feed it to other stations on the midwest network, Westinghouse Electric reported last week that viewers in 55 communities received the signal directly from the plane, which was circling over the Pittsburgh area at 25,000 feet. Plans picked up the signal at broadcast from WMAR-TV (Baltimore) and then sprayed it over the surrounding area. A neighboring station broadcasting on the same channel at the time, WJLA-TV (Washington, D. C.), when it found it couldn't transmit a clear picture in order to permit viewers to get an unobstructed relay from the plane. Much of the interference problem should be ruled out when Stratovision goes commercial, Westinghouse claimed, since plans call for the plane to circle directly above the ground station, which will relay the signal to the plane on a high-frequency channel.

RCA, in a switch on its former policy on television set sales, no longer makes it mandatory for all sets to be installed by the RCA Service Corp. nor for all set buyers to take over the year's service guarantee. TV owner contract henceforth is to be optional to buyers. Switch was dictated by the fact that there are now sufficient trained service men and service organizations to handle installation and repair. According to RCA, when it established its owner policy two years ago, it declared the sale of a service contract would continue "only so long as shall be necessary to customers' proper installation and quality service, and to insure the dealer and manufacturer protection of customer goodwill."

NBC studio production staffers are having a love affair with screen fling heads. A fad, no doubt, whether it's a romantic couple in deep embrace or a personality like M. M. McBride. Last week in Kraft's "Truth Game" playlet the opening minutes were entirely taken up with the magnificence of the leading couple kissing and murmuring to each other. The previous night Miss McBride was given the binoctular treatment and it was no treat either to Miss McBride or her audience.

What NBC has forgotten to consider is what's attractive about perspiration? Perspiring principals, helpless in the circumstance, are therefore shown up rather than covered up.

In Hollywood they can move a camera as close to a performer as any television lens can get. But out there they just don't. They've learned to keep their distance, sit.

In its review on the "Mary Kay and Johnnie" show, which premed Oct. 10 on the NBC-TV web, VARIETY pointed out that it wasn't made clear whether Mary Kay (Stearns) was going to have a baby, as written into the script, but that it would be a good idea for the series.

Comes now confirmation. The baby is due sometime in December.

## Time-on-the-Air Isn't All!

What happens when a manufacturer or his agent comes to WLW with a sales problem? If it's at all possible, he gets help. And help through time-on-the-air is by no means all.

At The Nation's Station, this fact has long been recognized: advertising alone is seldom the complete answer to a sales problem. So WLW's service to advertisers goes much deeper. With a "know-how" peculiar to the area—and with unrivaled facilities—WLW can help smooth out problems of distribution, selling appeal, packaging, dealer and consumer attitude and other factors which may be right if advertising is to be fully effective.

Here's a case history: Several years ago, a small local manufacturer came to WLW. Distribution was limited in Cincinnati—light and spotty in WLW's 4-state area. A distribution campaign, conducted by WLW's Specialty Sales Division, was followed by a modest schedule of spot announcements. Recommendations were made on packaging, selling appeal, display and supplemental media. WLW's Merchandising Department helped secure dealer acceptance and store display.

The result? Sales increased and expansion followed. In this area, the product is now the largest seller in a highly competitive field. The manufacturer is also one of WLW's larg-

est and most consistent advertisers... the reason, we believe, why "radio advertising" was given as the factor which influenced purchases among nearly 70% of the product users, in a recent survey of WLW's consumer panel.

Further, this advertiser has followed the same basic formula in other sections of the country... so successfully that two additional plans have been established to supply the sales demand.

The lessons and experience you may learn in WLW-Land will apply for all the nation. For the WLW Merchandise-Able Area is a true cross-section of America, an ideal proving ground for new ideas, product packages and techniques.

Yes, the nearly 14 million people who live in WLW-Land mirror America. And, with its unequalled facilities—its man power and "know-how" WLW can help you learn how to reach them... and sell them.

THE NATION'S STATION  
Only Broadcasting Corporation

### New Tele Business

WCAU-TV Philly, added an hour of daytime tele by signing Peirce-Podien home appliance demonstrators, for an hour across the board, starting Monday (18) from 2 to 3 p.m. The show, "Homemade Matinee," is the first cross-the-board daytime tele-feature in Philadelphia. It is the second major attempt made by the studio to snag the daytime tele audience. LIT Brothers department store has been sponsoring an hour every Tuesday morning (18-19). "Let's Have Fun," since last July.

Republican National Committee bought 10 minutes on "The Devey Family" (Newark, N. J.) for transmission of the film, "The Devey Family" on Oct. 30. Agency is BBDO.

Nineteen participating sponsors Sunday, "Reviews of the Sunday News," 20-minute show aired Saturdays over the WLW-TV Daily News WFLX. Sponsors include Michaels & Co., Peirce, Camera, Spear & Co., Morris Lissel, Fark, Alexander's, R. C. Fashion, Vini, Modell, Schlossman, Blustein, Hugh Vaccum, Saks-34th, S. P. A. Interiors, Lamoghe China, Ben Tucker Hudson Bay, Norton's, Fritter Strauss, Michaels Bros. and Rowe's Jewelry.

### First New York Appearance

ABE BURROWS

opens Friday

at LE Directoire

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Nightly at Dinner & Supper

Res. JEAN - MU 8-2150

### FAMOUS FOR OVER 75 YEARS

STEIN'S THEATRICAL-TELEVISION

MOVIE Make-up

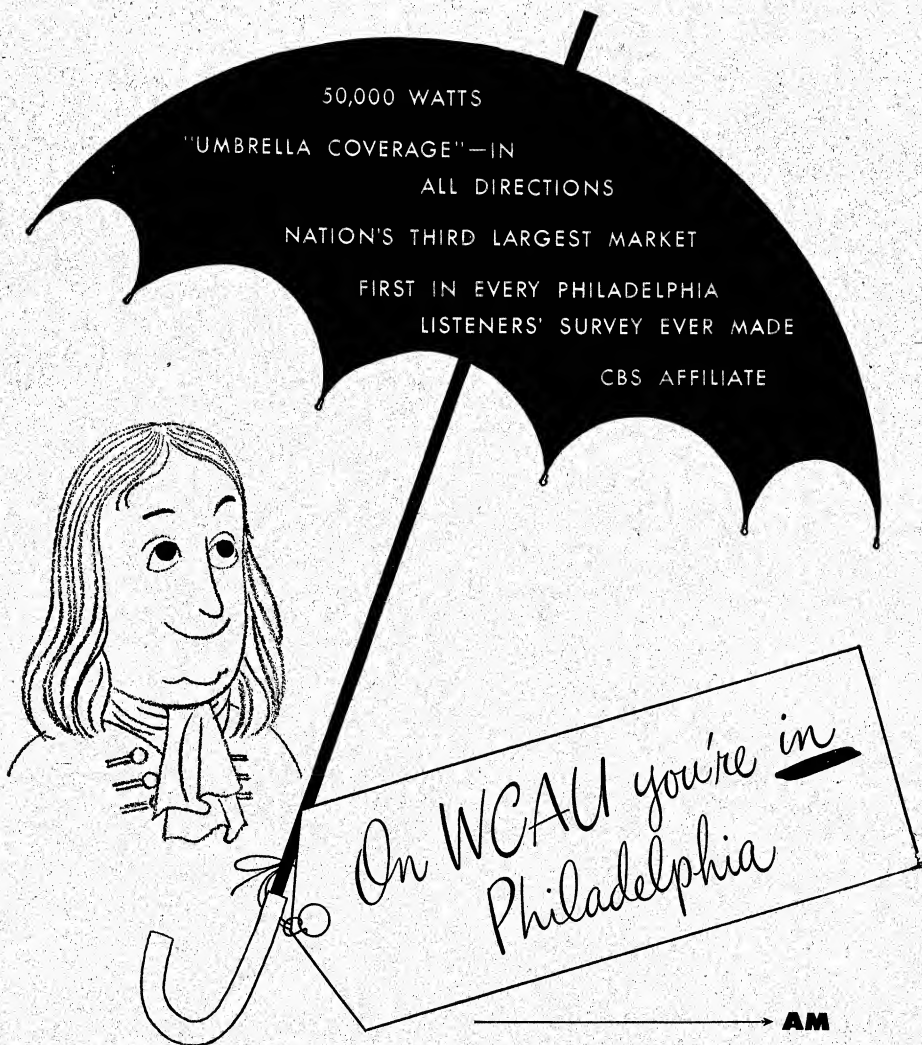
at LEADING DRUG STORES AND DEALERS EVERYWHERE

Three-quarters of a century of know-how in the extensive manufacture of fine make-up for the glitz profession has made STEIN'S preparation by movie theatrical, movie—and now television people everywhere.

STEIN'S new up-to-the-minute illustrated booklet that tells all the glitz secrets needed to up to use at all times and all parts. Includes special make-up on the new television make-up, fashion show, photography, etc. Write for your copy today!

STEIN'S Professional MAKE-UP

430 BROOME STREET, NEW YORK 13, N. Y.



50,000 WATTS

"UMBRELLA COVERAGE"—IN

ALL DIRECTIONS

NATION'S THIRD LARGEST MARKET

FIRST IN EVERY PHILADELPHIA

LISTENERS' SURVEY EVER MADE

CBS AFFILIATE

On WCAU you're in  
Philadelphia

→ **AM**

→ **TV**

→ **FM**

→ **FAX**

**THE PHILADELPHIA BULLETIN STATIONS**

Represented by WCAU Sales Staff in Philadelphia and New York . . . elsewhere by RADIO SALES.





Important Television News

***WBAL-TV***

**NOW ON THE AIR**

**60 HOURS  
WEEKLY**

Monday thru Friday daytime programs begin at 12 noon



IN BALTIMORE

***WBAL*** and only ***WBAL***  
**OFFERS BOTH!**

*The Greatest Shows in Radio and Television are on WBAL and WBAL-TV*

**NBC AFFILIATE—Nationally Represented By Edward Petry Co.**

## Television Reviews

Continued from page 28

fact that Miss Doan is at all times telegraphic is no detriment.

Working with Miss Doan is Gil Fates, who complements the mood she creates and who clocks the proceedings amiably.

Opening program (12) gave an inkling of the wide range of the subject "Vanity Fair" will cover. The show, from the two-way slugfest between Dr. Marylin Farnham and Jacqueline Cochran, on a woman's place in the armed forces, to a Peter Hunt demonstration of his method of furniture painting, and fluted by Eleanor Lambert's introing several Dache models.

There's nothing particularly original in the show's basic formula, as current femme television goes, the point of difference here lies in both the informality achieved and the overall atmosphere of enjoyment radiated by the hostess.

Plays that cropped up on the initial program were accented on the second (14) of the twice-weekly series, the major one being the awkward segue from one guest in question to another, which was a lack of awkwardness suggesting a lack of planning, both in camera treatment and in the show preparation. Getting those guests in and out of camera range with a correct smoothness and proper continuity may seem trivial, but makes for amateur production.

Too, as in the case of the Farnham-Cochran set-to-breasting upshot, the show is beginning to show early in the program left the listener dissatisfied, suggesting that, for a half-hour program, a



M-G-M

"On an Island with You"  
THE CAMPBELL SHOW  
FIVE DAYS A WEEK  
Mgt. LOU CLAYTON

SOON 56

First on Your Radio  
in Memphis, Tenn.

**WABO**  
Fulling in association more  
interest on your MUTUAL  
Station.  
Mighty Market  
CONTRACTS made now at present  
rates, receive full year's protection.  
CALL OR WRITE  
THE WALKER CO.

more extensive expansion of only two subjects would prove more successful.

But on the whole "Vanity Fair" shows promise of giving quite a boost to strictly-femme television fare. Rose.

**ALEXANDER'S QUIZDOWN CLASS**  
With Joe O'Brien, other  
Director: Tom de Huff  
Set: James McNaughton  
30 Min., Sat., 8:30 p.m.

**ALEXANDER'S DEPT. STORE**  
WJZ-TV  
(William Warren)

After two years as an AM feature, WJZ ABC's N.Y. flagship station, "Alexander's Quizdown Class" has been given the television airing by the web. With the exception of an attractive set designed by Jim McNaughton, the show had little to offer visually in its present TV presentation. Saturday (16) night, it was one of those programs in which the viewing audience could see its eyes and hear its ears react.

Even for straight sound broadcast, "Quizdown" has little of the slight interest. Format has been changed, each from a different high school, quizzed by Joe O'Brien on the subjects they study in their classrooms. Questions are put directly to each one, who gives with a straight-faced answer. There's no chance for the comedy and bantering antics of the participants on other game shows, such as "Jeopardy" and "Information Please." Some of the questions might stump the viewers but only other high schoolers would be interested enough to pay much attention for the entire 30 minutes.

Show was the first staged in WJZ's new studio at 60 West 60th street, N.Y. Inexperience with the facilities might explain the static job turned in by director Tom de Huff. He concentrated mostly on making a convincing job of only to point up the looks of snug complacency on the students who answered the questions correctly.

Filmed commercials for Alexander's department store were acceptable. Show represented probably a good, inexpensive way for the station to bring in a new idea that it won't attract too many viewers. Stal.

**UNDER TWENTY ONE**  
With Oscar Carter, Penny McGuigan, Marvin Howard, Jane Winton, Joel Kupperman, Ruthie Duskin, Shirley Slotter, Arcia London, Gene Gorski, Delores Marshall, Adele Scott, Don Faust  
Producer: Don Faust  
Writer: Don Brinkley  
30 Min., Fri., 8:30 p.m.  
Sustaining  
Chicago

This being Chicago's first teenage tele series, it has good possibilities, despite tough spots during its Oct. 8 bow. Produced by Television Advertising Associates in cooperation with the Chi Sun

Times, show is titled for Oscar Kato's "Under Twenty-One" column in the Sun Times.

Program opens with film montage jitterbug, coke and other teen scenes, then segue to producer-emcee Don Faust for cast interviews. Oscar Kato presents interviews with producers and Guiguan, who was at a disadvantage in exhibiting a number of teen-age models. Number would have been more effective if the models had been hemmed in by large plants at either side of platform, hiding some of the headwork. Oscar Kato and longshots apply caught her and her model. The show's medium shots from below made her look like a jergy six-tooter.

After the first half hour, the show's medium shots from below made her look like a jergy six-tooter. After the first half hour, the show's medium shots from below made her look like a jergy six-tooter.

Shirley Slotter, followed by Gene Gorski, and then Delores Marshall, a neat job here, shooting across the top of the platform, catching the action of the strings in closeups. More music was used in the show, but the music and chatter by Faust, who incidentally is excellent on video, were well peppered in the show considerably.

Arcia London and Gene Gorski did a beautiful job in a late show that doesn't live with the rest of the program and only succeeds in slowing up the already sluggish pace of the show. A humorous note concerning action of problems of teenagers would have been more appropos to maintain the attention of the under 21 audience.

Delores Marshall, 19-year-old video, a convincing job of only to point up the looks of snug complacency on the students who answered the questions correctly.

Filmed commercials for Alexander's department store were acceptable. Show represented probably a good, inexpensive way for the station to bring in a new idea that it won't attract too many viewers. Stal.

## Cincy Sponsor

Continued from page 22

tended to 17 stations in the four-state area. Koons said a half-dozen or more stations will be added for the 1949 schedule.

Television rights are an additional package sold by the ball club, as yet Burger has not inked the privileges, but he probably do so, holding No. 1 preference and with assurance by the Reds' owners that no brew competitor will be considered.

During the bow of video here in the 1948 season, telecasts were included in the AM parcel, with Hoyt's between-inning plays for the evening. The telecasts of Crosley's WLWT, opposit, and the town's only hear-see station, two other tele stations, WCPD and its rival newspaper-owned WKRC are scheduled to be on the air early next year. However, as in the case of WCPD on AM, the ball club will give first call to WLWT as an old customer on video, a ball club spokesman stated.

Hoyt's new annual salary from Burger is reported to be in the neighborhood of \$25,000 and covers three years. His acceptance with the brewing company spiked a rumor that he was to leave radio for the job made vacant by the death of his former Red Sox and the Ford Motor Co. in its American Legion baseball promotion.

Warren C. Giles, president of the Reds, did not disclose the AM and FM picture figure. The price tag for television, he said, will be set next month after a meeting on the subject with other National League moguls at their annual convention.

Des Moines—Don Bell of KANT, by newspaper poll Iowa's most popular disc jockey, celebrated the second year of his 8 a.m. show by doing a three-hour audience participation broadcast and doughnut party Oct. 9 attended by more than 750 femme fans.

## 'Leave our Giveaways Alone'

Continued from page 25

while newspapers have to answer to the attorney-general on lottery violations, radio broadcasters who're violating the FCC. This would be contrary to the intention of the act in enacting the Communications Act, he suggested.

Protect 'Genuine' Contests

John B. Moser, counsel for Radio Features Inc., said if FCC follows the attorney-general's recommendation, it would hurt many good programs as well as prohibiting bad ones. He said the problem had gotten "out of hand" and that the industry was responsible for creating it. He offered an alternative way to protect "genuine" contests as contrasted to "fake or spurious" ones. When contests amount "absurdly easy" questions in which the winner is selected by phone calls, he suggested, they should be prohibited.

Isaac Digges, representing the Radio Council of National Advertisers, said Porter's recommendations would mean "trial by error," implying that the "sporadic" nature of the FCC's jurisdiction in the matter, but contended a licensee should or shall not broadcast. He also cited Supreme Court decisions defining the limitations of FCC power over programs.

Proposed rules, Brauner argued, "would be asserting power to prohibit in advance the broadcasting of a particular class of programs, broadcasting of which is not otherwise unlawful—a power which the commission heretofore has not even claimed to possess." Such action, he maintained, would constitute abridgment of the freedom of speech, in violation of the First Amendment.

Counsel for NBC, Gustav B. Margat, reiterated that the source previously announced would be giveaways have long been a web of uncertainty for the industry because of conflicting court decisions.

NBC welcomes clarifying action, he said, but questions the authority of FCC to act in the matter.

"We don't think the quality and content programs limited to studio and theatre audiences contain the vice which is at the base of the problem," he added.

Mutual, alone among the major networks, did not represent among the witnesses.

Richard Paul, appearing for the National Association of Broadcasters, contended that some giveaways have "entertainment value" and that he heartily suggested "Music" in "good faith and in the belief it is not a lottery," and it doesn't wish to broadcast a lottery.

Theodore Pierson, D.C. attorney representing 22 stations, favored FCC action. He contended that Congress be asked to give the FCC power to issue cease and desist orders against lottery programs.

## Margaret Wylie Dies in Chi

Chicago, Oct. 19

Margaret Wylie, 42, time-buyer here for J. Walter Thompson, died Thursday (14) of a heart attack at Walter Memorial Hospital. She had been sickly for several months and entered the hospital two weeks ago.

Widely known in radio circles, she became WTV time-buyer seven years ago, having joined the agency in 1931. Interment was Monday (18) at Irving Park Cemetery. She is survived by several cousins in this country and Canada.

St. Louis—"What's It All About?" sponsored by the St. Louis Public Schools' Division of Audio-Visual Education over WVEW last night, received a special citation from the School Broadcasting Conference in Chicago.

## "A CREATIVE IDEA IN PROGRAMMING."

—KANSAS CITY STAR

## "WHAT MAKES YOU TICK?"

ABC Monday Thru Friday 11:45 to 12:00

for PROCTOR and GAMBLE

JOHN K. M. McCaffery

Written and Directed by

ADDISON SMITH

Interested in . . .

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For complete information...

## Mutual Broadcasting System

Cooperative Program Department • New York &amp; Chicago

## COMMERCIAL

## television

NOW SIX DAYS A WEEK

IN SALT LAKE CITY

Meeting the rapidly growing interest in

television, KIDLY-WGXIS has expanded

its service to six days a week, Monday

through Friday.

## Choice Availabilities

National Representative: John Blair &amp; Co.



WGXIS

UTAH'S NBC STATION

## Hooper-Nielsen

Continued from page 23

and city-by-city Network Audience Analysis reports. The indexes are an addition to his original offer.

## Separate Projectables

Hooper's decision to make the U. S. Hooperatings optional to advertisers and agencies necessitates changing of his original plan to include the projectable ratings in his packages. Now they will be supplied to subscribers under separate cover.

The projectable ratings (on all national sponsored network shows) will be issued only once next year, on April 15, with the second report not scheduled until Jan. 15, 1950.

What makes Hooper's expansion today is that Nielsen decided last month to open his client ranks to ad agencies for first time. Now the two major rating rivals are in competition on all fronts, and Nielsen is making a determined bid to win over the agency crowd.

The final round will open next fall, when both Hooper and Nielsen inaugurate their projectables.

## FCBA

Continued from page 23

advertisers are similarly uncertain regarding the continuance of the management with whom they have been dealing."

AVCO procedure was formulated in summer of 1946 following acquisition of the Crosley Radio properties in Cincinnati by the Aviation Corp. Commission concern, aroused by the industrial firm's buying into radio, resulted in the competitive bidding procedure designed to prevent trafficking in licenses.

Since adoption of the policy, requiring seller to advertise transfer during a 60-day period, the commission has received very few competitive bids and in only one case, involved the sale of KMEZ in Medford, Ore., was a competitive bid approved over that of the original buyer.

Currently, the commission has more than 50 station transfer cases pending. Several of these involve television facilities, among which are the Thrackery station in Los Angeles (KLAC-TV), part of a package sale to Warner Bros., and construction permits for stations in London (WHAS-TV) and New Orleans (WDSU-TV). The last two also being lumped with standard outlets.

## Puck

Continued from page 23

Godfrey touring units will be organized in the former Major Bowes vaude units to give the newly-developed talent a proper showcasing.

With his multiple air chores, his upcoming television program for Liptons, and Chesterfield bidding for TV service, Godfrey's career is currently recognized around CBS as a one-man industry.

Arthur Godfrey Productions, Inc. is the title on the new setup for entertainment units for head-line theatres throughout the U. S.

On the board of directors are S. Frank White, President of Columbia Records, Inc.; James M. Stewart, Vice President in Charge of Operations; CBS' Arthur Hull Brown, General Manager of WCBS; C. Leo De Orsey, Washington attorney; Arthur F. Driscoll, Paul D. O'Brien and T. Newman Lawlor of the law firm, O'Brien, Driscoll, Raftery & Lawlor.

All seven or eight acts in each unit will be presented in big league style. Each show will be a self-contained, one hour, streamlined stage revue.

## Coy Bullish

Continued from page 27

"will increase the flow of information out of our capital and bring to audience splendid new programs and events originating elsewhere in the country." Theodore C. Streibler, president of WOR, said the new tele station recognizes its responsibility as a member of a community whose work is devoted to the public service. WOIC, he said, is ready to assume

that responsibility and take an "active part in its share of that work." A cathode ray tube made by DuMont for use in the smallest video set on the market, the Pilot, was inserted in the cornerstone along with trade papers, including VARIETY, and other mementos by Eugene S. Thomas, general manager of station.

## UHF

Continued from page 27

the upstairs band, that the shift be gradualized over a four or five-year period. Coy reminded him of recent UHF television hearings as to the time required to develop the equipment for the 475-500mc band.

Under questioning by Coy, Neu admitted that it probably would not take very long to develop equipment for UHF if it became necessary.

The Commission proposal to take away the 152-162mc band was also

opposed by Neal McNaughten, assistant director of the NAB Engineering Department. This band, he said, offers the broadcasters the "only hope of providing a reasonably high quality service to the public."

McNaughten also asked that the FCC consider assigning an additional 12 channels in the present band for TV stations for transmitting audio signals from remote points of pickup. He suggested the assignment be made on an interim basis, pending development of microwave relay systems carrying both video and audio signals.

NBC also joined in the other nets' opposition to the 450-460mc band.

Cleveland-Jacob E. Hines, assistant program manager at WHK will take over the program post at WTAM on Nov. 1, replacing Chet Zahn, who accepted the program manager post at WCLE, Hines' new station. WENE, Hines has outstanding record as a musical director in Ohio.

## Town Meeting of Air

Continued from page 16

quick giveaway to their ideas. Intuition came out recently with a pessimistic statement that tele would put an end to the majority of film theatres by 1955. Yet, despite the fact that such an argument requires serious consideration, it may be authenticated, the speakers took it as bare fact, basing much of their conclusions on it.

Mamoulia, while emerging as the most entertaining speaker, gave out the most inconclusive statements. His main point was that tele is not a new art form, but a new medium of communication. He evidently hasn't seen enough original TV productions. Abel, choosing to speak on the actors' situation, stated frankly he didn't know what TV would do to actor employment. He surprised the panel by revealing that the Screen Actors' Guild, whose

tele committee he chairs, had just voted a demand for additional pay any time a picture is aired more than once in any TV market.

Rabour, Carmine and Woods were most to the point, emphasizing that tele could do much to bolster film big if used as an advertising medium to plug new pictures. Rabour's declarations, in particular, seemed to be well thought out. In answer to a question of why major film producers aren't selling their new product to TV, he answered frankly that no broadcaster has yet offered enough money to pay for the picture. Carmine, incidentally, got in several plugs for Philco receivers and for the new Philco Television Playhouse, while Woods wasn't bashful about plugging his own network. Technically, the TV pickup repeated the fine work of the previous week.

## A STATEMENT OF

## MUTUAL'S POSITION ON

## "AUDIENCE BUYING" AND "GIVEAWAY" PROGRAMS

By EDGAR KOBAK, President, Mutual Broadcasting System

THERE has been widespread misunderstanding about the issues involved in "giveaway" programs on the air. The confusion may be traced to two principal factors: (1) incorrect and loose use of the term "giveaway" and its application to two distinctly different types of shows; and (2) the misunderstanding arising from the difference in the objectives of the FCC on the one hand and the NAB Code on the other.

This statement of Mutual Broadcasting System's position is an attempt to clear the air.

\* \* \*

First, then, let us consider the confusion in the term "giveaways." There are, as we said, two distinct types of programs involved—one which rewards the listener for listening (or which "buys" an audience) and the other which rewards participants in the show—someone selected from the studio audience or someone who submits material used in the program. To clarify this distinction, we suggest these definitions:

- programs which give away prizes to the studio audience for the purpose of getting it to listen. Because the usual device by which this works is the telephone, these might be termed "telephone-call" shows;
- programs which give away prizes to the studio audience for participation and to persons submitting material for the shows, and in which the reason for listening is program and not prizes. We might call these "giveaways"—more accurately, they are "audience participation" shows.

Now as to the difference in the aims and objectives of the NAB Code and the FCC. The Code (which becomes effective January 1, 1949) seeks to eliminate programs which "buy" an audience. Here is what it says on the subject:

"Any broadcasting designed to 'buy' the radio audience, by requiring it to listen in the hope of reward rather than for the quality of entertainment should be avoided."

Obviously, this language needs clarification, because there is still considerable disagreement as to what constitutes "buying" an audience. But we'll come back to this later.

The FCC's objection, on the other hand, is based on Section 316 of the Communications Act which was deleted as of September 1, 1948, and rewritten with no substantial change as Section 320 of the U. S. Criminal Code by the 80th Congress and became effective September 1. This action prohibits the broadcast of "... any lottery, gift enterprise, or similar scheme ..."

\* \* \*

After consideration of the entire problem, Mutual decided not to broadcast "audience buying" shows. We made our stand public and the general and trade press carried the story on September 1. Here's the way we look at it.

As members of the NAB, we have subscribed to the Code. We will live up to it. We think the provision about "buying an audience" does not need to be changed, but rather—clarified and strengthened.

And so, by January 1, we will eliminate from our network any program which we believe "buys" its audience. One of our programs has already been taken off the air.

On the other hand, shows like our "Queen For A Day," "Quiz Ox Pale," "Take-A-Number," "The Better Half," "Quick As A Flash" will be continued, because, as we see it, they come under the program type we defined as "audience participation."

In brief: we are going to discontinue "audience-buying" shows because we intend to live up to the Code of our industry; also, we feel that shows which depend on prizes and devices to gain listening are not good radio and, in the long run, not good for radio. (We think broadcasting is here to stay!)

Our action was not taken because of the FCC's "entirely interpretative" rules which "do not purport to add to or detract from the statutory prohibition" against lottery programs.

For one thing, a substantial body of legal opinion seems agreed, despite the FCC, that "telephone-call" shows as such cannot legally be stopped. There would seem to be confirmation of this in the fact that, although Section 316 had been in the Communications Act for years, the FCC apparently considered it necessary to write up new rules—just at the time when the NAB Code is beginning to take effect.

For another thing, we are convinced that we do not need the FCC to tell us broadcasters what is right or wrong with programming. And, it is our belief that once the Code is in operation the FCC may well have "lottery" rules—and no programs to use them on.

But now comes a danger to which we cannot close our eyes.

If the industry, reaching the decision that "audience-buying" programs are poor radio, should abandon them, there may well be no more "telephone-call" shows for the FCC to forbid. But it is conceivable that the FCC may use the new rules to move in on "studio giveaway" shows, even though broadcasters and listeners both want them.

To put this in another way: if it is possible, today, for the FCC to say "away with giveaways"—it will be possible, tomorrow for the same or another body to say "away with mysteries, or symphonies, or comics, or drama or documentaries."

It will be possible; the day after tomorrow, for some group to say "away with freedom of the air."

## MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK



(Continued on page 42)

## Himber's H'wood Listening Post Brings Flood of Pluggers' Grips

Hollywood, Oct. 19.—Introduction of a local listening post by the new RH Logging Service has exploded virtually all Hollywood music publisher representatives into a frenzy of objection. Since the RH office opened last week here under Buddy Bernad, a former contactor, local pluggers are screaming for the scalp of maestro Richard Himber, who's backing the system in opposition to Dr. John Peatman's plug-measurement method.

Local reps worked themselves up to the point over the weekend where they dispatched strongly worded letters to the RH publishers, which carry both lists, the Music Publishers' Contact Employees headquarters in N.Y., and N.Y. publisher bosses, demanding that the RH system be dropped immediately.

Cause of all the commotion appears to be the fact that the RH listening post logs only the songs that actually are performed on the air. Before its advent locally, the only pluglisting in existence in this area was one operated by Leonard Vandenberg under the name Radio Air Service, which controls data to Peatman's weekly compilation. Vandenberg's sheet does compile songs actually played, but secures its information from network clearance sheets, and the implications in many instances, songs are cleared and are not actually performed, yet credit is given for performances by Vandenberg and the information is used by Peatman in compiling his weekly survey.

Pluggers have reacted violently against the RH system, by pointing out that its methods of awarding

(Continued on page 40)

## Shaw in Deal To Lead Band

Artie Shaw will organize a new Shaw-Kenne combo will be booked by General Artists, which handled the maestro in his heyday. He also said that the band will record for RCA-Victor—if and when the deal is lifted.

Shaw has been leading a band on the Coast organized by Artie Hudkins, connected with Shaw's drummers orchestra. Hudkins' is its drums and mandolin and the outfit uses the old Shaw library.

Whether any of these men will be transferred to the new band is undisclosed. But it's said that Shaw will cling to the instrumentation of his old band of saxophones and musicians and himself.

Meanwhile, Shaw is also planning to produce a comedy on Broadway later this fall.

## GOODMAN SLOW ON SELECTING MUSICIANS

Benny Goodman is in no hurry to organize his new band. He has not yet completed selecting musicians for the new group and won't go into rehearsal for another week or so. Meanwhile, Music Corp. of America has not been able to find any dates since it doesn't know what form of work will be required—one-nighters or hotel ballroom start.

If Goodman finds his band with too many untried musicians, the combo will be launched on one-nighters. If it shapes up well in rehearsal a location job may start on Oct.

## Teddy Powell Resumes Batoning for Fla. Date

Teddy Powell, songwriter and bandleader, will baton in Florida again this winter, as he did last. He has been signed to open at the LaBouche club, Hollywood, Fla., Dec. 25 for four weeks with two four-week options, at \$2,200 weekly. He'll use an eight-piece band, plus himself.

Powell recently signed with William Morris agency, which agented the La Boheme booking. He hasn't maestroed since last winter in Florida.

## Kapp Explains Whyfore of His New Coral Label

Jack Kapp, president of Decca, explains the whyfore of his new Coral label. (Coral, of course, was misspelled) label. "For one thing," he says, "Decca, along with the Brunswick catalog which it acquired many years ago, has so many old masters and top stars that the present-day label couldn't handle them. Lots of fresh talent also has been built up by Decca in the last eight years and this will be segued to the Coral brand for merchandising."

Coral labels will be kept separate and apart from Decca, even unto distribution via a different set of jobbers. "Coral incidentally has permitted a worldwide distribution market whereas Decca, through its contract with British Decca, is limited to the western hemisphere," Kapp explains, "this unloading of many waxes via Coral will speed up merchandizing of over 100 Bing Crosby masters, for example, which have never been handled before; likewise other backlogged catalogs. These are standards which Decca has been building up through the years and has nothing to do with any feverish pre-Pettie recording mania."

If anything, Decca was cautious about overloading itself with dubious tunes from unproved song manuscripts, as has been the case with some of the other brands.

Kapp Due on Coast

Hollywood, Oct. 19.—Jack Kapp, president of Decca, is addressing the Southern California Rotary Club in Los Angeles Nov. 1. The Decca press has been doing similar talks on recordings in relation to the American Music Company and institutions. A fortnight ago he spoke at Boston University, and has addressed other western student bodies.

## Irish Terp Owners Form Association to Fight Upiped Performing Fees

Dublin, Oct. 12.—Owners of all big terps in the Emerald Isle have formed the Irish Ballroom Proprietors Assn., with primary object of fighting the demand for upiped fees by Performing Rights Society.

Chairman Michael Fitzpatrick said that preliminary work by group of Dublin territory owners had stalled PRS until next April, but that he still plans to sue the likes. In one case the demand on a terper had been raised from £100 to £1,000.

Terperies here are having a boom period, particularly at weekends, and the preliminary work done in Dublin—which formerly shuttered on Sundays, is now making a killing on Sunday nights and is already putting up SRO audience figures. A Saturday night admission to other spots is 60c.

## CUTBACK CONFERS WORSE THAN NONE

Last week's collapse of negotiations for a settlement of the recording impasse between the manufacturers and the American Federation of Musicians may have more far-reaching effect than most industry people realize. It's felt that the antitrust suit and talks is worse than if no discussions had even been begun. For it leaves either side in the position of having to backtrack somewhat to ask for a resumption of meetings.

Meanwhile, it's a cinch that recording, with musicians, which has been going on in this country right under the AFM's nose, will increase markedly by those major and minor companies that no longer give a hoot about the AFM's position. RCA Victor, for example, neither of which has done any recording in the U. S., steadily increase particularly by those major and minor companies that no longer give a hoot about the AFM's position. RCA Victor, for example, neither of which has done any recording in the U. S., steadily increase particularly by those major and minor companies that no longer give a hoot about the AFM's position.

Victor's executives have had, and continue to get, distinct orders from superiors to refrain from cutting disks here with musicians, and to keep waiting even with harmonicas at a minimum. That's not true of rival companies, however; they have been recording and are continuing to do so. Some more cutting even while the ill-fated talks were going on.

One of the negotiations came late last Tuesday (12) afternoon, when James C. Petrillo, AFM president, and a policy committee indicated that the AFM be paid retrospective royalties from Jan. 1 last, while the diskers stopped such payments due to the Taff-Hartley law. Diskers resisted, pointing out that record companies have not been considerably (51% off in September compared to the same month last year).

(Continued on page 39)

## Blat Expected To Exercise Marks Option Buy

Broadcast Music, Inc., fully intends to exercise its option to purchase the R. M. Marks catalog, but as yet has not officially signified its intention of doing so. BMI has until Dec. 31 to advise Marks that it is ready to pay \$100,000 for the vast collection of music under that company name.

BMI's original agreement with Marks, in which the option to buy the catalog was included, was a licensing deal, with a five-year option. Initial term expired in 1945 but was renewed for another five years in 1950, with BMI to exercise its purchasing option by the end of 1954. BMI paid \$200,000 in advance for the rights to Marks' material during the first five years, and has during the second and current period.

There has been considerable talk about the R. M. Marks catalog for 10 or 15 days to the effect that BMI had already picked up the option to buy Marks.

## NEW AGENCY TAKEOVER BY AOE GLASER'S ABC

Joe Glaser, head of Associated Bookers, is concluding negotiations with George Walker, who set up Capitol Attractions last year, via which ABC was represented in the union ABC. Walker himself has already shifted activity to Glaser's new agency, which handles the small-units division, pending settlement of the whole deal.

Glaser's new agency is similar to that of Glaser recently made with Milt Deutsch, under which ABC was represented in the union ABC. Deutsch is now head of Glaser's new Hollywood office. He has been increasingly vocal in his criticism of America before setting up his own office.

## Video Interests Not Happy About Terms of ASCAP's P'ub Contracts

### Philco's 'Angel' Angle

Philco Television Playhouse (NBC-Sundays 9-10 p.m.), will project a capsule version of "Angel in the Wings" this week (24). No special permission is needed to use or pay extra for the music and songs incorporated in the revue since the deal with Philco was made directly with Sherman and Marjorie Ewing, its producers, who own the rights to the songs. Morris Music, which published the score, does not have these rights.

Question of whether the rights were being paid for was raised due to the fact that the Philco show is filmed and broadcast in other cities at a later date.

## Major Pubs Balk At RCA Plans On Breakage Fees

Major music publishers have been resisting RCA-Victor's bid to impose a policy which would require 85% of its royalty statements to them, to cover "breakage." Victor so far has concluded that 20% for the deductions with 20 more or less minor publishers, and has been negotiating with them. Starr, Warner Bros. publishing group head, with which he'll continue negotiations, is particularly against the company's royalty statements are issued. Starr had signed this pact as a condition (Tues.), but Victor feels it has a deal.

Many major publishers are still averse to the idea—or have not yet been approached by Victor on it. They feel that the recording business during the past year has had its total sales reduced to the point where royalty statements have shrunk considerably and they see no reason why they should agree to reduce it further by obeying Victor's breakage plans. Particularly since, once Victor obtains its aim, a precedent will be established for the other majors.

Pubs also feel that they currently are giving recording companies a break by accepting 15% per side royalty for 75c disks as against the 2c. per they should be collecting according to law.

## AFM Pushes Drive Vs. Congressmen Who Helped T-H Enactment

Efforts by the American Federation of Musicians to hit at the Congressmen responsible for the Taff-Hartley Act, which has hamstringed the AFM along with other labor unions, is gaining momentum. Current issue of the AFM's magazine, the Modern Musician prominently places the names of all members of Congress who voted in favor of the bill, in company with an article signed by James C. Petrillo, head of the AFM, urging union voters to induce farmers and friends to try to defeat these men in the coming elections. List of the Congressmen is printed with their states and areas.

AFM has waged its battle against the "Taft-Hartley" act since the T-H Act first passed last June. National convention of the union was held in New York last week, responsible, and, ever since, the AFM's national and local heads have been increasingly vocal in their aim toward getting revenge.

Television interests, which actually have asked the American Society of Composers, Authors and Publishers to establish some kind of a video music rate to replace the token \$1 a year license in existence for more than a year, don't think so much of the contracts for rights offered publisher-members last week by the Society. These agreements, designed to extend ASCAP's right to represent music in television deals for two years, beginning Jan. 1 next, call for certain restrictions on video's use of songs. And tells men and radio broadcasters feel that under the terms ASCAP will have little to sell them, that most agreements for music usages will have to be made directly with publishers.

Tele men have gotten hold of copies of the agreements, and they're not happy. The clause that decrees ASCAP, by choice, will have rights to offer involving performances in which there will be no screen or dialog allowed relative to a melody or lyric, and that no more than five people can be heard on a song, and there can be no dancing. It does allow that live performers only. That means that ASCAP's negotiations with tele men will include the "small right" and that any other agreements made by publishers will have to be contracted for directly with the publisher of a song.

Regardless of what the tele and broadcasting execs think of the contract, it does mean that there are more or less matches the regular AM broadcasting agreement except for the "small right" clause. (Continued on page 40)

## Lombardo Sought By Musicraft

Guy Lombardo has been approached by Musicraft, a New York City record company, with a proposition for him to move into the organization. Lombardo, who has been discussing anything connected with Musicraft's offer, and to say how he would like to see the company consummated, but it's known that he has had several confabulations with the company, and that part of the deal would entail his entry into the repertoire end as an executive.

Musicraft is admittedly in a bad position financially. It is at the moment, it is said, New York has brought by artists Buddy Greco and Sarah Vaughan to recover some of the losses due from the sale of recordings.

Lombardo is one of Decca Records' top executives, and has been for years. In 1947, he was the company's leading band, having sold over 100,000 disks, and ranked among the top overall.

## T. DORSEY EXTENDED 2 WEEKS AT N.Y. PENN

Tommy Dorsey's run at the Pennsylvania Penitentiary has been extended two weeks, to ten weeks, and may go on for 10 weeks. Dorsey has done very well at the penitentiary, and his business the spot has been doing in the past year or more, drawing just as much in time as he has in a half week, and playing to heavy patronage.

Dorsey's percentage goes only once so far, due mostly to the limitations of the room on Saturday night. On Sunday, however, at that evening is 701, as against over 800 that the Penn has handled in times past. On Saturday, Dorsey made to allow for overflow weekend crowds. Since the Penn's patronage is expensive to Dorsey, whose deal calls for a \$9,000 guarantee plus 50% of the gross over \$5,500 and 100% over \$4,000.

**AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS**

**WEEK  
ENDING  
OCT. 16**

[illegible]



## Songs with Largest Radio Audience

The top 31 songs of the week based on the copyrighted Audience Concept Index Survey of Popular Music, broadcasted over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of October 8-14, 1948

A Tree In The Meadow	Shapiro-B
Ah But It Happens	Bourne
Blue Bird of Happiness	T. B. Harms
Bye Bye Day I Love You	Leeds
Confess	Oxford
Cuanto Le Gusta—"Date With Judy"	Southern
Every Day I Love You—"Two Guys From Texas"	Leeds
For You	Witmark
Hail Of Gold	Robert
I'll Stay—"Love Life"	Leeds
I'd Love To Live In Loveland	BVC
If We Can't Be The Same Old Sweethearts	Feist
It Only Happens—"Easter Parade"	Robbins
It's A Most Unusual Day—"Date With Judy"	Witmark
It's Magic—"Romance On High Seas"	Kramers
Love Somebody	Triangle
Maybe You'll Be There	Crawford
My Darling—"That's The Ticket"	Leeds
My Happiness	Blasco
Night Has Thousand Eyes—"Night Has Eyes"	Paramount
On A Slow Boat To China	Leeds
Rambling Rose	Laurel
Say It Isn't So	Berlin
Shadows I Love	Leeds
This Is The Moment—"Lady In Ermine"	Miller
Underneath The Arches	Robbins
When You Left—"Love Life"	Leeds
With A Twist of the Wrist	Patmar
You Call Everybody Darling	Mayfair
You Were Only Fooling	Shapiro-B

The remaining 23 songs of the week, based on the copyrighted Audience Concept Index Survey of Popular Music, broadcasted over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

A Hundred and Sixty Acres	Leeds
Am I Flying—"Easter Parade"	E. H. Morris
Corbett Symphony	Leeds
Don't Care Rains Night—"Two Guys From Texas"	Leeds
Remin'g'	Leeds
I Love You So Much It Hurts	Witmark
In My Dreams	Witmark
It's A Romantic—"Isn't It Romantic"	Advanced
Just For Now	Leeds
Little Girl	Leeds
Put 'Em In A Box—"Romance On High Seas"	Leeds
Say Something Sweet To Your Sweetheart	Leeds
Sleepin' Out With My Baby—"Easter Parade"	Leeds
Take It Away	Leeds
That Certain Party	Leeds
Unlil	Leeds
Walkin' With My Shadow	Leeds
When The Red Robin Comes Bobbin' Along	Leeds
When You're Smiling	Leeds
Why Does It Have To Rain on Sunday	Leeds
You Started Something	Leeds
You Walk By	Leeds

\* Copyright Musical. \* Film Musical.

## Li'l Abner' Tlein

## On Morris Tune

Al Capp's "Li'l Abner" cartoon strip will be the exploitation medium for another song, beginning the week of Nov. 13. Capp's strip will be in with the promotional efforts of Morris Music on the tune, "The Shmoo Song," written by Julie Stone and Johnny Loeb, which Stone demonstrated several weeks back on "We the People" with Capps.

Capp's strip was tied into the promotion of a tune by Barton Music several years ago. The tune was titled "Don't Marry That Girl" and wasn't very successful.

## British Maestro Roy

## Scores AFM X On

## Band Interchanging

Policy of the Amphigean Federation of Musicians in restricting an interchange of bands between the U.S. and Britain is regretted by British bandleader Harry Roy, who recently arrived in New York on a business and pleasure tour. He points out that no musicians would lose employment in the event that Harry's band and Tommy Dorsey switched from a New York hotel to the Mayfair or Savoy in London. The name crews there made a similar transfer to Gotham.

With top American and British bands playing in each other's country on a reciprocal basis, a new market would be tapped that would prove advantageous for everyone concerned. Roy noted that Britons are fond of the styles of James, Dorsey and Goodman, whereas Americans are hungry for a glimpse of the leading outfits in England.

Under present union rules American bandleaders may appear in Britain only as a single while a similar regulation is operative in the U.S. for Anglo Britons. Roy, who was married last July, is in New York on a belated honeymoon and also has several deals in the works with U.S. publishers who are interested in some of his songs.

A bandleader for 18 years, Roy disbanded his organization shortly before coming over in order to have his first vacation since before the war. Upon his return he plans to operate a London nightery where, of course, he'll again have his own group. He and Mrs. Roy originally were booked to return last Saturday (16) on the Queen Mary, but will stay a while longer until he winds up local business affairs.

## 'RH' Logging System

Richard Himber's new development in logging broadcast performance data traces in the survey, based on four major networks scheduled. They are compiled on the basis of 1 point for sustaining instrumental; 2 points for sustaining vocal; 3 for commercial instrumental; 4 for commercial vocal, respectively, in each of the 3 major territories, New York, Chicago and Coast. For example, a Commercial Vocal in all three territories counts 12; 1 indicates film excerpt, \* stage excerpt.

Week of October 8 to October 14

Song	Publisher	Total Pts.
You Call Everybody Darling—Mayfair		198
You Were Only Fooling—Shapiro		187
A Tree in the Meadow—Shapiro		170
It's Magic—"Romance on High Seas"—Witmark		168
Every Day I Love You—"Two Guys From Texas"—Harms		151
Maybe You'll Be There—Triangle		150
Cuanto Le Gusta—"Date With Judy"—Southern		139
This Is The Moment—"Lady in Ermine"—Miller		132
On A Slow Boat to China—Metrom		122
The Night Thousand Eyes—"Night Thousand Eyes"—Paramount		119
Bluebird of Happiness—"T. B. Harms		113
Rambling Rose—Laurel		109
Underneath the Arches—Robbins		109
The Money Song—Crawford		101
I'd Love to Live in Loveland—BVC		100
Buttons and Bows—Famous		99
Ah But It Happens—Bourne		98
Say It Isn't So—Berlin		92
For You—Witmark		91
Here I'll Stay—"Love Life"—Chappell		87
With a Twist of the Wrist—Patmar		87
It's A Most Unusual Day—"Date With Judy"—Robbins		87
When You Left—McPorgie		87
I Don't Care If It Rains—"Two Guys From Texas"—Witmark		77
Just for Now—Advanced		77
It Only Happens When I Dance—"Easter Parade"—Berlin		75
Confess—Oxford		70
The Things I Love—Campbell		70
In My Dreams—Witmark		61
My Darling, My Darling—"Where's Charles"—Morris		61
Little Girl—Leeds		61
Isn't It Romantic—"Isn't It Romantic"—Famous		57
You Walk By—Cavalier		54
Take It Away—Penora		52
Love Somebody—Kramers		49
Happy—Blasco		46
P.S. I Love You—LaSalle		45
You Started Something—BMI		45
Hankerin'—"Two Guys From Texas"—Leeds		45
I Love You So Much It Hurts—LaSalle		40
At the Flynn—Morris		40
Unlil—Dorsey Bros.		39
Lillette—Jefferson		39
Say Something Sweet to Your Sweetheart—Mills		38
A Hundred and Sixty Acres—Leeds		38
If We Can't Be the Same Old Sweethearts—Feist		35
Shaking With My Shadow—Johnstone-Monte		35
Why Does It Have To Rain on Sunday—Dorsey		34
Rhode Island Famous for—"Inside USA"—Crawford		32
When the Red Robin Comes Bobbin'—Bourne		32
Corbett Symphony—Witmark		31
Silver Wedding Waltz—Mogul		29
Put 'Em In A Box—"Romance High Seas"—Remick		28
Galaxy Bay—Leeds		27
I Still Get a Thrill—Word and Music		27
When the Red Robin Comes Bobbin'—American		25
Ain't Doin' Bad, Doin' Nothin'—Henry Spitzer		24
You Came a Long Way From St. Louis—Leeds		24

## Best British Sheet Sellers

(Week ending Oct. 15)

London, Oct. 15.	
So Tired	Connelly
You Can't Be There—Chappell	
My Happiness	Chappell
Galaxy Bay	Box & Co.
Woody Woodpecker	Leeds
When You're in Love	Wood
Rambling Rose	Dash
Dream of O'Brien	Wright
La Vie en Rose	Gay
Buttons and Bows	Victoria
Ballerina	Maurice
October Twilight	Dash

## Second 12

All Dressed up	Cinephone
Heartbreaker	Leeds
Four Leaf Clover	F. D. & H.
Time May Change	Connelly
Call Everybody Darling	Morris
Suzie	Athenaeum
Passing Clouds	Kasner
Million Tomorrows	Connelly
Anything I Dream	Reid
Underneath Arches	Connelly
Mean for Me	F. D. & H.
What Do I Do	Wood

Featured in M-G-M's "It's a Date With Judy"

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ROBBINS

CHRISTMAS POLKA

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COLUMBUS 5-8612

## AFM-Diskers

Continued from page 37

year) and that the drop was as much due to his ban as anything else. They insisted that the AFM should suffer as well as they, due to the situation. It was also pointed out that all manufacturers would lose varying sums if the ban were settled immediately, since the majority of masters remaining in pre-ban stockpiles would have to be discarded. And that to be forced to pay retroactive royalties on top of these losses was too much, Petrillo and his board were insistent, however, and that broke the back of the negotiations.

Prior to the break the AFM heads had agreed to compute retroactive payments on a blanket 1% basis of net sales figures, on deals retailing above \$2.50, and the former graduating scale figured on disk prices under that level. He had also agreed to forego his previous insistence that the disk companies pay royalties on pressing sold here from masters made abroad after the ban started. Since the breaking off of negotiations, individuals among the various negotiators for the record companies have begun to fear that the solid front they put up against Petrillo has begun to crumble. One executive stated Monday (19) that he wouldn't be surprised to see individual companies breaking ranks and making deals on their own with Petrillo. On the basis of the attitude of the various companies, that could only be taken to mean Victor, which has been most anxious of all to come to terms with Petrillo, only other company likely to do so on the basis of its lack of recording activity in M-G-M. And M-G-M execs have stated that the recording division of Loew's, Inc., will go out of existence before it will pay back Petrillo on royalties and add considerably to the amount of money that has already been sunk into its buildup.

## The Hottest TOMMY DORSEY VICTOR RECORD

Since "THERE ARE SUCH THINGS"

by BOB CROSBY, JACK FULTON and HUNTER KAHLER

ONLY 8 WEEKS OLD!

and Already No. 5

on **VARIETY'S**  
TOP RECORD TUNE POLL

on **BILLBOARD'S**  
DISK JOCK—Most Played List

**THE CASH BOX**  
DISK OF THE WEEK

**DORSEY BROS. MUSIC, INC., 1619 B'way, New York**

## RCA'S DISK TEST PLAN SIGNS FRAN WARREN

RCA-Victor's new disk-test idea, under which it puts likely artist prospects under a microscope, resulted in the signing of Fran Warren, former Claude Thornhill vocalist. Miss Warren was tied to a term contract that won't be exercised until the disk ban is lifted. Victor doesn't intend to record her until then.

Disk test idea consists of putting artists through a complete test of various types of songs, under various instrumental-accompaniment techniques, mule techniques, etc. It's hoped the fine-combing artists will get under the system will eliminate the haphazard prior method of judging ability on the basis of a couple of songs, done without the proper dressing.

## RH-Pluggers

Continued from page 27

various point totals for local and network shows across the country is unfairly gauged. And that Peatman's basic method of taking into account the Hooper ratings of individual shows is much more desirable. Also, that RIT's listening covers only the four networks, as against the larger number of local and network outlets Vandenberg covers.

Arguments has resulted in many long continental phonecalls between Hollywood contactmen and N. Y. bosses in the past few days, and they're still going on. RIT is arguing the points with the local men, but aside from a letter by Himber to the Hollywood MPCC office, is letting publishers to abide by the demands of their local men, then he will issue a Hollywood sheet listing the same "inaccuracies" as Vandenberg's sheet. If the pubs decide they want a sheet listing only songs performed on the air, he'll continue that procedure.

To back up claims that the Vandenberg sheet inaccurately lists only songs cleared and not songs actually performed, I'll be a Hollywood post state he is in possession of a clearance sheet for a broadcast by Leighton Noble's orchestra, from Berkeley, Cal. This sheet lists 16 songs; actually only nine were played, as logged by N.Y. Accurate Reporting Service.

## RAMBLING ROSE

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## RETAIL DISK BEST SELLERS

VARIETY

Survey of retail disk best sellers based on reports obtained from leading stores in 12 cities, and showing comparative sales rating for this and last week.

## Week Ending OCT. 16

National Ranking		This Last wk		Artist, Label, Title	New York (Davesta Stores)	Chicago (Hudson-Ross)	Cleveland (Burroughs)	Kansas City (Jenkins Music Co.)	Los Angeles (Doner's Music Shop)	San Francisco (Sherman-Clay)	Boston (R.S. Music Co.)	St. Louis (S. S. Knagge Co.)	Seattle (Sherman-Clay)	Minneapolis (Don Leary)	Indianapolis (Petersen)	Omaha (Lyon & Healy)	TOTAL POSITIONS
1	2	1	2	PEE WEE HUNT (Capitol) "13th Street Rant"	1	9	3	1	4	4	1	6	6	64			
2	1	2	1	MARGARET WHITING (Capitol) "Tree in the Meadow"	6	1	1	1	1	1	6	4	57				
3	3	3	3	"It's Magic!"	7	4	2	2	7	2	2	51					
4	6	4	4	TOMMY DORSEY (Victor) "Gull"	3	2	2	10	10	9	5	2	45				
5	4	5	5	DINAH SHORE (Columbia) "Buttons and Bows"	4	5	6	6	5	1	39						
6	5	6	6	GORDON JENKINS (Decca) "Maybe You'll Be There"	8	3	4	3	8	4	36						
7	14	7	7	ANDREWS SISTERS (Decca) "You Call Everybody Darling"	5	1	1	3	24								
8	8	8	8	ELA FITZGERALD (Decca) "My Happiness"	4	6	3	5	18								
9A	7	9	9	RAY McKINLEY (Victor) "You Came a Long Way"	9	5	9	9	5	9	20						
9B	11	10	10	ANDREWS SISTERS (Decca) "Underneath the Arch"	2	2	18										
10	12	12	12	KING COLE TRIO (Capitol) "Lillette"	5	3	10	9	17								
11	15	11	11	GORDON MACRAE (Capitol) "Hair of Gold"	7	3	7	16									
12	13	13	13	CARSON ROBINSON (MGMI) "Life Gets Tee-Jus"	9	8	1	15									
13	15	15	15	BLUE BARON (MGMI) "You Were Only Fooling"	3	7	12										
14	16	14	14	ART MOONEY (MGMI) "Blue Bird of Happiness"	10	7	5	11									
14A	12	14A	12	KAY KESER (Columbia) "On a Slow Boat to China"	1	10	11										
14C	9	14C	9	JO STAFFORD (Capitol) "Every Day I Love You"	8	3	11										
14D	15	14D	15	JOY-SONDRA STYLER (Ramon) "My Happiness"	6	5	11										
15	6	15	6	PERRY COMO (Victor) "Rambling Rose"	3	8	11										
16	17	16	17	DINING SISTERS (Capitol) "Buttons and Bows"	1	10											
16A	18	16A	18	FRANKIE LAINK (Mercury) "Ab, But It Happens"	2	9											
16B	19	16B	19	VAUGHAN MONROE (Victor) "Cool Water"	10	3	9										
16C	13	16C	13	TOM MARTIN (Victor) "It's Magic"	2	2	9										
16D	19	16D	19	JACK EMERSON (Metrolone) "Cora Bell Symphony"	2	9											

## FIVE TOP ALBUMS

SONG HITS 1917-43	2	3	4	5
Various Artists Decca	3 Sums Victor	Sten Karlsen Capitol	No. 2 Glenn Miller Victor	MUSIC FOR ROMANCING Paul Weston Capitol

## Issue Sherwin Oater Folio

San Francisco, Oct. 19, Francis, Day & Hunter, London music publisher, has issued "Sherwin's Saddle Songs," a book listing Sterling Sherwin as "America's Foremost Writer of Western Songs."

Folio includes many action cowboy titles. This is the second book by Sherwin issued by this house, the first of which, "Songs of American Cowboy Songs," sold upwards of 100,000 copies.

## Bands at Hotel B.O.'s

Name	Hours	Weeks Played	Covers	Total
Eddy Duchin	Waldorf (400; \$2)	2	2,550	6,450
Ray McInerney	New Yorker (400; \$1-\$1.50)	2	1,225	1,925
Guy Lombardo	Roosevelt (400; \$1.50-\$2)	3	2,675	7,700
Tommy Dorsey	Pennsylvania (400; \$1.50-\$2)	2	2,190	6,020

\* New Yorker, Ice show; Waldorf, Peter Lind Hayes-Mary Healy.

## Chicago

Ray Norton (Mayfair Room, Blackstone, 350; \$3.50 min.-\$1 cover). First week with Abe Burrows songs, despite Jewish holidays, with next 3,500.  
Will Osborne (Marine Room, Edgewater, 300; \$2.00 cover). No home game for Northwestern, but take still saved 2,500.  
Benny Stroug (Boulevard Room, Stevens, 350; \$3.50 min.-\$1 cover). Small conventions help retain good buzz; husky 3,000.  
Griff Williams (Engine Room, Palmer House, 550; \$3.50 min.-\$1 cover). Eye, ear, nose and throat specialists convened to town of hefty 3,200.

## Los Angeles

Hildegard, Eddie Oliver (Ambassador, 900; \$1.50-\$2). Hefty 4,150 tabs.  
Jan Garber (Biltmore, 900; \$1-\$1.50). Strong 3,350 covers.

## Location Jobs, Not in Hotels

(Chicago)

Del Courtney (Trianon, \$1-\$1.15 ads). Courtney in Tuesday (19) vice Tommy Carlin; combination score 13,000.  
Marty Gould (Clerk Fare, 300; \$3.50 min.). Pat 4,300.  
Eddy Howard (Aragon, \$1-\$1.15 ads). Northside ballroom scored excellent 15,000.  
Al Trace (Blackhawk, 500; \$2.50 min.). Upped to 3,800.

## Los Angeles

Art Mooney (Palladium B., Hollywood, 8th wk.). Poor 8,400 callers.

## JACQUET-VAUGHAN 31G IN 4 DATES

Boston, Oct. 19, Illinois Jacquet's sextet, with Sarah Vaughan, wound up their first four stops on a trans-continental tour with a take of \$31,000 on the four dates. Boston gross was \$5,000, including taxes or a net of \$4,500.

Symphony Hall turned them away for the engagement, one of a half a dozen of jazz concerts set for the town in the next month.

## ASCAP-Tele

Continued from page 27

ances for sight interpretations in conjunction with their melodies.

Pubs themselves are doing quite a bit of precasting about signing over their rights to ASCAP. Virtually every pub member of the Society has turned the proffered contract over to attorneys and will not sign them until they are completely looked over and okayed. Aside from the legal rights and writer members of ASCAP's board who have already signed the pact, are a member of the board, but who wasn't at the tele-meeting. As not signed. Neither has Ralph Peer, nor Edwin L. Morris, Bregman-Vocco-Conn and many others.

Another item some pubs have pointed out about the contract is its lack of even mention of the problem of kinescope recording (reproduction on films of a live video broadcast), in ordinary radio, a widespread of the broadcast, for rebroadcast on the same day, is covered by the ASCAP-radio contract. Transcriptions of complete shows not using music, aired live, are paid for separately. Pub's think that there should be some mention in the ASCAP contract of this phase.

Currently, NBC is dickering with publishers through agent and trustee Harry Fox for a three-month free-right to film original shows for rebroadcast on subsequent days on stations in cities other than N. Y. Pubs are slow in okaying these agreements with NBC, but most are said to have given verbal nods to the idea, in view of its short-term term.

C. Robert Gruber, for eight years public affairs director of the Philadelphia Blue Cross hospital plan, has switched to Fred Waring's Pennsylvanians.

## SAY SOMETHING SWEET TO YOUR SWEETHEART

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AND SHIRLEY and BOB BROWNS  
THE BROWNS  
and more to come

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## Lavender Blue

(Dilly Dilly)

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## DOWN AMONG THE SHELTERING PALMS

Lyric by James Brockman  
Music by Gus Gilman

## Scoring A Great New Popularity

MILLER MUSIC CORPORATION







# AGVA Board to Name Exec-Sec. At Nov. 1 Meet, With 7 Mulled for Post

The first meeting of the newly elected national board of the American Guild of Variety Artists, which will be held Nov. 1 at the Park Central hotel, N.Y., is expected to produce a scramble for the post of executive secretary, only salaries paid in the administrative setup of union.

Probably the leading contender for the spot is Dewey Barto, who is working in the national AGVA office on a volunteer basis and who has repeatedly expressed himself as being unavailable for the job. However, many members of the board are spearheading a movement to draft Barto. Another candidate is Bill Feinberg, former secretary of Local 802, who is now in the labor relations field. AGVA is one of his clients. His proponents feel that AGVA's cause would best be served by an experienced trade union official who is not aligned with any AGVA faction.

Another group is pitching for Dave Fox for the post, pointing up his many years' experience in the N.Y. local gives him a wide overall knowledge of the field. Jimmy Lyons, a member of the board, has also been mentioned for the post. Hy Fainberg, currently heads the AGVA national committee and is also executive secretary of the American Guild of Musical Artists, is still in the running. Jack Irving, Chicago AGVA branch executive secretary, and Florine Bale, head of the Hollywood office, are also possibilities for the post.

If there's a deadlock in the choice of executive secretary, national board may designate a three-man committee to function in that post. Likelihood is, however, that an AGVA head will be chosen after three ballots. Board is expected to fix salary at \$7,500.

## Rivera, N. J. Folding For Season Oct. 31

Bill Miller is closing his Rivera, L. Lee, N. J., Oct. 31, instead of staying open until Jan. 1, as he did in past years.

Miller is insuring his coming season with a contract with several headliners. He hopes to open with Danny Thomas, and while no contracts are signed he is also dicker with Carmen Miranda, Jackie Miller, Jane Froman and Larry Storch to play the spot next season.

## McConkey Agcy. Revamps Staff

McConkey agency is reorganizing nationally following the resignation of several members of the N. Y. staff two weeks ago. McConkey agency's head has shifted personnel in several offices, bringing in Lloyd Labrie, former band leader, to head the N. Y. cocktail dept. Manuel Ovrando, also a band leader, will be in charge of the Radio Artists, returns to head the small band sector. Edna Van Veen, who also left McConkey to join CRA, similarly returned and will be secretary of the N. Y. office. McConkey is also forming an office in Casper, Wyo., which will be headed by Bill Merrill, now managing the Kansas City office. Andy Anderson, of Kansas City, will be shifted to the Hollywood office, and Gordon Durado will manage Kansas City branch.

McConkey has also added John Billingsby, vet. outdoor agent, to the Hollywood office. He's also contemplating opening an Atlanta office.

Little Althoff, who was general manager of the N. Y. office, recently resigned to form her own unit at CRA. She'll manage theatre, concert and cocktail desks. Bob Goodhue will head television dept.

## AGVA Appoints Committee To Probe Club-Date Field

Membership meeting of the N. Y. branch of the American Guild of Variety Artists, Thursday (14) at the Capitol hotel, N. Y., failed to accomplish much except the appointment of a six-man committee to study the club-date field, and make recommendations to the AGVA National Board which meets Nov. 1.

Meeting, attended by nearly 100 members, passed the resolution appointing the committee early in the proceedings. No other action was taken.

Committee comprises: Jimmy Lyons, Paul Benson, Charles Banks, John Fitzgerald, John Nichols and Arthur Ward. Jackie Bright chairmaned the meet.

## Winston Sells Interest In Philly Niter

Philadelphia, Oct. 19. Jackie Winston, comic, and emcee, has sold his interest in the Little Ratskeller to Harold Wolf. The comedian found himself unable to divide his attention between his own wife and his nightclub bookings, which frequently took him away from town.

## Foreign Talent Ups Paris Vaude

Editor, VARIETY:

Vauzeville has been a mainstay in Paris for years and its boxoffice prospects are even brighter now, with the influx of foreign talent. While no vaude operator here hopes to get on the basis of the salary he can offer, artists already appearing at clubs who would like to pick up extra money. He will match the salary they are getting at the club they are playing in, but can offer no greenbacks.

The old N. Y. Palace format is in full swing here at a good number of musicals with artists ranging from good to very good. The vets in the business remain the most popular, and the greatest vaude showcase in the world invite the newer addicts to greaspat can only wonder why they are strong case of nostalgia. Certainly no performer today can get a picture of the vaude scene (any other big vaude house) was like a throw through the medium of stage show CRA.

We (The Debonaires) are doubling from the Lido into a variety theatre, here along with the Ringier, the only other American act on the bill. Aside from the headline, the rest of the program is made up of a number of French acts whose turns are more than questionable. They are the sort of entertainers who either killed vaudeville back in the U.S. or helped to do so. Each act runs 20 minutes and is the sort of fare we were subjected to when Aunt Jemima had a tea party and a number of frustrated guests got up and did whatever they could. It's not uncommon for these artists to return after their first appearance a little later on in the bill to repeat some exact material. Because of their reception, they will do so many encores as they had resigned, often returning to a dead silence.

The star of the show is of necessity French, since virtually no U.S. act has any knowledge of (Continued on page 44)

## MINEVITCH ALMOST IN BETWEEN UNION HASSLE

Borrah Minervitch, the Harmonica Rascals impresario, returned from a year in Europe, where his boys had been touring and he personally had been engaged in indie film production and other management, to find himself in a union hassle. Besides AGVA, the American Federation of Musicians also wanted jurisdiction over the non-organists but Minervitch's position that he was essentially an act, not a group of musicians.

This permitted the Minervitch Rascals to do their stint last night (14) for Texas on video. Boys flew in Sunday (17) morning from Paris and fly out today (Wed.) from New York to open tomorrow (Thurs.) in Las Vegas.

## Mike Westernman Buys Village Vanguard, N. Y.

Max Gordon last week closed a deal for the sale of his Village Vanguard, N. Y. Buyer is Mike Westernman, who operated radio 524 street niteries, including the Onyx and the Famous Door. Everett Birch, of the law firm of O'Brien, Driscoll Raftery & Lawler, represented Gordon on the sale.

Gordon, of late has been too occupied in the operation of the Blue Angel and Le Directoire to give the Village spot attention it needs. Westernman plans a name party for the Vanguard and is dicker for Maxine Sullivan and Mary Lou Williams for his first show. Sale is subject to transference of the liquor license.

# Out-of-Way Spots' Pitch for Talent Perks Up Competish by Pitt Cafes

## Melba Vice Reader At Hotel Pierre, N. Y.

Charles Reader, handleader and booker of entertainment at the Pierre hotel, N.Y., has resigned, effective Jan. 1, to open his own booking agency. He'll be succeeded as the maestro and talent sector by Stanley Melba, who formerly held that dual post and now is booker for the Sheraton hotel chain.

Details on Melba's return to the Pierre have not been set as yet. Hotel wants him to step out of the Sheraton post, but Melba wants to double on both chores.

Pittsburgh, Oct. 19. Downtown niteries are going to get some competition this season from the out-of-the-way spots, with a sharp shift in the thinking of cafe management of late. They're all of a sudden getting name-conscious after a long period in which average and little-known acts were satisfied to go along, when they had hands or shows at all, with average acts and little-known acts. But announcements in the past week indicate that the boys in the heart of the Golden Triangle are going to have stiff competition. Bill Green started the ball rolling recently with the Ink Spots, who gave big dancery biggest week in its history. Although during summer Green goes for top-flight acts.

(Continued on page 46)

# BUT... DEFINITELY!

"There are numerous tonies who can outstep Sunny Skylar, BUT few will outsell him."

—The Billboard

"Sunny wouldn't win many prizes for his singing, BUT he has an abundance of the most priceless comedy in the entertainment world—personality."

—New Orleans Times-Picayune

"Perhaps singing is not quite the word, BUT he is handsome and has a way of putting things over—talents which he exploits much like Hidinggarde, Noel Coward, Mariano Dietrich and others..."

—Cincinnati Enquirer

"But he is handsome and has a way of putting things over—talents which he exploits much like Hidinggarde, Noel Coward, Mariano Dietrich and others..."

—Cincinnati Enquirer

"But... one of the most wonderful personalities in the artistic world... an excellent comedian..."

—Le Canada, Montreal

"But... one of the most wonderful personalities in the artistic world... an excellent comedian..."

—Le Canada, Montreal

"But... Skylar sold for everything he was worth... has sterling personality and got hefty pay all the way..."

—The Billboard

"But... his nice style, the copyist audience liked his efforts and gave him a big hand..."

—Cincinnati Times

"AND... he's the composer of the current smash song hit, HAIR OF GOLD..."

—BESAME MUCHO

"AMOR, AMOR... ATLANTA G.A. WAITING FOR THE TRAIN TO COME IN..."

—A LITTLE BIT SOUTH OF A LOT OF NORTH CAROLINA

"He's booked solid through March of 1949! He'll Club Charles, Baltimore Brevity Club, Cincinnati Town Casino, Buffalo and other important spots. The Rascals, New Orleans and other important spots. The Rascals, New Orleans and other important spots."

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Just closed STUART CLUB, Council Bluffs, Iowa. Now touring PLANTATION. Mother, Thursday to Ray Lake, Ill. S. Wabash, Chicago, Ill.

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# Tony and Sally DeMARCO

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NEW YORK

Variety Grosses—Issue October 13th

"RED RIVER"—DeMarcos  
**First Week Smash \$96,500"**

Permanent Address—CAPITOL Theatre, New York 17, N. Y.

"Featuring the incomparable dancing techniques of Tony and Sally DeMarco the Capitol's current stage show is a whole of a variety bill. The DeMarcos execute a series of four new ballroom dancing routines in a flawless, floor-tied, precisely perfect manner, which leaves nothing wanting."  
E. W. P., N. Y. Post, (Oct. 9)

"The Capitol's new stage show glitters with star material... the admirable dance team of Tony and Sally DeMarco, Daily News, (Oct. 1.)  
Kate Cameron, Daily News, (Oct. 1.)

"When Tony and Sally DeMarco appear at the Capitol it is always a thing that there will be a something new. Gay, clever and with superb timing, the duo's ballroom makes a whirlwind of the ballroom technique."  
J. S. B., Jr., Herald Tribune, (Oct. 1.)

"Tony and Sally DeMarco set a pattern for ballroom dancing. Not content with post glances, the duo provides sexy, eye-filling routines that will cause imitators despair. The DeMarcos always sparkle but here are at their best."  
Frank Quinn, N. Y. Mirror, (Oct. 9)



























# *The Herd Runs Wild!*

## WOODY HERMAN

and His Orchestra  
with

**TODAY'S GREATEST ARRAY OF MUSICAL STARS!**

**Bill Harris**

**Chubby Jackson**

**Mary Ann McCall**

**Don Lamond**

**Terry Gibbs**

Arrangements by Ralph Burns

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**PRICE 25 CENTS**

# LECT'S BOX OFFICE COMEBACK

## Harold Lloyd Books His Old Pix On Interstate to Build TV Values

Hollywood, Oct. 26. — Harold Lloyd has set a deal with Bob O'Donnell of Interstate Circuit for the playing of a number of his old films. Lloyd's purpose in setting the circuit dates is not so much to clean up on the pix via theatre rentals as to rekindle the Lloyd name and increase the value of the pix for television. Films will be re-released with soundtrack score and sound effects.

Lloyd has received numerous bids for the oldies from agencies for tele-advertisers. Some of the deals have been attractive. They would be a lot more attractive to Lloyd, it's reported, with the expiration value of theatrical bookings behind them. For that reason, the rental terms he's offering the Texas theatre chain are low.

Film companies can be expected to follow Lloyd's lead if his deal goes through. Set up opens a much vaster source of revenue than that originally predicted for reissues on tape, especially for the majors. Film companies can hypothesize interest in their own product screenings in their own theatres.

Among the old Lloyd pix being mulled for reissue are "Grandma's Boy," "Safety Last," "Girl Guy," "The Freshman," "For Heaven's Sake" and "Welcome Danger."

## WIMAN-LUCIA CHASE MULL BALET LEGIT

Dwight Deere Wiman and Lucia Chase are mulling a production on Broadway in December of three ballets, to be done on a regular legit run basis as "Ballet Ballets" was done last year. Miss Chase is co-director of Ballet Theatre, which suspended operations this fall, and Wiman is on the board of Ballet Theatre Foundation and has helped to finance Ballet Theatre productions.

Three ballets to be done would be (Continued on page 54)

## Kaye's London 1-Niter Ducats \$400 at Specs

London, Oct. 26. — Billing of Danny Kaye for his one-night stand at the Royal Coliseum Variety Performance at the Palladium next Monday (1) has led to the biggest black market cover in theatre seats. Orchestra seats, sold originally to aid charity at the inflated prices of \$40 and \$50, are now being offered and bought at the record price of \$400.

"Ticket speculation was unknown in London until Danny Kaye opened his record breaking six-week stand at the Palladium in the year and ended immediately after his departure. It was virtually non-existent so far as all the other visiting American acts were concerned."

## Built-In TV Now

Detroit, Oct. 26. — First known instance of television sets becoming standard equipment in newly-constructed homes, along with refrigerators, stoves and cabinet sinks, cropped up here last week.

Albert Building Co., constructing moderately-priced new homes in suburban Oak Park, announced that each of the houses would be equipped with tele sets.

## FCC Is All Set For Slapdown On Giveaways

Washington, Oct. 26. — The Federal Communications Commission is all set to spring its decision on giveaways and has tipped its mitt in off-the-cuff remarks that it's going to slap them down.

This would, of course, apply only to the telephone versions, with ABC's "Stop the Music," a \$2,000, 900-a-year revenue producer for the web, the chief target.

However, it doesn't necessarily mean that "Music" or the other telephone giveaways affected by the ban will go off the air. CBS, for example, will revamp the format of its 60-minute "Sing It Again" to eliminate the verboten phoning, but seek to retain the (Continued on page 55)

## Oscar Straus to Appear in Viennese Waltz Pic

Vienna, Oct. 19. — Oscar Straus plans to appear in a Viennese film about the waltz. "Now a U.S. citizen, he's living at home in Vienna and will return recently after 10 years' absence. He has conducting assignments in Zurich and London and will return to Austria for several Vienna concerts in November."

Robert Siodm, another native Austrian composer back from the U. S., is seeing the third film for which he did the music, noting completion of "Kleine Melodie von Wien" ("Little Melody from Vienna"), starring Elsie Mayrhofer, it will be premiered in Vienna, Oct. 29. The other pix he did music for were "Bend Sinister" in the Salzburgermusik and "Anni."

Elie Mayrhofer by the way, is currently starring in the operetta "Queen of the Waltz" at the Burg theatre. She was given the nod by Hollywood agents while singing in the recent Salzburg Festival, but is uncommitted about going to the Coast.

## \$1,250,000 WEEK, HEFTY PROFITS

By HOBE MORRISON

The league theatre is staging a boxoffice comeback, on both Broadway and the road. There are eight sellout productions on Broadway, with last week's total gross of \$802,300 the best since last winter. Moreover, the total grosses for the road have been running ahead of Broadway for more than a month, the first time this has happened in years. Last week's road grosses totaled \$291,100 for 31 shows. Total gross for the entire country was almost \$1,250,000.

Reversing the season's poor start, six of the eight current sellouts on Broadway are new productions. They are "Edward, My Son," at the Martin Beck; "Life with Mother, Empire;" "Love Life," 46th Street; "Private Lives," Plymouth; "Summer and Smoke," Music Box, and "Where's Charley?" St. James. The two holdovers are "Mister Roberts," Alvin, and "Streetcar Named Desire," Barrymore.

In addition, four other Broadway shows are doing almost sellout business. They are "Annie Get Your Gun," still topping \$40,000 a week. (Continued on page 49)

## Smith & Dale's 50th Anni

At next Saturday's (30) "sided night" at the Lamb's Club in New York, Joe Smith and Charles Dale are being honored on their 50th anniversary on the stage. A specially written review, "A Cavalcade of the Theatre," will be enacted by Mickey Albert and Eddie Webber. Participants will be William Gaxton, Joe E. Brown, Walter Greengrass, Harry Kibbee, Milo Boulton, Harold G. Hoffman, James Montgomery Rogers, Happy Fellow, Joe Lando, Jr., Harry Herfield, Senator Ford and Peter Donald.

Smith & Dale's show biz partnership started when both were 15 on the lower East Side of N. Y. City. Their Avon Comedy Four routines are vaudeville classics.

## CBS' This Is It! With Color Tele Demonstrated on Standard TV Sets

### Mary Garden's Lectures

Mary Garden, ex-opera diva now living in Scotland, will come to the U. S. next season (1949-50) for a lecture tour. She'll also do coaching on her operatic roles in N. Y.

Retired singer is living in Aberdeen with her 96-year-old mother.

## Radio-TV Preps Unprecedented Election Stint

Election Night vote results coverage by radio and television next Tuesday (21) will set the greatest concentration of these dual mediums on one subject since the end of the war. Every other topic or program will be swept from the ether in an all-out focus on the Big Story, with the networks arraying every facility and news name at their commands in pitched competition for audiences.

Hottest bidding for dialers is promised in TV. ABC expects to grab the limelight by giving television their first look at Walter (Continued on page 35)

## Rise Stevens' Legit Bow May Be Musical 'Foxes'

Rise Stevens, Metropolitan Opera mezzo-soprano, has been approached to play the lead role of Regina in the musical version of "The Little Foxes," which Marc Blitzstein composed, and which Cheryl Crawford will produce on Broadway. Role would mark singing Broadway legit bow, although she's played in several films, such (Continued on page 55)

The Columbia Broadcasting System, in a new and determined bid for preeminence in television, is again shooting for the TV rainbow.

Color television, on which CBS took a \$5,000,000 beating two years ago, is again in the forefront, but this time the network is playing it safe. Columbia, in effect, is now taping color video with prepared to offer color video without rendering present sets obsolete. Through the simple expedient of installing an inexpensive adapter (roughly estimated at about \$25) color television can now be projected on a standard table model set, with results that stirred up considerable fan enthusiasm at a private demonstration in New York last Friday (22).

Now that the Federal Communications Commission has taken a six month "latency" on tele applications which it explores the whole problem of spectrum allocations, it's expected that the whole question of color-television will be fully gone over in approaching weeks.

At the bidding of the FCC membership, CBS' rainbow video aspirants last week put on a color demonstration for those members who either had never seen color projected or were seeing it for the (Continued on page 27)

## 'SHOES' WAITS WHILE PHIL SILVERS TV'S

For the first time a video program will delay the curtain of a legit show, when Phil Silvers starts a variety revue for Arrow shirts on NBC Nov. 24. Curtain for "High Button Shoes" at the Broadway theatre will be delayed a half-hour while Silvers carries on video.

Deal was completed this week between Young & Rubicam, Siskie Corp. of America, which is packaging the layout, and Joseph Kipnes, who will produce "High Button Shoes," who agreed to the delayed curtain.

Silvers' surrounding TV cast has not been picked. Show will go in the 8:30-9 Wednesday slot.

FOR

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# Ultrafax Hailed as 7th Wonder of Communications World in D.C. 'Sneak'

By JACK LEVY

Washington, Oct. 26.—At elaborate ceremonies attending the first public demonstration of Ultrafax, Brig. Gen. David Sarnoff, RCA president and board chairman, last week peeked into the future and foresaw the possibility of transmitting full length motion pictures simultaneously from the studio to thousands of theatre screens, rendering obsolescent the present system of film distribution.

With the aid of microwave radio relays, said Gen. Sarnoff, Ultrafax and television could carry the pictures directly from Hollywood to the screens of distant cities. But this is but one of the many uses of the new high-speed communication system makes possible. He listed among others:

1. Radio newspapers for the home, delivered by attachments to the television receiver without interrupting the program being viewed.

2. A radio-mail system utilizing the vast pickup and delivery services of the Postoffice Dept.

3. The exchange of international television programs by means of an overseas airplane radio relay system composed of 10 or more communication planes flying over the ocean.

4. A worldwide military communications system which would

(Continued on page 25)

## Orson Welles, Joe Cotten

### Cast For British Picture Being Filmed in Vienna

Vienna, Oct. 19.—Two new British pix are now being shot in Vienna. Carol Reed is here doing scenes for "The Third Man," a Korda production of Graham Greene's story. Last week he was Joseph Cotten, Orson Welles, Alda Valli, and the Austrian, Paul Henreid. The story is about Austria under four-power occupation. Reed is also negotiating with other name Austrian players to appear in it.

The other British pic being filmed here is "A Tale of Five Cities." The film is in five episodes, laid in Vienna, Paris, Rome, Berlin and London. In the California is doing the directing of the Vienna episode. It's about an American reporter seeing his missing brother in the five capitals. Bonar Colleano, an American who has acted in British pictures lately, is playing the lead. Story is by Richard Llewellyn. A number of British actors are also appearing, including Maria Eis.

## BOLES BIGGEST HIT

### IN PALLADIUM BOW

London, Oct. 26.—John Boles, 37, made his debut after two months' provincial tour, scored the biggest individual hit in the Palladium theatre, "Sky High," which opened an eight-week season yesterday (21). Starrers are the Charlie Chester gang, radio favorites, who are an outstanding success at Blackpool during the summer.

Boles had the fans clamoring for favorites in what has become the theatre's traditional manner, and got a rave reception for his rendering of "Song of the Dawn." The Coltons were also an instantaneous success, giving what was presumably a preview of the Royal Command show a week hence.

Exhilarated staged and meticulously dressed, "Sky High" is a certain success for its limited run.

## Lehar's Nazi Taint Still Unresolved at His Death

Franz Lehar, who died in Bad Ischl, Austria, Sunday (24), passed away under an as yet unresolved cloud. He lived the latter part of his life in seclusion and died embittered by accusations that he had collaborated with the Nazis. Friends said that the charges, which the Swiss newspapers played up, broke his heart. Friends pointed out that he had a Jewish wife, and a daughter of her he

(Continued on page 54)

## Solly Violinsky Sez

Violinsky has been about a horse called "Dreamboat." The next morning he ran into a poet who gave him a poem called "Nightmare." "Dreamboat" was to show, says Violinsky, that you should never change horses in mid-dream.

## Ultrafax Distrib Held Theoretical But Not Practical

Prediction that thousands of theatres throughout the country will some day receive their film programs simultaneously via RCA's newly developed Ultrafax and television elicited a skeptical reaction from this week's movie company sales managers. Conspicuously absent from the mob was RCA president David R. Sarnoff revealed the wonders of Ultrafax in a special demonstration before Government communications biggies last week in Washington. (See column 1.) He predicted the system could provide a new method of film distribution which would

(Continued on page 25)

## J. C. STEIN BACK WEST AFTER 4 MOS. ABROAD

Doris and Jules C. Stein return to Beverly Hills tomorrow (Thurs.) after four months away from home. They've been in Europe since early summer. In recent years, the Music Corp. of America head man picked up antique and period furniture for his offices while on his European junkie. A flock of furniture is coming over for the two new wings being added to the MCA offices at 57th and Madison, N. Y., when the agency moves in next May. Right now MCA is in the South Side, N. Y.

## Rattigan Says Marlene For Pic on Silent Films

With the film version of his "Window Boy" now in release in Britain, playwright Terence Rattigan revealed in New York last week prior to sailing on the Queen Elizabeth that he's preparing a picture called "World Premiere" in which Marlene Dietrich stars. The film has a silent screen back-

(Continued on page 54)

## They'll Talk for a Long Time About Coast Friars' Dream 2-Nite Stand

By MIKE KAPLAN

Hollywood, Oct. 26.—The two-day came back to feasting like over the weekend for a pair of one-night stands that gave the West Coast—and possibly the entire country—the greatest live silent film in history. In Philadelphia dates at the Opera House in San Francisco and the Phipps Theatre in New York. The picture of California unfolded the first West Coast Frolic. To show his picture it was a nostalgic return to the Golden Age of Vaudeville. To the younger generation, it was a peek into a world that would never be again—a peek at vaudeville as it was when the Palace was a mecca and not a picture house.

Old blood mingled with new to stage a show. Performers, whom the dressings rooms of the Palace and of the houses of the old vaudeville had nurtured in the hazy days, shared billing with talent developed on the silver screen had had mothered in vaudeville and burlesque. Who cared

## 3,500 Week 1 3,504 Performances

All-time low run record in the legitimate theatre.

## KEN MURRAY'S "BLACKOUTS OF 1948"

El Capitan Theatre, Hollywood, Cal. And now in world-wide release "BILL AND COO" Academy Award Film

## Wald's Flu May Ground His Flight to London; Kaye's Arduous Sled

Hollywood, Oct. 26.—The condition of Jerry Wald's mid, will determine whether the Warner Bros. production flies out this weekend from here to join Danny Kaye in London for the Command Performance next Monday (1). The comedian is due in New York Thursday (27) and clippers over the next day. Publicist Ed Dukoff is already there in advance of Kaye, Wald and his wife, Connie, were to have followed the next day, but the medico says he can't decide before tomorrow (Wed.).

Jack Warner okayed Kaye's departure in mid-production of "Happy Time," which was in supervising, as he must return to record three more numbers, embracing another two weeks' shooting schedule.

Kaye's intensive schedule of 12,000 air miles, from here to London and back, is an extraordinary test of personal stamina. Especially in view of the comedian's schedule of late, what with arduous flying on the road.

(Continued on page 18)

## Kazan, Zanuck Huddle

Elia Kazan planned Monday night (25) to the Coast for production huddles with Darryl F. Zanuck, at 20th Fox. Next week he goes to Mexico City to look over the site of a possible picture and flies back to New York about 10 days later.

Kazan's next actual directing assignment is the new Arthur Miller play, "Death of a Salesman," which Kermit Bloomgren and Walter Fried will put into rehearsal Dec. 26. Kazan's only other commitment is a 20th-Fox picture, which a story about a fisherman, to be shot in Florida, from a script by Richard Murphy.

# This Week's Football

By MARTY GLICKMAN

(Sports Editor of WANG, N. Y.)

## COLLEGE EAST

*GAMES	SELECTION	*POINTS
Virginia-Princeton	Princeton	7
Clemson-Boston College (Fri. nite)	Clemson	7
Syracuse-Boston U.	Boston U.	13
Brown-Rutgers	Brown	6
Penn State-Colgate	Penn State	90
Cornell-Columbia	Cornell	7
Dartmouth-Yale	Dartmouth	7
Holy Cross-Harvard	Harvard	13
Notre Dame-Dartmouth	Notre Dame	20
Notre Dame-Dartmouth	Notre Dame	20

## SOUTH

Georgia-Alabama	Georgia	13
Arkansas-Texas A&M	Arkansas	7
Vanderbilt-Auburn (Fri. nite)	Vanderbilt	13
Mississippi State-Tulane	Mississippi State	7
Georgia Tech-Duke	Georgia Tech	20
Cincinnati-Kentucky	Kentucky	13
Mississippi State-Tulane	Mississippi State	7
North Carolina-Tennessee	North Carolina	19
Texas Tech-Boiler Makers	Texas Tech	20
Texas-SMU	SMU	7

## MIDWEST

Illinois-Michigan	Michigan	20
Indiana-Minnesota	Minnesota	7
Wisconsin-Iowa	Iowa	13
Villanova-Detroit (Fri. nite)	Detroit	20
Oklahoma-Nebraska	Oklahoma	26
Missouri-Kansas State	Missouri	27
Marquette-Purdue	Purdue	7
UCLA-Berkeley	UCLA	7
Ohio State-Northwestern	Northwestern	6

## FAR WEST

California-USC	California	13
Idaho-Washington State	Idaho	20
Stanley-Oregon	Oregon	14
Washington State-Oregon State	Washington State	7
Washington-Sanford	Washington	7

## PROFESSIONAL NATIONAL LEAGUE

N. Y. Giants-Chicago Bears	Bears	21
Boston Redskins-San Francisco 49ers	San Francisco	14
Chicago Cardinals-Los Angeles Cardinals	Cardinals	14
Green Bay Packers-Detroit Lions	Green Bay	14
Philadelphia Eagles-Pittsburgh Steelers	Eagles	21

## ALL-AMERICA CONFERENCE

Los Angeles-Brooklyn Dodgers	Brooklyn	7
Baltimore Colts-Buffalo Bills	Buffalo	7
Chicago Redskins-New York Giants	Chicago	14

## SEASON'S RECORD

Won, 166; Lost, 54; Ties, 5; Pct., .755.		
College games are played Saturday unless otherwise stated; pro play any unless otherwise stated.		
*Point margin represents selector's choice, not the official gambling odds.		

# MOVIES & FILMS

## Prolific Selling-Away by Yanks Creating Buyers' Mart for British

That much-discussed "fourth circuit" in England is springing up of its own accord in the wake of the British 49% quota, but its creation is bringing up unforeseen problems and disadvantages, according to United Artists' executive Arthur W. Kelly.

Just returned from a seven-week tour through England and the Continent, Kelly revealed that the number of Yank distributors selling away from the three major British circuits has glutted the market with surplus products, creating a buyers' market among the Indians. As a result, rentals on top-budget pictures have taken a tumble and because of the number of American pix the Indians can lay their hands on, it's practically impossible for the Yanks to get extended playing time. In addition, Kelly pointed out, J. Arthur Rank's deacon and anti-British chains control most of the London houses, from which the bulk of British revenue comes. Receipts will naturally fall off if bookings are confined to the provinces.

As far as U.A.'s policy in England is concerned, Kelly emphasized the company represents indie producers who are members of the Society of Independent Motion Picture Producers. Later, in an attempt to ease out of the British squeeze, has determined not to go along with Eric Johnston's plan of creating an American film from dualing with a British film in (Continued on page 18)

## AMUS. SHARES UP IN GENERAL MARKET LIFT

Motion picture stocks strengthened during the last six trading days, better tone stemming from big advance made by all shares during that period. Despite this improvement in film issues, the market recently weakened on fractional nature. An exception were shares of Universal, which have suffered most in recent decline. Short-covering held responsive. Common shares showed short holding of \$7.65 as against 6.665 shares 30 days ago. Nervousness over the possibility of being locked in as the market showed a big climb yesterday prompted these shorts to cover, showing up common stock more than \$1 in two days.

None of the other majors having stock listed on the N. Y. Stock Exchange showed a total exceeding \$1000 until today. Imports and steady buying in Paramount apparently both from standpoint of picture earnings and television prospects, has kept Par shares steady.

## British Won't Consider Any 45% Quota Easement

London, Oct. 26. — The British government is considering any easing of quota restrictions against American pix and there is no likelihood of such action as results of talks between Eric Johnston, Motion Picture America's president, and Harold Wilson, head of the British Board of Trade. Spokesman for the board denied Johnston's reports that Wilson had discussed reduction of the quota with Johnston. He said the quota was not to be lowered.

Reports were branded as "absolute nonsense" because a modification would involve the amendment of existing legislation in the House of Commons and require Wilson "to eat his own words."

U.S. REGULAR FED. DIVVY  
The American public is divided a dividend of \$1.01 per share on company's 41½% cumulative preferred stock. Mellon will be sliced Dec. 1, payable to stockholders of record Nov.

## J. L. Warner's Surgery

Hollywood, Oct. 26. — Jack L. Warner is resting comfortably after an operation for gallstones at Cedars of Lebanon hospital. Dr. Maurice Kahn, who performed the operation, said that the patient would be able to return to work next Monday.

By coincidence, directly under Warner in the same hospital is Alex Gottlieb, who left WB after a row. Ex-associate producer at Burbank underwent minor surgery.

## Reports Persist M-G Will Distribute Selznick's Films

Despite specific denials by sales toppers from both companies, trade reports persisted this week that Metro would soon take over distribution of all David O. Selznick's Vanguard Pictures. Both M-G sales vicepres William C. Rodage and Selznick's Releasing Organization sales vicepres Milton Kuehn denied the reports were "swell news."

Rumors of such a move have been spreading since the film industry since Selznick withdrew as a partner from United Artists and set up M-G. At one time, Metro was definitely reported prepared to take over distribution of Selznick's films. "Hamlet," "Shoes," "Shoes," the healthy box performance is said to demonstrate that good films regardless of country of origin, enjoy wide attention from American exhibitors and audiences.

So far as "Hamlet" is concerned, U.S. exhibitors say that there has been a stampede of exhibitors who want to book the picture. "Shoes," for instance, has been shown in 200 cities in its first-run showings. "Shoes," released after "Hamlet," is expected to get the same wide attention.

New York, Oct. 26. — (Continued on page 16)

## Robert Walker's Arrest, After Mitchum's, Prods Action on Pub Relations

Arrest of actor Robert Walker in Hollywood last week on a drunk and disorderly charge, combined shortly after the Robert Mitchum blowout, is expected to bring fast and drastic action on the industry's public relations problem. Walker incident, which got extensive newspaper attention, included uncomplimentary photographs of the actor, is viewed as further evidence of Hollywood's crisis.

Change in the public relations program, it's thought, will come from the combined onslaught of exhibitors throughout the country, highly critical of Hollywood since the Mitchum case broke, together with pressure from company home-office execs. On this score, industry executives are now pointing out a combination of events which make a stricter application of industry regulations well nigh inevitable.

Urgency of the problem was played up last week—before the Mitchum case broke—by the National Allied, seeking a sizeable percentage of indie exhibitors, blasted Hollywood's public relations, which demanded that "the industry must clean up the filth wherever it is dumped." It called for action by spreading the formaldehyde. Allied declared that the "chief cause of the public's dislike of the misbehavior of Hollywood is the lack of discipline which is being spread by the formaldehyde."

## ANTHONY REPRISAL SEEN

London, Oct. 26. — There is a growing belief among industry insiders here that Arthur Rank, who controls two of the three major British circuits, has embarked on a boycott against all American companies, insisting on the rule laid down by Eric Johnston during the period from Sept. 1 to late October. Gael Sullivan is listed for a \$2,000 gift to the Democratic National Committee.

Reports were filed with the clerk of the House of Representatives, in accordance with law. Rank has been consistently refused to book the films of offending Yank distributors ever since Johnston handed down his ultimatum against him. Rank's organization is the big question pending British indus-

tries. Net result, however, is that none of the American companies—excepting Universal, United Artists and Eagle Lion, who do not follow the Johnston rule (Continued on page 18)

## U. S. Click of 'Hamlet,' 'Shoes,' Proves They'll Buy 'Em If They're Good

Fast start of a brace of J. Arthur Rank's British-made releases, "Hamlet" and "The Red Shoes" in U.S. theatres where both are clicking is being cited by Yank flimflits as rebuttal to Rank's own long-standing policy of disavowal against British films. Played on a roadshow basis with Universal handouts, "Hamlet" and "The Red Shoes," the healthy box performance is said to demonstrate that good films regardless of country of origin, enjoy wide attention from American exhibitors and audiences.

So far as "Hamlet" is concerned, U.S. exhibitors say that there has been a stampede of exhibitors who want to book the picture. "Shoes," for instance, has been shown in 200 cities in its first-run showings. "Shoes," released after "Hamlet," is expected to get the same wide attention. New York, Oct. 26. — (Continued on page 16)

## National Boxoffice Survey

Pre-election Lull Clips Biz—'Peggy,' 'Belinda,' 'Julia,' 'Yankee,' 'City,' 'Eyes' Six Biggest Moneymakers

Picture theatres are suffering from a lull in business and although some pictures are doing fairly well. Warming up of gridlock is no longer a possibility. But it is the heightened interest in the Presidential election of Nov. 2, that is cutting in most deeply.

"Apartment for Peggy" (20th), the picture which has been doing as well as expected, is soaring to top position nationwide this stanza. It is a picture which has been doing as well as expected, is soaring to top position nationwide this stanza. It is a picture which has been doing as well as expected, is soaring to top position nationwide this stanza.

Top runner-up films are "Luck of Irish" (20th), "Loves of Carmen" (20th), "Yankee" (WB) and "Wrong Number" (Par) in that order. Several new pictures show future promise on basis of scattered playdates this week. "Nas-

## Player Values at All Companies Polled by 20th as B.O. Gauge

## Political Contributions

Washington, Oct. 26. — Joseph M. Schenck was listed yesterday (25) for a \$5,000 contribution to the Republican National Committee during the period from Sept. 1 to late October. Gael Sullivan is listed for a \$2,000 gift to the Democratic National Committee.

Reports were filed with the clerk of the House of Representatives, in accordance with law. Rank has been consistently refused to book the films of offending Yank distributors ever since Johnston handed down his ultimatum against him. Rank's organization is the big question pending British indus-

## Dewey Victory Would Snafu Pix Suit Settlement

Washington, Oct. 26. — Presidential candidate Thomas E. Dewey has probably caused a snafu in the picture business by his chances of an early settlement being reached in the Government's anti-trust action against the major Governor Dewey, according to reliable reports, has dropped a quid to the Dept. of Justice that any action taken after Nov. 3 on pending litigation by that Government will be thoroughly reviewed by his new U. S. Attorney General when and if he becomes the next president.

Word passed by the Republican aspirant as believed to end the likelihood of a deal in the picture business it can be rushed before the deadline since the D of J is now on notice that a settlement may not be considered binding by the new administration.

## EINFELD REPORTED JOINING 20TH AS V.P.

Hollywood, Oct. 26. — Charles Einfeld, 20th's former now-inactive Enterprise Productions, was reported this week ready to join 20th-Fox as sales promotion vicepres. Einfeld himself declined to comment on the reports, but he's expected to announce his decision by the week's end.

Einfeld huddled with 20th prexy Spyros P. Skouras during the last (Continued on page 16)

Hollywood, Oct. 26. — "Twentieth-Fox's" hyped borrowing of outside indie players from a private pool on boxoffice draw of all name players, instigated by a top-secret Gallup survey of the thespis, poll is 20th's private property and won't be available to other studios.

Poll was made of theatre managers of National Theatre chain, and entire NT organization worked on it, querying customers systematically. Among outsiders with whom deals have been made as a result are Cary Grant, Olivia De Havilland, Van Johnson, Loretta Young, Ann Sheridan, John Lund, Wanda Hendrix, Ann Sothern and Lela Lindstrom.

These are broken down into five categories: A, Actors who account for big boxoffice returns; A, important but less popular; B, less important, "helping somehow." C, meant nothing either way; D, harmful or "downright boomer" poison.

Reportedly one of principal reasons for the poll was the list was so that theses demanding too much money could be taken down a peg (Continued on page 16)

## M-G PREPS BIG BALLY FOR 25TH ANNIVERSARY

Hollywood, Oct. 26. — Metro is cooking up a big ballyhoos to celebrate its 25th anniversary next year. Howard Dietz, ad-publicity chief, is in town to plan the party. The party will be a "Big Ball" in the anniversary campaign are "Command Decision," "Little Women," "Words and Music," "Take Me Out to the Ball Game," "Sun in the Morning," and "The Barkleys of Broadway."

The party will be held in New York City was dedicated April 20, 1924, by Mayer, Harry Rapt and the late Irving Thalberg.

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(Complete Boxoffice Reports of  
Pages 67.)



## Mexico Studio for H'wood Usage Didn't Pan Out, RKO Wants to Unload

Leon Goldberg  
Katharine Hepburn  
Jolly Joyce  
Gene Kelly  
Lester Koenig  
Rufus King  
Joshua Logan  
Anthony Mann  
Herbert Marshall  
Patricia Morison  
Joseph H. Moskowitz  
Daniel T. O'Shea  
Lilli Palmer  
Eleanor Parker  
William Perlberg  
Ronald Reagan

Herbert Rudley  
William A. Scully  
Harry Sherman  
Frank Sinatra  
Sid Solow  
Robert Stack  
Stewart Stern  
Ben Thau  
Sarett Tobias  
Harry Warren  
Fred Zinnemann

# \$22,222

## Large Screen TV Equipment Cost Put at \$5-50G; SMPTE Elects

Washington, Oct. 26. Large screen video equipment can be installed in theatres for a cost ranging from \$35,000 to \$50,000, depending upon the structure of the house, according to Don Hyndman, chairman of the Theatre Television Committee of the Society of Motion Picture Engineers.

Hyndman, manager of the Motion Picture Film Division of Eastman Kodak, spoke at the 64th semi-annual convention of SMPTE. He said he had been receiving numerous inquiries from exhibitors all over the country, warning that the exhibitor must meet the competition of the new medium, he urged the theatre men to take the plunge and get into television, utilizing the experiments made by SMPTE since it got its experimental start from FCC.

Chief stumbling block for the theatres, said Hyndman, is that they would have to operate for the time being with experimental licenses in certain areas of the country—and the theatres would require the theatres to be admission free for the video screenings.

Johnston addressed the Society's luncheon and asserted there was no ulterior motive for (Continued on page 16)

## Indie Bank Loans Set Film Record

Hollywood, Oct. 26. More loans to indie film producers have been made in the past six months in any one period in the history of the industry. In the past, according to Bernard Glanin, Bank of America vice president in charge of picture financing. Meanwhile, the total amount of funds is about the same as usual.

Because of production budgets is responsible for the increased number of pictures, Glanin said he added that the producer had been refused a loan in the last month.

## Brit. Producers Want To Join Rank in Rental Talks

London, Oct. 26. An emergency meeting of the British Film Producers' Assn.'s executive committee today discussed the industry crisis which has been precipitated by the separate film rental talks led by J. Arthur Rank, the Cinema Exhibitors Assn. The producers' side set up a special committee to handle the distribution policy for British films, and are joining Rank in the CEA negotiations are resumed.

In a letter to CEA presy Dennis W. Brown, Rank says that the producers' policy will be guided by the exhibitors' quota, but time is needed for further study of the situation. As a consequence, the film magazine noted, any discussion must be postponed for the time being.

## VANDERBILT'S VAG PIX

Colinie Vanderbilt, 37, who recently, trailer-toured western Europe, today (Wed.) prems a film Kodachrome scene, particularly of his travels at the Harvard Club in Boston. Pictorial account was changed to "Vagabond." Lensed by Vanderbilt himself, the film runs 35 minutes.

"Vagabonding," according to Vanderbilt, is intended "to show myself as I saw them, to show the process the implications of the things I observed." Picture is booked all night until midnight, and in combination with Vanderbilt's lecturing. First public screening of the film is scheduled to be held at Orchestra Hall, Boston, Nov. 8.

## No Comment

Hollywood, Oct. 26. Edward Arnold, after years as studio actor and screen actor, he's branching into coiffures as a sideline.

In partnership with a Virginia meat packer, he will sell hams.

## Mass Picketers Remain Subject To Jail, Fines

Washington, Oct. 26. The studio strikers, who violated a Los Angeles court injunction to picket the Columbia pictures lot en masse Nov. 16, 1948, remain subject to the conviction and sentence of a federal judge in the California state courts.

The U. S. Supreme Court refused yesterday (26) to grant an appeal from the convictions. Of the 125 arrested for picketing at the time, 41 were tried and convicted for violating the injunction limiting the number of picketers. The sentences ranged from a year in jail to two years summary probation, plus fines aggregating \$9,650.

The 33 jailed on appeal to the Supreme Court, claiming their right of free speech and freedom of congress will be violated by the injunction and that the mass trial of the 41 also violated their rights.

## U.S. REPLIES TARTLY TO LAWSON'S APPEAL

Washington, Oct. 26. Government filed its answer with the Supreme Court yesterday (25) asking that tribunal not to take immediate jurisdiction in the content of congress committee of John Howard Lawson, Hollywood scribe. "Lawson's conviction is not appeal to the Court of Appeals here, but the writer has asked the Supreme Court to take the case and hear it, without any intermediate step."

Lawson, one of the 10 "unfriendly witnesses," was found guilty of contempt on May 21, 1948, for refusing to tell the House Un-American Activities committee whether he was a member of the Communist party.

In its answer to the Lawson petition, the Government said, "While the case concerning civil liberties of citizens, as the petitioner contends, is not a matter of public importance and interest as to require immediate attention of this court."

## Johnston's Report May Now Be in the East

Meeting scheduled for company premises with Eric Johnston, Motion Picture Assn. of America's presy, probably has now been postponed for Nov. 13. Originally planned to take place on the Coast with studio leaders participating, the confab may be shifted to the east though the question still remains open.

Confab was slated as a full-dress industry on all problems facing the studio.

## BOB O'DONNELL'S FREE FEE

Dallas, Oct. 26. Robert J. O'Donnell, who is sponsored by the Variety Club of Texas at a dinner at the Hotel Baker, was the Variety Club had planned several other affairs for O'Donnell in the past but these were postponed for one reason or another.

## MAY CUT INTO 48 NET PROFITS

When film net profits for fiscal 1948 roll in from the seven big companies, net majors except United Artists) one of the big developments now predicted by industry insiders will be a drastic write-off of story properties and screen scripts which have reached a peak positive valuation of \$2,848,000.

The major bookkeeping correction is likely to cut sizably in net profits reported by the companies. It is part of a general policy hit on the majors to purge the books of all likely losses during the current year and clear the decks for the return to normalcy now evident in the film.

Plan for the squeezing of water out of corporate film statements has been fixed by company topers with the idea that it is better to take losses immediately than to permit a gradual accumulation of semi-worthless properties which will be a drain on the company's converted into celluloid. It has the approval of Wall Street's fiscal propriety men, who believe the downward trend of most film companies after the crash in 29 came about because of the loss of the major companies and other assets allowed to remain at inflated figures.

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## Eight Majors Equally Divided On How to Split \$9,752,820 French Coin

### Progress Cautious

Hollywood, Oct. 26. After ongoing filming rights to the F. Scott Fitzgerald story, "Head and Shoulders," for 22 years, Metro is dickering with the late author's estate for the second rights.

Since the original deal was made, somebody invented talkie pictures.

## Rash of Big Pix Alerts Distributors To Exhibits' % Chiz

Exhibitor cheating on percentage pictures, which fell off somewhat this year because of the generally poor boxoffice conditions, has begun to climb again and distribution execs are worried that it might equal the peak of \$20,000,000 a year reached during the lush war era.

"Reason why the dishonest exhibitors have begun to falsify their reports, according to the sales chiefs, is a simple one. While their grosses were low, they were afraid to try knocking off too much, for the assumption that distributors would become suspicious and start plaguing them again with checkers on every film. Now with his fairly stable and a string of good boxoffice pictures coming up from almost every company, exhibitors believe they have a chance to recoup—both on their actual losses and on the money they might have made had they cheated more heavily during the poorer days."

Despite that, distributors have decided against any upsurge in checking. Number of situations currently being checked, either openly or on the sly, is about half those checked during the war—which has saved the major considerable money. Instead of spending to spend that money again, they have decided to sell via flat rentals in non-competitive situations where feasible, checking such cases only periodically to gauge their business. For most competitive situations, the majors will rely on competitive bidding to insure them against false reports.

## BIG M-G STUDIO GROUP EAST FOR N.Y. POWWOWS

Large contingent of Metro studio toppers, headed up by producer Lew Brown, will be expected to arrive at the home office within the next couple of weeks for huddles with h.o. officials.

First to arrive will be exec producer Ben Thau, who is expected to the Coast Friday (29). It's not determined yet whether he'll report at the home office until Schary's arrival, who's now scheduled to leave Hollywood Nov. 12.

M-G studio chief chief Kenneth Mackenna, Don Schary, is expected to arrive from the Coast Nov. 18 for a series of confabs with Mr. Carol Lombard, head of the h.o. entertainment, and eastern story editor Olin Clark. Mackenna is scheduled to meet with Y. about the time to renew contacts in the publishing business and conduct a general session with many writers and agents for new literary properties.

Paramount, 20th-Fox, United Artists and Warner Bros. are also applying for the same rights. Columbia and Metro in the current dispute being arbitrated by Will Hays' division of the \$9,752,820 in previously frozen French coin. Basis for the dispute is the fact that four companies—U. RKO, Columbia and Metro—have used up blocked francs to the extent that the quarter is \$1,772,138 short of the full amount which is permitted them by the French government under the August agreement which freed the \$9,752,820 for installment payments.

In other words, while Par, 20th, U. and WB have ample credits in French banks to permit them to draw the full amount under their allotment, the other four companies have insufficient credit to do likewise. Letter for the companies claiming that a previous agreement was made between the companies themselves, but that the French government is based not on cash at hand in French banks, but on the proportionate share of the franc in circulation to cash at hand of June 30, 1947. Since U, RKO, Metro and Columbia have stepped these sums.

French government on its part is insisting that the payments be made in francs in proportion to cash at hand of June 30, 1947. Since U, RKO, Metro and Columbia have stepped these sums.

(Continued on page 16)

## 1948 Film Divvies Lag Behind '47

Washington, Oct. 26. Though American biz as a whole has been a good deal better off with a lavish hand, motion picture stockholders are running into slow payoffs in the industry steadily behind last year's dividends.

In December, the film industry distributed \$7,478,000 to the stockholders, considerably behind the \$9,000,000 for September of the record-breaking 1947, according to Department of Commerce figures. Third-quarter dividend in the industry totaled \$11,038,000. Last year, the same quarter produced \$13,487,000 net for the stockholders.

Both the Stanley Co. (Warner subsidiary) and Columbia, which declared dividends in September, 1947, failed to come up with a little something for the boys this year. In addition 20th-Fox lowered its rate from the September, 1947, figure of 12 cents to 10 cents a month. In addition, both Warners and RKO passed the July dividend this year after the same rate in 1947. That is why the sharp dive for the quarter.

Reason for the decrease points out that publicly reported dividends represent about 60% of all cash dividends paid.

## Fox Teles Creditors Split Another \$150,000

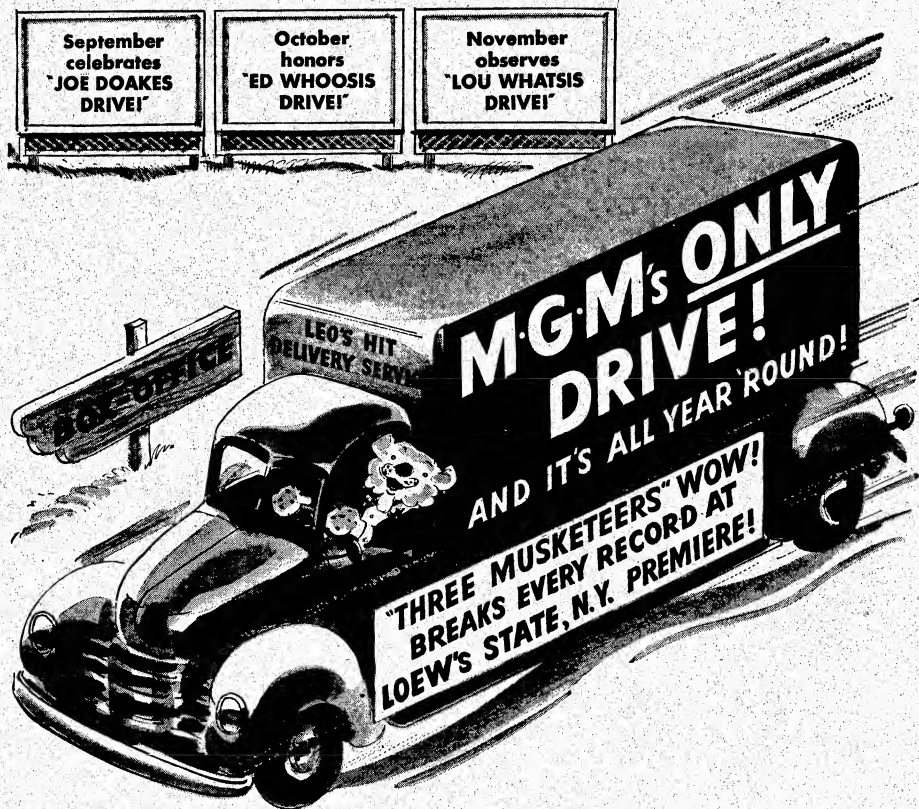
Creditors involved in a 16-year-old bankruptcy proceedings of the defunct Fox Theatres Corp. will split another \$150,000 in court-ordered allowances to Robert Aronstein, attorney for certain creditors. Approved by the bankruptcy court, revealed yesterday (Tues.) in connection with consuming settlement with Fox, Inc. for \$160,000 arising out of a 1933 theatre transaction.

Under the deal, former late receivers of Fox disposed of a \$285,000 debt to Fox, Inc. for \$150,000. The \$120,000 balance allegedly due to the trust receivers was settled for \$150,000. The h.o. court, presided by Federal Judge John C. Knox, set Nov. 5 for a hearing regarding the settlement. The court will hear the creditors to determine why fees should not be given Aronstein, and, in effecting the loan settlement.

...and the







## EVERY MONTH IS M-G-M MONTH!

Electrifying the industry is the record-breaking business of "Three Musketeers" at Broadway's new showcase of top pictures, Loew's State. After a terrific run of hits, M-G-M continues to be the hottest company in the business. Jot down these titles for the big money: "JULIA MISBEHAVES" (*New M-G-M Music Hall record!*), "3 GODFATHERS" (*Technicolor*), "COMMAND DECISION," "LITTLE WOMEN" (*Technicolor*), "HILLS OF HOME" (*Technicolor*), "WORDS AND MUSIC" (*Technicolor*), "EDWARD, MY SON," "NO MINOR VICES," "SUN IN THE MORNING" (*Technicolor*), "FORCE OF EVIL," "BARKLEYS OF BROADWAY" (*Technicolor*), "THE BRIBE," "ACT OF VIOLENCE," "TAKE ME OUT TO THE BALL GAME" (*Technicolor*) and many more!





## 3 GREAT WORLD PREMIERES IN NOVEMBER

*put Thanks in Thanksgiving from*20<sup>th</sup>  
CENTURY-FOX*World Premiere*RIVOLI THEATRE, N. Y.  
NOVEMBER 4th!the  
**Snake  
Pit**

Darryl F. Zanuck presents OLIVIA de HAVILLAND in "THE SNAKE PIT" also Starring MARK STEVENS and LEO GENN with CELESTE HOLM GLENN LANGAN • Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK and ROBERT BASSLER • Screen Play by Frank Partos and Millen Brand.

*World Premiere*  
FOX THEATRE, SAN FRANCISCO  
NOVEMBER 5th!*When My  
Baby Smiles  
At Me*

TECHNICOLOR

BETTY GRABLE • DAN DAILEY in "WHEN MY BABY SMILES AT ME" Color by TECHNICOLOR • With JACK OAKIE, JUNE HAVOC, RICHARD ARLEN, JAMES GLEASON Directed by WALTER LANG • Produced by GEORGE JESSEL • Screen Play by LAMAR TROTTI

*World Premiere*  
ROXY, NEW YORK  
NOVEMBER 2nd!*Unfaithfully  
Yours*

REX HARRISON • LINDA DARNELL RUDY VALLEE • BARBARA LAWRENCE in "UNFAITHFULLY YOURS" with Kurt Kreuger, Lionel Stander, Edgar Kennedy, Alan Bridge, Julius Tannen, Torben Meyer • An Original Screen Play Written, Directed and Produced by PRESTON STURGES

SPYROS  
P. SKOURAS35th  
Anniversary  
Celebration  
SEPT. 26—DEC. 25  
Inclusive!Showmen Coast-to-Coast Celebrate 20<sup>th</sup> Century-Fox Week, Nov. 21-27!





THEY LOVE  
HONOR  
AND /



OH BOY!  
STRAND, N.Y.  
FRIDAY!

"It's a wow from beginning to end!"  
HEDDA HOPPER

BETTE  
DAVIS

ROBERT  
MONTGOMERY

in the WARNERiot

JUNE BRIDE

WITH  
FAY Bainter BETTY LYNN  
TOM TULLY

Screen Play by Ronald MacDougall - Based on  
a Play by Eileen Tighe and Graeme Lorimer

DIRECTED BY  
BRETAGNE WINDUST · PRODUCED BY  
HENRY BLANKE







## Picture Grosses

Downpour Clips Philly;  
'City' Sockeroo \$28,000,  
'Julia' Great at \$26,000

Philadelphia, Oct. 26.—Steady downpour Sunday (24) ended the bullish weekend business here, with all late trade washed out. "Johnny Belinda" continues to hold its fast pace at the Maybaum. "City of City," best of newcomers, is doing the biggest hit the Fox has had in months. "Julia Misbehaves" looks sock \$26,000 at Goldham.

**Estimates for This Week**  
Aldine (WB) (1,303; 50-99)—"Best Years" (RKO). Nothing special on pop price run at \$9,000. Last week, "Peabody and Mermaid" (U), \$9,300.

Arcadia (S&S) (700; 50-94)—"Luxury Liner" (M-G). Slim \$5,000. Last week, "Rope" (WB), \$4,800.

Bord (WB) (2,380; 50-99)—"Loves of Carmen" (Col.). Great \$22,500 after next, \$29,300 opener.

Earle (WB) (2,700; 50-99)—"Walk Crooked Mile" (Col.). Fast \$24,000. Last week, "Rachel and Stranger" (RKO), fine \$18,500 in 11 days.

Fox (20th) (2,250; 50-94)—"City of City" (20th). Smash \$28,000. Last week, "Apartment for Peggy" (20th) (3d wk), fancy \$15,000.

Goldman (Goldman) (1,200; 50-69)—"Julia Misbehaves" (M-G). Socks \$25,000. Last week, "Society" (WB) (Par) (4th wk), okay \$14,000.

Karlton (Goldman) (1,000; 50-94)—"Love of Mary" (U). Mild \$3,500. Last week, "S & a Charm" (U) (2d wk), tepid \$7,500.

Keith's (Goldman) (1,300; 50-94)—"Sitting Pretty" (20th). Fine \$6,500. Last week, "Luck of Irish" (20th), mild \$3,300.

Maybaum (WB) (4,360; 50-99)—"Johnny Belinda" (WB) (3d wk). Holding great pace with \$25,500. Last week, sock \$36,000.

Pix (Cummings) (500; 50-94)—"No Greater Sin" (Indie). Solid "Children on Trial" (Indie): Solid

\$5,000. Last week, "Anna Karenina" (20th), \$6,000.  
Stanley (WB) (2,350; 50-99)—"Red River" (UA) (4th wk). Still at flood with \$16,000. Last week, \$19,000.

Stanton (WB) (1,475; 50-99)—"Night Has 1,000 Eyes" (Par). Big \$14,000 or over. Last week, "Smart Girls Don't Talk" (WB) and "Gallant Legion" (Rep), weak \$9,000.

'Belinda' Brisk \$17,000,  
Buff; 'Race' Fast 15G

Buffalo, Oct. 26.—Top coin is going to "Johnny Belinda" this week, brisk at the Buffalo. "Race Street" is fast at Century.

**Estimates for This Week**  
Buffalo (Shea) (3,500; 40-70)—"Johnny Belinda" (WB). Fine \$17,000. Last week, "Smart Girls Don't Talk" (WB) and Frankie Carle orch, big \$26,000.

Great Lakes (Shea) (3,400; 40-70)—"Apartment for Peggy" (20th). Very good \$15,000. Last week, "Society" (WB) (Par) (4th wk), solid \$10,500.

Hipp (Shea) (2,100; 40-70)—"Sahara" (Col.) and "Destroyer" (Col. reissues). Net \$7,500. Last week, "Angels Dirty Faces" (WB) and "Drive By Night" (WB) (reissues), \$9,000.

Teck (Shea) (1,400; 40-70)—"Count Monte Cristo" (UA) (reissues). Only \$2,500. Last week, "Hatter's Castle" (Par) and "Stork Club" (Par), good \$3,800.

Lafayette (Basil) (3,000; 40-70)—"Touch of Venus" (U). Passably nice \$15,000. Last week, "Walk Crooked Mile" (Col.) and "Triple Threat" (Col) (10 days), big \$20,000 in 10 days.

Century (20th Cent.) (3,000; 40-70)—"Race Street" (RKO) and "Juste Man" (Mono). Fast \$15,000 or better. Last week, "Rachel and Stranger" (RKO) and "Variety Time" (RKO) (2d wk), solid \$10,500.

Teachers' Meet Boosts  
Indpls.; 'Yankee' Dandy  
\$15,000, 'Rope' OK 14G

Indianapolis, Oct. 26.—Film big good night in fancy at first floors here this week. State Teachers Convention helped kick all but one entry above house average. "Southern Yankee" is top money film and may hold at Loew's. "Rope" at Indiana, is a strong second.

**Estimates for This Week**  
Circle (Gamble-Dole) (2,800; 44-83)—"Luck of Irish" (20th) and "Gay Intruder" (20th). Nice \$11,000. Last week, "Rachel and Stranger" (RKO) and "Code Scotland Yard" (Rep), about same \$10,000.

Indiana (G.) (3,300; 44-65)—"Rope" (WB) and "Winner Take All" (Mono). Okay \$14,000. Last week, "Society" (WB) (Par) and "Who Killed Doc Robbin'" (U) (m.o.). Nifty \$6,000. Last week, "Who Killed Doc Robbin'" (U) (m.o.). Nifty \$6,000.

Keith's (G-D) (1,300; 44-63)—"Society" (WB) (Par) and "Who Killed Doc Robbin'" (U) (m.o.). Nifty \$6,000. Last week, "Who Killed Doc Robbin'" (U) (m.o.). Nifty \$6,000.

Loew's (Loew's) (2,450; 44-63)—"Southern Yankee" (M-G) and "Secret Land" (M-G). Dandy \$15,000. Last week, "Luxury Liner" (M-G) and "Gentlemen from Nowhere" (Col) (11,000).

Loye (G-D) (1,600; 44-63)—"Crusade" (Par. reissue). Mild \$4,000. Last week, "Smart Girls Don't Talk" (WB) and "Embraceable You" (WB), \$4,500.

## 'Mermaid' Wow 11G, Port.

Portland, Ore., Oct. 26.—This week, Big foot on hot game Saturday brought out-of-town coin into film houses. "Mr. Peabody and Mermaid" and "Walk A Crooked Mile" look top newcomers.

**Estimates for This Week**  
Broadway (Parkers) (1,832; 50-85)—"Peabody and Mermaid" (U) and "Secret Service Investigators" (Rep). Sock \$11,000. Last week, "Summer Holiday" (M-G) and "Gay Ranchero" (Rep), so - so \$7,000.

Oriental (H-E) (2,000; 50-85)—"Apartment for Peggy" (20th) and "Escape" (20th) (2d wk), day date with Orioleum. Big \$4,000. Last week, big \$6,000.

Orpheum (H-E) (1,750; 50-85)—"Apartment for Peggy" (20th) and "Escape" (20th) (2d wk), also Oriental. Big \$6,500. Last week, sock \$11,000.

Paramount (H-E) (3,400; 50-85)—"Walk Crooked Mile" (Col.) and "Gay Intruder" (20th). Fair \$7,000. Last week, "Race Street" (RKO) and "Guns of Hate" (RKO), okay \$9,000.

Playhouse (H-E) (1,200; 50-85)—"Society" (WB) (Par) and "Adventures Casanova" (EL) (2d wk) (m.o.). Good \$2,000. Last week, "Luxury Liner" (M-G) (Par) (695; 50-85)—"Luxury Liner" (M-G) (3d wk). Fine \$7,000. Last week, \$9,000.

'JUDY' SOCK \$24,000,  
MONT'L, 'A.C.' BIG 18G

Montreal, Oct. 26.—Although the city is crowded with holdovers, two newcomers are doing great business. "Date With Judy" is smash at Loew's while "Abbott-Costello Meet Frankenstein" is turning in a terrific niche at the Princess.

**Estimates for This Week**  
Loew's (C.T.) (2,855; 40-65)—"Date With Judy" (M-G). Smash \$24,000. Last week, "Eastern Parade" (M-G) (3d wk), \$10,500.

Capital (C.T.) (2,412; 34-60)—"Romance on High Seas" (WB) (2d). Still good \$12,000 after an okay \$15,500 for first.

Falcon (C.T.) (2,625; 34-60)—"Escape" (20th) (2d wk). Down to \$11,000, okay, after good \$15,000 opener.

Prima (C.T.) (2,131; 34-60)—"Abbott-Costello Meet Frankenstein" (U). Terrific \$18,000 or near. Last week, "Fort Apache" (RKO) (2d wk), slow \$2,200.

Imperial (C.T.) (1,839; 26-45)—"Mine Own Executioner" (20th) and "Triple Threat" (Col). Mild \$6,000. Last week, "Big City" (M-G) and "Variety Time" (RKO), say \$5,600.

Orpheum (C.T.) (1,040; 26-45)—"Peabody and Mermaid" (U) and "Adventure Silverado" (Col). Barely okay \$5,000. Last week, "Embraceable You" (WB) and "Out of Storm" (Rep), \$4,500.

'Canon' Hits New High  
In Prov., Smash \$19,000;  
\$15G, Venus' 11G

Providence, Oct. 26.—Knockout surprise of week is the "Providence" (20th). It is doing at the ordinarily very slow list hereabouts and may hit a new record. "A Topical Ten" (RKO) (RKO) and "Variety Time" (RKO), fancy \$5,500.

**Estimates for This Week**  
Albany (Fay) (1,400; 44-65)—"Touch of Venus" (U) and "Guns of Hate" (RKO). Below average \$11,000. Last week, "Guns of Hate" (RKO) and "Variety Time" (RKO), fancy \$5,500.

Carlton (Fay) (1,400; 44-65)—"Luck of Irish" (20th) and "Creep" (20th) (2d wk). Good \$8,000. Last week, "Rope" (WB) (2d wk), snappy \$5,500.

Fay's (Fay) (1,400; 44-65)—"Dear Ruth" (Par) and vaude on stage. Fair \$6,000. Last week, "Wild and Night Wind" (20th). Fairly good \$15,000. Last week, "Luck of Irish" (20th) and "Creep" (20th), healthy \$16,000.

Heath (Sneider) (3,100; 44-65)—"Canon City" (EL). House which ordinarily does well at \$7,000 is reaching for \$10,000 or near. Last week, shuttered.

Loew's (Loew's) (3,200; 44-65)—"Society" (WB) (Par) and "Secret Land" (M-G). So-so \$12,000. Last week, "Hatter's Castle" (Par) and "Stork Club" (Par), (M-G) and "I Surrender" (M-G), sock \$21,000.

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GAUL RUSSELL is lovely indeed as she plays opposite JOHN LUND in "NIGHT HAS A THOUSAND EYES"

This is a beauty care that works! In recent Lux Toilet Soap tests by skin specialists, actually 3 out of 4 complexion beauties became lovelier in a short time. It's wonderful the way Lux Soap care leaves skin softer, smoother," says Gail Russell. "I work the fragrant lather well in, rinse with warm water, then cold. As I pat with a soft towel to dry, skin takes on fresh new beauty!" Take Hollywood's tip. Don't let neglect cheat you of romance!

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Company

9 out of 10 Screen Stars use it — Lux Girls are Lovelier!

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Lux Girl!"  
GAIL RUSSELL  
Star of  
Paramount Pictures  
"NIGHT HAS  
A THOUSAND EYES"  
Now Showing Locally

## LOUISVILLE

(Continued from page 6)  
Fancy \$14,000 after last week's \$16,700.

Oleum (Rank) (2,390; 35-51.20)—"Best Years" (RKO). Terrific \$19,000. Last week, "Blanche Fury" (EL) (2d wk), sock \$14,000.

Shea's (F) (2,386; 36-66)—"Loves of Carmen" (Col). Hefty \$16,000. Last week, "The Thousand Eyes" (Par), \$14,300.

Tivoli (FPI) (1,531; 36-66)—"City of City" (20th). Okay \$6,500. Last week, "I'm Not Romantic" (Par), \$6,800.

Uptown (Loew) (2,743; 30-66)—"Creeping" (U). Fleeting \$11,000. Last week, "Saxon" (Charm) (U), \$10,500.

Victoria (FPI) (1,260; 36-60)—"Station West" (RKO) and "Variety Time" (RKO). Fine \$8,000 or near. Last week, "God Sam" (RKO) (3d wk), big \$4,200.

## TORONTO

(Continued from page 6)  
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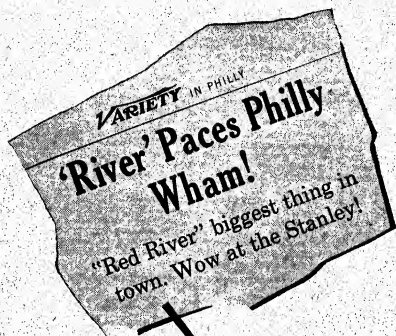
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**FROM  
EAST  
TO  
WEST**



**"RED  
RIVER"  
IS  
BEST!**



**Why say more about...**

**HOWARD HAWKS' GREAT PRODUCTION**  
**"RED RIVER"**

Montgomery Productions presents  
**HOWARD HAWKS' "RED RIVER"** starring **JOHN WAYNE • MONTGOMERY CLIFT • WALTER BRENNAN • JOANNE DRU**  
 with **HARRY CAREY, Sr. • COLLEEN GRAY • JOHN IRELAND • NOAH BEERY, Jr. • HARRY CAREY, Jr. • PAUL FIX** • From the Saturday Evening Post story, "The Chisholm Trail," by Borden Chase  
 Screenplay by Borden Chase and Charles Schnee • Executive Producer, **CHARLES K. FELDMAN** • DIRECTED AND PRODUCED BY **HOWARD HAWKS**

**RED HOT THRU UA**



# U. S. Brushoff to Documentary Pix, Army Censorship Scored by Lorentz

Documentary films have been given such a complete triple brush-off by the Government, private industry and Hollywood since the war's end that not a single first-class factual pic on a major problem has been produced during the last three years, according to Pare Lorentz, producer of "The River," "The Fight For Life" and other documentaries. In an address Saturday (23) before the N. Y. Herald Tribune forum, Lorentz said the reasons for the documentary's decline were "money, indolence and fear." And the greatest of these is fear.

Lorentz charged U. S. Army officials with suppressing the United Automobile Workers' one-reel "ervance cartoon," "Brotherhood of Man," in Germany out of fear of rubbing some Southern congressmen the wrong way. Another major general, he said, recently looked up in Washington a full-length official film of the history of the Nazi party and of the Nuremberg trials. One of his own films on the dust bowl, Lorentz said, has also been upped by the Department of Agriculture because of the objections of one congressman from South Dakota.

The film program for schools is

entirely inadequate, he asserted. He cited statistics revealing that although there are 11,000 sound projectors in 501 major school systems, the coin available this year for the purchase of films for visual education in all of these systems is little over \$600,000, or about the cost of one "B" Hollywood movie.

"We have undertaken military, political, economic and moral responsibilities from the barren hills of Greece to the flat plains of Manchuria," he said. "We are involved in a bitter global war, a war to persuade the hearts and minds of most of the peoples of the earth to our beliefs. Yet neither government nor private industry is utilizing the most flexible, ubiquitous and powerful weapon we have at our disposal in this gigantic task."

## Boost Calgary Bootmen

Calgary, Alta., Oct. 28—Weekly wages for projectionists at the Strand and Victory theatres here have been boosted from \$51 to \$56.75 for a 43-hour week.

Part provides for time and a half for every hour worked over 33 and double time for work after midnight.

## 'Hamlet'-'Shoes'

Continued from page 3

ed in four situations, "Hamlet" grossed \$57,000 total for the current week. "Shoes," featuring two theatres—the Bijou, N.Y. and National, Washington—scored \$35,500 in its first week.

Over 50% Rental  
Grand total for the two pix was therefore \$92,500, of which the distribb took in over 50% as their share. Rank's distribution deal with his American outlets includes a sliding scale provision for distrib fees. If these two films continue grossing heavily, he will probably clear some 60% of the national rental. It will be the first sizeable payroll registered by Rank since he made a large-scale entry into the American market.

In its fourth week at the Park Avenue theatre, N.Y., "Hamlet" continued playing at capacity and registered about \$16,000. Universal's Rank's share is \$9,000. Film has 17 performances weekly, playing four times on Saturday and three, Sunday. At the Astor, Boston, where pic opened at \$21,000, it is now selling at \$11,000 in its tenth week and will probably move over to another house.

Playing at the Playhouse and Little Theatres in Washington, "Hamlet" scored \$18,000 in its first week. In Atlanta, its second week at the Peachtree and Art theatres, pic grossed \$12,000.

## Inside Stuff—Pictures

Despite the acknowledged superiority productionwise of "The Dewey Story" clip on Truman got much of the credit for the victory. The issue was by all five major newsreels during the first half of last week, whereas Truman's shot only in the second half. Based on the play, Friday, Saturday and Sunday playdates, consequently, Truman got much the greater share of audience.

Republican National Committee paid a reported \$75,000 to March of Time for production of the Dewey short, incorporated in a much new material lensed with professional actors. Democrats, on the other hand, paid Universal News less than \$20,000 for its short on Truman, which was compiled in the main of stock newsreel shots.

Alex Gottlieb, recently handed a 16-week layoff from his producer duties on "The Dewey Story," is negotiating a new contract with the two-year contract with the Burbank lot. Although it had been announced that the studio had failed to pick up Gottlieb's option, it was learned that the option had been exercised 10 months ahead of time and is not due to expire until Nov. 4, 1950. Under its provisions Gottlieb has 80 weeks coming.

## Robert Walker

Continued from page 3

boycott of any pix featuring players in disrepute as a retaliation against the failure of companies to take action against the film. The plan would not apply to films already completed when an incident occurred, but those in production at the time of the event. Its ultimate adoption depends on the question of its legality. It is an organized effort to might run the danger of court condemnation as a conspiracy—but there is good likelihood of legal approval to its adoption.

Allied dropped its bomb as a result of a series of articles appearing in a publication which had wide distribution on the Coast. It has now been learned. These articles referred to a number of stars by their initials and intimated that Hollywood immorality was at a peak.

Exhibit assault will draw further strength from an executive committee meeting of the Theatre Owners of America, slated for Friday (29). Public relations problem is due for considerable attention. With the outfit under mandate from its members at the recent Chicago convention to take steps on the very matter of Hollywood indiscretions, it is likely that the Walker arrest will hatch specific TOA proposals.

It is expected that the incident will prove a factor behind adoption of a \$2,000,000 all-industry public relations plan being pushed by Paul MacNamara, ad-pub chief for David O. Selznick. The plan would forestall the more drastic action being rattled by Allied.

## Einfield-20th

Continued from page 3

ter's visit here last week, during which time the two talked over the projected deal. Warners' executive Jack L. Warner reportedly also tried to tap Einfield to return to the Burbank plant. Warner subsequently entered the company for an operation and his proposed deal with Einfield is now apparently cold.

Under the projected 20th plans, Einfield would headquarter in New York in order to concentrate on sales promotion and film merchandising. He would also supervise generally 20th's entire publicity setup. He's been out of the exploitation field since he resigned from his ad-pub post with Warners.

As far as Enterprise is concerned, Einfield and board chairman David L. Loew embarked several months ago on a period of inactivity, pending release of their last four pictures by Metro.

## Player Values

Continued from page 3

by banding the list. Lineup covers all stars and featured players under contract to all studios, plus freelancers. The 20th, Gallip and other pols also serve to squeeze yelps from older established players whenever the player is getting a bigger salary. New order from the front office is break her contract, then hand her to her on a silver platter."

Names on poll aren't available, but it's obvious the outsiders are by 20th this year had no classification lower than B.

## Theatre TV

Continued from page 3

the Russians buying pix from us at this time. He said the "simple and obvious explanation" was that the Russians are not interested in their theatres. "I know the Soviet well enough to know they are not interested in our movies for use," he said. Johnston. After the luncheon Johnston told newsmen that he would urge the company presidents to disclose terms of the deal. He said he was withholding the sales price of the block of 20 pictures (reported to be \$1,000,000) at the request of the company execs.

Westinghouse Electric unveiled what it described as the "brightest cadmium mercury vapor lamp ever made in this country." 10,000 watts. Brilliance of the light and relative coolness, said Eugene W. Beggs, of Westinghouse, should qualify it for both spotlight and floodlight service in the film studios. A Jess powerful version, added Beggs, could be used in television.

H. J. Schlafly, of 20th-Fox, said his company's large screen television service, the Cine-View theatre in Philadelphia have solved certain problems such as location of projector, length and question of whether to cut out certain seats, etc.

Earl Sponsable, research director for 20th-Fox, was elected president. Other officers elected: Executive vice-president, Peter Mole-Mole-Richardson Co.; editorial vice-president, Clyde Keith; Western Electric; convention vice-president, William C. Kunzmann, of National Carbon; secretary, Robert M. Corbin, of Eastman Kodak. Named to the board of governors for The west coast, Norwood L. Simmons, Eastman; for the east coast, Herbert Barnett, General Precision Equipment Corp.; and Frederick T. Bowditch, National Carbon Co.

## French Coin

Continued from page 3

considerably for European production activities and the French government's system of division saves them short by \$1,572,138 out of the entire \$5,752,500 involved.

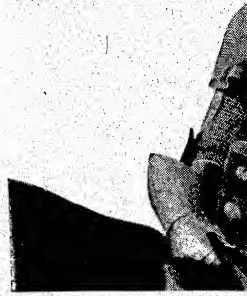
By the same token, Par, 20th, UA and Warners have benefited by enforcement of the cash-at-hand method of allocation rather than the gross-billing method. The dollar rate is proportionately larger to the extent of the \$1,572,138.

U. RKO, Metro and Columbia on their part claim that the alleged inter-industry agreement provides that the other four companies make up the difference by dollar payments to the U. S. In return for non-convertible frozen francs to even matters by turning over accumulated frozen francs accumulated in France.

Question of whether any agreement was at all which requires this complicated intra-company accounting is raised by Par and its cohorts and may be decided by Hays. Additionally, it is contended that if the franc-to-dollar transfer of an equivalent amount in francs would not repay them for the exchange.

Another argument being pressed by Par and its allies is that, under the French agreement, the francs which would be turned over to them are of the forever-unremit-

# The BEST in SOUND was none too good for JOAN OF ARC



Ingrid Bergman as Joan of Arc

RECORDING Joan of Arc on Western Electric's new deluxe "4000" type sound equipment was in accordance with the producers' conviction that only the best would do for Ingrid Bergman's newest starring film.

Because it gives unexcelled sound quality... because it is extremely versatile and adaptable... and because of its automatic operation... the Western Electric "4000" is now setting the pace in motion picture sound recording.



Recording and re-recording equipment at Hal Roach Studios used for Joan of Arc

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**JOAN OF ARC**  
Starring Ingrid Bergman  
A Victor Fleming Production

Produced by ..... Walter Wanger  
Directed by ..... Victor Fleming  
Recorded by ..... Hal Roach Studios  
Released by ..... William Randolph Hearst  
Sound by ..... Western Electric

Electrical Research Products Division

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213 Broadway New York 7, N. Y.

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them  
**both!**

EAGLE LION FILMS PRESENTS  
**PAUL HENREID • JOAN BENNETT**  
**"HOLLOW TRIUMPH"**

"I'm sick  
and tired  
of being  
wise, and  
rotten  
and  
dirty!.."



with EDUARD FRANZ • LESLIE BROOKS • JOHN QUALEN • MABEL PAIGE • HERBERT RUDLEY  
Produced by PAUL HENREID • Directed by STEVE SEKELY • Screenplay by DANIEL FUCHS • Based Upon a Novel by MURRAY FORBES



**BOX-OFFICE TRIUMPH!...** Broke 6-year record at Astor Theatre, Reading Pa.,— tops at Hollywood, Atlantic City; Senate, Harrisburg; Warner, Memphis; Roxy, Oakland; United Artists, Chicago; United Artists, San Francisco!

**GEORGE WRIGHT** ★  
— ORGANIST —  
Currently  
**PARAMOUNT THEATRE**  
**NEW YORK**



# SUNDAY'S 2750 TALENT BILL

## Breakdown of Sunday Talent Nut

The following are the major shows and their costs in the Sunday Night Battle of Radio and Television:

Jack Benny (AM)	\$25,000
Edgar Bergen (AM)	25,000
Fred Allen (AM)	25,000
Amos 'n' Andy (AM)	20,000
Ford Theatre (TV)	20,000
Philco Playhouse (TV)	17,500
Phil Harris (AM)	15,000
Theatre Guild of the Air (AM)	15,000
Stop the Music (AM)	13,000
Helen Hayes Electric Theatre (AM)	10,000
Ozzie and Harriet (AM)	10,000
Wendy Winchel (AM)	7,500
Drew Pearson (AM)	5,000
Original Amateur Hour (TV)	5,000
Quest of the Town (TV)	5,000
Admiral's Welcome Aboard (TV)	5,000

## GOP's 60-Minute Election Eve

### Hoopla a Switch on '44 Campaign

What is seen as representing a complete reversal of policy, the GOP's for the \$150,000 hour-long Election Eve (Nov. 1) show the Republican Party is turning to the four major networks on behalf of Thomas E. Dewey's Presidential bid.

Elaborate entertainment spread is currently being whipped up for next Monday night, 8 to 10 p.m. campaign finale. A half-hour later Pres. Truman goes on the four nets for a straight 15-minute bid. This completely reverses the picture of four years ago, when the late Gen. Roosevelt in the surprise bid for a fourth term, wound up his campaign with a super 60-

### Music Cavalcade

Musical-Historical Cavalcade of Songs, from 1800-1948, is serialized in the Music Dept.

This feature has been republished, refurbished and republished as an assist to Radio and other program-builders.

## CBS Encompasses

### Bergen, Duffy In 'Paper Maneuvers'

Deal for new sponsorship of Edgar Bergen is imminent. With at least three potential bankrollers on the verge, if one of the clients involved grabs off the show, it will mean a wholesale reshuffle of their network programming. Standard Brands currently bankroll Bergen but is anxious to unload.

(Continued on page 35)

### G.O.P. War Chest

Indicative of the coin being stacked off the Republican war-chest for radio time on behalf of Thomas E. Dewey's campaign in contrast to 1944 picture, when the Dems were whipping it up for the late President Roosevelt, are the billings chalked up by CBS in recent weeks.

Lead to Election Eve (Nov. 1) the GOP will have spent \$155,000 for Columbia time alone (figure does not include tab for regular shows that were preprogrammed). Back in '44, CBS got only \$108,500 of Republican coin.

On the other hand, the Democratic force is spending only \$98,200 on CBS, whereas four years ago a total of \$178,500 was poured into the web's coffers.

It's that way right down the line on all the major networks.

minute production with New York and Hollywood talent, while Dewey, FDR's opponent, followed with a half-hour talk.

The fact that the Repubs have taken over the showmanship reins for the Election Eve radio hoopla recalls the fuss kicked up by the GOP boys over the lipodermatol techniques employed by the Dems for their '44 signoff show. Ford Bond, then, at now, radio adviser to Dewey, went on the air. It's recalled, and assailed the Demo tactics. Playing particle in the fact that the Roosevelt boys violated the ban on dramatization of political issues.

Whether or not the Republicans will encompass within the 60-minute entertainment layer a dramatic format is yet to be determined. If so, it's considered likely that the Dems this time will use the show.

### 'H'wood Story' Fades

Hollywood, Oct. 26. Mutual has dropped Erskine Johnson's "Hollywood Story" after a seven-month sustaining stretch. Sponsor interest was developed for the layout, which began in quarter-hour stanza as "Backround For Starboard," later it was lengthened to 30 minutes.

Columnist-commentator's own pen used 30-piece staff, working under Harry Zimmerman, and had guests.

## AM-TV SPREAD SETS NEW HIGH

By GEORGE ROSEN

The combined talent-production cost of Sunday night programming on radio and television approximates \$275,000 a week. That's a record for a single evening in entertainment annals and more than doubles the tab for any other night in the week.

Equally significant is the fact that what comes out of the spectrum for the two-day Sunday night spread adds up to an unprecedented and diversified entertainment layout calculated to satisfy all tastes, assuming the radio-tale dialer, can keep pace with the multiple switchboards that would be entailed.

Topflight commentary, drama, comedy, giveaway analysis, representing in each category the top-tipped, top Hooperated entries in the whole AM-TV sweepstakes, are now prominently showcased on Sunday night in almost dizzy succession. In many instances one overlaps the others, with not only choice radio stanzas competing against top video fare, but with the TV vs. TV program competition growing keener each week, with resultant squawks from viewers who find they can't navigate two channels at the same time.

The Sunday night radio accent, of course, is on comedy, with the Fred Allen, Jack Benny, Edgar Bergen stanzas alone representing a \$75,000 weekly talent-production outlay. The Phil Harris-Alice Faye NBC show accounting for an additional \$15,000 nut, CBS' Amos 'n' Andy another \$20,000, and Ozzie and Harriet capped at \$10,000. TV's Dramatic Accent

On the other hand, the major TV Sunday accent is on dramatic shows, with the \$20,000 nut for the new "Ford Theatre," which premiered on Oct. 17 (on a one-a-week basis) representing the top-budgeted television program to date and exceeding the previous high, "Philo Television Playhouse," which is budgeted at \$17,000.

(Continued on page 33)

## CBS' Mood Programming Pays Off As \$35,000 Whodunit-Drama Parlay Whips NBC 100G Top Talent Shows

### Sunday 8 to 9 Score

"Stop the Music" for the first time since Fred Allen and Edgar Bergen returned to their opposition NBC spots, got a Hooper licking from both comedians in the advance Hooper for Sunday, Oct. 17. Bergen came up with a 14.7, against "Music's" 10.9 and 14.1, while Allen copped a 16.9 to edge out the giveaway's 16.2 and 16.9 for the 8-9-9 segments.

The drubbing administered by CBS to the \$100,000 talent parlay showcased on NBC Thursday nights has created no little excitement in trade circles.

Looking over the show-by-show score, based on the last ratings, in which their comparatively low-budgeted programs outhooped such top-notch standbys as "Aldrich Family," Burns & Allen, Al Jolson, Sealtest, "Screen Guild Players" and Fred Waring, CBS execs were practically doing handstands last week convinced that their "mood programming" technique has paid off.

In contrast to NBC's \$100,000 round-robin of top shows, CBS' slotting of suspense dramas, followed by straight drama, for a three-hour Thursday night sequencing represents less than \$35,000 in talent sponsorship coin for the six CBS shows.

Yet, P. G. & Q's "FBI in Peace and War," with 10.4 in the 8 p.m. Columbia period, noted on the more expensive "Aldrich Family" on NBC, which had a 9.5; "Mr. Keen" paid off with a 12.9 compared to Burns & Allen's 10.7; "Suspense" grabbed the night's top rating, 16.2, compared to Al Jolson's 10.4; "Crime Photographer" snared a 14.1, while Sealtest (Dorothy Lamour) could get no better than a 9.6; "Hallmark Playhouse" waved an 11.2 Hooper pennant, while "Screen Guild Players" grabbed a 9.9; and "First Nighter" grabbed a 9.8 opposite Fred Waring's 5.5.

CBS' Thursday night success, the fact that the combo included two Columbia-packaged programs, "Crime Photographer" and "Suspense."

On the basis of the latest Hooper tally, CBS is undisputed two-night dominance (for the first time in years), with Monday, of course, "Last Radio Theater," "My Friend Irma," "Godfrey's Talent Scouts" long the top dog.

## Ralph Edwards

### To Exit 'T or 'C' If 'Life' Checks?

Now that Ralph Edwards has sold his new \$100,000 weekly package, "This is Your Life," to Philip Morris, with its postponed NBC preem set for Nov. 9, there's considerable trade speculation as to eventual fate of Edwards' "Truth or Consequences" NBC show, if "Life" should check.

"T or C," sparked by the series of "Hush" comments which preceded the deluge of giveaway stars, has

(Continued on page 34)

### NBC Tops McFadden

In further integration of NBC's AM and TV operations, Tom McFadden, manager of WNBC, the web's N. Y. AM flagship, yesterday (Tues.) was named additionally manager of WNBT (TV) and WNBC.

John H. Reber was named program manager.

## After the Novelty Has Worn Off—What?

### Results of

## VARIETY

### Survey of TV Viewers

Do They Now Watch More or Less Than They Did?

Which Programs Are Liked Less?

What Is the Length (in Hours) of Their Average TV Sitting?

How Many Viewers Per Sitting?

Intensity of Children's Viewing?

(And More Questions and Answers)

Starts Next Week's Issue

## 2 Networks Face Top Brass Schism

Cleavage among the top brass at least two of the four major networks is causing considerable concern and alarm among those familiar with the existing situation.

It's considered entirely possible that before many more weeks have elapsed there will come higher echelon facilitating, with the inner-sanctum schism at one of the web's fast coming to a head.

In both instances, the status of the executive veepees is involved.

### GE Cancels Out ABC

### Arlene Francis Show In Big TV Romance

Lamp direction of General Electric is pulling the fuse on its Arlene Francis ABC show, "What's My Name?", in a retrenchment move which will see the division pulling out of AM radio. GE lately, however, has grabbed television billings on both ABC and CBS, with a new "Dennis James Carnival," just paced by the lamp direction for the latter web.

"Name?", a revived oddity in which Miss Francis shared "what's my name" with Carl Frank and Ray Bloch's orch, is a \$35,000 package. It has had a rating average around 10. "Date of GE's pulpit is Nov. 27. Agency is BBDO.

Stanza is currently aired Saturdays at 9:30, between "Gangbusters" and "Whiz Quiz."

## 'Protect Radio' Intentions Honorable, But AM Axe Falls to Pay TV Freight

FCC chairman Wayne Coy was expressing a thought in many a broadcaster's mind last week when he remarked to the N. Y. Radio Executives Club that "it is really a sad thought to contemplate that self-broadcasting should be called upon to pay the post-natal expenses of television until it is old enough to walk." The broadcasters know it all too well, for the slicing of AM budgets to pay tele's way has become an order of the day, especially around the major networks which are racing into television.

The enforced AM cost-cutting shapes into a strange commentary on the broadcasters' new "protect radio" stance. Caught between their determination not to write rural broadcasting off as obsolete and their fear lest competitors get the jump on them in video, the wily find themselves in the most ticklish expense juggling act of their lives.

In a highly kept secret that its fabulous parent (NBC, with its fabulous parent (RCA) backing), is pulling the budget well over or into its AM operation because of the heavy coin being siphoned off to get its video structure built. The pinch also is being felt at CBS which has poured some \$14,000,000 into its new (radio) and ABC (despite its multi-million-dollar stock issue) in the "transition." In some cases, the pruning has taken the form of permanent cuts—over 100,000 man-staffers are doing double duty, which TV chores simply piled on top of their regular assignments.

In other cases, the economy axe is falling on program costs, with managers either getting budget knockdowns or being penciled out entirely in favor of cheaper fills. It was a case of lopping \$60,000 from a program cost sheet that forced ABC to push "Candid Microphone" off the schedule.

This week the axe fell again on ABC's sustainer list, with Madge Kline's longtime "Thompson Saturday Show," and Vera Mase's sequence also on the exit list. They will be replaced, probably, by records or orch fills.

Texas Jim Robertson's Sunday segment, John H. Thompson's Saturday show, and Vera Mase's sequence also on the exit list. They will be replaced, probably, by records or orch fills.

## ABC Comes Up With Budget-Less Show To Lick Economy Sweep

ABC's budget-conscious script department has come up with a program for new series airing Thursday nights, 9:30-10 p.m., starting Nov. 11. Aside from the fact that producers have to provide a sleeper, Stanza's chief feature at this point is the fact it will be entirely ABC staffed, even about as inexpensive as a web nighttime half-hour could possibly be.

Titled "My Job Is Manhattan" program will be a series of tape-recorded and live "feature story" treatments of various New York N. Y. interest, such as Central Park, Broadway, the Public Library, the Metropolitan Museum. Initiator's topic will be Manhattan waterfront. No music bridges. All sound effects and music sequences being tied together with appropriate sound patterns.

Marion will head the writing staff, each member of the script department in turn taking a hand. Peter H. Brown, associate script editor, will edit the series. Jack Turner will have overall supervision of series. Charles Powers will produce. Auditions will be held today (Wed.) to pick a narrator.

## KFWB, KNPC Pay Hikes

Hollywood, Oct. 26. KFWB and KNPC have settled to increase their station dues to the American Federation of Radio Artists. Both stations have allowed a 6% rise to their staff announcers.

KFWB scale has risen from \$80 a week to \$87.50. KNPC is tabling a 6% rise to their staff announcers, now paying \$90 as against a previous \$85.

## FCC Restricts 'Equal Time' Ruling to Same Office

Washington, Oct. 26.

Broadcasting stations are required to give equal opportunities to all parties in the air only to candidates for the same office at the same election. FCC ruled today in a complaint filed by Rev. Sam Morris, Prohibition Party nominee for U. S. Senate from Texas.

Morris had claimed that KFWB, Wichita Falls, and KRLD, Dallas, had violated "equal opportunity" provisions of the Communications Act in not giving him their facilities on same basis as that furnished to Caddy during latter's unsuccessful campaign for Democratic nomination for Texas.

Commission said its interpretation of law is that because a radio station has permitted "equal opportunity" to a candidate for nomination "in a past and concluded primary election contest" it is not required to grant equal use by a candidate in a general election.

However, Commission provisions of the law, "elementary principles of fairness," which has afforded considerable freedom during the primary to a candidate for nomination, a candidate of a party for a particular office should make a reasonable amount of continuing use of the facilities for that office in the general election.

## ABC's Were Living by Code

ABC pres Mark Woods yesterday (Thurs.) issued a statement of policy regarding the station's code with regard to commercial time limitations and the "cool" code, and particularly reference to mention of brand-names of giveaway merchandise.

Woods said that prizes and gifts handed out on jockeys, such as "Last Minute" would be considered as advertising when there was "any unduly detailed descriptive material" used in connection with the award as well as the trade name of those furnishing the prizes.

Aside from this interpretation of the code provision pertaining to brand-name mentions, Woods statement in general was a reiteration of the web's promise to live by the code starting next Jan. 1. All four major nets some months ago announced this simultaneous intention.

Woods said the policy changes had been submitted to the ABC station's advisory committee, meeting in N. Y. yesterday, and that the committee had concurred on them.

Combination in restraint of free press notions for I.A. radio outlets worked its way to the surface again this week when Warner Bros. KFWB blasted the downtown paper for anti-patriotic and anti-American.

Station decided some time ago to cut down 26 of the most representative stations so fast last year that only a small fraction ever saw the pictures. Documents and even those were herded through the train so fast it practically amounted to a stampede.

Permission to photograph the documents was asked and granted. KFWB took 26 of the most representative documents and had them blown up to four feet by two for pictures. Documents and even those were herded through the train so fast it practically amounted to a stampede.

Figuring the downtown press

KLZ SCRIPT CHIEF  
**ELLIOT WAGER**  
Carrying a background of department store advertising and free lance national scripting into his job as script member KLZ's top writing staff.  
KLZ, DENVER.

## Baseball Biz Now 30-Wk. Bonanza For Indie Stations

Emergence of baseball in many sections of the country as a 30-week programming feature—giving it a national spread only slightly shorter than that of the 39-week network stars—is giving web affiliates an interesting case of the 11ers. For, more and more, independent stations which have built up their own baseball play-out by-play outlets are grabbing the Hopper play from their net-fed feeds and outside normal ball season.

As a consequence, the brush-off stance that has been in vogue in the sport since the 1930s is a meretricious affair that stimulates only abrupt and temporary changes in such as the office in the program by the day for the competition to assume. In fact, major cases are being developed in some localities, where the indies have been (Continued on page 34)

## JACK BERTELL PARTNER IN SCHUBERT'S RAC

Jack Bertell, formerly v.p. of CBS artists bureau and later MCA v.p., has joined Bernard L. Schubert in a partnership in latter's Radio Artists Corp. with offices in New York and Beverly Hills.

In joining Rac, Bertell brings his specialty of management knowledge in personal appearances and light, while Schubert will continue behind the radio and television departments.

Among the radio shows represented by the office are "Mr. District Attorney," "Gangbusters," "Amazing Mr. Malone," "The Palcom" and "Mr. and Mrs. North." On the schedule for new shows include "The Laytons" and "The George O'Hanlon show" which, premieres over Mutual Nov. 9.

would go at least as well for this as they did for the original story of the Freedom Train. KFWB took the copy and sent it to city desks. Interest was practically instantaneous. Desks ordered their photographers to shoot him in interesting angles and play up opening exercises at the Hollywood high school.

All the city's trained seals instantly considered sure-fire copy for the Laytons and "The George O'Hanlon show" which, premieres over Mutual Nov. 9.

KLZ's top writing staff. KLZ, DENVER.

Thus the story lay dead back to the city desks.

(Continued on page 35)

## Funny Man Coy

Before a representative group of industry leaders that read like a "who's who in broadcasting," FCC Chairman Wayne Coy last Wednesday (22) socked over a routine speech that was straight to the point. In a 15-minute intro to his talk before the New York Radio Executives Club at the Roosevelt hotel, Coy gave out with a definition of the FCC's role in radio and television. He was in a satiric idiom unmatched since the days when ex-FCC Chairman James Lawrence Fay was riding hard with the verb.

The usually-ready-for-a-funny-broadcaster ate it up, with one exception suggesting that, if Coy himself, would the speech, "the guy's a natural as a Fred Allen scripter."

## Coy Lays Some Hard AM-TV Facts On The Line Before Industry Brass

### GOP Walks in Where Angels Fear to Tread

Atlanta, Oct. 26.

For the first time in many months, 1928 to be exact, Georgia radio stations are able to juggle Republican candidates in their pockets. G.O.P., seeking to make political hay out of the rift in the Democratic camp over the Dixiecrat movement and the general antipathy toward President Truman, is sponsoring the Republican ticket in this state into their column in the general election in November.

The Georgia Republican leaders today (26) appeared in four-minute talks on six phases of presidential campaign strategy during election of Dewey-Warren ticket.

### Liberal Party's Windup Spurge

Liberal Party of New York is going on a \$20,000 spending spree in the final days of the election campaign, holding 19 programs in New York City and in addition to a coast-to-coast Mutual hookup with President Truman's campaign tomorrow night (Thurs.) before a Liberal Party rally in Madison Square Garden.

Meantime, the American Federation of Labor and one of its affiliates, the International Ladies Garment Workers Union, both are also clanking additional coin into radio's coffers for last-minute vote appeals. American Federation of Radio Artists (AFRA) will produce a one-hour for its parent body on CBS (Sunday 1:30-2 p.m.) Mar. Marion is doing the script.

KFWB has bought five-minute spots preceding Gabriel Heatter on Mutual for Friday, Saturday and Monday 20 and 30 sec. for reprises of plugs by Helen and Melvin Douglas, Humphrey Bogart and the rank-and-file Democratic staff, being aired next week over ABC.

All of the foregoing stations are under supervision of Morris Novik, N. Y. radio consultant. Liberal Party programs are being produced by Gainesborough Associates.

### Ward Byron, Vick Knight To ABC Program Setup

ABC program veepee Charles "Bud" Barry added two more key lieutenants to his AMTV staff in the past week, bringing in Ward Byron in New York to succeed Larry Luck on television talent

Loying, and Vick Knight on the radio. Barry is a newly created slot program consultant for both AM and TV. Both bring long-term radio backgrounds to their new assignments.

Byron, until last summer, was writer-producer-director of the "Chestfield Super Club" (NBC). Prior to that, he produced "The Barnyard" for eight years and for one year was eastern program manager of the Biow agency.

Byron is in ABC in New York (25). His chores will include coordinating activities of the ABC-TV talent sales department.

(Puck left ABC last week to become general manager of Arthur Godfrey Talent Scouts (touring units). Knight has long been identified with night network shows. He'll report to Dan Searle, ABC's cost

FCC chairman Wayne Coy gave the Radio Executives Club of N. Y. — with one of the biggest turnouts of industry brass outside an N.Y. convention—some hard facts of AM-FM-TV to ponder upon last Friday (22). As Coy laid it, both TV and radio and audiences are going to come right out of radio's hide. And the competition in their pockets is under one management is going to become "more and more incompatible" serving mainly areas not reached by TV. The divorcement of radio and television operates in any community.

He didn't need to infer, he said, that sound broadcasting is going out of business. But he said, "It is the future as under management not engaged in television operations, serving mainly areas not reached by TV. The divorcement of radio and television operates in any community."

He predicted 1,000 tele stations within the next few years as "altogether reasonable." FM will share with AM the responsibility for the service. A public service job for the remote regions and smaller communities, the commission.

Coy hinted in closing that he felt broadcasters might occasionally be "a little bit out of the problems." "I would like for some of you to contemplate seriously the fact that if you were a member of the FCC," he said. "If you had to vote on the four chief categories of the FCC. Or how you would decide the issue with respect to some of your policies. I would like to see ABC programs on FM. Or—but need I go on?"

He also—in a satirical comparison of submitting a petition to the FCC and submitting himself as speaker before the REC — suggested awareness of industry's failure to get together on the NAB radio executives of competing organizations. "I would like to see you on behind the scenes when your radio executives of competing organizations are meeting. If you dare not tell! Otherwise, there might be some explanation of why there are no more radio executives about implementing the NAB Code. Maybe NAB president just says they will do it. But I am behind these scenes because it certainly has left him behind the club-house."

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### Rival Stations Get ABC 'B' Fast Club' in 2 Cities

Chicago, Oct. 26. General Mills' quarter-hour strip of "Breakfast Club" began last week week on non-ABC stations in Omaha and Des Moines. It was made when the regular net outlets KOIL, Omaha, and KINT, Des Moines, pulled out at 8 a.m. slot, leaving a 15-clock news slot.

Both stations have a 15-clock news slot. The new strip, "Breakfast Club," began last week week on non-ABC stations in Omaha and Des Moines. It was made when the regular net outlets KOIL, Omaha, and KINT, Des Moines, pulled out at 8 a.m. slot, leaving a 15-clock news slot.

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# "JUS' CAIN'T DO WITHOUT IT, SON!"



Hey, Bub, don't go trying to take those things OFF. You want to get off to a bum start, and grow up to be one of those guys who always do the wrong thing at the wrong time? When you do grow up, you'll be surprised how hard you have to work in this fast-moving world to keep your pants ON... and comparatively unknicked! Not as hard for the man who uses the safety pins with proven performances. Variety, for instance. It pins down the facts that hold up my know-how... and profits.

Recently, VARIETY sent out a nosey postcard to spot time buyers in top agencies throughout the country. "Do you read VARIETY regularly?" we wanted to know. "Do you subscribe to it, or buy it at a newsstand?"

**OF 117 REPLIES, 73 EXECS HAVE A PERSONAL SUBSCRIPTION. 18 TRACK IT DOWN AROUND THE AGENCY COME WEDNESDAY... AND HOPE THE DESK ON WHICH THEY FIND IT WILL BE TEMPORARILY UNOCCUPIED. 16 BUY IT AT NEWSSTANDS.**

It was LEE COOLEY, of McCANN-ERICKSON, New York City, who wrote in the space reserved for comment: "Just Cain't Do Without It, Son!"

## HERE ARE SOME OTHER COMMENTS:

"Nothing better for television and theatre news." — DALE FISHER, EARLE LUDGIN & CO., Chicago.

"I have been a reader of VARIETY for over 15 years, and have always found it informative and helpful." — TED SISSON, PEDLAR & RYAN, New York City.

"Couldn't do without it!" — DON SHAW, GEYER, NEWELL & GAUGER, New York City.

"As a former 'Mugg,' what else can I say but that VARIETY is still and always was 'tops' in show business." — EARL BRONSON, SCHWIMMER & SCOTT, Chicago.

"The only way you can keep up to date on radio and TV is by reading VARIETY." — LOWELL H. STORMONT, KEELING & CO., Indianapolis.

"You have to read it to keep posted on entertainment and advertising news." — L. E. TILDEN, SHERMAN-MARQUETTE, Chicago.

Seeing as how we're conscientious about reporting ALL the facts, whether we like 'em or not, we thumbed through the cards to find some adverse criticism. (We have to keep the boys here from busting their britches, too, you know.) We found a solitary candidate. A New York buyer suggested it "might be condensed more."

That's a right good batting average for somebody who'll be 43 years old in January. How's yours? If you feel you sometimes miss out because you're not up on the latest news and trends, we suggest you unlatch that safety pin below and shoot it along to us. VARIETY'S the reading and advertising buy with the men who know the business best—the executives of over 70 agencies which spend a quarter billion radio and video dollars annually.

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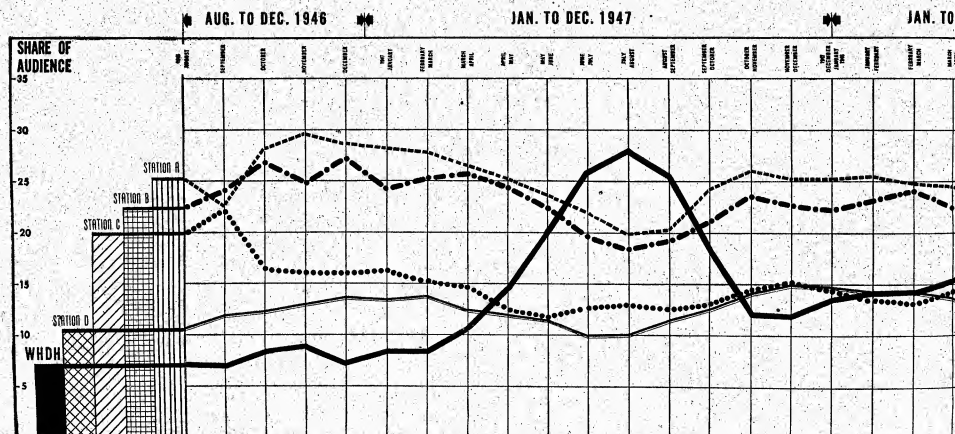








# HOW STATION POP CHANGED IN



CHECK WITH THESE NATIONAL ADVERTISERS, THEY

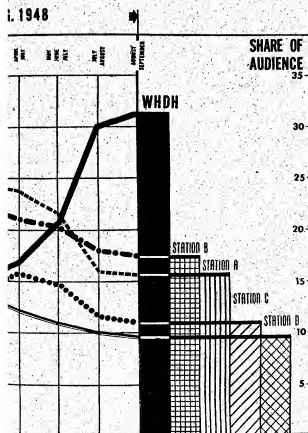
Adam Hats  
Beverwyck Beer  
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Blondex  
Camels  
Chef Boy-Ar-Dee  
Chidets  
Ajax  
Colgate Dental Cream  
Halo  
Cuticura  
Doan's Pills  
Marshmallow Fluff  
Fainart Textiles  
Fatima Cigarettes

Feen-a-Mint  
First Army Recruiting  
Hat Research  
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Kaiser-Frazer  
Soapine  
Kools  
Laco  
Lifetime Stainless Steel  
Metro-Goldwyn-Mayer  
Lucky Strikes  
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Mission Bell Wine

Nestle  
N. Y. Central RR  
N. E. Confectionery  
Peppodent  
Perussin  
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REPRESENTED NATIONALLY BY JOHN BL

# CLARITY HAS BOSTON IN 2 YEARS



Are you familiar with the trend of Boston radio during the past two years? Four stations are down — one is up! Examine the chart on the left for August 1946 to August 1948 Hooper Listener Indices of *Total Time-Rated Periods*. Every station has its peaks and valleys, but generally speaking, month after month ratings show that each of the four stations is not as well off as it was a year before.

Today, if you are buying Station A, you are getting 37% less audience than you did two years ago. Today, if you are buying Station B, you are getting 21% less audience than you did two years ago. Today, if you are buying Station C, you are getting 44% less audience than you did two years ago. Today, if you are buying Station D, you are getting 7% less audience than you did two years ago.

BUT — today, if you are buying Station WHDH, you are getting 342% more audience than you did two years ago.

Trends are important to show mass movements of radio audiences. If you are careful of your advertising dollar, you will place it on the station going *up* rather than the station going *down*. In Boston, your best buy is WHDH.

In two years WHDH has built the largest share of audience in *Total Time-Rated Periods* of any Boston station — network or independent — and with 100% local programming!

NOW

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Studebaker  
Vick Chemical  
Wise Company Publishers

5000  
WATTS

# WHDH

## BOSTON

COMING SOON — 50,000 WATTS

AIR & CO.

# Canadian Sponsor, Canceling 100G Show, Blasts Inroads by U. S. Talent

Toronto, Oct. 26. After lengthy rehearsals and what was expected to be the usual go-ahead signal, Tip Top Tailors has decided to scrap its \$100,000-budgeted "Music for Canadians" because the Canadian Broadcasting Corp. has turned over to the Amos 'n' Andy program (Lever Bros.) here, the Sunday evening show it occupied on the CBC national network for the past four seasons by T. Top.

With latter sponsor refusing to capitulate on any other Sunday evening time offer, Samuel Hershenov's 40-piece band and Edmund Hockridge, baritone, plus scripting and announce staff, are out their expected 26-week's earnings.

According to Morgan Eastman of the McConnell-Eastman agency here, the Canadian program was "subjected to unfair competition" by an American-produced show. He said, "Through the Amos 'n' Andy show has developed an exceptional rating in four seasons for a high-type musical show, and we do not recommend continuing such an outlay against the Amos 'n' Andy competition. The sponsor (Tip Top Tailors) agreed; and we cancelled the presentation."

"Recorded programs of U. S. shows pay a stiff tariff to be brought into Canada and rebroadcast but this is to protect Canadian artists," said Eastman. "However, a live show can be broadcast by paying only the local station time rates and we think this is unfair and undermines any effort to build up Canadian radio. It is absurd that salaries to Canadian radio artists should be discontinued when an imported program pays only for the mechanical facilities of broadcasting."

CBC's argument, according to officials, is that the Canadian show was not forced from the air, that other evening shows were offered but that Tip Top refused to accept them on the reiterated claim that they had enjoyed four years of success; nor could CBC justify any right to import an American-produced program over CBC's wires.

CBC officials also retorted that a sufficient segment of Canadian listeners preferred the Amos 'n' Andy program, this prompting Eastman to claim that Canadian sponsors can no longer be expected to spend large sums in competing against the big money night American shows and that Canadian artists are the sufferers.

Houston—Robert D. O. Perry formerly on the staff here of KNUZ, has resigned his post to become co-manager of WCLA, Baton Rouge, La.

## Station Mgr., Engineer Killed in Train Wreck

New Orleans, Oct. 26. A passenger train wreck killing I. F. Penrite, manager of KANE, New Iberia; near here, and Ed Eberhart, station's engineer, Monday (26).

Train bound for New Orleans hit the car square on a freight train killing Eberhart instantly. Penrite died in ambulance en route to hospital.

## STERN GETS NOD ON WDSU 675G BUY

New Orleans, Oct. 26. Edgar B. Stern, Jr., president of International City Broadcasting Service, Inc., whose purchase of WDSU, WDSU-FM and WDSU-TV from the Stephens Broadcasting Co., Inc., was approved Friday (22) by the FCC, said that the transfer will be completed as legal details are settled in the next two or three weeks. Sale price was reported as \$675,000.

Stern said that two conditions attached to the sale to the FCC will be met. These provide that the Sterns withdraw a pending application for a new station here and that Monte M. Lennan, a director of International, dispose of his interest in the Times-Picayune Publishing Co.

Policies and programming of WDSU will be continued and augmented under the new management, Stern said. The present personnel will be retained, he added, with Fred Weber, a partner in the Stephens Co., as general manager.

## New England Spread For ABC 'Storyteller'

ABC will have a five-minute story opposite Mutual's 8:30 spot on Tuesday night, Oct. 27. Spot was opened up by sale of 25 minutes, 8:30-8:55, to Reverend Canine for a new to Stafford show which tests of Nov. 11.

Web has sold the five-minute seg. effective the same date, on 15 New England outlets to Clearwater Stores, Inc. Personality to handle the part-spinning stint hasn't been chosen.

## BABBITT'S RED CROSS STUNT

Philadelphia, Oct. 26. Gil Babbitt, former production manager at WFEN, has been named radio and television director for the Red Cross in this area. Babbitt, a veteran with 15 years in radio, was formerly with WCAU and Dave Eilman's productions.

## K. C. SYMPH-WHB 20G BANKROLL DEAL

Kansas City, Oct. 26. Regular subscription concerts of the Kansas City Philharmonic Orchestra will be broadcast in their entirety this season for the first time in the long history of the orchestra. Kansas City Southern Lines is paying the freight for both the orch and the air time over WHB, also the first time the rail-road has come into radio as such a large advertiser here.

WHB-MF included in the subscription. W. N. Derramus, president of the orch, bought the entire schedule of broadcasts, starting every two weeks through next March. The road is taking the venture as a prestige proposition. Fees for the orchestra rights alone will run close to \$200,000 for the 10 concerts.

WHB moves its mike into the Music Hall where the concerts originate with Dick Wangerin, conductor and orchestra, doing the between-numbers commentary.

## KQW-WTP-CBS Deals Get Okay

Washington, Oct. 26. Purchase by Washington Post of 55% interest in WTOP, Washington, from CBS and transfer of KQW and KQW-FM, San Francisco, to the network were approved last week. Final action is contingent upon the Post disposing of WINX and WINX-FM within 120 days. Smith-Davis Co. are handling negotiations.

Sale of controlling interest in its 30 kw capital outfit was effected by CBS when it decided to acquire the Frisco facility, which would have given the net one more station than it allowed by FCC multiple ownership rules. Consideration for the 55% of WTOP was \$855,470, which includes a conditional permit for WTOP-FM and a remote pickup station.

Transfer of KQW was made possible by purchase of 55% interest in Pacific Airfield Foundation, licensee, for \$425,000, plus 55% of net quick assets of station. The net had previously bought 45% interest in the facility.

FCC also approved sale of the video permit, AM and FM properties of Stephens Broadcasting Co. (WDSU, WDSU-FM, WDSU-TV). Transfer is conditional upon Monte Lennan, an officer of International City, disposing of his interest in Times-Picayune Publishing Co. and withdrawing the application of Mississippi Valley Broadcasting Co., in which he has an interest.

Cleveland—Gordon Ward, formerly of WLEB, has joined announcing staff of WTAM.

## CIRCLING THE KILOCYCLES

Albany—Old Gold's new "Annulet Hour" will be broadcast from the Albany Junior High School, Nov. 3, through WKWK, ABC's local outlet, in a "Salute to Albany," the cooperation of the Merchants Bureau.

Albany—WABY is now broadcasting two 15-minute Tuesday evening programs, "On Staff" and "The Big Show," in conjunction with Malcolm Atterbury and members of his company, plus patrons, at the Albany City Club. The week with the opening of the theatre for the second season is being under sponsorship of nearby Farnham's Restaurant.

Dallas—A new weekly quarter-hour program will originate each Friday in the studios of WFAA here and be fed to member stations of the Texas Quality Network under the sponsorship of the Dallas Co. Programs will feature organ specialties by Hugh Waddill, Herb Noyd at the piano and instrumental and vocal selection by a trio composed of Bill Sorrels, Joe Adams and J. T. Adams.

Cleveland—Radio baseball league here turned over a check of almost \$700 to the Cleveland Rehabilitation Center, a money which will be used realized from the past summer's league play which WGAR won by defeating the defending champions WTAM in the best of the series.

St. Louis—KXOK has begun its third annual series of "Junior Year Meetings of the Air" and initiator was a discussion of "Whether Dewey or Truman Should Be elected" by students of the Jennings, Mo. High School. Program is being broadcast and broadcasted hours later. This year students in 19 high schools in St. Louis, St. Louis County and neighboring communities in Illinois will participate in the series. This will be the largest number of schools since the program was launched. Bruce Jennings, news gabber, will be the moderator.

Albany—John G. Myers Department Store, which for several years sponsored a musical clock over WABY, has now purchased a new "Your Civic Reporter" with Sherriff's aid on 15-minute afternoon spot every day a week via WOKO.

Hartford—WDRB has underway a night series of shows designed to bring out latent talent possessed by any members of the station's staff. Nightly, a 15-minute slot is available to any employee who wishes any type of show they desire. Announcers, control room operators, and news executives, librarians, even the station reception are participating in the series.

Detroit—J. E. Campeau, president of the CRLW, Inc., and Detroit, announces that CRLW will increase its power from 5,000 to 50,000 watts. New transmitting equipment is now in process of construction and all engineering apparatus has been pieced and checked.

Seattle—Leo Lassen, who does the baseball broadcasts over KING, has resigned a five-year contract with Seattle Sports Roundup airing at 7 p.m.

Philadelphia—WBGB continues its sports specializing with the broadcasting of all home games of both Philadelphia Rockets (ice hockey) and the Philadelphia Warriors (basketball) this season. Chuck Thompson will do the play-by-play with Dick Mayhew handling the color.

Omaha—The "Wow Farmers" Trip to Europe picked up a new passenger, Bill Wiseman, promotion manager, who will assist Mel Hansen, WOW's Farm Service Director, in handling details of the tour. Wiseman is a former Omaha newspaper man, and will also serve as a reportorial capacity.

Steuenville—John J. Laux, manager of WSTV, WSTV-TV, announced appointment of Joseph Froesch as assistant manager of the station. Froesch, named as chief engineer of WSTV and technical director for the WFTS Group (WFTV, Pittsburgh, WFTV, Atlantic City; WBNS, Boston; WKYC, Rochester, N.Y.). He remains latter job.

Wichita Falls, Tex.—Kenyon Brown, press and general manager of KFWB, has announced that Matt J. Johnson, currently program director

rector for the outlet would be upped to the post of station manager.

Philadelphia—Alfred T. Ringler, WCAU news writer for the last six years, has been appointed news editor. A veteran local newspaperman, Ringler has been with Philadelphia Bulletin and Inquirer 14 years. He succeeds Harold Harris.

St. Joseph, Mo.—KFEP of St. Joseph, Mo., announced appointment of Harold J. Schitz, formerly of Purdue University, as Farm Service director. Schitz was Extension Radio Specialist at the time of handling the agricultural programs on university station.

Tacoma—W. B. "Bud" Stihl, formerly commercial manager for KOMO-KFI in Seattle, and recently manager of the classified advertising department for the Seattle Times, is now manager and partner with H. B. Quilliam in KTFI here.

Houston—Ted Hills, formerly with KTHH here, has been named general manager of KTHH, which Ray E. Bright was general manager.

San Antonio—Johnny "Curley" Williams, cowboy singer, has been added to the KATC sales staff and will be featured on the stations daily "Radio Roadie."

Paris, Tex.—Abrey T. Harris, sales manager of KATC since past four years, has been named manager, succeeding Boyd Kelley who resigned to become manager and stockholder of two outlets in Wichita Falls. Robert Stene, Jr., a member of the KATC staff and one of the station owners, will assume duties as Harris.

Seattle—Jim Neidigh, formerly salesman and announcer at KXXA, has joined KRNC as television time salesman. Margaret Frye is now handling the sales part of local NBC outlet, replacing Marion Wood, who resigned.

Albany—Hubert DuVal resigned as sales manager of WJLB, and controlled WPTB. General Manager Leonard Asch has temporarily resigned over the sales post. Russ David, chief engineer, substituting for Asch as g.m.

## RURAL RADIO NETWORK SNARES 2 SPONSORS

Ithaca, Oct. 26.

The Rural Radio Network, the first of its kind, has signed contracts with the Zenith Radio Corp. and the New Haven Clock Co. for the full year, the former for seven of the eight months, the latter for the full year.

Zenith Corp. pact, a co-operative deal between the manufacturer and its New York State distributors, is for Sunday evenings from 8-8:30. The program is Columbia Masterworks. WGIF, the New York City affiliate, will not carry this program.

New Haven Clock, via Weiss & Geller, has signed a five-year contract with the network. Dr. Charles Hodges, the RRN news commentator, each Monday, Wednesday and Friday.

## Sherman-Pratt Reunion

Chicago, Oct. 26. Hanson Sherman and his former partner, Russell Pratt, will team up again via a week-end check show tentatively set for a December low on WIND. Sherman, who has been living in the West, will move to Chicago later this month.

Pratt, who operates an agency in Pittsburgh, will commute weekly to Chi.

"One program which shows high promise" is the New York Daily News "WHAT MAKES YOU TICK?"

ABC Monday, Tuesday 11:45 to 12:00 for PROCTOR and GAMBLE.

with JOHN K. M. McCAFFERY

Written and Directed by ADDISON SMITH

## FERRILL E. ELS

THANK YOU for a HAPPY ANNIVERSARY

As is my custom each year at this time, I want to express my appreciation to the Directors for whom I've worked during the past year:—

HOYT ALLEN  
CLARK ANDREWS  
WYLLIS COOPER  
CLAY DANIEL  
WILLIAM DENDER  
MILDRED FENTON  
TED FETTER  
HARRY S. GOODMAN  
JACK GROGAN  
JOHN GUNN  
ARTHUR HANNA  
JAMES HARVEY  
LOUIS HEYWARD  
TOM HICKS  
JOHN HOAGLAND  
HARRY JUNKIN  
CHARLES KEBBE

EDWARD KING  
RAYMOND LEICHT  
RICHARD LEWIS  
BASIL LOUGHRANE  
WILLIAM MARSHALL  
JERRY MCGILL  
VIRGINIA MOMAND  
MAJOR H. K. MURRAY  
FRANK PAPP  
FRANCIS ROBINSON  
JACK RUBIN  
DON SLEDGON  
BEVERLY SMITH  
FLETCHER SMITH  
ROCCO TITO  
CHICK VINCENT  
AL WARD

and SPECIAL THANKS TO:

PRISCILLA FARELEY  
FLORENCE GREENE  
HELEN HEDEMAN  
ELEANOR KILGALLEN  
VERA LARKIN  
MARGE MORROW  
HANCES ROBINSON  
HALENE RUDDER  
HALENE WALLACE  
HERB WOLF

Plaza 7-4700



# Be consistent, boys...

## THESE ARE FAIR SHOWS...

As of Monday, Oct. 25, the following shows have signed with the RWG... and are included as FAIR:

Amos 'n' Andy	Life Can Be Beautiful	David Harum
Big Sister	We Love and Learn	mir. ace and JANE
Mr. Chameleon	Crime Photographer	Nora Drake
Manhattan Merry-Go-Round	Herb Shriner Show	People Are Funny
Arthur Godfrey's Talent Scouts	Pause That Refreshes	Backstage Wife
Just Plain Bill	Morton Downey Show	Superman
My True Story	A Date With Judy	Young Widdie Brown
My Favorite Husband	My Friend Irma	Lorenzo Jones
G. E. Houseparty	This Is Your FBI	Mr. & Mrs. North
Theatre Guild on the Air	Stella Dallas	Suspense
Inner Sanctum	Mr. Keen	Milton Berle
Mr. District Attorney	Album of Familiar Music	Abbott & Costello
Famous Jury Trials	Our Gal Sunday	Greatest Story Ever Told
Big Story	Front Page Farrell	Fat Man
Spike Jones	Our Miss Brooks	Jack Benny
The Prudential Hour	Life With Luigi	Kay Kyser
Eddie Cantor	Groucho Marx	Ozzie & Harriet
Henry Aldrich	Skippy's Hollywood Theatre	Jimmy Durante
Jack Carson	Thin Man	Dennis Day
Screen Guild Theatre	Take a Number	Truth or Consequences
Burns & Allen	Sam Spade	Stars Over Hollywood
Meredith Willson	Quick as a Flash	Duffy's Tavern
Ross Dolan Detective	Phil Harris	Sherlock Holmes
Bob Hope	Dorothy Lamour	Junior Miss
Helen Trent	Life of Riley	Your Song and Mine
Lora Lawton	Fred Allen	Mr. President
Arthur Godfrey's Morning Show	Edgar Bergen	Go for the House
Great Scenes from Great Plays	Lum and Abner	The Falcon
Hilltop House	John Nesbitt	The Amazing Mr. Malone
Talent Jackpot	Blondie	Gangbusters
	Bing Crosby	Counterspy
	Judy Canova	You Are There
	Evelyn Winters	Philip Marlowe

—AND DOZENS OF OTHERS

## ... WHY NOT THESE?

As of Monday, Oct. 25, these shows have not signed... and are included (subject to subsequent revision) as UNFAIR:

Road of Life	Red Skelton Show
Brighter Day	Meet the Meeks
Jack Berch Show	Smilin' Ed McConnell
Today's Children	Vic Damone Show
Ma Perkins	Hollywood Star Theater
Right to Happiness	Hit Parade
Partia Faces Life	Lux Theater
Chesterfield Supper Club	Bob Hawk Show
Cavalcade of America	Dr. Christian
Telephone Hour	Harvest of Stars
Buddy Clark Show	FBI in Peace and War
Mal Torme Show	Hallmark Playhouse
Skyway to the Stars	First Nighter
Electric Theater	Ford Theater
Grand Slam	Mary Lee Taylor Show
Wendy Warren	Armstrong Theater of Today
Aunt Jenny	Grand Central Station
Young Dr. Malone	Central Midnight
Guiding Light	Tom Mix
Second Mrs. Burton	Jack Armstrong
Perry Mason	Sky King
Beulah	The Railroad Hour
Jack Smith Show	The Sheriff
Club 15	County Fair
House of Mystery	
The Shadow	
Nick Carter	
Behind the Front Page	
Betty Crocker Show	
Fibber McGee & Molly	
Big Town	
Great Glidersleeve	
Curtain Time	
Kraft Music Hall	

## for the record:

We're NOT striking the nets.  
... We ARE striking all  
programs produced by  
agencies and independent  
producers who have re-  
fused to sign a contract  
similar to the one now in  
operation with the four net-  
works.

If patience can win contracts, we submit a seven-year pursuit of a free-lance radio writers' agreement as evidence of our good faith...

If precedent can win contracts, we submit our year-old, well-functioning basic agreement with the networks.

Patience and precedents alike have proved fruitless in dealing with the agencies.

We are therefore taking the remaining course—of strike. We do so in full awareness of the temporary dislocations that may result to our friends in the industry.

But we are confident our fellow workers in radio know, as we do, where the responsibility falls... and are similarly aware of the vital importance to them of a just victory for the writers in this dispute.

The lists above are published for the clarification and guidance of our fellow workers... producers, directors, actors, musicians, technicians. Obviously, changes have already occurred since this list went to press. Official, up-to-the-minute listings of fair and unfair shows may be obtained from the Guild offices.

# RADIO WRITERS GUILD

OF THE AUTHORS LEAGUE OF AMERICA

6 E. 39th St.  
New York  
Murray Hill 6-5251

## From the Production Centres

### IN NEW YORK CITY . . .

Gal Ingram (Ralph Austrian's daughter) writing scripts for "Big Story" via NBC. . . Phyllis Lyon, young chipper showbiz recently on Arthur Godfrey's "Talent Scouts," now has her own show on WGN-FM. . . Ray Green, ex-NBC International division, named production manager of WINS. . . Ted Wornor, who has been flacking for WMCA since last winter, named publicity director of the line last week, succeeding R. Peter Strauss. Latter becomes head of special features. . . Robert Saudek, just back from a month in Germany, planned to leave Saturday (28) to address the Rocky Mountain Radio Council.

Jack Barry has a 104-year-old great-grandmother sent to guest on his "Life Begins at 80" (Mutual) next Saturday (30). . . Joe Franklin, WMCA's "antique" disk jockey, is honoring his five years of service in behalf of the N. Y. Lighthouse for the Blind. . . David Karz, for the past five years assistant to Drew Pearson, checks in at the Weintraub agency next Monday (31) as vice-in charge of public relations.

. . . Ruthrauff & Ryan brass pressing a luncheon at the Club Cloud tomorrow (Thurs) marking press F. R. Ryan, Jr.'s 20th year with the Texaco network (WNCB) hung up the sold-out single at a result of Loffi Candia picking up their last two open quarter-hours.

Stuart Ludlum, ex-head of McCann-Erickson radio-TV commercial department and formerly script editor and producer supervision, Frank Hummer's Radio Features, has joined Marshall & Pratt as agency contact on the Standard Oil-CBS Philharmonic concerts. . . Palmer Ward into the "Our Gal Sunday" cast. . . Betty Gardner and John McGovern away to "David Harum." . . Frank Rendick added to "Front Page Farrell." . . Betty Forsling, radio ed of Newweek, back in harness after an accident which held her 30 days. . . N. Y. Post latest of Manhattan dailies to come out with telec. show. Dec. 31. . . Slinger Jey Nash took off for South America last week to fill a radio date in Buenos Aires.

Nick Keesley, Ted Mack and "Original Amateur Hour" troupe to Chicago for the stanza's first out-of-town origination tonight (Wed.). . . Jack Guitford reported auditioning a half-hour, cross-their-the-timer for Mutual. . . Howard Cordery, ABC producer-director, first guest speaker last night (Tues.) on Peter Martin's ABC associate script editor course at the WGBH for MacLevy's styling salon. . . A recent item to the contrary, Alonzo Deen Cole is still the contract writer of "Crime Photo." . . Has been for over five years. . . Kermit-Raymond has told the Fred Robbins "Net," hour-long transferred disk jockey show, to more than 100 stations.

Radio actor Allan Stevenson cast in the new Maxwell Anderson letter, "Anne of the Thousand Days." . . Charles Oppenheim upped to assistant director of CBS program promotion under Neal Hathaway. . . John Shea cast in "FBI in Peace & War" for next two sequences and in "Electric Theatre" for next Sunday (31). . . Jack Manning, mid-west producer, follows up his Britisher role in "Theatre Guild" last Sunday (24) with a similar characterization Friday (29) in "Ford Theatre." . . WOP putting Russ Hodges into the 8-9-8 p.m. seg. pending clearance (still uncertain) of a Harry Wimer sports strip. But Hy Gardner still keeps the five-minute spot on other Mutual outlets.

### IN HOLLYWOOD . . .

Bill Robson was given two weeks' leave by CBS to accompany Raymond R. Morgan to Paris where they'll try to talk Maurice Chevalier into encephalic a cash show when he is tape-recorded for broadcast in this country. . . A star and a fast light in from St. Louis so he could be on hand when his fifth born arrived. . . Eddie Dunstler, whose band at Santa Ana during the war was rated the all-time topper, is back with the CBS radio background orchestra. . . Charles Herbert born the nod producer of Revere Camera's new show headed by Jo Stafford and teeing up on ABC Nov. 11. He'll also colab with Fred Heider on the scripts. . . Verne Smith is the Estey agency's choice

for announcer duties on Screen Guild Players and Jimmy Durante. . . Wendell Niles hopped east with the record of a comedy show he cut with Don Prindle to smoke out a sponsor. . . Orval Anderson, who had an interest in "Darts For Dough," is now program director at KWIK, Burbank, replacing Maxine Boylston. . . Don Lee network will salute from Hollywood Ad club last Monday and the alumni that showed up would easily fill a page in radio's who's who. . . Lew Weiss and Willis Brown, his ex-wife, are being applied out for special roles. . . Sam Cherry, merchandise director of Young & Rubicam, around for a few days. . . Mel Blane has composed a novelty tune, "The Best Lake" with lyrics on the lake. . . Benny Stanz, became a papa last week. . . Bob Reynolds is having the radio crowd over to KMPC election night to celebrate or commiserate. . . Commanding voice of "The Highway" moved over to ABC from Don Lee, in 12 years he hasn't missed a broadcast. . . Al Gordon, KFWB news anchor, is being replaced by press reporter and NBC news anchor of special program to England. . . Big, jovial Ed McConnell will be ready for the television cameras when his sponsor, Brown Shoe, gives the work Frank Frank, the priming him on the national to his outlet of kid fans around the country can watch as well as hear him. . . The Frank Lovejoys (John Banks) have reconciled and called off their lawyers. . . Dorothy Kirsten, Burns and Allen, George Jessel and Groucho Marx will sign the guest register in Al Johnson's Music Hall in that order. . . It's about that time of the year when thoughts of being comic instead of a writer plague Jay Douglas. . . He tried it before without startling results but wants another go at it.

### IN CHICAGO . . .

Joe Wilson of WBKS elected prez of the Chi Sports Broadcasters Association with Hal Tapp and George and John Harbington as treat time. . . Don Graham replaces Eddie Reynolds as slack chief of Feature Productions. . . "Sky King," ABC kid strip, marks its third birthday Friday (29). . . "The Big Show," CBS comedy, has press reporter and NBC news anchor of special program to England. . . Big, jovial Ed McConnell will be ready for the television cameras when his sponsor, Brown Shoe, gives the work Frank Frank, the priming him on the national to his outlet of kid fans around the country can watch as well as hear him. . . The Frank Lovejoys (John Banks) have reconciled and called off their lawyers. . . Dorothy Kirsten, Burns and Allen, George Jessel and Groucho Marx will sign the guest register in Al Johnson's Music Hall in that order. . . It's about that time of the year when thoughts of being comic instead of a writer plague Jay Douglas. . . He tried it before without startling results but wants another go at it.

### IN WASHINGTON . . .

Loe Alken returns to WINX, where he was a newscaster before trekking off to manage KURV, Edinburg, Tex., to become a station announcer. . . William S. Hodges, NBC Vicepres, honored on the 20th Anniversary of the National Public Relations Executive Committee. . . The Don Thornsberg's CBS Coast head in town long enough on their way to Wilkes-Barre to be feted by Earl Gammon. . . Dr. J. Edgar Hoover, FBI director, BBC political analyst, and CBS correspondent Eric Sevareid highlighted in a panel discussion at Women's National Press Club on NBC being voted "most interesting" by women. . . WMAL-ABC to WRC-NBC. . . Johnny Bradford's tele journal over WMAL-ABC being voted "most interesting" by women. . . Bradford, identified, accepts an award this week from the Society of Motion Picture Engineers for his father, Col. Nathan Levinson, the Warner Bros. music director. . . Frank Sinatra, who made news last week with his talk at the Ultrax demonstration, donated his time for tele. . . Bill Herson's WRC-NBC hospital campaign has netted 16 video receivers in local infirmaries.

### Tele Followup

Continued from page 36

cameras, for some reason, made their brand of slapstick much easier to take. Same held true for Borrah Minevitch's Harmonica Rues. This group has replaced any straight music they once played with some wonderful slapstick centered around pint-sized Johnny Brown and despite the use of the shoulder-slapping routine, Brown still looked plenty good. In the surprise ending, Farris introduced the 70-year-old Emma Francis who began the "Humming the Blues" theatre, N. Y., nearly 50 years ago. Aggie septuagenarian did a neat off-stage number and then teamed with Berle, imitating Pat Rooney, who was doing a routine which brought them off to sold applause from the studio and Allan Roth and his orch backed the show in their usual top-drawer style.

"Adventures of Okey-Doke" on DuMont (7-730 p.m. Thursdays) continues to be a poorly produced show that presents situations even kids find hard to swallow. Wendy Harris is the peg on which the half-hour hangs and she does a very convincing and sincere job with the kids who run in and out of camera scope, but she can do nothing to relieve the laphagard confusion and poor development of situations.

Though it's aimed at youngsters, the clothing manufacture's sponsoring the show obviously hope to appeal to parents as well as youngsters get their message across. And the idea of having a 30-inch marionette "sing" and "throwing" a grown man, who goes through all sorts of properly phony grunts, groans and grimaces is something to cause even the kiddie-viewers to turn away; let alone their parents. That idea capped the past week's (21) broadcast and it just exemplified the preceding 35 minutes.

## De Mille

Continued from page 21

friendly than antagonize AFRA. There's law, however, Weiss and Mutual know that he's a man to work against the dictates of his conscience. Should DeMille be allowed to face a mike again when being restored to good standing by AFRA? He should be hard put to engage actors to work for him.

While east Weiss met with WFAA's George Heller and it was there that he agreed to work for DeMille, having lost in every court, should fork over the buck and withdraw from office. Heller convinced the Mutual chieftain that it would be with considerable loss of face to him if he gave DeMille a clean bill without the dollar payoff. How, he asked, could he do that? Heller said membership after he had put them to an expense of \$40,000 in fighting DeMille over his unusual burden? So, unless DeMille changes his mind and gives in (with the most famous buck in radio) Weiss and Mutual are just about washed up with him and as far as they are concerned there will be no DeMille dramatic series on their network. Mutual's Walter Lurie is in town to "work out" DeMille and see if he can do it where Weiss failed he'll acquire a new title—superman.

Meanwhile, ABC is reported ditching DeMille for the series originally intended for Mutual, but without disclosing its strategy to break down the AFRA impasse.

## Mpls. Listeners

Continued from page 21

night. There also are half a dozen local football shows in advance and after the games, including a Sunday afternoon analysis by Coach Bernie Bierman. The games, too, are televised by KSTP.

Games here also have been frequent broadcasts over national networks. Last Saturday (23), for example, Bill Stern and Harry Wiseman, who are here covering the Michigan-Minnesota game for the NBC and ABC networks.

Radio set owners have complained and their letters to the newspapers about all six local stations carrying the same Minnesota game every Saturday afternoon and suggesting that they also be allowed to listen to broadcasts of some of the nation's other leading games. But the station managers point out that their Univ. of Minnesota football broadcasts are sponsored.

## FREDDIE LIGHTNER

NOW

Appearing

"THE

BABE

RUTH

"STORY"

Director: LOU IRWIN

### Farren's WFIL Post

Philadelphia, Oct. 26.

William A. Farren, former special events director at WFIL, has been named producer-director to fill the vacancy created when Jack Steck was appointed manager of program and production for WFIL-TV.

A veteran of 22 years in the broadcasting field, Farren has been with WFIL for five years, as an announcer and special events man. He took a fast light from St. Louis so he could be on hand when his fifth born arrived. . . Eddie Dunstler, whose band at Santa Ana during the war was rated the all-time topper, is back with the CBS radio background orchestra. . . Charles Herbert born the nod producer of Revere Camera's new show headed by Jo Stafford and teeing up on ABC Nov. 11. He'll also colab with Fred Heider on the scripts. . . Verne Smith is the Estey agency's choice

**M-G-M**  
"On an Island with You"  
1948 CAST:  
Every Friday Night, 9:30 P.M.  
Mgt.: LOU CLAYTON

**A Sponsor Gives a Reason Why In Utah This is Your Best Buy!**

"You are doing an exceptionally good job in promoting our program, which is greatly appreciated by both the sponsor and ourselves. You deserve a low bow!"

Excerpt from a letter from a national advertiser. Copy of entire letter on request.

National Representative  
John Blair & Co.

SALT LAKE CITY  
UTAH'S NBC STATION

**FOR SALE SECOND HOME**  
MONDAY THRU FRIDAY  
4:00 PM est

There's a lot of warm human interest, . . . and lots of gaiety, too, when Bert Parks of *Stop the Music* and *Break the Bank* game gets the ladies to tell him why they want a second home. . . Freddie David's winning story gets a free luxurious trip to two—a real second moon—along with a host of other exciting prizes. And the "Heart of Gold" contest gives women everywhere a chance for additional prizes.

Get all the details from your ABC representative or

PROGRAM DEPARTMENT

30 Rockefeller Plaza—Circle 7-5700

ABC

# Adventure Shows Top Cleve. Students Preference

Washington, Oct. 26. A survey of listening habits of junior and senior high school pupils showed that the adventure-drama radio show, including mysteries murder and westerns, topped the list of preferred programs. The information is based on more than 34,000 returns and took two months to compile. The schools listening habits were surveyed by the city's board of education radio station heads. Besides okaying crime, the students, from the 7th grade through the 12th, approved quiz shows and giveaway programs. The results showed the 7 to 9 p.m. Sunday night slot is best listening time, with Saturday and Sunday afternoons in the leading daytime periods.

## Philco 'Kine'

Continued from page 23  
filate of "Angel in the Wings," done last Sunday (24) night, and "Street Scene," upcoming next Sunday (31), since neither has ever been made into a feature picture. Tentative plans after that call for Ralph Bellamy to star in "This Thing Called Love" and Joe Foweraker to recreate his "Cyrano de Bergerac." Neither of these has been produced by Hollywood.

Under plans conceived before the program was launched, Bert Lytell, now serving as program supervisor and liaison on the show between NBC-TV and Actors Equity, will be started soon in one of the house-long legions. Play now under consideration is "Bad Man."

Whether the major film companies' ban on kinescoping will limit Philco to staging only those legions which have never been filmed remains to be determined. Once the non-interconnected affiliates start the series, though, it's expected they'll want to continue without a break. And another hitch in kinescoping plans would definitely create that break. List of 18 cities that will receive the show via transcriptions added to NBC-TV's seven-city east coast web, to 25 cities that will be airing it.

## Tele Chatter

Continued from page 22

formed TV firm that title infringed on "Tele Chatter" and requested Telefilm to change title. Columbia Pictures has purchased two and one-half minute spots on KFI-TV for special tele-trailer plugging "Walk a Crooked Line."

## CHICAGO

John Bort, who formerly did legit and video art work in New York, has been named art director of WGN-TV. Ernie Simon, disk jockey, is mulling three video ventures and has signed for a fourth. Chi Television Council will sponsor a national tele conference here in Feb. Gene Scrow checking out as a WBBK engineer at WJTV, Syracuse, N. Y. WGN-TV will synapse six Catholic High School League grid games. It marks the first time locally that pre-volleyball football has been programmed on a commercial basis.

ABC imports commentators Earl Godwin, George Hicks, Tris Coffin, Harrison Wood and Bakke to WGN-TV for its first network coverage of election returns on Nov. 2. Charts and other visual aids in preparation to show balloting trends. Nick Brauer, engineer, has been appointed to studio supervisor for WTMJ-TV, Milwaukee. Dave Garraway, disk jockey, is handling commercials for Motorola on WBBK's boxing bouts.

## Censorship

Continued from page 23

former in television must project as though working in a legit or variety house. For that reason, a radio actor, who projects as far as the mike only, will be tested on video. To some extent, tele has been relayed by radio people who think for the ear only. Fred Coe, who directs the Philco Playhouse, is one of the directors who has been able to grasp visual demands of the new medium. It feels continues to make such progress as has been evident in the past year or so, then the medium will be able to use the

services of such people as George S. Kaufman, Houben Mamoulian and others.

The duo also proposed that several sponsors get together to televise a full-length play to take up to two and a half hours. That way, they declared, performers will be able to do the work as the author and performers in the original show intended it and they could concentrate on getting the full meaning of the role without having to concentrate on what not to say.

The Hartmans feel that while transference of legit to tele, logical radio cannot be as easily transplanted. Proof is that the radio shows transferred to tele haven't worked out too well. Sole exception is "Author Meets the Critics" and that's because a critic or writer defending his stand will forget himself and give out with some robust movements—which is right up tele's alley.

## Berle

Continued from page 23

five stations in the N. Y. area is limited to 7.6% of the total, as it was Oct. 19, the other broadcasters apparently can see little sense in trying to buck Texaco with ambitious productions of their own. As a result, loggings of the other stations during that segment read like this:

WCBS-TV (CBS), remote pickup of the N. Y. Herald-Tribune Forum that night, but usually a feature film; "Operation Success," a public service sustainer from 8 to 8:30; and film shorts from 8:30 to 9; WJZZ-TV (ABC), film shorts from 8 to 8:30 and a simultaneous TV pickup of radio's "Town Meeting of the Air" during the second half; WPIX (N. Y. Daily News), film to 9, but usually film for the entire hour, and WATV (Newark), no program.

Value to the sponsor of the Texaco show was revealed in a recent Hooper survey, which disclosed a sponsor identification figure among viewers of over 93. Combining that with the 82.4 share-of-audience listing racked up by the show last week demonstrates the audience reached by the commercial plug.

## Daytime Tele

Continued from page 25

through Fridays from 7 a.m. to 9 p.m. Full equipment has been delivered for the station's original Madison avenue, N. Y., studio, from which the entire daytime line will originate. Nineteen different shows are listed daily, starting with "To Your Health," slated in the 7:15 to 7:30 a.m. slot, which is to be conducted by Harold J. Bellamy, N. Y. (Station tees off daily at 7 a.m. with five minutes of "clock-watching-temperature" announcements, followed by 10 minutes of news).

"Your School Reporter," designed for high school students before they set out for school, is in the 7:45 to 8 segment, conducted by Hal Cooper, former co-director of the Dock Street Theatre, Manhattan, S. C. From 8:30 to 9 a.m. will be "Your Television Baby-Sitter," designed to hold the attention of the household noggetty while the housewife starts her early morning cleaning. It's to be conducted by Pat McKee, wife of Cooper and former co-director with him of the Dock Street playhouse. "Morning Chapel," an inter-denominational religious show designed mostly for shut-ins, is slated in the 9:15 to 9:30 time.

Other "production" shows during the day include "Amanda," featuring colored actress Ananda Randolph, 9:45 to 10; "Your Television Shopper," featuring Kathi Norris, 10 to 10:30; Bill Slater's "The Picture Behind the Picture," 10:45 to 11; "Okay, Mother," starring Dennis James, 11 to 11:30; "Women's Club," featuring Irene Murphy, 11:45 to noon; song interlude by Ted Steele, 12:15 to 12:30; and a record roundup, conducted by Stan Shaw, 12:40 to 1:30.

From 2 p.m. to 2:30 will be seen "By Request," featuring teletranscriptions of any DuMont nightingale show requested by viewers. "The Needle Shop," starring Alice Burrows, goes from 2:30 to 2:45; "Society Page," conducted by Charles Truham, 3 to 3:30; "Cooking School," 3:30 to 4; "And Everything Nice," starring Maxine Bar-

rett, 4 to 4:30; "Stardust," featuring interviews with show biz celebs, to be conducted by Wendy Barrie in association with Photoplay mag, 4:30 to 4:45; and "Stories by Peter," featuring sculptor Peter Hayward, 5 to 5:15. Interspersed among all these will be spot announcements, clock-watching-temperature spots, news shows, etc. At 6 p.m. daily, WABD will switch down to its studios in the John Wanamaker store, N. Y., to pick up its regular evening programming starting with Bob Emery's "Small Fry Club."

## Sunday Talent

Continued from page 19

In addition, Sunday video shows sees the Actors' Studio presentations on ABC; also, the Theatre Guild videocasts are scheduled for a return under General Foods sponsorship. Latter may go into a Sunday night ABC segment if NBC refuses to spot it in the 8 to 9 p.m. period, as Guild insists.

Already keen competition has developed between AM and TV dramatic shows, with Philco competing in its first hour with the new Helen Hayes dramatic series on CBS, and during its second half running into the opposition of the U. S. Steel-sponsored "Theatre Guild of the Air" radio series on ABC.

On the variety front, DuMont has the early-evening "Original Amateur Hour" 60-minute program while the Ed Sullivan "Toast of the Town" 9 to 10 show on CBS competes with the Philco dramatics on NBT, and Admiral's "Welcome Aboard" at 7:30 to 8 on NBT.

On the gabber front, ABC's Walter Winchell, at \$7,000 a week, competing with the first 15-minute "Toast of the Town" and the Philco show, and Drew Pearson (\$5,000), also on ABC, may hit the tele cameras after the first of the year for simultaneous broadcasts, which would intensify the competitive rating race.

# "You need your head examined, Boniface"

Boniface wants WOR to smirk and say "we told you so" to advertisers.

Just because most of our powerful participation shows are sold out SOLID.

Nope, we won't do it, Boniface.

Anyhow, if the gentlemen step lively, we may be able to squeeze them in SOMEWHERE.

And, although in some cases there's standing room only, the first standees will be the first to sit down at the feast of sales when someone vacates.

**WOR's daily "sell-out" participating shows:**

**Breakfast with Dorothy and Dick**

**The McCanns at Home**

**Martha Deane**

**Luncheon at Sardi's**

**The Barbara Welles Show**

**The Ladies' Man**

**Charlotte Adams (Sat. only)**

**WOR**  
mutual

**Coming! Two great television stations...**

**WOR-TV, NEW YORK... CHANNEL 9... WOIC, WASHINGTON, D. C.**







# From Sam Morse to Ultrafax

Washington, Oct. 26. RCA's unveiling of Ultrafax here Thursday (21) hailed as one of the great wonders of the age, was for the manner in which it was staged as well as the significance of the demonstration. Compared with an earlier event 104 years ago in the old Supreme Court in the Capitol when Samuel F. B. Morse tapped out the first telegraphic message, the ceremony itself at the Library of Congress provided a contrast as marked as the new speed-of-light communication marvel.

A rousing of Congressmen saw Morse inquire "What Hath God Wrought?" at that crude telegraph key of 1842. Many persons in New York, Philadelphia, Washington and heard the strangled, elaborate Ultrafax equipment in operation and the principals who directed and described the demonstration via radio and video.

There were other contrasts. Morse just sat at a table and hoped his gadget would work for the assembled guests. But on the stage of Coolidge Auditorium, Washington, standing at a table with television cameras and microphones recorded his reading a script while sound and for audiences far removed. And on another part of the stage, the men who engineered Ultrafax came out to speak their parts while other cameras and mikes picked up their faces and words.

Then, from the darkness of the "live" audience a beam of light would be thrown on a screen and a film would appear, showing the workings of Ultrafax—the "hype-spot" television scanner at the sending terminal, the transmission of the television image over a microwave relay system, the reception of various messages, documents, maps on the television kinescope or "picture tube" from which incoming material is recorded on motion picture film or on photographic paper.

Next, the curtains would part and the Ultrafax equipment unveiled. Now would come the great reading of the 1,047 page novel, "Gone With the Wind," would be transmitted from the NBC Wardman Park television station to the Ultrafax recording. All was directed by the announcer's script to the Ultrafax monitor. The pages were flicking by a million words a minute. The time was announced: "two minutes and 21 seconds." It would be over, he said, the announcer, with another receiver being developed.

It was a good show. Lou Lussan's script was in the best documentary tradition of John Batchelor, and rehearsed, and times, gave a flawless reading. Brig. Gen. David Sarnoff, who suggested telecasting the ceremony, interpolated at his into his previous "greasepaint."

Last but not least, in further contrast to Morse's day, there was an elaborate press kit for the occasion. It was a far cry from everywhere to cover the event. It was the work of Jay Royen, NBC and RCA publicity chief in Washington.

## Ultrafax Hailed

Continued from page 2

carry in 60 seconds the peak load of message traffic cleared from the Pentagon in Washington in 24 hours during the height of World War II.

### Eliminates Film Exchanges

Gen. Sarnoff said that it seems only reasonable to expect that as the present system of Ultrafax progresses that a new system of motion picture distribution can be provided, eliminating the exchanges. "As we make further progress," he said, "we foresee the possibility of a combined service of Ultrafax and television capable of transmitting a full-length motion picture from a single negative in the production studio simultaneously only to the screens of thousands of theatres throughout the country."

Gen. Sarnoff added that it is now also within the compass of one's imagination to foresee the day when through television and Ultrafax a radio newspaper may be developed, with its news into every home equipped with a television set. It would be possible, he said, to have the same transmitter that telecasts the video program simultaneously broadcast the newspaper. "In other words," he pointed out, "the same home receiver, with proper attachments, could print the news-

paper even without interrupting the program being viewed.

"Bear in mind," Sarnoff continued, "that television is sent into the air at the rate of 30 pictures per second. If we split the second into 30 parts and use only 1/30 of a second for the transmission of news columns, we can send and receive several hundred words in this fraction of a second. It would take only a few seconds to transmit the equivalent of a newspaper by the Ultrafax process."

**Aids Postoffice Dept.** Sarnoff said that just as messages and documents were beamed through the air at the demonstration, letters could also be transmitted and reproduced as exact duplicates of the originals. "Of course," he explained, "we would have to add hands and feet to this winged messenger in order to provide a pickup and delivery service that corresponds to our present mail system. And here is where our Postoffice, with its thousands of letter-carriers and mail boxes, may find new opportunities for increased service to the public."

The RCA head foresaw the day when Ultrafax, employing a system of operation including video and radio relays, could provide not only an international television exchange but also handle the equivalent of tons of mail, news

and other services. "I cannot conceive of any better peacetime use," he said, "to which some of our military planes on the ground can be put than to provide such transoceanic radio relay service."

Properly spaced, he said, an "airlift" comprised of 12 to 14 suitably equipped planes could be established between the U. S. and Europe.

Sarnoff described Ultrafax as "an offspring of television." Its possibilities, he said, raises so many political and social problems that a new national communications policy should be considered and adopted by Congress. "The legitimate interests of private industry and government agencies given equal status."

The demonstration was witnessed by high officials of the Government and industry and featured a word for word transmission of the 1,047 page novel "Gone With the Wind" from the NBC tele station up town to the Library in less than two and one-half minutes. The transmission was from the band above 400mc.

## L. A. Dailies

Continued from page 18

the Mirror broke into print. Having arrived after the restrictive covenant, Mirror doesn't feel bound to obey the old sold war on radio. Tab ran some art and copy as did Citizen News, a Hollywood daily of modest circulation. With the day, the deep freeze remains.

Among the documents the downtown dailies released to the public were the Declaration of Independence, the Treaty of Paris, George Washington's Declaration of Valley Forge, Tom Paine's Common Sense, 1776 issue of the Crisis, Paul Revere's commission as official messenger, Washington's "To Bigotry, No Action!" letters, Bill of Rights, Lincoln's First Abolition Plan, Gettysburg Address, Kosciuszko's Letter to General Greene, Franklin's Self-named Enslavement, Jefferson's Letters From Paris and the King of Spain's offer of some elephants to Lincoln.

Exhibits now making the rounds by word-of-mouth. Kids coming from school are telling newspapermen about them.

## Bergen, 'Duffy'

Continued from page 17

him because of the \$2,000,000 a year time-and-talent fee. CBS is sitting tight in hopes of landing the show for the Sunday night 8 p.m. slot. Bergen is now in the same time slot on NBC's "The Phil Harris Show." "Amos 'n' Andy" later show, incidentally, knocked off of 12 Hooper on its first time up on the Columbia web, with a 32% share of audience, in opposition to the Phil Harris stand on NBC.

As part of its new bid for programming dominance, CBS is pushing its "paper maneuvers" for a switchover of two top-rated NBC shows as a continued buildup of its Sunday night lineup. One of these, it's reported, involves "Duffy's Tavern," sponsored by Bristol-Myers Wednesday nights on NBC. If deal materializes, it's anticipated that, for discount purposes, the sponsor's other Wednesday NBC show, "Mr. District Attorney," would also move over.

## Radio-TV Preps Election

Continued from page 1

Winchell and Drew Pearson, who'll be spotted before the heels later, apparently every hour during the evening. NBC is counting heavily on its tie-up with Life magazine, under which the latter put pick-ups on the eastern-network tab and also assigns staffers to the coverage (as during last summer's Democratic and Republican conventions).

DuMont, plenty miffed at A. T. T.'s granting of a northern route, Washington-New York co-axial cable exclusively to NBC, cutting DuMont out of the north. Washington origins, nevertheless, less expected to make an impressive TV showing via a cooperative tie-up with Newsweek. Unlike the Life-NBC setup, however, DuMont will simply provide the air facilities and the news mag the "talent," with no financial exchange involved.

CBS will count on its regulars—Lowell Thomas, Edward R. Murrow, et al.—plus a carefully grappled news setup, to snare its share of the dialers.

All webs, both radio and TV, with the exception of DuMont, have inked bankrollers for the Election Night spread, for the first time, and hence are off the hook. Most of the expense this public service formerly cost them, ABC, for instance, has sold its AM-TV package (including Winchell, Pearson and the rest of the web's grab-bag) to Kaiser-Frazer for \$100,000. CBS coverage on both mediums will be sponsored by Nash Motors; NBC-TV's midweek election coverage by Chevrolet, and Mutual's radio coverage by Curtis Publishing Co.

**DuMont Bankroller On Tap.** DuMont has a prospective bankroller on the line and hopes to get a last-minute inkling.

(Web's aren't the only ones cashing in on the new policy of selling Election Night service. WPXN, N. Y. Daily News tele station, has sold the evening to Ebers coffee. WOV, N. Y., has sold an hour preceding the Mutual pickup to Shields & Co., an investment firm.)

Most of the webs expect to do TV pickups from the N. Y. hotel headquarters of the Demo and Rep parties.

Here are some of the individual TV hour minutiae: ABC—As at the conventions, Eberl Davis will generalize the election coverage. Coverage will start at 7 p.m., with K-P picking up the tab starting at 7:30. Studio 3-B in Radio City, N. Y., will be hot, with 3-G also being used for the TV feed. Besides Davis, WW and Pearson, main gubbers will be Walter Kierman, George Gallup and Erwin Canham. Web is sending George Hicks, Tris Coffin, Baukhage, Harrison Wood and Earl Godwin to Chicago for midwest TV chores. Much of the N. Y. origination will be simultaneous AM-TV. CBS—Studio 22 in N. Y. will be hot. NBC-TV's sponsor, ship at 8 p.m. (Preliminary coverage will start with Eric Sevareid's 8 o'clock news. Johnson will handle the running story of the returns. Others in the gabber line-up include Don Hollenbeck and Ned Calmer, Alana Jackson, Joseph C. Harsch and Norman Broken-

shire. Remote TV pickups will include Times Square.

DuMont, Newsweek has assigned more than two dozen staffers, headed by its top analysts, including DuMont, Milton Lewis and Kenneth Crawford, to cover the results. MAG's correspondent throughout the country will feed in reports to WABD's N. Y. Studio A. Outgoing news will be to Washington and New Haven.

**Mutual-Coverage** will employ the web's top-rated gabbers, including DuMont, Ernest A. Lindley, Jr., William L. Shirer, Bill Henry, et al., and will send to Hawaii, Alaska and to the Canadian Broadcasting web, BBC, the French Broadcasting System and the Armed Forces Radio Service.

**NBC—Main h.q.** for N. Y. and east coast will be in Radio City's Studio 8-H. Robert Trout, as at the political conventions, will have the pivotal spot on the radio coverage. Web claims its TV rerunettes will outdo competitors scheduled at night, originating being scheduled from Washington, Baltimore, Boston and Philadelphia in addition to N. Y. NBC-TV also will receive "Room 22," the politico-insight feature established during last summer's conventions. Web will erect a 15-by-30 foot projection screen on the front of Rockefeller Plaza in N. Y., for Gubmanites to watch. Top commentators on the TV show out of N. Y. will be Ben Grauer, John Cameron Swayze, Bob Stanton and Jim Stevenson. In the midwest, Alex Drier, Robert McEwen and Ed Wallace will head the gabber staff.

### Continental FM's Coverage

Washington, Oct. 26. Special newsroom facilities will be established by WASH-FM, Washington, in connection with election coverage by Continental FM network beginning next Tuesday at 8 p.m.

Coverage will be directed by Joe McCaffery, who handled party conventions in Philadelphia, with Paul Green, formerly of United Press, assisting. Network plans to give particular attention to key Senatorial contests for control of the Senate.

Radio Station W2XMM-W2XEA New York, owned by Maj. Edwin H. Armstrong, FM developer, will act as Continental's primary radio relay distribution point.

## NAB Revamps By-Laws

Washington, Oct. 26

NAB members have approved four proposed changes in by-laws affecting voting eligibility, dues, elections and the annual report, the Association announced yesterday (25).

The amendments would (1) require annual correction of exec certified to vote for the members, (2) call for payment of dues in advance from new members along with applications, (3) restrict eligibility for election to board of directors to persons certified within time limits set by secretary-treasurer, and give nominees five days to withdraw, (4) make president's report on fiscal rather than calendar year basis.

Heard on  
**ARTHUR GODFREY TIME**  
Monday to Friday, 10:30 to 11:30 A.M., N.Y.T.  
CBS Coast-to-Coast

**MOREY AMSTERDAM SHOW**  
Tuesday, 10:30 to 11:00 P.M., N.Y.T.  
CBS Coast-to-Coast

Direction: CENTURY ARTISTS, LTD., 38 EAST 57TH STREET, NEW YORK

Appearing on  
**BLUE ANGEL**  
For an indefinite engagement  
Personal Manager: RITCHIE LISELLA







# Top Record Talent and Tunes

AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS

**VARIETY**

**WEEK  
ENDING  
OCT. 23**

Weekly chart of the records on disk-jockey programs, as "most requested" by across the nation and is designed to indicate those records rising in popularity or those falling. It is compiled from the "request" lists of 100 of the nation's top disk-jockeys, 50 in each of the two major divisions, and is based on the "request" lists of 100 of the nation's top disk-jockeys, 50 in each of the two major divisions, and is based on the "request" lists of 100 of the nation's top disk-jockeys, 50 in each of the two major divisions.

Pos. Rec. No.

this last week

1A 12 in for

1B 2 17

3 4 10

Tommy Dorsey

Victor

10 30

Gordon Jenkins

Decca

6 4 19

Doris Day

Columbia

7 19 9

Gordon MacRae

Capitol

8 9 21

Art Mooney

McG-M

9 21 20

All Trace

Regent

11 7 14

Benny Strong

Tower

12 20 7

Doris Day-B. Clark

Columbia

13 20 7

Jerry Cooper

Decca

14 8 8

Gordon Jenkins

Decca

15 12 15

Vauden Monroe

Victor

16 9 9

Dick Haynes

Decca

17 13 9

Brother Bores

Tempo

18 13 9

Frankie Laine

Mercury

19 13 9

Red Eagle

Capitol

20 28 12

Ray McKinley

Victor

21 2 2

Dinah Shore

Decca

22 19 19

Ella Fitzgerald

Decca

23 19 19

Anne Shelton

London

24 6 8

The Rhinelanders

Capitol

25 13 8

Sam Cooke

Capitol

26 13 8

Joel Grey

Capitol

27 1 1

Johnny Watson

Supreme

28 1 1

Eric Whitley

Columbia

29 21 7

Carson Robinson

McG-M

30 41 7

Harmonicks

Universal

31 1 1

Jo Stafford

Capitol

32 38 3

Miranda Andrews

Decca

33 16 14

Perry Como

Decca

34 2 2

Connee Boswell

Columbia

35 2 2

Wio Dymore

Mercury

36 1 1

Bob Erbe

Decca

37 31 31

Jon-Sandra Steele

Damon

38 1 1

Betty Garrett

McG-M

39 1 1

Bing Crosby

Decca

40 1 1

Andrews

Decca

41 1 1

Al Trace

Regent

42 1 1

Tony Pastor

Columbia

43 1 1

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# Songs with Largest Radio Audience

The top 30 songs of the week based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of October 15-21, 1948

A Tree in the Meadow	Shapiro-B
Al But It Happens	Bourne
Blue Bird of Happiness	T. B. Harms
Buttons and Bows—"Pale Face"	Famous
Quanto Le Gusta—"Date With Judy"	Southern
Every Day I Love You	Harms
Galway Bay	Witmark
Hair of Gold	Robert
Here I'll Stay—"Love Life"	Chappell
I Don't Care If It Rains All Night	Witmark
In My Dreams	Berlin
It Only Happens—"Easter Parade"	Robbins
It's a Most Unusual Day—"Date With Judy"	Witmark
It's Magic—"Romance On High Seas"	Advanced
Just for Now	Kramer-W
Love Somebody	Triangle
Maybe You'll Be There	Blasco
My Happiness	Paramount
Night Has Thousand Eyes—"Night Has Eyes"	Melrose
On a Slow Boat to China	Remick
One Sunday Afternoon	Bennett
Put Em in a Box—"Romance on High Seas"	Laurel
Rambling Rose	Miller
This Is the Moment	Shapiro-B
Twelfth Street Rag	Robbins
Underneath the Arches	Dorsey Bros.
Until	Johnstone-M
Walkin' With My Shadow	Patmar
With a Twist of the Twist	Mayfair
You Call Everybody Darling	Shapiro-B
You Were Only Fooling	

The remaining 20 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

A Hundred and Sixty Acres	Leeds
By the Way—"When My Baby Smiles at Me"	BVC
Confess	Oxford
Cool Water	American
Corbett Symphony	Mellin
Everybody Loves Somebody	Sinatra
For You	Witmark
Hankerin'	Remick
I Love You So Much It Hurts	Melody Lane
I'd Love to Live in Loveland	BVC
I'm Not Romantic—"Isn't It Romantic"	Famous
My Tender Blue	Sanley-Joy
Lonesome	Republ
Money Song	Crawford
My Darling, My Darling, Where's Charley	Charles
It Isn't So	Berlin
Take It Easy	Penora
Things I Love About You	Campbell
When You Left Me	Porgie
You Came a Long Way From St. Louis	Jewel
You Started Something	Cavalier
You Walk By	

\*Ft. Musical. \*Legit Musical.

## Upbeat

### New York

Nat Brunstoff, ex-maestro forced out of the business last year by illness, is running a radio ranch called Casa Caliente at Tucson, Ariz. ... Ted Wasserstein, Columbia board chairman, purchased a 40-foot cruiser in Florida ... Joe Berger, record promotion man, starts a 30-day disk jockey swing Oct. 25 through mid-Nov. ... Ray McKinley held over from New Yorker hotel to Dec. 1 ... Joe Dosh, former "Hit Parade" DJ, signed to Warner Bros. ... Elliot Lawrence drawing \$17,000 for three two-day college dates at U. of North Carolina Nov. 12-13 (\$5,000) and U. of Florida, Nov. 14 (\$5,000). ... Ted Martin has taken over "My Old Fashioned Love" for Algonquin Music ... Bob Dahl into a Chicago hotel, Cleveland, Dec. 23 to May 4.

### Chicago

Becca Voco, of Regent-Voco, Comp., in town looking over Chicago operations ... A. Bregman Records, Inc. might right sides of kiddie records by Al Tress from Coronet Records, and plans to use them in middle album ... Ted Martin begins a long-term contract at the Stevens Hotel, Nov. 18, his first Chicago engagement in three years ... Tux Toppers doing a four-week engagement in the three-year-old Capitol Lounge, having opened Oct. 19 ... Freddie Slack doing one-nighters in midwest, until Nov. 15 when he opens at G. Chick, Philadelphia ... Dolores Dean re-opens Del Courtney here at the Arlton, as vocalist ... Jay Mooney quartet opens at the Tarpisn Oct. 29 ... Three weeks ... Tex Renard set for one-nighters starting in Nov. 6 ... Ditto for Gene Krupa, from Streator, Ill., Nov. 5.

### Hollywood

Tony Tony, pianist; Frank Carles, drummer; Johnny White, bassist; Tony Herman, bandleader; and Bob Bain, guitarist, recorded jam

session for Metro's "Tom and Jerry" cartoon, "Saturday Evening Post" ... Louis Armstrong contracted for week of Feb. 8 Million Dollar theatre. Trumpeter will supply three other acts on bill and get \$500 split gross for stand ... King Cole Trio signing for two weeks at the Copia, Pittsburgh, opening Jan. 17 ... Victor Vincent opt playing four-week stint at Thunderbolt hotel, Las Vegas ... U-I linked Lawrence Weck and Ted Weems bands to make one musical show at the studio ... Bobby Trio set for two weeks at Casbah, beginning yesterday (26).

# RETAIL SHEET BEST SELLERS

## VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 12 cities, and showing comparative sales rating for this and last week.

## Week Ending OCT. 23

National Rating	This Last wk.	Title and Publisher
1	1	"Tree in the Meadow" (Shapiro-B)
2	2	"You Call Darling" (Mayfair)
3	3	"Hair of Gold" (Robert)
4	4	"It's Magic" (Witmark)
5	5	"My Happiness" (Blasco)
6	6	"Buttons and Bows" (Famous)
7	7	"Blue Bird of Happiness" (Harms)
8	8	"Every Day I Love You" (Harms)
9	9	"Maybe You'll Be There" (Triangle)
10	10	"Love Somebody" (Kramer-W)
11	11	"Underneath the Arches" (Robbins)
12	12	"Rambling Rose" (Laurel)

## Top of the Tops

Retail Disk Seller  
"Buttons and Bows"

Retail Sheet Music Seller  
"Tree in the Meadow"  
"Most Requested" Disk  
"Tree in the Meadow"  
Seller on Coin Machines  
"Tree in the Meadow"  
British Best Seller  
"So Tired"

## New Humber Log Placates Coast

New York music publishers, in meeting last week with Richard Humber and Morty Kelt, heads of the RH Log System, worked out an arrangement that will be applied to the Hollywood tune-lug situation. And the sharp objection to the Coast men and to the establishment of a Hollywood listening post by RH have been downplayed. Humber and Kelt met with the publishers last week and agreed on a new system of tabulation designed to placate the Coast men and at the same time log info songs actually performed, instead of gathering such information from the clearance sheets of Hollywood stations. Starting with this week, a printed note (3), a net-work commercial carried through in Chicago, Chicago and New York will get its full 12 points, plus its Hooper rating. For example, the Hooper rating of a show would be worth 12 points for the three outlets, plus 24 points for its Hooper, or 36 points in all for one plug.

In addition, Humber agreed that his Hollywood listening post will monitor only the four network stations in the Los Angeles area up to midnight each night, and thereafter log performance by independent stations up to 1 a.m. This would include radio renditions from San Francisco and satisfy Robbins and Warner Bros. reps stationed in that city to secure plugs.

Though this arrangement has not met with the complete approval of Hollywood contact men, their N.Y. bosses have okayed its being put into practice and it will be used henceforth.

## Longhair Jockey

Hollywood, Oct. 26. Dr. Karl Wecker, general manager of the Hollywood Bowl, signed with KGFZ as a disk jockey. Wecker starts spinning the platters on the indie station Nov. 1. Penzance Music Store will sponsor. Selections will be strictly longhair. Dr. Wecker's unit will be separate from his Bowl duties. Program is "Musical Digest" five nights a week from 10 to midnight.

# 'RH' Logging System

Richard Humber's new development in logging broadcast performance is based on the survey based on the material actually scheduled. They are compiled on the basis of 1 point for sustaining instrumental; 2 points for sustaining vocal; 3 for commercial instrumental; 4 for commercial vocal, respectively, in any of the following: New York, Chicago and Coast. For example, a Commercial Vocal in all three territories counts 12.

Week of Oct. 15 to Oct. 21

Song	Publisher	Total Pts.
A Tree in the Meadow—Shapiro		192
Buttons and Bows—"Pale Face"—Famous		188
Blue Bird of Happiness—T. B. Harms		179
You Were Only Fooling—Shapiro		167
Hair of Gold—Robert		161
Love Somebody—Kramer-W		158
Quanto Le Gusta—"Date With Judy"—Southern		158
Night Has a Thousand Eyes—"Night Has 1,000 Eyes"—Harms		158
You Call Everybody Darling—Mayfair		134
Rambling Rose—Laurel		118
This Is the Moment—"Lady in Ermine"—Miller		105
Underneath the Arches—Robbins		101
On a Slow Boat to China—Melrose		91
It's a Most Unusual Day—"Date With Judy"—Robbins		86
Until—Dorsey Bros.		86
It Happens—Bourne		86
Here I'll Stay—"Love Life"—Chappell		86
You Started Something—BMI		79
I Don't Care If It Rains—"Two Guys From Texas"—Witmark		78
It Only Happens When I Dance—Musical		75
Galway Bay—Leeds		73
A Hundred and Sixty Acres—Leeds		73
The Money Song—Crawford		69
For You—Witmark		68
My Happiness—Blasco		68
Take It Easy—Famous		64
Walking With My Shadow—Johnstone-Montie		59
Things I Love—Campbell		59
It Only Happens When I Dance—"Easter Parade"—Berlin		58
I'd Love to Live in Loveland—BVC		55
My Darling, My Darling—"Where's Charley"—Morris		55
I'll Start a Thrill—Words and Music		52
When You Left Me—Porgie		52
The Time on Tip of My Ear—Knoue		49
One Sunday Afternoon—Sinatra		49
Say It Isn't So—Berlin		48
Put Em in a Box—"Romance on High Seas"—Remick		47
Twelfth Street Rag—Shapiro		47
Isn't It Romantic—"Isn't It Romantic"—Famous		43
In My Dreams—Murray Wiley		41
With a Twist of the Twist—Patmar		41
My Tender Blue—Sanley-Joy		40
Lonesome—Republ		40
Hankerin'—"Two Guys From Texas"—Remick		38
So Close to Sweet Home—Four Sweetheart—Mills		37
Ain't Doin' Bad, Doin' Nothing—Spitzer		35
Everybody Loves Somebody—Sinatra		35
I'll Be True to a Hundred Men—Bourne		34
City Called Heaven—Warren		34
P.S. I Love You—LaSalle		34
You're My Cavalier		32
Yours—Marks		32
Play the Players—Marks		32
If We Can't Be Same Old Sweetheart—Fest		31
By the Way—"When My Baby Smiles"—BVC		31
Cool Water—American		31
What a Wonderful World—"When My Baby Smiles at Me"—Triang		30
Again—"Road House"—Robbins		30
Why Does It Rain on Sunday—Duchess		30
Corbett Symphony—Mellin		28

\*Ft. Musical. \*Legit Musical.

Nick Campbell Music has bought "You, You, You Are The One" from Colonial Music. Song has been showing strength via a Grand recording by Johnny Eager's Eager Beavers.

## Barton

Continued from page 38

mostly from the \$41,800 in the firm's hand-in-cash and accounts receivable. The firm's total indebtedness is \$106,900. Barton's Chandler Act move was made to get around the immediate effect of a suit by Mo Jaffe, Jack Fulton and Nat Shulman, who claimed that Barton had violated the "If You Are But a Dream." They had sued to regain control of the song due to Barton's failure to pay royalties. Another suit, also asking for copyright surrender on the basis of the Songwriters Protective Assn. contract, was filed a few weeks ago by attorney Lee Eastman in behalf of Jay Milton and the song, "Don't Forget Tomorrow." It was answered on the day the petition was filed and caused Barton's move.

Songwriters out on the limb are Fred Wise, \$2,600; Julie Stone, \$1,229; Buddy Kaye, \$4,478; Mort Green, \$863; Frankie Carter, \$2,451; Sammy Davis, \$3,552; and Al Frisch, \$2,616.

Wurlitzer Co.'s 1960 Suit  
Columbus, Oct. 26. Rudolph Wurlitzer Co. of Cincinnati, filed suit in common pleas court here Thursday (11) seeking to collect \$196,352 from the Young Distributing Co., of Columbus, O., allegedly due as payment for jukeboxes and record-plays paid royalties. Appointment of a receiver was asked to protect the firm's property.







## AGVA National Board to Put in Bid For Tele Shows With Variety Format

The newly elected national board of the American Guild of Variety Artists will stake its claim to television shows which utilize variety performers. It's claimed union should have jurisdiction over any medium which utilizes the variety format.

This edict will run counter of claims promulgated by the recent merger of several other affiliates of the Associated Actors and Artists of America which, recently took the preliminary steps toward merging because of the problems posed the new medium. The boards of the American Federation of Radio Artists, Actors Equity and American Guild of Musical Artists recently voted to amalgamate. This combination will claim the tele jurisdiction inasmuch as it's considered that Equity never relinquished its claim to video which was originally contained in its grant from the American Federation of Labor which gave jurisdiction of the entire entertainment field to Equity.

However, AGVA's stance stems from the fact that it has a claim to variety shows no matter where performed. Union has a precedent in its jurisdiction over two-day variety revues performed in legitimate houses.

Preliminary battle for the video field has been going on in the 44 meetings. Original 44 charter to AGVA gives the vaude union jurisdiction of variety shows in all media. However, since original autonomy was taken away by the 44's when AGVA ran into financial difficulties in 1945, new resolution, containing the language of the original charter, is being sought. National board meet will reaffirm that claim.

### Ronalde Loses Case

Whistler Ronnie Ronalde, current at Radio City Music Hall, N. Y., lost his damage suit in N. Y. supreme court against Time, Inc. Ronalde alleged he had been libeled in a recent story in Life mag, in which the mag put a price on his talents at \$85 for an evening.

Justice Hofstadter held that the article didn't state Ronalde's professional standing.

The Dunhills play the Palladium, London, March 14.



**RELENE and HOWARD**  
Club Dates and Television  
in New York  
Dir.: MATTY ROSEN

**THE THEATRES OF THE STARS**

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### Burrows for Video

Also Burrows, who opened last week at Le Directeur, N. Y., has been optioned by Young & Rubicam for a video show. Burrows had decided yet where to use the songwriter-actor.

It's also to be determined whether Burrows will be used in a variety format or on a solo session.

### Swiss Movements Of Sunbrook Ride Cops; Troupe Is Expelled

Impresario Stanley Sunbrook, whose escapades in the U.S. have brought him in frequent snarls with cops and girls were ordered expelled from the same vein abroad. His wild west-trope of 40 cowboys and girls were ordered expelled from Switzerland Sunday (25) because of a riot which took place at the Palais des Eglises here.

The riot occurred as a result of Sunbrook's offer of 1,000 francs to anyone who would ride a secreted named Income Tax for 10 seconds. A Swiss named Michael accepted and rode a pony for the required time. However, Sunbrook insisted that the local rodeo a horse named Fifty for 10 seconds, and refused to pay off. In the scuffle that ensued, Ruth Wall, a trick rider, was knocked unconscious.

Sunbrook was ordered to pay 1,000 francs for ten uniforms, lost buttons and other damages sustained by the police. In addition, each member of the troupe was asked to sign an affidavit stating that they had acted Swiss hospitality while being part in the riot. Newspapers referred to the troupe as a band of desperadoes and Apaches. Sunbrook and his troupe were reported routed out of bed at the hotel where they were told to get out of the country. Outfit is supposed to make an appearance at next week, but so far they haven't obtained the necessary visas.

### BRITISH VAUDE MULLED FOR BOMBED OUT SITES

London, Oct. 19. In an effort to provide employment for its members, the Vari Artists Federation is planning vaudeville shows to be held next summer on bombed areas in London and other big cities. Where necessary, stages may be erected or large marquees used.

VAF claims it won't be in competition with established theatres and music halls, for the shows will function in the daytime while theatres are closed, or else will be staged in districts where they don't exist.

### Goodman Books Samovar

Marty Goodman has been named literary booker for a Samovar show in Montreal. Initial show under the Goodman regime will be installed Nov. 1.

Goodman also signed Frances Faye to a personal management contract. She still will be booked by Music Corp. of America.

### Standby Tooters

## Key to Mpls. Nix Of Rooney Date

Minneapolis, Oct. 26. Conflicting claims have been aired in the newspapers here as to the reason why C. C. Milkes, local comic impresario, cancelled the scheduled Nov. 6 appearance of Mickey Rooney at the Auditorium, which already had been advertised in the papers.

Milkes said he called off the engagement when the local music union demanded the employment of 13 standby musicians for the show. He charged that the union is trying to force him to sign a more than 100-page list of its musicians for each event he promotes.

On the other hand, Stanley Ballard, the union's executive secretary, denied Milkes' claim that the union asked for the contract. He said Milkes has been on the AFM union list because the latter violated a contract which expired in June, 1947. When Milkes sought to employ musicians for the Rooney engagement, he was refused because of his unfair standing with the union, according to Ballard.

Milkes' troubles with the union were aired in the press two years ago. At that time a concert by Bill Robinson was delayed more than an hour when the union refused to permit the show to go on until Milkes agreed to hire six standby musicians. Ballard says that after that Milkes signed a contract with the union which he, Milkes, charged that the union violated. When Milkes had Hoagy Carmichael and his 15-piece orchestra at the Auditorium here a few weeks ago, Milkes, however, refused to hire the 15 standby musician standbys which he charges, were demanded, and it looked for a time as though the show would be called off. Milkes said that Carmichael himself agreed to defray the cost of the standbys.

### Vaudeo Dates

Milton Berle (Foxco) (NBC)

Nov. 2

Gertrude Niesen

Calgary, Bros. (2 to fill)

Nov. 9

Rose Marie

Berry Bros.

Admetus Bros. (2 to fill)

Ed Sullivan Show (CBS)

Oct. 31

Betty & Jane Kean

Edna Gurnoff

Leo De Ligon

Bunny Briggs

Concey Boys (1 to fill)

### Sarnac Lake

By Happy Denwar

Sarnac Lake, N.Y., Oct. 26. Carel Kessler (Amazing Mr. Balantine) and his Frau Jene returned back to the lodge after a 10 day forlough to Detroit and Canada.

Dolly Mullender appointed assistant telephone operator on Rogers switchboard replacing Alice Dew, who left for Detroit to resume work.

Johnny Grimes, owner of WNBZ, left for Fort Wayne, Detroit and Chicago.

Bill West and Jean Stewart will to chat with Margie Regan, who is flanked by good comic reports.

"Dinner At Durgan's", half-hour dance and giveaway program being aired over WNBZ, with Edna Gurnoff emceeing.

John IATSE's Binkley, appointed downtown shopper, replaced Frank "Paw" Hyner, who is back to work in Flushing, L.I.

Colony all agog over news that the Glade Room at the Alpine hotel will install television for the first in this locality.

Arthur Slattery back at the lodge after a week's vacation in Montreal. Write to those who are ill.

## RKO Stops Gambling on Band Shows; Inserts Refund Clause in New Pacts

### New Burley Stand

Youngstown, Oct. 26. The Park Theatre, built as a house for legitimate acts, has nearly 50 years ago, has been leased to J. O. Kane, manager of the Grand Theatre Enterprises, to a house burlesque.

House was leased from the Shon Theatre, New Orleans, to be reopened with burlesque Friday Nov. 12.

### French Comic Fernandel

## Too Gallic For New York In Town Hall Concert

Fernandel, noted French screen comedian, who recently wound up a tour through Canada, stayed over for a single appearance in the U.S. Monday (25) at Town Hall, N.Y., before departing for France tomorrow (Thurs.). Working without the aid of film subtitles, the actor's comic impact was considerably weakened for U.S. audiences, although the predominantly French-speaking customers at Town Hall received a native kick.

His repertory was exclusively comprised of novelty songs delivered with pantomimic grimaces and gestures that had an independent comic quality. Too much of the humor, however, was apparently dependent on the verbal piquancies and double entendres that escaped the non-linguists. Fernandel's vocalizing a blitty, moreover, is too weak to carry the songs on their musical values. A radical overhauling of his routine, with more accent on universal comedy, will be necessary for his planned tour of the U.S. next season.

Le Trio Des Quatre (The Four Musketeers of Song) filled the initial part of the program with other series of French novelty tunes. Although each of the numbers were enacted by the male quartet in the form of a farcical, full appreciation of this item also banks too heavily on the comprehension of French. This group displayed clever team work but vocally were no standard. Roger Dumas, who wrote many of the songs rendered by both Fernandel and the quartet, gave good piano accompaniment to the performance.

The RKO chain is no longer taking chances with band bookings. Circuit has recently put into its contract a new clause whereby, by name bands will refund part of its salary if gross fails to hit a specified figure. Step was taken because many crews failed to bring enough gross at the boxoffice.

RKO's in the case of most bands, has previously relied on bands to refund part of its salary if gross failed to put the theatre in the black. Several times during the past year or so, "Voluntarily" refunded to the theatres various sums ranging up to \$3,500 because of bad business.

With this new policy, circuit takes the stance that if hands are worth what they're being submitted for, they should be able to prove it at the boxoffice. RKO, as most other theatres, would rather book on a small guarantee and percentage basis, rather than high guarantees.

Paramount, Warners, Loew's and most indie houses, have for several years been making a hash when a band failed to bring in enough business. However, the RKO now marks the first time that it's been written into the contract. Such conditions will not be met in the weeks ahead, as certain orchestras that are wanted in a particular situation may not sign under those conditions.

## U.S. Team Saves Day For Allied Circuit Vaude

Bad Nauheim, Oct. 26.

The jinx hit "Danish Capers," a newcomer to the Allied Civilian Show Circuit before the show could begin its scheduled tour of the European mainland. Ashborn Alausson, featured acrobat, broke his ankle during rehearsals at Bad Nauheim and wound up in the hospital, and scheduled repert at Munich had to be called off.

Roland and Heid, an American dance team, just completing a two-month tour of the U.S. Zone, was called in as a replacement and "Danish Capers" opened its tour Oct. 22 in Munich. Roland Mollschlad, a naturalized American citizen, was born in Germany. His wife comes from Canada. They have appeared many times in the states.

## CANTIFLAS REVUE

## WALLY BOAG

Currently VAL PARNELL'S "STARLIGHT ROOF"

London Hippodrome

LONDON TIMES - "Marvels with his balletic, acrobatic show in as an amazing dance, which comes as a surprise and a delight."

Milk & Laddy LONDON: Charles Tucker

## CLUB SARATOGA NEW YORK

Nov. 10

All Star Network

Threats and Glue, W. S. and Canada.

Personal Director: ED KIRKBY

1938 RKO Building, New York 20, N. Y.

Circle 6-2524

RCV Victor Favorites

AMERICA'S TOP HEADLINE SINGING GROUP

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# Independent Contractor Status Now Looms as Hardship on Acts

The long-standing classification of performers as independent contractors is now being regretted by many acts, some of whom fought for that status in order that withholding taxes would not be taken out of their weekly paychecks. They're now discovering they've lost many privileges because of such classification.

One of the more important factors is the loss of workmen's compensation which ordinarily would accrue to acts injured during performance of their work.

Issue is now being made more apparent since a couple of acts were hurt on stage. One of the Emerald sisters was recently injured in a Philadelphia theatre and was advised she wasn't eligible for compensation because of independent contractor status. As house employees, they could have collected regularly for the time they were unable to work. Ray Norman (& Mary Norman) was hurt last week in an East Rutherford, N. J., house, and attorneys declare he's not entitled to compensation.

The independent contractor status of acts was agreed upon some years ago mainly because of the withholding tax angle. Many acts went along in that line of thinking. However, with harder times, acts have discovered that if they were considered employees, they could receive unemployment insurance and disability payments.

Today the only recourse a performer has to get compensation because of injuries sustained in theatres and cafes is via the courts. Even then they must prove injuries were the result of theatre's negligence—which is sometimes difficult and always costly.

## Balto Nitery Reopening

The Chanticleer, Baltimore, is set to reopen as a cocktail lounge Oct. 29 with Jones Bros. band in the top spot.

"Bistro" was closed earlier this year after operation as a nitery with name talent.

## Dale Cleared of Threat

Against Hub AGVA Rep

Boston, Oct. 26.

Fred Dale, former American Guild of Variety Artists head here, was acquitted in municipal court this week of threatening Emil Lowe, current AGVA rep. Incident leading to the trial occurred last October during the height of the AGVA row when Lowe claimed Dale phoned him at the Hotel Bradford and threatened him. Judge Davis B. Keniston found Dale innocent after lengthy testimony corroborated by his wife and by Lee Ryan, a field representative. Dale admitted he had called Lowe abusive names, but denied he had threatened him with death.

## PEARL BAILEY-BASIE

### THEATRE DATES SET

Pearl Bailey has been set tour with the Count Basie band in a series of theatre dates. Package will start at the Apollo, N. Y., Dec. 31, and will continue at the Howard, Washington, Jan. 7, and Royal, Baltimore, Nov. 3.

Miss Bailey will play the Club Ball, Washington, Nov. 26, before going out with Basie.

## Paris Mulls U.S. Vauders

Since Chevalier's Hit

Paris, Oct. 26.

Vaude houses are now considering the importation of American name acts regardless of salary. New trend has been inspired by the Maurice Chevalier solo show which caused an unprecedented sellout at the Champs Elysees theatre for a full month.

Prospective customers are being turned away from the Chevalier concert which will have a \$2 top throughout its run.

## Philly Booking Switch

Carman theatre, Philadelphia, which has been booked for past two years by the Arthur Fisher Agency, will switch back to the Eddie Sherman Agency, which had booked house prior to Fisher, on Nov. 11. Philly house is operated by Sam Stiebel.

## More Am Units Set for Vaude

Vaudeville is again preparing a rush of amateur units that provided hefty boxoffice during the late '30 and early '40s. Lou Goldberg, who handled the late Major Bowes' units, is preparing to send out a trio unit in conjunction with the Old Gold amateur hour on DuMont video. Arthur Godfrey is also reported setting up similar troupes, while Horace Heidt has been in the field for some time with some of his discoveries.

Theatre owners, still remembering some of the rosy grosses racked up by the Major Bowes shows, are reported anxious to book the acts. For example, Goldberg had planned to delay his vaude unit inasmuch as show had been on television for only four weeks. However, he was asked by several theatre owners to (Continued on page 45)

## GLASER SIGNS SATIRA FOR VAUDE-NITIES

Satira, ex-Chicago dancer convicted of manslaughter in Cuba and recently released after serving a year of a 15-year sentence, has been signed to a three-year contract by Joe Glaser's Associated Booking Corp. ABC has not set her yet for any nitery or theatre dates, but expects to put her into those fields as a dancer.

Satira is now in Chicago, where she has been bombarded with offers for her life story by various magazines.

Carl Brisson will sing with the Detroit Symphony orchestra tomorrow (Thurs.) night.

# Scarcity of Top Names for Video Poses Problem for Package Producers

## Roy Rogers Rodeo Sock 300G in 17 on Chi Date

Chicago, Oct. 26. Roy Rogers Rodeo wound up its 17-day stay at the Chi Stadium Sunday (26) with the take near \$300,000. Rodeo was \$5,000 short of the 1947 gross on Friday (22) but heavy weekend play at moppet matinees brought in the difference. Show had a lean weekend opener Oct. 8, which some blamed on video. Opening night rider's a d ropin' was telecast via WGN-TV.

## ARA SET TO REELECT KENT FOR ANOTHER YR.

The Artists' Representatives Assn., agents organization, is set to reelect Bill Kent as president for the ninth straight year. Kent has headed the organization since its founding in 1940.

Group's nominating committee last week named as nominees for the board of governors Kent, Jack Davies, Johnny Dugan (Music Corp. of America), Mark Leddy, Nat Lefkowitz (William Morris agency), Phil Offin, Lester Sholtz, Pepper, Art Weems (General Artists Corp.) and Charlie Yates (Associated Booking). Nominated from the associate ranks are Milton Berger, who's partnered with Sam Tishman, and Billy Shaw, named from the Moe Gale agency, who has since resigned.

Membership is set to meet Nov. 8 at the Victoria hotel, N. Y., to ratify the choices of the nominating committee. Board will then elect its officers.

Nominations this year have been designed to provide a greater representation on the board. Beef among indie agents in the past has been that board has been dominated by major offices. Inasmuch as the major agencies have one nominee on the board, this will no longer apply.

Video variety shows are beginning to encounter the same problem that have plagued theatres and cafes. The shortage of top names is curbing the formation of new television packages. Several package producers are ready to set up new shows, but prospective sponsors insist that the layouts be topped by names.

Success of the Texaco Star theatre is regarded as being responsible for the desire of sponsors to insure audience pull with names. Milton Berle, heading the layout, is regarded as being responsible for the biggest rating in television and is so potent an audience getter that other sponsors will not oppose him. Video stations have also been forced to remove potent sustainer actors from the Tuesday 8 p.m. slot. The N.Y. Daily News station, WPIX, recently moved the Eddie Condon show into another time slot.

So far, very few names have cropped up as potential video fodder. Talent and advertising agency heads that have discussed variety video format agree that Berle's superiority in that field makes it difficult to latch onto a vaude and cafe name. Ray Bolger and Peter Lind Hayes have been discussed, but they're not available inasmuch as Bolger is tied up with the legit. "Where's Charley?", while Hayes, current at the Waldorf-Astoria, N.Y., plans to go back to California for six months to assemble a new act.

The hopeful aspect of the field is the fact that many performers are available for supporting spots on bills. Talent agencies are able to set layouts without difficulty, but need strong toppers to lure dialers.

## Viv Segal's Cafe Bow

Vienna Segal, musically comedy songstress, will make her N.Y. cafe debut at the Embassy, N.Y., Nov. 3.

Singer is in on a percentage deal, terms of which have not been disclosed.

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## Average Straight Play Cost Is Now Approaching Hollywood 'B' Films

A new quick in legit costs has been a long time coming. Production costs on straight shows are beginning to approach the cost of musicals and, with the exception of the still going up, the feeling is prevailing that something has to give soon.

"Anne of the Thousand Days," Maxwell Anderson's drama which the Playwrights Guild and Playhouse Guild are producing, and which Hayward will produce shortly, has 10 sets for 24 scenes, and is set at \$130,000. "The Sign of the Cross," a non-musical, Paradesco, this fall's musical, "Small Wonder," cost only \$150,000.

"Death of a Salesman," the Arthur Miller play which Kermit Murphy is producing, and which is present, is budgeted at \$100,000, as is "Life With Mother" cost \$100,000, as is "The New Yorkers" and "Life With Father," which cost \$23,000 to produce eight years ago. "The Leading Lady," recent Ruth Gordon entrant, cost \$90,000 originally, with another \$27,000 added to bring it into N. Y. after the Foreign Legion to halt it in Chicago was revised. "Summer and Smoke" cost \$75,000. "Towns" cost \$60,000. "Grandma's Diary," \$75,000. "Time For Elizabeth," \$70,000. "Story For Story," \$65,000. "Edward, My Son," \$60,000.

Only recent show's put on the "Private" and "Public" in Chicago for \$40,000.

In recent years \$60,000 was regarded as a high price for a straight play. A year ago a \$35,000 cost was considered to be enough. Now, \$60,000 is looked on as the average for most straight shows, with the few, apparently, as in that it costs less than the limit. It is the cost of some producers aware, in the case of as much as to do a show as it does to do a film, with the result that the financial risks involved in the latter as in the case of a quick legit flop.

## 'SUMMER' ORDERED TO HIRE 8 MEN AT \$110

Tennessee Williams' "Summer and Smoke" at the Music Box, which has been classified as Local 802 of the American Federation of Musicians as a drama with music, and AFM has ordered the show to hire eight men at a basic salary of \$110. Play currently uses six men for \$77.25 weekly, to provide mood music.

Local's decision is being appealed to the national AFM board by Louis T. Silverstone and Mortimer S. Rosenthal, attorneys for George Jones, the play's producer. It's contended that the Music Box is a "contract" house and not a "casualty" house, and that the scale should be allowed to remain at the current figure. It's also claimed that the judgment of musicians asked by Local 802 is more than is needed for the purposes of the play.

## Citizens' Protest Hits Wash. Building Plans

Washington, Oct. 26. Plans to erect a new large Federal office building at Newark and Wisconsin avenues, N.W., got another setback here last night when the Cleveland Citizens' Union, on record against it, said that the theater being backed by radio figure Fred Frank and which would be erected by Garfield K. Up to now, the construction of the house. Opposition from residents in the vicinity of the proposed building forms a continuing force since they indicate possibility of a zoning fight.

## Marlowe-Stevens Plans

Hugh Marlowe and his wife, actress K. Stevens, are reading scripts for a new Broadway show, "Heaven Sent," with idea of appearing in it on Broadway.

Meantime, Unkelbach, who is publicity director for the New York Hotel N. Y., is working on a script for a play about the hotel, at management's request. Lines of the play are being taken at the Waldorf. General Amis, Corp. is now handling a musical for the hotel, called "Pococheats Goes To London."

## H'wood El Patio Leased For Local Productions

Hollywood, Oct. 26. El Patio theatre, best-known now owned by the Woolworth brothers, has been leased by a New York corporation for a term of 10 years, effective Dec. 1, with an option to buy. Ted Zittel will manage the house, while Dale Wasserman, a New York representative, and Michael Scott associate.

Extensive renovations have been made in the theatre, and more are contemplated. The idea is to present local productions of current New York hits for indefinite runs.

## N. Y. Legit Managers Honor C. B. Cochran; Brock Pemberton Is M.C.

As Brock Pemberton, still convalescing, remarked at the luncheon for C. B. Cochran, who is being honored by the National Legit Managers Association, C. B. Cochran and Lady Cochran. This is the greatest number of producers since the late Saturday night days with the late Joe Lebling. He was referring to the fact that Lebling would huddle with the eutrate the ticket tycoon, and many a Lebling advance was made possible for many a show to open again in the city of London.

Pemberton, as president of the League of New York Theatres, called on the theatre industry. An unusually large turnout welcomed the veteran. First Christmas, he for his speech, with frank sentiment and nostalgia briefly reviewed his ties to American theatre since 1918. He started as an actor in 1918 and, of course, in 1920 was allied with the theatre. He was with the Brads in sports promotion as well as legit production.

His career was light and humorous. Cochran struck a few serious notes, including a reference to the fact that to think His Majesty's government was honoring all of show business when he was knighted Sir Charles.

## Hunter-O'Keefe Head New Investing Group

A new syndicate for backing legit shows has been formed by Mary Hunter and Winston O'Keefe, both active in New York and the American Theatre Wing. Calling itself Theatre Investors, the group now has 22 members. Membership will be limited to 30. The "Leading Lady," which closed Saturday (23) at the National N. Y. after eight performances.

There are several other legit-backing syndicates, including the "United Investors," whose 30, odd members put up \$50 in various shows. It is headed by the late John H. Mortimer Becker, show business lawyer, and includes high-legit figures like Abraham M. Mason, Marian Byram, Phyllis Pearson, Martha Hodge, Bernard Katz, John Patrick and Joe Jacobson.

## Sues Gallo for \$06

Fortune Gallo, impresario of the San Carlo Opera Co., is being sued in N. Y. supreme court by attorney James F. Murray, Jr., for \$50,000 for alleged slander.

In 1947, Gallo and the American Touring Enterprises were in the interest in touring a group of Catholic churches, and Gallo sought Murray's services to arrange for the tour. Murray's lawyer claims slanderous utterances were made against his client. The suit was dropped by attorneys asked the court to strike off the suit on grounds of insufficient particulars.

Film actor Frank McHugh is slated to return to the stage in North Carolina production "The House of Hoppers," by Lewis Nemerov.

## UNESCO Aide's Confabs

Maurice Kurtz, secretary-general of the International Theatre Institute, left section of UNESCO, arrived in New York last week by air from Paris, where the organization's permanent headquarters is.

He'll remain in the U. S. several weeks, during which he'll hold several confabs with representatives of the American National Theatre & Academy, which has just been designated as UNESCO's U. S. center for the American theatre.

## Experimental May Be Revived On Limited Basis

The Experimental Theatre, which seemed a doubtful prospect for this season, may be revived, at least on a limited basis. Partial agreement for the setup of a revised ET has been reached by the various parties involved, and further discussions are being held on the subject. Those participating are members of the ET board, including spokesmen for Actors Equity and the Dramatists Guild, and a delegation from the Theatre Practice Finding Committee, representing various craft unions.

It's understood that the Practice Finding Committee has withdrawn its original demand that no name be attached to the venture, and is still insisting that costs of ET operation be drastically cut. However, the ET board is now carrying out such reductions in the face of union regulations.

The present idea is that, with a permanent theatre properly available for ET shows, different houses would be rented for Sunday night and midweek performances. Such a setup would reduce the current expense of the former ET performance schedule. However, it may be necessary in the future to have a permanent theatre to insure that the proposed use of union setting may not be adopted, and to have a permanent theatre to discuss the idea with Joe Meizner, who suggested it two seasons ago.

ET board is chairmanned by Clarence Brown, Equity representative. Other representatives include Alan Hewitt, Ruth Hammond, Edith Atwater, George McCordick and Margaret Webster, with Alice MacLean and Alexander Kirkland as alternate. Dramatists Guild representatives are James Goff, Herbert Kubly, Milton K. Gerald, David L. Victor Wolfson, with Alan Jay Lerner alternate. The executive committee is headed by George S. Kaufman, Joseph Verner, Reed, George Freedley and T. Edward Hamilton, with Cheryl Crawford chairman.

## M.D. OK's Pemberton Staging Brit. 'Harvey'

Brock Pemberton, recovered from his illness, is now supervising production of "Harvey," starring himself, with Noy. 6 on the Queen Mary. Pemberton will stage the London production, having given the greenlight to high-legit medicine, who, however, urged the producer to take it easy because of heart condition.

Sir Charles B. Cochran and his wife also go back on the same tour. Cochran is currently in New York attendant to putting on "Bliss the Bride" (now in its second season) at the Lyric Theatre. Composer Vivian Ellis, who came with them, returns on the same tour. He'll be in Boston to play the Hylton feed-back Monday (25) to ready "High Button Shoes" for a tour opening with Love and Frank Marlowe in the Phil Silver-Joy Payne roles.

Ellis has been and been acting in New York, left off the Elizabeth this past weekend, after a tour for Love and Harvey. He will produce in England. Little is also doing "Brigadoon" at His Majesty's, London, next April.

"1st Lady" for Dallas, Oct. 26. The Dallas Little Theatre opens the season with "First Lady" at the Grand Central Park 20th Hall, Thursday (28).

## New Stages Maps Legit-Radio-Television With Revised Executive Setup

### Theatre Guild-Shumlin Dicker for Fridolin Hit

Montreal, Oct. 26. The Theatre Guild, a national organization, is now in the process of a new managing director and executive setup. The new setup is being revised because of the group's current shows, the dual-bill "Respectful Prostitute" and "Hope and Glory" and the new play "The Gellinas" current hit. Theresa Helburn, co-director of the Guild, and her husband, who have been in the group recently to see the show and huddle with the author.

Gelinas, who is known in Canada as Fridolin, is already working on a translation of the play, but won't make any deal for the rights until he sees how it turns out. Also, he's understood to be insistent on okaying the casting for a Broadway version.

### Ruth Gordon Would Continue Acting, And Also Writing Plays

Ruth Gordon, who returned to the footlights as star of her own play, "The Leading Lady," last week, is now planning to continue acting and writing plays. She is now reportedly willing to continue an acting career indefinitely, either for the Theatre Guild or for her own management of herself and her husband, Garson Kanin. According to her, the National Theatre, which is not only from the favorable critical and professional response to her performance in "The Leading Lady," is also to the enjoyment she found in again being in the theatre. (Show follow after week's run.)

Appearance in "Lady" was the first Miss Gordon had made in five seasons, since starring in "Over 21," which was her first attempt as an author. She indicated at that time that she intended devoting herself to writing thereafter, but decided to appear in "Lady" when the curtain first and to play it. Although she now figures on continuing as an actress, she'll combine it with playwrighting.

An already completed script, "The Kitchen Canaries," is the next to be produced by Max Gordon, who produced her "Over 21" and "Years Ago."

### 'Winslow' Cuts Hub Stay For Richmond Date

"The Winslow Boy," originally slated for three weeks at the Plymouth, has been postponed and has cancelled out the third week in order to play a five-night engagement at the WYVA theatre, Richmond. Understood the Theatre Guild, at whose insistence the switch was made, agreed to repay John C. Wilson for all losses involved. The Guild and Winslow are co-producing "Winslow."

Play's two weeks here will be on a limited basis. The original scheduled third week was to have been without subscription. Guild, which is committed for the next several shows this season in Richmond, had to make the guarantee to also produce the play. Winslow is the potentially profitable third week in Boston for only five nights at the WYVA, where the production-owned WYVA theatre is taken for broadcasts Saturday nights.

Because the "Winslow" company is already slated to disband and return to England late in November, the company will have to play the show during the month. That's why the show could not stay longer in Boston. The play an additional week in Richmond.

### Hurok Goes Tele

Sol Hurok is branching into television. Hurok has just to launch Hurok Television Productions, Inc., to package shows with his artists, as well as handle production.

He now has a deal on with 20th-Fox to feed them his concert talents. Hurok will produce for the talent roster includes Marian Anderson, Jan Peerce, Arthur Robinson, Helen Humes, Victor Young, Boys, Don Cossette, Charlie, and others.

Having reorganized its administrative setup, New Stages is proceeding this week with the production of a new managing director and executive setup. The new setup is being revised because of the group's current shows, the dual-bill "Respectful Prostitute" and "Hope and Glory" and the new play "The Gellinas" current hit. Theresa Helburn, co-director of the Guild, and her husband, who have been in the group recently to see the show and huddle with the author.

Gelinas, who is known in Canada as Fridolin, is already working on a translation of the play, but won't make any deal for the rights until he sees how it turns out. Also, he's understood to be insistent on okaying the casting for a Broadway version.

Appearance in "Lady" was the first Miss Gordon had made in five seasons, since starring in "Over 21," which was her first attempt as an author. She indicated at that time that she intended devoting herself to writing thereafter, but decided to appear in "Lady" when the curtain first and to play it. Although she now figures on continuing as an actress, she'll combine it with playwrighting.

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## Legit's B.O. Comeback

Continued from page 1

week in its third year at the Imperial; "High Button Shoes," which last week jumped to 10th position at the Broadway; "Howdy, Mr. Ice," which is hovering around \$50,000; and "Annie Get Your Gun," which is bettering its initial weeks in getting to 10th. "Mr. Ice" premiered last June, but the others are holdovers.

**'Born,' 'Harvey' Doing**  
Although both "Born Yesterday" and "Harvey," at the 48th Street, are using two-for-ones for early-week performances, they're drawing almost capacity attendance and getting grosses of over \$14,000, a great feat for such long-running productions. "Small Wonder," a new revue, is also doing good business at the Coronet, though not approaching capacity, and "Make Mine Manhattan" is doing similarly at the Broadway. "The Respectable Prostitute" (coupled with "Hope Is the Thing with Feathers"), at the Cort, and "The Play" at the Booth, are making steady profits.

At the shows that failed to make the grade at the b.o. last week on Broadway were two openings which drew only four or five houses. "The Leading Lady," which was panned and closed Saturday (23) at the Grand, and "My Sister Sam," an operetta which drew unanimously bad reviews but was committed for at least four weeks at the Theatre Guild subscription.

Striking aspect of the present season is that some of the new acts received only mixed notices, "Summer and Smoke," "Love Life," "Where's Charley?" and "The Sign of the Cross," have got at least a few unfavorable critical opinions, but all are playing to packed houses. "The Sign of the Cross," which has had a few happens, all three shows have numerous performances sold to house parties, which limits the supply of tickets for regular customers and may give a slightly misleading indication of the popular draw. However, there's never been a known instance of theatre parties turning a flop show into a hit.

The present ratio of seven smash hits to 19 shows is considered as far this season is far above the normal average, and indicates that Broadway is in a play-mad mood before the season is over. It's notable that beginning with "Edw. G. Robinson," the last eight openings are doing turnaway business. In fact, the only flop show of the season is "Howdy, Mr. Ice," which arrived last June.

Although business on the road has been spotty, with such former Broadway hits as "Annie Get Your Gun," "The Hellgram," getting in-and-out grosses in different towns, there has been a noticeable support an unusually large number of productions. Last week, for example, there were shows on tour and next week there will be 81, including only UBO-booked-of-theatre, and the Margaret Webster repertory troupe.

**Musicals Biggest, Natch**  
Musicals have been the biggest grossers on the road, of course, as they are on Broadway. The leaders have included the two "Okla." companies, "Carousel," "Plymouth," "Annie Get Your Gun," "Show Boat" and "High Button Shoes." "The Mister Roberts," "The Sign of the Cross" and "Harvey" heading the straight play list.

On a completely different slant, too, there's plenty of profit in the legit theatre. In the legit theatre, production and operating costs, smash hits still pay off handsomely. The talent, too, is getting big bucks. It takes a hit longer to get back the investment than it used to, and it's not as unquestionably smaller. But a Broadway smash is still the fabulously big jackpot of the business, bringing a fortune in coin and incalculable return in prestige.

For instance, "Streets," which was budgeted, \$100,000 and actually cost about \$84,000 to produce, paid off in 13 weeks and the company paid a profit of 125% to the investors, plus financing the road company, at a bit more than \$100,000, from accounts of profits. Figuring on the sinking fund, bonds on deposit, and the additional undistributed profits would bring the total take to considerably more. Also, the company sold out both on Broadway and

in Chicago, with an advance sale of more than \$100,000 in New York. "Road" grosses of \$100,000, paid off the investment in 36 weeks and has produced the backers a 50% profit. Besides paying for the production, about \$65,000 accumulated profits, it's a good company of New York and Chicago, earning a steady profit of between \$12,000 and \$15,000. Now the show is expected to add, in addition, there's a likely film sale for the play, which will bring more revenue.

"Life with Father," budgeted at \$100,000, is grossing about \$25,000 a week in New York and multiple return. As an illustration of changed financial conditions in the theatre, however, "Life with Father" cost only \$23,000 to produce, and paid a profit of almost 6,000% to the backers.

Two of the biggest money musicals of recent seasons were "Brigadoon," which opened at the Cort, at both currently touring and last year on Broadway. "Brigadoon," which had almost \$200,000 in advance sale, has already paid about 100% profit to the investors. "Fanny," which had almost \$200,000 in advance sale, has thus far given the backers a profit of about 115%. "Annie Get Your Gun," which is now on tour, has paid a profit of around 75%.

## 'Show Boat' \$27,000 In Akron-Milwaukee Split

Milwaukee, Oct. 26.  
"Show Boat" dividing last week between the Colonial, Akron, and the Milwaukee, had a total gross of \$27,000 for the week.

Musical is splitting this week between St. Paul and Minneapolis.

## Current Road Shows

Oct. 23-26 (Fri.)

"Annie Get Your Gun"—Univ., Bloomington (25-26); Grand, Indpls. (27-29); Aud. & Livino (30); Aud. & Livino (31); Grand, Indpls. (32).

"Annie of the Thousand Days"—Forrest, Philly (1-6).

"As the Girls Go"—Opera, Inc. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Blackstock of 1948"—El Capitan, B'ham (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Born Yesterday"—Locust, Pitt. (1-6); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Brigadoon"—Shubert, Chi. (23-26); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Carousal"—Cass, Det. (25-26); "Comedian Decision"—Shubert, Philly (25-26); Empire, Syracuse (27-29); Aud. & Livino (30); Aud. & Livino (31); Grand, Indpls. (32).

"Escape Me Never"—Grand Lorton (25-26); Zeffang, Philly (27-29); Shubert, B'ham (7-12); Haven (1-6).

"For Heaven's Sake Mother"—Pitt. (1-6); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"For Love or Money"—Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Glad to Be Here"—Royal Alca, Toronto (25-26); Shubert, Philly (27-29); Aud. & Livino (30); Aud. & Livino (31); Grand, Indpls. (32).

"Harvey"—Colonial, Det. (25-26); "High Button Shoes"—Gt. North, Philly (27-29); Aud. & Livino (30); Aud. & Livino (31); Grand, Indpls. (32).

"Japhet"—McCartar, Princeton (1-6); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Light Up the Sky"—Plymouth, Det. (25-26); Locust, Pitt. (1-6); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Merry"—Merrill, Philly (27-29); Aud. & Livino (30); Aud. & Livino (31); Grand, Indpls. (32).

"Mr. Roberts"—Erlanger, Chi. (23-26); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Okla."—Opera, Inc. (1-6); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Plymouth"—Plymouth, Det. (25-26); Locust, Pitt. (1-6); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Show Boat"—Aud. St. Paul (25-26); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"Streets"—Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"The Blue Danube"—Curren, Philly (27-29); Aud. & Livino (30); Aud. & Livino (31); Grand, Indpls. (32).

"The Hellgram"—Selwyn, Chi. (23-26); Nixon, Pitt. (1-6); Shubert, B'ham (7-12); Haven (1-6).

"The Winslow Boy"—Hanna, Cleve. (25-26); Plymouth, Det. (1-6).

## Slavenska Injures Leg

Chicago, Oct. 26.

Mia Slavenska, ballerina, pulled a ligament in her leg at the opening of the Ballet Russe de Monte Carlo here Wed. (26) and was unable to dance in her performance. Her lead of "Gaité Parisienne."

The roles in remaining performances of the ballet, "The Sleeping Beauty," through Nov. 1, will be taken over by other members of the company.

## Push Drive to Nip

## Fed Tax as Key

## To Concert Deficit

Added impetus to the drive in concert circles to get remission of the federal amusement tax has been given by reports that a week-end of the N. Y. Philharmonic Symphony. Although concertgoers are still being asked to contribute 94% capacity during the 1947-48 season, the Hall was estimated at \$109,190.48.

On the other hand, symphony remitted \$100,000 in taxes to the Metropolitan Opera Assn. went into the red for \$220,000, while remitting \$100,000 in taxes to the U. S.

There's been a growing concern over the large deficits piled by musical organizations in the past two or three years. The increase has been coupled with a sharp drop in higher wage scales, increased transportation costs, loss of radio and television advertising, and means to offset these deficits, concert groups see in the amusement industry, which is suffering from their problem. Feeling is that opera and symphony belong in the same category as the circus, a class, and should be free of tax, as are schools, museums and hospitals.

The N. Y. Philharmonic report that the American Music Association is planning to urge Congress to repeal the tax on music as one of the means of concert organizations from folding.

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## MORE MEMORABILIA

By RALPH T. KETTERING.

Chicago.

**DO YOU REMEMBER WHEN?**—Percy Faith and his orchestra of the Chicago Evening Post, O. H. Hall, of the Journal; Burns Mantel, of the Chicago Tribune; and Neil Bennett of the Herald and W. L. Hubbard of the Tribune.

Personnel working for Essay Film Co., and its stars included G. M. (Broncho Billy) Anderson, Charles (Broncho Billy) Wallace, Berry, "Smiling Billy" Mason, Lillian "Drew," Bryant and other stars of the Stonehouse and Dick Travers.

Leo Carillo drew cartoons for Varsity.

Carolyn Nichols directed the first all-girl orchestra (23 gals) called The Fadette Orchestra.

William Morris hired Jesse Lasky as manager of his Chicago booking office.

J. C. Matthews was advance agent for the Great Lafayette, manager of the Chicago booking office.

Sam Tuck was manager for Williams & Walker.

Tom Brown (Brown Bros.) led a parade of The Strollers, Chicago theatrical club.

Chas. Rossman had the best of all travelling rep shows.

Victor Leighton ("Song of Norway") was chief of booking manager for Klav & Erlanger.

Harry Beeson, octogenarian owner of a Monticello, Pa., hotel, was first play agent for Finney and Catherine Calvert were in the cast of "The Deep Purple."

Keelley Allen was not the critic of Women's Wear.

Ada Hanft, now wife of a Washington, D. C., policeman, was drama critic of the San Francisco Chronicle.

John Nash (Illinois State Auto Division), was manager of the Palace, Chicago, and before, a booking agent for Sullivan & Considine.

Bill J. Davis married Jessie Bartlett ("The Bostonians") and with Harry J. Powers built the first "The Sign of the Cross" in New York City.

Harry G. Sommers (National and New Amsterdam) was treasurer of the Chicago Theatre Association.

Herb Carlin (Civic Opera House, Chicago, manager) was secretary to Jimmy Petrillo.

6 B'way Shows, Opera Due for Indiana U.

Bloomington, Ind., Oct. 26. Six touring Broadway production companies, a repertory troupe and a professional company from the Goodman theatre, are scheduled to give performances at the Indiana University theatre here this season. Operas were last seen at IU in 1926, "Homo Sapiens," by the Charles L. Wagner Opera Co.

Other dates are the road company of "Annie Get Your Gun," this week (25-26); "Okla!oma!" Nov. 10-12; "Comedian Decision," Nov. 30; the Margaret Webster production of "Hamlet" for a matinee Nov. 25; and "The Sign of the Cross" for a matinee Nov. 26.

Hubert C. Heffner, of Leland Stanford Univ., is slated to become president of the American Educational Theatre Assn., at its annual convention and election to Nov. 22, 1949, in Cleveland, Ohio.

Monroe Lippman, of Tulane, will be the next v.p.

The new section as advisory council are Burdette Fitzgerald, College of Holy Names; John H. McDowell, Ohio State; and Lillian Voorhees, Flux Univ.

WICHTA BOOKINGS  
Wichita, Oct. 26.

Floto Ticket Office has lined up an extensive series of attractions for the coming season. The first of "Okla!oma!" here is expected to be a success.

Bookings include Fred Waring and his orchestra, Nov. 26-27; the opera of Monte Carlo, Lauritz Melchior, Arthur Rubinstein and Patrice Mun-

"Okla!oma!" played here for a week two left attraction were played by the Chicago Opera House (two days) and grossed \$60,000.

Floto Ticket Office has lined up an extensive series of attractions for the coming season. The first of "Okla!oma!" here is expected to be a success.



BROOKS ATKINSON, *N. Y. Times*

HOWARD BARNES, *Herald Tribune*

JOHN CHAPMAN, *Daily News*

WARD MOREHOUSE, *The Sun*

RICHARD WATTS JR., *Post Home News*

ROBERT GARLAND, *Journal American*

WILLIAM HAWKINS, *World-Telegram*

JOHN LARDNER, *N. Y. Star*

ROBERT COLEMAN, *Daily Mirror*

"It is wonderful to have them back... The Days are wonderful people, and it is thoroughly delightful to be at home with them again."

"A happy sequel to the enchanting and record-breaking *Life With Father*."

"As funny as ever... First chance you get you should call on them."

"A triumphant evening... A comedy of fresh and beguiling touches, delightful little twists, sagacious and unforgettable bits in writing and in the playing and in the direction... But go see for yourself. You will probably have seven years in which to do it."

"Every bit as delightful as its predecessor... so wonderfully warm and winning that the theatre once more becomes a joy."

"The ardent audience and I adored it... Yes, the good old Days are here again. And welcome!"

"The good news is that the Days are still their enchanting selves... It's good to have them back in town again!"

"*Life With Mother* is a droll, sunny, enjoyable play."

"A new hit, a welcome hit, a terrific hit."

OSCAR SERLIN presents  
CLARENCE DAY'S

# Life With Mother

A New Play by HOWARD LINDSAY and RUSSEL CROUSE

with DOROTHY STICKNEY and HOWARD LINDSAY

Directed by GUTHRIE MCCLINTIC

Settings by DONALD CRISP and ROBERT CRANE

Empire Theatre







# Guess who's written a book!



The first million people who guess right will be entitled to buy the \$3 edition for \$3, or the \$1 pamphlet for \$1.



He was born on a kitchen table the night President McKinley was shot, and a lot of fellows around Broadway will tell you they shot the wrong man.



He was raised in the dust and thunder of an East Side slum, and for years his folks changed residence every few months—it was cheaper to move than pay rent.



In high school he won a shorthand championship, and one day the first World War waited for fifteen minutes while he dictated to the President of the United States at the rate of 200 words a minute.



After writing a slew of pop songs,<sup>1</sup> he went into the night-club business because he wanted to wear a black hat and meet some girls, and at 4 o'clock one morning, his bug-eyed musicians serenaded John D. Rockefeller Sr. with "Somebody Stole My Gail."



In 1935 he persuaded "Jock" Whitney to bankroll a county-sized carnival called "Jumbo," and that year the gag around Broadway was, "It will make --- or break Whitney."



Two years later, he decreed a pleasure dome more stately than that of Kubla Khan,<sup>2</sup> and using Lake Erie as a stage and Canada as a backdrop, he produced a mixture of dampness and damselfs called the "Aquadace."



He fell in love with the show's star on opening night a minute after the loudspeakers had announced, "The backstroke champion of the world,"<sup>3</sup> and swears that after seeing her for ten years with her hair up in curlers, he's more stuck on her than ever.



In addition to owning the Ziegfeld Theatre, he operates a night club which has been called "New York's most successful moujik trap," and a couple of years ago he wrote a series of ads to promote the sale of whiskey in his diamond-studded dungeon.<sup>4</sup> A smart syndicate man promptly signed him up to write a column, and he awoke one morning to find himself with 18,000,000 newspaper readers and a velvet smoking jacket. Ever since, his wife has been calling him "Somerset."<sup>5</sup>



We<sup>6</sup> fast-talked him into writing a book for us, and on the basis of pre-publication orders, we predict it will sell like bubble gum.<sup>7</sup>



Through rose-colored glasses, America's No. 1 showman<sup>8</sup> has set down in black and white his fabulous and utterly uninhibited confessions. Waist-high in metaphors, this Little Bo-Peep in Never-Never Land lets us look at the world through the wrong end of a whiskey bottle<sup>9</sup>—a razmatazz set-up where even the bathrooms have bathrooms. He takes us backstage to the star's dressing room, then home for midnight revelry and scrambled eggs at dawn<sup>10</sup> where, to muted strings, he tells a thousand and one tales out of school. In words that turn hand-springs, he reminisces about the tommygun tycoons he knew in his jazz and juniper days, and then turns respectable on us and permits us to sit in with big men who talk strictly from information!<sup>11</sup>—since some of his best friends are news.



On the theory that there's no point in gilding the lily,<sup>12</sup> we, his proud publishers, announce his book without even mentioning his name, and suggest that you walk, run or, better still, fly to your nearest bookseller, and, in loud, clear decibels, demand that he sell you a copy of a book<sup>13</sup> published today under the title,

## WINE, WOMEN, AND WORDS



### FOOTNOTES:

1—Including the first singing commercial.  
2—And that gets for Genghis Aghs, and Ono too.  
3—At 1:36, to be exact.  
4—Or is this putting the Cartier before the horocenter?

5—Our Cap D'Anubia correspondent reports that the Rovers literally now call Muegham Billy.  
6—Those incurable optimists, S & S.  
7—To stimulate sales, the author suggested giving away a station wagon with every

copy, but we vetoed this as unwieldy.  
8—If you don't believe us, ask his press agent.  
9—Four Pines, of course.  
10—Homer bent us to it and called it "Topsy-Turvy."

11—He dedicates the book to his old boss, Bernard M. Baruch.  
12—A loudly not, if we ever saw one.  
13—With illustrations in technicolor by the Incomparable Behavior Dink.

SIMON AND SCHUSTER, Publishers

## Broadway

The Nate Xmasers will remain cast until Bums (Mrs. Bugs) Baer out of hosp but not all visitors at home. The Xmasers will be at the hospital studios booked solid with hopeful feedings.

Do you think: There are more Paris, London-N.Y. flights daily than N.Y.-L.A.?

Frank Sullivan despised his favorite Santa's Springs for the "Corner Sherman (Stork Club) Billingsley, for a gender at the Hotel Roosevelt's "gm. Dean Howard, previously in the "Rough Rider song this (Wed.) aft. George Murphy and Les Bowman stated over their successful barnstorming trip through Indiana for Devery.

Called Artists' foreign sales manager Walter Goulet left for Buenos Aires over the weekend on a business trip.

Borrah Minevitch's Harmonica Band, Harry the Honeycomber, Violin comes to see are A. F. L. Musicians.

Paris, longtime matinee d. at the Hotel Plaza's Oak Room, now are the of the dining room at the Hotel Drake.

Jack Hylton and Harry Foster are apart long time. On N.Y. separate deals, both in and out of town.

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June meet tomorrow (Thurs) when he will introduce the new chairman of the 1948 campaign.

Mark Xmasers' young composer who's written incidental music for several plays, now the living Bums (Mrs. Bugs) Baer out of hosp but not all visitors at home.

Do you think: There are more Paris, London-N.Y. flights daily than N.Y.-L.A.?

Frank Sullivan despised his favorite Santa's Springs for the "Corner Sherman (Stork Club) Billingsley, for a gender at the Hotel Roosevelt's "gm. Dean Howard, previously in the "Rough Rider song this (Wed.) aft.

George Murphy and Les Bowman stated over their successful barnstorming trip through Indiana for Devery.

Called Artists' foreign sales manager Walter Goulet left for Buenos Aires over the weekend on a business trip.

Borrah Minevitch's Harmonica Band, Harry the Honeycomber, Violin comes to see are A. F. L. Musicians.

Paris, longtime matinee d. at the Hotel Plaza's Oak Room, now are the of the dining room at the Hotel Drake.

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## London

Will Hay back in town after six months' rest in Oslo.

Ben Bardmore's South Africa for six months' tour.

Arthur Rank has a farewell dinner for Fredric Harwood, the Dorchester, Oct. 21.

Eddie Dukeoff arranged to discuss the plans for Danny Kaye's share in the Variety Comedian performance.

Martha Raye making her bow before television cameras at Alex. Brown's concert.

Y. S. Arnold, just back from Spain, will send one of his ice ships to Madrid for its first visit this type of entertainment.

Robert Taylor here on his third visit this time to star in Metro's "Compliments" opposite English-born Elizabeth Taylor, directed by Victor Saville.

Queen's Hall, home of concerts before it was obliterated by bombing, is to be rebuilt by Chappell's, its former owners, who hope to get started early in 1949.

"Sisters and Arrows" new initiative review, starring Hermoine Gillingham and the West End.

"Sit Down a Minute After" at the Comedy, Nov. 17. Show will be introduced by the old Gaiety Theatre.

After years of negotiating with the government for a permanent location the old Gaiety Theatre, Lupino Lane has been granted the right to use the building.

Comedian is now urging need for further \$400,000 expenditure to enable house to reopen.

## San Francisco

By Ted Lewis  
Meads "Red" Friends linked for a night.

Bill Johnson moves into Ciro's, formerly Actors' Club.

Clara Howard headlines Venetian Room, Fairmont hotel.

Kate Krevitz new publicity man for the Sherrell Corwin Circuit.

Roy Ridgeway band and Dottie Ramey Club Lancers.

Chronicle radio columnist Pat Speigle named moderator for Town Hall series.

Variety Club throws shindig for Hollywood stars prior to Friars Road at Opera House.

KSRF-KPIX television antenna perched atop old City Hall clock tower, 800 feet above hostelry.

Eddie Fitzgerald back set for Nov. 10, opening at St. Francis.

Lowling Harry Owens five and half months. Owens goes to L. A.

## Montreal

Eddie Hanley and Bobbie Phillips at the Tic.

Buddy Ebsen slated for an opening at Equinox.

Margaret Webster's Shakespearean production at Curvity.

Carol Grauer, former m.c. and producer, to perform at Burech.

"After the House" booked for his Majesty's Nov. 2 under auspices of Jewish National Fund of Canada.

Lauritz Melchior skedged for one-nighters at the Forum.

Jose Torres plays his Majesty's the same night.

## Miami Beach

By Larry Solloway  
Legion biz made most bar and club operators happy.

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In Valley Forge hospital, Allen a Lower Merion High student, broke her arm while horseback riding.

Gertrude Niesen, at Latin Cafe, summed to N.Y. identity. I feel she lost in robbery, left \$18,000 worth of gems in a taxi.

Wardwick, Cab's next passenger returned the jewels to the singer the next day.

## Buenos Aires

Soprano Della Rigal broadcast for Mundo web before setting out on European concert tour.

Puerto Rican singer Elsa Miranda doubling on Beignato network and visiting Golden Gate network.

Rio Salvati and Pier Maffei, working in Palm Court, working on Mundo web as warbler and conductor.

Soprano Zimmerman, director of BBC's Latin-American service, on inspection visit in Argentina, Uruguay and Chile.

Ernesto de Oliveira has been named to be general manager of the Entertainment Board to assist director.

## Minneapolis

By Leo Ross  
Billy Vine tops Curt's floor show.

Minneapolis Symphony orchestra opening 1948-49 season.

"Desert Song" penciled into Auditorium.

Eddy Gadd gave concert at Lyceum.

Arthur Farnham, former Boy Town Choir gave concert at Lyceum.

Minneapolis Civic Theatre group negotiating for Palace, lower half of a subsequence, as home for legit.

## Rattigan Yens

Continued from page 1  
ground and much of its action takes place since 1820.

"Production of 'World Premier' slated to open by International Screenplays, an organization by which Rattigan writes.

Anthony Asquith directed. "Wings" was the group's previous effort.

"Rattigan planned into New York weeks ago for conferences with the Theatre Guild and John C. Wilson as to the practicality of producing the play.

"The Browning Version" and "Harewood" this season. Since the play is being held to be returned to the U. S. until possibly after next March, the twin offerings must have been made.

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## Hollywood

Nana Bryant laid up with flu.

William Wyler to be back up with flu.

Jeffrey Ames opened at Charlie Fox's miter.

Bing Crosby headlined El Cajon Hotel.

Jack Powers headlined after a motor crash.

Sue Schilling hospitalized with stomach trouble.

Adede Jergens checked off the Columbia job after four years on the job.

Dane Clark left for a two-week tour of veterans hospitals in the Midwest.

Hal Roach, Jr., inducted into the National Veterans Hall of Fame.

George Cukor planned in from London where he made Metro's "Edward My Son."

Lee Salzman was slated for four weeks of personals in N. Y. area, starting in December.

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## Dublin

By Maxwell Sweeney  
Gaelic tradition has a long tradition this Christmas by dropping pantomime for revue.

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## Chicago

By Gus Van opens on Heising's Nov. 5.

Olaf Olsen and James Melton headlined entertainment at Dewey Hotel, Oct. 26.

Jim Keir will flank for "Silver Whistle" which opened at Blackstone on Tuesday.

Part of College Inn at Sherman Hotel will become an eatery known as the "College Inn."

Harry Delmar will co-produce the vaude show that Willie Shore is to produce.

George Murphy, Les Bowman and Bud Abbott are in town to head off the "Tat."







# THE KING IS BACK

— Music and Lyrics by —  
MR. and MRS. POPULAR DEMAND

Benji

Goodman

featuring BUDDY GRECO on the PIANO and VOCALS

— OPENING —

PARAMOUNT THEATRE

New York

— MID DECEMBER —

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