

FILMS

RADIO

VIDEO

MUSIC

STAGE



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ROSE'S TEAR-RUNNING 'BIG NAME'

Columbia 'Gem of the Airwaves' If Benny, Harris-Faye, Bergen Coup Jells

CBS board chairman William S. Paley has been burning the midnight oil over the past 48 hours waiting for a couple of fate-fall phone calls either, should they materialize, would practically clinch the Columbia appellation as the "Gem of the Airwaves."

In a succession of maneuvers, involving Music Corp. of America deals so imminent that CBS was expecting its decision on Monday (1), but was "holding the line" yesterday (Tuesday), it would presumably result in a switchover of NBC's Sunday night spot-parlay of comedie talents to CBS.

Columbia execs frankly confess that they all may not jell although they may know one way or the other within the next 24 hours, but if it should, this would be the new Sunday night CBS lineup.

At 7 o'clock, Jack Benny and his Lucky Strike program.

At 7:30, Phil Harris and Alice Faye.

At 8 o'clock, Edgar Bergen.

At 8:30, Amos 'n' Andy.

To achieve such a sequence, it would involve moving Amos 'n' Andy to the 7:30 slot.

(Continued on page 55)

Ontario Nix on Robeson Pic, as 'Too American,' Protested in Toronto

Toronto, Nov. 2.—Civil Rights Union here is up in arms over the alleged banning in Ontario of "Native Land" in which narrative and songs are by Paul Robeson.

O. J. Silverthorne, chapter board chairman, says the 85-minute film has not been "banned." But the censorship board's rejection of the public showings of the film submitted by a licensed film exchange and that this has not been done in the case of "Native Land."

Jefferson Hurley, executive secretary of the Civil Rights Union, said that Silverthorne verbally turned down the film for Ontario showings because, dealing with the Ku Klux Klan, repeated vigilante shootings of Southern sharecroppers, and attempts of "labor spies" to smash unions, it was "too American in subject matter."

KAYE REPEATS SOCK AT COMMAND APPEARANCE

London, Nov. 2.—Danny Kaye, who stormed London earlier this year during his stand at the Palladium, repeated his smash before royalty at the Command Performance last night (1). The U. S. comic held the stage for 30 minutes, twice as long as the time allotted other acts on the show. He even had the royal family joining in an echorus of "Minnie the Moocher."

The Command Performance, for Continued on page 52)

Idle Film

Hollywood, Nov. 2.—There's a flock of idle film out here. It's the recently acquired batch of one, two, and three-reelers made for television by both established and hastily formed indie film firms.

The pictures are finished, in the can, and open at both ends. Sponsors, by their agencies, haven't touched them.

The reels are simply laying on the shelf. They're called "dusgetters."

Aga Khan Into Pix Biz Via EL

The Aga Khan, spiritual leader of 70,000,000 Ismaili Moslems and reputedly one of the three richest men in the world, is taking a firm in films. Through his representative, A. Zapelli, now in the U. S., the Khan is closing with Eagle Lion for a joint distribution-production tieup in six European countries. Understood that the deal will, in all likelihood, be closed within a few days.

Involved in negotiations are franchise rights to EL pix in France, Spain, Italy, Switzerland, Germany and Austria. While details are not available, it's understood that the films will be distributed by a syndicate headed by the Khan with offices set up in Lausanne, Switzerland.

Films will be handled by the group on a percentage basis. Because EL wants hard currency

JOHN GARFIELD LIKELY FOR NEW ODETS PLAY

John Garfield is leaving for the Coast today (Wed.) after a quick visit to N. Y. to discuss a Broadway play this season. It's by Clifford Odet's titled "Big Knife" (formerly "A Winter Journey"), which Lee Curran was to produce. Curran has now bowed out with another producer coming into the picture. Only hitch (as of last night) to Garfield's participation is that he wants to leave the picture. Only hitch (as of last night) to Garfield's participation is that he wants to leave the picture. Only hitch (as of last night) to Garfield's participation is that he wants to leave the picture.

It is reported to be a bold and about a Hollywood writer and not, therefore, for filming, so the film rights are not available. The movie material, reportedly, is an extension of ideology in Odet's "Gone with the Wind" novel. Garfield is definitely determined (Continued on page 53)

NBC and CBS have set into motion almost simultaneously one of the most sweeping program policy revisions in many years. It represents the most ambitious attempt yet to give radio a "year round" bigtime flavor designed to keep the Hoopers rolling in August as they do in December. It also marks the major thrust to date in the desperate attempt by the networks to "protect radio" and its advertising during the transition into television.

In effect, CBS and NBC are easing their tight ban on transcription and have formulated individual program patterns in a bid to get the top comics and other programs to remain on the air for 52 weeks a year, with transcribed repeats during their summer lay-off. As characterized by one top network exec, it's the "beginning of the end" so far as the transcription ban is concerned.

CBS has already pitched up its new policy to the agencies and clients, sending out notices this week.

(Continued on page 34)

FINAL DETAILS AWAITED ON DISK PEACE

The American Federation of Musicians and the recording companies have not as yet dispatched to the Department of Justice the details of the plan they agreed upon in respect to last week's settlement of the recording ban. So, the details of the plan they agreed upon in respect to last week's settlement of the recording ban. So, the details of the plan they agreed upon in respect to last week's settlement of the recording ban.

It had been rumored that dinking (Continued on page 37)

Billy Rose Cashed In on Met Problems But Where's Our Cut?—Johnson

* What Next?

New Haven, Nov. 2.—As part of his coaching equipment, Yale's football mentor, Herman Hickman, has a video set in operation at his home post during the big games.

This enables him to spot considerable action that he can't get from his position on the ground floor.

Authors League Television Pkge.

Authors League of America television program, using dramatic, literary, radio and possibly some film properties, is being built by Music Corp. of America for presentation to prospective sponsors. Budget for the show hasn't been set, but understood the deal will call for payment of a fee to the League and to the writer whose work is used.

Another pitch for a somewhat similar series has been made to the Dramatists Guild, an affiliate of the League, by Ernie Ricca, freelance radio and television producer-director, and Bud Fisher, radio script-editor. It would concentrate on legit script properties but be open for literary and radio material.

TV COMPELS FASTER NEWSREEL DISTRIB

Move to speed up the release of newsreels to theatres because of the mounting pressure of television competition is now under way. Major distributors' newsreel committee, chaired by Censor Morgan of Paramount, is meeting tomorrow (Thursday) with the expectation of immediate action. Speedup will be concentrated in the New York metropolitan area for the time being.

Under discussion will be a pro-

Bill Rose, says Edward Johnson, has made money out of the Metropolitan Opera Assn's financial problem—by using them for material in his columns, on the air, and in articles in Look and Collier's. "But he hasn't given us a dime of it," wails the Met's general manager.

Discussing for the first time Rose's criticisms of the Met and its management, Johnson declined to answer Rose's charges, saying they couldn't be taken seriously by anyone knowing the Met's setup or its history. Johnson did take Rose to task for smearing the Met's board of directors—a group of volunteers, said Johnson, who are doing a civic job, gratis. "He can throw stones at us, the professional workers," said Johnson, "but it was unfair to knock the board." Johnson also pointed out that Rose "finally ended fighting our battle," by stamping for \$30,000,000 to be raised for a new opera house. "We want that, too," said Johnson.

Subscription renewals this season are already equal to last year, said Johnson, and may even exceed that of the best years.

200 Hollywood Lambs Form Coast Branch; Friars Ban Non-Pros

Hollywood, Nov. 2.—Formation of a Coast branch of the Lamb Club is under way, with 200 members currently living in this sector, and the number constantly increasing.

Local members have been meeting informally for some time and have been authorized to form a new branch.

Hollywood's Friars Club, as a result, is the authorized to form a recent Friar, is closing its rolls to lay membership. Currently the membership consists of approximately two and a half lay brethren to one professional.

Under the new plan, announced by Jonie Pats, membership chairman, no lay members will be admitted until the old ones drop out. The idea is to build a preponderance of show people.

THE HOUR OF CHARM

All Girl Orchestra and Choir Under the Direction of Phil Spitalny

CURRENT CONCERT TOUR			
Nov. 9, BIRMINGHAM, ALA.	Nov. 15, COLLEGE STA., TEX.	Nov. 22, FARGO, N. DAK.	Nov. 29, ST. LOUIS, MO.
" 10, JACKSON, MISS.	" 16, ABILENE, TEXAS	" 23, ST. PAUL, MINN.	" 30, ST. LOUIS, MO.
" 11, SHREVEPORT, LA.	" 17, AMARILLO, TEXAS	" 27, ROCHESTER, MINN.	" 31, ST. LOUIS, MO.
" 12, NEW ORLEANS, LA.	" 18, WICHITA FALLS, A.	" 28, DETROIT, MICH.	" 32, ST. LOUIS, MO.
" 13, NEW ORLEANS, LA.	" 19, ENID, OKLA.	" 29, CHRISTN., N. VA.	
" 14, HOUSTON, TEXAS	" 21, SIOUX FALLS, S. D.		

Television Starting to Pay Off As A Prime Showcase for Hollywood

Television, as a full showcase for the personalities only half revealed on radio, has opened a new talent highroad to Hollywood. This video fact came into play about six months ago when major film company talent sought initially began to pay close attention to new faces on the new medium. Since then, the young thespians have been tagged by Hollywood as promising film prospects.

Gunning for talent on TV has several unique advantages not present in the legitimate theatre, the current major hunting ground for film players. Firstly, according to the talent scouts, television is closely akin to the screen medium in projecting personalities within a two-dimensional framework. Further electronic improvements, it's held, will delineate the figures on a TV screen with such clarity and definition that, conceivably, expensive special screen tests may be eliminated for testing photographic qualities.

Secondly, viewing talent on television is easy and inexpensive. Theater is no small consideration, moreover, in these economy-minded times. With more and more film company talent departments banning the usual o.o. of the straw-potter, it's not surprising that travel and hotel expenses, new video shows kept busy in New York daily during the period. Watching video in the parlor also wears more easily on the nervous system than nightly catching trains to bank-town theatres.

Rita Kaplan, Paramount's eastern talent chief, remarked that video has opened a whole new field of observation for actors and actresses. Talent has been seen and I don't care whether it's a 2d avenue loft, a Broadway theatre or a television screen, just so long as it provides an opportunity to rate personalities.

Five All Set

Directly linking up video as a showcase for film players, the "Levis' show on ABC-TV, "Hollywood Screen Test," has already paid off with five Hollywood pairs for the program participants. Rita Colton and Jean Biegener have been chosen by Hal W. Davis, who is currently undergoing further 20th-Fox screen tests; Joel Marston has been signed by the Broadway Allied Artists chief; and Robert Quigg was picked by Ted Jencks, Paramount network exec, for a documentary role. Also highlighting legit possibilities, Monica Lane, after a telecast appearance, was cast into the Playrights Co.'s production of "Anne of the Thousand Days," and Bob Lieb, assistant director, was given a bit role in "Harvey."

Kaplan, however, accented once again that Hollywood was eschewing large-scale inkings of talent. Actors are being tested for specific character or specialty roles these days, he said. "We are exercising more discrimination in the selection of screen players," he said, adding quality films will grow out of Hollywood's increasing discrimination in other production aspects.

British Lion Quarter To N.Y. on a Wanger Deal?

Lon Lasker, N.Y. 2, Sir Arthur Jarratt, managing director of British Lion Films, proposed Herbert Wilcox, his wife Anna Neagle and actor Michael Wilding sailed for the U. S. Saturday aboard the Queen Elizabeth. It is believed their visit is in connection with a production deal with Walter Wanger.

Britishers will also line up U. S. distribution for a trio of Império films, including the "The Scarlet Wilding" starring, "Elizabeth of Ladyemad." Other two are "Courtneys of Curzon Street" and "Spring in Park Lane." Latest picture grossed more than \$1,800,000 here on its recent release.

Quartet will stay in New York about one week and then return to London.

Hope Injures Leg

Hollywood, Nov. 2. Bob Hope, running up a prop gangplan on set of "Easy Does It," missed his footing and injured a leg muscle, a blood clot forming. He will be bedded for a few days while the doctors work on him. His airshow is unaffected since program was washed out by election anyway.

Attorneys Heed Jurist, Would Try to Settle Leslie Case Privately

Hollywood, Nov. 2. Surprise suggestion by Federal Judge Ben Harrison joined pretrial hearings in Joan Leslie's \$2,700,000 suit against Warner Bros. Attorneys for both sides indicated they'll quickly heed jurist's suggestion that matter can be settled out of court. Later commented that matters of this sort can be worked out amicably without recourse to courts and attendant anti-Hollywood publicity.

Accused charged studio libeled her, injuring her name in film biz by changing star billing to featured billing in "The Sign of the Cross." Suit is in addition to that filed in Washington to rehearing of breach-of-contract suit.

Mg't Whiting Cites 'Club 15' For Marriage-N.Y. Legit

Hollywood, Nov. 2. Margaret Whiting, featured on the "Club 15" radio series for Campbell's Soup, is quitting the show in January to move to New York. She hopes to get a Broadway musical and will probably do so and continue recording there.

Singer is to marry Hubbell Robins, a radio personality. Her wife, radio-film writer Therese Terry Lewis, is currently in Reno for a divorce.

Tax Dept. Reports Upped Aug. B.O.

Washington, Nov. 2. Upping in the boxoffice during August is noticeable from admissions tax figures reported last week by the Bureau of Internal Revenue. September tax collections, based, with few exceptions, on August biz, were a handsome \$53,893,211. This was nearly \$4,677,000 more than the \$49,216,294 figure for the preceding month. Nevertheless, business was off from August of record-breaking 1947. Uncle Sam's share of that month was a fat \$37,068,543. But estimates have it that 80% of the tax comes from the film theatre boxoffice, remainder covering motion picture legit, through sports to dancehalls.

The government also collected \$4,677,000 representing a 20% bite on the merry biz of August, 1948. This was a slight improvement over the \$4,609,041 of the preceding month, but lagged considerably behind the \$5,181,324 amount of August, 1947, nightclub business.

'Wood's 'Lack of Courage'

"No guts" seems to be a general anti-Hollywood paen by the young-blood players, directors and producers when they come to Broadway and some of the seasoned talent, is quite vociferous in expressing the fact that "Hollywood is killing itself off with not daring to do the different."

The criticism runs the gamut from attacks on the Johnston office technique of harrasing "vicious" ideas in plot or motivation, to the fact that some of the studio topsters are so concerned with preserving the status quo that few dare anything different. "It's when a Zanuck or a Cukor's opinion, coming from seat of the pants, is taken as gospel," complains a topnotch producer who yents to do something different but finds himself stalemated by the front office.

Seat of the trouble, according to the L. A.-to-N. Y.ers, lies in Hollywood's fear of censorship. Some of the studios is so tight today that the studios are wary of turning out anything but censored films. The Motion Picture Production Code is also blocking any attempts to turn out more virile pix, it's stressed.

Rossellini Wants To Produce in N.Y., Not in Hollywood

By HERB GOLDEN

Rome, Oct. 26.

Roberto Rossellini, ace Italian producer-director, is planning a visit to New York in December to o.o. the potentialities for making a film there, he disclosed to Variety this week. Rossellini, who has been repeated offers from top American indies and majors to come to the film capital, said he'd like to make a picture in the U. S. but not in Hollywood. He feels that production in New York may be the solution.

"Going to Hollywood," the megastory explained, in his extremely sketchy English, "would be a learning my trade all over again. The U. S. movie system there—a system with which I'm entirely unfamiliar and under which I can't and don't want to work—I've made too many pictures to start from the beginning again."

Rossellini, whose Italian-made "Open City" was the all-time top foreign-language money-maker in the U. S. and whose "Paisan" is currently in its eighth month at the World, N. Y., said he'd like to take up the recent offers of Samuel Goldwyn, David O. Selznick and other Yank producers to make time either in New York or Italy, but that they must accept (Continued on page 55)

Mason to Narrate 'Bovary' as Author

Hollywood, Nov. 2. James Mason signed a one-picture deal with Metro for the role of Gustave Flaubert in the Jennifer Jones starrer, "Madame Bovary." British thesp will appear only in the prolog and epilog, will function as off-screen narrator. As the voice of Flaubert, author of the novel, Mason will play his role although it will require only eight or 10 days' work.

With Jeanette Nolan and Miles Jones in the picture, they will both be at liberty later to co-star in "Tribble" for Jack Lasky.

This Week's Football

By MARTY GLICKMAN
(Sports Director of WASH. H. T.)

COLLEGE EAST		SELECTION	POINTS
*Games			
Stanford-Army	Army	Cadet's headed for undefeated season.	20
Boston U-Fordham	Boston	Fordham stepping out of its class.	27
City College-Brooklyn College	Brooklyn	Anything can happen—and usually does.	6
Colgate-Cornell	Cornell	Cornell has two of the best backs in the east in Fleishman and Miller.	13
Columbia-Dartmouth	Dartmouth	It's the same old story. Too much depth for Kusserow, Rossides and Co.	7
Holy Cross-Duquesne	Holy Cross	The Crusaders under Bill Osmanski are building.	14
NYU-Georgetown (Fri. night)	Georgetown	Why do they keep scheduling the tough ones if they aren't prepared to meet them on even terms.	28
Harvard-Princeton	Princeton	The winner will emerge as the champion of the Big Three.	6
Lafayette-Rutgers	Rutgers	Rutgers has been playing a lot of football.	13
Penn State-Penn	Penn State	The name of the day in the east—two unbeaten teams.	7
Syracuse Temple	Syracuse	Syracuse hasn't won one since opening day. It's due.	1
SOUTH			
Rice-Arkansas	Arkansas	The Owls have been having a rough time of it. Arkansas still has Clyde Scott.	13
Mississippi-Tate-Auburn	State	Auburn has only one win so far this season. State too tough.	19
Texas-Baylor	Baylor	A full game but Baylor's Bears are protecting an unbeaten record.	7
Furman-Clemson	Clemson	Clemson defeated the champion of Furman's class.	32
Wake Forest-Duke	Wake Forest	Strictly a hunch.	6
Georgia Tech	Georgia	Only North Carolina has beaten Georgia, and only by 7 points.	14
Tennessee-Georgia Tech	Tech	Tennessee Tech will be the champion of the Southern Conference champ.	13
Villanova-Kentucky	Kentucky	Tough pickup. Kentucky is at home, though.	7
La. State-Vanderbilt	La. State	LSU, with a new coach in Gaynell Tinsley, is starting from scratch.	13
William Mary-North Carolina	North Carolina	Who can stop the Tarheels?	20
SMU-Texas A&M	SMU	The Mustangs are the champions of the Southwest Conference.	26
VMI-Tulane	Tulane	Henry Fuka may make Tulane the power of the south. It's on the way.	11
MIDWEST			
Iowa-Illinois	Iowa	The Illini are just plain out on the season.	7
Notre Dame-Indiana	Notre Dame	Who is there to beat the Irish?	26
Navy-Michigan	Michigan	Missouri, Penn. Notre Dame (one loss among them) and now undefeated Michigan. Poor Middle!	7
Missouri-Oklahoma	Oklahoma	Don Faurot's club has too much hipper-dipper.	13
Northwestern-Wisconsin	Northwestern	The Wildcats are back in business.	19
Pittsburgh-Ohio State	Ohio State	They won four in a row. That's where it stops.	13
Oklahoma A&M-Tulsa	Arizona	How the mighty have fallen! Tulsa has yet to win one.	14
FAK WEST			
UCLA-California	California	Clear sailing to the Rose Bowl.	19
Oregon-Washington	Oregon	Washington Huskies are looking for their last three games.	7
Washington State-Oregon State	Oregon State	A traditional rivalry but Oregon has a better record.	6
PROFESSIONAL NATIONAL LEAGUE			
Philadelphia-New York	Eagles	Eagles are the class of the Eastern Division.	21
Washington Redskins-Boston Redskins	Redskins	Sammy Baugh is red hot.	14
Chicago Bears-Los Angeles	Bears	Luckman and Lujack is developing into the best pass defender in the league.	21
Detroit-Chicago Cardinals	Cardinals	The Lions finally won their first game last Sunday, but they played the Packers, not Trippi, Harder, Angsman, et al.	7
Green Bay-Pittsburgh	Green Bay	An off-year for both clubs. Green Bay more versatile.	7
ALL-AMERICAN CONFERENCE			
Baltimore-Cleveland Browns	Browns	The Browns are getting better. Colts losing ground.	14
Buffalo-Brooklyn	Buffalo	George Ratterman is too tricky.	14
Chicago Bears-98ers	98ers	The Rockets just running out of string.	28
Los Angeles Dons-N. Y. Yankees	Dons	Los Angeles is very, very good. Glenn Dobbs will be ready for it.	7
SEASON'S RECORD			
Won, 23; Loss, 60; Ties, 5; Pct., .772.		(Ties don't count.)	
* College games are played Saturday unless otherwise stated; pros play Sunday unless otherwise stated.			
† Point margin represents safest choice, not the official gambling odds.			

1950

'Adult' Fare Hurts Boxoffice, Stirrs Pressure Groups, Say Can Exhibits

Toronto, Nov. 2.

Strong protests that too many "adult entertainment" films are being released to the detriment of the boxoffice, and the "too much" use around the published list of Catholic Church and businessmen's organizations, highlighted the annual meeting of the Picture Theatres Association. Members propose drawing up a new contract form whereby exhibitors will not have to accept so many "adult entertainment" films as are now claimed current.

Overshadowing such other discussion topics as television programs, amusement tax, and furthering music royalty increases and film competition, consensus of 35 theatre managers here was that film producers must be warned of the hazards of too sophisticated film fare which is "chasing away film-goers."

MPMA membership includes the "Big Three" circuit, Famous Players Canadian, Odeon (Rank), and 20th Century Theatres—plus independents.

Too large numbers of films dealing with insanity, hysteria and other pathological subjects are alienating the exhibitors an increasing number of patrons who used to be regular patrons. H. C. D. (Dick) Mann, MPMA president, "Because one such picture probably recouped its cost, it means that the average film-goer wants to see 50 more pictures on the same theme," he said.

Royalty Fee Deadlock
On increased music royalty fees, MPMA and the American Authors and Publishers Assn. of Canada are still deadlocked. In the 1940 scale, according to N. A. (Nat) Taylor, president of 20th Century Theatres (which is in Ontario), Taylor traced, off the record, the "fantastic ideas" of CAPAC in setting new fees. He said that, as negotiations were still proceeding, details couldn't be disclosed as to the proposal. CAPAC set-fee schedule or what MPMA would be satisfied to pay, Canadian exhibitors pay a lower fee than U. S. exhibitors. The ASCAP decisions there will be Continued on page 10.

\$15,000,000 GROSS NOW SPELLS BLACK FOR EL

Gross revenues for Eagle Lion during the current year will hit between \$15,000,000 and \$16,000,000, Arthur Krim, EL president, said this week. During 1948, the full year of its existence, EL has doubled the rentals garnered during '47, which came to about \$8,000,000. For the past 15 weeks, the company has been operating in the profit side of the ledger, Krim said, except for small amortization on film turned out during its first six months.

"Since June 1, not counting B, nine out of 10 of the films released by the company will pay back their negative costs and show a profit," EL president said. "We feel that we are now definitely on the right track."

Exclaiming the company's financial situation, Krim disclosed that the \$11,000,000 in loans which EL obtained through its parent, Famous Industries from a syndicate headed by the First National Bank of Boston has now been reduced to \$1,000,000. Of this sum, films will pay off \$5,000,000 out of their revenues while the other \$3,000,000 on a long-term basis with five years to go.

Krim denied reports that he was in New York for a new loan. While here, he said, he had worked out an agreement with the bank to free \$1,000,000 from sums accumulated by Pathé out of its loans. Under the terms of its loan, EL must obtain the bank's okay before using that money for production purposes.

Pointing up EL's poor prospects, Krim said that the company lost between now and the end of the year had seven films booked into the London and British-Gaumont circuits. These were double-billed either between themselves or with other Yank product. Major circuit booking in England means a minimum of \$600,000 for a package, Krim said.

Techni's \$1,276,905 Net

Technicolor's profit for the third quarter ended Sept. 30 scored a small gain over the equivalent period last year. The take of \$1,276,905 against \$1,146,360 in '47. Earnings were up 11.3 per cent, but the quarter net to last year's \$1.25. Third-quarter profits were sliced somewhat by the cost of a temporary slowdown of operations due to getting in some of the machinery which is part of the expansion program slated for completion by the end of the year, according to Dr. Herbert T. Kalnus, company prez.

Indies Dominate Drive-Ins, Own 515 Of 756 in the S. S.

With affiliated and major circuits kept in check by Government and other major distributors are increasingly taking the initiative in theatre expansion and generating the field of drive-in theatres is strikingly revealed in the small indie's two-to-one dominance in the field of drive-in theatres—the most important development in exhibition circles since the end of the war.

Figures compiled by the research department of the Motion Picture Assn. of America show that out of a national total of 756 drive-ins, independent exhibitors own and operate 515, or 68.1% to 31.9% for the circuits. The indie drive-ins are breaking down the proportion of drive-ins but the former still have a far larger total capacity with 10,000 seats to the 6,000 of the circuits' drive-ins.

These figures contrast with the indie exhibitor status in regular theatres. The indie's ownership figures also comprise by the MPAA last spring. Here the indie holds the majority in number of theatres owned with 10,224, as against 8,988 for the circuits. The circuits' domination of the indoor exhibition field, however, is indicated by their heavy seating preponderance with 1,539,162 seats, as against only 4,657,826 for the indie.

Breakdown of drive-in theatres by exchange areas plus Charlotte, the lead with 10,000 seats, followed by Dallas, 9,500, Cincinnati with 8,500 and Atlanta and Cleveland with 5,100 seats. New York has among the fewest drive-ins with only 10, while Chicago has 15 and Los Angeles 21. Most of the drive-ins run on a single-feature policy with three or four program changes a week. Breakdown of drive-in construction. Out of a total of 86 now in construction, 51 are owned by independent exhibitors. They are responsible for 50 of 86 now for the circuits. The largest number of drive-in theatres are centered in Los Angeles with 11, and Atlanta and Boston with 7 apiece.

Mpls. Indie Drive-Ins

Drive-in circuits are spreading here, independent exhibitors fielding an increasing number of units on an extensive scale. Harold Field announced a new circuit of drive-in exhibitors in 10 town towns where he now has regular theatres. Later he will build in two other towns.

Field has set up a separate circuit. (Continued on page 16)

Pryor Heads N.Y. Critic

New York Film Critics circle has elected Thomas M. Pryor of the New York Times to head the group for the coming year. Waids Hale, Daily News, is vice-chairman, and Joseph Masters, same paper, secretary.

Pryor takes over from Otis L. Guerin, Jr., of the New York Tribune, stepping up from vice-chairman. Meet also voted to elect Charles Clary, of the Brooklyn Eagle, Seymour Peck of the N. Y. Star, and Jose Yglesias, Daily Worker.

A Pleasure
Arthur Krim, prez of Eagle Lion, believes that his company's "Canon City," which Bryan Toy produced, will be the most profitable film made by Hollywood in 1948. The pic, released early in the summer, will show a worldwide gross of \$2,000,000. Krim said. Production cost of "Canon" came to \$350,000.

"It's a real pleasure to sell the film," he said. "By releasing it without slugging the exhibitor on terms, we still make a handsome profit."

Goldman Nixed In Plea vs. Majors

Philadelphia, Nov. 2. Federal William H. Kirkpatrick, in Federal district court, has turned down the plea of William Goldman, indie exhibitor, that Warner Bros. and other major distributors and producers be ordered to divest themselves of theatres in Philadelphia. Goldman also declined Goldman's request for an order in an alternative motion, that the majors from cross-licensing films.

The device, Goldman charged, enabled the majors to control the block first-run circuit from his indie houses.

Refusal of the motions doesn't affect Judge Kirkpatrick's decision in the original case, in which he ordered the distribution of films by competitive bidding and gave Goldman a triple-damage verdict of \$100,000 for the distribution of motion pictures.

This day's decision, however, is a local victory for Warners and its 10 other major distributors. It has scheduled arguments on a motion by Warners, et al., concerning the distribution of their own films. The majors have asked for a ruling on whether the competition for the distribution of films which are produced and distributed by the same company.

COL. LEVINSON WINS S. L. WARNER AWARD

Washington, Nov. 2. The Samuel L. Warner Memorial Award was copped the past week at the convention of the Society of Motion Picture Engineers by Col. Nathan Levinson, technical director of WB. He was one of five honored with a major award at the SMPPE banquet.

Citation mentioned Levinson's "outstanding contributions in radio communications as well as in sound motion pictures." It pointed to his role in the "development of television for theatre use and as a tool for the production of motion pictures."

Citation was read by outgoing president of SMPPE, Loren L. Ry, technical director of Paramount Pictures.

St. Loo Exhibits Denied Review by Sup. Court

St. Louis, Nov. 2.

The U. S. Supreme Court last week denied a request of litigation requested by five St. Louis indie exhibitors, in their anti-trust law complaint against four film distributors and the American Film Assn. The exhibitors sued for \$285,000 damages and asked an injunction against Paramount Pictures Distributing Corp., RKO Radio Pictures, 20th-Fox, Warner Bros. Distributing Corp., and its association.

The plaintiffs were the St. Louis Ambassadors, the St. Louis Theatre, Inc.; Eden Theatre Co., St. Louis Missouri Theatre Inc., and the Fanchon & Alexander Corp. The appeal to the high tribunal was taken following dismissal of the exhibitors' complaint in the lower Federal courts in St. Louis. The Supreme Court has held the association of exhibitors is a legal system of regulation, and rulings of the association can decide disputes on clear grounds. The office of the Apollo and Princess, indies, began the litigation in 1944, and the others joined in.

Eagle Lion's Krim Has His Own Ideas on Picture Star Values

Hyman Bros.' Atomic Chain

Oakridge, Tenn., Nov. 2.

Four theatres in this atomic research center operated by the U. S. Government, are now being leased to Abraham and Solomon Hyman for private operation. Government built the theatres and now they are the benefit of private workers but now is pulling out of the exhibition business.

Hyman Bros. once held an RKO franchise in this territory. They presently operate five houses in Huntington, W. Va., in partnership with RKO.

Special Depts. To Plug Oldies As Fill-In-Fare

Establishment of a special release sales department last week Co. 20th Century Fox announced the sale of Metro's sales organization, points up the fact that, despite a routine loss of new features, studio distributors will still place plenty of emphasis on reissues to keep the picture going.

Situation emphasizes anew the extended boxoffice condition which has been grabbing the attention of the industry. Because of the freeland fare, the extended playing time such as in years past. As a result, a pressing need to plug the freeland fare, more than the studios are apparently able to produce has cropped up within the industry. Because continued high production costs have limited the major's issuance of new pictures, distributors have been forced to turn to reissues.

Creation of the release department by 20th Century Fox, says W. Smith, Jr., indicates that the company will renew its distribution pact with very few of the indie producers whose product it handled during the 1947-48 season. Renewal of the pact has been a source of rumormongers debate. (Continued on page 14)

METRO READING BIG PUSH FOR 25TH ANNI

Metro ad-publicly vicepres Howard Dietz was set as coordinator between the studio and honorees in lining up plans for the company's 25th anniversary celebration next year. Dietz was supposed to have returned from the Coast over the weekend but stayed for further huddles with executive chief Howard Strickling. He's now due back at the homeoffice today (Wed.).

Present plans, which are still in the formative stage, call for all the subsidiaries of the studio to be turned loose in a mass campaign for general public and trade connections. Studio is expected to turn out a two-reel, two-part anniversary film. History and accomplishments similar to the one produced by Warners last year to mark the 20th anniversary of sound.

Special disks are to be pressed for the 25th anniversary of Metro's musical stars. WMGM, Loew's, AM and PM stations in New York City are to be used in a manner similar to that used to mark the station's recent change of name and trade connections. Studio department, too, will advertise the ann in all overseas situations.

Plans of the sales and advertising department, but it's expected that M-G sales vicepres William F. Auer will institute a series of sales drive. Unlike other major distributors, Metro hasn't staged a sales drive since its 20th anniversary celebration five years ago. The one in 1947 probably followed only in an attempt to clear the last single reel featuring the Leo trademark on the screen of every theatre in the country during the drive.

N. Y. to Europe

Sir Ernest Fisher, Robert G. Leffingwell, Sam Sprager, Mrs. Ruby Rosenberg

After a full year of combining his duties as president of Eagle Lion with the new chores as producer for the company, Arthur Krim has reached the conclusion that plenty of players "are stars in Hollywood but not in Kalamazoo." Krim, whose company has registered a sharp climb in boxoffice in the past few months, admits his outfit found out the hard way.

Krim mistakes the first year by taking on players who add nothing to the boxoffice," Krim said. "As a result, we made films which were costlier than they had to be because we wanted names. Later, we learned these names meant little or nothing when the film reached the theatres."

Krim broke down the Hollywood star situation into four groupings. "There are those players, a very small number, who can carry a picture and make it profitable by their own pulling power. Fourth, second group consists of those who cannot make a picture on their own but, second hand, can bring in more than the cost of their salaries in added grosses."

"Third," Krim says, "are those who neither add nor detract from the film. The great bulk of stars fall in this category. Fourth, there are those called stars in Hollywood and rightly so because they are bankable, but who actually keep people out of the theatres."

Krim wants to draw from the top group for four or five films annually. Company, he said, will select stars from the freeland fare. He conceded that the major studios have the advantage of films developed by their own star attractions "rightfully so because these studios built them up over the years."

"There are two other brackets of successful films, those which do come from the indie level."

L. A. to N. Y.

Edward L. Alpersen (John), John H. Warner (Florie), Barbara Bel Geddes (Boy), Kathryn Brown (Boy), Burn Burns (Boy), Joan Davis (Boy), Bill Kythe (Tommy), Carl Fisher (Matty), Fred Fisher (Matty), Frank Garner (Matty), Frankie Gilbert (Matty), Monroe Greenblatt (Matty), Louis Hayward (Matty), Roy Hussey (Matty), Frank Laune (Matty), Ed Lasker (Matty), Janet Leigh (Matty), Bernie Lubner (Matty), George McCarthy (Matty), Patricia Morison (Matty), Pat O'Brien (Matty), Frank Parton (Matty), John F. Payne (Matty), William Pine (Matty), Fred Price (Matty), Morris Aronson (Matty), Carl Schreuer (Matty), Frank Scully (Matty), Douglas Sirk (Matty), John Sutherland (Matty), Esther Tilton (Matty), Jerry Wald (Matty).

Europe to N. Y.

Albert Bouche (Jack), John H. Warner (Florie), Herb Golden (Matty), Bernard Guss (Matty), John H. Warner (Florie), Leonide Kipnis (Matty), Anna Neagle (Matty), John H. Warner (Florie), Harry Alan Towers (Matty), Herbert Wilcox (Matty), Spencer Tracy (Matty), Jerry Wald (Matty).

N. Y. to L. A.

Harry Ackerman (Matty), Spencer Tracy (Matty), George Cukor (Matty), John H. Warner (Florie), John H. Warner (Florie), Carl Lescauer (Matty), Charles Reader (Matty), Charles M. Reagan (Matty), Charles M. Reagan (Matty), Joseph Seigrist (Matty), Ben Washer (Matty), Joseph Winters (Matty).

Par Continues Feelers with Partners Or Others on Breaking Up Theatres

While the Government anti-trust action is set for another go in the courts, Paramount, largest of the theatre-owned majors, is continuing to negotiate with a number of its theatre partners for a break-up of joint holdings. Company, after months of preparation, is attempting to fix a price and has asked for bids from various partners before seeing lawyers on the outside.

Reportedly, Butterfield circuit, consisting of 112 theatres, mainly in Michigan, is one of the chains involved. Par holds a 25% interest in 90 theatres and 33% in 22. RKO has 10% interest in 90 and 33% in 22. Negotiations to move out Butterfield, it's said, have been going on for some months.

Since the company is on a friendly basis with all or almost all partners, it is giving them the first opportunity to acquire the Paramount interest. Where the partner has balked on offering a price or has set one too low according to Par's lights, company has taken one of two alternatives. It has either made efforts to buy out the partner so as to end the joint operation or put out feelers for an outside bid.

Number of big indie exhibitors report cautious sounding-out by Paramount but their interest in acquiring joint holdings. So far, it's said, the feelers indicate only that the indie is getting a little more out of the deal than it could obtain from outside interests.

Par's biggies, it's said, are convinced that the breakup of joint operations is imminent. Hence, the company has initiated surveys and negotiations based on a desire to avoid hasty action that can court order come down.

SEIDELMAN, COHN DUE IN N. Y. FROM ABROAD

Paris, Nov. 2. Joseph H. Seidelman, Universal's foreign chief, is en route to the U. S. on the Queen Elizabeth after a short inspection of the company's market. He was particularly impressed with the Italian situation where he described business as excellent.

Seidelman is coming to Columbia Pictures' vicepres Jack Cohn who's been making the rounds here. He left by plane is ready back in N. Y. Former Chicago nitery impresario Albert Bouche is also on his way back after study local bizstraps.

Par and M-G Settle Ballo Suit; Better Clearance

Baltimore, Nov. 2. Paramount and Metro have settled a \$600,000 suit over a trademark anti-trust action brought against them and four other majors by the Windsor theatre, and its heirs, in Federal court here. Negotiations are being pushed for settlement with 20th-Fox, United Artists, Universal and Warner Bros. on the same terms.

No cash was paid either by Par or M-G in securing a discontinuance of the action. Instead, Windsor guaranteed that it would have availability and given a spin on product.

Attorney had asked the court to enjoin the defendants from feeding its competing houses, Walcott and Hillier, and from Par product, unless it gets the same availability.

Par-Items West

Group of Paramounters planned to do the Coast yesterday (Tues.) in studio huddles on recently completed pic. Those who left were Charles M. Ron, Paul Ralabour, Stanley Shuloff and Ben Washer.

Bernie Ballaban with Henry Gensburg awaits them west.

Busy Gal

Hollywood, Nov. 2. Calamity Jane knew where she was going in the old-western days but now she is riding her horse at the same time on the screen.

Jane Russell plays the Calamity role in Paramount's "Palace." Yvonne de Carlo rides in "Calamity Jane and Sam Bass" for U. I. Cathy Downs gallops for Serecraft in "Calamity Jane and the Texan," and Doris Day is climbing aboard a horse for the same role in a Mike Curtiz musical.

UA Admits Pitch For UK Film Coin Unlikely for OK

United Artists home office officials this week confirmed reports that the company is seeking a loan from the British government's National Film Finance Council to bankroll U. A.'s British picture but admitted they had little chance of success. One of the main points of the original British plan called for the money to be used for the financing of British pictures only, so that the company's loan to U. A. would require Parliamentary action to revise the policy administration.

UA was forced into seeking the loan because of its unique position in England, where most American companies have frozen funds there with which to finance their British-made films, all the frozen funds accrued by U. A. firms in England belong to the indie picture administration throughout the company. Thus, according to U. A. execs, the company hasn't sufficient funds on hand.

N.Y. DIRECTORS' SURVEY OF EASTERN PIC PROD.

First detailed survey of eastern production: its personnel and facilities will be launched within the next couple of weeks by Gene Martell, N. Y. Screen Directors Guild president. Survey's aim is to be line up data on the commercial, educational and documentary fields with respect to their expansion of television film production.

SDG also plans to place the data in the hands of the Mayor's Council on Television, a body of eastern production with well-grounded arguments. Survey will be presented Film Commission, a studio space, working conditions and types of equipment.

'Sorry, 'Sam' Scored

Washington, Nov. 2. Two of the grossest picture titles—"Sorry, Wrong Number" and "Good Sam"—have been nixed by the National Film Commission. That's based on the assumption that it would be unwise to give up the picture to the children.

The Council's review declared of "Wrong Number" that "ethically and morally, there is no justification for a vicious and prurient film of this sort." Of "Good Sam," the Council explained: "Our serious objection to this picture is its lewd and satirical manner in which it goes about its business. The lewd and satirical offend the most important proprieties, as well as reflect on the evengood good taste that is part and parcel of Salvo Army procedure. We regret that the picture is not being withdrawn from the unfortunate Sam; he gains no stature by the performance."

ACCOUNTS FOR 12-18% UNDER '47

Failure of much current product to prove strong enough at the box office to obtain extended playing time is one of the main reasons for film business this year sagging 12-18% below 1947 in principal key cities. This is indicated by a VARIETY survey of theatre business in over 20 keys, including N. Y., Chicago, Philadelphia, Los Angeles and Philadelphia, where biggest grosses are run up by key product.

A typical week this month shows 128 theatres had pictures playing on first-weeks while in comparable week 1947 only 100 houses and films on initial week playdates. Multiplying this differential of 18 theatres by some 20 additional key cities (the 50 biggest cities constitute about 75% of total rental in U. S.), gives some idea of how holdover biz has declined as compared with a year ago.

The dip in 20 representative key cities, as done by VARIETY, reveals only 57 holdover dates plus 12 new engagements in 1948, as against 75 films holding over in corresponding week of 1947. Of the holdovers, 12 were repeats beyond the third week this year. Clickup shows only 19 pictures held over three weeks or longer, against 28 films in 1947. Of these, just 13 played four weeks or over, as against 20 pictures in 1947. Four statuses or longer last year. Figures also reveal that this year (Continued on page 16)

Fear of U.S. Frown On Further Theatre Bldg.

Causes F&M Par Tiff

Hollywood, Nov. 2. Dispute between Paramount and the National Theatre Bldg. Association over the disposition of a valuable piece of unimproved realty on Wilshire in Los Angeles, which is jointly may lead to the courts. F&M is insisting that a theatre be erected on the spot without further delay.

Par, on the other hand, is balking at the possibility of a realty bid by the Government in view of the pending anti-trust action. While the realty is proposed to be sold at once, Par is afraid future court rulings would affect the venture. The realty can be sold, however, there is a likelihood of a partition action in the courts.

SEARS WEST TO WRAP TAKEOVER OF HUGHES' 3

United Artists president Grand Sears heads for the Coast next week to wrap up the takeover of the three pictures by buy back three films he produced originally for UA release. Sears may be heading to Hollywood to meet the UA execs to be bankroll an unspecified number of pik to be taken over by the second-money return for Hughes gaining back his share.

Although negotiations are near completion, Sears definitely won't be in the hands of production until he ascertains what the new UA films are to be, who's to produce them and the nature of the deal. That's based on the assumption that it would be unwise to give up the picture to the children. The picture is to be determined in return for others that are still in the talking stage. Hughes and his associates are just as interested in the new UA productions, since they'll get the second-money return from them.

Hughes' money, which has been reported at \$600,000, will be spread out over more than the three films originally planned. It will be available for the first three months of the year. The term how many pictures are to be made with the coin, Hughes is returning will get his "Outlaw," "Mad Wednesday" and "Vendetta," which he produced as an indie for U. A. These are now to be released by RKO, of which company he's the principal stockholder.

Negotiations to Settle Anti-Trust Suit Collapse: Goes to Bat Next Mon.

Election B.O. Blues

Decline in national film gross in the past month does not stem primarily from many of several causes advanced in recent weeks, according to a new distribution executives, but is a natural result of pre-election inactivity. Every President-elect election year finds picture theatre business suffering, and '48 is no exception.

Current week should see a sharp upturn, with the voting yesterday (Tues.) out of the way.

M-G's Legal Memo For Decree Delay Slapped by Top J

Justice Department hit back last weekend at an anti-trust brief filed with the Supreme Court by Metro-Gwyneth, which called upon the court to bring the record of the case up to date. The memo, handed up with the New York court argued that the divestment issue should not be considered until the court examined the circumstances of the acquisition of each theatre owned by a Big Five defendant company.

In action, Loew's said, it had been in partial compliance with the 1946 decree of the trial court, which was largely overruled by the Supreme court.

"We are aware of no case," said the Justice Department, "which suggests that because partial compliance with the decree is required, the Supreme court should not be considered until the court examined the circumstances of the acquisition of each theatre owned by a Big Five defendant company."

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The only way in which this court may meet the Supreme court's decision to replace the vacated sanctions.

"The case for these provisions might conceivably be met or weakened by proof of changes in the defendants' theatre control acquired subsequent to the closing of the trial record. To the extent that such data is readily available to us we are ourselves incorporating it into our briefs."

The public relations problem is not obligated to keep the record fresh in all respects desired by the defendants and the task is physically impossible, in any event.

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Negotiations for a settlement of the Government's anti-trust action have completely broken down, and short of an unexpected reversal of dickering, the 10-year litigation will start another round Monday (8), when the U. S. federal statutory court responds hearings in the wake of the U. S. Supreme Court ruling. The Big Four—Paramount, 20th-Fox, Metro and Warner Bros.—scaled off their peace efforts this week in the face of an unsoftening demand by U. S. Attorney General Tom Clark that the companies restrict themselves to solo showings in cities over 100,000 population.

Both Government and defense strategy point up a critical legal battle during the first two days of the hearing, which may determine the entire course of the new trial. Dept. of Justice has indicated to defendants that it will continue to ask the court for an order directing the majors to file a plan of divestment of theatres and to make applicable both to partnership and wholly-owned houses, would list all theatres to be sold and require the defendants propose to go about it. They would also include any houses owned by the Supreme Court as part of divestiture requirements.

D of J expected to push the argument that the Supreme Court has ruled most theatre operations illegal. It will contend that no further evidence is necessary as to particular situations and that the only step now needed is implementation of the high court decision by a plan of divestiture.

Major company legalities are now on the issue. Briefs currently being prepared argue the point at issue. The Supreme Court has ruled that the companies must bring in new evidence referring to each of the thousands of defendants that it sues.

If the three-judge court orders introduction of evidence, it is believed that the Supreme Court will, in turn, means added pressure on the Government to accede to the companies' demands. If it is thought, would then be on the spot, particularly with a new ad.

(Continued on page 52)

EINFELD SLATED TO START JAN. 1 AT 20TH

Hollywood, Nov. 2. Charles Einfield, pres of the inactive Enterprise Productions, is set to take over as ad-publicity vicepres for 20th-Fox on a five-year contract starting Jan. 1. He will headquarter in New York.

Einfield's position is a new one, since 20th has never before had an ad-publicity vicepres. As a result, it's believed that no changes in the company's ad-publicity policy will be effected. Einfield's position is a new one, since 20th has never before had an ad-publicity vicepres. As a result, it's believed that no changes in the company's ad-publicity policy will be effected.

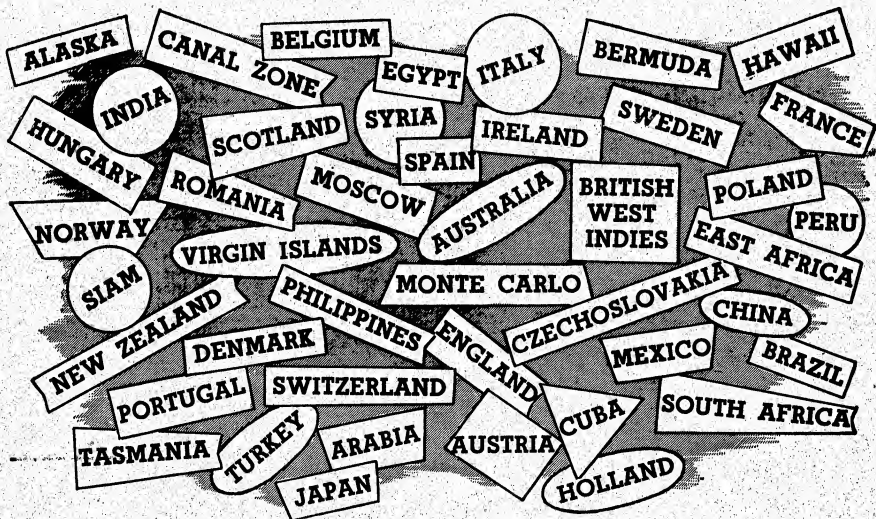
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Every business has a TRADE MARK—Not many rate a HALL MARK

It's simple to get a trade mark.

Tell Uncle Sam you're going into business, register the name, pay the fee and there you are—set to sink or swim.

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gold and silver articles assayed by them. You can't get around that kind of weighing.

In this country, the words have come to mean "a distinctive mark or token of genuineness." You can't get around that kind of weighing, either!

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NEW CHAPTER IN
THE ANNALS OF
SCREEN ACCLAIM!

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

20
CENTURY-FOX

World Premiere Engagement RIVOLI THEATRE, N.Y. *Tomorrow*



27 YEAR RECORD!

New all-time high at Loew's State, Broadway's De Luxe Show Shop, topping famed "Easter Parade," previous record-holder!

HAPPY THANKSGIVING!

Simultaneous bookings nationwide for the biggest holiday clean-up ever!

TRADE PRESS RIGHT!

"Heavy money picture."—*M. P. Daily*. "Smash hit, has everything."—*Boxoffice*. "Everything a showman's heart could wish for."—*M. P. Herald*. "Top grosser. Standout."—*Exhibitor*. "Smash business."—*Showmen's Trade Review*. "Socko boxoffice right down the line."—*Variety*.

N. Y. PRESS DITTO!

"Big wonderful picture."—*Sun*. "A heaping dish."—*Times*. "Superb example of Hollywood production magnitude."—*Herald Tribune*. "Dumas tale screened in rootin', tootin' style."—*Journal-American*. "Unadulterated entertainment for Broadway film shoppers."—*News*. "Will start the blood racing."—*Mirror*. "Lana Turner lavishes her earthy charms more than ever."—*World-Telegram*.

M-G-M presents Alexandre Dumas' "THE THREE MUSKETEERS" starring LANA TURNER, GENE KELLY, JUNE ALLYSON, VAN HEFLIN, ANGELA LANSBURY, FRANK MORGAN, VINCENT PRICE, KEENAN WYNN, JOHN SUTTON, GIG YOUNG. Color by TECHNICOLOR. Screen Play by Robert Ardrey. Directed by GEORGE SIDNEY. Produced by PANDRO S. BERMAN.

Indie Distrib's Stance on French Treaty Likely to Cause Mad Scramble

New Franco-American film agreement, which limits any single U. S. distributor's export to France to 11 pictures a year, will eventually resolve this indie-mad scramble among the smaller companies, such as Republic and Monogram, to new up French rights for American major product. That's the opinion of indie film producers, who regard the agreement as only a makeshift solution on the part of the majors to beat them out in competition for the French market.

Under the plan, the total U. S. export to France is limited to 121 films yearly, which has been broken down to 11 films for each of the 10 distrib outlets and 11 for the combined indie. The majors, which have a year's head start, will need 11, they'll be making all sorts of deals with the majors for the balance of their quotas, and, of course, will snare a majority of the earnings on such films, which means they actually be releasing more than their quota of 11.

Indies, while deciding to go along with the plan, the only way left open to them, continue to regard it as extremely unsatisfactory. Since established offices such as France, which guarantees French pictures five out of each 11 weeks a year, time, was not available to the French industry, they believe that they will be able to get a 40% quota of French pictures, which is the same as the British 45% quota. And if that was enough for the British, the indie avers, why the need for the French to impose the numerical restrictions?

Even though the French agreement was set up by the French and U. S. governments, the indie believe it was imposed by the major companies. Indies are now trying to devise some plan that can give them the same consideration a fairer break in France.

Italian Talent Agency Setup in Sharp Need Of Overhauling, Hypoing

Rome, Oct. 19. — Talent agency setup in Italy, as well as in the rest of continental Europe, needs overhauling. So much development. With foreign film production still on the rise here, there's a lot of business available for agencies, both talent and technical. Situation so ripe for demonstration section for skilled agents who can supply actors, costumes, props, scenery, and stage agencies, here are nonexistent.

There are a few lone-wolf operators with adequate contacts, but they weren't prepared to cope with an influx of American and English production companies. Nor did they have the know-how to deal with foreigners or get them what they wanted. The few independents here who have worked with film companies have an uneasy local position, and the flexible nature governing agency contracts have permitted all kinds of shady dealings.

Cinequid in Final Spleen As Ronald Neame Vamps

London, Oct. 26. — Breakup of the original Cinequid team, begun when Anthony Havelock-Allen formed his own production outfit last year, has now been made complete by the withdrawal of Ronald Neame, who has sold his holdings back to the company and is starting his own producing outfit.

Like Havelock-Allen, whose break from Cinequid to start Continental Films led to his departing from the Roman group, Neame intends that his new outfit, which will be known as Ronald Neame Productions, should continue under the Rank banner.

First production of the new company will be a comedy, "The Master," which will go on location in North Africa before shooting starts at Pinewood in the spring.

Norton V. Ritschey, Monogram's foreign chief, is now in Copenhagen, and due back in U. S. mid-November.

Straus' Zurich Preen

London, Nov. 2.

Oscar Straus has left for Zurich, where he'll conduct the premiere of his new opera, "Die Frau im Kommt" ("Here Comes the Waltz") at the Opera House, Nov. 6.

Straus was guest conductor with the London Symphony Orchestra at Exeter Hall, here, Oct. 17-18, drew a capacity crowd of 10,000, and score a rousing success.

Hungary Film Setup Complete

Washington, Nov. 2.

Nationalization of the Hungarian motion picture industry has been virtually completed with the creation of three government corporations to handle production, distribution and exhibition.

Magyar Filmgyarto Ny (Hungarian Motion Picture Manufacturing, Nationalized Enterprise) has been created to produce. Magyar Filmforgalmazas Ny (Hungarian Film Trading) is set up for distribution, export and import of pictures. Magyar Filmvetulo Ny (Hungarian Film Rental) has been developed to operate build and use theatres.

Revamp of the industry has three goals, according to N. D. Golden, of Dept. of Commerce. To step up share of home-made pictures to 10% from 1% to 15% for features and 20-25% for documentaries in the next year. To bring down production cost, particularly in film centers, in the next few years. To step up weekly attendance to at least present 1,000,000 to 10 to 1,500,000.

COLOR PIX VIA NORMAL CAMERA, BRITISH CLAIM

London, Oct. 26.

A revolutionary color film system—revolutionary because a normal camera can be used—has been developed by A. J. Taylor, managing director of chairman of Radiant Films Ltd. Commercial trips are now in the offing.

Taylor has been approached by a number of film companies and satisfactory tests have already been completed. Several second-feature films are now being produced in this system and short and feature films are at present being exhibited in places of which have been processed by the Radiantcolor Laboratories.

Russe Putsch in Poland

Full-run film ban on all imported films, including those emanating from Hollywood, has been imposed by the Polish government, according to a dispatch received by the Motion Picture Export Assn. Foreign pic have been ordered off the screen to clear the way for the Soviet film festival. The ban was imposed Oct. 7 but only disclosed Nov. 2.

During the period, theatres in key cities and large provincial towns are playing only Russian and Polish pic.

Current London Shows

(Figures show weeks of run)

- "A. L. Carle," Savoy (20).
- "Anna Lucasta," Majestic (35).
- "Black and Blue," Gaumont (74).
- "Bliss by Night," Adelphi (80).
- "The Blue Bird," Gaumont (26).
- "Browning," Picture (80).
- "Case Peacock," Strand (30).
- "Children of Paradise," Ufa (62).
- "Don't Listen," St. Jas (9).
- "Eden Kane," Ufa (26).
- "Edward My Son," Lyric (75).
- "Four Five Six," York (4).
- "Helen of Troy," Gaumont (21).
- "Happiest Days," Apollo (32).
- "Kid From Strat," Princess (5).
- "Lamb of God," Gaumont (80).
- "Medea," Odeon (16).
- "On Record," Piccadilly (30).
- "Perfect Woman," Drury (79).
- "Perfect Woman," Playhouse (8).
- "Rain on Just," Ald. (62).
- "The Road to Rome," Gaumont (21).
- "Starlight Road," Hipp. (52).
- "Travelers Joy," Hipp. (52).
- "Tender Again," Vic. Pal. (82).
- "Worms View," Whitehall (78).

Brazil's Ceiling on Film Rentals Wrks U. S. Distribs, Who Fear Spread

Aussie Exhibs Trying To Nix British 15% Quota

Brisbane, Oct. 27.

Queensland exhibitors will be pelted shortly to have their compulsory screening of British pic nixed. They succeed, and the British exhibitors without the Aussie zone will ask for similar nix.

A majority of exhibs felt that British pic should now be allowed to stand on their own boxoffice feet without benefit of quota. American pic have no protection here; exhibs rather can reject 25% of pic actually contracted for. This gives British pic easy sliding with the 15% compulsory screening order.

British pic in recent months have been slipping in here, mainly because of poor story material featuring heavy drama.

'Bugles' Gets Sour Censor Reception in Aussie Due To Profanity, But Biz Boff

Sydney, Oct. 27.

Action of the police is temporarily closing a production of Sumner Locke-Elliott's army life picture, "Bugles," because allegedly blasphemous and obscene words proved a wonderful success. The picture, presented by Filton at her Independent theatre, North Sydney, the show is now doing well. Business and exhibs are under way to have it done in other Aussie cities.

On Oct. 21, "Bugles" ran into censor trouble next evening when presented to the overboarded of such words as "bastard" and "bloody." Later the pic resumed. Chief censor, on Oct. 21, Chief censor Jim Baddeley after deletion of the offending words. Baddeley has the authority to nix anything his officers report as unfit for the public.

"Bugles" is set in an Aussie ordnance camp in northern Australia during the past war. The picture is the work of the U. S. and Australian censors permitted. However, its language is too much for the other hand, Miss Filton pointed out that when the Old Army here, there was no objection to its pungent dialog.

"Bugles" Offered Broadway Summer Lock-Elliott stated in New York Monday that he was completely innocent of writing an obscene or indecent play. Everyone knows he said, that Australian soldiers used words like "bastard" and "bloody" and the expressions are in the pic. Furthermore, he says, three of the most successful pictures in Broadway history, "Respectful Prostitute" and "Mister Roberts" contain phrases like those in "Bugles." "Bugles" yet the New York police haven't interfered.

Germany's Doris Filton's organization, Locke-Elliott noted, is a group similar to that of the Provincial Playhouse. Filton considered "Bugles" for Broadway, he said, feeling that the plot basically too Australian for an American audience. Now, however, in the wake of newspaper publicity in Sydney, he intends to place it on the market. Another who has been in the U. S. for several years is writing a picture for radio and recently sold another play, "Wicked Is the Vine," to the Kraft Television Theatre.

\$70,000 Peak Into Wage

Anna Magnani, Rome, Oct. 26. — "Open City" and "Paisan" have signed a one-picture deal with the Rome studio which will give her the biggest chunk of money ever paid an Italian performer for a picture. In an Italian feature film, Star is being paid \$70,000 (in lira) for the stint.

Italian pic generally do not exceed \$150,000 for their entire budget. Rossellini is director but not producer of the film, which involves around Monte Carlo as the scene of action.

Action of the Brazilian government has been clamping a ceiling on American film rentals may turn out to be the most disastrous of the economic measures that exporters abroad. That's the alarmed reaction of top industry officials, who fear Brazil's new export duty ceiling for the first time imposes a limit on the amount of money that American exhibs can earn at a foreign boxoffice.

As a result of opposition to the new Brazil arrangement, members of the Motion Picture Export Assn. have withheld approval of the deal with the subject coming up again at the next MPESA meeting for this week or next.

Chief danger in this brand new type of restriction is that other foreign governments, casting about for ways of taping up American dollars, may follow Brazil's lead. Past events have already proved that such actions have a mushrooming effect, and had the active and restrictive measures now in force against U. S. films in foreign countries, the American exhibs would be in a position abroad than ever, according to the film spokesmen.

New deal was set by Brazil last week by the Motion Picture Export Assn. International Division. Industry officials, who had hoped would be able to work out some arrangement on remittance of money, and had hoped that the exhibs, despite the possible effects of exchange, would have agreed to be okayed by the State Dept. They believe Mayer was forced into it as the exhibs' position abroad than ever, according to the film spokesmen.

Brazilian action sets a limit of 45% rentals for any American company over a year's time. While individual pictures can exceed that limit, the exhibs will have to be sold at lower terms in order to average the 45%. In effect, consequently, the exhibs will have to find themselves in a far worse position than they are in any other country. Even with no quota set on the number of pictures that can be imported, the exhibs are restricted as to the amount of money their company can earn within the country.

Austria to Swap Eight Pix for 32 German Ones In New Exchange Pact

Vienna, Oct. 19.

The Austro-German film exchange agreement was signed Oct. 16 at Bad Reichenhall, near the Austro-German border. It provides for Austria to send eight pic to Bzonia, in exchange for 32 German ones. Twelve other Austrian pic will be exported to Germany, outside the agreement.

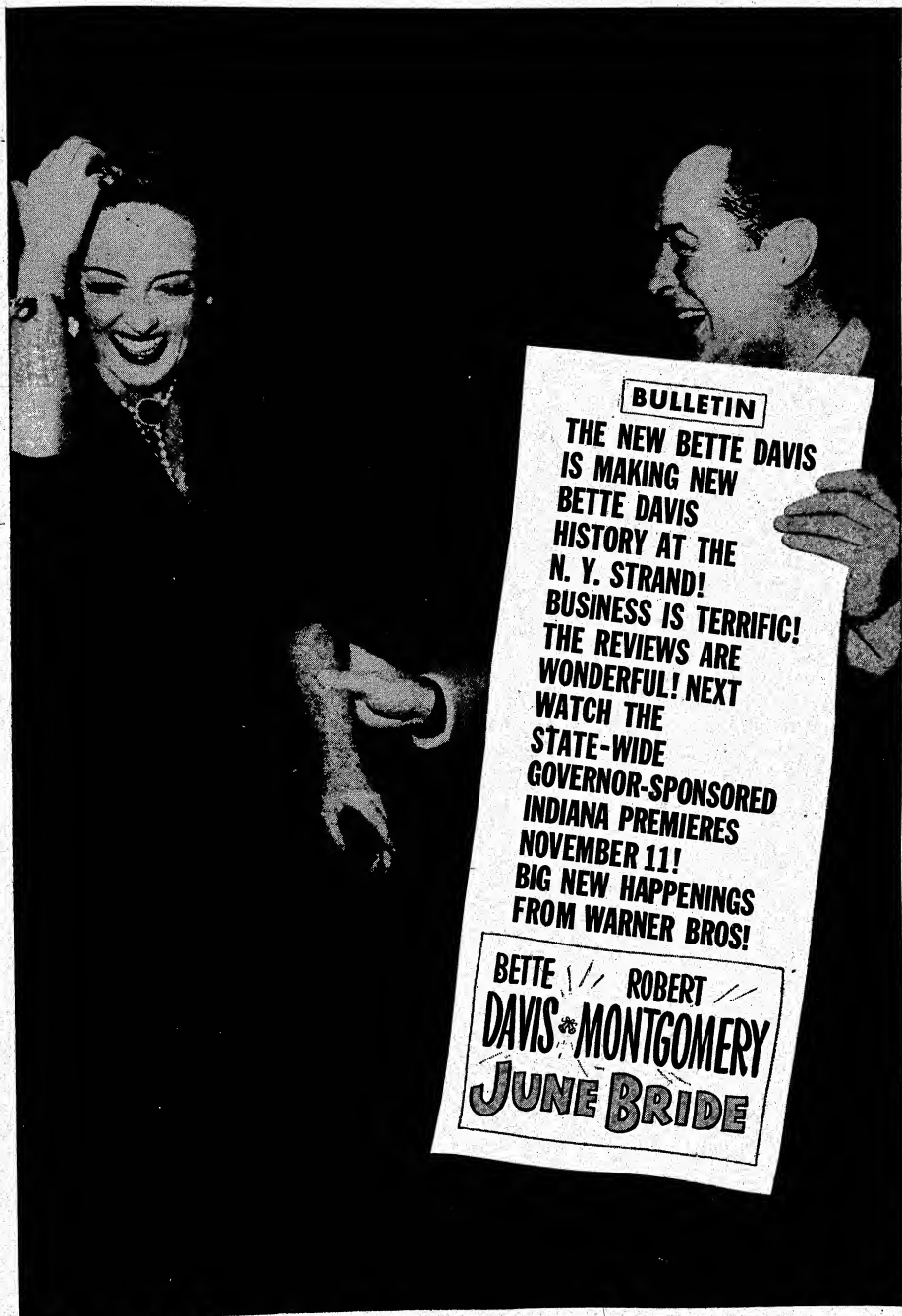
Germany was represented by Erich Pommer, chief of the German ISB film branch, and Kurt Dertel, of the German producers association. Friedrich Stuckel of the Trade Ministry, and Fritz Kersch, of actors Union, represented Austria.

\$2,400,000 Annual Gross For U. S. Films in Panama

Washington, Nov. 2.

American films are grossing about \$2,400,000 a year in the Republic of Panama, of which about \$1,440,000 comes back to the producers. The Motion Picture Export Assn. reports Nathan D. Golden, chief of the motion picture branch of the U. S. State Dept., that the Republic of Panama has never due to the unfavorable economic situation in the country, film exports have been suffering a sharp decline in biz, compared with the early months of this year.

Imports of films from Panama comes from Mexico and Argentina, each of which supplies about 10% of the total. The Republic of Panama provides 5% of the total product.



BULLETIN

**THE NEW BETTE DAVIS
IS MAKING NEW
BETTE DAVIS
HISTORY AT THE
N. Y. STRAND!
BUSINESS IS TERRIFIC!
THE REVIEWS ARE
WONDERFUL! NEXT
WATCH THE
STATE-WIDE
GOVERNOR-SPONSORED
INDIANA PREMIERES
NOVEMBER 11!
BIG NEW HAPPENINGS
FROM WARNER BROS!**

**BETTE DAVIS ROBERT MONTGOMERY
JUNE BRIDE**

WITH
**FAY Bainter BETTY LYNN
TOM TULLY**

Screen Play by Harold MacDougall - Based on a Play by Ellen Tigh and Greenh's Lintner

DIRECTED BY BRETAGNE WINDUST PRODUCED BY HENRY BLANKE





HOW'D YOU LIKE TO BE IN THE POSITION

TO CASH IN ON
"A wacky, zany film... whose
sequences bring down the
house."
HOLLYWOOD REPORTER



"Plenty of humor throughout. Name draw boxoffice appeal. Wynn takes honors in laugh division?"
THE EXHIBITOR

"Quality production has right materials. Fashioned for laughs?"
FILM DAILY

"One of the zaniest bounciest laugh-evokers of year. An almost unbelievably fast pace to finish in romp?"
INDEPENDENT

"Should do business everywhere. 95 minutes of entertainment?"
SHOWMEN'S

"Full of lively laughs. Handsomely staged. A sure-fire attraction for 'A' playing time?"
BOXOFFICE

"Should pay off well at the boxoffice. Audience continually delighted. Told at a furious speed, performed smartly?"
MP HERALD

"Should keep coin rolling into UA tills. Wonderful cast. Rare comedy?"
DAILY VARIETY

"A wacky, zany film... whose sequences bring down the house?"
HOLLYWOOD REPORTER

"High-speed comedy full of mirthful complications. Preview audience rollicked with continuous laughter?"
MP DAILY

"Welcome batch of slapstick should score nicely. A load of laughs?"
VARIETY



particularly wonderful for the type who goes for the type who cannot type!

Harry M. Popkin presents
LARAINÉ DAY • KIRK DOUGLAS
KEENAN WYNN • HELEN WALKER

"My Dear Secretary"

RUDY VALLEE • Florence Bates • Alan Mowbray
Gale Robbins • Irene Ryan • Grady Sutton

Produced by Leo C. Popkin • Written and
Directed by Charles Martin • A Harry M. Popkin Production

It's the
biggest
parade
of sec's
since the
typewriter
was invented!

Released thru **UA**

ANYTHING GOES ON TV FOR 6 MONTHS, THEN VIEWERS START TO GET FUSSY

By GEORGE ROSEN

The average television viewer, once the novelty aspect wears off, becomes more selective in his taste. During the initial weeks of his "inoculation" into video he watches practically anything. After about six months, if he hasn't been weaned, he sees, it's a pretty safe bet he'll turn his set off altogether.

One of the significant revelations in this cross-section poll of television set owners, completed on behalf of Variety by Pulse, Inc., is that, in contrast to the 72.8% who frankly acknowledge that they "used to watch regardless of program," only 42.6% of these same set owners now admit to "watching anyhow" after the novelty has worn off.

This selectivity fact among set owners conditioned to television as a permanent fixture in their homes is but one of many conclusions unearthed as a result of a special study made Pulse survey for *Variety*. The various aspects of this study will be treated in a series of three articles of which this is the first. They show definitely how watching habits, and as such, it is hoped, will be of interest to show business. There are reasons should give a definite indication on eventual film and theatricaling habits.

Adding 30,000 Monthly

This Pulse sample is one of the most representative surveys ever made, embracing a total of 258 home set owners in Greater New

97.6% Say 'Buy It'

Would you advise your friends to buy a television set?

Yes	97.6%
Would recommend	32.4%
Don't know	1.6%
Don't know	2.8%

Total respondents 258 100.0

York and covers 10 areas, including the five boroughs, also Nassau and Westchester Counties and Dutch, Bergen and Essex Counties in New Jersey. The opinions tabulated are in all economic and age brackets. The survey further reveals that of the 600,000 sets now scattered throughout the television markets in the U. S., approximately half, or something over 300,000 are in and around Greater New York. Home installations are being made at the rate of nearly 300,000 monthly in the New York area alone, a figure in itself which has startling overtones, for at a clip of almost 1,000 home installations a day around N. Y., here's the definite clincher on TV's bigtime expansion.

To arrive at the most convincing data possible as to how television listening habits will ultimately shape up, the poll was spotlighted on those who have had their sets at least six months. The breakdown on Greater New York home set ownership is as follows: Those having their sets one year or more, 95%; nine months to one year, 83%; six months to nine months, 24%; three to six months, 18% and less than three months, 18%. Thus, with 58% of TV home set owners still within the "first six months" bracket, it's revealing the majority has not yet really emerged from its novelty stage.

Loyalty Listening

Pulse excursions into TV trends are around the country reveal that, although the *Variety* sample was held within the Greater New York area, it reveals the same attitudes and opinions among viewers in Boston, Philadelphia, Washington, Baltimore, Chicago, etc.

To be noted is that while 146 set owners, or 56.6% of the 258 poll respondents admit they would not hesitate to now turn off their sets if not finding a program they like, 42.6% say they continue to look, no matter what programs are on. This reveals a strong sense of loyalty toward the new medium, further reflected in the fact that,

Present Loyalty to Tele

If you can't find any television programs to your liking, do you turn off the set or do you watch one of the programs anyhow?

No. of	
no program liked	146 56.6%
Watch anyhow	110 42.6%
Don't know	2 0.8%
Total Respondents	258 100%

Past Loyalty to Tele

In the past did you use to view regardless of what was on?

No. of	
Did not watch programs not liked	66 25.6%
Used to watch regardless of program	188 72.8%
Don't know	4 1.6%
Total Respondents	258 100%

when asked if they would advise their friends to buy a television set, 97% of all respondents answered yes.

Tied in with any viewer's exercise of selectivity, of course, is the increase in programming over the past year and the advance in quality of entertainment. If, as the survey bears out, 56% now turn off their TV sets because they "no like," it's also because today they know that there will be another program in a few minutes more to their taste. Even six months ago they had little or no choice but the novelty aspect lulled their discrimination.

The fact that there still are 42% who will "watch anyhow" reveals the viewers' faith in television based on the constantly changing and improved programming schedule, plus a desire to have television fill their entertainment needs. They're willing to stay with it because of the expectancy of better things to come.

Favorite Programs

Between April and August of this year there was an increase of 28% in the total hours of TV programming on New York stations, and the types of programs shown.

Length of the average television sitting, number of viewers per session, along with other trends in TV habits, will be discussed in the next installment of this Pulse survey, to be published next week.

As the average television viewer is conditioned to television as a permanent fixture in their homes, it is hoped, will be of interest to show business. There are reasons should give a definite indication on eventual film and theatricaling habits.

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based are mainly following the trend revealed by the viewers' likes and dislikes. For example, 17.5% of those polled in this survey expressed a preference for feature films, and between last April and August there was a 18% increase in pictures presented on TV. Similarly, it would appear that the television has been satisfied with news programs and that the stations have been arranging their program schedules accordingly. On the question of favorite type of program, only 23% registered a preference for news. On the air only a 2% increase in video time was allotted to news programming. The trend is also seen in the recent surge in dramatic programming, particularly Sunday nights with the Philco Playhouse, Ford Theatre, Actors' Studio shows. A total of 19% of those polled listed drama and actors as their favorite program type, topped only by the viewer preference for the variety-comedy program. The exact percentage on the vaudeo shows and the favorite program question in general, will be discussed in another article based on this survey.

Nix on News

If the interest in news programs is an almost overwhelming nix, as the poll suggests, the blame can probably be traced to the failure of television to achieve an attractive picture and formula in news-entertainment technique for the video medium. Despite the emphasis put on news programming by all New York radio stations, it is conceded within and outside the trade that not one station has as yet fully emerged which is televisionized in patterns and execution. On the other hand, give the viewer a well-produced dramatic program, and his appetite is whetted for more. The answer is found in the mounting ratings for dramatic fare. If, too, the audience clamors for more variety programming, as will be indicated by the poll, it's because in "Texaco Star Theatre" and "Toast of the Town" viewers like to see the presenters and how they are presented.

Length of the average television sitting, number of viewers per session, along with other trends in TV habits, will be discussed in the next installment of this Pulse survey, to be published next week.

Midwest TV Medico Clinic

Omaha, Nov. 2. First important television test was made here during the recent Midwest Clinic attended by many doctors from the midwest and some from distant points.

It is also believed that this was the first televised medical clinic of its kind. WOV had two cameras at St. Joseph's hospital and screens were set up in the society's convalescent rooms. Eighteen patients by CBS and WOV receivers at advantageous points and reception was excellent.

ELGIN-AMERICAN'S

2-HR. TURKEY SPREAD

The traditional two-hour, all-star spread on radio at Thanksgiving and Christmas are to have a counterpart in TV this year. Elgin-American, sponsor of the Groucho Marx Show on ABC, will bankroll a two-hour Thanksgiving revue of top Music Corp. of America acts on the ABC-TV network.

Live show will be aired on the eastern network Nov. 26 and kinescope recordings will be flown to Chicago for piping to the midwest hookup the following Monday, Nov. 29.

Such stars as Georgia Gibbs and Phil Silvers are being booked by ABC producer Burke Crosby. Revue will originate from the Webb's Ritz theatre, N. Y., and is being toured by the net as the biggest star array since WJZ-TV's premiere reprise of old Palace vaudeo days.

Show won't touch the competitive NBC splurges, by Elgin Watches on ABC and by Wrigley on CBS, both of which are slated in afternoon hours.

Poor Richard Award For Inventor of TV Scanner

Philadelphia, Nov. 2. Dr. Vladimir K. Zworykin, inventor of the electronic scanner, will be the next recipient of the annual Poor Richard Gold Medal.

The presentation will be made Jan. 17, 1949, with ceremonies held in the Franklin Institute, a program designed to foster observance of Franklin's birthday.

Zworykin, veep and technical consultant at the RCA Laboratories Division, Princeton, N. J., is also the inventor of the iconoscope, which was replaced last year by another of his inventions, the orthicon tube, both which are employed in television cameras.

Can't Yet Gaze

TV's Inroads on Show Biz—Katz

Television today may be cutting deeply into other forms of show biz, but any attempt to predict that the situation will change in the future is extremely shortsighted. That warning was sounded last week by CBS' chief executive, Oscar Katz, who emphasized that TV is still "young, rude, unpredictable" and "needs aspects of its growth," and that tele researchers must take this into account.

Speaking at the seventh annual luncheon of Pulse, Inc., at the Hotel Biltmore, N. Y., Katz, referred to the "inroads" being placed in tele's effects on radio listening, newspaper and magazine reading and attendance at the theatre. Let me assure you that I appreciate the importance of keeping abreast of developments in these areas," he said. "I have no quarrel with such research as long as it is interpreted as descriptive research. That is, as long as it is used to indicate present status in a changing scene."

"But, I think that we are being shortsighted, even a bit panicky, if we try to make predictions of the future and predictive research, and if we let it occupy the center of research."

"We must remember that these general considerations linking television with other media are exactly the ones that are most likely to be unstable and subject to change. It is in its place in the communications field. It will affect, and it will be affected, by the other media. But we must not confuse the attention which the infant commands with its future adult role in the family."

Sponsors Should Experiment with pertinent points offered by Katz:

1. It would be unwise for a television station to make a choice of TV programs based on current program - type preferences. Thus, in selecting a show for sale, an advertiser should have an experimental attitude more than he has in the past.

2. The three older N. Y. TV stations (WABD, WCBS-TV, and WNET) are about equal with regard to picture quality. Percentage of viewers reporting good reception for the three 90, 52 and 50, as compared to 87, 52 and 40 a year ago.

3. Type of audience is changing as the medium expands, with research indicating the audience will undergo changes, only in more solid, but only in socio-economic structure, but also in color, race and age.

4. Unlike radio, which interests more women proportionately than men, 93% of a group of families interviewed reported men more interested in TV. "I don't know yet what extent this greater interest in the part of men is a temporary phenomenon," Katz said. "I think that television still has a great appeal. Or it may be due to the specific programming now available. Or it might turn out to be a permanent situation. The rate, this characteristic of the audience will bear watching."

WGN-TV Sheds ASCAP

Chicago, Nov. 2. Uncertainties about ASCAP's pending position on TV rights were resolved by the Chicago Tribune's WGN-TV last week. The management decided that only BMI and PD tunes would be used after Nov. 1. Other tunes here have no indication of following suit.

In making the break Frank Scheraga, WGN-TV's general manager, said simply: "We're going to try to operate without ASCAP tunes. WGN-TV shows most likely to be hampered by the policy include "Club Television" and an amateur hour "Stars of Tomorrow."

"WGN-TV has an affiliation pact with the DeMont, New York."

El Paso—Frank Juncell, Southern Network Director of Station Relations, has assigned his assistant to the prez of Texas Technological College at Lubbock, Robert Canavan, new editor of KROD, will assume most of the duties of Juncell.

What Does 3.26 Mean in your TV Life?

Results of VARIETY Survey of TV Viewers

Will the 3.26 hold up when Television hits its stride?

If so, how much will it contribute toward changing family patterns and habits?

What effect will television's 3.26 have on future filmpgoing habits, on radio listening, and on conversational pieces?

(Plus More Questions and Answers)

Second Installment Next Week

Wolfson-Meyer Theatres in Bid To Solve WTVJ (Miami) Com Troubles

Miami, Nov. 2. Special hearings by the FCC on financial status of proposed WTVJ, for which the commission had issued a permit to construct and then rescinded the order on a charge of change in backers without being notified, took place here last week, when Robert Venn, general manager and vicepres of the operating company which had applied, filed an appeal against the decision.

With FCC vice chairman Paul Walker receiving testimony and commission attorney Walter Nelson handling cross-questioning, the hearings revealed that:

Venn, general manager of the Southern Radio and Television Equipment Co., denied any change in the financial setup which had led to the FCC revocation of the permit. Venn said he was forced to seek new backing when E. N. Cloughton (Cloughton theatres-Florida) showed "disinterest" in the video company. In 1947, Venn said, Cloughton sought to withdraw and asked for return of \$109,600 in checks which Cloughton had posted for a 32% interest in the station. He added that the checks were held for months, at Cloughton's request.

The Cloughton checks were returned when the Wolfson-Meyer (Wometco) Theatre Enterprises, Inc., offered to purchase control of the video corporation, early in 1948. Then, Venn stated, he filed an amended application with the FCC. Subsequently, Venn was employed by the Wolfson-Meyer interests to work with proposed station WKMG (AM), which is now in operation, and the most powerful independent station in the area. Venn is vicepres and general manager.

Mitchell Wolfson testified that

his company had invested or committed more than \$300,000 in the television station. If permitted to take control, his company, Wolfson added, is prepared to underwrite financial losses.

Wolfson insisted that information on his company's plans was filed with the FCC soon after negotiations were ended early this year.

Further testimony brought out that Cloughton had withdrawn his financial support of the proposed station after the original application for permit had been filed. Decision to withdraw came, when he lost interest because of shrinkage in stock values in 1947. He revealed also, that he had notes in the amount of \$1,250,000 with New York banks.

Appealing in behalf of distributors of television sets in this area, Harold Friedman said that more than \$1,000,000 invested in sets by distributors was threatened by the cancellations of the permit.

If FCC approves the transfer and restores the permit, Venn will become general manager of WTVJ, with Clyde Lucas, former name band leader, in charge of production.

Decision by the FCC is under advisement.

Hub Tele Bowls 'Em

Boston, Nov. 2. Hub, always big for sports, gets a new TV offering this week with the first local viewing of bowling.

Thursday evening show of WBZ-TV to feature matches between top commercial teams, first one between the John Hancock Insurance team and that of Lever Bros. Westinghouse station is offering five individual trophies during the season. Telecasts are between 10 and 11 p.m.

Syracuse Sets Its Video Sights for Dec. Preem

Syracuse, Nov. 2. Television will come to Syracuse in December if plans of the Meredith Syracuse Television Corp. come through. Main obstacle is getting equipment, here and in other officials say.

The corporation last week bought the Cine-Simplex Corp. to house transmitters, studios and business offices. The structure has 17,200 sq. ft. of floor space and already has over 10,000 worth of electrical wiring and apparatus.

New Syracuse company, subsidiary of the Meredith Co. of Iowa, publishers of Better Homes and Gardens magazine, already has been assigned a call number and frequency channel. Now pending before the FCC and CMA is a request to erect a 500-foot sending tower.

New Tele Business

"Andrea Radio signed to sponsor 'Camera Headlines' over WABD (DuMont N. Y.). Show is one of the 10-minute news shows featured in the station's new daytime programming schedule.

Polaroid Television Filters inked to sponsor half an hour of late evening wrestling matches offered by DuMont from Park Arena, Caydon, Inc., is the agency.

Jay Polato Chips, through Kaufman & Associates, will sponsor 15-minute "Duffy Derby" weekly on WBKS, CH, starting Nov. 10. Ernie Simon, disk jock, will emcee.

National Plywoods, Inc., through MacDonald-Cook Co., bankrolling 15-minute "Second Guessers" weekly on WENR-TV, CH, starting Nov. 7.

Bulova Watch, through Biow Co., has renewed its 28 weekly time signal on WGN-TV, CH, starting Nov. 7.

BVD Corp., through Grey AD Agency, has renewed its sked of three weekly weather reports for 26 weeks on WGN-TV, CH.

Tele Chatter

New York

"This Thing Called Love" for Philco on the next Sunday night. Star Ralph Bellamy, and will include Peggy Conklin, Ann Lee, Hope Miller, Marta Linden and Ernest Conner.

Producer Jerry Falbranks back to the Coast over the weekend to roll out three new series of films for NBC's new 10:00-11:00 p.m. slot.

Number of tele sets installed in Milwaukee has hit 1,600, according to the 6,000 originally reported by the NBC research bureau.

Industrial Television introducing a new line of home video sets at its Clifton, N. J., offices today (Wed.).

Robert L. Hughes, formerly with the ad and publicity departments of the N. Y. Daily News, named as eastern regional business manager for Television Research Institute.

Robert Flaherty serves as honorary president, launching a nationwide membership drive to further its major unit activities.

Edmund Chester, CBS-TV director of sports, news and special events, vacationing in the Catskills.

Associated joined forces with Sturges-Grant to produce a new line of 15-minute animated telefilms.

"Bigelow Show," starring mentalist engineer for WFLA-TV, Tampa, Paul Winchell, now being kinescoped for delay, airing in Buffalo.

William J. Schickel, St. Louis and Detroit, ... Rouben Mamoulian ... Asm. of Documentaries and American Television Society's monthly luncheon next Tuesday.

W. Rodgers, until now assistant technical engineer for WFLA-TV, Tampa, delphia named acting chief engineer of WDTV, DuMont's upcoming station.

W. Hurdley, former acting director of CBS shortwave, shifting to CBS tele.

Hollywood

"Ford Theatre's" television show being aired over CBS-TV, is getting telecasting here by KTLA. Paramount station will continue to televise the once monthly program until KTLA, CBS-TV times station here gets under way.

KLAC-TV will be sponsored by Good Federal Savings and Loan, Hoffman Radio Corp. is picking up tab for tele over KFI-TV and W. J. Sloan over KTLA.

"Television Examiner" set as new show for KTLA. Program will be videoed on alternate Saturdays starting 6:30.

Rudy Vallee shot a television film with the Red Caps at Larry Potter's Supper Club (1). Telefilm for Vallee Video firm traces Red Caps from days of handling baggage to present nifty act.

Hal Roach, Jr., has been appointed president of the Television Film Association. Carl Laemmle has been set as v.p., Rudy Vallee as secretary, Roland Reed, treasurer and Herb Strock, director of public and educational relations.

"It's a Liveness," Al Simmons tele-show lined up over KTLA for the past four months has been dropped from the schedule.

Charles Todd's tele show "Mables Fables" will bow over KTLA Sunday, Nov. 14. Show is a 30-minute live dramatization of fairy tales.

Eugene Sharin, Am-fairville, ... Eugene Sharin, Ambassador Films head, here determined for studio space for future vid.

Telefilm firm has completed a series of 13 telepictures with the Vienna Philharmonic Orchestra and Vienna Boys Choir for CBS-TV.

Wallace Worsley has left Metro after 15 years to join his Anticco Productions with John Bowman. Telefilm has just completed one-minute commercial for Taylor Automobile Co. Spots will be aired on KLAC-TV.

Chicago

John Wehrheim, NBC assistant auditor, has been upped to big manager of the net's midwest tele department.

Sat. night matches of the Chi Polo Assn. will be beamed via WENR-TV, starting Nov. 13.

WNBB made its first venture into live programming with local pickups of election returns Nov. 2. Station, operating on an experimental permit, began telecasts of "Public Television Playhouse" Sunday (31) via coax from Cleveland.

JCA-Via from coast of "Kukla, Fran and Ollie," is publishing a four-page graphed promotional sheet, the "Kuklapolitan Courier." Sheet will be used as a merchandising device. TV set sales totaled 2,927 between Sept. 10 and Oct. 8, according to the Chi Electric Assn.

On the basis of 600 calls, Jay & Graham

Research reports that 72% of tele viewers here think that Deley shows up better on video than on radio. The survey was conducted with WBKB for election returns while the Herald-American served WBKB. The survey was taken from its parent org., the Chicago Tribune, and was part of radio quizzes and ad campaigns, premed "Spell with Deley." The survey also showed WBKB may dispense with the usual opening night fanfare when it debuts its new series of telecasts, debuting instead with regular programs.

New WBKB transmitter, the most efficient yet installed here, topping WENR-TV's stick fifty feet.

Tele Projection From Theatre Balcony Best Of All Systems Tested

Theatres contemplating the installation of television sets on balcony systems utilizing direct simultaneous projection will probably find the best way to start out is directly in front of the balcony railing. That's the opinion of J. Schickel, the Radio-Post tele engineering department, based on experiments conducted by the company to date.

Pointing out that all theatre tele equipment designed so far has specific limitations, Schickel said rear projection, which would involve installation of the unit behind the screen, would be unworkable since too much of the all-precious light would be lost. Placing the projection unit on the balcony railing installation is best because it requires removal of the least number of seats.

For theatres without balconies, Schickel declared the best system would be to install the unit on a platform which could be raised and lowered into position from the ceiling elevator. By attempting permanent installations from the ceiling, but that idea isn't too good because it makes too difficult the servicing of the units.

With the system used to televise the Louis-Wallcott fight last June at the theatre, Philadelphia, last June, 20th found the best system—that is, distance from the projector to the screen—is about 40 feet, although this could be stretched to 45 without too much loss. He pointed out that 20th is continuing experiments with both instantaneous projection and the intermediate film method, such as that used by Paramount. Another to which system is better will depend on the technical quality of the picture produced and economic factors, he said.

Balto's Third Tele Station (WAAM) Preems

Baltimore, Nov. 2. Town's third TV signal will air its first program (Mon) when WAAM started projection of "Small Fry" at 7 p.m.

WAAM's affiliation with CBS television has also taken on DuMont, previously scanned by WMAR-TV, Sunday station on the air.

CBS exclusively. WBAL-TV is tied in with NBC.

New station has built a plant approximating a cost of \$1,000,000 and is under the general management of Norman C. Kal. The ad agency exec. Frederick L. Allen, owner of AAI operations in Harrisburg, Va., and Winter Haven, Fla., is exec vicepres and Armand Grant, formerly with WBAL-TV is commercial manager.

EVELYN LAWSON Associates

A Public Relations Service Devoted to the Promotion of Television Shows and Personalities. For free consultation call EL 5-4773.

Public Relations Service Devoted to the Promotion of Television Shows and Personalities. For free consultation call EL 5-4773.

Paul W. Morancy, Vice-Pres.—Gen. Mgr.

Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTC's 50,000 watts represented nationally by Wood & Co.

Every measurement dominates the prosperous Southern television market

Inside Television

Those mobile units blow hot and cold on their football assignments. A week ago from Ebbets Field CBS gave Manhattan grid fans the best look they've had at a game via video. The past Sunday (31) this same unit was missing too many plays on the same field.

One reason for those muffs was a camera director with a restless finger. He was so busy switching cameras from a wide angle to a closeup shot that he kept catching the closeup camera without the ball. Hence, neither the cameraman, the director, nor the viewer knew where the ball was when the play was over before they found it. This confusion could have been averted if the director had merely held on to the wide-angle view which saw the ball snapped.

Directors can make changes of their ball cameramen with close-ups. Blocked kicks, fake kicks, trick handoffs and laterals are too often lost to the televisioner because the cameraman has missed the ball. This is due to the closeup lens and its narrow field of view, and the closer the narrower. The man at the tripod can't be blamed. It's tough to follow the ball through those view finders on the cameras. That the wide-angle shot protects the cameraman and is easier for the viewer doesn't seem to impress the directors. They evidently sit in the truck outside on the street, watch their monitors, fret about "mobility of action" and start pushing buttons. Meanwhile the ball is in play and cameramen and viewer are having its trying to find it. Maybe the directors will get straightened out when sponsors start to holler.

Burr Tillstrom, whose puppeteering on WBKB telecasts of "Fran, Kukla and Ollie" is mainly responsible for ranking the show as best in Chi video, has been sounded out by two nets on the matter of a switchover. Tillstrom currently is signed to a 39-week contract by Balaban & Katz, theatre chain owners of WBKB. Rival offers include network status for the series, which has been sponsored the last two years by RCA-Victor.

TAPLINGER'S TV SEWUP OF AC BEAUTY PAGEANT

Television rights to the annual Atlantic City Beauty Pageant have been sewed up by Syvan Tapingler, representing a TV production syndicate backed by film exec Robert S. Tapingler. Formet will serve as consulting producer for all pageant TV shows and has started to peddle rights to prospective sponsors and broadcasters.

Package offered to clients include complete pickups of the beauty parade, the elimination preliminaries and other features of the pageant. According to Tapingler, the factors on which the girls are judged offer national tie-in for bankrollers' products. Sponsor is also to get first-refusal rights on local judging in cities where stations are in operation and will have "Miss America" endorsement privileges for other ad forms. Pageant officials reserve the right to approve the client.

TV Religious Seminar

Albany, Nov. 2. Top religious leaders of the country have registered for the first television seminar on religion, to be held starting Sunday (7) at WRGB, General Electric TV station in Schenectady.

Participants will investigate and demonstrate various ways tele might augment the work now being done by religious field committees in radio. WRGB program manager Al Zink is moderator for the four-day session, with studio morning and afternoon classes. Director Ted Beebe assisting. Both morning and afternoon classes have been scheduled.

Dallas-Sack Television Enterprises has acquired exclusive world television rights and all non-theatrical rights to the "This Is Texas" series, group of one reels produced here by Nationwide Films, Inc., of Dallas.

WRGB's Free-for-All

Schenectady, Nov. 2. Expansion of network television programs on WRGB, General Electric station with a record of the longest continuous operation in the U. S., will include shows from ABC, CBS and DuMont news. It was announced by G. Emerson Markham, GE manager of television and broadcasting here.

His statement said that programs telecast by NBC (with which WRGB long has had association) "may now be supplemented" by features from the other hookups.

WBAL Checks Up on TV Daytime Viewers, Finds Plenty of 'Em Around

Baltimore, Nov. 2. A sizable audience is definitely available to daytime television programming, according to a survey by WBAL-TV, local video outlet. Telephone check of Baltimore set-owners during the second week of the station's afternoon programming revealed 32.4% of taverns and 15.6% of Baltic homes had their sets tuned in between 12 noon and 5 p.m.

Various reasons were given by setowners who didn't tune in WRBAL-TV's afternoon shows. Some homesites gave the expected answer—too busy with household chores and children. Others said they didn't know the shows were on; some wanted more children's and film shows, and others requested more domestic and cooking programs. "Hi-link," a show aired during the lunch hour, from 12-15 to 1 p.m., was being viewed by 17.8% of the homes called while "Television Matinee," a late afternoon show which has been on the air seven months, lured 32.8% of setowners consistently and 21.8% occasionally.

Lowest rating was 7.7% for music and still picture program. Announcement at the beginning of this show declared that "you do not have to look at this program—it is designed so that you can listen to the music while doing your housework."

NBC Now Offers 'Prosecutor' at 5G, Despite \$10,000 Prod. Cost on Each

WPIX Basketball Shed

N. Y. Daily News' WPIX has signed to cover 12 basketball games played by Seton Hall and St. Francis colleges, teeing off with the St. Francis-Manhattan College game Dec. 10. Major home games of St. Francis are to be carried from the 14th Regiment Armory, Brooklyn, while the Seton Hall games will be televised from South Orange, N. J.

Already started on coverage of N. Y. Rangers hockey games from Madison Square Garden, N. Y., and boxing and wrestling from Ridgewood Grove arena, WPIX basketball schedule thus rounds out its fall and winter sports coverage.

Linkletter's 75G Tour Payoff for Charities

Hollywood, Nov. 2. Part of a wide swing of network shows to tour the nation in behalf of charitable organizations, NBC's "People Are Funny" and CBS' "G. E. House Party" depart Nov. 12 for another four weeks on the road with stopovers at Denver, Kansas City, Salt Lake City and Seattle. In the five eastern cities on the first half of their tours, the shows grossed a total of \$75,000 for various hospitals, underprivileged children and American Cancer Society.

John Guedel produces both shows, with Art Linkletter acting as emcee. Coin is raised by selling admission tickets to the regular radio shows. Usually, SRO signs are up weeks before show time.

Cleveland—Tom Manning, WTAM veteran sportscaster, has been renewed by Richman Bros. twice daily, for five minutes at 3:25 and 10 minutes at 11:05. Agency is McCann-Erickson.

NBC-TV has decided to lower its asking price to \$5,000 on the "Public Prosecutor" series, produced especially for tele by Jerry Fairbanks, despite the fact, the 26 shorts cost an average of \$10,000 each to turn out. Apparent inability of advertisers to pay the original \$10,000 price forced the move, according to NBC features service chief Russ Johnston, and the web will now take a chance on getting its money back on repeat bookings to TV stations.

In a further attempt to sell the shorts, NBC will make them available as either 20 or 30-minute packages, at the buyer's discretion. Two-reels were originally set to go in the 20-minute form but the web has now included an optional audience participation format, which would increase the running time 10 minutes. In the longer version, the film would halt just before the climax and the audience would be asked to guess the outcome. Then the test of the film would be run.

Web will sell them at \$5,000 for first run only, thereby shelving the earlier plan of giving the advertiser an opportunity to repeat them twice during the year at no additional cost. If the buyer desires, however, he'll be able to set repeat bookings on the series at a small percentage of the original cost, according to Johnston.

IMPRO STARTS 2D CBS VIDFILM SERIES

Hollywood, Nov. 2. IMPPRO has completed the first four television films for CBS and is now in the midst of shooting the second four in the 13-week "Cases of Eddie Drake" series which features Patricia Morison and Don Haggerty. Claire Carleton and Marya Marco have been set for roles in the four films, which start shooting simultaneously this week. IMPPRO reportedly is paying the bit players used in the vid series \$60 per film.

*These are the reasons
why Columbia Pacific
is the West's*

complete

Regional Network

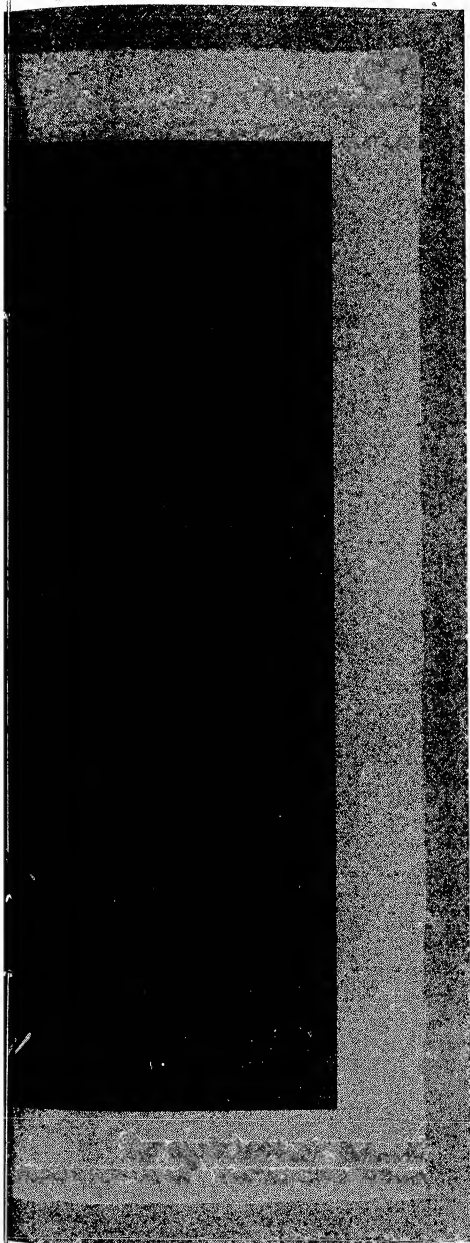
Most effective in
coverage
programming
news reporting
program promotion
music and sound

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The West's Complete Regional Network

Represented by:
KARL SALES,
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CHESTERFIELD SUPPER CLUB

Presents

JO STAFFORD

over the NBC Network
every Tuesday, 7 p.m. EST

—*And in Addition—*

THE REVERE CAMERA CO.

Presents

JO STAFFORD

every Thursday, 8:30 p.m. EST
over the ABC Network
STARTING NOVEMBER 11

Tele Followup

Continued from page 30

one, the Appletons (3), an Apache and two viewers as much as the two shepherds in the act, as has been seen yet on video. Recently, when Milton Berle introduced a midget who couldn't have more than five feet who danced with Berle with all the timing and aplomb of a seasoned show-biz performer, two acts gave viewers something to talk about after the show. Otherwise, the stunts was only up to the usual Texaco level—and that's still plenty high.

Berle got the show off to a slow start with an uncalculated flag-waving routine, featuring a tune titled "Stay Away from the U.S.A." It might have helped the stage for George M. Cohan, Jr., who closed the stunts, but it looked like a repeat of the Kinescope Appletons promptly lifted the show with a fast, acrobatic stunt in which a neat painted backdrop was as good as look at as the girls. Directed by Ed Galt, Berle refrained from any closeups of the abbreviated costumes. Sid Caesar, doing a repeat of the gag, worked his film trailer act well and then joined Berle in a burlesque black-out, a kind of a play of laughs. Actress Hope Mitchell, an attractive blonde, got her TV break-in on this one and nearly foiled for the two gagsters. Berle's heretofore done legit, picture, and radio.

Three Maestros did their standard routine with the fake musical instruments. Act was slow until Berle stepped in to lumpy the pace. Dick and Dot Berry, better known as "The Berry Brothers," threwback to Billy Rose's famous "Red Top" routine with a neat acro-terp routine, marked mainly by the girl's ability to do acrobatics despite her weight. Midget named Verna A. Verna, took over next and actually had Berle on the defensive. Her song-and-dance routine were limited by the usual range of any act, but the way she fed her gag lines to Berle, without a single hint, is still being talked about in the trade. Cohan, in a road company of the show with a medley of songs penned and made famous by Cohan, Sr.

Sid Stone's pitchman routine, in the middle commercial spot, was better than it's been the last couple of weeks. It clocked in, though, at seven minutes—and that's too long even for a plug as entertaining as this one.

"Toast of the Town" bill last Sunday (3) offered a nice variety of grade A fare with the Betty and Jane Kean sister comedy-dance-song act scoring well in the closing slot. "The Girls" routine needs tightening; they could have added Jane's song opener and intro patter with Ed Sullivan. They've a comedy format that is clichey, with song-dance failed to spare. Very fetching features, too. Bunny Briggs, sepiu singer-tapper, also could do his vocalizing (acceptable as an extra draw) to concentrate on his strong toe-and-heel rhythmic talents. He also could clear the long hair and dispense with the zoot suit, which are inclined to prejudice his audience. There's plenty of act in his list. Jay Marshall's magician-ventriloquist act, using his fist for a singing-fast, cracking dummy's head, was sure-fire—the camera effectively played closeup on the talking fist. Marshall knows how to make his patter pay off, almost line for line. George Penttiss brought his Punch & Judy act from the Blue Angel; here again the cameras gave viewers a closeup such as they'd never get in a theatre, enabling televiewers to catch even minute actions of the puppets. P&J routine, unchanging as it is, is perennially enjoyable. Honey Bros., in the opening number, bounced through their tap-acrobatic-comedy routine with a coordination that satisfied the customers. Camera work was especially notable during Bunny Briggs' tapping, when closeups of his feet were strikingly superimposed on a medium shot of him. This technique shouldn't be overdone, but is very effective as on occasional novelty.

Raytheon

Continued from page 25

mit to Waltham, neighboring city to Boston, is now under construction. CBS, if the deal goes through, will pay approximately \$250,000 for the physical assets of the station, as well as all out-of-pocket money that Raytheon has so far spent to prosecute its

original bid with the FCC. CBS would then pay to finish construction and get the station on the air. CBS would operate the station as an owned-and-operated outlet, and would control it completely.

Plans to radiate a microwave relay network from WBKB have been shelved, he said, adding that development of rules in the Chicago area was uppermost at this time. The relay net was started two years ago by Capt. Bill Eddy, who resigned last August as WBKB director.

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Prep Coast TV

Continued from page 25

ready in three or four months, depending on reception of the plan by producers, directors, writers, actors, and others interested in pooling their talents and making them available for tele. In outlining his plan, Glick's former respect and general manager for David O. Selznick in charge of production and studio operations, told Variety.

"Television producers, as we know them today, and the television industry itself cannot at this time afford to pay the services of those in production administration, planning and supervision who would make themselves available as part of this project, and for which there would be no charge to the producers' unit. Also, there are many top people in the industry with whom we have worked through the years who have advised us that the workshop idea appeals to them. They would not be otherwise available."

WBKB

Continued from page 25

Installed by Xmas in the Chicago theatre, B&K flagship, will add another \$50,000 to the bill.

Balaban described himself as sold on the future of video, but predicted it would not absorb or kill off the film industry. In support of his prediction he harked back to the days when sound

Giveaway, Inc.

Continued from page 31

90-minute povwow, that the giveaway boys are pretty much of a mind on one point. They think their shows are being placed on unfairly; they think a lot of malicious "falsities" are thus spread about; and they wish something could be done about it.

Todman said he called the meeting simply to say, "Look, guys we're being pushed downhill," and ask if others agreed with him that some "positive approach" ought to be made to counteract the bad notices the giveaways are catching. He noted that audience participation shows (as the giveaway producers prefer to tab them) are a "widely accepted form of radio entertainment" which currently rates second only to variety programs in the Hooper averages.

Maybe some of these quiz shows are guilty of bad taste, Todman went on, but most of them are "just good, clean entertainment" which appeals to people's sense of sportsmanship. There's even "drama, intrigue, thrill and entertainment" in description of the jackpots.

What bothered Todman, though, he said, was talk that the giveaway producers are running "iniquitous dens" and that their shows represent "a cancerous growth" on the industry. People come up to him and express fears that the quiz shows may be yanked off the air. It's possible to visualize,

said the producer of "Winner Take All" (daytime, evening and TV) and "Time's-A-Wastin'", that the day could come when people would be "slipping down to their basements to listen to bootleg giveaway shows."

"We've got a public relations job to do," Todman summed up. "We owe it to ourselves. Not to knock other types of shows or just to be on the defensive, but to see that our side of the story is told. Right now the attacks are pretty one-sided."

Framer, producer of "Strike-It-Rich," said he thought it was a job to be done "on an industry level" and indicated the producers might pitch in to retain PR counsel or put a publicity agency on the job. Whole subject then got a general kicking-around.

But the upshot seemed to be a general feeling that the producers could get after their network and agency backlogs to see that the giveaways' brighter sides are exposed. At least there was no surge toward reaching for pocket-books. Soap operas and melodramas have survived bitter attacks, several noted, indicating they felt giveaways would, too—if listeners kept on tuning them in.

Boston—Annual fall conference of the N. E. Committee on Radio in Education set for Nov. 18 at WCOB, Norwich office in the Hub.



... already the Champion
and it's only mid-season

Exclusive broadcasts of the red hot games of the football Cardinals, regular Saturday airing of the Notre Dame grid gambols, and the upcoming broadcasts of Blackhawk hockey warfare make WCFB the acknowledged sports-casting champion in the Chicago radio arena.



A Service of Radio Corporation of America

YES SIR, between summer and fall of 1948, NBC Television has doubled its weight in advertisers—a bulging increase of more than 100% in signed network sponsors.

ITEM: many of the largest and most experienced advertisers in the nation—like Procter & Gamble, Philco and Colgate-Palmolive-Peet. They're spending more and more money (*new money in addition to radio funds*) on NBC Network Television shows.

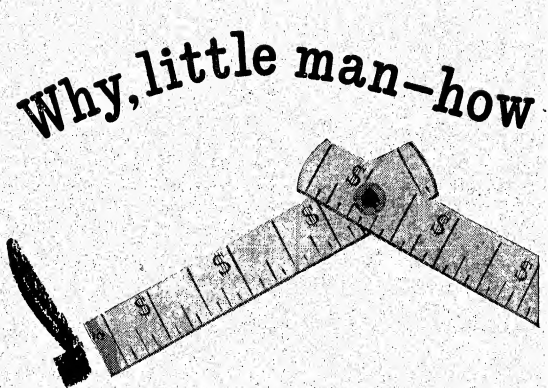
ITEM: television sponsors new to the medium—recruits from printed media like Bates Fabrics, Bigelow-Sanford Carpets and Disney Hats. Disney, confident of blanketing 80% of its market with television, now

allocates the major part of its advertising money there.

ITEM: television film recordings to carry the message beyond the limits of the present NBC Eastern Television Network—until the day when sight-and-sound will be linked directly from coast to coast.

ITEM: today, more network sponsors than all other television networks combined—and NBC all but sold out in the evening hours.

Yes sir, it sure has grown—grown in wealth of program material and versatility for viewers as it increases in proved sales effectiveness for advertisers. 1948 is the year for America's No. 1 Television Network.

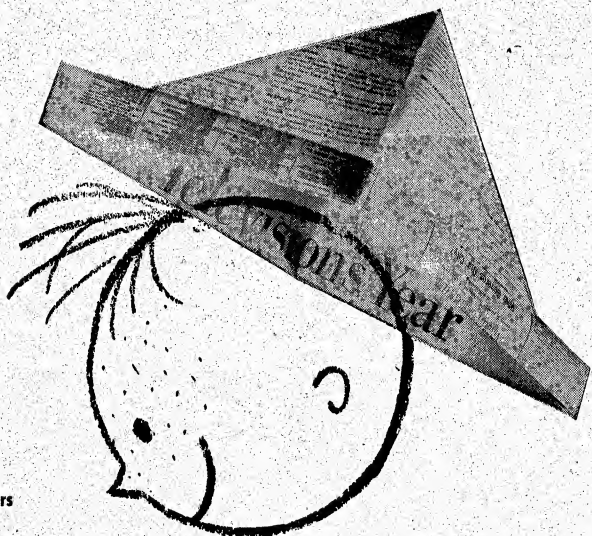


New NBC Television Network Sponsors

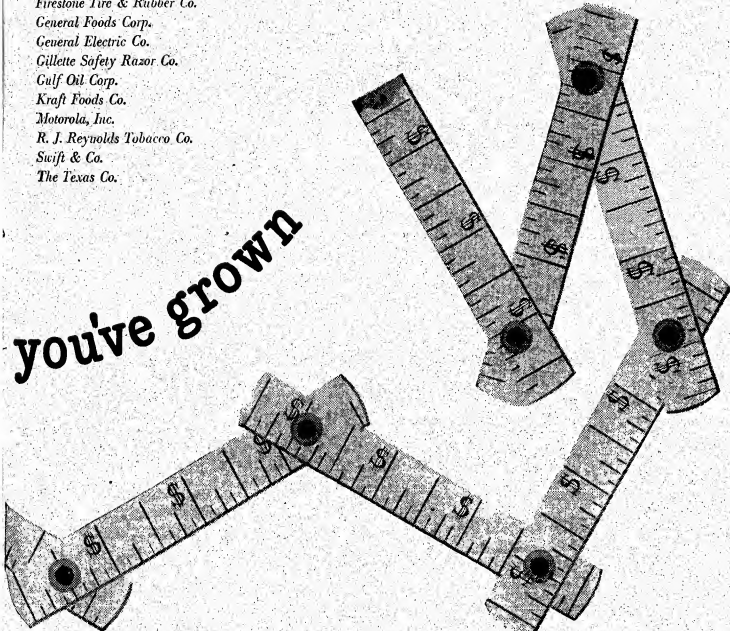
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 Disney Hats
 International Silver Co.
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 Sherwin Williams Co.
 E. R. Squibb & Sons
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American Tobacco Co.
 Firestone Tire & Rubber Co.
 General Foods Corp.
 General Electric Co.
 Gillette Safety Razor Co.
 Gulf Oil Corp.
 Kraft Foods Co.
 Motorola, Inc.
 R. J. Reynolds Tobacco Co.
 Swift & Co.
 The Texas Co.



you've grown



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

Weekly chart of the records on disk-jockey's programs as "most requested" by listeners. This compilation is based on information gathered from disk-spinners across the nation and is designed to indicate those records rising in popularity as well as those on top. Ratings are computed on the basis of 10 points for a No. 1 mention, 9 for a No. 2, and so on down to one point. Cities and jockeys will vary week to week to present a comprehensive picture of all sectors of the country.

Pos.	Pos. No.	Artist	Label	Song
1	1	Cher	Walt Disney	"If I Could Turn Back Time"
2	2	Cher	Walt Disney	"After All"
3	3	Cher	Walt Disney	"I'm Not the Only One"
4	4	Cher	Walt Disney	"The Shoop Shoop Song"
5	5	Cher	Walt Disney	"The End of the Road"
6	6	Cher	Walt Disney	"The End of the Road"
7	7	Cher	Walt Disney	"The End of the Road"
8	8	Cher	Walt Disney	"The End of the Road"
9	9	Cher	Walt Disney	"The End of the Road"
10	10	Cher	Walt Disney	"The End of the Road"

Pos.	Pos. No.	Artist	Label	Song	Pub.	Bill A	Bill B	Bob C	Jim D	Merle E	Sam F	Paul G	Les H	Art I	Bob J	Alvin K	George L	Joe M	Don N	Norm O	Ray P	Ma Q
1	1	21	Gordon Jenkins	Decca	12th Street Rag	ASCAP	3	1	5	7	4	2	6	1	4	2	6	6	7	2	3	5
2	1	18	Fee We Hunt	Capitol	You've Got to Be There	Shapiro-B	ASCAP	6	9	4	10	4	2	3	6	1	4	7	10	7	2	8
3	1	10	Dinah Shore	Columbia	Buttons and Bows	ASCAP	10	8	1	6	2	10	7	1	5	10	7	3	2	3	2	7
4	5	16	Margaret Whiting	Capitol	There's a New Sensation	Shapiro-B	ASCAP	2	4	2	1	1	8	3	1	5	10	7	4	2	3	2
5	6	10	Tommy Dorsey	Victor	Until	ASCAP	4	2	1	1	1	1	3	2	1	8	2	3	1	3	4	6
6	13	Tommy Dorsey	Victor	Until	ASCAP	ASCAP	4	2	1	1	1	1	3	2	1	8	2	3	1	3	4	6
7	15	4	Key Kover	Columbia	On a Slow Boat to China	Melrose	ASCAP	6	7	8	3	1	6	4	7	10	1	6	4	6	4	7
8	11	12	Benny Strong	Tower	That Certain Party	Bourne	ASCAP	7	10	1	5	3	1	8	3	1	5	3	1	8	3	5
9	10	14	Gordon MacRae	Capitol	For You and Me	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5
10	19	14	Gordon MacRae	Capitol	For You and Me	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5
11	10	14	Gordon MacRae	Capitol	For You and Me	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5
12	19	14	Gordon MacRae	Capitol	For You and Me	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5
13	10	14	Gordon MacRae	Capitol	For You and Me	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5
14	10	14	Gordon MacRae	Capitol	For You and Me	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5
15	10	14	Gordon MacRae	Capitol	For You and Me	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5
16	10	14	Gordon MacRae	Capitol	For You and Me	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5
17	17	6	Sam Brown	London	Tree in the Meadow	Shapiro-B	ASCAP	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
18	14	8	Harmonia	Universal	Rite of Gold	ASCAP	6	7	8	3	1	6	4	7	10	1	6	4	6	4	7	
19	14	8	Harmonia	Universal	Rite of Gold	ASCAP	6	7	8	3	1	6	4	7	10	1	6	4	6	4	7	
20	21	6	Red Jinks	Capitol	Serbian Yeh	Gershwin	ASCAP	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
21	6	Anne Shelton	London	Say Something Sweet	ASCAP	ASCAP	8	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
22	35	6	Carson Robinson	MGM	Life Gets Tied Up	Miller	ASCAP	6	7	8	3	1	6	4	7	10	1	6	4	6	4	
23	13	Ray McKinley	Victor	You Came a Long Way	Jewel	ASCAP	8	6	7	10	1	6	4	7	10	1	6	4	6	4		
24	20	14	Billie Holiday	Capitol	Good Morning in Bed	ASCAP	7	10	1	5	3	1	8	3	1	5	3	1	8	3	5	
25	8	Gordon MacRae	Capitol	It's Magic	Winnick	ASCAP	1	1	5	10	3	1	5	3	1	5	3	1	5	3	5	
26	19	Frankie Laine	Mercury	Ab, But It Happens	Bourne	ASCAP	3	1	5	7	4	2	6	1	4	2	6	6	7	2	8	
27	52	2	Patsy Cline	Columbia	You Started Something	BMI	ASCAP	5	6	7	10	1	6	4	7	10	1	6	4	6	4	
28	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
29	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
30	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
31	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
32	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
33	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
34	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
35	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
36	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
37	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
38	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
39	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
40	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
41	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
42	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
43	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
44	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
45	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
46	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
47	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
48	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
49	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
50	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
51	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
52	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
53	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
54	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
55	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
56	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
57	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
58	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
59	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
60	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
61	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
62	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
63	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
64	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
65	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
66	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
67	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
68	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
69	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
70	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
71	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
72	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
73	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
74	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
75	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
76	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
77	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
78	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
79	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
80	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
81	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
82	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
83	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
84	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
85	3	Betty Hutton	Victor	Buttons and Bows	ASCAP	ASCAP	9	4	2	3	6	1	4	7	10	7	2	8	3	5		
86	3	Betty Hutton	Victor	Buttons and Bows</																		

**DISK JOCKEYS and JUKE BOX OPERATORS
THIS IS IT!**

I'VE BEEN WORKING ON THE RAILROAD

THE GREATEST RECORD EVER MADE BY ART MOONEY

#10298



OUR
4th

Consecutive
BIG HIT!

ART MOONEY

And His ORCHESTRA

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

Grid Yankees' Showmanship Sold Via Music

New York Yankees football team is trying something new in music. The Yankees Stadium, N. Y. Organization has hired a 22-piece band composed of dance instrumentalists as the forerunner of other ideas that eventually will bring name musical soloists and other types of theatrical entertainment into the stadium and baseball schedules.

Yankees are spending \$27,000 to install a huge bandstand at the Stadium and have already invested some \$5,700 in new p.a. equipment. Later is in operation to amplify the work of five trumpets, three trombones, seven sax, six rhythm, under the direction of Ted Bartell, former Navy and newswire conductor. This outfit gives the Yankee football customers swing music before, during and after ball games, whereas the average ball park goes in for strictly brass bands that perform marches, etc.

Bartell has worked out a routine, too, that isn't quite perfected, which amounts to providing background music for football. For kickoff he supplies a roll ended in a bass drum thump when the kick-off toe meets the ball. The roll is resumed after and varies according to the flight of the ball, and ends only when the receiving runner is downed. Band quits then, of course.

Changes in the Yankees' approach to music and other showmanship angles are taking place under the direction of Ed Fischer, head of Stadium promotion and exploitation.

DECCA SETTING NEW CORAL DISK DISTRIBS

Hollywood, Nov. 2. Decca's wholly-owned subsid, Coral Records, which will start releasing pop players Dec. 1, will sell its product through indie distributors, through Decca channels. Joe Perry, Coast rep of Decca, is establishing Coral distribs in Fresno, Seattle, Portland, and later will set up outlets here, in Salt Lake City and Phoenix.

Decca platters will continue to be handled by Decca-owned outlets, hence will be actively competitive to Coral sellers, who, as Indies, will be working on sales commissions.

Coral's catalog will be derived from old, unreleased Decca stock, plus that \$1,400,000 cache of Brunswick masters which Decca bought in 1941 and has never unveiled.

Jack Kapp West Decca president Jack Kapp leaves for Hollywood today (Wed.) for two weeks, returning in time for the Thanksgiving holidays.

While west he will supervise both Decca and his new Coral subsidiary business.

Jericho Music Corp. chartered to conduct a business in musical publications and records, with offices at 200 Park Ave. and a capital stock of 200 shares, no par value. Directors are Ervin and Ada Drake, and Jimmy Shirl.

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.											
National Rating		Week Ending OCT. 30		New York (Hugan Stores)		Chicago (Hudson-Ross)		Cleveland (Burroughs)		Kansas City (Jenkins Music Co.)	
This Last wk.		Artist, Label, Title		New York (Hugan Stores)		Chicago (Hudson-Ross)		Cleveland (Burroughs)		Kansas City (Jenkins Music Co.)	
1	1	DINAH SHORE (Columbia)	1	2	2	1	1	2	2	1	1
2	3	PEE WEE HUNT (Capitol)	2	3	1	4	2	3	9	1	6
3	5	GORDON JENKINS (Decca)	3	5	5	2	4	5	3	6	4
4	2	MARGARET WHITING (Capitol)	4	1	6	7	1	1	1	1	1
5	8	RAY MCINLEY (Victor)	5	8	3	5	5	6	7	3	1
6	9	KAY KYSER (Columbia)	6	9	3	5	5	6	7	3	1
7	4	"On a Slow Boat to China"	7	4	4	6	6	6	7	3	1
8	7	DORIS DAY (Columbia)	8	7	10	6	6	9	8	3	2
9	6	J. STAFFORD-G. MacRAE (Cap)	9	6	4	4	10	10	10	10	19
10	10	"Bluebird of Happiness"	10	10	3	8	8	4	4	4	18
11	12	B. MARTIN-J. LEWIS (Capitol)	11	12	4	4	4	4	4	4	2
12	14	"That Certain Part"	12	14	4	4	4	4	4	4	3
13	11	CARSON ROBINSON (M-G-M)	13	11	5	5	5	5	5	5	1
14	13	"Life Gets Tied"	14	13	4	4	4	4	4	4	3
15	15	"Rambling Rose"	15	15	4	4	4	4	4	4	3
16	16	BLUE BARRON (M-G-M)	16	16	4	4	4	4	4	4	3
17	17	"You Were Only Fooling"	17	17	4	4	4	4	4	4	3
18	18	VAUGHN MONROE (Victor)	18	18	4	4	4	4	4	4	3
19	19	"Cool Water"	19	19	4	4	4	4	4	4	3
20	20	JO STAFFORD-G. MacRAE (Cap)	20	20	4	4	4	4	4	4	3
21	21	"Say Something Sweet"	21	21	4	4	4	4	4	4	3
22	22	DINING SISTERS (Capitol)	22	22	4	4	4	4	4	4	3
23	23	"Buttons and Bows"	23	23	4	4	4	4	4	4	3
24	24	ANDREWS SISTERS (Decca)	24	24	4	4	4	4	4	4	3
25	25	"You Call Everybody Darling"	25	25	4	4	4	4	4	4	3
26	26	BENNY STRONG (Tower)	26	26	4	4	4	4	4	4	3
27	27	"That Certain Part"	27	27	4	4	4	4	4	4	3
28	28	ELLA FITZGERALD (Decca)	28	28	4	4	4	4	4	4	3
29	29	FREDDY MARTIN (Victor)	29	29	4	4	4	4	4	4	3
30	30	"On a Slow Boat to China"	30	30	4	4	4	4	4	4	3
31	31	JO STAFFORD (Capitol)	31	31	4	4	4	4	4	4	3
32	32	"This Is the Moment"	32	32	4	4	4	4	4	4	3
33	33	KING COLE TRIO (Capitol)	33	33	4	4	4	4	4	4	3
34	34	"Lillette"	34	34	4	4	4	4	4	4	3
35	35	GORDON MacRAE (Capitol)	35	35	4	4	4	4	4	4	3
36	36	"Rambling Rose"	36	36	4	4	4	4	4	4	3

FIVE TOP ALBUMS

PROGRESSIVE JAZZ
Album No. 2
Ella Fitzgerald
Capitol

PREVIN PLAYS
THE PIANO
Andre Previn
Victor

RHUMBA DE CUBA
Chuy Reyes
Capitol

SONG HITS
1917-43
Various Artists
Decca

BRIGADOON
Orig. Cast
Victor

ASCAP Award

New Haven, Nov. 2. Leonard L. Levy, associated with the law firm of Herman M. Levy, general counsel of the Theatre Owners of America, won the Nathan Burkan Memorial Prize for his paper, "Copyright and the Motion Picture."

Award recently was announced by Yale Law School and American Society of Authors, Composers and Publishers.

Lester Sachs Quits

E. H. Morris for Encore Lester Sachs switched Monday (1) from the Edwin H. Morris music combine to Encore-Jewel Music as general professional manager. Both firms are owned by music printer Henry Levine.

Sachs originally was brought into the Morris setup to run the Sinatra Songs firm. Since that outfit was deactivated some time ago he had been with the Morris staff.

Teri Josefovits' Spot

Teri Josefovits started an indefinite stand last week at Bob Fere's new Town House, Greenwich, Conn. He previously would spot at a stint at the Hotel Pennsylvania, N. Y.

Composer Josefovits recently cleared "Underneath the Southern Cross" with Stanley Adams handling the lyrics. Martin Music is publishing.

Blair's Carnival In Click Start As Terp Operation

Nicky Blair's switchover of his New York Carnival from a night to a straight ballroom policy, under the name Blair's Carnival, was seemingly got off to a successful start Friday (21) night, with Louis Prima's orchestra and a five-piece rhumba band under Louis De Lano. Prima and the alternate crew played to a admissions opening night, at \$150 a copy (plus flat 25c. coat check), 1,200 Saturday, and about 600 Sunday.

Whether that opening weekend indicates that New York has room for a name band ballroom in opposition to the long-established nearby Arcadia and Roseland, plus several dime-a-dance joints, or a few blocks radius, or that Prima faus alone made the opening look good, will be told only by time. Charlie Barnett follows Prima.

Blair didn't spend a nickel in transforming his music alley into a ballroom. He simply removed the tables and chairs, installed Prima, and waited for his. No decorating was attempted, and the shabbiness of the spot, which wouldn't ordinarily show up under the subdued lights of a niter policy, stand out under the comparatively brighter ballroom lighting. So, Blair will be forced to make provision for more seats, if success is set. He has room for only a couple hundred people to sit down on banquettes that line the far wall of the spot, and some 100 at drink-and-drink tables on a small upstairs balcony. The remainder stand—or pass out through side doors to a bar. For pass-outs, incidentally, Blair is using the old violet-ray technique as identification.

Blair also allowed the raised stage of the niter to remain. Under the niter policy this was the dance floor when the show wasn't on. It supplements dancing room provided by the main floor, covered by rubber tile as a terping surface. It seems okay, but Blair will be forced to make provision for more seats, if success is set. He has room for only a couple hundred people to sit down on banquettes that line the far wall of the spot, and some 100 at drink-and-drink tables on a small upstairs balcony. The remainder stand—or pass out through side doors to a bar. For pass-outs, incidentally, Blair is using the old violet-ray technique as identification.

However, if the policy is successful, Blair can make the room over into a fine ballroom. With the elimination of that raised stage and the introduction of additional seating, plus a face-lifting job, the spot would be excellent. The main dance floor is sunken, and raised, and the terp area would be plenty large. Wood.

BUYS LONDON CATALOG

Mogul Music, formed several months ago, former contact Ivan Mogul, has bought the catalog of Unit Music Co. of London. Mogul was the contact for Charlie Forstman on the latter's recent visit to New York.

The catalog consists exclusively of pops.

IRVING BERLIN'S WHY ISN'T

Upbeat

New York

Eddie Sauter returned to arranging for Benny Goodman's orchestra last week at Syracuse hotel, Syracuse, due to telephone line. Vaughn Monroe added four male vocalists to his band at Strand theatre, N. Y., and intends keeping them, making nine vocalists with the combo, excepting the Ziggy Talent, from within the band. Arthur Johnson, vocalist and ice cream m.c. at New Yorker hotel, may form dance band of his own. Frank Dulley launched his new Cherrybrook, Little Ferry, N. J., Friday (8) night; it will not use name bands or acts at any time.

Hollywood

Tex Williams inked a new pact with Riverside Ranch to headline at the ballroom for six months, longest holdover date pact ever given a performer. Fred Astaire Martin band charter-planned in from N.Y. last night (4) and will vacate until opening three-month stand at Coconut Grove, Nov. 8. For engagement which will get \$3,000 weekly, and British comedienne Florence Desmond, on the bill with band first four hotels, will get \$1,750 per frame. Ted Dremms band reunited by Arden ballroom until Dec. 5.

Chicago

Easter Sauter, publicist for disk jockey Eddie Hubbard, bowing out of setup to write for radio. . . . Gene Krupa, Anita O'Day, Bobby Brown and Darwin Dae set for La Raba, benefit dance Nov. 6. . . . John Thomas, flack for Blackhawk restaurant, takes over national publicity for Al Trae. . . . Benny Strong, starts one-nighters Nov. 16, ending with Chase hotel opener, St. Louis, Dec. 3. . . . Todd Rhodes orch makes first Chicago appearance at Pershing ballroom Nov. 25, under Al Benson's sponsorship. . . . Gloria Hart joins Cart band's orch at Oriental theatre as vocalist, Nov. 18. . . . Orrin Tucker

Featured in M-G-M Big Hit

"DATE WITH JUDY"

IT'S A MOST UNUSUAL DATE

Music by . . .
JIMMY McHUGH

ROBBINS

Thanks to Writers

JOAN WHITNEY and ALEX KRAMER
for bringing nearer those

FAREWELL PLACES



LAUREL MUSIC CO. 1619 BROADWAY, NEW YORK

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. 30

National Rating

This Last wk.

wk. wk.

Title and Publisher

1 1 "Tree in the Meadow" (Shapiro-B)

2 6 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

6 3 "Hair of Gold" (Robert)

7 "On Slow Boat to China" (Melrose)

8 9 "Maybe You'll Be There" (Triangle)

9 8 "Every Day I Love You" (Harms)

10 12 "Rambling Rose" (Laurel)

11 11 "Underneath Arches" (Robbins)

12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

NEW YORK, MISS

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

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12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

CHICAGO, LYONS & HEAT

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

6 3 "Hair of Gold" (Robert)

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12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

CLEVELAND, SHUBERT MUSIC

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

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12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

KANSAS CITY, JINKINS MUSIC CO.

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

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12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

LOS ANGELES, MORAN M. PRESTON

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

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12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

SAN FRANCISCO, PACIFIC CANTO MUSIC

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

6 3 "Hair of Gold" (Robert)

7 "On Slow Boat to China" (Melrose)

8 9 "Maybe You'll Be There" (Triangle)

9 8 "Every Day I Love You" (Harms)

10 12 "Rambling Rose" (Laurel)

11 11 "Underneath Arches" (Robbins)

12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

BOSTON, H. N. HUNTER

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

6 3 "Hair of Gold" (Robert)

7 "On Slow Boat to China" (Melrose)

8 9 "Maybe You'll Be There" (Triangle)

9 8 "Every Day I Love You" (Harms)

10 12 "Rambling Rose" (Laurel)

11 11 "Underneath Arches" (Robbins)

12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

ST. LOUIS, S. E. MUSIC SUPPLY CO.

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

6 3 "Hair of Gold" (Robert)

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12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

SEATTLE, CAPITOL MUSIC CO.

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

6 3 "Hair of Gold" (Robert)

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12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

PHILADELPHIA, J. J. GROSS

1 1 "Tree in the Meadow" (Shapiro-B)

2 1 "Buttons and Bows" (Famous)

3 2 "You Call Darling" (Mayfield)

4 5 "My Happiness" (Blanco)

5 4 "It's Magic" (Witmark)

6 3 "Hair of Gold" (Robert)

7 "On Slow Boat to China" (Melrose)

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9 8 "Every Day I Love You" (Harms)

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12 7 "Bluebird of Happiness" (Harms)

13 10 "Love Somebody" (Kramer-W)

14 "You Were Right" (Harms-B)

15 "Say Something Sweet" (Mills)

Music Notes

New York

Aaron Copland, has composed a concerto for clarinet and string orchestra, which Benny Goodman will debut next May at a testimonial concert for Serge Koussevitzky in N. Y. . . . Leeds Music has compiled an unusual folk of lead sheets of 30 songs for distribution to artists. . . . Associated Booking signed the Ben-Tons and Stan Nelson, Trio. . . . Sonny Kluge replaces Ray Graham at Potham Health Inn Friday (8). . . . Discovery Records in N. Y. . . . Al McKibbon to replace Nelson Boyd on bass with change of the band. . . . Ben Sabla, formerly with Dave Dreyer, joined Hill and Range Songs to take charge of the business dept. of the company's Coast office. . . . Ed Adams new midwest manager for Mills Music, replacing Carroll Maxwell.

Hollywood

Andrea Sattoro resigned from Paramount after 20 years as a scorer there. . . . Vivienne Green has sold 19 masters to Capitol Records. . . . Don Olla, KLAC disc jockey, and Jerry Lester, disc jockey, have taken over the radio show. . . . Karen Music as a BMI firm. . . . Tex Beneke's "Washington and Lee Song" and "Sweetheart of Sigma Chi" are being pulled from "Prom Night" album and sent to the market as a single. . . . Rudy Schragser, producer of "The Green Princess," produced by Glenn McCarthy with Samuel Goldwyn. . . . Musicians' Local 47 has upheld scale for grand opera to \$250 per sideman performance, with no free rehearsal and scale also prevails for ballet. . . . Suec, Young & Brown have taken over California state rights for the Columbia label. . . . Leon Reine Publications has been acquired by ASCAP. . . . Harry Weinstein named cast coach professional manager and Irving Massey west coast rep. . . . Jack Perrin, former Capitol plugger for Paramount Pictures' subside music firm, new local contact for Hill and Range Music, which also has employed Jack Schiffman to tout its pop catalog in N. Y. . . .

DOWN AMONG THE SHELTERING PALMS

Lyric by James Brockman
Music by Abe Olman

Scoring A
Great New Popularity

MILLER MUSIC CORPORATION

THE GREATEST WESTERN SONG OF ALL TIME

Bob Nolan's Immortal
COOL WATER

(25 Records Available)

AMERICAN MUSIC, INC.
Carey, Bonner, Prod. Mgr.
9100 Sunset Blvd. 1516 Broadway
Hollywood 46, Calif. New York, N. Y.

ANDY PARK

And His

Clouds of Joy

Featuring BEVERLY WHITE

Now CONGO, Los Angeles

Indef.

DECCA Recordings Exclusively

EXCLUSIVE MANAGEMENT

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JOE GLASEN Pres.

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PL 4-4800

203 No Wabash

Chicago

Beverly Hills Mezzanine Floor, Beverly Wilshire Hotel

Brit. Decca-Capitol

Continued from page 35

U. S. by independent distributors, and abroad by distributing points. It will be set up or announced. This means that U. S. Decca's Carol sides probably will not be handled in English by British Decca and may have been the case of the latter. . . . Capitol, or at least a contributing factor.

Capitol's deal with British Decca is for pressing only and differs from the recent arrangement made by Capitol with Telefunken, German counterpart of RCA-Victor. . . . This deal, with two others made a few weeks ago, British Decca and American Domestic and Panamericana de Principals, calls for an exchange of handling in other words, British Decca will handle Capitol in England, under Cap's own label name, but Capitol will not handle any English sides here.

There's no question but that Capitol's arrangement for circulation in England advances its prestige in relation to its rival major companies—RCA-Victor, Columbia—Decca—both in this country and abroad. . . . Decca's billings and earnings statements have been climbing steadily since inception some six years ago, and the overseas deals, instead of the U. S. diskers, easily could put it past either Decca or Columbia. . . . Another result of the deal undoubtedly will involve the playing of theatre time in England by Capitol artists. . . . There are no hit recordings put out by Capitol since its start which have never been heard in England and they could create a demand there for the personalities involved. . . . Cap expects to work closely with E. (Ted) Lewis, British Decca head, on placing its artists into England as soon as possible.

U.S. Acts Still Do Well in Aussie Though Dollar Block Is Windfall to British

Australian monetary restrictions may force the Tivoli circuit, top variety and legit chain in that country, to increase its talent imports from England, according to David N. Martin, head of the chain, who stopped briefly in New York last week before planning over for the Command Performance at the Palladium, London.

Martin stated that under present monetary controls, a U. S. act can only take \$3,200 out of the country, which makes it unlikely that they can get the top of American names. However, since Britons can take out all their earnings in pounds, consequently, it's easier to get performers from the British Isles.

However, Martin declares, American acts do quite well on the Tivoli chain. Gai Lamb is currently at the Tivoli, Sydney. Circuit also made considerable profit with the recent appearances of Ben Blue and Chico Marx. He has asked the William Morris agency to line up a new series of names for use on his circuit.

English comics are also good

boxoffice in the Antipodes, Martin stated.

Martin hopes to persuade Australian acts to invest surplus earnings in Australian enterprise. He feels there's considerable chance of getting some performers to do so especially since a new governmental decree issued last week permits profits and dividends to be taken out of the country.

Martin thinks an Australian trek to be a good deal for a performer. Acts are signed for an initial stand of 10 weeks to be played in a 12-week limit with options. It's possible for a good act to play there for more than a year. Only deduction is the normal Australian income tax which is deductible from the U. S. returns.

SATIRA RESUMES DATES AT CINCY'S LATIN Q.

Satira, dancer recently released from imprisonment in Havana, opens her return to the U. S. night scene Friday (5) on a two-week date at the Latin Quarter, Cincinnati. Thereafter she goes to the Silhouette Club, Chicago, for two weeks.

Dancer is taking lessons in N. Y. currently from Le Marie, a terp teacher, in order to brush up on routines. She's being handled by Joe Glaser's Associated Booking Corp.

Benny Fields opens at the Hollenden hotel, Cleveland, Nov. 11.

Rebel Faction Ties Up Any Action At Meet of Newly-Picked AGVA Board

The first meeting of the newly-elected board of the American Guild of Variety Artists has been prevented from taking any official action because of an injunction obtained by remnants of the faction led by Matt Shelvey, former AGVA national administrator. A group of performers headed by Arthur Cowan, Shelvey's counsel, has obtained an injunction preventing the AGVA national board from conducting any business.

AGVA execs declare that the in-

junction was so timed to prevent the union from calling off the meeting. Writ was obtained Friday (29) evening in N. Y. supreme court and served Saturday when most of the board members were on their way to the meet.

AGVA attorneys Jonas T. Silverstone and Morfimer S. Rosenthal together with AGVA's special attorney former Judge Samuel Rosenman made an effort to vacate the injunction Monday (1), but to

Continued on page 52)

Thank You —

Hotel Pierre

FIFTH AVENUE AT 61ST STREET, NEW YORK 21, N. Y.

FROM THE OFFICE OF THE MANAGER

October 25, 1948

Mr. Charles Reader
Musical Director
Hotel Pierre
New York 21, N. Y.

Dear Mr. Reader:

It is with sincere regret that we learned of the termination of your engagement with us effective January 2, 1949, and hope that whatever new connections you make will prove as satisfactory to the Management as it has been to us.

We can truthfully say that during the past two years the Cottillion Room and Cafe Pierre have benefited greatly musically under your direction and that your constant efforts with our floor shows and other entertainment have helped materially and have been in great part responsible for the consistent good business we have enjoyed.

We shall look forward with pleasure to the time when you will return to us again. In the meantime, please do not hesitate to refer any prospective account to us.

With best wishes for your continued success and kindest personal regards, we remain

Cordially yours,

HOTEL PIERRE

FRANK A. PAGET
MANAGER

KR



Again Thank You, Mr. Paget
... for a most pleasant and memorable association these past two and one half years.

Charles D. Reader

Martin-Lewis Stand to Forfeit 18G by Chi Walk

Dean Martin and Jerry Lewis stand to lose \$18,000 if they fail to keep the four-week stand at the Blackstone hotel, Chicago, starting Nov. 26. Representatives of the Kirby hotel chain have declared that it's a pay-or-play contract which works both ways, and they'll insist that the team honor the contract.

The comedians. It's reported, are asking to get out of the date for personal reasons. The Abner J. Greshler office, which books the pair, stated that the team prefers to keep a firm commitment with Hal Wallis before repeating in Chicago.

Martin and Lewis are slated to get \$4,500 weekly at the Blackstone.

Juile Wilson's Success Story—From \$75 to \$1,500

Juile Wilson, a \$75 weekly production singer at the Copacabana, N. Y., last year, will return to Gotham shortly at \$1,500 weekly. She's slated to double between the Capitol theatre, N. Y., and the Maitonette of the St. Louis hotel.

Miss Wilson will be with Burt Lancaster, who is touring picture houses to plug his picture, "Kiss the Blood Off My Hands," and will appear in three theatres at \$10,000 weekly for the package. He plays the Riverside, Milwaukee; Oriental, Chicago, and the Capitol with Miss Wilson. Sketch Henderson, Nick Cravat and the Debonairs if latter team gets back from its engagement at the Lido, Paris, in time.

Miss Wilson figures that with the Maitonette policy of one show nightly, she'll be able to double without difficulty. Baron Polan handles her.



Lovely Lady of Song JANE JOHNSON

JOHNSON

America's Foremost Marinist

GEORGE

GUEST

New playhouse PLANTATION CLUB, New York, THURSDAY, Wednesday, Nov. 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1948. GEORGE GUEST, BROWN HOTEL, Louisville, November 8.

The Magical Mentalists' Lucille and Eddie ROBERTS
Currently THE CHAT NOIR St. Morris Hotel New York

HERBERT JACOBY and MAX GORDON

Present

GEORGE PRETTICE

THE MAN WHO PUT THE PUNCH

In

PUNCH and JUDY

Currently

BLUE ANGEL NEW YORK CITY

Dir.: MARK J. LEDDY Leo Newman

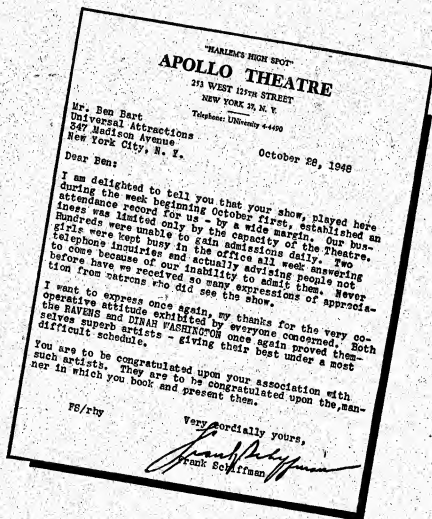


Walter Winchell says show business is in a SLUMP!

"The slump in all entertainment fields continues... Income is down... People are spending their pay on rent and food... Book sales are off 20 p. c. (with publishers most worried about the competition now offered by television-set owners)... Movie box-offices report "it is box-awful" with biz off from 50 to 80 p. c. in some cities... Music biz is hardest hit; name bands have trouble meeting payrolls... Song hits that once sold half-a-million copies now sell about 40,000 copies of sheet music... Even Television has the blues. One station laid off 40 last week." Daily Mirror, Oct. 25, 1948.

BUT

Not for us ➡



"Queen of the Juke Boxes"



**DINAH
WASHINGTON**

Mercury Recording Artists

"The Quartette You Rave About"



THE RAVENS

National Recording Artists

CURRENTLY ONE-NIGHTERS with GEORGE HUDSON Orchestra

Opening November 26th

PARADISE THEATRE

Detroit, Michigan

UNIVERSAL ATTRACTIONS

347 Madison Avenue, New York City
MU 9-4076

Mary Hunter Awarded Full Damages As Proser-Kinross Lose 'Shoes' Plea

Mary Hunter's contract—breach—was against the producers of "High Button Shoes" was sustained Monday (1) by the N. Y. State appellate division. The decision was entered. Because the opinion was unanimous, no further appeals may be taken. All damages must now be paid. Estimated that the immediate payment will amount to about \$25,000, plus subsequent payments according to a percentage of the gross of the New York road and subsequent companies, and all subsidiary rights.

In their appeal to the appellate division, the defendants asked that the amount of the payments be determined by weekly arbitration, but the court rejected the proposal. "Plainly an effort to avoid determination of the original arbitration award," the court said. Proser and Joseph Kinross, but steps to enforce the judgment were provided.

The opinion sustained the original arbitration award, which stipulated that the terms of Miss Hunter's contract be enforced. The producers be observed in toto. Contract calls for Miss Hunter, as director to receive 10% of the gross of the original production of the musical comedy, currently in New York week on Broadway, at the road company, currently in its 25th week in Chicago, plus all other gross (over \$100,000) of the production, being ready by Jack Hylyton, and from all film, stock, vaudeville, and other subsidiary rights.

After Miss Hunter had worked some weeks on preparations for the "Shoes" production, George Abbott was signed as director to supersede her, but the first she learned of the move was when she read it in the daily. Efforts to settle the matter failed, so Miss Hunter brought arbitration proceedings, as stipulated in her contract. Her attorney, William Fiteleson, while Proser and Kinross were represented by William Weir, lawyer for the Shuberts, who have a substantial piece of the "Shoes" production.

Science Monitor Nixes Ads for 'Road Rome' Due to Adultery Angle

Boston, Nov. 2.—A Christian Science Monitor has rejected ads for "The Road to Rome" which is being shown in the Republic City, is launching its first season Friday night (5) at the city theatre. The Monitor daily has indicated its critic will review the show.

Reason for the paper's frown on the Robert E. Sherwood anti-war drama is its adultery angle. However, the sheet's editors overlooked a somewhat analogous set-up involving Bobbie Clark in the film "Michael O'Rourke and the Girls Go," and even the studio in "Bravo," the new Edna St. Vincent Steele production, in which much of the action involves the marital intentions of a Manhattan playwright and his "consort."

"Rome" is the first local show to run out of the Monitor morals this season.

36½ Claim Vs. Jap Govt. In May De Sousa Estate

Chicago, Nov. 2.—Contrary to reports of the cause of her death last Aug. 8, May De Sousa, light opera star of yesterday, hadn't the cause of her death filed here in probate court Friday (29) disclosed she was moderately insured, with a bank account and other assets.

Estate includes a \$36,000 claim for property owned by her husband, Dr. William De Sousa, of Shanghai, where she was married by the Japs, following his death in 1912.

A sister-in-law, Mrs. Mary C. De Sousa of Oak Park, Ill., is named executrix.

Productions of Pittsburgh Playhouse will start this season bookings in nearby towns and suburban centers having been set for every show in the series.

St. Paul Peered Again

Minneapolis, Nov. 2.—St. Paul became a one-night stand for the third time this season while the attraction plays almost an entire week here. This time it's "The Dearest Song," played here by Paul for a matinee and night Nov. 21, after peering there for five nights and two matinees.

"Burlesque" and "Show Boat" were booked into St. Paul for single plays while running full weeks in Minneapolis. "Annie Get Your Gun" mopped up St. Paul entirely and ran the full week here. It's all hurtful to St. Paul civic pride, and newspapers' antagonistic attitude.

\$1,012,000 Profit Earned by 'Annie'

"Annie Get Your Gun" Irving Berlin musical comedy, which Richard Rodgers and Oscar Hammerstein, Jr. are presenting at the Imperial, N. Y., and on tour, has so far earned a profit of \$1,012,000 on an initial cost of \$200,000. Excluding the producer's 50% share, that means 20th-Fox, the sole producer, has already realized a profit of nearly 100% of its investment.

By continuing to play up additional profits at the rate of about \$10,000 a week on the two companies, returns from the first and other productions are distributed by the R-I office the first of every month, that's an unusually prompt act.

AMBITIOUS ACTORS THEATRE IN H'WOOD

Hollywood, Nov. 2.—A new theatre in Hollywood, embodying the drama and laboratory idea buttressed by high-powered production, is being built in the process of establishment here. Setup to be called the Actors Theatre, will include the theatre, and bodying the drama and laboratory idea buttressed by high-powered production, is being built in the process of establishment here.

Three-in-one idea revolves about the fact that theatre will be used for three purposes, as a lighter (when it will have 1,000 seats); as a filmhouse, when it will be enlarged to capacity (1,600 seats); as a television center. Theatre is designed by William Pereira.

Trust Fund for Idle Actors Is Depleted

St. Louis, Nov. 2.—A \$49,000 trust fund for temporarily idle actors of the St. Louis. Louisiana more than 20 years ago came to an end last week when the fund, which had been set up to an actor who once played with David Warfield. The fund was established in 1928 by the late William Handian, vice president of a large manufacturing company here, who enjoyed wide acquaintance among theatrical people.

George W. Torrey, a trust officer of local bank, said that the fund, said that no recipient of Handian's funds received more than \$50. He said that none of the "loans" was ever returned, and he received many letters and cards of thanks.

Robt. Merrill's Concert Showcase Will Concentrate on Musical

Robert Merrill and RCA's "Musical America Loves Best" network show case will concentrate on musical plays. Top will be \$3. Russell Case's orchestra will also appear.

Myerberg's Checkup

Michael Myerberg, who returned from London 10 days ago, has been in Baltimore since, John H. Horkins planning for a checkup on an old ailment that's bothered him for years. He's due back in N. Y. today (Wed.).

Producer new to London for the British opening of "The Sign of the Cross" but didn't go on to Paris to look for play properties, as originally scheduled. He also had no chance to see any other shows in London for possible Broadway production.

Next Few Weeks Will Determine Fate of 'Herses'

Chicago, Nov. 2.—Next few weeks' grosses for "The Heires," at the Selwyn theatre, will determine whether the Basil Rathbone starring drama will continue on the road through the balance of the season, or fold here. Shows played to six consecutive losing grosses. After last week's reviews appeared in the local press, Thursday (28) attendance perked sharply for the final three performances of the opening week here.

It's understood here that Fred Finkelhoff, producer of the play, and Jed Harris, who staged it and has a substantial share, disagree as to whether to spend more money to promote the Chicago engagement, or to close immediately. Finkelhoff reports that the latter move, with Harris thus far succeeding in his determination to put the show into the hands of a successful engagement here.

Period drama opened last Monday night (28) last week, following a conflict with the premiere of the Theatre Guild's "The Silver Whistle" and the premiere of the latter the second night. Then, on account of the printers' strike here, the show was postponed to Thursday. Business thereupon took a sharp jump, bringing the week's gross to \$22,000. The show is red, but under the circumstances is considered promising.

Coast 'Lend Ear' Pard Accounting in Coast Suit

Hollywood, Nov. 2.—An accounting of funds was demanded by Franklin Gilbert, principal partner in the local "Lend Ear" production. Action was taken to several cast toppings headed east for a Boston break-in of the intimate room there to a Broadway bow around Christmas.

Gilbert's complaint named Paul P. Pres-Zev, owner of the show, and owners of Las Palmas theatre where show is housed; Jack Pres-Zev, producer of the show, and the theatre, and Pres-Zev Corp. Plaintiff alleges that original bookkeeping on the claim that the house had always rented for \$1,600 plus a 40% cut of the operating gross, and the house had, in fact, been rented previously for \$1,000 and a percentage. Complaint also asks for accounting of coin from ticket agencies and brokers.

"Ear" opened at Las Palmas June 16 and has played to capacity since that time, with weekly grosses of the \$7,000 to \$8,000. Understood that the weekly profit has been around \$1,200 and that the show is expected to gross within a few thousand dollars of complete amortization.

Pres-Zev, a recently named company manager for the local production, and Pres-Zev's Las Palmas claim that the house had always rented for \$1,600 plus a 40% cut of the operating gross, and the house had, in fact, been rented previously for \$1,000 and a percentage. Complaint also asks for accounting of coin from ticket agencies and brokers.

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Rockefeller Foundation has approved a grant of \$13,500 to the production of "The Sign of the Cross" by Michael Myerberg, drama department, Waco, Texas.

Shuberts Now Own 16th Broadway House With 442G Buy of Belasco

Town Hall Lecturers

Oscar Hammerstein, II, Mrs. Clarence Day, John Mason Brown and other show biz figures are listed among the 46 speakers for the 55th season of morning lectures at Town Hall, N. Y. Hammerstein will lecture on "The Trends in the Theatre"; Mrs. Day on "Life With Clarence Day"; Brown on regular literary coverage under his Saturday Review of Literature columnar title, "Seeing Things."

Season will open today (Wed.) with commentator H. V. Katenberg analyzing "Our Post-Election World." Series will present ABC's Clark Woods on "The Presidential Election," and on "The American Scene in Music and Drama." James A. Michener, writer of "The South Pacific" will form the book for a forthcoming Broadway musical, talking on young American writers.

Ask Authors To Take 'Shoes' Cut

Chicago, Nov. 2.—Authors of "High Button Shoes" have been asked to accept a 10% cut in royalties on the local production, currently in its 25th week at the Selwyn theatre, but that Stephen the slice has been accepted by Julie Styne, composer, and Sammy Brown, lyricist, but that Stephen Longstreet, author of the book, has not yet answered. Cuts would be subject to Dramatic Guild approval.

According to report, Joseph Kipnis, producer of the show, Monty Proser of the musical comedy, has indicated in New York that he does not intend asking the authors to accept a reduction, explaining their salary from this show is the only income the actors have. The authors, on the other hand, are receiving substantial royalties from Broadway production and will shortly begin getting a slice of the forthcoming London edition.

About four months ago, virtually sellout business the Chicago production has been slipping at the boxoffice in recent weeks, and fell to about \$28,000 last week, considerably below operating cost. Authors are to word here, hopes to continue at a reduced budget here through the present season, but to tour various midwest cities and work westward to the Coast.

Littler Preps U.S.-Cast Musical for Vaude Vio

London, Oct. 26.—Emile Littler is preparing a musical comedy to follow "The Dumpty" pantomime at the London Casino after Christmas. He aims to produce the theatre's first closing of the Bernard Delfont vaudeville season, with an interesting variety of songs, introduced by Robert Nesbitt. No cast lineup is as yet available, but Nesbitt, who is to tour various midwest cities and work westward to the Coast.

Nesbitt, due back from New York this week, will begin production conference with Littler immediately on his return.

'Marcella' New Musical Hit in Buenos Aires

Buenos Aires, Oct. 26.—Playwrights Sisto Ponzoli and Carlos A. Olivari have another hit on their hands in "El Otro Yo" of Marcella ("Marcella's Other Self").

Musical is currently grossing around \$15,000 a week. The Presidente Alvarez in Buenos Aires. Show is sold out for weeks in advance.

"Marcella" brings together a strong cast of film and radio favorites, including tango composer Mariano Moresco, Juan Carlos Thorry, Delia Garcia and Benita Puerri. Encore studies are reported, including a show in Buenos in 1949, with the present cast.

The Shuberts, who already have 5 Broadway houses, this week acquired the 16th Broadway, and took over immediate operation of the house. Nominal purchaser, at a reported cost of \$442,000, is Bernard Friedman, an accountant in the Shubert office.

Friedman sold by the Belasco Theatre Corp. of which Harry E. Gould is president and whose stock is represented by Gould, Myerberg, Donald Flamm, Herbert and Francis Lovien, Ralph Neuberger, Michael Goldkorn and Herbert Singer. It was purchased in 1944 from the David Belasco estate for about \$225,000.

Around \$60,000 has been spent on the property in the last four years, out of a operating profits, while the \$117,000 margin, which would include represents capital profit. It's estimated that the property is worth of renovation will have been done by the new owners. Property is now assessed at \$400,000.

Considerable efforts were made to keep the details of the sale to the Shuberts secret. Webb & Webb, real estate firm, in connection with Douglas L. Elliman & Co., agent on the deal. Theatre, with Michael Goldkorn and Herbert Singer in 1908 and was originally named the Stuyvesant.

William C. Sanger, manager of the house for the Belasco Theatre Corp., instead entering production plans in association with Gould, his former boss. Several years ago Sanger represented the Shuberts in Chicago.

Cochran's 'Bride Due for R' Way With Original Brit. Cast

"Bless the Current Brit." Sir Charles Cochran's original, "The Bride," will probably be brought to Broadway next season with the original cast. Presumably, the close the musical comedy next season, the present capacity house will have substantial capacity. It there with the veteran British theatre, the "Bride" will give it a brief tuneup engagements in a couple of eastern cities before heading for Broadway. The original male lead, George Gurney, will be back in the show.

Pending final settlement of all the details and the cost of the show, Cochran isn't disclosing who will be directing, but he is in the New York press, announcing the identity of the male lead. He has elected to give the role to the veteran Broadway production, an as-yet unidentified actor, who will be given a brief tuneup engagements in a couple of eastern cities before heading for Broadway. The original male lead, George Gurney, will be back in the show.

Cochran, his wife and Ellis last Saturday (6) on the Queen Elizabeth, having been in New York several days.

COSTUME BALL WITH BENEFITACTORS FUND

The Actors' Fund benefit, annually held in New York, will be given this year in the form of a Costume Ball, Fashion Show and a variety of other events. The event will be given this year in the form of a Costume Ball, Fashion Show and a variety of other events. The event will be given this year in the form of a Costume Ball, Fashion Show and a variety of other events.

James C. Sauter will be the director, assisted by John Golden as chairman, and with John Shubert, Warren Munzell and Keane Waters on the committee.

Laguna's Shed

Laguna Beach, Cal., Nov. 2.—Four children's plays and seven Experimental Workshop productions will augment the program of the Laguna Beach Playhouse on the schedule for the nine-month winter season. The plays include "The Sign of the Cross" by Michael Myerberg, drama department, Waco, Texas.

99 Strawhats Resuming in 1949

The following summer theatres, which operated during 1948, have indicated plans for resuming next season. Equity franchised spots are indicated (E). Those with a guest-star policy (G), resident Equity companies (R) and non-Equity outfits (N).

CALIFORNIA
La Jolla: Actors Co.; Mel Ferrer (E) (G).
Laguna Beach: Laguna Players; Jus Addis, Hayden Rorke (E).
San Mateo: Hillbarn theatre; John Rogers, Walter Rathbun (E).
Santa Barbara: Lido theatre; Ross Brackett, Walter Rathbun (E) (G).

COLORADO
Denver: Elitch's Gardens; Arnold Gurler (E) (R).

CONNECTICUT
Canton: Show Shop; Stanley Klein (E) (R).
Glastonbury: Chapel Playhouse; Lewis Harmon (E) (G).
Ivoryton: Playhouses; Milton Steitel (E) (G).
New Britain: Country Players (E) (N).
Ridgely: Playhouse; Jack Quinn (E) (R).
Stamford: Summer theatre; Franklin Frank (E) (G).
Unionville: Town Hall; Group 20 Players (E) (N).
Westport: Playhouse; John C. Wilson, Lawrence Langner (E) (G).

ILLINOIS
Deerfield: Tenthous; H. M. Rogers (E) (R).
Marengo: Shady Lane playhouse; Frank Bryan (E) (R).

INDIANA
Michiana Shores: Barnum theatre; Norman M. Barnum (N).

MARYLAND
Belgrade Lakes: Playhouse; James Bender (E) (R).
Boothbay: Playhouse; Sherwood Keith (N).
Kennebunkport: Playhouse; Robert F. Fryer (E) (R).
Rumquilt: Playhouse; Claude and Walter Hartwig (E) (G).
Skowhegan: Lakewood theatre; Melville Burke (E) (G).

MASSACHUSETTS
By virtue: Battle Hall; Lewis Miller, Thayer David, Robert Fletcher, Jerry Kelly, Mandy Weisgal (E) (G).
Chatham: Monomy; Mary E. Winslow (E) (R).
Dennis: Cape Playhouse; Richard Aldrich (E) (G).
Duxbury: Playhouse; Al Moritz (E) (G).

MASSACHUSETTS
Earlham: Playhouse; Anthony Farrell (E) (G).
Fitchburg: Lake Whalom playhouse; Guy Palmerston (E) (G).
Gloucester: Bass Rocks theatre; Franklin Trask (E) (G).
Holyoke: Valley playhouse; Mountain Park; Jean Guild (E) (G).
Methuen: Vineyard; Rice playhouse; Franklin Trask (E) (G).
Medford: Turtis College theatre; J. R. Woodruff (N).
New Bedford: Beach playhouse; William B. Mills (E) (G).
Plymouth: Priscilla Beach theatre; Franklin Trask (E) (G).
Plymouth: Vineyard; Rice playhouse; Franklin Trask (E) (G).
Wareham: Summer theatre; Franklin Trask (E) (G).
Wellesley: Summer theatre; Edith Winkler (E) (G).
Worcester: Drama festival; Guy Palmerston (E) (G).

MICHIGAN
Cleveland Heights: Cain park; Dina Rees Evans (N).
Detroit: Shubert-Lafayette theatre; Robert Fryer (E) (R).
East Jordan: High School; Albert L. Bickel, Bernice Loren (N).

MISSOURI
St. Louis: Municipal Opera; Forest Park; John Kennedy (E) (G).

NEW HAMPSHIRE
Swansea: Potash Bowl; H. J. Adams (N).
Winham: Playhouse; A. Everett Austin (E).

NEW JERSEY
Bound Brook: Foothill playhouse; Chloette and Stanley Klein (N).
Jutland: Hunterdon Hills playhouse; Helen Thompson (E) (R).
Millburn: Papermill playhouse; Frank Carrington (E) (R).
Montclair: Montclair theatre; Albert H. Rosen (E) (G).
Ocean City: Playhouse; Associated Players, Inc. (E) (G).
Princeton: McCarter theatre; Herb Kenwill, Jr.; J. Kennedy (E) (G).

NEW YORK
Santa Fe: El Teatro de Santa Fe; Ann Lee (E) (G).

NEW YORK
Annandale-on-Hudson: Bard playhouse; Lew Davis (E) (R).
Batavia: Horseshoe Lake theatre (N).
Belmont: Belmont Summer theatre; Leslie Daniels (E) (R).
Briarcliff: Hamilton playhouse; Gail Hilson (E) (R).
Bridgeport: Playhouse; Cliff Set (N).

NEW YORK
Clinton Hollow: Reginald Goode theatre (N).
Cranmore: Cranmore theatre; Parker Mills (E) (R).
Derby: Lake Shore playhouse; Lewis T. Fisher (N).
East Hampton: John Drew theatre; Francis L. Curtis (E) (G).
Fishkill: Goodwood theatre; Van Wyck Players (E) (R).

NEW YORK
Foreburg: Summer theatre; Modern Play Productions, Inc. (N).
Garden City: Adelphi theatre; Albert H. Rosen (E) (G).
Highland: Highland Summer theatre; James Busby (N).
Ithaca: Finger Lakes drama festival; Ray Hinkley, Robert Foster (E) (R).

NEW YORK
Klimshaus Lake: Monticello playhouse; Jules Gellin, Gus Mell (E) (R).
Mahopac: Putnam County playhouse; Jill Miller (E) (R).
Malden: Borden; Walter C. Brown (E) (R).
Oleida Castle: Oleida Castle playhouse; Sawyer Falk (N).
Pawling: Staglight theatre; Isobel Rose Jones (E) (R).
Poughkeepsie: Summer theatre; Albert H. Rosen (E) (G).
Skanectote: Summer theatre; Walter and Virginia Davis (E) (R).
Woodstock: Maverick theatre; Tom Reddy (N).

NEW YORK
Nantico: Waterside theatre; Historical Assn. (N).
Tuxedo: Lake Summit playhouse; Bobby Ferguson (E) (R).

PENNSYLVANIA
Graville: Denison Summer theatre; Edward A. Wright (N).

PENNSYLVANIA
Bryn Mawr: College Summer theatre; Frederick Thon (N).
Eagles Mere: Playhouse; Alvina Krause (N).
Irwin: White Barn; Clay Flagg; Carl Low (E) (R).
Meylan: Hedgecroft theatre; Joyce Deane (E) (R).

PENNSYLVANIA
New Hope: Bucks County playhouse; Theron Bamberger (E) (G).
Nuancola: Grove theatre; Royal Stout (E) (R).
Reading: Green Hill theatre; George C. Seall (E) (G).
State College: Town & Nine Playhouse; Omar K. Lerman (N).

RHODE ISLAND
Matineque: Theatre-by-the-Sea; Fildeswhar (E) (R).
Newport: Casino theatre; Sara Stamm (E) (G).

TEXAS
Dallas: Starlight operetta; Charles C. Meeker (E) (G).

UTAH
Salt Lake City: University of Utah; Paul Plummer (N) (G).

VIRGINIA
Bennington: Drama festival; Harold Shaw (E) (R).
Middleburg: Green Mountain playhouse; Raymond Hodges (N).
Pawling: Putney School theatre; William White (N).
Weston: Playhouse; Harlan Grant (N).

VIRGINIA
Abington: Barter theatre; Robert Deerfield (E) (R).
Bailey's Cross Roads: Cross Roads theatre; Irma Gordon (N).

WASHINGTON
Bellevue: Surrey Playhouse; Milo Wynn (N).
West Virginia: Summer Players; C. G. Peters (E) (R).

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Laguna Beach: Laguna Players; Jus Addis, Hayden Rorke (E).
San Mateo: Hillbarn theatre; John Rogers, Walter Rathbun (E).
Santa Barbara: Lido theatre; Ross Brackett, Walter Rathbun (E) (G).

COLORADO
Denver: Elitch's Gardens; Arnold Gurler (E) (R).

CONNECTICUT
Canton: Show Shop; Stanley Klein (E) (R).
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Stamford: Summer theatre; Franklin Frank (E) (G).
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Westport: Playhouse; John C. Wilson, Lawrence Langner (E) (G).

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1949 Strawhat Season

Continued from page 2

clair (N. J.) theatre that he has obtained a United Booking Office franchise and is now operating on an all-year basis. The regional polo epidemic crimped business after a great start at the Lake Summit Playhouse, Tuxedo, N. C., so the season ended about even with 1947. The spot is equally franchised, with a resident company.

Equity Regulations Upped Nuts
Roy Stout, producer at the Grove theatre, Nuanogla, Pa., asserts Equity regulations boosted operating nut about 20 per cent. Business was about average, Jules Getlin and Joseph Mell, operating the Emily company, and the cello playhouse, Kiamasha Lake, N. Y., may switch to a guest-star tour for 1949 on the basis of test week last summer with "John Loves Mary."

Ann Lee, her initial season with El Teatro de Santa Fe (N.M.), the first professional company in that area, had a highly successful scale from \$3.65-\$1.20 to a season \$8.52 next summer, with straight \$10.00 at \$25 for each of the nine shows. According to James Bender, who operated the James Bender, Lakewood, La., and the state offers a "tremendous" field for strawhats because of the number of box and grill camps in the vicinity. Lewis W. Miller, who operated a non-Equity spot for 1948, says the State offers a great opportunity for such outfits in almost any community, providing the shows are entertaining and local public relations are good.

Albert Marre, Thayer David, Robert Fletcher, Jerry Kelly, Mandy Weisgal were successful with a schedule of classic revivals for 1948. The Grove theatre, Hall, Chatham, Mass., and Beverly White, who operated a similar playhouse at the Putney School theatre, Virginia, Thon also had satisfactory business with a season of serious dramas at the

Provincetown playhouse, on Cape Cod. The Group 20 Players, non-Equity outfit which played a six week repertory season at Town Hall, Unionville, Conn., will present a winter season of the repertory season at Town Hall, Hartford and New Britain, and return to Unionville in 1949.

Kielbaso Back to Foothills
Richard Allen, who cancelled plans for a season last summer at the County theatre, Saffron, N. Y., is uncertain about a setup for 1949. Charlotte and Stanley Klein will return to the Foothills playhouse, N. J., next summer and continue their policy of providing a training ground for new playwrights and actors. They're particularly interested in trying out promising scripts.

Richard Allen, reporting a skid of about 10% in business last summer, attributes it to the "renewal" of the two post-war boom years." Guy Palmerston, who operates the Lake Whalom playhouse, Fitchburg, Mass., and the Worcester (Mass.) drama festival, believes the summer season will be "safer" and henceforth strawhats will have to "work harder" for profitable business. He thinks the post-war spots alienate the public and invite business for the better.

Typical of some of the younger groups outside the regular strawhat circuit are Marilyn Liss and Bernice Loren, who operated a non-Equity professional company at East Jordan, in the resort area of Michigan. They figure on returning next summer to their Stage 49. Having survived a public controversy with the local banker, who wanted to "The Voice of the Turtle" because the play is "immoral," they plan to return to their operation.

Also, if they can break even a week after the 1949 season, they hope to keep the troupe intact and tour during the winter of 1949-50.

Legit Bits

Leslie Litom. In "Joy to the World" last season, added to cast of "Studio One" on CBS television Sunday (7). George Ross to handle pa. chores on "Kiss Me, Kate" by his director, who was the production and costumes of the play.

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Prostie' Mgr. Pay Goes in Escrow; O'Keefe Succeeds

With the appointment of Winston O'Keefe as new managing director, New Stages is proceeding with the week with the exception of its administrative setup and production plans for the season. At the same time, attempts are continuing to settle affairs with Norman Rose and David Hellwell, former co-managing directors and respective president and executive vice-president.

Exact status of Rose and Hellwell is still undetermined. Paid issued a statement Monday (1) denying the existence of reasons related to financial matters, but resulted purely from differences of opinion over the management of the company.

That was promptly contradicted by several New Stages board members, who cited various instances of mismanagement by Rose and Hellwell as among the specific causes of dissatisfaction on the part of the membership.

Money to cover Rose and Hellwell's pay as managers of "The Prostie'" "Hope Is the Thing" production, at the Court, N. Y., is being deposited in escrow, while the status of their contracts with the show is determined. Meanwhile, agreements have been reached with their resignation from the boards of both New Stages and of the respective production and their own company, a substantial block of New Stages stock.

The board appointed committees this week to handle play reading with the exception of the Turner deputy chairman and finances (Barrie Stavis, chairman). It was expected that actual management of New Stages would be delegated wholly to O'Keefe, with the board retaining its advisory or organizational policy. O'Keefe resigned as director of the professional drama program of the American Theatre Wing to take the managing directorship of New Stages, but he is not a charter member.

Big Longhair Sked
For Kansas City

Kansas City, Nov. 2. Philharmonic Orch and a other bigbrow concert series get late start in the morning. The series is to be an intensive one with at least four concert series operating during the winter. The first concert date is the Ruth Seufert series, which kicked off Oct. 15 with Robert Schumann's "The Four Seasons" and the American Theatre Wing to take the managing directorship of New Stages, but he is not a charter member.

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Broadway

J.C. Board's stupefied the MCA chord chain's return to Beverly Hills.

Charles Ziegler agency added Abe Newborn, Martin Baum and Hal Davis to its staff.

Charles Reader, Hotel Pierre maestro-booker, to the Coast on a business trip.

John Reissner, of David O. Selznick's London office, in N. Y., for homecoming contacts.

John Leeds, longstring-pianist at Hotel New Yorker's Terrace Room, is daughter of organist Louis Crawford.

Jim Carroll, ex-Roney Plaza hotel, Miami Beach, taking away some of the former clientele to his new Delano Hotel there.

A. Pam Blumenthal, Cinecolor board chairman, to Coast after a year in N. Y., confab with Cinecolor and Film Classics execs.

Barbara Factor, granddaughter of the late Max Factor, Hollywood makeup midget, engaged to be married to William Hilton Feb. 10 in N. Y.

Herb Goldwyn Vargny, with Mrs. Goldwyn back from European vacation which embraced London, Paris and Rome, flying alone the way.

Yvonne Venzia, long-time dancer with her husband, Arnold Schary, executive aide to Irene Schary, Metro production topper, all in N. Y.

Bernard Kreidler, former Universal exec, due in N. Y. (Wed.) on the New Amsterdam grand tour in Europe studying film trends.

Hat prize gimmick Sunday nights at the Copas has been replaced by duck Jack Elzen, with giveaway of a portable radio and a ring hyping Sabatini hit.

John-Pierre Amount, returns from France Dec. 9, for rehearsals for "The Yellow Wallpaper," his peror of China, in which he co-stars with Lili St. Cyr.

Blida, French chanteuse currently in New York, heads for N. Y. Nov. 16. She is in the revue "Champs Elysees," Dec. 15 in a revue with Fernandez, comedian.

Henry and Phoebe Brown, Warner Bros. executives, staying over in N. Y., for three-week rehearsal job on uniting film to be produced by Jerry Wald.

Joseph Bernhardt, Cinecolor and Film Classics pres., planned Hollywood yesterday (Tues.) in his personal transatlantic shuttle between East and West Coast offices.

Shuberts spending \$150,000 to completely refurbish the "Winter Garden" Club, to be opened to legit, Mike Todd ("As the Girls Go"), starring Bobbi Clark, reopens the house next week.

Ruth, now publicity director of the American Society of Actors, is appearing, planes in from the Coast today (Wed.) to formulate plans for a Great New movie photography hobbyists to theatre bookfests.

Ann Revel took over operation of the travel agency business created by her husband, Billy Revel (Moore & Co.) who died two weeks ago. Revel is associated with Leonard J. Bronner of British American.

Emil Friedlander, of Dazian's, named chairman of the amusements industries' campaign for the \$600,000 fund-raising campaign under way in behalf of the non-sectarian N. Y. Guild for the Jewish Blind.

Robert Borz in from the Coast to work on a new musical for the Coast-Goth-Hill-Realty production. Plans for his recovery of George M. Cohan's old hit, "42 Street," from Broadway to the Coast. Baron are on, George Oppenheimer has that job.

Anthony Walter Wanger and director Victor Fleming, pooling their marketing efforts in the Coast Friday (Fri.) at the luncheon meet of the Associated Motion Picture Advertisers, Hotel Parkview.

Wanger's wife, Joan Bennett, listed to be ABMA's guest of honor.

Another woman, Joan Bennett White, 22, has been picked up by local authorities for being without a passport to travel to the Coast to register for the draft. White, who appeared in "Skipper Not God," "My Sister Lili," and "The Lady in the Lake," is reportedly refused to register as a conscientious objector. The other pacifist actor, Brenda Zane Burck, recently decided to sign up after several days in jail.

Pittsburgh

By Hal Cohen

Jim Hughes contacted 20th and as program director at WJAS next month.

Sam Senor in town beating the drums for Maurice Evans' "Man and Superman."

Samuel Meli set for lead in Playhouse's new show, an original musical "Shogun," starring Mary Frances Ackerman going

out to do special exploitation on "MacCoy's" for months.

Jimmy Reed, KQV p.a. who went to Europe in August for five weeks, has extended his stay until Christmas.

Jenny Lou Law leaves for New York next week to join her husband in Broadway version of "Lend an Ear."

Tredwell has left Glimco, where she edited house, organ to John Amusement Enterprises, Inc.

"Jimmy Sava held over at Terrace Room through Nov. 18, for the Festival Room of N. Y. Plaza hotel a week later.

Henry Boettcher, head of Tech Drama, will direct school's annual Shakespearean production, "Midsummer Night's Dream."

Minneapolis

By Les Rees

"Desert Song" into Lyeum Nov. 16-20. "Blue Devils" cancelled.

Friz Reiner here as Minneapolis' first orchestra group conductor.

Patti Page, Nelson & O'Day and the Four Seasons, Nov. 11-15.

Beatrice Kay at Hotel Radisson. Flamingo Club with Jerry Glidden orch.

"Playa Blades" floor show at Loop's elaborate new Gay '90s nightery.

Cosy & Dunn, George Kaye and Billy Bishop's orch into Club Cavalry.

Northwest Variety club had big homecoming party night of Minneapolis and local pros.

Dick May, local singer, winner of Cedric Adams "Slairway" to Stardom radio program, to New York with Adams for appearance on "The Godfrey" Talent Scout air show.

Dublin

By Maxwell Sweeney

Doug Willis, BBC quizzer, here on vacation.

City planning first municipal theatre in Ireland.

Lyric cinema, Linerick, switching to American shorts.

Playwright Brinsley Macnamara linked as new Radio Eireann drama artist.

Stuart E. Millman, Irish Odson chief, planned to London for talks with U.S. and West Coast offices.

Radio producer Larry Morrow staging one-acters for Abbey Experimental Theatre.

Colin London bowing out of Ilse-McKee Productions to become producer for Belfast Arts Theatre.

Dallas

Joe Reichman at Baker's Mural Room.

John Cugat orch at Brook Hotel Club Nov. 10.

Hornor officials talking to state fair officials about doing the Auditorium show next year.

Highly diamond is due in at Pappy's Showband on a new bill with Dolly Barr, the Two Jades and Roland Dreyer orch.

Jack Pepper is at the Suburban Club at Lakewood with the Russell Trio also is there for a month's date.

Chicago

Daniel O'Shea, head of Selznick Studios, in for a visit.

Howard Newman from N. Y. to duck "The Velvet" Selva.

AGVA saved former clown Charles (Sam Sum) DeBello from radio and music circles slated to appear at LaSalle's Heartbeat benefit concert Nov. 6.

Hugh Herbert surprised patrons at Great Northern theatre when he appeared in a few brief scenes of "High Button Shoes" Oct. 27 night.

Miami Beach

By Larry Soltow

Freddy Calo orch set for Sherry Frontiere hotel.

Gracie's Barbers set for Clover Club opening Jan. 11.

Grady Gray, who run the Zodiac Room in New Delano hotel, in N. Y. on talent hunt.

John Alvarez began into Cadillac hotel's Starlight Patio.

Julie Oshins "This Is the Army" and "Make Room for Daddy" in town and writing book.

Barry Gray switched 90-minute music show from Martineau hotel to Hyde Park formerly the Loma Hotel.

At Green, WMTE disk-jockey, had Tex Benke, here with his orch for 100 homecoming dance, a guest on show Oct. 28.

London

Korda's "Bonnie Prince Charlie" roundly praised by local press.

Charles and Phyllis Korda, after four years service, have retired from B. Feldman & Co.

Elia Shuldes taking over Lord Montgomery's London home in Westminster.

London open air theatre to be erected in London, this time in the vicinity of Russell Square.

Film scripter Noel Langley will team with James Minter of Renown Pictures, and write and produce films for him.

Maxine Sullivan series of six programs has been fixed by the BBC against the Winter Theatre.

"The Kid from Stratford" moves into the Winter Theatre theatre mid-December, at termination of its lease at Princess.

Elia Shuldes taking ill and had to cancel her Wood Green Empire date, just prior to Command Performance appearance.

Vera Lynn has contracted for a performance at the Royal Albert, starting Nov. 10. She's returning to the air in a new BBC series.

Bubbles and Arthur Hornblow, with Eddie Mannix, at the (11) Theatre, Nov. 10-12.

Beatrice Kay at Hotel Radisson and then to Paris by air, possibly for a tour.

George Isaacs, Minister of Labor, likely to announce findings of his investigation of British film industry.

BBC-Musicians' Union wages dispute third week in November.

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Mexico City

Arnie Hartman, American acrobat, touring the vast Republic at the Lirico.

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Heidelberg. Team will stay for another three or four weeks.

Aufbau Film Gesellschaft is now in production in Göttingen. British one. Wolfgang Liebenberg is directing the first feature.

"The First Night" featuring Hilda Krall.

1947. Film Alliance, which handles free film lending activities in the three western zones of Germany, has moved its headquarters from Neustadt to Frankfurt.

Walter G. Rundle replacing George Pipal as manager for Germany, and will continue Press Frankfurt bureau. Pipal will be director of UFA's continental incoming services, with headquarters in Hamburg.

Presented for the first time in Hamburg. Producer was Karlheinz Strobing. Bernhard Minetti played the leading role with Hans Dieter Zoller as David.

Musicians of the Berlin Philharmonic Orchestra refused to play for Russian or Red-sponsored concerts, at least until the Berlin blockade is lifted. The orchestra is performing in U. S. license.

permanently located in Berlin's U. S. sector.

Report of AG, Munich film company, starts shooting its first feature, a short film, "The Last Days of Pompeii."

about the Alp-North Sea Express, showing life in each town along the route from Munich to the North Sea.

Shooting will begin in Bremen and Bremerhaven.

Australia

By Eric Gorrick

"Present Laughter" continues to do well at Princes, Melbourne, for Carroll-Film.

Dan Carroll, head of Birch, Carroll & Goyke Pic. Corp., returning from a major operation.

"The Broken Circle" will be released here early next year via British Empire Films.

Atlantic Palace, new cinema, has State, Sydney, for Greater Union.

Report of Williams, Ealing's local head, back from his huddles in London with Sir Michael Balcon and Major Baker.

Copenhagen

By Victor Skarup

Danish cinema takes about 15% less than last autumn.

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Hollywood

Ted Lofft recovering from major surgery after a fall from a horse.

Don Brown joined Famous Artists Corp.

Joe Glass laid up with virus throat infection.

Livela Lindfors bedded with throat illness.

Danny Thomas laid up with ear and throat infection.

Ned Depinet in from N.Y. to confer with Howard Hughes.

Leslie Charles heading for the States to take a vacation.

Bryan Fog back after huddles in State Department in Washington.

Frank Portage to Honolulu to complete his Hawaiian soil tour.

Van Johnson to start a week tour of veterans hospitals.

Fink's Lee doing shows for paraplegics at Birmingham General Hospital.

Charles Drew drew \$40,000 with a two-day benefit show for a new school at El Cajon.

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Buenos Aires

German actor Alexander Duma

10th - Fox's Eddie Cohen touring Chile, Peru, Ecuador and Colombia.

Actress Pepita Serrador and husband-actor Fortunato Benavente.

Dr. Manlio Marino, of Italian film, back from attending Venice Film Festival.

Music publisher Wally Downey and his publicity chief, Teresita Ferns, to Corrida to line up bookings for 1949 release of "Joan Crawford."

J. G. Guthmann, of Cinematographia Inter-Americana, and his foreign manager, Juan Parrot, back from European trip.

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Columbia 'Gem'

Continued from page 1

Andy out of their current 730 slot, a move similar to CBS' move of the A & A, a \$200,000 cap-in-the-cash gives Paley complete ownership of the A & A, "strongly" and authority to switch them wherever the web so desire.

Edgar Bergen, who has been anchored at 8 on NBC for Standard Brands, which has been anxious to unload him, has been sent south to another show, the transaction having been signed and sealed by NBC, although the new bankroller is being kept under wraps.

Benny is agreeable to the switchover, it's been learned, but only if the Phil Harris-Alice Faye show for Rexall (since Harris is an integral part of the Benny program) moves over with him. Under terms of the checkerboard move, all the comedies would be at the same time slots on Columbia as they now have on NBC, which CBS could easily accomplish through the simple expedient of moving A & A and finding a new time slot for the Wednesday program (Gene Autry).

The multiple CBS wrap-up of comedies which, for years, has given NBC the comedy edge in radio programming (NBC's second strongest comedy line) has been broken up when CBS grabbed off A & A, does not involve capital deals in the sense that the blackface team was wooed over to Columbia.

However, it does encompass television as part of the overall programming plan.

House Reviews

Continued from page 47

Palindromes, London
by the Tiller Girls, and his radio comedies Charles Chester and his gang providing an abundance of fun.

Credit for the biggest individual hit in the show undoubtedly goes to John Boles, making his West End appearance after two years in the provincial theatre. He took long before he had the Pat Healey audience clamoring for his presence in the traditional manner, and although he yielded the "The Day After Tomorrow," he probably disappointed many on the first night by bowing out without giving them "Rita."

Direct hit was also scored by the Coltons, giving what was presumably a preview of their Royal Command tour a week later in the inevitable, effortless way they command their "Midnight in Mayfair" and the high spots of the evening, and almost had the audience on the sides.

Sparks, also booked for the Command show, and the Skating Rink, were forming the picture of a small, circular table, meeting, and the warm reception they received. Frederick Ferrar and Frances Chely duetted to perfection in a superbly conceived song, "The Zoris, and the Zoris. In their journey, the Panther and Zanzibar went through the routine of perfect grace, charm and agility. The Charles Chelys, who were of course, on the characters they were made popular on the air, and in the West End, are sufficiently intelligent to keep the show. The entire show, in fact, can move for its limited eight weeks season.

Olympia, Miami

Miami, Oct. 30.
Dorothy Clayton, Rosemary Clayton, Randy Crane, Rosemary Clayton, Dolphinos & Royal Sisters, The Rhodie House Group, and the Blandings Dream House (SRO).

The blend of variety packaged here this week is cut from a better cloth than with some audience results the net result.

Dorothy Clayton's personality and joint production of her sister's blended arrangements make her the main attraction. Her arrangement of "Can't Say No" is the sparkler. Rest of loyal Olympia in same group. Royal Sisters are another of the American acts which have been recently returned to club programs. Their aerial work has been excellent.

Ence Randy Crane is an efficient, self-effacing intro who does well in his own right, with apt mimicry and a fresh line of wit and special material. Moro and Bonelli are in the tradition of old vaude days with their comical

plus instrumental work on guitar, accordion and violin.
Standard robot-doll routines of the Royal Sisters and their sister, and comfortably with the strobolights.
The topshop framing makes for color and variety for the family. That is that are regular here.

Mr. and Mrs. Leon Alton, daughter, Hollywood, Oct. 23. Father is a film editor at RKO.

Mr. and Mrs. Sid Pietsch, son, Dallas, recently. Father is a news anchor on KATV, Los Angeles.

Mr. and Mrs. Wayne Thiriot, daughter, San Antonio, Oct. 23. Father is announcer on KITE there.

Mr. and Mrs. Wayne Thiriot, daughter, Oct. 23, Portland, Ore. Father is Farmington, March, after there.

The late Mark Hellinger once said of her: "Only two people in America would bring every reporter in New York to the docks to see them off. One is the President. The other is Imogene (Bubbles) Wilson."

She was gracing the Follies early

attack. He had been teamed in an act with his father, known as Fargo and Richards, and later with his wife, Dick, who survives him.

He retired from the stage 18 years ago to teach music in the Fontana schools.

Mrs. EMMA F. WHITEHILL, 85, former concert pianist, died Oct. 31 in New York. Mrs. Whitehill studied music in Europe and held a degree in Music Conservatory graduate. She played concert halls in U.S. for 15 years.

Daughter, a music survivor.

THOMAS J. CARMODY, 84, vaudeo booker until his retirement in the early '30s, died Oct. 26 in N. Y. after a brief illness.

Surviving is his widow, w

Continued from page 1

him on his own terms. He denied a recent report in the New York Times that he had tentatively agreed to a deal with Goldwyn that would give the latter script control.

Major point of difference with the Americans has been Rossellini's refusal to be completely blocked-out shooting scenes, which he'd stick-before starting work on the script.

"I have a general idea of what I want to do when I start shooting. I take my plot writers with me on the set. They work for me a few days of camera work we get the first or three definitely laid out — although script changes to fit the situation."

The dialog writers stay with me right along, however, because I want them to do when I start shooting. I take my plot writers with me on the set. They work for me a few days of camera work we get the first or three definitely laid out — although script changes to fit the situation."

"If you destroy the Met," Johnson asked, "what are you going to put in its place?"

Asked what the Met plans to do to carry out its promise last year of cutting out of the picture the eccentric patrons on opening night, Johnson said, "We'll have to fill the newspapers last year, but we'll have a special camera crew had been formed to handle the making of the plans with the directors of the various newspapers."

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BIRTHS

Mr. and Mrs. Stanley Yorke, daughter, Hollywood, Oct. 23. Father is a film editor at RKO.

Mr. and Mrs. "Punchy" Wylie, daughter, Syracuse, Oct. 23. Father is sales manager of WFBL in New York City.

Mr. and Mrs. Leon Alton, daughter, Hollywood, Oct. 23. Father is a film editor at RKO.

Mr. and Mrs. Sid Pietsch, son, Dallas, recently. Father is a news anchor on KATV, Los Angeles.

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OBITUARIES

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Continued from page 1

him on his own terms. He denied a recent report in the New York Times that he had tentatively agreed to a deal with Goldwyn that would give the latter script control.

Major point of difference with the Americans has been Rossellini's refusal to be completely blocked-out shooting scenes, which he'd stick-before starting work on the script.

"I have a general idea of what I want to do when I start shooting. I take my plot writers with me on the set. They work for me a few days of camera work we get the first or three definitely laid out — although script changes to fit the situation."

The dialog writers stay with me right along, however, because I want them to do when I start shooting. I take my plot writers with me on the set. They work for me a few days of camera work we get the first or three definitely laid out — although script changes to fit the situation."

"If you destroy the Met," Johnson asked, "what are you going to put in its place?"

Asked what the Met plans to do to carry out its promise last year of cutting out of the picture the eccentric patrons on opening night, Johnson said, "We'll have to fill the newspapers last year, but we'll have a special camera crew had been formed to handle the making of the plans with the directors of the various newspapers."

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To: TORONTO, Canada
To: WALLED LAKE, Mich.
To: WHEELING, West Va.
To: ERIE, Pa.
To: PITTSBURGH, Pa.
To: MAHANAY CITY, Pa.
To: OLD ORCHARD BEACH, Maine
To: ALLENTOWN, Pa.
To: NEW LONDON, Conn.
To: FITCHBURG, Mass.
To: HAMPTON BEACH, Mass.
To: OLD ORCHARD BEACH, Maine
To: AUBURNDALE, Mass.
To: SALEM, New Hampshire
To: BRIDGEPORT, Conn.
To: NEW BEDFORD, Mass.

To: SPRINGFIELD, Mass.
To: CLICK, Phila., Pa.
To: SCRANTON, Pa.
To: HORNELL, New York
To: YORK, Pa.
To: WALDORF-ASTORIA, New York
To: CORNWALL, Ontario, Canada
To: LOWELL, Mass.
To: MANCHESTER, N. H.
To: STRAND THEATRE, New York
To: LOS ANGELES, Calif.

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MUSIC CORPORATION OF AMERICA

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VOL. 172 No. 10

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PRICE 25 CENTS

BENNY'S \$4,000,000 NBC DEAL

Big-Coin Bookings for Niteries, 18 New Hotels Gear Miami Season

By LARRY SOLLOWAY

Miami Beach, Nov. 9. Greater Miami this year is jirding itself for another smash season, despite gloomy reports from other resort cities which have suffered last summer. There will be over 2,000 additional rooms available via 18 new luxury hotels being readied for the '48-49 season, more niteries than obtained since the war, and dozens of eateries will be running, all looking for the anticipated flood of sun-seekers, though most admit that the lush dough won't be as heavy as in recent years.

On the niterie side, the Beachcomber is the bellwether of the group prepping for the Winter. Always a believer in names for draw and profits, Ned Schuyler, operator of the big spot, started booking early and is in best shape as regards his lineup. Toffee show on Dec. 23 will feature Dean Martin and Jerry Lewis for minimum of three weeks with one-week option, depending on their pie commitments. Comedy team has been dickered for by most of the big spots here, but Beachcomber got them when film producer Hal Wallis, to whom they are under contract for pie, postponed filming until mid-January.

Supporting show will feature Frances Langford, plus a June Tapp production. Show follows will combine three-time returnees, Sophie Tucker, Harry Richman and Jackie Miles for minimum of four weeks. Windup four-week lineup will have Tony Martin and the Vagabonds in support.

Copa City, currently building in place of Copacabana across the street from Beachcomber, has planned a late-December opening. However, though Xavier Cugat is being dickered for, with Hildegarde and Kay Thompson, others guarded for, no set dates or names have been officially announced. Understood though, that owner Murray Wengler is going after

La Boheme, which will operate in place of the shuttered Colonial Inn, has Martin Donnelly to open (Continued on page 63)

BEA LILLIE PLUGS TUNE OF NEARBY RIVAL SHOW

In one of her sketches in "Inside U. S. A." at the Majestic, N. Y., Bea Lillie is now boasting "My Darling, My Darling," song hit from "Where's Charley?" the musical comedy hit at the St. James, directly across 44th street from her theatre. She is singing the bars of the Frank Loesser tune during the exit in which she parodies backstage managers.

Comedian Sam "Charley" a couple of weeks ago and thereafter substituted "Darling" for another tune she'd previously hummed during the "U. S. A." bit.

Lawyer Turns Magico

Pittsburgh, Nov. 9. Dan Schmidt, local barrister who has parlayed his hobby, hypnotism, into a profitable business, is going to branch out right after the first of the year with a regular unit aimed at theatres and auditoriums.

In last few years, Schmidt has practically given up his law practice to give exhibitions all over the country.

U.S. Envoy Feels British Pix Quota Will Stick Indef

By HERB GOLDEN

London, Nov. 9. There's virtually no hope of a change in the situation faced by the American film industry in Britain, U. S. Ambassador Lewis Douglas told VARIETY last week. The envoy said that the present 45% quota and the currency restrictions worked out in the Anglo-U. S. agreement of last March could be expected to stand indefinitely.

Douglas explained that despite his preoccupation with the explosive situations in Berlin and Palestine, he has been keeping a careful watch on the American film industry's dealings with the British government since the 75% tax was instituted in August, 1947. He declared he thought there was no (Continued on page 62)

Roosevelt Inn, Theatre Part of FDR 'Shrine'

Poughkeepsie, N. Y., Nov. 9. The Joseph P. Day realty people are planning a development adjacent to the Hyde Park, N. Y., home of Mrs. Franklin D. Roosevelt to include a Roosevelt Inn and summer estate. Howard Prosser has been approached to operate the strawhat.

Located only a few miles from here, updaters have noticed that the Roosevelt hotel has increasingly become a national shrine and it is the intention to create public conveniences for the throngs. The Howard Johnson people are already building a big roadhouse.

The Roosevelt Inn would include a large private room for semi-private parties when the late President's wife and Elliott Roosevelt, who have been more prominent here than ever, would distinguish visitors to these Dutchess County environs.

WEB FORESTALLS RAGING CBS

By GEORGE ROSEN

The NBC vs. CBS "Capital Gains Battle" which finds the two networks locked in an unprecedented struggle for top names and properties, moved to a climactic and stunning crescendo this week when NBC bought Jack Benny and his Amusement Enterprises operation for a reported price of \$4,000,000.

Threatened with the loss of its sock selection of Sunday night comedy shows, including Benny, Phil Harris-Alice Faye and the Edgar Bergen show, which would have left only Fred Allen to fill the gap, NBC preyed Niles Trammell, with the reported blessing of RCA board chairman David Sarnoff, moved swiftly into the picture to engineer radio's most fabulous deal to date.

The action of Trammell and his NBC board of strategy came just as CBS board chairman William S. Paley was about to wrap up the most farflung programming coup in network radio whereby Columbia would have grabbed off NBC's Sunday night talent lineup to entrench them in the same time segments on CBS.

Under terms of the new Benny-NBC deal, which, according to one exec close to the picture "represents twice the coin involved in Columbia's recent capital-gains acquisition of Amos 'n' Andy," NBC, as a protective measure, has been obliged to buy out the whole (Continued on page 28)

Record Grid Gate Despite Telecasts

Minneapolis, Nov. 9. As KSTP-TV mounted its first television football season it proved to the University of Minnesota that television acts as a wedge at the gate rather than a retarder. As KSTP-TV concluded its annual televised home game, U. of M. reported an all-time record breaking total of 314,484.

A copy of KSTP-TV's grossed the university close to \$100,000. KSTP-TV was given television rights for \$1,000 per game.

Kaye-Fine Switches On G&S Shake Up British

London, Nov. 9. Danny Kaye and Sylvia Fine (Mrs. Kaye) created a problem for the guardians of the Gilbert and Sullivan tradition.

A copy of Kaye's new 10-issued album of seven Gilbert and Sullivan songs, recorded for Decca, was specially flown over last week for the associates of the late Rupert (Continued on page 63)

Some Showmen See Price Ceilings Easing More Coin for Amusements

'Miracle' Truman Song

Recording companies and music publishers began getting tunes based on President Truman's unexpected reelection the day after the election was assumed. Decca Records, for example, got a home recording and lyric of a tune titled "The Miracle Man from Missouri" late Thursday (4) afternoon. And it was mailed from a midwestern city.

Several publishers drew almost as fast action. None of them is worthwhile, at least none of those that came in so fast.

Truman Election Cost AFM Million In Disk Settlement

Gov. Thomas E. Dewey and musical experts were not the only ones consumed by AFM's voters last week, when President Truman beat the winner in the Presidential election despite the belief he didn't have much of a chance. American Federation of Musicians president James C. Petrillo and his executive board also were crushed up. They had made a tentative agreement with the recording companies for the ending of the disk ban on the theory that Dewey would be elected. And the result cost the AFM over \$1,000,000.

It's firmly believed by tradesmen involved in the recording situation that Petrillo would never have agreed to forgo the collection of retroactive royalties from the sale of records between Jan. 1, 1947, and Sept. 30 had he had any inkling that Mr. Truman would be re-elected. These royalties, which the recording companies stopped paying when the AFM's disk ban was (Continued on page 62)

Berle's Nov. 25 Video Bid Keynotes He's No. 1 on TV

That Milton Berle has emerged as probably television's No. 1 personality was accented last week when Elgin-American tried to woo the audience to ences for a \$4,000 quot shot.

Elgin-American is currently prepping its Thanksgiving Day special layout for ABC-TV, showcasing and was particularly anxious to grab off Berle.

Comedian, however, chimed in with a nice, priestly because, far as video goes, Texaco has an exclusive on his services.

Theatres and cafes feel that the re-election of Pres. Truman and a Democratic Congress may be the first step in the revival of the amusement industry. A workable program of price control, they feel, may be the factor that will permit the average wage earner to have enough left out of his wages to spend on entertainment. Lack of a balance at the end of the week has been the major cause of boxoffice decline all over the country.

Entertainment entrepreneurs have long seen that prices of food and other basic necessities have knocked the average budget off base. Luxury industries, including theatres, were the first hit. With a general reduction of prices, wartime grossages may be revived.

Entertainment industry spokesmen also think that the President's announced intention of restoring the excess profits tax will have a general uplifting effect on the amusement industry's gross take. Many feel that major industries would rather raise salaries than shell out the super-profits in the form of taxes.

It's argued that both these conditions existed under wartime controls. As a result, most theatres and cafes failed to stand during the majority of times, even if a poor picture and a mediocre cafe bill were all that was offered.

The film industry, particularly, stands to profit considerably from a revised price and tax program. While major studios were disappointed at Dewey's failure to get the nod from the voters because of the adverse effects on the Government's anti-trust suit, the average exhibitor feels that the customers that have been lost because of the economic situation will return to their former filmgoing habits. This included one or two nights out, instead of the present sporadic ad (Continued on page 22)

LITTLE LIKELIHOOD FOR MET ON TV THIS YEAR

There's very little chance that Metropolitan Opera Assn. performances will be televised, despite a lot of talk and activity on that subject. The Met's radio broadcasts every Saturday during the N. Y. season have become one of the organization's most widely advertised functions, and there's been increasing interest in seeing the operas on the old set last night, so long as the Met continues at its Broadway and 39th St. emporium, as the name Editor Elmer Johnson, because of the technical problems involved.

Metropolitan Opera Assn. in the theatre to rig up cameras and booths, and with seat space at a premium (the Met can't afford to take any seating space away. Lights and sound on the old set last night, so long as the Met continues at its Broadway and 39th St. emporium, as the name Editor Elmer Johnson, because of the technical problems involved. (Continued on page 63)

'Back to the People' Pix Urged By Jerry Wald in Showmanship Pitch

By ABEI GREEN
 "Let's do like Truman . . . go back to the people for emotional impact."
 That's the observation of Jerry Wald, Warner Bros. producer, east on business and a playwright since "Audiences haven't changed; the business has changed. There's more talent concentrated on the Coast than anywhere in the world but we have lost the showman's ship touch, we don't know what to do with that talent," he continues.

Wald, ex-New York newspaperman whose aptitude for translating the passing scene to the screen ranks with the Hollywood top-notchers, has plenty to say about showmanship—or rather the lack of it. He harks back to the lush period of the silents and the early talkers, and appraises the showmen as lacking. "There's nothing to make the women drop the dishes and dash to the mirror," he feels, "as when we had Fairbanks with his swashbuckling, or Valentino with his smoldering department. There are no great romantic teams like Garbo and Gilbert. Occasionally we recognize it, like a smash, as witness Bogart and Bacall in "Casablanca" or maybe I hope, in our forthcoming "Don Juan," where Bette Flynn is the newest combination to the kingly and the royal. Doug and the General Valentino.

We have no great women's pictures such as Irving Thalberg used to make. They're more modern problem or 'society' themes rather than great, exotic, fashion parades, smart folk and glamorous backgrounds. And of the old-fashioned Clifford and Shearer pictures, or themes like "The Sin of Madelon Claudet," "The Widower's Tears," "Dancing Lady," even the synthetic "It" of Elinor Glyn and Clara Bow." (Continued on page 11)

Sentence Leon Sirtzky In French Courts For Trading With the Enemy

Paris, Nov. 9.—Circuit operator Leon Sirtzky left for the U. S. a year after a court sentenced him to a one-year jail term on a charge of collaborating with the enemy. An appeal from the tribunal's decision prevented his immediate arrest. His confinement was ordered after Sirtzky was found guilty of selling his 32 film theatres to the German film trust through a dummy after the occupation.
 Sirtzky received 20,000,000 francs (then equivalent to \$200,000) for the houses and managed to transfer the proceeds of the sale to America. Claiming he acted under duress, the theatre op later attempted to recover either the theatres or compensation from Philippe Aecoulon who heads SOECRE, the government film trust. This agency was formed to operate seized enemy exhibition properties.

Aecoulon, through his attorney Paul Weil, filed countercharges against Sirtzky accusing him of deliberately trading with the enemy thus blocking a possible surrender of former Sirtzky properties. The court which passed sentence included one Jewish judge in order to circumvent anti-Semitic allegations.

Since the war's end Sirtzky has been operating Sirtzky International Pictures in New York with his sons, Sam and Joseph. The company distributes French films in the U. S. and also runs the Ambassador and Elsee theatres, N. Y.

'Lili Marlene' Composer Gets Denazification OK

Hanover, Nov. 9.—Norman Schultze, composer of "Lili Marlene," was not held to get back to composing. A German denazification court here ruled in a minor offense is a minor offense. He may not run as a candidate in German elections and must pay 3,900 marks in costs.

Press reports from England said he had royalties running as high as \$50,000 awaiting him on British performances of "Lili," but there was doubt he'd be able to collect.

Already?

Circuit managers have already noticed a steadying of their business post-election. They don't know whether it's the general stabilization of the business, following the Presidential race, but business seems to be on sounder footing.

Some of the more enthusiastic Democrats want to

President Truman's influence as the reason for this.

SWG Group East On Tele Rights

Delegation from the Screen Writers Guild arrived in New York over the weekend for conferences with representatives of the other affiliate in the Authors League of America on the subject of television writing. Initial meeting was held Monday afternoon (8-9) and will probably continue several days.

Al of the sessions is apparently to coordinate the ideas of the east and west branches of the League's television committee, which have been studying the subject more independently for the last six months. Coast contingent includes Sherman Glendon, SWG president; Dwight Taylor and attorney Morris E. Cohn. Attending the Monday session were the other affiliates: Rex Rott, Stott and Gilbert Gabriel, for the Authors Guild; A. G. Coetz and Arthur Schwartz, for the Dramatists Guild; and Lee Berg and Sheldon Starck for the Screen Writers Guild, with Louise Sillico and Evelyn Burke, respective executive-secretary and assistant, representing the League.

FLOCK OF SHOWFOLK ON THE LAM BY AIR

Long list of show biz celebs played in and out of New York's LaGuardia airport this week. In league Bergman arrived from the Coast Monday (8) for the special Christmas tree on Broadway. "Joan of Arc" (Walter Wanger-RKO) at the Broadway Victoria Opera Company before rejoining the Hospitals Fund.

Frank Sinatra and his wife re-joined the Coast Friday (5) after a N. Y. vacation. Merle Oberon, after returning from a European vacation, flew to Hollywood the same day to begin work in "Operation Malaya" and "I Married a Communist," both at RKO. On Saturday (6), Linda Randall returned to the Coast where she will top tour of eastern veterans' hops.

Metropolitan baritone Set Svahnholm played to England Monday (8) for a series of eight performances with the Royal Opera at Covent Garden. He then goes to his native Sweden to sing with the Stockholm Opera Company before rejoining the Met in N. Y.

Brit. Ban on Ben Hecht's Byline Childish—Wilcox

Ban on pictures written by Ben Hecht by the British Censorship Board. He then goes to his native Sweden to sing with the Stockholm Opera Company before rejoining the Met in N. Y.

Continued on page 20

Violinsky Says

Solly Violinsky, vaudevilleman who has "laid off under four presidents," not afraid he was "going for a smoke" but the manager assured him it was all right, "go ahead and smoke, it's your right, feel it." Violinsky demurred, "I'm afraid; there's so much paper in the house."

341st Week!

1,459 performances
 All-time long run record in the legitimate theatre

KEN MURRAY'S

"BLACKCOWS OF 1948"

El Capitan Theatre, Hollywood, Cal.

And now in world-wide release

"KILL AND COO"

Ben Murray's Academy Award Film

High Court Nixes Lawson Request On Jurisdiction

Washington, Nov. 9.—John Howard Lawson, one of the "unfriendly 10," must make his appeal from his contempt of Congress conviction to the U. S. Court of Appeals here.

The Supreme court yesterday (8) nixed Lawson's request that it take immediate jurisdiction on the ground that the suit involves important constitutional questions. The Hollywood screen writer's appeal in the Court of Appeals has been pending for months. He now has about 10 days to get in his final briefs.

While insisting upon additional time to get these papers before the tribunal, Lawson's attorneys pulled a surprise some weeks back by asking the Supreme Court to take over the case. This was the move which failed yesterday.

Lawson's is the test case for the 10 who refused to tell the House Un-American Activities Committee whether they were members of the Communist party. In the event that the Court of Appeals upholds Lawson's conviction, he can go to the Supreme Court again and ask for a review.

Coincidentally, on the very day that the Supreme Court was turning down Lawson's appeal, Thomas, chairman of the Un-American Activities Committee, was being indicted by a Washington grand jury for payroll padding. Among the charges against him was that he drew vouchers for persons allegedly working on the committee, when no work was ever done.

Roundup of H'wood Pix Names Set to Sail For Command Performance

Hollywood, Nov. 9.—Norman Siegel has landed up a troupe of film names to represent Hollywood at the Third Royal Command Film Performance in London. Nov. 29. Leaving here on Friday are: Alan Ladd, Patricia Neal, Sue Carol, Virginia Mayo and Bill DeWolfe.

They will meet Joan Caulfield in New York and sail on the Mauretania Nov. 16. Ronald Reagan will sail on the Britannia Nov. 15. Currently in England and waiting to take part in the event are Robert Taylor, Elizabeth Taylor and Myrna Loy.

Almost every British star of note will also be participating in the stage show, which is being produced by Jack Hulbert. The affair is being held in honor of the Cinematograph Trade Benevolent Fund and the selected film "Scott of the Antarctic," produced by J. Arthur Rank.
 Top admission price is \$100.

This Week's Football

By MARTY GLICKMAN

(Sports Director of WHGN, N. Y.)

COLLEGE

*GAMES	COLLEGE	SELECTION	*POINTS
Army-Pennsylvania	Army	Army being compared to wartime Dixie-Blanchard 11.	7
William & Mary-Boston College	W&M	The Eagles are getting better and better.	6
Brown-Harvard	Brown	Brown gets better Saturday.	13
Colgate-Syracuse	Colgate	Anything can happen in this traditional rivalry.	13
Navy-Columbia	Navy	After a long wait, the Lions will seem like lambs to the Middle.	6
Dartmouth-Cornell	Dartmouth	The Ram is getting better, but not quite enough.	19
Fordham-Holy Cross	Holy Cross	The Wildcats are one of the best independents in the country.	13
Georgetown-Villanova	Villanova	Once upon a time Rutgers was a "beater" for the Violets.	20
Rutgers-NYU	Rutgers	How times have changed!	13
Temple-Penn State	Temple	Only Army is a match for Petchel, Rogel and Co.	13
Princeton-Yale	Princeton	Princeton is very good now, after a slow start.	13

SOUTH

Alabama-Georgia Tech	Georgia Tech	Rambling Wreck is out to get even for Tennessee upset.	13
SMU-Arkansas	SMU	Arkansas heading for the second consecutive crown.	26
Georgia-Auburn	Georgia	Johnny Rauch supposed to be the best passer in the south.	7
Baylor-Texas	Baylor	The Bears' undefeated bubble burst last week.	13
Clemson-Wake Forest	Wake Forest	Deacons are getting better each week.	19
Georgia-Washington-Duke	Duke	An easy one on the Blue Devils' difficult schedule.	7
Florida-Kentucky	Kentucky	The Kentucky Wildcats have disappointed all season.	7
Mississippi State-LSU (info)	LSU	Steve Van Buren is expected to come back from LSU, but he's not in his big brother's class yet.	13
Mississippi-Tennessee	Tennessee	General Neyland's game racked up the upset of the south against Georgia Tech.	14
No. Carolina-Maryland	No. Carolina	The Tarheels relaxed last Saturday but won't again.	7
Rice-Texas A&M	Rice	The Aggies don't have a better player at LSU, but he's not in his big brother's class yet.	13
No. Carolina-Tulsa	No. Carolina	Tulsa has lost the formula.	7
Texas-Texas Christian	Texas	Flip a coin to call this one.	13
Virginia-West Virginia	West Virginia	While insisting upon additional time to get these papers before the tribunal, Lawson's attorneys pulled a surprise some weeks back by asking the Supreme Court to take over the case. This was the move which failed yesterday.	13

MIDWEST

Ohio State-Illinois	Illinois	The Illini played Michigan to a standstill two weeks ago.	13
Indiana-Michigan	Michigan	Volunteers heading for the second consecutive crown.	26
Minnesota-Iowa	Minnesota	A rugged affair.	13
Michigan State-Iowa	Michigan State	Iowa State is way out of its class.	13
Kansas-Kansas	Kansas	Kansas beginning to come back after Sauer left to coach Navy.	13
Marquette-Wisconsin	Wisconsin	This one Stuhldreher's student critics can't criticize.	20
Colorado-Missouri	Missouri	The "show me" boys were shown up Oklahoma last Saturday.	13
Nebraska-Oklahoma	Oklahoma	The Sooners are winding up as Big 7 champions.	26
Northwestern-Noir Dame	Noir Dame	Northwestern will probably represent Big 9 in Rose Bowl.	13

FAR WEST

Washington State-California	California	Lynn Waldorf, after so many disappointing seasons at Northridge, may be the best player in the west.	13
Oregon-UCLA (Fri. nite)	Oregon	The Uclans are disunion-riden.	13
Utah-Oregon State	Oregon State	A walkover for State.	13
Washington-USC	USC	USC's Trojan are so bad the league may close the Chicago franchise.	13

PROFESSIONAL

NATIONAL FOOTBALL LEAGUE

Los Angeles-NY Giants	Yankees	The Glants must wait till next year.	14
Boston-Philadelphia Eagles	Eagles	The Eagles are the class of the Eastern Division.	21
Green Bay-Chicago Bears	Bears	Green Bay is going to win the league next year.	21
Chicago Cardinals-Pittsburgh	Cardinals	The Cardinals have the best group of running backs in the league in Tripp, Adams and Brown.	21
Detroit-Washington Redskins	Redskins	Sammy Baugh and his Redskins are on the warpath.	14

ALL-AMERICAN CONFERENCE

Chicago Rockets-Baltimore Colts	Colts	The Rockets are so bad the league may close the Chicago franchise.	21
Brooklyn-Yankees	Yankees	The Yankees are going to win the league next year.	14
Los Angeles-Buffalo	Bills	Sunday unless otherwise notified, the Dons are in a bad way.	21
San Francisco-Cleveland	Browns	The game of the season.	21

SEASON'S RECORD

Won, 234; Lost, 68; Tied, 8; Pts., 273.

(Ties don't count)

* College games are played Saturday unless otherwise stated; pros play Sunday unless otherwise notified.
 † Point margin represents selector's choice, not the official gambling odds.

in **N-Y** it's **U-I**

for **ENTER**

UNIVERSAL-INTERNATIONAL PRESENTS

JOAN FONTAINE · BURT LANCASTER
KISS THE BLOOD OFF MY HANDS
ROBERT NEWTON

co-starring

Screenplay by Leonardo Bertovici • Adaptation by Ben Maddow
 and Walter Bernstein • Additional Dialogue by Hugh Gray • Based
 on the novel by Gerald Butler • Produced by RICHARD VERNON
 Associate Producer: Norman Deming
 Directed by NORMAN FOSTER
 A HAROLD HECHT-NORMA PRODUCTION

LOEW'S CRITERION

UNIVERSAL-INTERNATIONAL presents

Joan Fontaine · James Stewart
You Gotta Stay Happy

with **EDDIE ALBERT**

ROLAND YOUNG · WILLARD PARKER · PERCY KILBRIDE

From The Sat. Eve. POST serial by ROBERT CARSON • produced and
 written for the screen by KARL TUNBERG • directed by H. C. POTTER
 A WILLIAM DOZIER presentation

A RAMPART PRODUCTION

RADIO CITY MUSIC HALL

ENTERTAINMENT!

UNIVERSAL-INTERNATIONAL presents

ONE TOUCH of VENUS

BROADWAY'S DEVASTATING MUSICAL DELIGHT

ROBERT WALKER **AVA GARDNER** **DICK HAYMES**
with **EVE ARDEN** • **OLGA SAN JUAN** • **TOM CONWAY**

Screenplay by Harry Kurnitz and Frank Tashlin • Based on the
Musical Play • Music by Kurt Weill • Book by S. J. Perelman and
Ogden Nash • Lyrics by Ogden Nash • Suggested by the Novel,
"The Tinted Venus" • Directed by WILLIAM A. SEITZ
Produced by LESTER COWAN

CAPITOL THEATRE

A J. ARTHUR RANK ENTERPRISE

Laurence Olivier
presents

Hamlet

by WILLIAM SHAKESPEARE
A TWO CITIES FILM
Under the management of Filippo Del Giudice
Produced and Directed by
LAURENCE OLIVIER
Released by Universal-International
SPONSORED BY THE THEATRE GUILD



PARK AVE. THEATRE

LETTERS TO THE EDITOR

Danny Kaye... And 'Hamlet'

There's a lesson to show business and to world relations in such divergent instances as Danny Kaye's grip on the British public... and the resounding cluck in America of Sir Laurence Olivier's filmization (via the J. Arthur Rank Organization) of "Hamlet."

That's the QED on almost anything and everything as regards creating a frontier on art. Show business brooks no drawn lines on talent. It has been so for centuries and it always will be. The public is the final arbiter. Mr. Truman proved it last week; the American public is proving it with their acceptance of what is theoretically a "class" picture, in Olivier's "Hamlet" (and that goes, too, for "Red Shoes"), and certainly both the public and peering in Britain have manifested it anew in the instance of Kaye.

Show business has witnessed all sorts of emotional eruptions, some spontaneous (like Valentino), some graphically induced (viz., Sinatra), and both, incidentally, quite lasting, no matter their origins. But any of these instances is invariably 100% Yankee Doodle Danny-inspired and perpetuated. You can't con the British that way, and even until this summer, as reports continued to percolate about what a sensation Kaye was at the Palladium, it was difficult to accept wholly until this writer reappraised it for himself. It remains a phenomenon of inexplicable motivation, extending the fact that Kaye is a genuine, touching than merely his prowess as a great single entertainer. In a lesser measure, the same emotions were struck by two other American exports, "Two for the Road" musicals, "Oklahoma!" first and "Annie Get Your Gun," wherein Dolores Gray likewise captured the imagination of the British public.

Kaye's career is capped, of course, by the extraordinary coupling of this comical kid from Brooklyn with Winston Churchill as the traitorous King of Fawkes Day, an historical highlight in British annals dating back to 1605 when Fawkes tried to blow up the House of Lords.

Incidentally, not the least of it is Jack Warner's showmanship in interrupting a shooting schedule—no small item in these conservation days—to permit Kaye's 10,000-mile flight from Hollywood to London and back (within a fortnight), just to appear at the annual fête on behalf of the Variety Artists Federation. But discarding the b.o. hype and its accumulative values, Kaye, like Olivier, proves the old adage: 'em quality and 'em quality and they'll buy it no more where it comes from. Abel.

IATSE's Walsh Throwing Weight Into Repealing Taft-Hartley Act

Richard F. Walsh, International Alliance of Theatrical Stage Employees' president, has thrown weight behind labor post-election drive to repeal the Taft-Hartley law. Declaring that the closed shop in the theatrical and film industries had promoted stability ever since the act was passed, he tagged the T-H law as "an obnoxious thing that should be stricken from the statute book."

Walsh said, however, that the current labor law has thus far had little impact upon general show biz industry-labor relations beyond being an "annoyance." The full effect of the T-H clause banning the closed shop, if it's still in force, will be felt in August, 1949 when the general basic industry-wide union studio workers' expires. The major film labor contracts, he pointed out, were then in the process of being renegotiated.

Walsh's main gripe, however, was against Governmental interference in the operation of the film industry. "When the farmers put their steel industry run into trouble they get a subsidy," he said, "but when the theatrical industry needs help, everybody is ready to run it out of business. Referring to the Government's aid against the majors, he said:

(Continued on page 18)

ATLANTA BANS 'ROPE'; SHOWN IN SUBURBS

Atlanta, Nov. 9. Alfred Hitchcock's "The Rope" was banned last night from the local showing at City Center. Christine Smith, Atlanta's film censor, banned the Warner Bros. picture after showing it to the City Council Board voted four to one against showing it, which was slated to play at Fox Theatre, Luce and Jenkins de Luxe 4,400-seater.

Local WB officials made no formal protest against the ban, but booked "Rope" into Emory theatre, 400-seat, suburban house located in silk stocking neighborhood adjoining Emory University.

Jack Goetz Back at Rep

Jack Goetz, who previously operated his own organization, has been named special consultant on laboratory and studio activities for Republic according to an announcement made yesterday (Tues.), by company press Herbert Goetz, who is president of both Republic and its affiliate, Consolidated Film Industries.

Long associated with Plant in CFI, Goetz had been plant manager of Erzbach, which the Republic chief merged with two other laboratories to form CFI. Goetz stepped out on his own in 1930.

Cal. H.O. Guides Reverse Field on Taft-Hartley Law

Facing a rout from the home office last field, two California labor leaders are reversing their field in moves to file the non-Communist affidavits required under the Taft-Hartley law. For the last six months, all major companies in the state have refused to bargain with both the Screen Publicists Guild and Screen Office of Motion Picture Employees because of their non-conformant stand.

Initial step towards signing was taken over the weekend when the United Labor Office of Professional Workers' Association voted to sign up. At a membership meeting Monday (8), SOPGW decided to sign after its exec board meeting (Wed.). The union switched its course to support the law in several collective bargaining elections scheduled for November.

(Continued on page 24)

OR WON'T GO-OP

Indie producers bluntly informed Errol Flynn last week they could not guarantee the cooperation he asked with the majors abroad unless they were consulted before the Motion Picture Association of America made industry-embracing deals with foreign nations. MPAA topster retorted that the Society of Independent Motion Picture Producers has been without a president or executive secretary since last January he didn't know to whom to turn to get an official expression of indie opinion.

Exchange of views came at a lengthy heart-to-heart session between London and indie execs at MPAA headquarters in New York last Thursday (4). Repping the producers were Grae Sears, president of United Artists; James A. Mulvey, president of Samuel Goldwyn Productions; Dan O'Shea, president of David O. Selznick's Vanguard Films; Roy Disney, proxy of Walt Disney Productions; Hara Kosiner, sales chief for Edward Small; and Robert J. Rubin, counsel for AMP.

Meeting was on a completely friendly plane. Johnson and indie execs at the moment, specifically in three territories—England, France and

(Continued on page 22)

Arnold to File New Suit in SWG Fight To Ban Blacklist

Hollywood, Nov. 9. Following dismissal of the suit brought against the majors in N.Y. federal court, Thurn Arnold, attorney for Screen Writers Guild, has advised the SWG exec board he will file an amended complaint to quash blacklisting of scripters by members of the Association of Motion Picture Producers.

Statement from Arnold in Washington said: "Careers of plaintiffs and testimony before the Senate committee must be removed from complaint, but may be reproduced in affidavits submitted to our cause of action, at which the defendant struck in to be allowed to stand. Most important of all, motion of defendants to strike is otherwise denied. That means that demands to have great sections of complaint stricken, as set forth in the original motion, are now to be complied with. It was these thrusts at substantive material which threatened the cause of action and these have been turned aside by the court."

Judge Says 'Be Concise'

In granting last week's dismissal motion, Judge Samuel R. Kaufman gave leave to the guild to file an amended complaint. He instructed the plaintiffs to omit as evidence anything lengthy enumeration of wrongs. Judge Kaufman said he will concentrate on a more concise presentation of the evidence.

Suit was filed by the SWG June 1 under the Federal anti-trust act. It is a yarn which was adopted in N. Y. by the Motion Picture Assn. of America against the hundreds of writers known as Communist background.

SWG-AMG AGREE ON PRACTICES CODE

Hollywood, Nov. 9. New "code of fair practice" formulated by exec boards of Screen Writers Guild and Artists Managers Guild limits agents to 10% commission. Also assures that the guild will not sue agents, offers protection from agent-producers who might want to sue agents. The code also gives assurance that an agency employee mutually agreed upon for the past several years.

Code is work of joint committee of the two guilds. Agents and its accusers to writers are not included in present standard contracts.

Selznick's Distrib Via UA Would Ease His \$25,000 Weekly Overhead

Sears Held East

Grad Sears, United Artists prez, who was slated to leave New York for the coast last week, has postponed his departure until next week. He has been delayed by confab in the east with David O. Selznick, who may have UA do part of his distribution, and with Walter Wanger, whose six UA may also distribute.

Arthur W. Kelly, UA exec v. p., has returned to New York from the Coast. Board meeting may be held later this week or early next week in the event it is necessary for the directors to pass on the deals now pending.

See David Loew Joining Sherman's Indie Operations

David Loew, who has been partnered with Charles Einfield in the Enterprise unit for the past several years, is reported joining forces with Harry Sherman when the Enterprise disbanded at the end of this year. Sherman owns the California Studios, which Ent had leased from him to house its production activities.

New setup, it is understood, will have Loew directing producers who work on the Sherman lot. Sherman is turning it back to a rental studio. Several other rental studios, notably that of the Loew Bros., have been endeavoring to get tenants by holding out the bait of financing. Loew, prior times participated in advancing costs to producers.

Loew is also to produce "Tennessee's Partner" on the Sherman lot. The property belonged to Sherman and was to have been produced by him for Ent. He is understood to have turned it over to Loew as part of the settlement by which he got the studio back. Sherman will also return to producing western films.

DENEAU VICE KUSEL; KRAMER LESS ACTIVE

Selznick Relicensing Organization's board of directors, after meeting Monday afternoon, announced the resignation of Milton Kusel, general sales manager, from company. Sid Deneau, Kusel's assistant, was named by the board to post of general manager of domestic distribution effective 11 a.m. (Tues.). SRO's total sales force in U. S. and Canada will henceforth be headed by Deneau, one of the youngest sales managers in the industry. Kusel, in mutual parting of the ways with SRO, will remain with the company for several more months.

Board of directors also set up a triumvirate to handle top management. One of the reasons for the trio includes Paul MacNamera, vice-president over-pub-distributing Leonard Case, treasurer, and Deneau.

Milton Kramer, board chairman and counsel of SRO, has been gradually diminishing his active participation in the affairs of the company. One of the reasons for his recent election to the presidency of The Ciba Co., Kramer had previously served as its counsel. The absence of a full force, exec, Kramer has been handling operation of SRO himself. Kramer and Betty Goldsmith, Kramer's daughter, have been directing foreign activities in the U. S. and the men in the field have assumed more autonomy.

Current distribution talks with United Artists by David O. Selznick are part of the general re-entrenchment plans on which the producer, embarked about four months ago. Selznick's policy is to sit out the present uncertainties to the domestic boxoffice front and the difficulties of getting coin out of foreign markets.

Producer is not only continuing his plan of ducking any new feature financing for the time being, but has also shelved for a couple years his scheme for actively getting into the television field. He had been planning to make shorts for video, but has come to the conclusion that it would be uneconomical until the revenue potential builds.

The deal is in a rather tentative state. If it goes through, a Selznick-Pave for the time being Release Organization execs will handle sales to important circuits and UA will handle the product to the general circuits. UA would also handle physical distribution of SRO products, which would eliminate the complicate of film delivery agencies.

The tieup with UA would solve one of Selznick's production problems. (Continued on page 20)

UD (Par) Counters That SIMPP Toppers Must Appear Personally

Detroit, Nov. 9. Attorneys for United Detroit Theatre Owners Association, the chain, and the Society of Independent Motion Picture Producers have filed a new motion picture question of whether top indie producers must personally come to Detroit to see the product to the 750,000 anti-trust action against UDT and Cooperative Theatres of Michigan.

New brief was filed by SIMPP lawyer against the UDT brief, which examined Walt Disney, David O. Selznick, Samuel Goldwyn and other indie producers. The brief says they were busy in Hollywood in daily supervision of production activities. It is claimed that the producers do not personally know the facts alleged in their complaint.

Attorney for UDT, countered with a news clip which showed that Selznick is in New York, not the Coast. In a letter to the court, he declared that if Selznick could take time to visit Gold, he could make it to his business to be in Detroit.

The brief also covered several months back, charges the two defendants with conspiring to keep indie film rentals in the Detroit area.


EINFELD CHECKS IN AT 20TH AS PUB-AD V.P.

Hollywood, Nov. 9. Charles Einfield has checked into 20th-Fox and reportedly will link a contract as the new ad-vp. prior to the end of this week. He's currently looking at product and takes over the office and forward determining campaigns for various pic. He'll headquarter in New York with frequent trips.

Taplinger Joining TP Robert Taplinger, is reported joining 20th-Fox when Charles Einfield takes over the office in charge of advertising and publicity Jan. 1. Taplinger was publisher of the Los Angeles Times and later headed Warner Bros. pub-ad department and was pub-ad topster at United Artists. He is partnered with David Loew.

It is also understood that Bill Blyskal, publicist who may accompany Einfield into the 20th organization. Exactly which department he will head could not be said yet to have been definitely determined.

"SOARING TO TOP POSITION
NATION-WIDE!" - *VARIETY*

BOXOFFICE BLUE RIBBON 
AWARD WINNER FOR OCTOBER!

JEANNE CRAIN
WILLIAM HOLDEN
and EDMUND GWENN

Apartment for Peggy

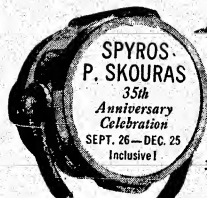
COLOR BY TECHNICOLOR

with
GENE LOCKHART • Griff Barnett • Randy Stuart

Directed and Written for the Screen by
GEORGE SEATON

Produced by
WILLIAM PERLBERG

From a Story by Faith Baldwin



COAST-TO-COAST IT'S

20
CENTURY-FOX

WEEK NOV. 21-27!

"FILL 'EM UP!"

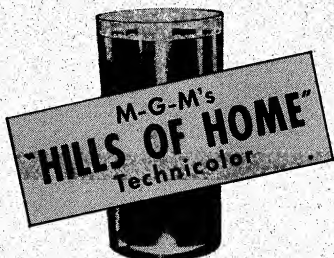


M-G-M's
"THREE MUSKETEERS"
Technicolor

M-G-M presents Alexandre Dumas' "THE THREE MUSKETEERS" Starring LANA TURNER, GENE KELLY, JUNE ALLYSON, VAN HEFLIN, ANGELA LANSBURY, FRANK MORGAN, VINCENT PRICE, KEENAN WYNN, JOHN SUTTON, GIG YOUNG • Color by TECHNICOLOR • Screen Play by Robert Ardrey • Directed by GEORGE SIDNEY • Produced by PANDRO S. BERMAN • An M-G-M Picture

"Fill 'em up at
THANKSGIVING!"

(The State, N. Y. record-breaker, a simultaneous Thanksgiving sensation!)



M-G-M's
"HILLS OF HOME"
Technicolor

M-G-M presents "HILLS OF HOME" • Starring EDMUND GWENN, DONALD CRISP, TOM DRAKE, JANET LEIGH, and LASSIE • Color by TECHNICOLOR • Original Screen Play by William Ludwig • Suggested by The Ian MacLaren Sketches "Doctor of the Old School" • Directed by FRED M. WILCOX • Produced by ROBERT SISK • An M-G-M Picture

"Fill 'em up at
CHRISTMAS!"

(Next at Radio City Music Hall and America's perfect Xmas show!)



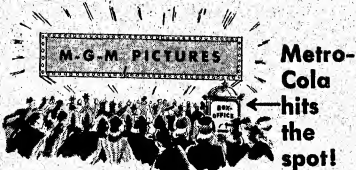
M-G-M's
"WORDS AND MUSIC"
Technicolor

M-G-M presents "WORDS AND MUSIC" • Starring JUNE ALLYSON, PERRY COMO, JUDY GARLAND, LENA HORNE, GENE KELLY, MICKEY ROONEY, ANN SOTHERN with Tom Drake, Cyd Charisse, Betty Garrett, Janet Leigh, Marshall Thompson, Mel Tormé, Vera-Ellen • Color by TECHNICOLOR • Based on the Lives and Music of Richard Rodgers and Lorenz Hart • Screen Play by Fred Finklehoffe • Story by Guy Bolton and Jean Holloway • Adaptation by Ben Feiner, Jr. • Musical Numbers Directed by Robert Alton • Directed by NORMAN TAUROG • Produced by ARTHUR FREED • A Metro-Goldwyn-Mayer Picture

"Fill 'em up at
NEW YEARS!"

(Happy New Year at Radio City Music Hall and across the nation!)

'Fill 'em up all year 'round'



Rain Lifts Chi Biz; Ink Spots, Lorre

Boost 'Road House' to Fancy \$55,000. She'-Pompeii' Wow of Week, \$28,000

Chicago, Nov. 9. Despite week of rain and fog, holiday trade in Chicago lifted with five new bills and seven holdovers. "She" and "Last Days of Pompeii" at Grand, "Surprise Winner of Week," for released, but average is \$6,000 for reissues, but this pair may hit big week \$28,000.

"Dear Secretary" with Bobby Breen topping stage show is strong \$30,000 at Oriental. "Road House" plus Ink Spots, Peter Lorre shapes big \$55,000 at the Chicago. "Rase Street" is last \$25,000 at Palace. "Gallant Blade" looks sharp \$18,000 at Roosevelt.

"Johnny Belinda" leads holdovers with excellent \$28,000 in second week at State. "Last Days of Pompeii" at Woods, still looks fancy \$18,000 in third week.

Estimates for this Week
Appalo (B&K) (1,400; 50-80) — "Hogmen Also Die" (Indie) and "Blackboard" (Indie) (reissues) (3d wk). Okay \$9,500. Last week better than expected at \$10,000.

Chicago (B&K) (3,900; 50-80) — "Road House" (20th) with Peter Lorre and Ink Spots. Fancy \$55,000. Last week, "Apartment for Peggy" (20th) with Mickey Rourke (2d wk), great \$45,000.

Garfield (B&K) (900; 50-80) — "Unlabeled Breed" (Col) and "Hac-nu" (Col). Last week, moderate \$7,500. Last week, nice \$9,000.

Grand (RKO) (1,500; 50-80) — "Last Days of Pompeii" (RKO) and "Johnny Belinda" (RKO) (reissues) (2d wk). \$28,000. Last week, "Secret" (M-G) and "Variety Time" (RKO), \$10,000.

Oriental (Essanex) (3,400; 50-80) — "Dear Secretary" (UFA) and "Pee-wee" (UFA) (reissues) (2d wk). Sandra Steele on stage, Strong \$30,000. Last week, "Luck of Irish" (20th) plus Povel, in person (3d wk), sold \$30,000.

Palace (RKO) (2,500; 50-80) — "Pee-wee" (UFA) (reissue) (2d wk). Last week, "Station West" (RKO) (reissue) (2d wk), \$10,000.

Roosevelt (B&K) (1,500; 50-80) — "Gallant Blade" (Col). Sweet \$15,000. Last week, "City of the Living Dead" (20th) (2d wk), \$12,000.

State-Lake (B&K) (2,700; 50-80) — "Johnny Belinda" (RKO) (reissue) (2d wk). Last week, \$33,000.

Sunt (Indie) (650; 85-125) — "Milk and Honey" (Indie) (4th wk). Nice \$25,000. Last week, \$3,000.

United Artists (B&K) (1,700; 50-80) — "Sealed Verdict" (UFA) (reissue) (2d wk). Fair \$10,000.

Woods (Essanex) (1,075; 90-120) — "Song Is Love" (RKO) (3d wk). Nice \$19,000. Last week, \$24,000.

World (Indie) (587; 80) — "Beauty and the Beast" (Indie) (4th wk). \$30,000. Last week, grand \$25,000.

H.O.'s Slow Buff. Albeit
"Song" Smash at \$20,000

Buffalo, Nov. 9. Town is loaded with holdovers this week, and it will cut into the general total. Best bet is "Song Is Love" smash at State. "Johnny Belinda" (Indie) has "High Thousand Eyes" looks good.

Estimates for this Week
Buffalo (Shea) (3,500; 40-70) — "Song Is Love" (Indie) (2d wk). Still sold \$20,000 after smash \$15,000 opener.

Great Lakes (Shea) (3,400; 40-70) — "Song Is Love" (Indie) (2d wk). "Night Wind" (20th). Nice \$15,000.

Midway (Shea) (2,500; 40-70) — "Song Is Love" (Indie) (2d wk). "Southern Comfort" (M-G) (reissue) (2d wk). "Secret" (M-G) (reissue) (2d wk). \$14,500.

State (Shea) (2,100; 40-70) — "Johnny Belinda" (WB) (2d wk) (m.o.). Still fancy at \$10,500. Last week, \$12,000.

Tree (Shea) (400; 40-70) — "Johnny Belinda" (WB) (2d wk) (m.o.). Still fancy at \$10,500. Last week, \$12,000.

Yankee (M-G) (400; 40-70) — "Johnny Belinda" (WB) (2d wk) (m.o.). Still fancy at \$10,500. Last week, \$12,000.

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Broadway Grosses

Estimated Total Gross This Week \$702,500
(Based on 18 theatres)
Last week \$689,000
(Based on 22 theatres)

'River' a Swiftly In Cincy, \$18,000

Cincinnati, Nov. 9. General take of downtown houses continues to improve this round in face of stiff opposition from another 15-day "Firemen's" and "The Third Year" (Holiday on Ice) (2d wk). "Last Days of Pompeii" is tops currently and nearing Keith's high mark for week. "A Song Is Love" is rounding at the big Albee.

Estimates for this Week
Albee (RKO) (3,100; 50-75) — "Song Is Love" (RKO). "Lifting" (RKO) (reissue) (2d wk). \$18,000.

Capitol (RKO) (2,000; 50-75) — "The Third Year" (Holiday on Ice) (2d wk). Satisfactory \$9,000 after rollicking \$15,000 premon.

Cincinnati (RKO) (1,400; 50-75) — "Cry of City" (20th). Modest \$8,500 in 9 days. Last week, "Love of Mary" (UFA) (2d wk), \$5,000.

Keith's (UFA) (1,540; 50-75) — "Red River" (UFA). Smash \$16,000 to top. "You and Me" (reissue) is high this week. Holds. Last week, "Innocent Affair" (UFA), par \$7,500.

Lyric (RKO) (1,400; 50-75) — "Apartment for Peggy" (20th) (4th wk), and "Slave Ship" (20th) (4th wk). "Washington Square" (20th) (4th wk). \$4,500. Last week, "Secret Land" (20th) (4th wk). \$4,500.

Palace (RKO) (2,600; 50-75) — "Johnny Belinda" (RKO) (reissue) \$11,500. Last week, "Johnny Belinda" (RKO) (reissue) \$11,500. Last week, "Johnny Belinda" (RKO) (reissue) \$11,500.

State (RKO) (2,200; 50-75) — "Johnny Belinda" (RKO) (reissue) \$11,500. Last week, "Johnny Belinda" (RKO) (reissue) \$11,500.

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'Evil' Good \$16,000, Mon't

Montreal, Nov. 9. Too many holdovers are slowing up boxoffice returns this week. Foxconn's "Evil My Love" (RKO) shapes okay. "Lady in Ermine" looks trim at Palace.

Estimates for this Week
Loews (C.T.) (2,835; 40-65) — "Evil My Love" (RKO) (2d wk). Nice \$14,000 after \$15,500 in second week.

Capitol (C.T.) (2,412; 34-60) — "Evil My Love" (RKO) (2d wk). Nice \$14,000 after \$15,500 in second week.

Palace (C.T.) (2,625; 34-60) — "Lady in Ermine" (20th). Trim \$11,500 after \$12,500 in second week.

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N.Y. Spotty; Verdict-Lame-Wald Plus

Haines Tall \$90,000, 'Pit' Smash 600, Yours'-Hayes-Healy-Cole Fair 900

Broadway film business is only fair this week despite six new Broadway hits. Election Day, Nov. 2, did not prove a boxoffice flop, but a desultory tone set in the afternoon. "Pit" (2d wk) (4th wk) put a crimp in newcomers and extended runs alike. A return to the boxoffice for the week was responsible for the absence of any big upsurge last weekend.

Failure of several new pictures to shape up as strongly as expected, plus the official general tone is prompting several deluxers to reshuffle bookings while other spots are just coasting in a colder weather arrives.

Revolt, Paramount and Mayfair, shape up well with their new lineups. "Snake Pit" (UFA), is headed for smash \$60,000 or near high, after a disappointing \$40,000. "Sealed Verdict" with Frankie Laine, Columbia, is headed for smash \$60,000 or near high, after a disappointing \$40,000.

"Road House" is doing stout trade at \$45,000 at Mayfair. But the "Unfaithful Heart" (UFA) plus Peter Lind Hayes, Mayfair, is doing stout trade at \$45,000.

"June Bride" (20th) is doing stout trade at \$45,000 or less. Film drew some hot reviews but is barely okay for opening week.

"Gotta Stay Happy" looks only fair this week. "The Third Year" (Holiday on Ice) (2d wk) is doing stout trade at \$45,000 or less. Film drew some hot reviews but is barely okay for opening week.

"June Bride" (20th) is doing stout trade at \$45,000 or less. Film drew some hot reviews but is barely okay for opening week.

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"Sealed Verdict" (Par) with Frankie Laine, Columbia, is headed for smash \$60,000 or near high, after a disappointing



To a Waiting World..

WORLD PREMIERE
THURSDAY, NOVEMBER 11, 1948

VICTORIA THEATRE

Broadway at 46th St., New York, N.Y.

JOAN OF ARC

starring **INGRID**

BERGMAN

A VICTOR FLEMING PRODUCTION

Produced by WALTER WANGER

Directed by VICTOR FLEMING

Color By **TECHNICOLOR**

Based on the Stage Play "JOAN OF LORRAINE" by MAXWELL ANDERSON

A CAST OF THOUSANDS

with **JOSE FERRER**

FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART
JOHN EMERY • GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY

Screenplay by MAXWELL ANDERSON and ANDREW SOLT • Art Direction by RICHARD DAY

Director of Photography JOSEPH VALENTINE, A.S.C.

Presented by SIERRA PICTURES, INC. • Released by RKO RADIO PICTURES

**BIGGEST BUSINESS IN 7
MONTHS AT WORLD PREMIERE
WARFIELD, SAN FRANCISCO!...
and ROARS INTO THE CIMARRON
COUNTRY IN 100-THEATRE
STATE-WIDE PREMIERE
WITH KICKOFF TODAY AT
WARNER, OKLAHOMA CITY!**



GEORGE MONTGOMERY · ROD CAMERON · RUTH ROMAN

BELLE STARR'S DAUGHTER



with Wallace Ford • Charles Kemper • William Phipps • Edith King
Directed by LESLEY SELANDER • Produced by EDWARD L. ALPERSON • Associate Producer JACK JUNGMEYER, JR. • Original Screenplay by W. R. BURNETT
An Alton Production • Released through 20th Century-Fox



Germans Lapping Up U. S. Comedies; 'Turtle,' 'Men on Horse' Big Favorites

Berlin, Oct. 26.

German audiences are doing a ravenous American drama and demanding new ideas on the stage, according to Dr. Eugen Bohn, chief officer of Military Government's Education and Cultural Relations Division.

The idea of the stage existing for its own sake—purely for entertainment or for the completely free expression of ideas—has been a means of education—is a comparatively novel one, especially to the non-United youth, he says. But it has caught hold. While some German critics are still loath to concede drama evolved as a theater is worthy of the sacrosanct boards, American satire and comedy are nonetheless packing the houses.

The theatre office, Dr. Bohn points out, isn't the least important. One of its main jobs is as a publishing house for representative U. S. plays which have been cleared by the civil division of the army, for production in Germany. The office translates the plays into business arrangements, and makes copies for consideration to directors who ask to see them. It uses no pressure and the phenomenal demand for American drama is therefore the more striking.

To date 195 contracts have been negotiated in the U. S. Zone, 134 in the British, 40 in the Soviet and 12 in the French. In all, 45 American dramas are available to German theatres, and of them already have been performed.

Most amazing success in 55 cities was "Voice of the Turtle," which has been produced in 55 cities in Germany (including several in the Soviet Zone) and has played precedent-breaking runs in all of them. Its popularity is the more remarkable in that it is a comedy of a defeated nation, in the hero's role, wears the uniform of the conqueror. There is also no question of little significance to Americans but having a decided effect on German audiences, who are putting on an apron and washing dishes.

"Second in popularity" has been "Three Men on a Horse" in 42 cities. Explanation seems to be that it brought to German audiences totally unfamiliar and apparently irresistible elements—fast-paced comedy, lively repartee and ridiculous situations.

"Thunder Rock" Scores
"Thunder Rock" (in 41 cities), although a success on Broadway, has been extraordinarily popular here, as it also was in England. Its philosophy, coupled with the realities of threatening war, causes it to speak with marked directness to German audiences, according to Dr. Bohn.

"Our Town" (25 cities) delighted both audiences and critics and set off controversies over whether this play was "typically American." "The Skin" and "Time" (16 cities) got wide critical acclaim. "The Skin" is having great success, but critical and popular. "First Legion" is a classic, "Biography" (24 cities) and "On Borrowed Time" also were well received, as was "The Partisan."

"Family Portrait" well liked in the U. S., topped here. Germans are "sacrificing" to see the performance, however, given in the Soviet Sector, was just received. "No Witness" also topped here. Germans just can't see any drama in juveniles or adolescents. "The Tell" (16 cities) is being given a chill from the critics but was a boxoffice success. "Orphans Men" was a surprise. A study of "social and metaphysical significance." "Ethan Frome" was a German favorite, although heavy. Yet "Morning Becomes Electra" clicked in 15 cities.

Lelarge's Pic Bicy
Andre Lelarge, head of Europa Pictures, a Guillaume Radot production in association with the Union General Cinematographique. France is expected in New York sometime next month.

Current London Shows

(Figures show weeks of run)

- "La Carte," Savoy (22).
- "Anne Lucas," Majestic (16).
- "Annie Get Gun," Col's (57).
- "The Bride," Adelphi (81).
- "Bob's Your Uncle," Adelphi (81).
- "Browning," Phoenix (9).
- "The Captive," Strand (31).
- "Carissima," Palace (26).
- "Children Hundreds," Strand (63).
- "Dinner at St. James," Strand (10).
- "Eden End," Duxton (10).
- "Edward, My Son," Lyric (76).
- "Five Sins," York (22).
- "Giuseppe Verdi," Wynd (22).
- "Happiest Days," Apollo (33).
- "Hush Now," Palace (6).
- "Little Lamas," Ambass. (31).
- "Meads," Globe (6).
- "Oscar Revere," Piccadilly (71).
- "Oklahoma," Drury Lane (60).
- "Perfect Woman," Playhouse (30).
- "The Picture," Adelphi (81).
- "Salon Bar," Garrick (10).
- "Starlight Rock," Hipp (33).
- "The Street," Adelphi (81).
- "Worms Vise," Whitehall (80).

U. S. Distributions Await

Revolutions from Rio

Major film companies are withholding their okay on the deal closed by Gerald Mayer, international agent for the Motion Picture Assn. of America, with the Brazilian government, until they receive the results of the Brazilian local press in Rio. Once received, the board of the Motion Picture Export Assn. will meet again to vote on the pact. Previous action has met with considerable opposition to the settlement proposal.

Following a trip to Rio, Mayer worked out a modification of regulations passed by the Brazilian government, which would limit rentals on American pic. Major company opponents claim the 45% ceiling, applicable to individual exhibitors and distributors, is unwelcome and without precedent.

SOVIET ASKS U. S. PIXERS

FOR PARIS SCREENINGS

Paris, Nov. 2.
Soviet Embassy has requested local reps of U. S. film companies to screen product to be selected following the recent picture agreement made by Eric Johnston, president of the Motion Picture Assn. of America, in Moscow. However, it's understood that the list of 100 films which the Russians are to draw from is still being prepared by homeoffice toppers. Hence it's unlikely the Russians will see immediate screenings.

Johnston's pact calls for the Soviets to pay millions in dollars in New York for American product. Pictures are to be purchased in blocks of 100. They're to be made deletions from prints from pix they choose but not from the original material. In addition the Russians are to do their own subtitling and cutting.

Gambling Casino Given

Okay in Wiesbaden

Wiesbaden, Oct. 26.
Authorization of a gambling casino in Wiesbaden was given by the military Government in Germany. Similar authorization for the casino at Bad Homburg was announced.

City-controlled gambling houses in Wiesbaden date back to 1771. Until the Kurhain was the scene of large-scale gambling. Through the years, during wars and revolutions, gambling has always played an important part in the history of the city as a source of revenue for the rulers of the city.

The gambling houses remained closed after the first world war. Then once again Wiesbaden became famous as a gambling town. It was such until the beginning of the Nazi regime, when it was ended by "highest order."

U's Latin Sales Drive

Universal is staging a Latin American sales convention which will take place in Buenos Aires, 15-22 A.D. Chief, said to Joseph H. Seidelman, U's foreign dept. head, will handle the general plans for BA within the week.

Confab will be attended by all Latin American West Indies exchange managers of the company. Daff, it's said, will launch a new drive on Buenos Aires, U's Argentine office, to handle the general plans for BA within the week.

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Labor-Industry Shakeup Forecast Following Strike at Denham Studio

London, Nov. 9.

The British production drive to fill 75% of the Denham studio last week. Following the strike, the four-day strike, the studio held a meeting with features and cost the Rank Organization, which is a complete shakeup of Denham relations looked as a preventive measure against future "unofficial" stoppages.

Immediate problem of the industry is to resolve the Denham dispute, which has ended on the basis of official union talks with the studio. The Denham strike, Rank has agreed, purely as a personal gesture, to extend the meeting to 20 weeks who were regarded as surplus.

Labor unrest has been a symptom of the production side of the industry during the past year, owing to the large number of studio workers who have been unemployed over long periods, at a time when they had to find employment. The studio would not be increasing production demands of the Quota-Act, which is a studio and wage-scale savings, which has been going on since the crisis a year ago. The studio would not be increasing production demands of the Quota-Act, which is a studio and wage-scale savings, which has been going on since the crisis a year ago.

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Argentine Radio Clamor

Buenos Aires, Nov. 1.

The Argentine network are doing a considerable amount of juggling with their time-sheets, trying to accommodate the large number of would-be sponsors clamoring to buy space to advertise the wares for which they can no longer obtain newspaper space, due to cuts in paper imports and a government decree fixing the number of pages each sheet and magazine can print.

With sponsors festering one another on their doorstep, the wets have to contend with the government's continuous regulation of time for official broadcasts, especially in view of elections for Congress and representatives, due to take place next March. The appeal for time, naturally, has never yet succeeded in wresting time from the government-dominated wets, but the Peronista party is already clamoring for the air.

Both in individual party "purchase" of time, and through the official agencies, the wets have to contend with the government's continuous regulation of time for official broadcasts, especially in view of elections for Congress and representatives, due to take place next March. The appeal for time, naturally, has never yet succeeded in wresting time from the government-dominated wets, but the Peronista party is already clamoring for the air.

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Talk-Review-Jap

Film-Pro Deal

Tokyo, Nov. 1.

Deal between the French Discha and two Japanese studios for the production of French films in Nippon is under consideration here.

Francois Chevalier, Tokyo representative of French Cinema Exporters Assn., returned to Japan from a tour of the country. He said that the deal, which would allow the French to produce films in Nippon, is under consideration here.

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Test U. S. Pix in Uruguay

Before Argentine Dates; Quota Aix Held Remote

Montevideo, Nov. 1.

Uruguayan audiences are getting releases of the latest Hollywood pix long before there will be seen in Argentina. In Argentina, the films are being shown long before there will be seen in Argentina. In Argentina, the films are being shown long before there will be seen in Argentina.

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GI Shows Keep Soldiers

Entertained in Japan

Tokyo, Nov. 1.

Soldier shows in Japan are playing an increasing part in keeping the morale of the American troops. With a staff of 33 professional actresses, directors and technicians to make the production, the show is heavily on local soldier talent to tour out casts and keep stage shows playing throughout Japan wherever American troops are stationed.

The companies are in action most of the time. Shows produced since the program started early this year include "The Bandwagon," "You Can't Take It With You," "Dear Ruth," "Three Men on a Horse," "The War of the Worlds," "The Warrior's Husband" and "Claudia." Currently on tour are "George Washington," "The Bandwagon," "You Can't Take It With You," "Dear Ruth," "Three Men on a Horse," "The War of the Worlds," "The Warrior's Husband" and "Claudia."

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Mrs. Marchand's UA Post

Mrs. Marchand has been named manager, director of UA's interests in Switzerland. Formerly assistant manager of UA's interests in Switzerland, she's believed to be the only woman in the world to hold such a position for an American film company abroad. Rapoport resigned under the name of "Anton O. Seimlich's distrib outfit in Switzerland."

Georges Neuffer, former UA sales agent for that country, has been named general sales manager. He and Mrs. Marchand will operate under the name of "Anton O. Seimlich's distrib outfit in Switzerland."

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JOHNNY BELINDA
ROPE JUNE BRIDE
FIGHTER SQUADRON
THE DECISION OF CHRISTOPHER BLAKE
ONE SUNDAY AFTERNOON

WARNERS' SMASH-AFTER-SMASH CLIMAX TO '48

THIS WILL BE CONTINUED AS

WARNERS
PUT IT ON THE LINE
IN 1949

THE NEW YEAR STARTS WITH

ADVENTURES OF DON JUAN



IN COLOR BY TECHNICOLOR

IT'S A

SOUTH...

BIRMINGHAM, Mohe...NEW ORLEANS,
Joy...MEMPHIS, Mohe

EAST...

CHICAGO, Apollo...DETROIT, Fox...
CALGARY, Grand...WINNIPEG, Carriok

BOSTON, Paramount & Fenway...TORONTO, Imperial
...ATLANTIC CITY, Steel Pier...UTICA, Olympic

NORTH WEST

LOS ANGELES, Orpheum, El Rey, Belmont, Vogue
& Culver...VANCOUVER, Vogue...SEATTLE,
Orpheum...SPOKANE,
Orpheum

STAMPED!

STARRING

Joan
LESLIE · James
CRAIG
Jack
OKIE

in Cinecolor!



JOAN LESLIE · JAMES CRAIG · JACK OKIE · "NORTHWEST STAMPEDE"
with CHILL WILLS · VICTOR JILIAN and THE BOY FLAME
CINECOLOR
Lionel Lincoln Production
Lionel Lincoln Production
Lionel Lincoln Production

Dewey 'Polls' Furnish New Script For Comics; Pix. Press Caught Too

It's "Black Tuesday" for the political pundits, prognosticators and pollsters but it's a gift to gagsters. Gallup, Roper and Crossley will spawn more yocks than anything since the discovery of President Truman's piano or the giveaway

shows. Gallup, Crossley and Roper now admit that something went haywire with their figures although the latter waited almost as long as the late Dewey before conceding to the ABC network. It was 4 a.m. on Wednesday morning when Elmo Roper capitulated and then it was an unconditional surrender. "I was so wrong" was the refrain of his column in the N. Y. Herald Tribune the next morning. "I should have waited until the canvass was very long. They were up Wednesday afternoon with the proposal to take another poll to find out why the first poll was wrong. As one expert explicated: "The fact that all the major pollsters are in the same boat suggests that something went was wrong." (N. Y. Times Nov. 3).

The election upset threw Warner Bros. "June Bride" for a small loss. One of Robert Montgomery's lines, anticipating a Republican victory, read from "McKinley to Dewey," which produced yowls from the N. Y. Strand customers on Wednesday. "A small special delivery," the studio issued a reserve placement clip changing the line to "McKinley to Truman." The topical Broadway legit show "Make Mine Manhattan," also had to revise the lyrics of one number, "It Was Better in the Good Old Days." The first version went: "When Pola Negri was fashion and Truman was haberdashery." The new one, one year ahead of the times with "the Country proved what we suspected, a Republican just can't get elected."

All those wood barriers on the Times Square store windows election night were put up for nothing. The crowds stayed at home and Times Square was as populated as

Pitkin avenue. Some gave television as the reason and others said it was the general public apathy. It couldn't have been the weather, because it didn't rain, and as Meyer Berger of the N. Y. Times put it, it wasn't even

Americans may like the underdog but they like a winner better. When "The Truman Story," a 10-minute blog of the President, played the theatres before the election, audience reaction was slight. The short was revived on Wednesday at several Broadway newsreel theatres and then Truman received an ovation.

The Gags

Gags galore. Milton Berle's new theme song for Truman—"used to be 'Missouri Waltz,' changed to 'It's Magic.'" Comedians aplenty had to rewrite beaucoup Dewey jokes. Joe E. Lewis openly cracked some slightly indigo nifties about Gallup's polls. His opening crack at his Copacabana, N. Y., premiere was that he was "glad to see so many fellow-Repub . . . er, Democrats here," that he threw out jokes about Margaret Truman throwing away her orchestration; kayoed a flock of Dewey gags, etc.

Herbert Wilcox, the British producer-director, who arrived on the 28-hour delayed Queen Elizabeth (fogbound in N. Y. harbor) with his wife, Anna Neagle, and Sir Arthur Jarrett, managing director, arrived in New York City. He reported that "he and Joe Seidelman were the only two Democrats aboard. Latter, head of Universal's foreign operations, arrived with his wife. Wilcox stated cocky GOPers offered up to \$60,000 on Dewey, as the Elizabeth was expected to lose to the S. Tuesday evening, and because of the odds many Britishers who didn't know or care enough about it but couldn't resist that price, took wagers. There were plenty of relatively small bets, accordingly—excepting to the losers who would stand no net more over a \$200 deficit.

Double-Talk

Public's desire to answer questions of the poll-takers as it thinks they should be answered, rather than truthfully, was the downfall of the Gallops, the Ropers, et al., last week, in the opinion of Morris Kinzler, 20th-Fox account exec at the Kayton - Splero ad agency.

After being told that ads for the Roxy, N. Y., were being placed in the wrong newspapers, Kinzler hit the morning line at the house with pencil and paper and did his own "What paper d'ya read?" questionnaire. Nine out of 10 answers were the Times or the Herald Tribune, according to the ad exec, while practically everyone in the line had a Mirror, News or Journal-American peeking out of a pocket.

"the outgoing Administration" and "events will not wait patiently upon" William Thomas E. Dewey officially replaced Harry S. Truman." On the Tribune's front page that day, early morning headlines already indicated that Truman would get in.

The Wall Street Journal on Election Day (Nov. 2) headlined the front page one of its top stories with the election of Tom Dewey, freely admitted, as follows: "Dewey As President—Government To Remain Big, Active, Expensive If Congress Wins Today." Story itself stated that "government will remain big, active and expensive under President Thomas E. Dewey."

TRUMAN NEWS CLIPS

**FROM A NEWS CHER
NOW A B.O. WINDELL**

What looked like an unprofitable but necessary chore for the five newsreel companies before the Presidential election is now turning out to be a black-ink entry in major company ledgers. The nine-minute campaign film blog of President Harry S. Truman, made up of the reels for the Democratic Party, and included in one of the regular issues which a good number of exhibs sloughed off, is currently in big demand since the President became the man-of-the-hour.

Moreover, the process is reversed. Where plenty of exhibitors shipped the big from the reel and showed only the news clips which were included in the Truman issue, now the Truman treatise is getting the bookings without straight news footage. All five reels have wired their exchanges to ride the bandwagon by pushing the campaign

Twentieth-Fox is parlaying the strike. Company completed a one-reeler in 1946 on President Truman titled "The Man From Missouri." At that time, no one would touch the pic. Twentieth has made available all prints of the briefie still in exchanges and reports that every print on hand is being booked.

Truman newsreel biog production cost was split five ways among the companies after Universal drew the production assignment out of a hat. It was only made originally because certain theatres had booked a nine-minute pic lauding Governor Thomas E. Dewey, which March of Time prepped for the Republican Party. Industry decided to play it fair by giving equal playdates to the two films.

Roy Acuff Cuffed

Nashville, Nov. 9. Roy Acuff, hillbilly radio singer, and Republican candidate for Tennessee governor, was among those swamped in the Democratic landslide. He was trounced by Gordon Browning. Although the backwoods-balladeer never was given much of a chance, he outdrew Browning during their stumping tour of the state. Probably, it was because he toured with his hillbilly band troupe and dished out more entertainment from the hust-

One of the reasons for the slump in Acuff's popularity was laid to his infrequent appearances on the radio during the last two years. Another reason was his acquisition of the Dunbar Cave resort for an estimated \$145,000, which fact, coupled with his running on the Republican ticket, stamped him as a pluto-

Inside Stuff—Pictures

John Garfield cites how much Bob Roberts, his producer, and he learned in independent picture-making by the comparative costs of his "Body and Soul" and their just-completed "Force of Evil." The former was brought in at \$1,850,000, and the latter film only cost \$1,150,000, with no values lost. Roberts, who has been handling Garfield's business for years, decided to take a crack at indie production, latching on to Enterprise for United Artists release with "Body."

Garfield is one of the younger actor-producer groups who express themselves most vehemently about restrictions by the Joe Breen (Eric Johnston) office because of their tabu on the original title of "The Numbers Racket," which is an affirmative story to expose how poor people are bilked by the numbers mob. The MPAA was adamant against the usage of "racket" in a film title.

Special press shows for British critics may end. Proposal mooted some months ago has now been revived within the British Film Producers Assn., which has asked J. Arthur Rank and Sir Henry L. French to form a committee which will include publicists, and to investigate

Dissatisfaction which has existed for some time has been heightened by adverse reviews received recently by a number of British pix, notably Korda's \$4,000,000 "Bonnie Prince Charlie," and producers blame the fact that frequently the pictures are seen cold, without an opportunity of gauging public reaction.

"Tain't so, says R. J. O'Donnell, veepee and general mahager of the Interstate Circuit, that he's set a deal with Harold Lloyd for the playing of a batch of the actor's old films. Subject was merely a topic of casual conversation between both of them recently.

In denying the report, O'Donnell said: "I have made no commitments to screen a number of Lloyd's old films at Interstate Theatres in this area." It was said that the actor contemplated boosting the value of the oldies for television by bringing his name before the public again in the event the deal was consummated.

Under the signature of Harry Cohn, Columbia's president, company has sent out a letter to every stockholder explaining why Col recently passed its quarterly dividend. After referring to foreign currency difficulties and domestic boxoffice decline, Cohn promises stockholders that "I will be among the first to urge a resumption of cash dividends when the condition of the company's business warrants it." Letter also highlights Cohn's own "vital interest" in company's earnings in view

Hollywood producers, in two cases at least, have lost their enthusiasm for pictures about Palestine. "Night Watch," which was to have been produced and directed by Robert Buckner at Universal-International, has been shelved indefinitely. Billy Wilder and Charles Brackett have abandoned their film with a Palestine background. When asked why, the answer was "no comment."

Mathematicians at Paramount and 20th-Fox juggled three loanout deals to make a 50-50 split, squaring a triangle. In exchange for Vic Mature's \$75,000 worth of services in "Samson and Delilah," Paramount sent Wanda Hendrix to the 20th-Fox picture, "The Prince of Foxes," for \$25,000 and is lending John Lund to the same lot for a forthcoming film for \$50,000.

Indies Ask Say

Brazil. Indies pointed out that recent agreements with the governments of France and Brazil were negotiated without consulting them and were completely unacceptable and harmful to the producers. They went at length into the rea-

Johnstor declared it was the first time that he had heard these squawks registered and had not previously known of the indie objections. He agreed that most of the producers' reasoning appeared sound and promised that they would be consulted in the future. Indie reps, in turn, promised that they and their principals would

get together as quickly as possible and come to an agreement on a man to head SIMPP. Producers have been stalling on this in decision as to whether to appoint a name personality, such as Donald Nelson, who headed the organization until the end of last year, or hire a working exec secretary completely familiar with the business.

"...some of the truest
and fairest stories
about Hollywood and
Hollywoodians that
have ever been published!"

-Nunnally Johnson

Millions of Americans enjoy Pete Martin's famous Hollywood articles in *The Saturday Evening Post*. Accurate, adult and written with refreshing good humor, these articles give a new insight into a great industry.

Like all Post writers, the author knows his subject ... and presents it so well that his readers are bound to know it, too. Sometimes his straight facts hold more fascination than publicity's strangest fictions.

Even if you've known the picture business from its first faint flicker, you'll want to read these honest-to-goodness articles about it, now put in book form by J. B. Lippincott Company aptly titled "Hollywood Without Make-Up."

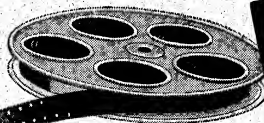
HOLLYWOOD WITHOUT MAKE-UP

by Pete Martin

*with a foreword by
Nunnally Johnson*



Pete Martin, Associate Editor of *The Saturday Evening Post*, brings his trained eye and wit to bear in this hilarious, informed picture of Hollywood from the adult point of view. You'll meet many of the more colorful toilers in the Hollywood vineyard—obscure as well as famous. Here is the full story—with loving attention given to the zanies, great men, screen lovelies and creative geniuses of the movie city. At bookstores everywhere \$3.00



THE SATURDAY EVENING
POST

Clips from Film Row

NEW YORK

Low Alterhand, Metro sales staffer for 22 years and most recently New Jersey salesman, upper to N. Y. branch manager, succeeded Ben Abner, resigned to go with W. J.

Clarence Eiseeman, Warner branch manager, promoted to metropolitan district manager, replaced Sam Lefkowitz, on temporary leave due to ill health. Ben Abner, Metro's New Jersey branch manager, becomes N. Y. branch manager Nov. 15.

Republisc sales tappers covering the east and midwest in a flurry of junkies, James H. Grainger, ex-veepee in charge of sales and distribution, o'ing Minneapolis branch and due back at the Friday (12). His assistant, Edward L. Walton, trekking through Chicago, Des Moines, Omaha, Kansas City and St. Louis and returns to Gotham Nov. 22. Division manager Walter L. Titus, who attends the W. V. Theatre Owners two-day convention in Cincinnati starting Friday (12), will also swing through some five eastern exchange areas.

ST. LOUIS

Sam E. Pirte, head of Little Circuit, Jerseyville, Ill., is out of town confabbing on plans for new 600-seater in Jerseyville.

Fox Midwest Amn. Corp., sold Park, Cape Girardeau, Mo., to Salvation Army for \$100,000. The new 600-seater will be house as recreation center.

Albert W. Butler, Hillsboro, Ill., sold Clayton, 400-seater, to the City, Ill., to Vern Elliott.

Bud Moran, N. Y. Louis manager, was champion freestyle. James McGarragh, his Up-town, 500-seater, Alton, Ill., after facelift.

Harold Holdstein converting his Frolic, Middleton, Ill., from 16m to 35m theatre.

Joe Wieschnick, district manager for Public Great States Theatre, Alton, Ill., made a visit to Mystic Shrine.

Max Krutinger, relieved his

Kay, 400-seater, St. Francisville, Ill., following facelift.

Maurice Edgar resigned from Upper to Capt. Leon Stett to become gentleman-farmer.

PHILADELPHIA

Public hearings will be held in suburban Lower Merion Township on a proposed 100-seat theatre, approved at a recent township board meeting.

Earle Sweigert, district manager, was champion freestyle. Division manager Walter L. Titus, who attends the W. V. Theatre Owners two-day convention in Cincinnati starting Friday (12), will also swing through some five eastern exchange areas.

The Fox celebrated its 25th anniversary with a 200-pose cake in the lobby, and cut pieces for patrons as long as it lasted.

Richmond Memorial Drive in this area has collected \$37,000. Charles Zagran, RKO branch manager, was champion freestyle.

Petition by residents in suburban Plymouth Township, Pa., to allow signing of all key technicians two months in advance of filming and the east as long as six weeks before the starting date.

As a result, "Champion" went before the cameras with the most complete preparation and full movie chemical yet featured. Indie picture, Kramer figures the lengthy pre-production work means an actual cash saving of about \$60,000. It is budgeted at \$750,000. Buck Deas and second-unit director, Mark Robson, are starred, with Mark Robson directing from script to screen.

United Artists will release.

"Variety" Poll

Continued from page 3

campaigns or combinations of stars.

Any listing of players in the public of their popularity with the public was said by most subscribers to be in vain. Figures on penetration into the public consciousness of a picture and advertising campaign have been mostly used by pub-ad directors as a means of improving their books, and the good jobs they're doing with neither the pub-ad men nor their bookkeepers, of the opinion that they meant much.

ARI likewise provides a testing ground for the stories which are posed to tell a producer whether a certain story line will be liked or not. The stories which have probably come in for more criticism than any other single aspect of the researching, most producers and writers figure there are two main angles which enter into the value of the research: mere one-sentence resume of the plot to make this kind of research any use.

Selnick Just Polls To Agree With Himself

While many producers have used the ARI figures publicly from time to time to prove a point, most of them seem to be like Selnick, who remarked recently: "I only use the polls to back up opinions I already have. When my views and the figures don't agree, I throw out the figures."

At Selnick, who was one of the founders of ARI and served as its exec head until a split with G. W. Allen was patched up in January, he started a new outfit with the aim of getting around the pitfalls of ARI, which has been found to be the film companies as yet. He calls it "research in depth." Instead of polling a large number of people, he queries just a few, but plans them with questions for a few to a couple hours. His views are wire-recorded and provided to the client who can play them back and do his own interpreting.

Metro is the only company which maintains its own research department. It employs Dr. Leo Handeli, who he said this week, would be doing his surveys for the company undanted.

Stan Kramer's Careful Pre-Production Planning Seems to Charm Bankers

Hollywood, Nov. 9.

Stanley Kramer, whose Screen plays unit sent "Champion" before the bankers last Thursday (4), broke financing precedent for indie production by getting the Bank of America and second-money lenders to allow unlimited pre-production outlay. Under the bank and second-money custom of not releasing capital until a film actually starts lensing was broken down by Kramer and associate producer Robert Sittman to allow signing of all key technicians two months in advance of filming and the east as long as six weeks before the starting date.

As a result, "Champion" went before the cameras with the most complete preparation and full movie chemical yet featured. Indie picture, Kramer figures the lengthy pre-production work means an actual cash saving of about \$60,000. It is budgeted at \$750,000. Buck Deas and second-unit director, Mark Robson, are starred, with Mark Robson directing from script to screen.

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"Ecstasy" Pitch

Continued from page 3

original Czechoslovakian picture, rather than the one which was dotted up in France. This time Miss Lamar wears a bathing suit. Remastered version, to be billed as "Hedy Lamarr in 'My Ecstasy,'" cost \$70,000 for refining and runs about 60 minutes.

Sam Cummins gandered the film here last week and announced that it will be released by the United Artists distribution Corp., if it gets the PCA seal and an okay from the Legion of Decency.

Few D. C. Changes

Continued from page 1

tee was reelected. He will not be chairman any more.

6. Situation much belated on the House Un-American Activities Committee investigation of Hollywood Dues. Rep. John E. Rankin, of Mississippi, will be a power in the committee next year. No indication of whether the administration leadership will be able to get the committee from adding everything in sight—including the industry—with spurs.

7. There will be no elections in the way the State Department will handle the overseas situation. Eric Johnston, still pretty well in the way of the Department's top brass; he might have been stronger, though, in a Republican administration.

8. Sharp changes in the Taff-Hartley Act are indicated at this time, although no features of the law will not go out the window. Such things as the anti-Communist clause, which has been a declaration of whether there will be any change affecting the royalties on show-biz records.

No Tax Reductions

The Democrats are already making clear that there will be no tax reductions in the next session since money is needed for ECA and rearmament. This means the film industry will have to dig in on nifty checks will be with us for a while yet. Reps. Harold Stassen (Minn.), chairman of the tax law originating House Ways & Means Committee, and Rep. Bert Condit (Iowa), a member of the committee, were beaten at the polls. Both were in favor of tax changes, including the admissions tax.

So far as the big anti-trust suit is concerned, the film makers continue to wrestle with the same Attorney General, Tom C. Clark, and the same motion picture specialists in the anti-trust Division, Robert Wright. Wright has been handling the case since it was filed in 1938.

In addition to the change in party control of the committee, which makes the situation so badly regarding the House Un-American Activities Committee, is the fact that the committee has had a number of new faces. Question of whether they will be sane and the boys. Rep. John C. Dowell (R., Pa.), chairman of the subcommittee probing Hollywood, was elected by his voters.

Reelected to the Senate after his term was Matthew Neely, D., Va., who has pitted Neely in his last hour of duty as a senator. Neely fatherly bent to terminate book booking and blind selling. While he never got to the first, he has usually managed to stir up the wolverine to collect plenty publicity. Question is whether Neely will actually aim at the studios and distributors.

Among the members of the House were Sol Bloom (D., N. Y.), oldtime showman; and Helen Gahagan Douglas, former actress, singer and wife of Melvyn Douglas.

Johnston and Dulles

Anyway, Truman puts an end to the on-again-off-again fight about Eric Johnston as Secretary of Commerce in Devere's when cabinet. Elito Johnston, Dulles, who was pencilled-in as Secretary of State. Flimities utilizing the Sullivan & Cromwell law firm, which Dulles heads, had much to a future weather-eye in such matters but Dullies beyond normal barrier relations.

Rep. Walter Ploeser (R., Mo.), chairman of the House Small Business Committee, was another victim of the voters' wrath against the 80th Congress. This promptly killed all his ambitions to investigate small business companies. One result was abandonment of the committee's plan to take testimony in New Orleans, Dec. 1, at the annual convention of the Allied

States Exhibitors. Instead of hearing the exhibitors tell their complaints against the distributors, the committee will invite Abram J. Myers to testify before it either Nov. 15 or 16. On those two days this committee plans to wrap up hearings of all outstanding cases to get them out of the way. Myers, Allied Book chairman, will have to carry the ball for his group. Talk here is that Rep. Wright Patterson (D., Tex.), will seek to lead the committee continued under the 81st Congress next year. In that event, Fournier would head the chairman. Should he succeed, the small exhibitors might get another chance to air their grievances.

CIO Guilds

Continued from page 1

office employees in several major companies.

Both unions, meanwhile, are pressing their film boycotts against the studios. The CIO is in a pique with a national "Don't Go to the Movies" day planned for next Thursday (18). National support from other unions has been pledged to this move. Last week, Allan Hargrove, CIO vice-president, threw the ball support his ongoing fight to this move. Last week, Allan Hargrove, CIO vice-president, threw the ball support his ongoing fight to this move.

Heavy blows against SOPEG are being delivered at the same time by Local H-63, IATSE, which is rapidly becoming entrenched in the picture industry. SOPEG, H-63, which claims majorities in Republic, Paramount, RKO theatres, is currently pressing for collective bargaining elections before the National Labor Relations board.

A serious twist of possible violence was also given to the N. Y. labor dispute with Republic, which has been picked by the CIO guilds. Both unions flatly deny any intention of resorting to stink bomb tactics, declaring that methods were being used to "discredit" the union. However, have made no charges against either SOPEG or IATSE.

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Directors Move on Agencies, Packagers for Better Freelance Terms Riding Crest of Demo Sweep

On the heels of resumption by the agencies and independent packagers of negotiations with the Radio Writers Guild (see separate page), the Radio Writers Directors Guild (AWG) last week opened a drive to sign the agencies and packagers to a new agreement covering freelance directors in radio.

It's regarded as significant that the RTDG move, designed to improve the working and pay conditions of the biggest segment of guild membership, came quickly in the wake of a Democratic victory which promises repeal of the Taft-Hartley Act. There's no question, observers note, but that the unexpected outcome of the election tremendously enhanced the bargaining positions of the writers as well as the directors.

It's also regarded as noteworthy that 35 top-ranking executives of leading agencies and packing outfits showed up Friday (5) at the Roosevelt Hotel, N. Y., in answer to a letter from RTDG to open talks.

Those present were: Tom McDermott, N. Y. Asst. James Sauter of Art Features; Allen Dingwall of Ted Bates; Craig of Benton & Bowles; Lucille Weinberg of Blum; Leonard Bush of Compton; Frank Barton of Douglas; Joseph of Ketchum; Cone & Belding; David Stewart of Kenyon & Eckhardt; B. H. Proctor of Jannet & Michael; John Bates of Phillips Lord; John Bates and William Vias of Mathes; Ted Sullivan of Peddie & Ryals; Bill Tuttle of Rutheff & Ryan; Carl Stanton of Show Productions; Edward Wilson and John Devine of J. Walter Thompson; Ted Huhn of Jack & Legler; Tony Zagari and David Miller of Young & Rubicam; and Kenneth Goddard, representing the American Assn.

Agency-package reps indicated, in response to inquiry by Craig, Weinberg and the 45-man committee which has been huddling with RTDG, that the same committee or a similar small group will be empowered to carry the ball for management in the RTDG talks.

Ask 2-Week Study Period

Guld tossed the agency-packer group a proposed agreement providing: (1) recovery of ad shop (3) basic minimum fees (4) audition practices and fees (5) vacation with pay (6) air credits. Guld topcoers contended the package was not only reasonable, but in every case, conditions or terms which are present in freelance in at least one form.

Agency-packer group looked over the proposed agreement.

(Continued on page 34)

SYNDICATE LOOMING AS

WINX, D. C. PURCHASER

Washington, Nov. 9.

Howard Stark, director of the radio department of Smith-Davis, radio and newspaper publisher, is in town last week representing the customers for the new WINX and WINX-FM.

Stark's clients are said to be a syndicate of in-town people.

Washington Post paid \$100,000 for WINX, with the leading price will probably be in the vicinity of \$250,000 for the full time.

Unit prices KFMV

Hollywood, Nov. 9.

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BIGTIME SHOW BZ

BALLY FOR VD DRIVE

Saturation radio campaign in the New York metropolitan area in an unprecedented effort to fight venereal disease is under way this week with assistance from a flock of radio and other showbiz figures.

Fourteen quarter-hour under hour have been transcribed for the four-week drive, featuring such personalities as Raymond Massey, Margot Royer, Roy Acuff and Eddie Albert. Sponsors, eight of them dramatic and documentary, were scripted under supervision of Eric Barnouw by such writers as Sandra Michael, Percy Lyon, Alan Lomax, Max Ehrlich, Ben Kagan, James Erzhine, Welbourne Kelly and Dotia Tollitt. Programs were all directed by Frank Papp. Spots have been waxed by Drew Pearson and music by Eugene O'Neil Glazer. The documentaries were put together by George Hicks.

Initially, stations in the N. Y. area, including all four network flagships, will participate in the drive. The program will be appealed by Gen. Dwight Eisenhower, president of Columbia U., and the drive will be "Examined."

Santa's Helpers, Inc.,

Brings Yule Cheer To

AFRA, Equity Jobless

Jack Barry, emcee of "Juvenile Jury" and "Life Begins at 40," has teamed up with legit and radio actor Bob Strauss to offer a Santa Claus service during the Christmas season to homes, clubs, etc., of unemployed AFRA and Equity members. Present plans call for a radio broadcast on 25 Santa's, who'll get scale pay.

Barry-Strauss outfit, a name & address introduced it on a limited New York offices and will break ads in the metropolitan area offering the services of Santa at \$50 per half-hour, \$50 for a full evening's party. Service will be available throughout December.

If project goes, Barry said it'll be expanded to other cities next year.

Barry introduced it on a limited New York offices and will break ads in the metropolitan area offering the services of Santa at \$50 per half-hour, \$50 for a full evening's party. Service will be available throughout December.

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KLZ's Tenebous Women

LUCILLE HASTINGS

KLZ's Tenebous Women's new editor and co-outlines winner of first place in the National Women's Contest for the best prepared radio newscast.

KLZ, DENVER.

Major Bankrollers

Sitting In On New

RWG-Agcy. Talks

Radio Writers Guild-agency negotiations have been resumed, with the major bankrollers getting into the act, indicating the seriousness now attached by management to the scripters' fight for minimum basic agreements.

RWG strike was suspended last Thursday (3) and negotiations resumed that day after both sides agreed to certain "conditions."

Second hurdle was held Friday (4) and a third yesterday (Tues.).

Among those represented on the management side were four major advertisers — Procter & Gamble, Lever Bros., General Foods and General Mills and a title of the major agencies — Walter Thompson, Compton, and Sullivan, Stauffer, Colwell & Bayler.

RWG, meantime, has conducted annual elections, which were attended by a story meeting.

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IN NEW YORK CITY

Wibber S. Pratt, ex-chief of the American-controlled radio in Berlin, has returned to the States. His last position was official radio station manager for AMG. Alice Rehnart, star of "Life Can Be Beautiful," prepping video series on "Mexicans," using native music and films she made below the belt. Robert J. Landry has penned preface for published version of Bruce Standerman's radio verse drama, "The Journey of the Magi." Adelaide Hawley, the Fashion Flashes' model, is for the first time in the College of Arts and next week. ABC staffers Earl Wild, pianist-conductor, and Chauncey Kelley, conductor, sail next Tuesday (16) for a European tour, with a stop in London. First World War documentary and Sylvia Lanza, a 35-piece choir. Paul S. Wilson, with Adam J. Young, Jr., since its inception, has been named vice president and general manager of the station.

Reita Claire added to the cast of "Our Gal Sunday." Jeannette Dowling and John Gibson with "David Harlow." Arthur Vinton to the CBS radio show "The Great Gatsby." "Teen-Age Music Scholars" half-hour stunts showing young talent, gets a network audition by Mutual tomorrow night (Thurs.), 8-8:30, from the Longacre. "The Showmen" will air on CBS next week. "The Showmen" will air on CBS next week. "The Showmen" will air on CBS next week.

Frederick Oprey, ABC's London correspondent, married Monday to Katherine St. John. Oprey is a radio writer and producer. Guide. He flew back to England afterward and she'll join him there in a month. "Drew Pearson to get an honorary doctor of humanities degree from the University of Wisconsin, tomorrow (Thurs.)."

WOR sold twice-weekly tab on the "Deems Taylor Concert" to Dolin Tablets. Herb Shriner has instituted a "hall of vaudeville" on the CBS radio show "The Great Gatsby." "Teen-Age Music Scholars" half-hour stunts showing young talent, gets a network audition by Mutual tomorrow night (Thurs.), 8-8:30, from the Longacre.

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IN HOLLYWOOD

Les Watnott parked here through the holidays to ride herd on the two last-star Wrigley shows over CBS. He'll set 'em up, take a hand at writing, producing and flip the cues on Thanksgiving and Christmas Eve. "The Great Gatsby" will air on CBS next week. "The Great Gatsby" will air on CBS next week. "The Great Gatsby" will air on CBS next week.

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Comedy Writer-Director Status Quo On Coast Leaves N.Y. Shelves Bare

With the top comedy shows in radio still emanating from the East (with no indication that the situation will change), and with New York definitely established as key production center for comedy-variety slanted television programs, the New York-berthed top radio directors and writers are becoming the salt of the TV earth. It would appear that, with the useful teleprogramming activity the scribes and directors capable of translating their know-how into video are conspicuous by their absence on the Gotham scene.

About a year ago, the networks were drumming up the eventuality of simultaneous showcasing of top radio shows on television, which would have resulted in many Coast shows moving east. That would have solved the writer-director problem in New York. But the boys apparently gussed wrong on that one, for simultaneous AM-TV programming has played but a small role in the TV picture, with little likelihood of a boom except.

With but isolated exceptions, as in the case of the Kuder agency's Ed Gahan moving east for the two-way Texaco Star Theatre AM-TV spread, the status quo prevails, with the top comedy talent and directors remaining on the Coast. The tele gap in New York is a type of creative vacuum that yet to be filled.

The heightened bidding in recent weeks for such personalities as Irving Mansfield and Nat Hiken, who are permanently located in New York, has accentuated the situation.

Election Sponsors Get a Free Ride

One-shot bankrolling of Election Night by the major radio and television networks—the first time they've sold this public service—has been the biggest free ride in broadcasting history.

Nets had underwritten Election Night packages to begin with, but in the belief it was better to get partly off the hook than none at all, as in the past, they had come over, however, the idea of being well off by midnight.

As it turned out, of course, the show went on straight through the night and well into the following morning, with the sponsors, whose deals were effective until midnight, getting hours more—in fact, virtually triple—the amount of air time they had counted upon.

It's impossible to calculate the actual time-and-talent value of Election Night shows, which ran from 11 to 14 hours, but it is a certainty that, all told, it ran into several hundreds of thousands of dollars more than the actual tabs.

Chevrolet, for example, paid NBC about \$250,000 and expected to get about four hours, but instead got 12. (Past agreed the sponsorship would be effective "as long as public interest was maintained and the auto outfit could have held the net to 11 until 11:35 a.m.," when Dewey conceded, but let web off the obligation at 8 p.m.) Chevrolet conceded, but tripled its money's worth, considering the high-salaried talent which, with the net, and the undoubtedly large audience which kept tuned straight through.

Hopover checked listening until 11 p.m., but Nielsen and probably also Sindinger—later in Philadelphia only—came up with reports on extent of the all-night dialing.

Dewey's commercials during the 12-hour ride totaled up to 30 minutes in 10 seconds.

The story was similar on the other nets, with Nash Motors on ABC-TV, CBS-TV, Life magazine on ABC-TV, Kaiser on ABC and NBC-TV, and Curtis Publishing on W. On Mutual all collecting heavy bonuses from the upset

WNOE's Negro Forum

New Orleans, Nov. 9. WNOE is the first here to appoint a public relations director in charge of Negro programs. Named to the post Wednesday (9) was C. W. Taylor, Negro school principal.

He will act as moderator of a program to be known as the Negro Forum, presented each Sunday morning.

The station will also add shortly a 15-minute news and sports broadcast under the sponsorship of General Longshoremen Workers Union #419, Negro.

Taylor is the first Negro in the city to handle a radio program.

Buyer's Market For Stations; Prices Diving

Washington, Nov. 9. It's a buyer's market in broadcast stations and the price of the outlets has paid substantially in the past year, industry people say. Where a station sold for five times earnings before taxes a year ago, today the price is down to three times earnings before taxes in the average deal.

Situation sharpens up a point about in the prospect of a new commission report that the Federal Communications Commission be obliged to warn newsmen about the field that they are liable to find themselves in an economic bazaar.

Some industry people say that radio, like motion pictures, is currently going through a shake-down and recession at a time when, in most American industry, profit is at an all-time high.

It's reported here that as many as 50% of the new stations which have come on the air in the past year or so have been operating constantly in the red. Some are running out of working capital and are expected to be in real trouble in coming months.

Talk in Washington is that upwards of 100 AM stations could be picked up immediately from owners if they could merely get out from under without suffering a loss. And as for FM stations, the feeling that most of them can be picked up is a reality. There is always a buyer for a good, money-making station. Trouble is that the advertising business is not doing as well as it has never made a deal and have no particular prospect of doing so.

Most of the new station owners, say the industry bigwigs, divided into two camps. One group, who came into the business late after the war, in the belief that it was not only colorful but profitable. These people were fooled by the wartime situation in which they were able to get a station built. At that time, the existing stations were offered more than six times as much as they are now.

One reason was the paper shortage which diverted advertising from the industry's own magazines to broadcast stations.

Washington, Nov. 9. A plan to interest banks and insurance companies in financing television stations for experienced radio station operators is being broached in the financial institutions by Smith-Davis, newspaper and radio station brokers. Disclosure of the case last week from Howard E. Stark, director of the Smith-Davis radio department, who refused, however, to disclose details of the firm's proposal.

Situation in TV is such that, up to now, it has been a rich man's game. A roster of those with station reveals the license holders to be almost entirely concentrated among the networks, motion picture companies, set manufacturers, newspapers, departments, Texas oil millionaires and large corporations like AVCO.

Because the tab is so heavy, relatively few AM station owners have come forward to bid for channels, despite the fact, according to Stark, that "the FCC wants people in television who have grown up with the broadcasting industry."

MOD BANKS FOR FCC Seen 'Sitting Pretty' But D.C. Ponders on Guy Named Johnson

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"Television," says Stark, "is the only business that has grown up today entirely out of personal wealth. The reasons are that the banks and insurance companies regard it as too speculative and, in many states like New York, insurance laws hamstring that type of investment."

"The banks and insurance companies don't know television and we are trying to explain it to them. We are pointing out to the financial community that television is the only business in the United States that has expanded to its ultimate possibility without a bank."

Six Stations On Block?

Talk in the industry is that the Theobald TV station in California, which is sold to Warner Bros., subject to FCC approval, is not the only one of six stations that are at least five others—two already operating and three in construction—need additional financing and that unless they get it, they may have to be put on the auction block.

Industries are getting to be tight now, no television station has made money and possibly as many as only one or two are breaking even. Reason the AM broadcaster need help to get into video is that during the war, when they were making big money, Uncle Sam was taking most of it back in the form of excise taxes. Now, with the peak years and the station owners couldn't build up a backlog of cash to take advantage of the post-war developments. Today the good AM stations are competing for the owner's capital with FM and video.

Daytimers to Huddle in Plea to Govt. Re Mex Spensing Clear Channel Bars

Washington, Nov. 9. More than 100 owners of daytime television stations have been invited to conference here Nov. 22 to unit in urging the American Government to interfere with Mexico to let down the bars on nighttime use of the 1-4 class of frequencies which the neighbor country now holds privately.

Spent until the stations were enlisted by Howard B. Hayes, president of the Daytime Petitioners' Association, in New York, and Vladimir V. The association is seeking to clear for fulltime use the 1-4 class of frequencies, 730, 800, 850, 900, 950, 1000, 1050, 1100, 1150, 1200 and 1250 kc. Two of these 1050 and 1220 kc. are used at night by WGBX, New York, and WGAR, Cleveland, respectively, under special arrangement, the others are restricted to daytime use by the U.S. and provide

Same Hymn, Different Prez

Chicago, Nov. 9. "Club Tunes," the hymnal series bankrolled by Club Illuminum, planned to salute Gov. Thomas E. Dewey on its Nov. 9 ABC broadcast by playing his favorite hymn, "Faith of Our Fathers." Election returns caused an about face, however, and it was decided to play President Truman's favorite.

ABC called on its Kansas affiliate, KCMO, to find out the Chief Executive's preference. KCMO couldn't reach him so they tried his sister, Mary Truman, who said her brother's favorite was "Faith of Our Fathers."

Toronto Power Lack Causes 3-Way Snarl

CBS, Ward Wheelock and Procter & Gamble agencies on the Campbell Soup and Jack Smith shows, find themselves in an unusual predicament as result of power shortage in Toronto. Due to the power famine, Harry Sedgwick's 50,000-watt CFJB is being shut off to Toronto listeners for 45 minutes a day (7 to 7:45 p.m.), with the "blackout" going into effect Monday (8).

Affected by the power clamp are the CBS broadcast of the Smith (P&G) and "Club 15" (Campbell), plus a Canadian-sponsored 15-minute musical for Imperial Tobacco.

Toronto listeners represent a substantial audience. In exchange for the loss of this segment, Sedgwick has agreed to a playback of the Smith, "Club 15" shows the following afternoon. Thus, Sedgwick points out, the clients would be getting a larger audience than usual, for in addition to the two-thirds outside Toronto, nighttime audience, the afternoon pickup represents half again as many listeners.

Ward Wheelock, on the other hand, wants the station to play back the Toronto audience during the night in the evening. The station's schedule doesn't permit for that. And there the situation rests.

HAYWARD'S PHILLY POST

Philadelphia, Nov. 9. Fred Hayward, former general manager of KWSC, in Pullman, Washington, has been named director of advertising, promotion and public relations for the Philadelphia Inquirer stations, WFIL, WFIL-TV, WFIL-FM and WFIL-Facsimile.

Decision Due On Puerto Rico Grant

Washington, Nov. 8. A decision as to whether the House Select Committee to Investigate the FCC will journey to Puerto Rico soon to hold hearings on the Commission's licensing of a commercial station to the island government will probably be reached this week, VAUXLEY learned today.

Although the Committee chairman, Rep. Forest A. Harness (R., N.Y.), has been authorized to consider taking a majority report, he is understood to be seriously considering taking a majority report, he is understood to be seriously considering taking a majority report, he is understood to be seriously considering taking a majority report.

Griffith's KEPO Sale (48%) for \$345,000

El Paso, Tex., Nov. 9. Application has been made to the FCC by a preliminary trustee of the owner of KEPO, for sale of the outlet for a total consideration of \$345,000 to KEPO, Inc. Griffith would be prez of the new group with 52.25% interest, while also serving as his associates in KWTF, Wichita Falls, Texas. These include among them, Kenneth Griffith, president of E. H. Rowley and Frank M. Dowd.

Washington, Nov. 9. A Federal Communications Commission in solid with no chance of any legislation to control its powers is being foretold here as a result of President Truman's surprise victory at the polls last week. Any thoughts that big stations might have grown bigger at the expense of the small operators and the Commission can be packed in the mothballs, say the local seers (not pollsters).

Here is the way it looks in radio: 1. There appears to be no question that the FCC chairman, Wayne Coy will serve out his full term to continue as a powerhouse on the Commission. On the other hand, G.O.P. appointee Robert F. Jones, whom many guessed would

Also Was, Sin

Washington, Nov. 9. With the anticipated accession of Sen. Edwin C. Johnson (D., Cal.) as chairman of the Senate Interstate Commerce Committee, the radio boys will have to do with him in the next four years.

And they're not too happy over a decision to continue a broadcaster put it: "We're up against a guy who's opposed to government regulation of commercial and sex."

be Thomas E. Dewey's choice for chairman, a view to continue a majority member of the commission and its principal disunity. "No one is to deal with such things as a possible ripper law to terminate the present FCC substance, and the Commission there. There were also reports that the NAB would make a new try at getting law to terminate the Commission to technical policing of the ether and routine issuance of licenses. The House Select Committee critics it is felt that there (Continued on page 28)

Estimated Weekly Network Program Costs: 1948-'49

Nighttime and Daytime Overall Costs Include Production Expenses, Actors, Musicians, Writers, Royalties, Freelance Directors, Transportation, Prizes, Etc., But Not Commercial Announcers, Agency Directors, Agency Commission or Time Charges

Agencies listed by initials are: Dancer-Fitzgerald-Sample; Foote, Cone & Belding; Doherty, Clifford & Shenfield; Batten, Barton, Durstine & Osborn; Sullivan, Slaughter, Connelley & Bagley. *Produced under general direction of Frank & Anne Hummert.)

PROGRAM	NET-WORK	COST	SPONSOR	AGENCY	PRODUCER	WRITER
Abbott & Costello	NBC	\$8,000	Coop	Young & Rubicam	Charles Gonda	Fernand Golan
Aldrich Family	NBC	10,000	General Foods	Ed Duer	Norman Tokar	
Alka-Seltzer Time	CBS	6,500	Miles Labs	Wade	Louis G. Cowan	Norman Barasch
Fred Allen	NBC	750	Ford	J. Walter Thompson	Fred Allen	Fred Allen
Ned Allen	NBC	500	USAAF	Gardner	Staff	Alfred Allen
American Album	NBC	5,500	Bayer-Phillips	D-F-S	Frank Hummert	Staff
American Forces	NBC	1,000	Universal Carloading	Raymond Speculer	Theodore Granik	
American Radio Warblers	NBC	72,000	American Bird Products	Weston Barnett	Arthur Barnett	Weston Barnett
Amos 'n' Andy	CBS	23,000	Lever Bros.	Ruthrauff & Ryan	Glenn Middleton	Robert Ross
Jack Benny	NBC	12,500	Swift	J. Walter Thompson	Ken MacGregor	Carl Lampel
Jack Armstrong	ABC	2,000	General Mills	Knox-Reeves	James Jewell	James Jewell
Aunt Jenny	CBS	2,750	Lever Bros.	Ruthrauff & Ryan	Bob Steele	Various
Gene Autry	NBC	6,000	Wray	Ruthrauff & Ryan	Bob Steele	Pat Barrigan
Backstage Wife	NBC	2,500	Lyons-Palmer	D-F-S	Fred Weist	Ruth Borden
Band of America	NBC	5,500	Cliff Service	Billington	James Haupp	Agency Staff
Behind the Front Page	NBC	1,500	Mutual Benefit	Ruthrauff & Ryan	Bob Steele	Hector Cheyney
Jack Benny	NBC	25,000	Lucky Strike	BBDO	Sam Perrin	Sam Perrin
Jack Benny	NBC	3,500	Prudential	Benton & Bowles	Herb Leder	Faith Fay
Edgar Bergen	NBC	25,000	Standard Brands	Earl Ehl	Earl Ehl	Zeno Klinker
Better Half	NBC	1,000	Volupte	Hirshen-Garfinkel	Jack Byrne	Pat Barrigan
Beniah	CBS	8,000	Procter & Gamble	D-F-S	Tom McKnight	Hal Kanter
Big Sister	CBS	5,500	Procter & Gamble	BBDO	Ted Huston	Julian Funt
Big Sister	CBS	5,500	Procter & Gamble	BBDO	Barclay Crocker	Various
Big Town	NBC	5,500	Lever Bros.	SSCAB	Jerry McGill	Jerry McGill
Blondie	NBC	8,500	Radio	DCAS	Glenn Taylor	John Greene
Break the Bank	NBC	4,000	Bristol-Myers	Swift	Ed Wolf	Joseph Kane
Breakfast Club	ABC	2,500	General Mills	J. Walter Thompson	Cliff Petersen	
Breakfast in Hollywood	ABC	4,000	Co-op	Hutchins	Carl Pierce	Colvig-Pierce
Bride & Groom	ABC	3,500	Stearns Drug	D-F-S	John Reddy	John Reddy
Brighter Day	NBC	2,000	Procter & Gamble	D-F-S	Arthur Hanna	Orin Toward
Burns & Allen	NBC	16,000	General Foods	Benton & Bowles	Al Kaye	Paul Henning
Capitol	NBC	2,000	Colgate	Sherman & Marquette	Joe Rines	Henry Hooper
Eddie Cantor	NBC	20,000	Warwick & Legler	BBDO	Walter Dostoff	Irving Elins
Jack Benny	NBC	27,500	Wander Co. & Coop	Hill Blackett	Kirby Hawks	Leo Scofield
Carnegie Hall	ABC	6,500	American Oil	Young & Rubicam	Robert Swan	George Maynard
Jack Carson	NBC	9,000	General Foods	Kant	Sam Fuller	Jack Douglas
Nick Carter	NBC	2,000	Cudahy Packing	BBDO	Jack MacGregor	Various
Cavalade of America	NBC	15,000	Do Post	George Kondolf	Freelance	Freelance
Carmen Cavallaro	ABC	3,000	Lewis-Loew	Roche, Wms. & Cleary	Freelance	Freelance
Challenge of the Yukon	ABC	1,750	Quaker Oats	Sherman & Marquette	Fred Flowerday	Frank Striker
Champion Ball Club	ABC	750	Champion Spark Plug	Adams	Ed Wolf	Harley Wisnet
Checkboard Jambooree	NBC	3,500	Ralsion-Purina	Gardner	Chas. & Will Brown	Chas. & Will Brown
Christian Science Monitor	NBC	15,000	Christian Science Pub. Soc.	Hamphrey	Jessie Maa	Ervin D. Canham
Club Time	ABC	1,000	Club Aluminum	Leo Burnett	Murray Stapp	Carroll Carson
Countdown	NBC	8,500	BBDO	Leo Burnett	Henry Selinger	Blaine Kus
Countryside	ABC	3,000	Universal School	Schwimmer & Scott	Phillips H. Lord	Palmer Thompson
Country Fair	CBS	2,000	Borden	Kernon & Eckhardt	Leonard Carlton	Bob Quigley
Come Photograph	NBC	5,000	Toni Shampoo	D-F-S	Bill Doughen	Almo Deen Cole
Betty Crocker	ABC	3,000	General Mills	Hutchins	Bill Morrow	Bill Morrow
Blue Groggery	ABC	28,500	Philco	Hutchins	Bill Morrow	Bill Morrow
Curtain Time	NBC	2,500	Mars	D-F-S	Richard Leonard	Helen Walpole
Stella Dallas	NBC	2,250	Phillips	D-F-S	Richard Leonard	Helen Walpole
Yve Damone	NBC	5,000	Pet Milk	Gardner	Boland Martini	Roland Martini
Date With Judy	NBC	10,000	Colgate	Ed Bates	Helen Mack	Alfred Leslie
Denits Day	NBC	10,000	Colgate	Ed Bates	Helen Mack	Alfred Leslie
Double or Nothing	NBC	3,000	Campbell	Ed Bates	Helen Mack	Alfred Leslie
Morton Downey	NBC	3,500	Colgate	Ed Bates	Helen Mack	Alfred Leslie
Dr. Christian	CBS	4,500	Chesbrough	McCann-Erickson	Various	Various
Dr. I. Q. Jr.	NBC	3,500	Mars	D-F-S	Various	Various
Nora Drake	CBS	2,000	Toni Shampoo	FCBB	Various	Various
Alex Dreier	ABC	1,500	Skelly Oil	Henri, Hurst & McDonald	Tony Stanford	Vincent Boer
Duff's Tavern	NBC	13,500	Bristol-Myers	Young & Rubicam	Paul Cohen	Stanley Davis
Jimmy Durante	NBC	5,000	Come	Wm. Ealy	Robert Candelaria	Robert Candelaria
Electric Theatre	CBS	9,000	Electric Cos.	N. W. Ayer	Betty Mandeville	Finke-Pelletier
F.B.I. in Peace & War	CBS	10,000	Procter & Gamble	Blow	John Burton	Ken Burton
Family Hour of Stars	NBC	10,000	Prudential	Benton & Bowles	James Klee	Lawrence Klee
Fat Man	NBC	10,000	Newrich Chemical	BBDO	Paul Johnson	Dick Chevillat
Faye Harris	NBC	11,000	Reall	Victor Bennett	Alan Crawford	Harrison Cowan
Festival of Song	NBC	4,500	Engelings-Wittmayer	S. C. Johnson	Ed Bates	Ed Bates
Fiber & Nelly	NBC	14,000	Chesbrough	McCann-Erickson	Various	Various
Jimmy Fidler	ABC	3,500	Carter	SSCAB	Frank Pittman	Dan Quinn
Fist Nighter	CBS	3,000	Campana	Wallice-Perry-Ham	Harfield Weidie	Jimmy Fidler
Fishing & Hunting Club	NBC	2,500	Matt Pouch & Co.	Walker & Downing	Victor Seydel	Dorothy Nevell
Ford Theatre	NBC	2,500	Motor	Kenyon & Eckhardt	Pletcher Markle	Freelance
Front Page Farrell	NBC	2,250	Aracis	Wm. Zehle	Staff	Dorothy Fuldheim
Dorothy Fuldheim	ABC	500	Brotherhood of R.R. Tnn	Wm. Zehle	Staff	Dorothy Fuldheim
Arthur Gaeth	ABC	500	United Elec. Workers	Weinstein Co.	Staff	Arthur Gaeth
Come of the Week	NBC	5,000	USAAF	D-F-S	Phillips H. Lord	Stanley Niss
Gangbusters	NBC	3,500	Procter & Gamble	Benton & Bowles	Thomas Velotta	Thomas Velotta
Gillette Flights	NBC	3,500	Gillette	Alman	Carney	Carney
Glee & Take	NBC	2,500	Toni Shampoo	FCBB	Various	Various
Arthur Godfrey	CBS	2,500	Nail Biscuit	McCann-Erickson	Will Roland	Arthur Godfrey
(Daytime)			Gleed Seal	Campbell-Mithun	Newell-Kennedy	
Arthur Godfrey's Talent	NBC	6,500	Lipton	Young & Rubicam	Irving Mansfield	Ed Brubaker
Arms	NBC	5,000	Phillips	McCann-Erickson	Al Foster	Ed Brubaker
Grand Central Station	CBS	2,000	Camel	Wm. Ealy	Irene Beasley	Lillian Schoen
Grand Ole Opry	NBC	8,000	Camel	Wm. Ealy	Irene Beasley	Lillian Schoen
Grand Slam	NBC	2,000	Continental Baking	Ted Bates	Staff	Staff
Great Gildersleeve	NBC	11,000	Kwik	Needham, Louis & Broby	Fran van Harsteveldt	Andy White
Great Scenes from Great						
Glaxo	MBS	10,000	Protestant Episc. Church	H. B. Humphrey	Bob Novak	Various
Play	ABC	5,000	Goodyear	Kudner	Raybow, Inc.	Henry Denker
Glenn Miller	NBC	2,500	Procter & Gamble	Compton	Gordon Hughes	Jean Phillips
Hallmark Playhouse	CBS	5,000	Pure Oil	McCann-Erickson	De Englebach	Various
David Harman	NBC	2,500	Babbitt	Duane Jones	Martha Atwell	Peggy Blake
Bob Hawk	NBC	5,500	Camel	Wm. Ealy	Wendell Adams	Gabriel Heatter
Gabriel Heatter	MBS	3,000	Carter	SSCAB	Max Heatter	Gabriel Heatter
			Seutian	Roy S. Durstine		
			Noxema	Erwin Wasey		

(Continued on page 30)

Benny's Deal

Continued from page 1

Amusement Enterprise operation, already incorporated by Benny as a capital issue setup.

In effect, it also puts NBC in the business of film production (Amusement Enterprises has just completed its first pic), as well as a takeover of the other show biz facets (Coca-Cola, for instance, has far-reaching plans for television, Trammell is presently on the Coast wrapping up deal plans).

Had Poley succeeded in his Benny coup, it would have meant the Harris-Faye program being written over "as Benny goes so goes Harris" in the "must" blueprint in this two-way setup, because of their integral program relationship. Similarly, with Coca Cola grabbing off the Edgar Bergen show, it was a case of waiting to see where Benny went in order to reestablish the same Sunday night program sequence. Thus it's considered a foregone conclusion that Coca-Cola will drop its Sunday night at 8 NBC slot when Standard Brands relinquishes Bergen.

That NBC was engineering its own "Project X" to counter the Faye move, however, is being followed the VARIETY revelation of the CBS maneuvers. That it was a setup to get the backside of such swift order and with so much coin involved will nevertheless be in the trade with considerable impact.

It wasn't expected, of course, that NBC would have been permitted the rival network to grab off one of the most enviable blocs in radio history—a secret which has played a large part in NBC maintaining programming leadership for its still mighty empire. The blow that resulted in a partial disintegration of the web on Tuesday night was the CBS buying up the Amos 'n' Andy property. Subsequent floppers, however, slugged the backside back slotting of Fibber & Molly and Bob Hope on Tuesdays is as potent a payday as any.

The intricacies and ramifications of the \$4,000,000 purchase of Benny and his associates, however, of course, are still to be fully crystallized. Benny, for one, will continue to be a radio star, which he has "owned" for the past few years—the first and last personality in radio to capture control of a time segment.

Johnson

Continued from page 27

will be no important changes in the authority of the FCC. There will be a considerable drive to raise salaries of top government officials. Talk about a salary boost for the radio commission from their present \$10,000 annually to \$15,000. There is a good chance of this.

Rep. Forest A. Harsh, R., Ind., who was chairman of a special House Committee investigating the FCC, has been beaten for reelection. His committee, however, is being given the needed to show FCC. There is a possibility that a short-lived special committee will be a little likelihood of it being continued next year.

3. However, there has been at least one investigation of FCC by the Congress. This investigation mission began. Hence, if present holds good, there will be another session of the 81st Congress during either 1949 or 1950.

6. Big radio gets a setback with the passage of the Federal Communications Act (D. Colo.) to the chairmanship of the Senate Interstate and Foreign Commerce Committee. Some months ago, Johnson introduced legislation to break up the clear channel stations and to set super-power stations. He finally agreed to limit his bill to a 50,000-watt limit. He was accused to him waiting on the ground to eliminate the portion which would destroy clear channels. He said that the bill, nevertheless, it shows where Johnson stands.

Schenectady: "Radio Round-up," teachers guide to recommended programs for children and adults carried on by Schenectady, Albany and Troy, is being distributed. It is by Bennett, coordinator of radio for the Schenectady Dept. of Education. Listed are 100 radio features broadcast by WGY and WPS. Schenectady: WNYW, WOKO, WABY and WXXW, Albany, and WTRY, Troy.

Round-Clock Schedule Here to Stay As DuMont Programming Makes Good

Now in its second week of operation, DuMont's daytime programming has apparently accomplished what it set out to do. Number of advertising hours during the WABD's (N.Y.) 7 a.m. to 5 p.m. slot have exceeded even the optimistic hopes of the DuMont sales topowers, and the programming itself, while not comparable in quality and scope to most of the TV shows, has been acceptable fare for the housewives, shut-ins and mopelets who constitute the largest part of the available daytime audience. And that is all any DuMont spokesman ever claimed it would be.

While DuMont itself will continue to consider its daytime innovation as an experiment for the first 13 weeks, it seems apparent that round-the-clock TV programming is here to stay. With its already setting plans to offer it on a network basis to any station desiring a feed, questions on how soon other late broadcasters in N.Y. take the plunge and how it will affect daytime radio listenership and sponsorship remain to be seen. When the final word is in, though, the credit will have to go to DuMont for originating the stunt.

Those responsible for the daytime innovation, including General Commander Mortimer E. Loewi, executive assistant to prez Dr. Allen B. DuMont, program chairman, General Caglan, sales manager Humboldt J. Greig, network chief Lawrence P. WABD station manager Lenger Liole, wisely confined their planning to the limitations of daytime programming. As a result, their margin for error has been considerably reduced and what comes over the air will be a success.

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Philly's Pre-Ballantine Fight Segment a 'Must' For WCAU-TV Sponsor

Philadelphia, Nov. 9. CBS' major entry into the video ring, sports picture package, "The Fight," is a "must" for WCAU-TV, the first CBS affiliate, has accepted a reservation from Scott & Grauer, local Ballantine Beer and Ale distrib., for sponsorship of a 15-minute segment immediately preceding Nov. 9's sports event sponsored by Ballantine.

Ballantine has already shown strong indications that it means to capture much of the TV boxing audience, and the station anticipates little trouble in clearing the time for Scott & Grauer. Local distrib. grabbed at the recent Jimmy Bivens-Edgar Charles fight, which CBS telecast from Washing-

Hoagy Eyes Video

Hollywood, Nov. 9. Hoagy Carmichael is working out video ideas with his agency, Famous Artists.

Carmichael is tussling around both live and film ideas with his current radio format in the fore of TV scripting.

Godfrey's 90-Min. Video Spread For Lipton's, Ch'field

With Arthur Godfrey set to make his television debut Dec. 6 via a simultaneous pickup of his AM "Talentia" show on the CBS-TV web, he's also packed with Chesterfield for an hour-long TV variety show scheduled for the off Jan. 5 in the Wednesday night 9 to 10 slot on the same network. Godfrey will emcee the show, which carries a \$1,000 weekly production fee.

Emmett agency, which handles the circle accent, is currently tiffing with Godfrey over the show's format. Godfrey would like to carry over the casual, informal personality he's built throughout his 15 daytime radio shows. Chesterfield, on the other hand, would rather build the show's format around the ideas incorporated in its current "Super Club" TV ads. What form the show will finally take remains to be determined.

Tinkling of the pact with Chesterfield was the subject of the winner in a running argument with Lipton's, which bankrolls the CBS-TV show. Lipton's had demanded first refusal on Godfrey's 90-minute program, but had attempted to stymie any deal with Chesterfield. Latter firm had hoped its 15-minute daytime radio show, which it has been sponsoring as a part of Godfrey's morning show on CBS-AM, would be the first of a forthcoming NBC-TV variety show on Wednesday night places it directly opposite "What Television Theatre" on the NBC-TV web, which has consistently maintained a place among the top 10 floppers. Parallel situation will thus ensue as on Sunday nights when the "Toast of the Town" vaudeo show on CBS-TV backs directly the "Philo Television Theatre" on NBC.

British Circuit Maps

Fullscale Theatre TV

London, Nov. 9. Associated British Pictures Corp. is entering theatrical production with a full-scale television in every ABC theatre as its ultimate target. Plans have been adopted for the establishment of tele studios and application has been made for official permission in order to conduct the video serializing. Three of the company's London theatres.

At a board meeting today (Tues.), elected Sir Philip Warner, chairman of the firm's policy committee, who will direct the direct projection or the intermediate film process will be employed for the video serializing. Television, said Warner after the conclusion, is going to provide a "what television theatre" for the next year.

Seattle's KRSC Ready

Seattle, Nov. 9. When KRSC-TV puts its first television show on the air, it will be approximately 1,000 receiving sets in the city, according to 17 reports from the firm. The company reported to reach 3,000 by Jan. 1.

More Than 44,000 THS Jude 100% TO 95%

Bearing out the predictions of television officials that their medium would continue to attract new advertisers as it expands, a check of TV sponsors revealed there were 403 at Oct. 1, as against the 283 who were using TV four months earlier, on June 1. Number of tele stations in that period jumped from 20 in 11 market areas in June to 35 in 21 market areas by October.

Fact that radio billings this year are highest in that industry's history indicates, according to TV officials, that most of the money pouring into tele represents new ad budgets. Majority of clients entering the newer medium, instead of draining money from their other budgets, have added new funds to tele. In addition, several of the top-spending video advertisers have been using TV for a long time. In addition, several of the top-spending video advertisers have been using TV for a long time. In addition, several of the top-spending video advertisers have been using TV for a long time.

Among the latter category are the Madison and Egan advertisers, who bypassed radio because it lacked the necessary variety in their advertising. Madison, for example, of these is Bates Fabrics, a textile house which is now spending \$100,000 annually on TV. Madison is also spending \$100,000 annually to bankroll a single half-hour tele network show, Kyle MacDonnell's "Kick About Town." Also new to tele are those manufacturers producing articles for the medium itself, such as the new variety tele filters. Most of these have concentrated on spot campaigns.

Blaine-Thompson, who has advertised the percentage of advertisers buying network shows has slightly increased. In October, number of network spots in June was 14, representing 67% of the total of 21, as against those in October numbered 33, representing about 62 2/3% of the total of 52. Spot advertising had a jump of 41%, the number increasing from 76, or 32%, in June to 107, or 39 1/2%, in October. Local retail merchants, representing the preponderance of sponsors, showed a slight drop. June total was 144, or about 62% of all TV advertisers, while the October figure was 281, or about 54%.

With all audience surveys showing tele cutting severely into radio listening and magazine and newspaper reading, the question of how the new medium's competition for the ad dollar will be able to hold their own is problematic. This factor, of course, is the basis for radio and newspaper's "polite stance against TV." Tele officials, though, believe their medium's edge is in the new money instead of draining off funds from established ad forms. This is the basis of their optimism on the assumption that the country will continue its present era of prosperity.

GE Tries Tele Again

With New Quiz Show

General Electric, following its ouster of the "Dennis James Carnival" on the CBS-TV web after one performance, was back another stab at tele banking on the CBS-TV web last night with a quiz show, as yet unnamed. Format will comprise a panel of four celebrities, who will select persons or places shown to them and the winning audience simultaneously. Program will bring show bit personalities who, since their original triumph, have been making a name for themselves, being in for a reprise of their original triumph.

Melvin Youngman may go in as regular on the Kaiser-Francis sponsored Quiz Lombard, starring Henry Youngman. He is currently set for an additional four weeks on the "Dionne" variety show, with one of video's top ratings.

No Tele in Canada for at Least 2 Years as CBC Freezes All Bids

Fairy Tales

VARIETY has a hunch its top in New Haven is a cut. Last week he sent in a yarn about Yale using a video set on the bench so that the head coach could get all angles of the game. Two weeks ago the same story appeared in the dailies about Harvard.

VARIETY further thinks both yarns are fairy tales because if the coaches had the same cameraman, VARIETY did at either game the coaches still "don't know what happened."

Admiral, Emerson Agency Switches To Cue Expansion

Admiral Radio and Emerson Radio, two of the top-spending video advertisers, have announced an expansion of their TV billings following a switch in ad agencies last week.

Kudner agency copied Admiral's hefty \$1,000,000 in annual billings from the Crutten & Eger outfit in Chicago, while Blaine-Thompson took over Emerson's TV account, representing about \$275,000 yearly, from the Flew agency. Admiral reportedly effected the switch because of dissatisfaction with its "lasted" "Aboard Show" aired Sunday nights over the NBC-TV web. Emerson, while satisfied with the "Toast of the Town" vaudeo show Sundays on CBS-TV, wants "better commercial plugs than those Blaine was able to turn out."

Admiral is now studying an hour-long revue, packaged for TV by producer Max Liebman, legit and borscht circuit entrepreneur. Liebman first brought Danny Kaye to Broadway, by importing the comedian from the borscht belt. Until now, the made-on-Liebman's show, Admiral will retain "Welcome," a half-hour variety show.

Blaine-Thompson has already initiated a new series of integrated commercials for Emerson under "Toast," the hour-long vaudeo show featuring columned Ed Sullivan as emcee. With the program now aired on five CBS-TV outlets, the east coast network, the client plans to expand to other tele market areas, either through kinescope recordings or a direct feed from N.Y. when the cast and mid-west networks are linked Jan. 12.

Blaine-Thompson, incidentally, is also co-producer of "Toast" with Sullivan. Agency, according to Blaine-Thompson, is now working out its own tele expansion. It recently placed a series of various TV spots for Popsicle and it now wrapping up a half-hour show for Messing Bros. The program will bring CBS-TV within the next several weeks.

YOUNGMAN M.C. ON OWN

TURNDOWNS' PACKAGE

Henry Youngman has packaged a new half-hour weekly tele show called "Turndowns," with Danny Shapiro as scripter and host. The show will bring show bit personalities who, since their original triumph, have been making a name for themselves, being in for a reprise of their original triumph.

Melvin Youngman may go in as regular on the Kaiser-Francis sponsored Quiz Lombard, starring Henry Youngman. He is currently set for an additional four weeks on the "Dionne" variety show, with one of video's top ratings.

Toronto, Nov. 9. Any television broadcasting in Cdn. CBC-owned television stations in the last two years, and then set owners will likely have to pay a \$10 annual fee. The fee will be paid to the public outlets as bars, etc., paying a considerably higher tariff.

Those statements were incorporated in the decision of the Canadian Broadcasting Corp. to defer all applications for television stations in this country and the indefinite postponement of any such independent applications until the federal-supervised radio system in Canada arranges for further technical development and secure financial funds from the federal government and from any considered private stations for this purpose.

From the hearings on application to operate television stations here, it is manifest that the CBC intends to freeze out any possible TV stations until such time as the government body makes choice of channels for its own television program. The CBC has indicated that it is in the Toronto-Montreal area, this leaves two open for private station operation. The CBC has decided that it wants these two additional outlets filled. Six applications are being received.

Most important of these was Famous Players Canadian, with 600 theatres, and the CBC and FRB. (Continued on page 34)

Show Called On FM, So Editors Want His Seering on Video

Cincinnati, Nov. 9. Because he pointed high on FM predictions two years ago, James Earl Ray, who has been named before the National Editorial Assn.'s fall meeting, Nov. 21, in the open, will be the "Seering" show, his subject being "What's Ahead in Television."

Ray, who has been named in Estes Park, Colo., the editors and producers heard the Crosby Broadcasting Corp. president and board chairman forecast that FM would encounter rough sledding, mainly because of the "little" of the medium improvement over AM, and cautioned that they approach FM warily. At the time, the "Seering" views created considerable controversy and drew columns of rebuttal from many FM proponents, including Major Edwin H. Armstrong, inventor of FM.

This time around, Ray will actually candid about video, is the word from those associated with him in the open, and the "Seering" views created considerable controversy and drew columns of rebuttal from many FM proponents, including Major Edwin H. Armstrong, inventor of FM.

COLGATE ADDITIONS SPATIALITY TV SHOW

Phil Spitalny and his all-girl crew, missing from the airlines since last season when General Electric's "The Spitalny Show" was cancelled by the Lennen & Mitchell agency for Colgate last Saturday night, will be back on the air. Drug outfit is shopping for a show starting on Monday nights on NBC Television, to air during the first of the year.

Spitalny's new set up by L.A.'s S. J. Seelye was one of the most elaborate, full-scale shows yet staged for a prospective client. Films were made of a number of sequences for novelty effect. During a medley of college songs, Spitalny and his girls were superimposed, during the playing of "Sabre Dance," Russian folk song, Spitalny and his girls were superimposed, during the playing of "Sabre Dance," Russian folk song, Spitalny and his girls were superimposed, during the playing of "Sabre Dance," Russian folk song.

The several agencies handling portions of Colgate's findings are expected to audition some of the candidates before a choice is made. The Spitalny show, however, is expected to be a good bet to get the nod.

Theatre Status

On TV Pickups
Still in Doubt

With the Broadway Paramount theatre paying for its theatre bill coverage for both election returns and President Truman's return to Washington, the question of a theatre's right to pick up events for which a broadcaster has paid is still in doubt. Both broadcasters and theatre owners have decided to hold their fire until a suitable situation arises that will force a test case in the courts.

For its coverage of the election returns, E. F. Meehan's program on an arrangement with the N. Y. Daily News' WPXK to feed returns to the theatre as they are read in. Since the early evening returns were not too important, the theatre wasn't forced to break into its feature at any time during the night. Instead, a schedule was arranged so that the theatre could present an up-to-the-minute summary three times during the evening, at scheduled breaks in the feature.

Theatre used its intermediate film method for the coverage. AUC's reaction to this method, according to Par theatre execs, use of theatre tele election night didn't break the box office.

In covering President Truman's return to Washington from his Inauguration, M. J. Meehan's program paid for a share in the broadcasters' pool on the event. Theatre took a line on the program to the Washington to N. Y. coaxial cable, thereby eliminating the need of taping the program. One of the N. Y. stations covering the event.

Tele Chatter

New York

Sheffield Oliver, former producer-director for the N. Y. Daily News' WPXK, now peddling to agencies and networks a 15-minute drama comedy, "The Millionaire," which he wrote with Virginia Sale and her husband, Sam Wren, and titled "Wren's Millionaire," is being produced by Oliver on his own radio series, set to launch on the Danminger-Fair "Bigelow Show" tomorrow (Thurs.) night on NBC-TV. Danminger, Jr., NBC-TV executive, declined to speak before Yale's drama department Saturday (13) New Haven. He is graduate of the school. Helen Rysinger on NBC-TV's "The Marine Reserve Officers' Association" and the "Astor Hotel" starring cartoonist Otto Soglow set as first guest on the "Victor Show" (Picture Talk) which starts tonight (Wed.) on the NBC-TV week with Wendy Barrie starring Stanton Milner Osgood, formerly with RKO-Pathe's commercial film department, named assistant manager for CBS-TV. WABD (DuMont offering drama) is totaling 32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-2423-2424-2425-2426-2427-2428-2429-2430-2431-2432-2433-2434-2435-2436-2437-2438-2439-2440-2441-2442-2443-2444-2445-2446-2447-2448-2449-2450-2451-2452-2453-2454-2455-2456-2457-2458-2459-2460-2461-2462-2463-2464-2465-2466-2467-2468-2469-2470-2471-2472-2473-2474-2475-2476-2477-2478-2479-2480-2481-2482-2483-2484-2485-2486-2487-2488-2489-2490-2491-2492-2493-2494-2495-2496-2497-2498-2499-2500-2501-2502-2503-2504-2505-2506-2507-2508-2509-2510-2511-2512-2513-2514-2515-2516-2517-2518-2519-2520-2521-2522-



NBC:

21% more evening listeners—85% more morning listeners—

115% more viewers than the next station—TV

T H E N A T I O N A L B R O A D C A S T I

No. 1

than the next network—AM

the story is simple:

when a single major event provides the programming of all broadcasters, it's NBC's coverage that draws and holds the most listeners — and viewers.

the reason is simple:

NBC means thoroughness — thoroughness demonstrated in speed and accuracy of reporting the election . . . in numbers and authority of commentators . . . in ability to present the right political figures at the right times . . . in tenacity of service to the public through the continuous all night and all morning programming.

the conclusion is simple:

to advertisers, that thoroughness in special service means radio's and television's biggest audiences — just as the greatest programs week after week have always made NBC audiences the largest.

For top shows of the week or top story of the year, NBC is thoroughly — AM or TV—America's No. 1 Network.



SOURCE:

Radio—Hooper 36-city survey 9-11 pm average November 2;
8-12 am average November 3.

Television—Hooper New York survey 9-11 pm average November 2.

N G C O M P A N Y

A Service of Radio Corporation of America

Estimated Weekly Network TV Program Costs

Nighttime and Daytime Overall Costs Include Production Expenses, Actors, Musicians, Writers, Royalties, Freelance Directors, Set Construction, Etc., But Not Commercial Announcements, Agency Directors, Agency Commission or Time Charges.

(Agencies Listed by Initials are Benton & Bowles; Dancer, Fitzgerald & Sample; Kenyon & Eckhardt; J. Walter Thompson, and Young & Rubicam.)

PROGRAM	NET- WORK	COST	SPONSOR	AGENCY	PRODUCER	WRITER
Amateur Hour.....	DuMont	\$3,500	Old Golds.....	Lennen & Mitchell.....	Rensack Enterprises.....	
Amorant.....	NBC	1,500	Firestone.....	Sweeney & James.....	Martin Stone.....	Harold Schaffel
Author Meets Critics.....	NBC	2,500	Gen. Foods.....	Y. & R.....	Martin Stone.....	Jerry Coopersmith
Bachelor Show.....	NBC	6,000	Beigley-San.....	Y. & R.....	Frank Telford.....	Stone
Birthday Party.....	DuMont	850	Co-Op.....		Lou Dahlman.....	
Canal Newsreel.....	NBC	8,500	Camels.....	F&V.....	Movietone News.....	
Chevrolet on Broadway.....	NBC	4,000	Chevrolet.....	Camp-Ewald.....	Owen Davis, Jr.....	Various
Disney Newsreel.....	NBC	2,500	Disney Hats.....	Grey.....	Paul Alley.....	
Doornay to Fame.....	DuMont	650	Co-Op.....		Lou Dahlman.....	
Fashions on Parade.....	DuMont	2,300	Procter & Gamble.....	B. & B.....	Tele on Parade.....	Elinor Lens
Ford Tele Theatre.....	CBS	17,000	Ford.....	K. & E.....	Dietrich Markel.....	Various
Friday Fights.....	NBC	2,500	Gillette.....	Mason.....	William Garfield.....	
Gen. Electric News.....	NBC	1,000	Gen. Electric.....	Mason.....	Paul Alley.....	
Girl About Town.....	NBC	3,000	Bates Fabrics.....	Sawyer.....	Craig Allen.....	Joyce Senter
Greatest Fights.....	DuMont	750	Televue News.....	Cayton.....	WARD Staff.....	Abe Guiness
Growing Pains.....	DuMont	1,000	Wanamaker Store.....	Dirett.....	Martin Stone.....	Leonard Saff
Gulf Road Show.....	NBC	2,500	Gulf Oil.....	Y. & R.....	Roger Muir.....	Eddie Kean
*Howdy-Doody.....	NBC	7,500	Unique Toys.....	Grant.....	Bernard Karlen.....	Karlen
Kd Like to See.....	NBC	4,000	Procter & Gamble.....	Compton.....	Harry Hermann.....	Stan Quint
Ta Ta TV Theatre.....	NBC	4,000	Kraft.....	JWT.....	Harry Hermann.....	Ed Rice
Mary Kay & Johnny.....	NBC	2,500	Whitehall.....	D.P. & S.....	Show Props.....	Johnny Stearns
Mary Margaret McBride.....	NBC	2,500	Squibb.....	New-Emmett.....	Stella Karn.....	
Meet the Press.....	NBC	2,500	Int'l Silver.....			
Monday Fights.....	NBC	2,500	Sylvania Elec.....			
Nature of Things.....	NBC	750	Sherwin Williams.....			
Philco TV Playhouse.....	NBC	11,000	Sunshine Biscuit.....			
Roar of Raals.....	NBC	750	Gen. Foods.....			
*Small Fry Club.....	DuMont	750	Motorola.....			
Sportsman's Quiz.....	CBS	4,500	Philco.....			
Swift Show.....	NBC	750	A. C. Gilbert.....			
Swing Into Coziness.....	DuMont	850	Kalynes.....			
Tales of Red Caboose.....	ABC	750	Gen. Foods.....			
Texas Star Theatre.....	NBC	8,500	Edgeworth.....			
Toast of Town.....	CBS	5,000	Bell Telephone.....			
We, the People.....	CBS	1,200	Lozier Corp.....			
Welcome Aboard.....	NBC	5,000	Emerson.....			

*15 minutes once weekly of half-hour cross-board show.

*Half-hour each once weekly of cross-board show.

Directors

(Continued from page 26)

asked few questions and requested until Nov. 22 to study the terms. At least 200 freelance cue-throws are affected by the proposed agreement, according to the Guild. Network shows also are affected, since the opening of talks with the agencies activates a clause under "Commercial Program Fees" in the RTDG pact with the web, signed Dec. 31, 1947.

This clause states: "The Company and the Guild agree to negotiate in good faith with the Guild for the establishment of minimum commercial program fees and conditions at such time, but not before such time, as the Guild shall commence similar negotiations with other employers of directors producing a substantial proportion of the network commercial programs originating in New York City." The Guild has sent copies of the proposed agreement to all agencies and packagees known to employ radio directors.

Directors believe their problems in reaching an accord with the agencies and packagees are simplified by comparison with the writers, in that no complicated question of script rights is involved and there is expected to be less disagreement over the definition of an employee in the case of the directors.

Basic minimum fees proposed by RTDG range from \$75 for a one-to-five-minute program five times a week, to \$300 for a 31-to-60-minute program five times a week and \$200 for such a program five times a week, to \$500 for a 31-to-60-minute program five times a week. Basic pay for cue-throws on a 15-minute cross-board show or a half-hour weekly program would be \$350.

For radio, one director would be added to these fees. Fee for additions would be not less than 75% of these sums.

Sustaining rates would be one-half of commercial rates.

Guild now has national contracts with ABC, CBS and NBC and with WOR, N.Y., covering staff radio directors. Part is also paid to CBS covering television directors in New York. An attempt last week to open talks with ABC covering its TV directors hasn't yet been answered by the web.

Continued from Page 19

Toronto, 50,000-watt and largest independent radio station in this country. Both of these submitted completed plans, plus details of initial \$2,000,000 expenditures each, once they got the green light. Other applicants were Jack Cooke, operator of CKRY, Toronto; Al Lacey, appearing for CHLO, Toronto, and claiming he had secured Kingdom financial backing; CFCP and CKAC, Montreal.

With Famous Players and CFRB, Toronto, receiving the greater attention from the CBC on completed plans, CBC and also noted emphatic objections from Joseph Sedgwick, counsel for the Ontario Association of Broadcasters, that Famous Players was a corporation controlled by American interests. Sedgwick's brother, Harry Sedgwick, president of CFRB, Toronto, and president of the Odont. Theatres of Canada, the Arthur Rank Enterprise with some 170 houses across the Dominion entered the picture when Leonard Brockington, vice-president and general counsel for Agency Staff, a member of the CBC board of governors hearing the applications, took the stand.

In Canada should have the right to choose and rebroadcast TV shows on an equal basis, and no one has rights be given to any one theatre chain.

TV Invades the Planets

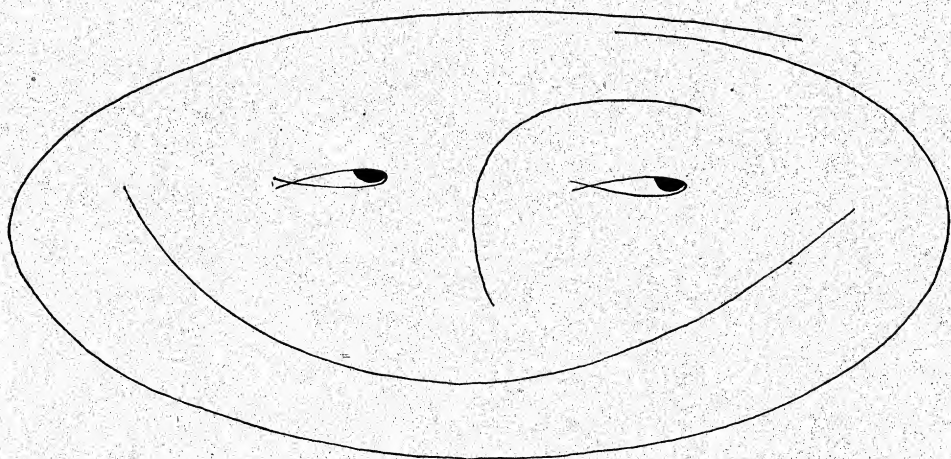
Philadelphia, Nov. 9.

First telecast from a planetary unit will be made Thursday (11) when Dr. Robert Marshall of the Pels Planetarium, in the Franklin Institute, to explain the novelty of the new series of

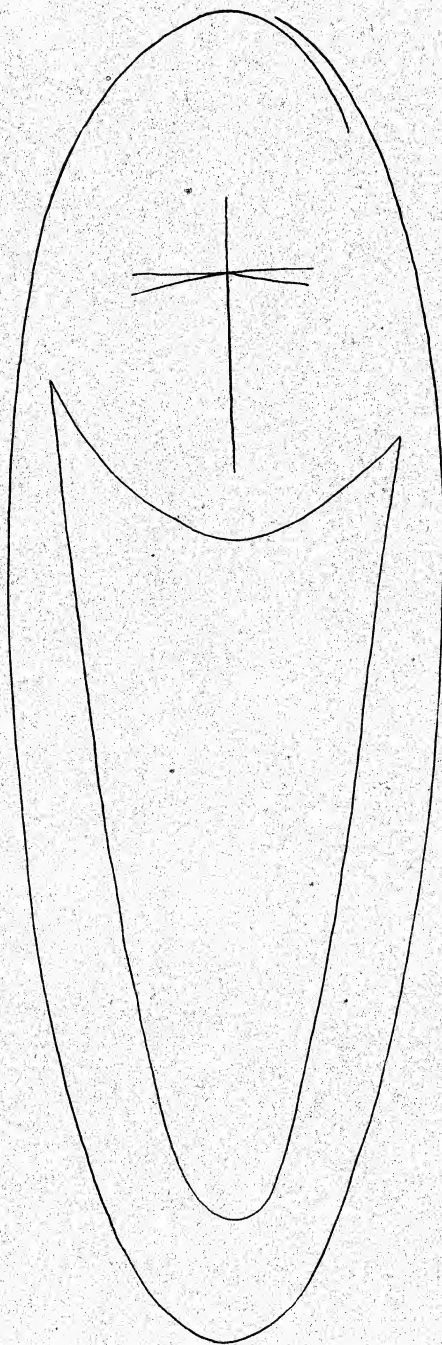
Estimated Weekly Network Program Costs: 1948-'49

(Continued from page 30)

PROGRAM	NET- WORK	COST	SPONSOR	AGENCY	PRODUCER	HEAD WRITER
Strike It Rich.....	CBS	3,750	Laden's.....	J. M. Mathes.....	Wall Framer.....	
Singer Club.....	NBC	16,000	Chesterfield.....	Newell-Emmett.....	Bob Packham.....	Fred Heider
Suppose.....	NBC	7,500	Auto-Lite.....	Kudner.....	Tony Leader.....	Various
Take a Number.....	MBS	2,500	N. Y. Tobacco.....	Kudner.....	S. Levine & B. Monroe.....	Levine-Monroe
Take It or Leave It.....	NBC	6,000	General Motors.....	Kudner.....	Ed Feldman.....	Edith Oliver
Henry J. Taylor.....	ABC	800	Teen Timers.....	Ruchman.....	Nat. Strom.....	U. J. Taylor
Teentimers Club.....	MBS	1,500	Bell Telephone.....	Kudner.....	Nat. Strom.....	Nat. Strom
Telephone Hour.....	NBC	8,500	Texas Company.....	N. W. Ayer.....	Wallace Magill.....	Norman Rosten
Texas Star Theatre.....	ABC	7,500	U. S. Steel.....	B.B.D. & O.....	Armina Marshall.....	Erik Barnow
Theatre Guild.....	ABC	16,000	Armadillo.....	Warrick & Legler.....	Mr. Avery.....	Freelance
Theatre of Today.....	ABC	7,500	Kaiser-Frazer.....	Zimmer-Keller.....	Al Greenberg.....	Dashell Hammett
Tidin Man.....	MBS	5,000	Procter & Gamble.....	Blow.....	Jerry Devine.....	Jerry Devine
This Changing World.....	ABC	2,500	Sun Oil.....	Compton.....	Ted Bell.....	Lowell Thomas
This is Your FBI.....	NBC	8,500	General Mills.....	Knox-Reeves.....	Fred Morrison.....	Carl Coleman
This is Your Life.....	NBC	8,500	Air-Wick.....	Wm. B. Weintraub.....	Staff.....	ABC Newsroom
Twelve Thromas.....	CBS	7,500	Williamson Cand.....	Dancy Jones.....	Wade.....	Murray Burnett
Today's Children.....	NBC	2,500	Shower Mfg.....	Procter & Gamble.....	Ed Balier.....	Phil Davis
Theatre of Today.....	ABC	7,500	Rouman.....	Firestone.....	Carl & Presner.....	Carl Geigerich
True Detective Mysteries.....	ABX	2,500	Procter & Gamble.....	Compton.....	Needham, Louis & Brubay.....	Jay Johnston
True or False.....	MBS	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Truth or Consequences.....	NBC	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Twenty Questions.....	MBS	3,100	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Voice of Firestone.....	NBC	7,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Feed Waring.....	NBC	10,000	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Wendy Warren.....	CBS	3,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
We Love and Learn.....	NBC	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
We, the People.....	CBS	9,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Welcome Travelers.....	NBC	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
What Makes You Tick.....	ABC	3,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
What's My Name?.....	ABC	3,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
When a Girl Marries.....	ABC	3,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Whiz Quiz.....	ABC	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Meredith Willson.....	ABC	7,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Walter Winchell.....	NBC	7,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Woman in White.....	NBC	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Young Dr. Malone.....	CBS	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Pepper Young's Family.....	NBC	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Young Wilder Brown.....	NBC	2,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Young Hit Parade.....	NBC	16,000	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston
Young Song & Mize.....	CBS	7,500	Procter & Gamble.....	Compton.....	Tom Bennett.....	Jay Johnston



“what’s so funny?”



"LIFE WITH LUIGI" IS FUNNY

Very funny!

Luigi is now on the air making friends by the millions. For Luigi is mass-audience programming, charged with sales-provoking laughter. But it's more than superb character-and-situation comedy. It has the fresh impact of friendly satire... of a salty vein of Americana...

Starring J. Carroll Naish, it is produced with the adroit skill of Cy Howard who built "My Friend Irma" into its top-20 rating.

AND "MY FAVORITE HUSBAND" IS FUNNY

For Lucille Ball is one of the great "natural" comics in showbusiness, playing the lead in a rambunctious husband-and-wife comedy situation. Tailored for big audiences, it covers "the war between men and women." It is the work of Jess Oppenheimer, one of the top craftsmen of radio comedy (and chief writer and director of the Fanny Brice show). *Variety* calls it "slick radio." So does the audience. And so will a sponsor.

"Luigi" and "Husband" are two CBS Package Programs, conceived and built in the same creative workshop that produced 21 other CBS Package Programs, now successfully serving 18 different sponsors today. In other words, they're top network programs. And having them on the air, *fully developed*, should make many kinds of people happy, including two alert advertisers.

*Coast-to-coast on CBS, 9:30-10:00 PM EST, Tuesdays

**Coast-to-coast on CBS, 7:00-7:30 PM EST, Saturdays

CBS PACKAGE PROGRAMS

DuMont's Round-Clock Sked

Continued from page 23

screen is okay. Anyone watching the entire 11 hours of shows might tire of the clock-weather-temperature signal, the same set used with only minor variations for each show and the number of performers who do nothing but sit at a piano and sing. That is, in itself, though, is no worse than the steady diet of disk jockeys and/or soap operas fed daytime radio listeners—and moreover who will sit glued to a TV receiver for 11 hours a day and days a week?

Lo, The Poor Male!
At 10:30 stacks up, DuMont's daytime programming offers little concession to any male viewers who might tune in. Schedules have been set up with the idea of hitting the viewers who will be on hand at any specific hour and its distaffers, of course, get the nod. Nice, breezy informality is the keynote of the entire day, with most

performers adorning their stuff. With few exceptions, the day's show is routine, wisely, with interview shows breaking up the musical segments. Public service spots also get their full share of emphasis.

At 11:00, the day's first hour, DuMont's studio showing the weather and traffic at 534 street and downtown Chicago, is especially stand-out in this respect.
(Of the shows caught last Thursday and Friday, 534, Pat O'Brien's "The O'Brien Show" and Stan Shaw's noontime musical interlude "The Music of the Night" and "Wilma," Miss Mapple, with her new knowing method of not talking down to her puppet audience, is probably the answer to a mother's prayer. She's already being brought in as a new TV star and should go on from this to better things. Shaw's show came closest to being straight entertainment. Format was similar to that of his "Record Rendezvous" program on the N.Y. Daily News' WPIX, with an instrumental trio plugging pop tunes and backing the guest artists Shaw and round up. Bill Osterwald guested on the show caught and did a neat job with a group of oldtime, nostalgic tunes.)

Most of the commercials throughout the day were integrated into the coverage program format. As such, they were of value both to the advertiser and to the viewer. Product demonstrations especially looked like good, salesworthy shows. Within the daytime programming represents an inexpensive method for any TV broadcaster to build his revenue and possibly, come close to the break-even point for his now-losing operation.

Tele's Top Job

Continued from page 35

own conception of a top news commentator. Same went for Pearson on the venerable regular radio predictions (which proved false) and for Davis on the remarkable reports. As with all other stations, WJZ-TV cut periodically to the Republican and Democratic headquarters for press interviews and color coverage. The station's full-time coverage of the Daily News editorial room, with the preliminary swing around the "news" newsroom coverage. Station had Rex Marshall on the "news" newsroom coverage. Lowell Linpus for analysis and Ben Gross for something. Announcer Guy Lebow and Interviewer Jimmy Jemal worked in the afternoon. Paramount theater lobby and on time Square, catching much added color with man-in-the-theater interviews. Jemal, incidentally, antagonized some of the guests after he'd gotten what he wanted from them, often pushing them brusquely aside to bring on another interview.

WCBS-TV worked out of its studios in the Grand Central Bldg. "Reporter" Doug Edwards, a press relations counsellor Lyman Bryson did an outstanding job throughout the day. Wide camera sweeps around the vast room consistently dramatized the surprising returns and the studio interviews were handled extremely

well. DuMont, working in cooperation with Newsweek mag, did an efficient job after it came out with the election returns following its regular evening programming, including boxing, sports, and so on.

NBC worked with Life mag in a repeat of their election coverage and the two outfits together were tough to beat. Especially the NBC's staff of interviewers in "Room 22" and the electric scoreboards, which flashed the popular figures as Ben Grauer, read them out. Also present was a fine assist from Life's Oliver Jones, maintaining his dramatic news presentation and poise throughout the long, gruelling news. Also absent was John Cameron Swayze, whose excellent narration and intelligent interviewing proved one of the high spots of a well-done job.

Script, But Not Bias,
Tossed Out, As Returns
Catch Gabbers Off Base

By DICK DOAN

The four major radio networks were just as badly thrown off by the pre-election polls as everybody else, and it reflected seriously on the accuracy of the announcements made last week. For while the standard reporting job was done in the way of drawing long-drawn-out chore—the handling of the tallies belied the pre-conceived beliefs of most of the newscasters and commentators as to the outcome of the race.

The sequencing of Dewey totals in contrast to Truman's in some cases verged on open bias, with the GOP tally almost always being read off first on alphabetical grounds, no doubt and the emphasis being put time and time again on Dewey "leading" in such-and-such number of states, whereas Truman was never out of the real lead. Given benefit of a doubt, the gabbers at the radio were guilty of playing the returns according to what they felt the final story would be rather than what the figures actually indicated. "Analysis" throughout most of the night consisted in repeating that the tide of the change as soon as the rural areas reported. Despite consistency in the Dewey lead from the returns were described hour after hour as "conclusive."

No quite all of the newsmen got fanned by the polls, it must be admitted. The ringmasters, such as Bob Trout on NBC and Walter Winchell on CBS, played the running story pretty straight. Of the commentators, the three least snafu by the final outcome appeared to be Gabriel Heatter, because he is most expert of the fence-straddlers; Drew Pearson, who called the shots as he got them; and Mutual's Louis Bean who touted Truman all along and went out on a limb at Bob Trout on NBC and Walter Winchell on CBS, played the running story pretty straight. Of the commentators, the three least snafu by the final outcome appeared to be Gabriel Heatter, because he is most expert of the fence-straddlers; Drew Pearson, who called the shots as he got them; and Mutual's Louis Bean who touted Truman all along and went out on a limb at

Networks, the laurels seem to have gone to ABC and Mutual, to their two competitors. ABC, doing mostly a simultaneous AM coverage job, kept the show lively with fast ball tossing between star players Walter Winchell, Pearson, Elmer Davis, Walter Kierman, and company. Mutual made its mark with a multiplicity of around-the-country pictures. On NBC, Trout did a stand-out job of reading off state-by-state totals in the most dignified fashion, but on the whole, both CBS and NBC devoted time to this state-by-state rundown that might more intelligently have been given over to highlighting spot and overall developments.

It would be a gross injustice, however, not to hand a deep bow to the webs as a whole for staying with the story until the tale was told. It turned out to be a marathon public service effort which taxed physical endurance. And, almost to a man, the crews stuck to the mikes until the job was done.

Albany—William G. Rambeau Co. has been appointed national rep for WPTX, Schine-controlled station. At the same time, general manager Leonard Asch announced the selection of Joseph H. Rife as manager, to succeed Hubert Du Val.

Marine National Exchange Bank of Milwaukee signed for a 26-week series of half-hour shows, titled "The Navy Show," over WISN-TV, Milwaukee. Journal outfit, Marvin Lemkul is the agency.

Sammy Davis, Jr. Service signed for 13 weeks of 15-minute shows on "Child Care" over the N.Y. Daily News' WPIX. Agency is placed by the Miller ad agency.

Lowell & Bradford, Beverly Hills funerals, industry, to handle "Woman's Page" on KTLA (Paramount, Los Angeles).

Tele-Tel Inc., New Jersey DuMont Teleset distributor, picked up six-and-a-half-hour weekly program, to spotlight various local dealers. Green-Rodriguez is the agency for the sale, believed to represent the largest single block of weekly time ever bought on a video station.

Five more advertisers have been added to the swelling roster of WCAU-TV, Philly. Erlanger Brewing Co., through E. L. Brown agency, has taken Wednesday and Thursday evening spots. The Samuel Tabman agency, through suitable time is available. Harry Kraus, a Philadelphia dealer, has contracted for a weekly announcement for one year, through the Samuel Tabman agency. S. Pines (Vankee Mad Products) has lined up a Friday night spot for 26 weeks, through the Feigenbaum agency. Jackie Gordon (men's clothing) through M. Korn & Co., has set a four week announcement. Campaign.

Peppi-Coll, Chicago, sponsoring half-hour "Sparkling Time" weekly on WGN-TV, Chi. starting Nov. 10, through Presba, Fellers & Presba. **Mutnick Academy of Music** sponsoring half-hour variety show weekly on WENR-TV, Chi. starting Nov. 10, through Salesrepresenting Associates. Series will have Chicago Sun-Times columnist by Kuper as emcee. **Grayshel Sportsware** signed for

Philly, Tilt Linked

Philadelphia, Nov. 9.

The Bell Telephone Co. of Pennsylvania has put into operation a new coaxial cable linking Philadelphia and Pittsburgh, constituting the first link in television facilities connecting the eastern coast and the midwest.

The cable was opened Thursday (4) by ceremonies in which Mayor Bernard Samuel, of Philadelphia, and Mayor David Lawton, of Pittsburgh, joined the local conversation. Both Mayors hailed the connecting link between the cities and looked forward to the television connection Pittsburgh, as yet, has no TV station.

Designed primarily for telephone service, the cable handles about 600 phone conversations or two television programs in each pair of its eight coaxial tubes.

New Television Biz

The "Knickerbocker Show" last week in a direct deal with WBKB, Chi. Half-hour series is tagged for 13 weeks.

E. L. Courmand Co. (Walco Television Lens) sponsoring five-minute sports film weekly on WENR-TV, Chi. starting Nov. 10. Robert Kahn and Associates is the agency.

Dads Root Beer, Chi., signed for two weekly one-minute film spots on WGN-TV, starting Nov. 3, through Malcolm-Howard Ad.

Breittling Watch Corp. signed for two weekly one-minute film spots on WGN-TV, starting Nov. 3, through Sterling Ad., N.Y.

Deaney, Dougherty Co. (Heard) sponsoring five weekly film spots for seven weeks on WGN-TV through Rutherford & Ryan.

WPGH's Varsity Format

Pittsburgh, Nov. 9.

Town's newest station, WPGH, seems to have embarked on a policy of getting itself known as the collegiate institution, with its launching of a couple of new programs featuring campus figures. First is "Varsity Show," which airs for half hour every Saturday and uses talent from Pittsburgh colleges and universities. Mary Conley, WPGH program director, makes the selections.

Friday afternoon, during fall and winter, WPGH has slotted "Pathways to Progress," new discussion type program with William S. Tracey, assistant prior of speech at Univ. of Pittsburgh, as host. Students selected each week for the panel.

M-G-M
"On an Island With You"
Nov. 11, 1948
Every Friday Night, 10:15 P.M.
Mgt.: LOU CLATON

"There's entertainment in the 'Tick' format."—Variety.

"WHAT MAKES YOU TICK?"

ABC Monday thru Friday 11:45 to 12:30
for PROCTOR & GAMBLE

with
JOHN K. M. McCAFFERY

Written and Directed by
ADDISON SMITH

WANTED
COMEDY SCRIPT-WRITER
TO COLLABORATE
with
WM. V. O'CONNOR
180 Elmwood Ave., Newark 4, N. J.
Phone: AC 4-0440

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If It's a "Feature Production" It's Especially Designed to Suit the Advertiser's Needs.

PRODUCERS OF

HINT HUNT

LADIES BE SEATED

SOMETHING TO TALK ABOUT

BRAND NEW BRIDES

MAN ON THE FARM

AVAILABLE FOR

SPONSORSHIP

SHOOT THE MOON

LET'S CLEAN UP

K-I-D-S CARNIVAL

PUT 'N TAKE

FEATURE

PRODUCTIONS

228 N. LaSalle St., Chicago
State 3156

FOR SALE
PLEASE

Sundays 5:00—5:30 PM est
ON ABC NETWORK

This circle chiller has won high praise from both critics and listeners for its casting, script and production. Written by Willie Gropper, "Light Out" features Ernest Chappell as director and star. **QUIRT PLEASE!** is tant and tense. It draws suspense out to the breaking point, then pays off with a twist that brings audience back week after week. Ask your ABC representative for details or contact . . .

ABC

PROGRAM DEPARTMENT
30 Rockefeller Plaza—Circle 7-5700

"I'm thinking we should've had our Wheaties too!"

Inside Stuff—Radio

"Stories to Remember," new series of dramas preaching tolerance, has been readied by the Institute for Democratic Education and is now available gratis to stations. Series consists of 13 quarter-hour adaptations of magazine stories by Irvin Shaw, MacKinnay Kantor, Dorothy Canfield Fisher. Each program has a star in it, those taking part including Melvyn Douglas, Geraldine Fitzgerald, Ralph Bellamy, Vera Zorina, Stefan Schnabel, Raymond Massey, Hugh Marlowe, Everett Sloane, Bambi Lind, Alan Baxter, Helen Claire, Jay Astin and Betty Garde.

Harold Franklin produced the series, with Earle McGill directing. Franklin, former Sigmund Miller, Milton Wayne, Jack Benkover and Franklin, despite the recording ban, the American Federation of Musicians gave special permission to use music in these program as its contribution to fighting prejudice and discrimination.

About 50 stations around the country have been lined up within a fortnight to carry the series, while four N. Y. city stations have been pacted to carry them: WNEW, WNYC, WEDV and WHLL.

Citizens Committee on Displaced Persons is being revived, and this time will utilize television as well as radio in its campaign. Organization, which was disbanded some months ago following passage of a DP bill by Congress, now will drive for changes in the act, especially elimination of its discriminatory clauses.

Material for initial radio and TV stanzas was obtained by Ted Hudes, former radio director of the committee, now operating independently, last Saturday (30) when the first shipload of DPs admitted under the new act arrived in N.Y. Tape recordings were made of interviews with DPs and will be built into a half-hour documentary, WMAA, N.Y., will air it first and platters will be distributed to stations throughout the country.

Hudes engaged Telenews to film 1,500 feet of material, including interviews with such shipboard newcomers as Attorney General Tom Clark and Cardinal Spellman, to be built into a 15-minute TV documentary. This also will be made available as requesting stations.

Dramatized stories of big American enterprises, under title "Let Freedom Ring," are being broadcast over ABC each Tuesday at 10:30 p.m. by U.S. Chamber of Commerce. Program is only dramatic show fed to any major network from Washington.

"Freedom" is produced by Chamber with all-APRA cast and a 16-piece orchestra. It is broadcast from Hall of Flags auditorium which has been outfitted with sound effects comparable to those employed in New York and Hollywood. Albert Leitch is Chamber radio director.

On calendar for next three weeks are dramatizations of founding of firm of Lucien LeLong, Sears, Roebuck & Co., and Standard Oil Co. Last named program will present story of Esso's pioneering for oil in Cajan country of Louisiana.

Kaiser-Franzer, which now sponsors "Thin Man" on Mutual, is effecting a tie up with the American Automobile Assn. in connection with a "lost car" stunt being introduced on the show in the next couple of weeks. Clues as to the whereabouts of the lost car will be injected into the show, with the AAA member coming up with the solution grabbing off a K-F car for his own.

KANSAS CITY—Jimmy McConnell, longtime chief of the KMBC Air-Its Bureau, is back on the job after a seven-month siege with hospitals and medicos. Last spring McConnell suffered a coronary A.C. awards, which are based on a poll of account execs.

Boston—WCOP, Hub's ABC outlongtime chief of the KMBC Air-Its Bureau, is back on the job after a seven-month siege with hospitals and medicos. Last spring McConnell suffered a coronary A.C. awards, which are based on a poll of account execs.

FARNSWORTH SELLS WGL TO PUBLISHERS

Fort Wayne, Nov. 9. News Publishing Co., publishers of the Fort Wayne News-Sentinel, afternoon daily, has purchased WGL from the Farnsworth Television and Radio Corp., subject to FCC approval.

Station was started in 1928 and was originally owned by Fred C. Zeig and the Main Auto Supply Co., Westinghouse Electric and Manufacturing Co. purchased it early in 1936, and simultaneously purchased WOWO, Fort Wayne, from Zeig and Main Auto. WGL continued to be operated by Westinghouse until May 25, 1944, when it was acquired by Farnsworth. WGL operates fulltime, with 1,000 watts power, at 1250 kilocycles.

Capt. Pierre Boucheron, general manager of WGL since 1945, will continue to manage the station under the new ownership.

Pitt's WCAE Going In For Flock of Live Shows In Switch On Old Format

Pittsburgh, Nov. 9. WCAE, which in the past has minimized local live shows, is going in for a flock of them this fall with return of Baron Elliott's band to the airwaves on a staff basis. In addition to a quarter-hour of music every evening by Elliott, one of his vocalists, Jimmy Confer, will team up with Jeanie Baxter for two song periods weekly and Bobby Doyle resumes vocalizing in pair of quarter-hours, he and the Confer-Baxter duo being backed by small combos from the Elliott outfit. All these shows will be on a sustaining basis.

In addition, WCAE has sold to Mercury Dealers weekly 15 minutes every Sunday afternoon featuring the Mr. and Mrs. team of Ernie Neff, staff announcer and Organist, and his wife, Carole Mansfield, band singer before her marriage.

CIRCLING THE KILOCYCLES

Boston—Bill Whalen, WCOP's "Night Watchman," into the Merry Go-Round bar of the Copley Plaza for a disk jockey and celebrity interview show. On the air from 11:20 p.m. to midnight as "Boston Merry Go Round," Whalen got a big sendoff with such visitors as Bobby Clark, Moe Hart, Joan Blondell, Evelyn Knight, etc., and makes it a point to review the plays following opening night curtain.

Pittsburgh—Florence Sandoz, women's commentator on WCAE, has been elected president of AFRA to fill the unexpired term of Carl Ide, who vacated the job when he resigned from KDKA announcing staff. Chet Clark, former announcer on WCAE and more recently manager of WLOG in Logan, W. Va., has come back to town to join the sales staff of WWSW. Jerry Ripp, ex-WEDO staffer in McKeesport, has gone to Julius Dubin Advertising Agency in charge of publicity.

Des Moines—Donald V. Kleffman has been named control room engineer for WHO. He was formerly with WHBY, Appleton, Wis.

Santa Antonio—Bob Bender, formerly on the staff of KWUB, Corpus Christi, has joined staff of KQOR as m.c. of a full-hour billi program to make its debut daily over the outlet. Live and recorded talent will be used.

Santa Antonio—Monte Kleban, program-production manager of WQAI has resigned his post to join the Steele Advertising Agency, Houston, as account exec. Kleban has been with WQAI since 1940.

Kansas City—W. E. Danford has joined KCMO to handle local and regional sales, according to E. K. "Joe" Hattenbower, general manager. The new sales manager formerly was with KMBC of Kansas City and WJLM Lansing, Mich.

Savannah—Bob Mann, sales promotion manager of WDAR, has been appointed assistant manager

of that station. He's former public relations director of WBYN, Brooklyn, and before that was program director of WJHL, New York.

Amsterdam, N. Y.—Ed Touley is a new announcer at WCSS in Amsterdam, N. Y. From Flint, Mich., he joined the staff Nov. 1.

Utaca—Paul Hadley has been tapped from Director of Musical Programs to Production Supervisor at Rural Radio Network. Hadley has been with the web since its inception six months ago.

Santa Antonio—Jerry Lee has been named program and production manager of WQAI, replacing Monte Kleban, who resigned his post effective Nov. 1 to join an advertising firm in Houston. Since 1946, Lee has held the dual position of assistant program director in charge of FM and director of special events.

Former announcer Perry Dickey Dick Perry on the air has assumed the duties of WQAI-FM director and director of special events.

Santa Antonio—Latest addition to the news staff of KTSB here is Bob Krouse, who was formerly with KLZ and KOA, Denver. He was also news editor of WENY, Endicott, N. Y.

Edinburgh, Tex.—Louis Alkon, former manager of KURX here, has resigned his post and will join the announcing staff of WJZZ, Washington.

NEW ST. L. GABBER

St. Louis, Nov. 9. Robert Burns, sports editor of the St. Louis Globe-Democrat, the only a.m. rag in this burg, is the second to become a radio gabber.

Last week Burns, sponsored by the Dowd Sporting Goods Co., began a 15 min. sports program over KMOX each Saturday at 5:30 p.m. In addition, discussing major football games Burns disartes on other sports events.

two days gone gone gone three days gone gone gone going going going THE DEEMS TAYLOR CONCERT

WHO ELSE WILL snare this WOR prize for his client? This prestige for his product? A half hour of Deems Taylor, the long-hair disc jockey, plus great transcribed music, plus Interviews with the great names in music. It appeals to everybody, from the be-bops to the bejeweled. Costs? They're WAY down near bass clef.

— heard by the most people
where the most people are

WOR
mutual



RWG

Continued from page 38

cepted by RWG strategists, that the Guild seek Labor Board certification if a mutually satisfactory agreement is reached. In fact, some of the writers questioned whether the basis on which the Guild re-entered the station was a wise one and emphatically felt the agencies and package producers would have used letters of adherence to the network agreement as some non-represented agents and packagers did.

While the Guild's negotiators won continued unity of membership support in their latest move, it was evident that militant scripters were not held still for any terms less than those to which the four major networks agreed.

Eastern region elected Bob Cossella, Jim Hart, Sylvia Berger, Sheldon Stark and Daisy Amory to its council, naming as alternates Harry Bailey, Bill Morrow, Lillian Schoen, Milton Kramer and Stuart Hawkins. Welbourne Kelly, regional vice, has another year to go on his term of office.

RWG-agency and sponsor talks will be resumed tomorrow (Thurs.). With the reopening of talks, the Authors League of America, parent body of RWG, lifted its restraining order under which Guild members were forbidden to furnish material to nearly 60 "unfair" network radio shows. Picketing also was again postponed.

Guild toppers said the removal of the "unfair" ban applied only to programs represented by the committee of advertisers and sponsors, but that this covered most of the affected shows. Programs failing to indicate their desire to be so represented by next Sunday (14) may be redesignated as "unfair" and made subject to renewed strike action.

An agency spokesman, while declining to discuss specific points covered in the resumed talks, described the huddle thus far as "simply exploring the possibility of reaching a contract."

Neither agency-sponsor reps nor Guild leaders were willing to expect any particular optimism over the prospects of an early agreement.

In Hollywood, Sam Moore was elected COS RWG regional vice and Jack Robinson, Ruben Shipp, Milton Moore and Pauline Hopkins were re-elected council members for two years. Irv Ashken, Howard Scrima, Ed Diamond, Larry Marks, Ray Singer and Gene Stone additionally were named to the council.

Tele Chatter

Continued from page 31

"Phil's General Store." Teleplay is based on short stories by Charles Olson. Ray Sollars is handling the adaptation and Earle Harner executive production.

Bob Signor has transferred from local library at KLAG to technical side of station's TV operation.

John Wheelodon has joined KLAG as scenic artist and Orrin C. Coleman has joined engineering staff of station.

J. L. Middlebrooks, ABC's chief facilities engineer, arrives from New York next week for confab with Phil Caldwell, western divisional manager of technical operations for ABC's TV operations.

Ed Clements, Frank Ausman, Harold Platt and Vern Alston vacate their local engineering posts to take up KNBH tele posts Ray Bateman, Joseph Dessert and Hugh White step into the radio spots.

Chicago

Arch Brody, chief engineer of WBKB for the last eight years, leaves Nov. 15 to join Television Associates. No replacement will be made for the time being.

Capt. Bill Eddy, prez of Television Associates and tele director for the Meredith Publishing Co., received the Laurel Award of the Actors Club of Chi Saturday (6) for his achievements in video and electronics.

Walter H. Stelsher, vicepres of Motorola, urged tele producers to study the methods of Hollywood cameramen in his recent talk to members of the Chi Television Council.

FCC Chairman Wayne Coy discusses "The Potential of Television" at a meet of the Chi Rotary Club Nov. 16.

Goldblatt department stores launched an intensive tele sales promotion Monday (9) with Audrey Meadows, of "High Button Shoes," and singer Bobby Breen on hand for demonstration taping.

STRIKE NOTICE FILED BY WJAS ANNOUNCERS

Pittsburgh, Nov. 9. Announcers at WJAS, the CBS outlet here, filed a 30-day strike notice with the Government last week, as required under terms of the Taft-Hartley law. Staff is made up of only five men, who voted to go out unless salary demands were met, and action was backed by a unanimous vote of the local AFRA board and membership.

Although the basic pay scale at WJAS is on a par with that of other Pittsburgh stations, announcers there claim outside fees are practically non-existent while everywhere else commercial programs include the speaker in the sales price of shows. Men at WJAS feel they're entitled to more as a result because they claim their regular salary is practically the full extent of their earnings.

Extra cost to station of announcing demands would amount to \$80 weekly but management has notified staff, and also told AFRA reps, that it will not go above present scale.

Canada Finds Juicy 16th Century Morality Drama

Ottawa, Nov. 9. At the current season's teatime, Canadian Broadcasting Corp. set aside each Wednesday night for airing music and drama tuned to the longhair set. For the Wednesday (27) program, CBC announced as feature the recordings of the Edinburgh Music and Drama Festival including excerpts from the morality play, "The Three Estates," a juicy bit of 16th century drama that caused raised eyebrows abroad.

Then the disks arrived from the United Kingdom and program people gave them a hearing and suddenly announced that the show would not go on. CBC said, "The very versatility of the Scottish cast and the speed of production made it highly unlikely that a radio audience would be able to follow the action of this 16th century play written and performed in an archaic language of its time."

4 Webs Prep 'Voice of Democracy' Assist During National Radio Week

Washington, Nov. 9. Participation of all four networks in celebration of National Radio Week, Nov. 14-20, was announced by National Assn. of Broadcasters last week.

CBS will devote portions of the Robert C. Lewis show and the Arthur Godfrey program to NRW and the "Voice of Democracy" contest for the best broadcast scripts by high school students. ABC will have the four national winners of the contest on its "Youth Asks the Government" program and will also carry spots and mentions of NRW on regular programs.

Mutual will have two network programs during the week, the first on Nov. 14 with Edgar Kobak, prexy, presenting the junior Achievement Radio Award. Second program will originate at Gettysburg, Pa., on the occasion of the Freedom Train's start on its second annual tour.

NBC will devote one edition of

its documentary program "Living—1948" to NRW to dramatize progress in electronic developments and will arrange spots with affiliates in addition to net spots.

Offers of program assistance in the celebration have also been given: NAB by Fred Waring, Arthur Godfrey, H. V. Kaltenborn, Tibber McGee & Molly, Phillips H. Love and Ed Byron, producer of "Mr. District Attorney."

In charge of coordinating NRW and "Voice of Democracy" programming for the networks are Charles Harrel, ABC eastern program manager; Gerald Maulby, CBS assistant to the director of public affairs, aided by William Fineshrier and Werner Janzen; Jack Paige, MBS director of special events; and Thomas McCray, NBC national program manager.

NAB said that more than 100,000 high school students in nearly 2,000 communities may complete in the "Voice" contest.

...A First FOR Cleveland

16,572 Television receivers have been installed in Cleveland and the Northeastern Ohio Area served by WEWS, in its first 10 months of operation. No other metropolitan area, served by a single station, can point to such a record in so short a time! And this record-breaking figure of 16,572 represents only actual installations . . . not all installations but only those reported. No figures were available from nine manufacturers whose sets have been sold in this area. . . . nor for the many make-it-yourself teletest "kits" now in use. Anywhere you look at it it's a Television "First" for the great Cleveland area.

16,572

Television Sets
in the WEWS Area.

...and First IN Cleveland

In an election-night telephone survey—not conducted by WEWS but by an independent research organization—a startling total of 78.7% of all sets surveyed in greater Cleveland were tuned in. And more remarkable still, 63.8% of all sets in use were focused on WEWS. . . . conclusive proof of the superior election coverage of the "First in Cleveland Station" which brought ABC Network's top-grade Election Staff with its brilliant national coverage, in addition to the Ohio coverage of WEWS's experienced local News-Staff. Not since the recent World-Series Telecasts has WEWS reached such a peak audience.

78.7%

of all TV Sets
in use.

63.8%

of all Sets in
use tuned to
WEWS.

WEWS
TELEVISION Channel 5

Cleveland's Scripps-Howard Station

Name Maestros Hit by AFM Order On Travelling Scales or Theatres

American Federation of Musicians hung a stunning blow last week on name band maestros, the effects of which will be largely felt on earning power of individual leaders.

AFM ordered that as of Jan. 1 travelling theatre scales will no longer apply to bands working the vaudeville circuit. The price paid to musicians will be governed by either the local or travelling scale, whichever is higher in any given jurisdiction.

This ruling, originally submitted last June to the AFM convention in Astory Park, N. J., was passed by the executive board last week and word passed to all talent agencies. It should have some effect, agency sales, but the majority of the impact will be felt by name leaders, who have so far been already been getting prices that the theatres aren't likely to boost to make up the difference that will have to be paid musicians.

New York theatre work will be heavily affected, for example, Travelling scale costs \$150 per man for 28 shows, \$465 for each extra performance, or \$162.50 for the first 35 shows and \$224 for each doubling (musician who plays sax and clarinet, for example) over the next 10 hours. It is a definite limit of one day's work regardless of the number of shows, plus rehearsal pay for a maximum of two hours at \$2.75 each.

In other words, a band playing 10 or 12 shows a week will find that it demands extra shows will be forced to pay individual musicians as high as \$150 a week. Of course, many of the very top b.o. band names have musicians under contract at a fixed salary. A great many, however, operate on a scale basis and these are the ones who will be most concerned with the AFM's ruling.

Name Bands Spelt Eyed for L.

Gene Seville, former member of the Sevvilles, dance act, and now owner of the Casa Seville, Franklin Square, L. I., is planning the Long Island area's first name band dancery next spring. Seville is already in the market for expanding his 600-seat cafe to a capacity of 1,800 and is aiming at buying an orchestra.

Seville is tripling the capacity of his new wing. He is also installing a movable stage and is thinking of getting Guy Lombardo to open it next spring.

Long Island has never had a suburban name band niter of the type operated by Frank Sinatra at Meadowbrook, Cedar Grove, N. J., or the Glen Island Casino, New Rochelle, N. Y. In the past, one of the main stumbling blocks that has kept all that sort of L. I. is under the strict jurisdiction of N. Y. Local 802 of the American Federation of Musicians. That means that all remote broadcasts are limited to payment of a \$3 per man broadcast tax to 802. At one time, remote broadcasts were limited to one night and so much so that frequent weekly shows were a must. And too many were too costly for the average local patron. Since Meadowbrook and Glen Island were not within 802's jurisdiction, they were able to play and no comparable spot was ever established in the L. I. area, long looked upon as a major source of business for such a policy. Today, however, remote wires are not nearly as vital as recordings.

Jerry Vogel's 25th Anniversary

Thanksgiving, the 25th of November also marks the 25th anniversary of Jerry Vogel's pet character, "Fido," which proved to be a character who proved to be unfortunate and underprivileged in mental, physical and other instances. This has been the music publisher's favorite charity work for a number of years, largely by people in the music, radio and allied branches of show business.

MPCE Preamble Huddle With Music Publishers

Music Publishers Contract Employees Union and the Music Publishers Protective Assn. committees met to negotiate a new contract, yesterday (Tues.) afternoon in New York City. The MPCE group presented proposals of a deal they are seeking to the MPPEA men. The meeting was a preliminary session involving nothing but the details of incorporation in a 35-clause blueprint.

Crux of the new deal sought by the MPCE is a pension plan fund, which the contract men ask be worked out with and by the pubs. The MPPEA men, however, themselves probably will hold a confab of their own faction on this development before meeting again with the MPCE. They have expressed no reaction to the idea as yet.

Other terms involved minimum scales, (now admittedly less than \$35 weekly), etc.

AFM Mediator In GAC-Morris Row on a Camp

American Federation of Musicians will settle a dispute between the AFM and the GAC and William Morris agencies over the booking of Pupi Campo's orchestra into its current stand at the Ruppel Club, N. Y. Argument between them is over the rights to commissions from the booking, which is a rare case.

GAC booked Campo into the spot for 29 weeks, opening last week, 29. During the time he was booked on the job and the end of the two weeks Campo signed a contract with Morris. Morris proceeded then to file an undated contract with the AFM for Campo's stay at the club beyond the two weeks set by GAC, and presumably is collecting the commissions. GAC asserts that since it booked the first two weeks it is entitled to commissions from the entire run, no matter how long, on the theory that the extensions are part of the original contract, which GAC wrote. Campo didn't close and then reopen, but is on one long run.

Further, GAC claims that the original intention was to write it for the entire run, but that after two weeks with two two-week options, but that Campo demanded, saying that the two-week period was enough. If he was held over, that would be time enough to file a contract with Morris instead.

Campo has been booked by Morris at the Ruppel Club, N. Y., Miami Beach, opening Jan. 7. It's said to be getting \$3,500 weekly here.

HOWARD MULLS ACTION ON MAJESTIC TRANSFER

There is apt to be court action in the near future, if Howard goes in to being a Mercury label recording artist. Mercurio Howard's new masters when he bought the Majestic Records. The deal included in the deal were the contracts of artists tied to the Majestic label at the time.

Howard and his manager, Blagie Fine, do not want to be bound by their contract with Mercury. He was in force at the time of the sale to Mercury and asserted his intent to contest the transfer. It's their contention that Majestic brought in Howard prior to the time when it got into financial difficulty, therefore the deal was not a Mercury wasn't legally possible. There's no problem with Majestic artists. Rose Murphy has already signed with RCA-Victor. Ray McKinley had gone to the RCA-Victor label. A disk band, and Foy Welling had transferred to Capitol.

Where's the Beat?

One of the weirdest cracks ever pulled by anyone connected with a wild jump band was expressed by a band manager.

Discussing the dance band situation while the body of the band handles did its best to blow the walls out of a spot, the manager spoke of peculiar reaction to his band's tempos by kids attending recent one-nighters.

"You know," he said, "we play good dance beats, but I can't get the kids to know how to dance any more. They just can't get with us."

And he was serious.

N.Y. JOCKS QUIT N.Y. DANCING FOR

Disc jockeys in the New York area are withdrawing in protest from the National Assn. of Disc Jockeys and have set up their own organization, called the Metropolitan Assn. of Disc Jockeys. New out, with Paul Brenner, WAAT, Newark, as president, will be entirely a benevolent grouping. It will maintain offices at the Belmont Plaza Hotel, New York.

One of the foremost prospects, already gotten under way by the N.Y. D.J.s, is the creation of a pool of pressings through which various veterans and other hospitals in the area can be helped with recordings. Disk jocks themselves and recording manufacturers will be asked to contribute to the pool and a committee of Jocks, headed by Bill Williams, has been named to take over the application and otherwise decide which institutions are to be provided with disks.

In addition to Bremer, officers of the new org are Fred Robbins (WOV), v.p.; Phil Taylor (WOL), secretary; Eileen Connelly (WJMG), recording secretary; Stanley Burns, social secretary. The committees are headed by Bill Watson, Jack Lacey, Jack Lazare, Johnny Cape and Robbins. The new assn. has plans for the Belmont Plaza for all recording artists and disk jockeys in N. Y. at the time. Tommy Dorsey, incidentally, is a member of the new org due to his transcribed disk.

Withdrawal of the members of MADJ from the national organization has been a long time in the making. Its members simply felt that they had to do more for themselves and others as a local outfit.

Brit. Insurgents Push New Union

London, Nov. 9. A series of unofficial union meetings has been held by musicians with a view to the creation of a new union. The general attitude and methods of the Musicians Union controlling the industry is being questioned. A widespread movement to form a new union.

Union chiefs have been fully aware of the growth in this movement since the threatened national strike last August. If the new union is put through, the new union is planning to offer to accept broadcast work on a non-exclusive basis. The association has steadily gained in influence because of the top-line band leaders are known to be completely in favor of it.

HARRY LINK'S FEIST G.M. PACT RENEWED

Harry Link's five-year contract with Loew's, Inc., as general manager of Feist, one of the Big Three picture firms, has been renewed. Link's original five-year deal expires the end of this year and it called for 60 days of notice. Link intended to exercise the option.

It's understood the option period is for a higher financial arrangement, but details are undisclosed.

Capital Surprises by Smash Net

Net of \$1,211,100 for 1st 9 Months

Cap Prepped for Months For Brit. Decca Pact

Capitol Records has been preparing the music for construction of the agreement it made with British Decca. When other companies make their own pressings, machine operators, and even closing plants, Capitol's factory hands were working overtime getting out finished disks to be placed on the shelf in preparation for shipment overseas. As a matter of fact, so great was the production demand on Cap's facilities, what with its hit domestic disks, and the manufacturing overseas, that Cap went to Victor for help.

Victor's midwestern factory responded, disks being made by the larger manufacturer for Capitol. These recordings are now being packaged and shipped to England for distribution there and in Africa by the British Decca firm.

RCA Stuns Pubs By Barring Staff Xmas Gifts

RCA-Victor records has advised music publishers that it will not do business to refrain this year from distributing Xmas gifts to its artists and record men. Victor's letter, signed by Jack Halstrom, who heads Victor's records division, says that it will not "offend" publishers. It states that Victor looks upon music as a business and that the company's welfare, and that they need the pubs as much as the publishers need Victor.

Pubs are unusually jubilant about the edict. Most major recording companies have only a few to whom the pubs feel they should give Xmas gifts for favors received, but Victor's staff is something to do with. When Halstrom left his post as head of artists and repertoire last winter, his place was taken by the above-mentioned committee. Pubs could go on trying to please him and probably would do so with some doing only a partial job.

Letter writers to Jack Halstrom pointed out: "In the past, it has been the practice of a number of publishers to express their Xmas greetings to some of us in material form. I do not question their good will in which such of these gifts has been offered, but I feel, nevertheless, that the spirit which inspired them could be more effectively conveyed without gifts. In other words, we practice what we prefer that we practice be discontinued entirely. If we do not wish to appear stuffy or ungenerous, we have a variety of cordial wishes... we get great store upon the business relationship... on a business-like basis."

It's understood Decca Records, headed by Victor, may be considering doing the same thing.

SYRACUSE KICKOFF FOR NEW GOODMAN BAND

Ben Goodman's new orchestra is set on its first date. It opens Nov. 30 at the Syracuse Hotel. Goodman will be accompanied by two musicians from within the band. The new combo will add up to 12 musicians. That's larger than the 10 in Ben Goodman has ever handled.

His date at the Syracuse hostelry is in the same room where Edy Duchin earned \$15,000 in the last six weeks ago, on a guarantee and a percentage basis.

Capitol Records last week turned out an earnings statement for the first nine months of this year which greatly surprised the recording industry by showing a net income figure of \$1,211,100—against the \$550,877 cited by Decca for the same period. This is the highest of the third slot in company rating and unquestionably sold more pop records than any other company. The kingpin of the recording field. Only Victor's Red Seal classical and parlour albums' Masters series division may have compiled a better overall figure, in conjunction with its top division of each.

It was expected that Capitol would turn out a large statement since the company has consistently led with hits since the first of the year. It began with Peggy Lee's "Mamam, I'm in Love," which Capitol's "Nature Boy" immediately thereafter, then latched onto Margaret "Living's Tree in the Meadow" and Pee Wee Hunt's "12th Street Rag," during early summer to run up a total gross of \$131,100, by far its biggest year to date. In the period last year returned \$255,151. Net income after all charges, presumably including estimated taxes, pyramidized earnings of \$432,000. Decca's 1944-45 per-recorded sold arrangement resulted in existence. In Cap's case, the net profit amounted to approximately \$200,000.

Capitol recently concluded a distribution agreement with Decca, Ltd., under which its pressings will be sold in England and other foreign markets. The deal with Germany's Telefunken and two other contracts with Mexico and Columbia, Inc., is expected to bolster the comparatively new firm's mature earnings whether or not it is a business to anticipate the string of hits it has had this year, and definitely places the company on a par with any other rival.

Election Delays ASCAP Action

Unexpected reelection of President Truman also had its effect on the ASCAP election. The Authors, Editors and Publishers in relation to the legal battle over the ASCAP election. The ASCAP's legal, ex-Secretary of War Patterson, spearheaded the Society's action, has not yet informed the Society's execs or its director board, to whom it must yet take in the TPOA case, which so far has consistently gone against it. He too, apparently held off mapping plans until the election was over.

There isn't much doubt among responsible Society personalities that N. Y. federal court Judge Lett's decision last week won't be fought. It refrained from forcing ASCAP to divest itself of the legal battle in the TPOA case. The question is how it will be fought, and Patterson has not yet decided that.

But he has not yet decided that. The problem is whether Patterson will be and many others feel go beyond the merits of the case, especially inasmuch as ASCAP is a monopoly, or whether he will seek a new Government force in Washington, which would force it beyond monopoly character out of it.

Laverne Andrews Weds

Hollywood, Nov. 9. Laverne Andrews, of the Andrews Sisters, married last Friday (12) to Lou Rogers, head of an indie recording company, in a ceremony at the home of Maxene Andrews.

Bands at Hotel B.O.'s

Band	Hotel	Shows Played	Cover Charge	Total
Eddy Duchin	Waldorf (400; \$2)	5	2,425	14,325
Ray McKinley	New Yorker (400; \$1-\$1.50)	5	1,100	5,200
Clyde Lombardo	Roosevelt (400; \$1.50-\$2)	6	2,450	15,200
Tommy Dorsey	Pennsylvania (400; \$1.50-\$2)	5	2,000	11,025

• New Yorker, ice show; Waldorf, Peter Lind Hayes-Mary Healy.

Chicago

Vicior Lombardo (Marine Room, Edgewater, 700; \$1.20 cover). Week of dismal rainy weather ripped at tabs. Okay 5,000.
Joel Merman (Mayfair Room, Blackstone, 350; \$3.50 min.-\$1 cover). Joan Edwards out (4), Mala & Hart in Friday (5). Fine 3,000.
Benny Strong (Boulevard Room, Stevens, 600; \$3.50 min.-\$1 cover). Ice Show holding good crowds. Upset 3,100.
Griff Williams (Empire Room, Palmer House, 550; \$3.50 min.-\$1 cover). Small conventions keeping room buzzing. Neat 3,200.

Los Angeles

Hildegarde, Eddie Oliver (Ambassador, 900; \$1.50-\$2). Strong 4,000 in windup.
Jan Garber (Biltmore, 900; \$1-\$1.50). Sturdy 3,850.

Location Jobs, Not in Hotels

(Chicago)

Del Courtney (Trionan, \$1-\$1.15 admt.). Closing week held up, topping last. Orrin Tucker opens tonight (9). Over 14,000.
Coe Davidson (Clay Pares, 500; \$3.50 min.). Harvey Stone, Vagabonds and Gracie Barrie, fat 3,300.
Eddy Howard (Aragon, \$1-\$1.15 admt.). Closing week of local fave socko. Teddy Phillips open tonight (9). Slop 16,000.
Al Trace (Blackhawk, 500; \$2.50 min.). Still flying high. Giant 3,600.

Los Angeles

Lawrence Welk (Palladium B, Hollywood, 3rd wk.). Hefty 11,000.

Boston Nistery Theater Sells Fory to Decca

Lee Morris, Hub history teacher who scored as a tunesmith with "I Only Had a Match," made a package deal with Decca for a coupling of two new tunes he brought out himself under the Richmond label.

Tunes are "Dear to Dream" and "Fish Fish MacTavish," both bartoned by Bobby Wayne with an orch background. Plugged by Bob Clayton, WHDH jock, disc began to catch on, and Decca dealt followed. Figures to release them on its new Coral label as a special Supreme is publishing.

AFM's Revised Rules

American Federation of Musicians issued its revised book of rules last week, the new issue covering 100 pages less than the old. Streamlined version covers 183 pages as against the 292 of its predecessor.

Union reworded the entire book for the first time due to the fact that many of the rules and regulations were duplicated wholly or in part by years of constantly adding amendments. It felt that the original book was confusing in many ways, and so a committee was named to streamline the regulations.

Tops of the Tops

Retail Disk Seller
"Buttons and Bows"
Retail Sheet Music Seller
"Buttons and Bows"
Most Requested Disk
Buttons and Bows"
Seller on Coin Machines
Tree in the Meadow"
British Best Seller
"So Tired"

BILLY SHAW REMAINS WITH GALE AGENCY

Moe Gale and Billy Shaw withdrew the arrangement they had agreed to last week and which was all but signed, and Shaw will remain with the Gale Agency. Dispute between Shaw and the Gales—Moe and Tim—was smoothed over when the brothers flatly refused to allow Shaw to take with him into his own agency business the contracts of certain artists handled by the Gale org. This would have been in addition to a cash settlement for Shaw's one-third interest in the operation.

Shaw's contract with the Gales doesn't expire for another two years from next February. It was originally a five-year agreement.

S-B's Hat Trick

Shapiro-Bernstein pulled the hat trick last Saturday (6) evening by placing three songs on the Lucky Strike "Hit Parade" Program, now a half-hour, uses only seven songs in all.

S-B led the program with "Tree in the Meadow" and followed with "12th Street Rag" and "You Were Only Fooling."

Larry Barnett East

Larry Barnett, Music Corp. of America v.p., returned to New York late last week and will be east for three or four weeks. He has been at MCA's Beverly Hills office for a couple of months.

On his trips back and forth, Barnett stops off at MCA offices in Dallas, Chicago, etc.

Inside Orchestras—Music

Hollywood songwriters have contributed approximately \$5,000 to the fund begun by New York writers several weeks back to finance the cost of intervening for the songwriters in the American Society of Composers, Authors and Publishers case vs. Independent Theatre Owners of America. Various Coast songsmiths kicked in with individual sums of \$200 to \$500 apiece and their contributions are said to have swelled the overall fund total to approximately \$15,000. All of it goes to John Schulman, attorney for the writers and for the Songwriters Protective Assn., which has no official place in the ASCAP-ITOA intervention. It's asserted by writers being the collecting that only Schulman's expenses and salary during the case will be taken out of the fund, the remainder returned pro rata to contributors.

Columbia Records and Philco, which originally collaborated on the marketing of the former's Long-Playing Microgroove record, in the sense that Philco developed the 33 1/3 rpm turntable and special tone arm which reproduce the disks, do not collaborate in advertising. As a matter of fact they seem to avoid mentioning each other. Philco's Sunday evening tele show (NBC) and Bing Crosby's transcriptions avoid pointing out that the Columbia LP disk is the only platter playable with its new machines. The tele show, when it shows a recording spinning on the turntable, uses a plain white label recording, Columbia, on the other hand, doesn't mention Philco in its ads. That's explained by the fact that other manufacturers are now making reproducers capable of handling the LP disk.

Disk jockeys in Pittsburgh and St. Louis have been running mystery contests of their own accord on the new Peter Lind Hayes disks released by Decca, and the company, getting wind of it, is following up by suggesting the idea to other diskies who haven't yet had the Hayes disks. Idea of Bill Brant, KDKA jock, is based on the fact Hayes has never done a straight singing job before. He asked listeners to identify the singer, explaining he was an outstanding comedian. Most callers named Danny Kaye and out of hundreds only one labeled the singer as Hayes.

May Valton, and his wife, Mary Mirembert, two-thirds of the N. Y. law firm of Goldfarb, Mirembert & Valton, aren't allowed to operate as attorneys in California, where they now live, because neither is a member of the California bar. Personal managers as well as attorneys, the spouses are the former partners of the late, highly litigious legal angles are handled back in N. Y. by Goldfarb. Situation has led to rumors the three are split, but that's not the case. Valton last week signed Judy Canova, incidentally, to a management pact.

Louis Prima's orchestra is maintaining a good b.o. pace at the newly launched Dance Carnival ballroom, New York—but drawing most of it on weekends. It's claimed Prima played to between 3,500 and 3,800 admissions the past Friday, Saturday and Sunday evenings (5-6-7), which amounts to between 20% and 25% better than his opening weekend. Midweek business, however, is very light in comparison, which is only following the trend of N. Y. niteries, hotels.

Recent story from Japan of Burton Crane, how he waited 14 years to put his show on (for which Claude Lapham wrote the music), reminds Lapham of his troubles with his "Japanese Concerto for Piano." RCA-Victor recorded and released it in 1938, only to cancel it in 1938, with no chance even now, he says, to release it again: Lapham's "Nierere Romance," Japan-American operetta, had its bow at the International Studio Theatre, Hollywood, Oct. 31.

Do you pick your own songs?

Or are you listening to Gallup, Roper, Hooper, Peatman and Himer?

BELLA BELLA MARIE

Recorded by—THE ANDREWS SISTERS (Decca) • JAN GARBER (Capitol) • EDDY HOWARD (Mercury)

PAUL FENNELLY & REGGIE GOFF (MGM) • JACK SMITH (Capitol) • PHIL BRITO (Musicraft) • GRACIE FIELDS (London)

LARRY GREEN (Victor) • JOHNNY DESMOND & The Dell Trio (Columbia) • JOHNNY FRANK with Orchestra (Varsity)

GALWA BAY

Recorded by—BING CROSBY (Decca) • ANNE SHELTON (London) • BILL JOHNSON (Columbia)

THE SENTIMENTALISTS (Rex) • BOB LESTER (Rainbow) • BOBBY WORTH (Castle) • JANE PICKENS (RCA-Victor)

JOSEPH McNALLY & PHILLIP GREEN (MGM)

Theme song for Thomas Dewey!

BRUSH THOSE TEARS FROM YOUR EYES

Recorded by—EVELYN KNIGHT with THE STARDUSTERS (Decca)
AL TRACE & ALAN FOSTER (RCA) • BUDDY CLARK (Columbia) • R. DEAUVILLE (Mercury)
RIDERS OF THE PURPLE SAGE (Capitol) • BARRY GREEN (Rainbow)

The American Homestead Song!

160 ACRES

Recorded by—BING CROSBY & THE ANDREWS SISTERS (Decca)
FOY WILLING & THE RIDERS OF THE PURPLE SAGE (Decca)
ART KASSEL (Mercury) • SONS OF THE PIONEERS (Victor)

Leeds Music Corporation

RAD BUILDING • NEW YORK 20
AL GALICIO PROF. MGR.

The Greatest Continental Hit of the Last 10 Years!

No. 1 in England for 6 months!

CORAL

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CORAL'S FIRST RELEASE IS PACKED WITH TOP TALENT RECORDINGS

RECORD NO.	SELECTION	DESCRIPTION	ARTIST
60 M—Coral Series			
CORAL 60000	THE DARTOWN STRUTTERS' BALL DUSK IN UPPER SANDUSKY	Fox trot. Vocal chorus by June Richmond. Instrumental fox trot featuring Ray McKinley at the drums.	JIMMY DORSEY and his Orchestra
CORAL 60001	PLEASE DON'T SAY "NO" BASIE'S BASEMENT	Fox trot. Vocal chorus by Woody Herman. Instrumental fox trot.	WOODY HERMAN and his Orchestra
CORAL 60002	I'D LOVE TO LIVE IN LOVELAND (With A Girl Like You) MOONLIGHT COCKTAIL	Fox trot. Vocal chorus by Kenny Sargent. Instrumental fox trot.	GLEN GRAY and the Casa Loma Orchestra
CORAL 60003	DOO-DE-DOO ON AN OLD KAZOO CALM SEAS AND PALM TREES	Vocal with Kazoo Band. Vocal with instrumental accompaniment.	THE BLUE JAYS
CORAL 60004	SUSIE'S BIRTHDAY PARTY VOTE FOR MR. BOOGIE	Vocal with rhythm accompaniment.	BUZZ CONNIE
CORAL 60005	CHOPSTICKS RHUMBA OH! HEAR MY HEART	Rumba with instrumental accompaniment. Geri Gullian at the piano. Bolero with instrumental accompaniment. Geri Gullian at the piano.	GERI GALLIAN and his Caribbean Rhythm Boys
CORAL 60006	YOU'RE TOO SLOW! LET'S BE SURE	Vocal with instrumental accompaniment.	JULIE O'NEAL and THE PROM QUARTETTE (Four David discs)
CORAL 60007	I HAD A HAT (When I Came In) SURE AN' IT'S THE LUCK OF THE IRISH	Vocal with instrumental accompaniment.	TWO JESTERS (Red Latham, Wamp Carleton, Guy Bonham)
CORAL 60008	MY DEAR A BEAUTIFUL LADY IN BLUE	Waltz. Vocal chorus by Lew Palmer.	JAN GARNER and his Orchestra
CORAL 60009	THE PENNY POLKA TOY PIANO MINUET	Polka. Vocal chorus by Johnny Messner, Jack Ryan and Ensemble. Instrumental fox trot.	JOHNNY MESSNER and his Orchestra
CORAL 60010	HOT TIME IN THE OLD TOWN TONIGHT TIGER RAG	Fox trot with vocal trio. Instrumental fox trot.	FREDDIE "SCHNICK-ELFRITZ" FISHER and his Orchestra
CORAL 60011	SHADOW WALTZ VAGABOND KING WALTZ	Waltz. Strict tempo. (108) Waltz. Strict tempo. (120)	PAN-PACIFIC TEMPO ORCHESTRA directed by HERB KERN
64 M—Country Series			
CORAL 64000	FROM THE INDIES TO THE ANDES IN HIS UNDIES ('Twas A Vary, Vary, Daring Thing To Do) BRINGIN' HOME THE BACON	Fox trot with vocal trio. Fox trot with vocal trio.	HOOSIER HOT SHOTS
CORAL 64001	KANGAROO BLUES I'LL KEEP ON LOVING YOU	String band with singing.	CLIF BRUNER & Boys with MOON MULICAN
65 M—Sepia Series			
CORAL 65000	SINCE THINGS GOT TOUGH AGAIN I'VE WAITED ALL MY LIFE FOR YOU	Vocal with instrumental accompaniment.	ORVILLE BROOKS
CORAL 65001	GOD'S GONNA SEPARATE THE WHEAT FROM THE TARES KEEP ME EVERY DAY	Gospel singing with piano. Gospel singing with organ.	MAHALIA JACKSON

All records listed 75¢ each exclusive of taxes

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AND RECORDINGS

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CORAL records will list at 75¢ and will consist largely of new artists and outstanding recordings which haven't been available in years. The first release speaks for itself. Subsequent releases will be equally powerful.

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12TH STREET RAG



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No. 1 on Peatman Sheet



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**THE MUSICAL HEAT WAVE
THAT IS
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A WARMER-UPPER FOR ...**

*The Harvest of Great Music
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COMPOSER • CONDUCTOR • ARRANGER

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Recording for
DISCOVERY RECORDS

"Concerto for Trombone"

"Cornucopia"

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"Fantasy for Voice-Orch."

7-Year Exclusive Composing-Publishing Contract
With **MILLS MUSIC CO.**

Special Material and Arrangements for Lena
Horne, Pearl Bailey and the New Sensation
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Schine Circuit Preps for Vaude After Divorcement Nicks Holdings

Effects of Government's anti-trust action on film circuits are beginning to be felt in the vaudeville booking offices. First major addition to vaudeville because of the Dept. of Justice trust-busting activities is now being made with the Schine circuit in upper New York state, which is considering stopping talent in several of its theatres for three and four-day stands.

Al and Belle Dow agency has been named booker for a series of Schine theatres. Towns and playdates will be known later this week. It's reported that there will be at least three towns, Geneva, Glens Falls and Amsterdam, which may play three or four days weekly.

In a recent court decision, Schine circuit was forced to part with a number of theatres because ownership of all houses in the several cities created a monopolistic situation. It's apparent now that Schine is forced to go after business and is instituting vaude shows to bolster revenues.

It's regarded that Schine's excursion into vaudeville is experimental, and continuation will depend on outcome of the first few weeks of operation.

The major theatre circuits will also watch the Schine move into live talent. Majors are now involved in divorcement proceedings with the Dept. of Justice. If more competitive situations are created, it's felt that vaudeville shows will be utilized in order to fill larger houses or in situations where an exhibitor cannot get a sufficient flow of top films.

Benny Fields has switched from the Associated Booking Agency to General Artists Corp.

3 New Orleans Bistros Socked With Tax Liens

New Orleans, Nov. 9. The Collector of Internal Revenue Friday (5) placed tax liens against three bistros operators here. The revenue department said a lien of \$8,562 has been ordered against Louis Messina, operator of the Copay Room, for taxes due from March through May, and for July, all of this year. A lien was also placed against Messina for previous admission taxes by the Government some time ago.

A lien of \$3,505 for additional social security and cabaret taxes was placed against August Schoenling, owner of the Avenue Spot, and for \$3,191 against James W. Armstrong, operator of a Viewx Carre bistrot, for income tax for 1946-47.

FRED KEATING TRIES SUICIDE IN NEW YORK

Fred Keating, former vaude headliner as a magician, was taken to Bellevue hospital, N. Y., after what police describe as an attempted suicide, Monday (8). It's reported that Keating was despondent because of paucity of engagements. He will recover.

Keating, shortly after entering his room at the Ashley hotel, was treated at St. Clare's hospital and afterwards was sent to Bellevue for psychiatric observation.

Keating made his showbusiness bow as a magician, but had dropped legendarily in favor of talking comedy.

The Hard Way

Lucy Monroe will travel 4,000 miles within a couple of days to come to Madison Square Garden next Monday (15) to sing the National Anthem at "Hallelujah" at the Night of Stars benefit.

Songstress, currently touring the southwest, will fly from El Paso to N. Y. for the annual show for the Palestine cause, and then fly right back to Texas. It's at her insistence, since she has been doing the honors every year and she didn't want to interrupt her personal record.

Names Hypo Biz In Pitt Terpery

Pittsburgh, Nov. 9. Bill Green's, big dancery on the outskirts of town which has been almost strictly an on-the-hoof spot for 18 years, has caught the fever, too, and is going in for names on a big scale. Biz done in recent months by Three Suns and Ink Spots when booked in as extra attractions is believed to have made up Green's mind in that direction. Spot currently has Monica Lewis, in addition to an orch for dancing, for anniversary show and between now and first of the year will bring in Charlie Armstrong, August, Louis Armstrong, and Merry Macs. Green plans to spot name bands occasionally as well. Charlie Spivak comes in next month.

Govt. Shuts Chi Jazz

Chicago, Nov. 9. Argyle Show Lounge, jazz spot on the Chi scene for years, has been closed by the Government for non-payment of taxes. Auction has been set for Nov. 16.

Barto Drafted as AGVA Nat'l Sec.; Trial Still to Be Set on Rebel Claims

Residential Ruling Kayses K. C. Niter

Kansas City, Nov. 9. There'll be no Sunnyside night club on K. C.'s south side, under a ruling handed down last week by the Missouri supreme court.

The building, a former stable and riding academy, had been enlarged by Victor Brown, owner, at a cost of \$35,000, with the intent to bring in top-name bands for a dinner-dance spot. Instead the court ruled the property can be used only for residence purposes.

CHI CHINA DOLL CLOSES AS PARTNERS DISAGREE

Chicago, Nov. 9. China Doll, Loop dine-and-dance that opened in home of old Lullay Quarter in September, shuttled Wednesday (9) for an indefinite period reportedly because of disagreement among the spot's partners, over policy, prices, etc.

China Doll opened in September with a name band policy. Alvino Rey's orch starting the ball rolling. Rey pulled out two days after closing date because of disagreements with management and pay checks that bounced. Financial difficulties were settled and a local rip-roaring took over the following week, playing to few patrons.

Vivienne Segal Embassy Bow Postponed Again

Vivienne Segal's N. Y. cafe bow at the Embassy has been postponed for a second time. Music comedy star, reported down with the flu, was originally slated to bow last Wednesday (3) and new opening date had been set for tonight (Wed.).

Embassy Ops are hopeful that she'll open at the end of the month. Jack Carroll, singer, opens tonight instead.

Atlanta Spots Active

Atlanta, Nov. 9. Nu-Nu Castain and combo will open Thursday (11) at Henry Grady's Dogwood room. Beginning same date, that hostess's Paradise room will offer Don Grimes band, Elizabeth Talbot-Martin, impressionist, Jaywalkers comic singers, and Ted and Flo Vallet, dancers.

Buddy Moreno and crew, with Perry Mitchell, Frank Hudec and Don Boyd, opened last week in Anstey hotel's Rainbow Room.

NEW 2-DAY VAUDE STAND

The Sherman theatre, Stroudsburg, Pa., is instituting a vaudeville spot starting Nov. 28. House will play alternate Mondays and Tuesdays. A. Abe & the Feinberg agency is booking.

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THE MUSICAL MENTALISTS
TELEVISION—THEATRES—HOTELS
NIGHT CLUBS—BANQUETS—CLUB DATES
Per. Mgt.: MAX TISHMAN, 1674 Broadway, New York

THE TIME: October 21st-November 4th

THE PLACE: Mayfair Room, Blackstone Hotel (Chicago)

THE GIRL: JOAN EDWARDS THE RESULTS!

"Joan Edwards, making her debut in Chi's cafe circuit, unveiled a side new and fetching to many in this room . . . her keyboard skill and adroit in-time styling added a nice touch of the unexpected to an otherwise rewarding lieder session."

BAXT.
VARIETY, Oct. 27, 1948.

"Gus Edwards' blonde niece, Joan Edwards, does a neat one-woman show at the Blackstone's Mayfair Room. If your only acquaintance with the versatile singer is via the Hit Parade, catch her act."

NORINE FOLEY,
Chicago Daily News,
October 26, 1948.

"The New Faces Revue currently in this chicli hostelry continues to hit the spot, with Joan Edwards hitting even harder than comic Abe Burrows who did a creditable job, both on the floor and at the box office. La Edwards, now sporting a platinum blonde, she added plenty to her glam, in more vicious and really punches everything across."

JOHNNY SIPPEL,
Billboard, Nov. 6, 1948.

"The songs of Joan Edwards, radio and musical comedy star, are ear-delights for the distinguished crowds of supper-clubbers gathering nightly at the Blackstone hotel's swank Mayfair Room."

CHARLIE DAWN,
Chicago Herald Examiner,
October 26, 1948.

Thanks Everybody

Joanie

P. S.: Las Vegas, here I come . . . (November 10)
(At The "El Rancho," of course)

Personal Management: MIKE VALLON,
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PERFORMANCE IN
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? MALINY ?

? MALINY ?

? MALINY ?

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GOLDEN GATE QUARTET

— Opening November 16th

Barney Josephson's **CAFE SOCIETY**

— Appearing in the Samuel Goldwyn Musical
"A SONG IS BORN"

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Keith's, Boston, to Resume Vaudeville After AFM Agrees to 10-Wk. Minimum

Boston, Nov. 9. Hub's Local 9, AFM, has reached an agreement with heads of RKO for the return of stage shows to Keith's Boston.

Stage shows were discontinued last May and were expected to resume in early September, but due to management's inability to line up tonight shows for consecutive weeks, latter wanted local to agree to "spot-book" pit band.

New agreement, which goes into effect immediately, guarantees pit musicians at least 10 weeks' work and will probably extend beyond that if satisfactory stage shows can be lined up. RKO Boston is only house in town that has had a live-show policy for several years.

Roy Fox's Circus Room Opens in Dec. in London

London, Nov. 9. Bandleader Roy Fox, who after returning to the U. S. for several years has been striving for some time to make a comeback, in Britain, opens in December at Murray's Club in the heart of London's West End when spot resumes. The Club is to be renamed Roy Fox's Circus Room.

The interior is now being converted into a replica of a circus.

'SUGAR CHILE'-GLASER PACT OK'D BY COURT

Detroit, Nov. 9. Term contract putting Sugar Chile Robinson, midget pianist, under the management of Joe Glaser's Associated Booking Corp. of New York, was approved here last week by the probate court. Agreement goes into effect immediately. Glaser was here for the decision.

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Palumbo's Enters Name Stakes, Sets Thomas

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Thomas' booking into Palumbo's puts the spot in competition with the Latin Casino, Chateau Cillon and the Celebrity room, all of which book name talent.

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Ken Robey, producer of the short-lived "Hilarities" and, in conjunction with Joe Franklin, a disk jockey, will stage a series of vaude concerts at the Mosque theatre, Newark, starting Nov. 20. A series of eight shows is planned.

Opening lineup isn't definite yet.

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Chuck Freeman has been signed for the Queens Theatre, Woodside, N. Y., for six weeks, starting Nov. 25. Boots McKenna booked.

Comic is the son of Charles Freeman, talent booker for the Interstate Circuit, Texas. He previously worked under the name of Dink Freeman.

Ann Hathaway Into Club Charles, Baltimore, Nov. 23.

Nitery Dates

Florence Desmond, slated to sail for England, Dec. 17, will return in time for a stand at the Blackstone hotel, Chicago, early next year.

Russ Emery, formerly of the Bluebird show, for Sanavay, Montreal, Nov. 22, along with Raymond Chase and Cathy Moore.

Dave Appleton into the Vogue room of the Hollenden hotel, Cleveland, Dec. 8. He's added a third act to his act.

Harry Richman opens Nov. 15 at the Embassy, Jacksonville, Fla. for preems at that spot Nov. 23.

Beatrice Kraft, joined by the Beverly Country Club, New Orleans, Nov. 24.

Eleanor Powell plays Rosalinda's, Cleveland, for 10 days starting Nov. 19.

Tommy Dix plays Clover club, Miami, Nov. 17, following current run at the Embassy, Jacksonville, Fla.

Bobbie Baker slated to open at the Le Ruban Bleu, N. Y., Nov. 17.

Pirchner Rebels At AGVA Request For Cleve. Nitery Bond

Cleveland, Nov. 9. Herman Pirchner is first Cleveland nitery owner who has rebelled against the latest American Guild of Variety Artists demand for cash bonds guaranteeing salaries of performers at his Alpine Village.

When Blackie London, local rep, pointed him that he would have to post a \$2,000 bond with AGVA, the impresario flatly refused.

Rather than concede to what he termed a "preposterous demand," Pirchner threatened to yank all the acts from his theatre, starting Nov. 15 and install a policy of guest "name" orchestras.

Currently playing in the spot show are Howard and Wanda Bell, hand-balancers; Professor Olgo, mental wizard; Ted Tatt's line of dancers and a half-dozen local singers in stock light opera company booked by Frank Strack's band.

"It's a matter of principle—not a money operator said in explaining his stand against AGVA on the cash bond issue.

"It's credit is A-1, my establishment is financially sound and its record in dealing with entertainers well established. Although I am willing to post \$2,000 with an authorized bank or any other legally responsible party, I refuse to place that amount in the hands of AGVA, which is too unaccountable in its actions."

Pirchner also tangled with AGVA representative here recently over transportation money which London claimed had not been paid to a Noel Sherman unit at his Alpine Village engagement last season.

Impresario insisted he had given round-trip railroad expenses in cash to the troupe's booker in New York, but had no receipt to prove it.

To settle long-drawn-out controversy Pirchner paid off again with a check this time—but said he was getting fed up with AGVA's "amazing tactics."

Saranac Lake

By Happy Runway

Saranac Lake, N. Y., Nov. 9. Belated Halloween Party was given at the Rogers by "We Patients" with the traditional cider and doughnuts buffet lunch. Bill "Decca" Lalis, Arthur Slattery, Andy Grainger and Mary Mason hosted the affair.

Victor Gamba suffered a setback that rushed him back into the Will Rogers.

Virginia Godwin here received her D.K. and left for her West-point, Conn., home.

Mable Burns mastered a minor operation at the general hospital and back at the Rogers.

Duke Bernstein, Arthur Proffitt and Bill Lalis motored to the U. S. Veterans hospital, Summit, N. Y., to visit Albert Smith.

Dr. George E. Wilson, medical superintendent of the Will Rogers, to Pittsburgh for a two week vacation.

The best trick that "The Amazing Mr. Ballantine" ever did was to pull his final good health papers out of his hat. He left for N. Y. C. to resume work at the Diamond Horseshoe.

Edward (JATSE) Gaiser, into the general hospital for the Bronchoscopic operation.

Write to those who are ill.

Empress Hall, London, Back to Civilian Use, Resuming Shows

London, Nov. 9. Reorganization in the BBC variety department will follow the resignation taking effect on Nov. 30 of Mark White, producer of the radio "Jazz Club" and co-producer of "Band Parade," the British hit radio entertainment.

On Dec. 1, White is joining the newly reformed Empress Hall, a Court, London, as producer and manager. His job there will be to organize, produce and conduct shows for this 10,000-seater, which is to be run on Madison Square terms.

The Hall, which had been requisitioned only recently by the government, which used the property for military purposes.

Board members are Kent, Jack Davies, Mark Ledy, Nat Lefkowitz, Phil Offin, Lou Tepper, Art Weems, Charlie Yates, Ben Zuk, and Jack Russell.

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Kent ARA Prexy For 10th Term

William Kent was elected president of the Artists Representatives Assn. for the 10th straight term at a meeting of the ARA board held yesterday (Tues.). Kent has headed this agents' organization since its inception in 1940.

Elected vice presidents were Nat Lefkowitz, William Morris Agency treasurer; Art Weems, General Artists Corp. rep.; and Jack Russell, head of the Entertainment Managers Assn. of Chicago. John Dugan, Sunnyside, N. Y., was named secretary, and Nat Kalchheim of the Morris office was named treasurer.

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Chuck Freeman has been signed for the Queens Theatre, Woodside, N. Y., for six weeks, starting Nov. 25. Boots McKenna booked.

Comic is the son of Charles Freeman, talent booker for the Interstate Circuit, Texas. He previously worked under the name of Dink Freeman.

Ann Hathaway Into Club Charles, Baltimore, Nov. 23.

Manly Oppor

that new comedian 78th week Hollywood Show Lounge Chicago

Nov. 18-19 LEVIN

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Nov. 18-19 LEVIN

THE THEATRES OF THE STARS

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THE COLSTONS

currently at the PALLADIUM, LONDON

were chosen to do the ROYAL COMMAND PERFORMANCE

Nov. 1st

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Iules Ziegler

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Associates ABE NEWBORN, MARTIN BAUM, HAL DAVIS

Balked Bookings Claimed as Wagner Is Sued for \$100,000 in Damages

Charles L. Wagner, vet. operatic impresario, is facing an injunction, a \$50,000 libel suit and another \$50,000 damages suit from the New Manhattan Opera Co., on charges of slander and unfair competition. N. Y. Supreme Court Justice Aaron J. Levy issued a temporary injunction Oct. 29 restraining Wagner from "interfering" with NMOOC activities, with the injunction hearing set for Nov. 16.

NMOOC, through its treasurer and attorney, Norman W. Schur, claims that Wagner, and other

fellows-members of the League of Grand Opera Producers, were attempting to keep the new outfit from making tour bookings. On Oct. 29, NMOOC filed suit for libel and damages against Wagner, claiming in its brief that he "maliciously" induced several local managers—including Parker Samuels, Lancaster, Pa.; Paul Spence, Cleveland; General Motors, Detroit; Defiance College, Defiance, O.; The Barber Union, Buffalo—to cancel NMOOC appearances.

NMOOC also claims that Wagner, using stationery of the League, had "slanderingly" referred to them

as "fly-by-night," calling them an outfit of "aspiring operatic geni who don't deliver the goods." In his application for the injunction, Schur also charged that "the tieup between Wagner and the League is unfair competition."

Wagner, who has been touring an opera troupe around the country for many years, denies all of NMOOC's charges, although Schur claims he has photostatic copies of letters involved. NMOOC was founded last year with Frank Fedi, conductor, as president. Willard Matthews, concert manager, is the booking agent.

Margaret Hartigan to Chicago for six weeks to promote visit of N.Y. City Opera Co., starting Dec. 1. J. Alden Taylor to Paris on business for the Marquis de Cuevas' Grand Ballet de Monte Carlo.

Settle Pitt Mag Feud

Pittsburgh, Nov. 9. Nixon theatre's mad-on-it Bulletin-Index, local newsmag weekly, over editor Anson Campbell's review of Theatre Guild show, "The Silver Whistle," lasted only a week. After Edwin Mappeler, manager of legit house, had yanked regular house ad and withdrawn critic passes from mag, B-I blasted back with full-page on freedom of press, and got backing from Post-Gazette, too, with an editorial denouncing playhouse for its action.

In few days, however, Wappler had cooled off, and regretted action, which he said was the result of "heat of moment," with Bulletin-Index accepting the apology and agreeing to forget the matter.

D.C. Legit Picture May Be Improved Due to Elections

Reelection of President Truman last week, with the Democratic recovery of control of the Senate and House is seen as a possible threat in a class of more prominent legit theatre situation in Washington. Among Actors Equity leaders there is a clamor for more capital, it's believed that before long the Government may relax its terms for lease of the Belasco theatre there. In such case, various legit interests would bid for the house.

Chief hitch last spring to the leasing of the Belasco was the Government's stipulation that it must have the right to repossess the theatre without reimbursing the lessee for money spent on renovations. According to inside information reaching Equity, that policy was adopted under pressure of Southern members of Congress, who wanted to prevent use of the theatre on a non-racial discrimination basis. It's now figured that in view of Truman's civil rights stand and his new influence with Congress, particularly after the unsuccessful Dixiecrat revolt, the Government terms for lease of the Belasco may be modified.

If so, the theatre will almost surely be snapped up, possibly by the American National Theatre & Academy, despite the limited capacity of the house and the money needed (estimated at around \$200,000) for renovations. Considering the size of the theatregoing audience in Washington and the potential gross involved, rental of the theatre would be a promising investment.

Marcus Helman, who turned his National theatre there into a firm house rather than accede to Equity's demand to drop its racial segregation policy, hasn't indicated what stand the United Booking Office, which he heads, might adopt toward the Belasco. But that's discounted as a serious factor in the situation.

Production Bids Wanted On Saroyan's 'Don't Go' & Revised 'Jim Dandy'

William Saroyan, who has taken up permanent residence in New York, is asking stiff terms for the production of his new play, "Don't Go Away Mad," but is reportedly willing to modify his demands if a desirable management indicates serious interest. He's also rewritten an old play, "Jim Dandy," and would like to arrange for its presentation in musical comedy form. Meanwhile, he's temporarily covering Broadway openings for Theatre Arts mag.

The author is enthused over "Don't Go Away Mad," the action of which occurs in the cancer ward of a hospital, and he disputes any idea that the locale might make it uncommercial. However, he's not sitting around until it is produced, but is working on other legit scripts and action.

Markova, Dolin to Rejoin

Ballet Russe on Coast

Allina Markova and Anton Dolin, who appeared as guest artists this fall with the Ballet Russe de Monte Carlo in N. Y. and Chicago stands, signed contracts Monday (8) to join the touring troupe for its San Francisco engagement, Nov. 28-Dec. 8 and Los Angeles run, Dec. 10-18.

Duo then is leaving for London to dance at the Earl's Court Stadium, Dec. 26 and 31. They'll be back in the U. S. in January for concert dates.

Beaton Scripts One

Cecil Beaton, whose previous theatrical activities have been limited to designing scenery and costumes, has written a play, "The Gainsborough Girls." It's described as a raucous 18th-century period comedy.

No production is set.

A BONANZA!

The Great Showplace For All Iowa

KRNT RADIO THEATRE

World's Largest Legitimate Theater—Seating Capacity, 4,200

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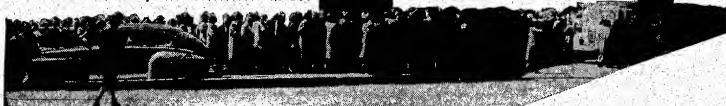
53 PERFORMANCES NET \$440,992

Shows, Performances	Net
OKLAHOMA!—3 perfs.	\$90,277.50
LIFE WITH FATHER—1 perf.	6,607.50
TOMMY DORSEY—1 perf.	5,668.82
XAVIER CUCAT—1 perf.	5,272.50
VOICE OF THE TURTLE—1 perf.	7,336.50
UP IN CENTRAL PARK—1 perf.	11,325.50
SPIKE JONES—1 perf.	9,491.00
CARMEN JONES—1 perf.	9,068.00
HOUR OF CHARM—1 perf.	9,926.00
HAMLET—1 perf.	6,431.00
STATE OF THE UNION—1 perf.	9,366.00
LAURITZ MELCHIOR—1 perf.	6,508.00
FRED WARING—2 perfs.	16,314.50
STATE OF THE UNION—1 perf.	6,148.00
BLOSSOM TIME—1 perf.	9,372.00
BARETTES OF WIMPOL STREET—1 perf.	9,549.50
PAUL WHITEMAN—1 perf.	9,649.00
STATE OF THE UNION—1 perf.	9,177.00
THE RED MILL—4 perfs.	22,788.50
SPIKE JONES—1 perf.	9,518.50
HARVEY—2 perfs.	16,234.50
JOSE FUREL—1 perf.	9,790.50
SHOW BOAT—1 perf.	32,445.00
I REMEMBER MAMA—1 perf.	5,624.00
ANNIE GET YOUR GUN—3 perfs.	61,441.50
OKLAHOMA!—2 perfs.	27,791.00
HOAGY CARMICHAEL—1 perf.	7,542.50
HORACE HEIDT—1 perf.	8,372.50

BE SURE
DES MOINES
IS ON
YOUR
1948-49
ITINERARY



Telephone D. C. Peterson,
Manager, For a Few Choice
Open Dates



Broadway

Walter Steink did not in Coast Nov. 15.
Film producer Steve Pallos arrived from Europe yesterday (Tues.).

"Miss Helen" plays Nora Dume. John Royal will not, walk, to that entrance.

The Harvard Club the past weekend, Tuesday, election. Saturday H-T-P 47.

John (Edwards, Meredith) Wilson son in town on a holiday. Remaining early until past 11. Schacht, to tour the southern service hospitals starting Dec. 2.

Gene Williams' car, three lads hospitalized, result of band's last weekend's concert at the Central.

Sluggish homecoming returning to N.Y. Sunday (14) after a long stay in Hollywood with plans for going into a legit play.

George Sax, owner of the newly-built Saxony hotel, Miami Beach, hitting talent offices on a band buying expedition.

Asked how long he'll be in New York, Universal president, Nate Blumberg said he's in for an "Irish" stay of long run.

Hortense Morton, San Francisco Examiner drama for a week, was in the dailies for two weeks visiting, gauding the shows.

John (Vassary) was enthusiastically en route to an eagerly awaited Gotham visit but is presently being by due in it.

Some people think those pages in the dailies for a week, he'll be in for a long run. He'll be in for a long run.

Oscar Hammerstein 2d chairman of the board and arts and letters of the Manhattan group for the arrival of Freedom Train, due Xmas.

Bill Baker and Sophie Tucker made last week when Miss Baker introduced a show at the Harvard opening.

Al Boyar, son of Ben Boyar, general manager for legit producer Max Gordon, recently received N.Y. insurance agent, Boyar & Oring.

Tonight (Wednesday, Nov. 10), Ted Gowan delivers Armistice Day eve address at American Legion, New York, at the Grand Central, Bronxville, N.Y.

Michel Emer, French songsmith, in his booth now in the U.S.), Chevalier, et al.

Rhiney Hiele, who owns the Hiele Theatre, Parkersburg, West Virginia, to visit with his nephew, Joe Laurie, Jr., and generally take the show, etc.

The 80-piece symphony orchestra made of engineers and brasses of the Bell System is giving a full-scale concert in Carnegie Hall, Nov. 10.

Si Fabian home guest at 12th annual dinner of the American field Cardiac Foundation at the Waldorf Dec. 4 among those sponsoring the luncheon.

Harry (and Alva) Green back after Coast visit. They stay here couple more weeks, only the London, where the U.S. producer-conductor now makes his home.

Kathleen O'Brien, who's staging the dances in the first Equity Lullaby musical "Garden of Eve," wife of Everett Birch, of the O'Brien, Driscoll, Rafferty & Lawler.

Tony Mele and his son, Alphonse, co-producing a new musical, Bleu, double-featured on 11th anniversary with a birthday party and their concert at the Savoy, etc. Mont.

Alvin Karpis will rush from his Texas broadcast next Wednesday night (17) and do his stuff at the Pantages, Palm Beach, where Columbia yeppee Jack Colon sparkles.

Robert Youngstein, Eagle Lion, ad-pub vespers, heads for the Coast to make (15) for a second time, new-venture stay of from two to four weeks accompanied by his wife and child.

The picture business is bad? "The Mink" was into a small neighborhood house, for a full week booking—no word of another seven days.

Has anyone neglected the number of ribbons entitled to be worn by B.M.I.'s Charlie Wal? A Manhattan boy. This boy, a school-grad of the Hearst and both sons of Mirror editor Jack Laila.

Ticket agencies balking seven-day roundup plane excursions to the Bowl. But include air meals, hotel accommodations, nightingale tours, etc., was a New York is \$458 plus tax.

Prosen, who's produced "High Button Shoes" but wound

up with only 74½% of the musical for himself, Joe Kinross (co-producer), has been approached by a national mag. to write a piece, "How to Produce a Hit and Lose Money."

Charles McArthur, who guested with Ludwig Bemelmans in Capri this summer, developing a play in New York with the title, "The Hecht ditting, but on his own. Incidentally, Helen Hayes (Mrs. Kays), Connie (Mrs.) Wald, and Henry (Mrs.) Wald, who's following the "Glass Menagerie" this week.

Robert Newman signed for starring role in the Newington production, "Obsessions," to be directed at Pinewood by Edward Dmytryk.

John Hopkins, who succeeded Andy Fidler in "The First Gentleman," to be this year's Peter Pan, which is being presented at the New York Theatre.

Alfred S. Hirsch, just before the premiere of "The Anatomist," in which he stars, is the director of St. Andrew's University, Edinburgh, Scotland.

"Breath of Marriage," first play to be shown here on artificial illumination, the production of the New York Theatre, written by Dan Sutherland, play has been produced by Peter Saunders.

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London

Sidney Bernstein flew to Zurich for European premiere of "Rope," by Arthur Hays Sulzberger, Jr., which fell in at the Theatre Royal, Margate.

Draper received warm reception when he bowed in for a short season at the Haymarket, London.

British vaudeville artists are appearing in a gala show at the Grand Opera House, London, Nov. 15 and 16.

"The Spirit" will be televised from Alexandra Palace, London, on Nov. 15, including use of double mirrors.

"Medes" folds at the Globe Nov. 20, which is followed by the turn of "Prodigal," with John Gielgud and Dame Sybil Thorneill as stars.

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London

Leitch here from N.Y. to contact the disk jockeys.

Max West, Pirates' slugging pitcher, signed with the New York Yankees, "Monty Stratton story."

Considered Jimmy Palmer at parents' home in nearby Canopus, convalescing from stomach ailment.

Sgt. Leo Heller, brother of the late Heller, buried in France, was killed in France four years ago.

Minneapolis

By Les Rees

Ezio Pinza here for concert. "Theater" "Beat" Davis into the Dome.

Fred Laszlo pending in for concert Dec. 10.

Northwest Variety club installing television.

University of Minnesota Theatre offering "Strindberg's 'The Dream Play'."

John Gielgud, Jack Oakie and Leroy Brothers open at Club Cavalier with Billy Bishop orchestra.

Ted Lewis sent congratulatory telegram to N.Y. Mayor.

University of Minnesota Theatre offering "Strindberg's 'The Dream Play'."

Portland, Ore.

Millie Brothers at Palaise Royal for a one nighter.

James Earl Ray at Amato's Supper Club on First Northwest date.

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Hollywood

Leroy Prinz recovering from major surgery.

Bob Dealey laid up with throat infection.

James Curtis' new screen name is Anthony.

Larry after east on a tour of veterans' hospitals.

The Tom McKinnis (Marjorie Deane) returns from his tour.

Loretta Young entertaining hospitalized veterans at Sausalito.

Larry Parker back on the job at Columbia after a two-week layoff.

Warren Williams' estate, valued at \$500,000, willed to his widow, Helen.

Helen Hope is grand marshal of North Hollywood Armistice Day parade.

Bole Hope back to work at Paramount after week out with leg muscle.

Margaret Vickers elected queen of the Pacific Coast Cat Fanciers' convention.

Roy Rogers to Kansas City as honor guest of Young Farmers of America.

Bill Raines returned to work in "Impact" after two weeks out with virus.

John Littel celebrated his 18th birthday. He is the 250th role in "Montana Belle."

Janet MacDonald was named chaperone for the 1948-49 March of Dimes drive.

Myra Hatcher and John Lund to direct a picture for the "Miss Tatlock's Millions."

George S. Brown, a flock of film names who in Oregon range for a trout fishing trip.

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Truman Election

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Philadelphia

By Jerry Gaghan

Songstress, Hide S. M. O. N. S. bought the Nook, restaurant and lounge, at the University City.

Paul Hildebrand, proprietor of the New Look Cafe, in University City, has been arrested.

Edith Winant, former ambassador to the United Nations, remains in the east for legit play.

Loren Rayburn at Paramount after following over a year's annual convention of the Society of Motion Picture Engineers in Washington, D.C.

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Dublin

By Maxwell Sweeney

Dick Jockey Ken Halpin called for Canada and U.S.

Pat O'Walley planned in from London for vacation in County Kerry.

John O'Walley O'Toole to London to join BBC vocal team, the Four Ramblers.

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Germany

By Harvey D. Sanderson

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Washington, D.C.

By Florence S. Lowe

Cartier Baron, Lower topper, has been named as a candidate.

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U. S. Envoy

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CARL BRISSON

1943-1948
5th JUBILEE YEAR of
Repeat
 ENGAGEMENTS

VERSAILLES
 New York
 8 Repeat Engagements, 10 Weeks Each
 Time (Returned Twice in 1 Year)
 MAYFAIR ROOM
 Blackstone Hotel, Chicago
 7 Repeat Engagements, 4 Weeks Each
 Time
 STATLER HOTEL CHAIN
 5 Repeat Engagements
 MARK HOPKINS HOTEL
 San Francisco
 2 Repeat Engagements in 6 months
 HOTEL MT. ROYAL
 Canada
 5 Repeat Engagements
 COPLEY PLAZA HOTEL
 Boston
 3 Repeat Engagements
 MOUNDS CLUB
 Cleveland
 4 Repeat Engagements

Future

ENGAGEMENTS:

Cocoanut Grove
 Ambassador Hotel, Los Angeles
 Thunderbird
 Las Vegas
 Waldorf-Astoria
 New York

Exclusive Management

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

Plenty of Profits Still Realized in European Amusement Marts

By HERB GOLDEN

Show his grosses throughout Europe are great—at the moment. Film, theatre and merry boxoffices are off only 15% to 20% from the tremendous postwar highs—and that still means plenty of profit in Europe's language. It's the future, however, that has most shown depressed. They're fearful that the bloom is all but off their peach.

Survey just completed of England, France and Italy disclosed that two sets of circumstances are plaguing entertainment industry topgrossers—and most others in Europe, for that matter. First is a growing feeling of the inevitability of war with England and the Continent the battleground. Second is the high cost of living, which is already taking its bite out of the boxoffice.

Despite governmental decrees, prices are continuing to go skyward at such a pace that the average worker has nothing to spare for amusement by the time he feeds clothes and houses his family. In most of Italy, working-class families that could be counted on for at least two to three trips a month to local cinema, Italy disclosed, by Elias Lapinere, RKO's European salesmanager, have been completely eliminated from the potential audience because they're having an impossible time just buying food. And throughout Europe, the white-collar workers, always the first anywhere to feel the economic squeeze, are well along away as theatre patrons.

So, while film, legit, merry and amusement circles are well pleased with business at the moment, they know that the invisible force of the L.C. is working against them.

As for the tourist trade from America, it's not even a drop in the proverbial bucket in helping the European entertainment industry, except in a few specific spots in Paris, the Riviera and the Alps. The idea that myriad of Yank pleasure-seekers are pouring into Europe is a myth. There were well over 100,000 visitors last year.

(Continued on page 63)

MARTHA RAYE, SMASH IN GLASGOW, PLANS U.S. TV

Glasgow, Nov. 16.—Martha Raye, after a successful tour of British music-halls, made biggest hit of her trip by packing the Empire, No. 1, in Glasgow here. Theatre was booked to capacity. Many fans couldn't obtain seats.

Miss Raye introduced her new accompanist, Frank Skill, formerly with British chirper Anne Shelton. He's returning to America with her. Star said the voyage did no harm work for a while in New York and on Coast. Later she'll make another picture.

Feted at midnight party given by newly-formed Scottish Cities Circle. Miss Raye plans return to Britain "within two years."

'Fugitive' Lauded After Big Vatican Showing

Rome, Nov. 16.—"The Fugitive" (RKO) was previewed here at the Vatican before distinguished audience of 40 cardinals, priests, students and professors. This is claimed to be the first time that a picture of this nature has played before such a large audience in the Vatican.

Montine of the Vatican and RKO's French sales manager, Elias Lapinere, arranged the showing. The official Vatican newspaper, "L'Osservatore Romano," in reviewing the film, stated that "the moral content of the film was something Hollywood could be proud of," and lauded the people associated with the making of the picture.

Earl Carroll's Estate Set at \$1,435,494

Earl Carroll's estate amounts to \$1,435,494, appraisal of estate filed in probate court disclosed.

Mrs. Jesse I. Schuyler, executrix, who filed, also asked court for permission to sue United Airlines, on grounds that planes Carroll lost on his life.

Paris Runaround

By BORAH MINEVITCH

Paris, Nov. 16.—Warner Bros. gave Danny Kaye and his Daniel Brown without the "C" cocktail encounter before he left for Rome. The U.S. State Dept. had plans for Kaye reminiscent of Lindbergh.

Mike Frankovitch, now in Rome, told Mendel Silverberg, his Hollywood attorney, to fly over and straighten out the money deities around his planned production scripted by Philip Yarrow ("Anna Lucasta"), featuring Marilyn Marsh (Mrs. Ford) and Binnie Barnes (Mrs. Frankovitch).

"Chloe" Montgomery Clift ("Red River") positively here and so far has positively not been found around.

Dolores Del Rio being chesapeake with the UN Balkan States reps at the Palais de Chaillot.

Metro threw Gene Kelly and his "C" cocktail party to the local journalists via another Gene C cocktail party. Mrs. Kelly (Betty Blair) will be starred in "Mrs. Condon" to be filmed here.

20th's "Sitting Pretty" sensationalizing the local press by the longest queues since the Chaplin heyday.

Bill Robison (CBS producer) here on skidney Chas. ("Queen for a Day"), having finished the sample radio playing, "So This is Paris."

Elle's Maria Lilla show "You, Secret Garden," "Edward My Son," "Conspirator," "Foray Sage and British-located in Zapata," Mexico; "Quo Vadis," Italy; "Storm Over Vengeance," Austria; "Greynia's Bobby," Scotland.

At Columbia "Rough Sketch," Cuba; "Song of India," plus series Italian operatic produced by Gregor Rabinovitch; United Artists has James Nassour's "Africa Screams," San Isidoro's "Outpost in Morocco," Seymour Nebenzal's "Atlantis, the Lost Continent."

At Republic "Wake of Red Indians" is laid in "Dutch East Indies" and "Angel on Amazon" in Brazil, Universal has "Rogues Regiment," Int'l-Cinema, Mexican "Havai," Mexico, Paramount has "Samson and Delilah," Egypt; "Top of Morning," Ireland, 20th has "I Married a Male War Bride," Germany; "Prince of Foxes," Italy; plus Nat Holt's "Canadian Pacific," made around Banff in the Canadian Rockies. Eagle Lion has "Million Dollar Weekend," Hawaii; "Reign of Terror," France. Also Argosy's "Mr. Joseph Young," Africa; Warner's "Under Captivity," Australia; film classics of "Solomon's Mines," "The Jew of Silesia," "The Jew of Malta," and Irving Allen-Franchot Tones' "Man on a Tightrope," now lensing in Paris.

All-Media Powwow on Freedom of Expression Set for D.C. This Fri. (19)

Washington, Nov. 16.—The second annual All-Media conference on freedom of expression begins Friday (19) in Washington with reps of motion picture, radio, magazines, newspapers and book publishers attending. On hand will be James M. Barnes, Washington Council of Society of Independent Motion Picture Producers; Kenneth Clark, director of Information, Motion Pictures; Sis Miller, president, National Assn. of Radio News Directors; and Sidney Schreiber, general counsel, Motion Picture Assn. of America.

Conference will be held at headquarters of National Assn. of Broadcasters. First such confab was held summer of 1947 at invitation of Justice Miller, NAB president.

Lambs' Top Billing

The new U. S. stamp issue, dedicated to Will Rogers, just returned marks the third member of The Lambs to be honored by the Government. Three stamp bears a picture of the late humorist with a Rogers' quote: "I never met a man I didn't like."

John Philip Sousa and Victor Herbert, two other Lambs Club members, were honored with stamp issues in 1940.

342nd Week! \$438 Performances All-time long run record in the legitimate theatre.

KEN MURRAY'S
"BLACKOUTS OF 1948"
El Capitan Theatre, Hollywood, Cal.
And now in your wide release
"BILL AND COO"
Ken Murray's Film Academy Award Film

H'wood Strong For Faraway Locales

Hollywood, Nov. 16.—Upcoming Hollywood production continues pampering traditional American lily feet featuring faraway places. Some are lent on actual location but in many cases the producers are able to provide that authentic look of foreign soil right on backlot. Metro leads with "Young Bess" ("Secret Garden," "Edward My Son," "Conspirator," "Foray Sage and British-located in Zapata," Mexico; "Quo Vadis," Italy; "Storm Over Vengeance," Austria; "Greynia's Bobby," Scotland.

At Columbia "Rough Sketch," Cuba; "Song of India," plus series Italian operatic produced by Gregor Rabinovitch; United Artists has James Nassour's "Africa Screams," San Isidoro's "Outpost in Morocco," Seymour Nebenzal's "Atlantis, the Lost Continent."

At Republic "Wake of Red Indians" is laid in "Dutch East Indies" and "Angel on Amazon" in Brazil, Universal has "Rogues Regiment," Int'l-Cinema, Mexican "Havai," Mexico, Paramount has "Samson and Delilah," Egypt; "Top of Morning," Ireland, 20th has "I Married a Male War Bride," Germany; "Prince of Foxes," Italy; plus Nat Holt's "Canadian Pacific," made around Banff in the Canadian Rockies. Eagle Lion has "Million Dollar Weekend," Hawaii; "Reign of Terror," France. Also Argosy's "Mr. Joseph Young," Africa; Warner's "Under Captivity," Australia; film classics of "Solomon's Mines," "The Jew of Silesia," "The Jew of Malta," and Irving Allen-Franchot Tones' "Man on a Tightrope," now lensing in Paris.

WB AGAIN POSTPONES EDDIE CANTOR BIOPIIC

Hollywood, Nov. 16.—The Eddie Cantor biopic at Warner Bros. has again been shelved for a time. It's part of the general cut-over to expensive financial properties until conditions stabilize.

Harry Kurnitz originally wrote and latterly it was a Lou Edelman production assignment. Difficulty on the story line was faced with both, Kurnitz, incidentally, after scripting the Danny Kaye and "Don Juan" screenplay, is the assigned producer on "Mrs. Smith and the Octopus."

Jerome Weidman's "Not a Wasted Word"

is another interesting feature in the

43d Anniversary Number

of

VARIETY

out soon

This Week's Football

By MARTY GLICKMAN

(Sports Director of WGNM, N. Y.)

COLLEGE EAST

*GAMES	SELECTION	*POINTS
Yale-Harvard	Yale	13
St. Mary's-Boston College	B. C.	7
Gallagher Gaelic came a long way to take it on the chin.		
Iowa-Bowling Green	Iowa	14
16		
Big 9 always tough to beat.		
Syracuse-Columbia	Columbia	20
Kennedy and Rossides winding up their Columbia careers.		
Dartmouth-Princeton	Dartmouth	20
Princeton has been getting stronger, but Big Green has too		
20		
Fordham-Rutgers	Rutgers	20
Rutgers far superior.		
Georgetown-Gre. Washington	G. W.	7
Upset!		
Holy Cross-Temple	Holy Cross	7
Temple can lick only the soft touches.		
Penn State-Pittsburgh	Penn State	13
Penn State is bowl-bound.		
San Francisco-Villanova	Villanova	7
Only Army was able to romp against Wildcats.		

SOUTH

Alabama-La. State	Alabama	14
The Red Tide has finally caught fire.		
Tulsa-Arkansas	Arkansas	20
Razorbacks lose only the tough ones.		
Baylor-SMU	SMU	6
The Mustangs continue to grind them out.		
Duquesne-Clemson	Clemson	27
Clemson headed for an unbeaten season.		
Duke-North Carolina	North Carolina	14
The Classic of the Carolinas.		
Miami-Florida	Miami	6
Strictly a guess!		
Kentucky-Tennessee	Tennessee	20
Vols' line too big and fast.		
No. Carolina State-William & Mary	W. M.	13
Kenneth & Mary showed off stuff against BC last week.		
Rice-Texas Christian	TCU	13
The Owls upset Arkansas, but TCU knows about it.		
Maryland-Yanderbilt	Yanderbilt	20
The Commodores have won their last four, and all by big scores.		

MIDWEST

Illinois-Northwestern	Illinois	7
Upset!		
Indiana-Purdue	Purdue	6
Both clubs disappointing this season.		
Oklahoma-Kansas	Oklahoma	13
For the championship of the Big 7.		
Kansas State-Oklahoma A&M	A&M	20
Aggies		
Michigan-Ohio State	Michigan	20
Last game for the Wolverine. An undefeated year!		
Washington State-Michigan State	Michigan State	26
The Spartans have lost only to Notre Dame and Michigan.		
Minnesota-Wisconsin	Minnesota	20
Toughie for Gophers.		
Missouri-Nebraska	Missouri	20
This used to be a tough one, but not this season.		

FAR WEST

Stanford-California	California	14
Last stop for the Bears before the Rose Bowl.		
Idaho-Washington	Washington	7
Just because Howie Odell's the coach.		
Oregon-Oregon State	Oregon	13
Prison looking ahead to the Rose Bowl, would go into the Rose Bowl		
If anything happened to Cal.		
USC-UCLA	Southern Cal	20
Trojans are going to be big next year.		

PROFESSIONAL NATIONAL LEAGUE

NY Giants-Green Bay Packers	Packers	14
The Packers on their way back.		
Chicago Bears-Boston Yanks	Bears	21
Chuck Luckman, Lujack and Layne, to say nothing of McAfee.		
Los Angeles-Chicago Cards	Cards	14
The Cardinals still playing like champs.		
Pittsburgh-Detroit	Detroit	7
The Lions have been losing close ones to the best.		
Washington-Eagles	Eagles	14
This is for the championship of the Eastern Division.		
Los Angeles-Dallas Cowboys	Dons	7
Glenn Dobbbs back in shape.		
49-ers-Brooklyn	49-ers	21
Prison looking ahead to the rematch with Cleveland next week.		
Cleveland Browns-New York	Browns	14
Browns showed their class last week against the 49-ers.		

SEASON'S RECORD

Wm. 270; Ltes. 78; Ties. 9; Pct. 77.6.

(Ties don't count)

* College games are played Saturday unless otherwise stated; pros play Sunday unless otherwise stated.

Margin represents selector's choice, not the official gambling odds.

MORRIS SETS 1ST INT'L TV BOOKING IN LONDON

London, Nov. 16.—First international video booking was effected here last week when William Morris, Jr., president of the William Morris agency, booked the entire Lido, Paris, Dayde. Performers flew back immediately after the telecast to re-schedule at the Lido.

the Alexandra Palace after the entire company had been flown in for the event.

Layout had American styling by Donn Arden, and had Chaz Chase, U. S. comic, and Ben Yot singers. Other performers included Les Charivels, for whom negotiations to appear in the U. S. are current; Gulliver and Richards, and Joe Brown. Over BBC, Nov. 6, show emanated from the BBC studios in

Big 4 United Front Cracks Wide Open As 20th Nears Decree in D.J. Huddles

Twinkling a fox in the verge of inkling a consent decree with the Government which would bring to an end the 10-year anti-trust action, so far as it is concerned. Action by 20th would completely fracture the erstwhile united front of the Big Five against the divorce suit which suffered its first crack when RKO moved to sue several weeks back. Industry insiders predict an early compromise by Paramount, Metro and Warner Bros., last three companies, if the 20th compromise goes through.

Separate negotiations by the company reached a culmination in New York, Friday (12) when four Secretary of State James A. Byrnes and ex-Judge Samuel Seaborn met with Assistant Attorney General Robert L. Wright and other Dept. of Justice reps. Charles F. Skouris, head of National Theatres, had come east for the meeting along with John Bertero, N.Y. legal counsel, and John C. Sweeney, N.Y. Controller and Comptroller. Trio returns to the Coast Friday (19).

Reportedly, 20th will be able to receive a substantial number of its wholly-owned theatres under the compromise. Paramount, in the main, and closed situations must be broken up. As the terms stand, however, 20th will not follow the path of RKO in a complete separation of theatres from production-distribution end of its business.

Understood that the Government is in the interest for one peculiar provision which it had.

(Continued on page 18)

Coast Red Probe May Not Be Held

Washington, Nov. 16. Announcement last Friday (12) by Rep. John S. Wood (D., Ga.) that he favors dropping the House "red" probe indicated two things here:

1. That there will be no early hearings on the West Coast, and there may never be any during the next Congress.

2. That Wood, who will become chairman of the House Un-American Activities Committee, is still friendly toward the picture industry.

It was recalled in Washington that in October, 1947, during the Un-American Activities hearings in the Committee on Hollywood, Wood stayed in the middle of the road and also made clear that he regarded the top figures in the industry as good, sound Americans. At one hearing he made a statement lauding the Americanism of Louis B. Mayer, for example.

As chairman of the committee, Wood will probably be able to pigeonhole the plans to continue the hearings on the West Coast in January and to keep them pigeonholed. Even if there were a referendum in his committee, he would be in months before there would be any action.

WB MAINTAINS EARLIER PAYOFF ON BANK LOANS

This year's flagging business notwithstanding, WBKRO is maintaining its policy of retiring current bank loans before maturity dates. Company last week repaid an installment of \$150,000 to bring down its total obligations (this bank) to \$439,000. A statement was originally due Nov. 1, 1949.

At the same time, WB is paying dividends on common stock at its scheduled-down rate of 25¢ per share. Warner's board at a special meeting last week decided the 25¢ payoff payable Jan. 3, to stockholders of record Dec. 3.

Warner's quarterly dividend for the past year previous to the current year was \$744¢ per share.

British Pitch to France

London, Nov. 16.

The shoe is on the other foot. Now, instead of the U. S. producers sending delegations to Britain to revise the quota restrictions, British producers are going over to Paris to work out a deal for film distribution in France. The British are attempting to up the quota minimum of 20 films a year promised by the French authorities.

Three members of the British Film Producers Assn., counterpart of the Motion Picture Assn. of America, are slated to hold early negotiations with the French government.

Almost \$22,000,000 Combed Up in 11 Backlogged Films

Hollywood, Nov. 16.

Total of \$22,750,000 film coin tied up in 11 P.K. finished for various years, is being held up by year studies. Delays are due to added scenes, new titles and desire to hold release until Dec. 31, Academy Award deadline.

Oldest is Warner's "Night and Day," finished Aug. 13, 1947. "Night and Day," finished Aug. 13, 1947. "Night and Day," finished Aug. 13, 1947. "Night and Day," finished Aug. 13, 1947.

WB also is holding "Whiplash," finished June 2, 1947. "Decision of Christopher Blake," ended Oct. 27, 1947. Howard Hughes would like to hold "The Sign of the Cross," finished Aug. 27, 1947. "Whiplash," finished Aug. 13, 1947. "Whiplash," finished Aug. 13, 1947.

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KUSELL REFUSES TO 'RESIGN' AT SELZNICK

Announcement by the Selznick-Releasing Organization, following a board meeting last week, that general salesmen Milton Kussell has "resigned" was apparently premature. Kussell has refused to "resign" or settle his contract, and is making an appearance daily at the SRO, home office. Pact runs until Jan. 1, 1950.

Board, in a cost-saving move in line with efforts to cut SRO as a general salesmen, Kussell has "resigned" was apparently premature. Kussell has refused to "resign" or settle his contract, and is making an appearance daily at the SRO, home office. Pact runs until Jan. 1, 1950.

Eddie Silverman Into Indie Pix Production

Hollywood, Nov. 16.

Eddie Silverman, Chicago exhibitor, partnered in Essaness theatre circuit, making production pact with Frank Seitz. Firm will be known as Essaness Pictures.

First "Bride and the Snake Pit" at \$500,000 with locationing in California and Nevada. No east or release yet. Joe Newman will direct.

NEED FOR U.S. FILM MSNG. ENG.

The big British film bubble appears to have all but burst. Hollywood's fears of a year ago that it would be forced into a worldwide duel with the British for screen dominance are rapidly fading.

Neither as producers of films in the volume or quality sufficient to capture international markets, nor as salesmen of their product to the exhibitors of the world—their own country included—have the British "caught on" in the opinion of American film men.

Writing Yank execs are by no means ready to write off the British industry as a rival—particularly as long as the government continues intent on seeing it successful—they are taking a much more relaxed view of the situation. There's an "I-told-you-so" tinge to the attitude that is being felt.

There's a trace, too, in the American attitude, of pity, for the cost of production of the last part of the British industry's failure to come through as expected is due to world conditions beyond its control. The American industry is too busy with these problems to be too concerned that they are proving even more deadly in their effect on a struggling rival than on the home front.

(Continued on page 21)

SIMPV Considered FCC's Coy for Prez

Wayne Coy, chairman of the Federal Communications Commission, was interviewed in New York during the past week as a prospect for the post of president of the Society of Independent Motion Picture Producers. Committee decided after the session, on the basis of the FCC's topper took about his health, that his physical condition wasn't strong enough to withstand the rigors of the post.

Job for which Coy was interviewed is the one vacated by Donald O. Heald last January. Coy resigned partially because of health and was unable to be as active at all times as SIMPP members desired, so the committee was more than normally concerned.

(Continued on page 18)

National Boxoffice Survey

Biz Starts to Perk Up—'Road,' 'Bride,' 'Julia,' 'Song,' 'Hamlet,' 'Belinda' the Big Six

While biz appears on upbeat it is not as hot as N. Y. box office, also is nice in two spots this week, but mild on Frisco holdovers. "The Great Secretary" (UA) is fine in Chi with stage layout.

"Minor Vices" (MG) looks like money in N. Y. and "The Daughter" (20th) is fairly good in same city. Another newcomer, "The Sign of the Cross" (UA), looks mild L. A. entry.

Reissue combo of "Last Days of Pompeii" (RKO) and "The Sign of the Cross" (UA) still big on third N. Y. frame, is okay in Boston and hot in Chi.

"The Sign of the Cross" (UA) is doing a sweet session in Chi. "Northwest Stamped" (EL) is hitting a good stride in Providence.

"The Sign of the Cross" (UA) is hitting a good stride in Providence. "The Sign of the Cross" (UA) is hitting a good stride in Providence.

"The Sign of the Cross" (UA) is hitting a good stride in Providence. "The Sign of the Cross" (UA) is hitting a good stride in Providence.

Industry Heads Summon Engineers, Economists In Search For Intensive Cost-Saving Steps At N. Y. Meets

Chicago, Nov. 16.

With Thanksgiving coming up next week, exhibitors will be presenting plenty of turkey—but not on the screen. For treatment reportedly are going all-out in a spurge of free turkey and poultry rights on the eve of the holiday.

Thanksgiving givesways this year will likely move more than double last year's free birds. It's emphasized that most of the food is promoted through reciprocal tieups with local meat markets.

N.Y. Theatres Hit City's Bid For 2% Bite On All Leases

New York City authorities have suddenly moved to clamp a 2% sales tax on all film and theatre leases, in an action which threatens to cost films and stage many millions of dollars in additional levies. Combined committee of exhibitor and legit organizations was formed yesterday.

The protest, mounted by the metropolitan N. Y. theatre operators to battle the new application of the eight-year-old tax law to show business.

Represented at the Hotel Astor protest meeting were practically all 600 houses located in the metropolitan area. William Brandt, president of the Broadway circuit, presided and named his brother Harry, head of the Independent Theatre Owners Assn. of N. Y., as secretary of the League of New York Theatres, as members of the committee. Group of four will consult with tax experts and then prepare a brief in opposition to the move.

According to exhibits attending (Continued on page 16)

Engineers and economists are being summoned by major company toppers to the current series of sessions held here.

The three-days of meetings started yesterday (Tuesday) with company presidents, other top executives, and Motion Picture Assn. of America officials in attendance. The cost-cutting devices, it was disclosed following the two sessions yesterday, will be applied uniformly by all members of the MPAA so that the charge of undue slicing cannot be heaped at any one or group of companies. The action parallels that taken last year when the major exhibitors' meetings under the MPAA began.

Conferring biggies, chartered by MPAA, will be discussing, an exclusively examining every branch of film activity to see where the savings can be done, and, also, possibilities of changes in operation, either administrative or on the technical side, are studying a complete canvassing.

With this mind, the confabers have summoned several top tech technicians to amplify new tech.

(Continued on page 20)

Biz's Switch To Non-Flam Film

After years of experimentation, a technical revolution in the film industry cuts the tape this month when every major picture has a feature aspect. An agreement with Eastman Kodak for total use of the new film safety has been generally reached. Prints are now (Continued on page 21)

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DAILY VARIETY (Published in Hollywood by VARIETY, INC.) 115 A Year—\$5.00 Foreign

As Offset to Republic Joining Up, Some Indies May Bolt Export Corp.

Larry Adler
Mel Blanc
A. Paul Blumenthal
Willet Brown
Judy Canova
Armand Deutsch
William Foider
Marilyn Drazner
Will Geer
William Hebert
Carl Herzog
Ella Kozan
Joe Kirkwood
Dorothy Kirsten
Edward Lachman
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Margo
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Al Raman
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Harry S. Thomas
George Tobias
Miles Toren
Neta Trammell
Benay Venutia
Glenn Wallichs
Ben Washer
Frank Wheelwright

WB's \$151,500,000 Keys Biz's Profit Pattern; Gross Down 0%, Net 35%

The pattern of profit returns during fiscal 1948 for the major studios began taking its final shape this week when it was disclosed that Warner Bros. will have earned an estimated gross take of \$151,500,000 for the year. Against this WB scored revenues before deduction of expenses of \$164,643,000 in '47. Company reached a peak both in grosses and net last year. Warners' which ended its fiscal year on Aug. 31, is the second among the majors to do so. Columbia heading up the list with a June 30 windup. Gross for WB represents a decline of 8% over the '46 record. It net is considerably off, however, since it slid almost 50% for the first nine months when it amounted to \$10,321,000 compared to \$19,134,000 for the same period in 1947.

Indicating that this summer's business held up with the year before is the fact that Warners' gross for the last quarter of 1947—\$31—is an estimated \$39,000,000. This represents almost no difference with the last quarter of '46 when the company showed

(Continued on page 18)

Wall St. No Longer Bearish on Split-Up Motion Picture Corps.

After being inclined to be bearish on theatre divestment for years, Wall Street has become a complete about-face in recent weeks and now is looking favorably on such breaking away of theatres.

New financial approach to this split-up is predicated on previous years' experience. The Broadway Street that breaking up into several corporate entities has made them more than the original company setup. Some experts, both in the trade and in financial circles even have predicted that the new entities for independent circuits and exhibitors with a separate theatre circuit not dependent on the producing-distributing end or the parent corporation.

RKO is the first major company to step out with a separate theatre corporation and a separate distributing-producing corporation, with general common stock ownership to receive an equal number of theatre shares and stock in the distribution company, being split on basis of 100 each for every 100 shares now held.

Paramount, which is expected to work a constant pact with a divestment much the same way as RKO did, also would divide up stock when and if the arrangement is set.

INDIES AGAIN TELL OFF JOHNSTON ON CO-OP

A second session between indie producers and Eric Johnston, presiding of the Motion Picture Assn. of America, was held last week. This meeting, and the first one, the previous week, grew out of Johnston's request for cooperation by the indies with the MPPAA to give the industry a united front in world markets.

Johnston was informed at the final conclusion that the independent felt no obligation to cooperate, since they were not consulted on a pact with foreign governments were signed. Johnston said a number of specific sawtooths on which Johnston was given no light, at the second meeting. It was attended only by reps of Goldwyn and Disney.

The MPPAA top with some of their own problems which are typical of those facing indies. Johnston agreed that greater consultation with indies was desirable and promised to work out a method. Those present, in addition to the MPPAA chief, were Charles A. Mulvey, and Alfred C. Brown, foreign manager, for Goldwyn; and Roy Disney, prez, and William Levy, foreign top, for Disney.

Briskin Named Assistant To Par's Henry Ginsburg

Hollywood, Nov. 16. Samuel Briskin, who moved into Paramount with the absorption of Liberty Films, has been appointed general assistant to Henry Ginsburg, production chief.

Among Briskin's duties is the supervision of forthcoming productions by his old Liberty partners, Frank Capra, William Wyler and George Stevens.

TOA's Board Meets In D.C. Linked To Anti-Trust Ruling

Growing conviction in the industry that the Government anti-trust case will end one way or another before the Supreme Court, led to the fixing by Theatre Owners of America of its next full-scale board meeting in Washington, Jan. 28-29. The DC setting was chosen mainly because it makes certain the acceptance by the Dept. of Justice of an invitation to exhibit to gathered exhibitors the effect of the anti-trust litigation on exhibition generally.

As TOA board members now see the results of the anti-trust case are going to be kind to exhibition, which stands to gain most of a permanent readjustment in the industry. TOAers are convinced that no makeshift plan, such as the constant defer of 1940 will be attempted. With a radical realignment of the film business, board plans to call on Special Asst. Attorney General Robert L. Wright and other Government legalities to exhibit exhibition's future.

One other reason for the DC site is the proximity of Wayne Cox.

(Continued on page 20)

EINFELD SIGNING HIS 20TH-FOX PACT THIS WK.

Charles Einfield, recently named vp. in charge of publicity and advertising for 20th-Fox, will remain east about 30 more days for current consultations with company execs. During the 20th-Fox deal, Einfield is also expected to ink his 20th contract, which is agreed to in principle. It is a two-year deal calling for \$2,500 a week with options to extend.

Einfield plans to divide his time between the Coast and New York, and will retain his home in California, however.

Einfield held a session with the h.o. publicity-advertising staff Monday (15) at which he assured the management, as assigned at pub-ad chief, and was satisfied with them, so at the moment, anyhow—forever so changed by the demerol prescription that Robert Taplinger, who aided him at Warner Bros. and Enter-

In the meantime, it was officially announced that Charles Schaffner, assigned as pub-ad chief at 20th-Fox, Schaffner is expected to step up or join an ad agency which will be in his own name and account. He also has bids from other picture companies.

MAJOR WARNER AIDS STOCK
Washington, Nov. 16. Major Alfred Warner, vicepres. and treasurer, has been added to his holdings in the company, to a total of 444,444 shares, valued at \$1,111,111 and \$1,000,000 in stock. He is the largest single stockholder in the company.

Warner boosted his holdings by buying an additional 15,555 shares. At the same time, he gifted 7,777 shares to an unidentified beneficiary.

NEW BANROLL FOR PRODUCTION

Eagle Lion will obtain new credits for approximately 16 new titles from Pathe Industries, its parent organization, for financing production. The new type of coin is believed to come from the Aga Khan syndicate which closed with DL several weeks ago for joint production-distribution of company's films in six European countries. The fabulously wealthy Khan is spiritual leader of 60,000, 000 Moslems in India.

None of the banks which have already extended considerable amounts to Pathe were involved in the new financial arrangement. Pathe worked out the deal for fresh cash advanced to it in negotiations which Robert R. Young, Pathe's controlling stockholder; Arthur Krim, DL, presy, and Robert Hamilton, Young's attorney, participated.

Under the three-cornered arrangement, DL to develop the 100,000,000 to bankroll indie production in which the company participates, distributes and shares in the profits. The money, intended to grease filmmaking for indie short cuts, is to be used as junior or second loans with banks supplying producers first money.

With all now closed and to be (Continued on page 16)

Myers Recommending Special Trust Courts To House Committee

Washington, Nov. 16. Creation of special courts to handle the anti-trust cases will be recommended to the House Small Business Committee by Charles H. Myers, general counsel and board chairman of the Allied States Exhibitors. Myers will appear before the committee the latter part of this week when he would also testify about an announcement by the exhibitors against operations of the film distributors.

Creation of special courts to handle anti-trust matters would mean a speeding of motion picture anti-trust cases in the future, but would not affect the cases now being heard.

The House Small Business Committee will be continued next year, according to an announcement given the weekend by Rep. Wright, Patman (D., Tex.). Patman would become chairman next week. Among those appearing before the committee at hearings yesterday (15) and today were: Thurman Arnold and Wendell Berge, both former assistant attorneys general in funding of the anti-trust litigation; and Joseph Borkin, former anti-trust division economist. All were present in the big picture anti-trust cases.

Leibel's Harsh Injunction Blocks ASCAP Agam, unless Appeal Is Won

American Society of Composers, Authors & Publishers again took it on the chin yesterday (16) when U. S. Circuit Court Judge Augustus N. Hand in Chicago refused to grant the Society an interim stay of the Federal court injunction barring performance rights from theatres.

ASCAP has filed its notice of appeal with the American Society of Composers, Authors & Publishers. It is its plea for a stay when the full three-judge bench sits Nov. 29.

The interim stay would have allowed the status quo to remain Nov. 29 date. It was urged on Judge Hand by former Secretary of War Robert T. Patterson, replying the Society, who maintained that no harm could result from a two-week holding on the injunction.

Chaos would result to the film industry, his lawyer argues and exhibits if the stay is granted at any time, Milton C. Weisman, at-

Seattle Judge Upholds Censor In 'Rope' Ban

Seattle, Nov. 16. N. Y. Superior Court Judge Lavie upheld the Seattle Board of Censor in banning "The Rope," holding that the picture "presents some of revolting violence tending to corrupt morals."

Warners had asked restraining order against the board. The picture has also been barred in Tacoma and Spokane.

Majors in Middle Of CIO-AFL Battle For H.O. Control

Long and litigious warfare between the CIO and AFL for domination of the 2,500 whitecollars in the MPPAA, the homofemics shaped up this week with the major companies in the middle. The rival unions, Service Office & Professional Employees Guild, CIO, and Local H-63, AFL, are currently settling before the National Labor Relations Board for bargaining rights' petitions at Paramount, MGM, and DeLuxe labo. factories under SOPEG's control.

SOPEG's recent reversal of its position, and stance toward the Taft-Hartley law, by agreeing to sign non-Communist affidavits, after a bitter battle, gave the AFL victory in the homofemics. Filing of the affidavits will give the AFL footing with Local H-63 in utilizing the NLRB machinery, which already has installed the latter union at United Artists. SOPEG is now throwing all possible legal blocks at the AFL hearings in order to gain time for T-H law compliance before collective bargaining elections (Continued on page 16)

Johnston's Book Plugs
Eric Johnston, who "We're All in It," sold 10,000 copies last week, its initial status in the state. This is considered an unusually high number for a serious non-fiction volume.

Motion Picture Assn. of America presy did considerable personal plugging on the tome. He was in New York several days during which he made several radio guest appearances, set up the MPPAA publicity staff. MPPAA also pitched in on the publicity for the book on various other fronts. It is being published by Dutton.

Leibel's Harsh Injunction Blocks ASCAP Agam, unless Appeal Is Won

torney for the suing theatre men, took it on the chin. He also urged that ASCAP was not entitled to the order because it had put forward no real defense to "flagrant anti-trust violations."

The crippling injunction fastened on the American Society of Composers, Authors & Publishers by Judge Vincent T. Leibel in New York, could put an end to all hopes by the society of softening the effects of the original decision by any other means short of outlaws. The court, on appeal, both ASCAP's proposed injunction and an application for a stay pending an appeal, the court would block any loophole which would give ASCAP seat tax revenues on performance rights.

ASCAP must now apply to the (Continued on page 18)

Should the currently pending deal between United Artists and Samuel Goldwyn, Inc. be consummated—and it is far from in the bag—company reportedly will make an effort to clear its name and reconstitute the company along the lines on which it was founded 30 years ago as a distributing organization for the product of a small and select group of independents.

Seimick deal is now under consideration by the UA board. Some of the members will give it their approval, they informed Variety, only if it can be made the basis for attracting some of these other top producers into the setup and permanently realigning the company on a solid foundation. Seimick deal is not in the deal and will vote against it if management cannot promise that it will be more than a distributing organization (Continued on page 21)

Merchandise—Gladys U.S. pres, and Arthur J. Kelly, exec vps, are slated to accompany Mary Pickford to the Coast. It is this week to lay the Seimick proposition before Miss Pickford's board of directors. This action follows discussion of (Continued on page 21)

Germans Have Field Day 'Discovering' Gershwin 'Via Warners' Rhapsody'

Frankfurt, Nov. 16. Music and picture executives of Germany has taken over Frankfurt this week when "Rhapsody in Blue" was shown at the theatre here. Practically all performances are SRO, with audience standing room only. The film, presented at the Titane Palace theatre, Gershwin music was tab in Nazi Germany years ago, in which the author, an Aryan, background, and very few people here knew Gershwin music. It was a few German records hidden in our homes."

Winning Covering—Gershwin, some people recall Countess Valerius, the "Athene Palace," writing back with a refusal to quote a high Nazi official as saying: "Every one of us (top Nazis) has a few German records hidden in our homes."

GOLDWYN, FOX-WC KISS 'N' MAKE UP

Hollywood, Nov. 16. Samuel Goldwyn and Fox-West Coast have kissed and made up after a six-week estrangement. The past five weeks of selling away from F-WC houses by the Goldwyn sales gang and the Fox-West Coast sales gang, and the regular sales of the New Danby Kays star, "A Song Is Born," and the regular sales of "Lives."

James C. Mulvey, Goldwyn pres, refused to accept the so-called "formula" terms offered by the Charles Skouras-controlled sales agency, which was then chief Arthur Sachson and western sales manager Ben Fath on a flying visit to the Goldwyn office. The indie houses and circuits to deal for the two films. They came back with a refusal to contract having said about one-half the situations where F-WC had competition.

Charles P. Skouras, F-WC boss, advised that the indie last week for all of his situations where they are still available. Compromise with a refusal to contract having said about one-half the situations where F-WC had competition.

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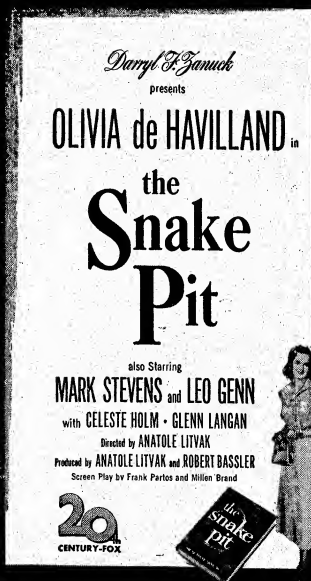
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EILEEN CREELMAN
—N. Y. SUN

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with
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COLOR BY **TECHNICOLOR** • Based on the Lives and Music of **RICHARD RODGERS** and **LORENZ HART**

Screen Play by Fred Finklehoffe • Story by Guy Bolton and Jean Holloway • Adaptation by Sam Fisher, Jr.

Musical Numbers Directed by **ROBERT ALTON** • Directed by **NORMAN TAUROG** • Produced by **ARTHUR FREED**

Armistice Boosts Chi Denver, 'Paradine' 21C 'Pit' Sockeroo \$25,000...Live Little Lively 44C, 'Bess'-Valley Okay 9C

Chicago, Nov. 16. Armistice Day helped an otherwise average week here currently. The most notable success was "Pit Sockeroo" (19) for eight weeks in the top position. "The Band Wagon" (18) and "The Sign of the Cross" (17) also did well from the desert. It will hit smash \$25,000. United Artists looks for "Let's Live a Little" at \$14,000, while the Apollo may do better than average \$9,000 with "Enchanted Valley" and "Adventures of Gallant Bess".

Hottest holdover "Rock House," in second week at the Chicago, with Peter Lorre and the Ink Spots. "The Band Wagon" (18) holding high in its first hold-over at the Oriental, with Bobby Bren and the Sons of the Desert. Reissue combo, "Sins" and "Last Days of Pompeii," continues lively at Grand.

"Johnny Belinda" (1) at third place, a four-week exemption from the box office, is still big. "Last Lake with \$27,000. "Song is Born" still is okay in fourth stanza at the Woods.

Estimates for This Week
Apollo (B&K) (1,400; 50-98); "Adventures of Gallant Bess" (EL) and "Enchanted Valley" (EL) (OK) \$9,000; "Last Days of Pompeii" (Indie) (reissues) (2d wk) \$8,000; "Sins" (Indie) (reissues) (2d wk) \$7,000.

Chicago (B&K) (3,900; 50-98) "Road House" (20th) plus Peter Lorre and Ink Spots. Last week, \$54,000. Last week, \$62,000.

Pittsburgh (B&K) (900; 50-85) "Snake Pit" (20th). Smash \$25,000. Last week, "Untamed Reins" (Col) and "The Sign of the Cross" (2d wk) \$10,000.

Grand (RKO) (2,400; 50-98) "Last Days of Pompeii" (RKO) and "Sins" (RKO) (reissues) (2d wk) \$17,000. Last week, \$23,000.

Oriental (Essex) (3,400; 50-98) "The Sign of the Cross" and "Pit Sockeroo." Last week, \$50,000. Bobby Bren and the Sons of the Desert in person, \$20,000. Last week, \$28,000.

Palace (RKO) (2,500; 50-98) "Race Street" (RKO) (2d wk). Mild \$18,000. Last week, \$21,000.

Flower (B&K) (1,400; 50-98) "Gallant Bess" (Col) (2d wk). Moderate \$10,000. Last week, \$12,000.

United Artists (B&K) (1,700; 50-98) "Let's Live a Little" (EL) (2d wk). \$14,000. Last week, \$15,000.

Woods (Essex) (1,075; 90-) "Song is Born" (RKO) (4th wk). Good \$18,000. Last week, \$20,000.

World (Indie) (587; 80-) "Lost One" (Col). Gigantic \$6,000. Last week, "Beauty and the Beast" (Indie) (4th wk) \$3,300.

BRIDE BEST BET IN SEATTLE, HEP \$13,000

Seattle, Nov. 16. Fleet week is a help to business this week, with the weather also helping trade. "Bride" shapes as best newcomer. Plethora of holdovers is clipping the overall total. "Goodbye, Mr. Tombs" at Paramount and "Song is Born" at Liberty look solid on their second week.

Estimates for This Week
Fulton (Shear) (1,700; 44-70) "Song is Born" (RKO) (2d wk). Topped sharp dip to \$10,500. Last week, \$13,000.

Harris (Harris) (2,400; 47-70) "Bride" (Harris) (20th). Plenty of zoom in this one and cracking through to terrify \$16,500, and "Goodbye, Mr. Tombs" (2d wk) \$10,500.

Flower (Harris) (3,300; 44-70) "Johnny Belinda" (M-G) (Healthy \$10,000) (2d wk). \$13,500.

Rite (Loew's) (900; 90-40) "Tales of the Arabian Nights" (M-G) (2d wk). \$13,500.

St. Louis (Harris) (1,700; 44-70) "Kiss Blood Out Hands" (U) (n. 6). Topped sharp dip to \$12,000. Last week, \$14,000.

Warner (WB) (2,000; 44-70) "Johnny Belinda" (M-G) (2d wk). \$13,500.

Broadway Grosses

Estimated Total Gross This Week \$111,000 (Based on 17 theatres)

Estimated Total Gross Last Week \$100,000 (Based on 22 theatres)

'Bride' Brisk 13C In Quiet Nights

Indianapolis, Nov. 16. First-run 'biz is only average here this stanza although "Johnny Belinda" (1) is sharp at the top. "Song is Born," at the Indiana, is only living up to mild notices. "Red River" is doing fair in second week at Loew's.

Estimates for This Week
Cinder (Gamble-Dell) (2,400; 44-70) "Bride" (Harris) (20th). Strong \$13,000. Last week, "City of Chicago" (M-G) (2d wk) \$12,000.

Indiana (G-D) (3,400; 44-70) "Song is Born" (RKO) (2d wk). \$10,000. Last week, "Johnny Belinda" (M-G) (2d wk) \$11,000.

Loew's (Loew's) (2,400; 44-70) "Red River" (UA) and "Sunderland" (RKO) (2d wk). \$10,000.

Lyric (G-D) (1,400; 44-70) "Four Faces West" (UA) and "Song is Born" (RKO) (2d wk). \$10,000.

World (Indie) (587; 80-) "Lost One" (Col). \$10,000. Last week, "Beauty and the Beast" (Indie) (4th wk) \$3,300.

Palace (RKO) (2,500; 50-98) "Race Street" (RKO) (2d wk). Mild \$18,000. Last week, \$21,000.

Flower (B&K) (1,400; 50-98) "Gallant Bess" (Col) (2d wk). Moderate \$10,000. Last week, \$12,000.

United Artists (B&K) (1,700; 50-98) "Let's Live a Little" (EL) (2d wk). \$14,000. Last week, \$15,000.

Woods (Essex) (1,075; 90-) "Song is Born" (RKO) (4th wk). Good \$18,000. Last week, \$20,000.

World (Indie) (587; 80-) "Lost One" (Col). \$10,000. Last week, "Beauty and the Beast" (Indie) (4th wk) \$3,300.

'Road House' Great Guns In Pitt, \$16,500; 'Julia' 19C, 'Bride' Slow 10C

Pittsburgh, Nov. 16. Armistice Day holiday got practically everything off to a right foot. Except in the case of "June Bride" at Stanley, everything's doing good. "Johnny Belinda" (1) is doing well. "Song is Born" (RKO) (2d wk) is doing well. "Johnny Belinda" (1) is doing well. "Song is Born" (RKO) (2d wk) is doing well.

Estimates for This Week
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Harris (Harris) (2,400; 47-70) "Bride" (Harris) (20th). Plenty of zoom in this one and cracking through to terrify \$16,500, and "Goodbye, Mr. Tombs" (2d wk) \$10,500.

Flower (Harris) (3,300; 44-70) "Johnny Belinda" (M-G) (Healthy \$10,000) (2d wk). \$13,500.

Rite (Loew's) (900; 90-40) "Tales of the Arabian Nights" (M-G) (2d wk). \$13,500.

St. Louis (Harris) (1,700; 44-70) "Kiss Blood Out Hands" (U) (n. 6). Topped sharp dip to \$12,000. Last week, \$14,000.

Warner (WB) (2,000; 44-70) "Johnny Belinda" (M-G) (2d wk). \$13,500.

'Julia' Grabs \$21,000, Denver, 'Paradine' 21C

Denver, Nov. 16. "Julia Misbehaves" is pacing city this week with smash success at Orpheum. "Paradine" is doing well in three spots. Mild weather hurt biz over the weekend but "Julia" still is rolling and third Broadway stanza.

Estimates for This Week
Aladdin (Fox) (1,400; 50-74) "Julia Misbehaves" (Fox) (2d wk). \$21,000. Last week, "Paradine" (SRO) (2d wk) \$18,000.

Denver (Fox) (2,400; 50-74) "Julia Misbehaves" (Fox) (2d wk). \$21,000. Last week, "Paradine" (SRO) (2d wk) \$18,000.

Loew's (Loew's) (2,400; 44-70) "Red River" (UA) (3d wk). \$10,000. Last week, \$11,000.

Demham (Cockfield) (1,700; 35-70) "Song is Born" (RKO) (2d wk). \$10,000. Last week, "Johnny Belinda" (M-G) (2d wk) \$11,000.

Black Eagle (Col). Dim \$5,500. Last week, good \$12,500.

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'Joan' Terrific \$67,500 Paces Uneven B'way; 'Moon' Mellow 34C, 'Happy' Climbs to Fme 126G on H.O. at Hall

First-run business continues spotty this week on Broadway with sold to smash hits in contrast to the picture taking a back seat. Cool weather helped weekend trade, and most theatres did surprise. Upped \$240 tariff Saturday Day (11) with an assist from the last week's \$17,000.

Standout is "Joan of Arc" which is soaring far ahead of the best over here by the Victoria. Initial week ending today (Wed.) looks to hit \$67,500, and may beat the highest ever done by picture Arnie. Played to lines right from start. Upped \$240 tariff Saturday Day (11) with an assist from the last week's \$17,000.

Only other newcomer is "Blood on the Moon" at nearby Globe, climbing to remarkable fancy \$100,000. Reissue combo of "Crash Dive" and "Man Hunt" is landing fast \$13,000 for Jandax Rights.

Holding up in superb fashion is "Shanghai" with giant \$17,000, likely for second week at Rivoli. This is very close to opening season's \$158,000. More to come continues in the money at \$23,000 for "The Sign of the Cross" on second week.

Paramount, too, is faring nicely in second round, with "Sealed Verdict" (Par) and "Jerry W. Lewis" (Par) (2d wk) \$12,500. "The Sign of the Cross" (2d wk) \$12,500.

Radio City Music Hall (Rockefeller) (2d wk) \$12,500. "The Sign of the Cross" (2d wk) \$12,500.

State (Loew's) (3,400; 50-98) "Song is Born" (RKO) (2d wk). \$10,000. Last week, "Johnny Belinda" (M-G) (2d wk) \$11,000.

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JANIS PAIGE



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AND DAVID STREET • SELENA ROYLE
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Directed by **FRANK BORZAGE**
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 THORSTEN RANCIER, JAN MCDONALD, GRANDIN RHODES
 Directed by JEAN NEGULESCO • Produced by EDWARD CHODOROV
 Screen Play by Edward Chodorov • Story by Margaret Graham and Oscar Saul

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Chips from Film Row

NEW YORK

In a reshuffle of the sales setup, Paramount has promoted a number of staffers from the ranks. Edward Maloney advances from sales manager in Boston to branch head in Albany. He replaces Ed Ruff, resigned. In Buffalo, salesman Maurice Simon takes over from Manly Brown, resigned. Jack Brown, New Haven salesman, becomes Boston sales manager. Others upped are John Kane to salesman; Wendell Clement to booking manager; John McMahon to salesman; and Anthony Hammers to booker.

TOLEDO

Conrad Reining, formerly assistant manager at Palace and Talkies, Akron, now manager at Liberty in that city.

The Ritz, new 81-seater, likely will be completed by year's end. It is being built for Maryland Theatres Corp., Washington, D. C., at estimated cost of \$160,000.

For third time in eight years, Cambridge, O., voters turned down proposal to permit film on Sunday.

DALLAS

L. N. Crim, owner of Community Theatres group in Ft. Worth, announced purchase of the Liberty theatre. House was owned and operated by the estates of W. G. Underhill, Leon Lewis and Aron Kahn, and the only survivor of the original owners, Dave Bernbaum.

Matinee theatre at Lubbock, operated primarily for Negro patronage by Sam Palastoff, purchased by Fred Hienanowski, of Bremond. He operated the Texan at Bremond which was destroyed by fire recently.

Crystal and Uptown theatres, operated at Hubbard by Johnny

Fadal, sold to J. A. Guest, who owns the opposition Texas.

Bob Watson now sales manager of Port at Port Aransas following purchase of half interest here in the house from his partner, Forrest Dunlap.

A zoning ordinance amended by Corpus Christi city council so that permits for construction of drive-in theatres issued there are about six applications pending.

Henry B. Martin, Universal's Oklahoma City representative, promoted to branch chief here. His vacation in Oklahoma, where he was visited by Charles W. Huggins, salesman in that exchange.

ALBANY

Carl Dickerson, manager of Strand in Ogdensburg, N. Y., named manager of Schine's Co. in Union and to be group manager of Rialto, Little Italy, Liberty, Herkimer and Milan, succeeds Guy Lazar, transferred to Amsterdam at city manager. J. S. Neale moves into Dickerson's old spot from Salamanca.

Edwards theatre opened in Syracuse by Albert Gilbert, onetime proprietor of the Riviera.

James Morgan resigned as manager of Warners Delaware to enter motion picture business in Hudson Falls. He had been with WB five years.

Edward Ruff bowed out Nov. 13 as Albany manager for Paramount after two years in that spot and 25 years with the company. Ruff will spend some time in Chicago and Florida before returning to the picture biz.

OMAHA

Omaha's former movie manager, Mrs. Corinne Coughlin, former operetta here, named to have charge of Dundee in swank

Hoodlum reached a new high in theatres here recently when a 13-year-old girl nearly lost an eye in 40th Street theatre, nabe house. Kids were having a battle with paper fasteners, one of which was piece striking girl in the eye. Re-incident in 1947, when the police started to round up young hoodlums. Parents have been warned to keep their kids under control.

INDIANAPOLIS

Julius Goldmann, formerly office manager for Warners, new city salesman, with Ned Tilman made office manager and Irvin Levinson, first booker.

James Parsons, for years Roosevelt manager, resigned to join Screen Guild sales staff.

Harold G. Reckley, giving Chateau, Greentree, a facelift.

Mr. and Mrs. Marc Wolf the new owners of the Lion of Variety Clubs adopted 14-year-old girl, Phyllis Jean.

Wm. E. Fententhal, Indianapolis, leased American Theatre Building, Terre Haute, for 20 years. Theatre now operated by Fourth Avenue Amus Co.

PITTSBURGH

With opening of new Hollywood, South Hills, WB transferred Harry Brown to Pittsburgh as regional manager, with Al Singer moving from Plaza to Warner.

James A. Grimes, manager of Warner, Erie, recalled to Army with his former rank of lieutenant colonel, Robert C. Boyman, from Latonia, O. City into Erie spot.

Cecil J. Gushel, manager, working with her head and chin in plaster cast as result of jaw fracture.

WB appointed Milford Parker manager of new Strand, Erie.

Shiva Theatres added another to its circuit in this territory, taking over the Park, Youngstown.

D. F. (Dinty) Moore resigned as WB district manager in Boston-New England territory and is coming back here as a partner of Sam Fineberg's in the theatre supply house Fineberg, now operates

with Jim Alexander. Latter has sold out his interest to Moore and will retire.

Kenneth (Bud) Hahn, who has been doing retail managing for Harris circuit, goes to circuit's main office.

Al Glauberig, RKO salesman in Erie territory, resigned.

Bob Truran, Jr., formerly with Warner circuit, in Parkersburg, W. Va., resigned to go with the Louis Sarver Service as salesman; replaces Ed Levin, who quit.

Jack Meadows, U. A. salesman, transferred from West Virginia area to Main Line territory.

Paul Reith, RKO office manager, to RKO Hospital, Bethesda, Md., for operation.

ST. LOUIS

Most of St. Louis security drive-in planning to shutter this week.

Higher cost of film product caused Basil O. Clark, owner of Freeburg, Freeburg, Ill., to hike his admission for first time since 1937.

H. M. Gilly, 11 years manager of two Fox Midwest houses in West St. Louis, Ill., upper district, left for same circuit in Mt. Vernon, Ill.; succeeds Homer Marvel, who left.

Frank L. Plumlee, recently resigned as district manager for Theatres of St. Louis, in Kansas City area, purchased stock in a 10-theatre syndicate in Missouri.

James J. Edwards, succeeds Fred Harris, who goes to Theatre Eastmans.

Fred Wehrenberg hosted members of Better Films Annual Committee St. Louis at annual cinema tea.

F. J. Lee succeeded Joe Woodward as Louis branch manager for Eagle Lion; Woodward joined Delf Theatres, Inc., Milwaukee.

James Wells, general manager of Sparta Theatres, Inc., Sparta, Ill., purchased a lot of new houses to replace the Grand, 42-seater.

KANSAS CITY

Jayhawk theatre, Kansas side nabe, reopened last year after being closed for several months.

Durwood circuit inaugurated its new house organ, Circuit Chatter. Durwood, publicity chief, is editor.

For Midwest circuit last week celebrated its eighteenth annl in all houses.

Industry Summons

Continued from page 3

nical developments which can be tied to the economy measures. Earl L. Sponable, president of the Society of Motion Picture Engineers and chief technical expert for 20th-Fox, is slated to appear at the meeting to present today. With him will be Loren F. Ryder, Paramount's sound and television engineer who looked from the Coast for that purpose.

Television As An Offset

Both these experts will lecture on those technical improvements which can be applied at the studios as cost-saving measures. They are also expected to be questioned closely on television aspects, since greater activity by the big companies in this field may mean more income to them dipping grooves.

Walters' Post, morning meeting was featured by analyses given by Dr. Isador Lubin, head of Confidential Reports, Inc., and leading authority on economic trends. Robert Chambers, head of MPAA's research bureau, also spoke on the subject. Dr. Lubin analyzed the spending power of the U. S. public with the aid of charts to show that inflation had driven much of it into food and clothing and away from entertainment. He was bullish on the future.

Both speakers tackled the future of the industry by demonstrating the dwindling returns overseas. The lectures were the opening salvo of a series of reports on the majors' future earnings. It was intended to indicate how far the companies must go in their search for "department-by-department economies."

First-day meet was held at 20th-Fox's home offices. Today's (Wed.) session is set for the Warner Bros. board room, tomorrow's at Paramount. There is a possibility that the meetings will run into Friday (Fri.).

During the morning lectures, sales and foreign dept. execs. attended along with company presidents. In the afternoon, presidents continued to meet. All top executives are being kept on call for later sessions.

Wha Hoppens?, Studios Ask

Continued from page 1

to start by Christmas. Like the former production-minded studios, M-G is bearing down on its own star stable and will also use outside top names, such as Errol Flynn, James Stewart, Jennifer Jones, Louis Jourdan and James Mason.

Paramount has four pix rolling, which should be surefire. These include "Top of the Morning" starring Bing Crosby; "My Favorite Thing," starring Bob Hope; "The Delille's" starring Robert Delia, and "Hal Wallis' 'Bitter Victory.'" At 20th, new big films are new housing, with three scheduled to start soon.

"John Sings Again" plus a string of solid-cost action pictures, cues the trend at Columbia. Independently, which reopened recently after being shut for six weeks, now has starring "Ma and Pa Kettle," sequel to "Egg and I," Barbara Stanwick in "Glamorous Lady," Yvonne De Carlo and Howard Duff in "Calamity Jane and Sam Bass," Doreen Merriam in "Baby Face," and "Ma and Pa Kettle" as well as a string of action films.

Republic's Reckonless

Republic's common sense and reputation for prudent business practices, by most of the majors, also has been getting in line in order. Company Herbert J. Yates, operating out of the New York home office for the last 18 months.

Minimizing expenses and a few people have been let out in scattered places.

While Republic's 1948-49 program comprises 34 features plus some 100 short action dramas, and westerns, a slight numerical boost over the previous year's production, an attempt reportedly will be made to keep flimflaming acts within a figure no greater than disbursements of the preceding fiscal year. Budgets on deluxe product, it's understood, will also be shaved. Yates leaves for the Coast today (Wed.).

United Artists, which has nothing in production during the holiday last year, now has five starters and may send two more before the end of the year. The company is cutting production costs solved before the end of December. The five are W. R. Frank's "The Delille's," Ben Hur, "The Crooked Way," Harry Popkin's "From Tunis to Algeria," Philip Frank's "The Bold Bandit" and George Pal's "Tom Thumb." Two possible starters are another two K-14 pictures by Krane and a production by James Nasser.

Shooting on the Eagle Lion lot is at a standstill, with dismissal notices issued wholesale and only a skeleton staff of 20 workers remaining on the job until production is resumed Jan. 15. Seven pictures are in preparation but none is ready for production at this time.

Producers, directors and players under contract are taking a 60-day layoff by letting their contracts ride until the middle of January. They are Bryan Foy, Aubrey Schenck, Eugene Rodney and William A. Wellman producers. Arthur Mann and Steve Sekely, directors, and James Lockhart, Louis Butler, Richard Bachart and Scott Brice players.

Music and editing departments will continue scoring and cutting on pictures that have finished shooting. Films are Walter Wagner's "The Delille's" and "The Big Cat" and "Red Stalks the Rockies."

Samuel Curries on as publicity director but his staff is cut down to one assistant, Frank Perret.

Pictures postponed until January. Lack of backing of 23 pictures, the highest in the company's history. Warners is shutting down production of 1 for a month or more.

Guides and unions have been advising that the studio intends to lay off large numbers of workmen.

Three studio flacks were let out last week and five more were let shortly. The axe will fall on all departments.

W. Shelves Hargrove

Marion Hargrove is back in N. Y. after four months on the Coast working on script of his novel, "Something's Got to Give," for "The Signifying" script wasn't quite finished, but company has decided to shelve it, in line with its general policy of shoving off late. Claimed they'd already spent too much

money on book's treatment, and budget setup was getting out of line.

Hargrove will now concentrate on writing magazine pieces, working out of his New City, N. Y., home.

TOA's Board

Continued from page 3

chairman of the Federal Communications Commission. He understood that the full TOA board will be asked to make a final longrange decision on how far the theatre group will go in promoting large-screen television among its members. Co. is already studying proposal of Gael Sullivan, TOA exec director, for the granting of official channels the group's a subsidiary corporation.

Mitchell Wolfson, Florida circuit operator who heads the tele committee, will be a full-time participant at the board meet. Wolfson is currently studying the development of TOA's new production facilities to be used especially for telecasts. "It is his idea that TOA can produce its production facilities to be used especially for telecasts. Tele trailers, so far, have been spotty since they require a special technique, TOA official said."

TOA's public relations program in the campaign to battle the rabbit 16m operators will also be built at the meet. Sullivan is expected to make a report on the current drive to cut costs of slipping prints from exchanges to theatre. Several TOA board members have indicated an intention of attending the confab.



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Brit. Pix Balloon Bursts

Continued from page 1

artful worldwide U. S. organizations.

On the production end, despite the lack of resources of Arthur Rank and the aid of the government in presenting him with quotas and restrictions on U. S. distributors, Britain is suffering one setback after another. In both quality and quantity, production is faltering.

On the distribution side, the British product agency is struggling to give the American industry a lot of a run for its money, but anyone anticipated during the black period of the 75% tax and the early days of the ensuing 45% quota.

As for foreign sales by the British, the American industry is always being a bit of a self-satisfied snark. Rank, Sir Alexander Korda and the other chiefs of the British industry have so far been completely unable to set up organizations which even equal the policy of American owners and controllers of studio space.

The confusion and startling lack of success of the British industry in setting itself up as legitimate competition to Hollywood was evident in London last week. In the House of Commons, among the industry unions and in the trade papers, the discouragement and disillusionment in Britain's inability to come through as expected was clearly visible.

In Commons, Tom O'Brien, Member of Parliament and explosive general secretary of the National Association of Theatrical & Kine Employees, warned last week that if British film production fails to meet the needs of the country's theatres under the 45% quota, Britain will find itself compelled to call on American producers to take over management of the British industry. That was a tough pill for Board of Trade prexy, Harold Wilson, and he promised that he would call all sections of the industry together shortly to discuss the situation.

Wilson then neatly reversed the attacks against the low volume of production, the labor layoffs and the studio closures. He said it was all the Americans' fault. They failed to produce in England in the quantity expected following

the Anglo-U. S. agreement of last March.

In the meantime, the Film Importing and Exporting Council, made up of six leading unions, made a statement to the government that the 45% quota set had failed to stimulate production. It asked Wilson to discuss with it six remedies to the film industry to utilize all its production facilities and maintain full employment. The "remedies" included (1) upping the quota still further, (2) re-equipping by the government of the studios, (3) requisitioning of machinery whereby such spacing can be fully utilized, (4) increasing the Parliamentary enquiry into distribution and exhibition, (5) operating the government's Film Finance Corp. to assist indie producers, investigating the film market, and (6) the entertainment tax being made more direct aid to production, and (7) the film industry to be able to compete with American owners and controllers of studio space.

UA May Pitch

Continued from page 1

the proposition at an all-day session of the board in New York last Friday (12), which was attended by Miss Pickford.

No vote was taken at that time, pending further study of the complex deal by the board members and this week's consultations with Chaplin, Sears and Kelly are expected back at the end of the week and a final decision may be had at a board meeting next Monday (22) or Tuesday (23).

Lower Distrib Costs

Lure which board members see as attracting Goldwyn, Disney and other producers is lower distribution costs than they are now paying via a combination of a regular fee to their distributors plus the expense of a sales setup at their own expense. They would come in under a pattern similar to that now being negotiated with Selznick.

That means that the producer would keep a small sales organization of his own to initiate deals with any important circuits, or houses that he desired, while UA's sales force would handle all the lesser situations which is too expensive for an individual producer's sales organization to reach. UA, as in the case of Selznick, would also process all the contracts, do the booking, make collections and do the physical handling of prints. Whatever staff the individual producer desired to keep which would include a h.o. sales manager and a few assistants throughout the country—would use UA office facilities. Producer would completely maintain his identity throughout the whole process.

Flexible Deal

Selznick arrangement leaves entirely flexible the matter of how many sales the producer desires to "initiate." It makes no difference how UA, since its fee is based on the total gross of the film, not on the number of deals its staffers close.

If the Selznick deal can be made the basis for something bigger, UA board members will grab it eagerly. Since they are discouraged with many of the producers of dubious consistency with the deal, now from the original concept of UA in that the producers would not be owners. However, even the possibility of their eventually obtaining stock in UA is seen as a possibility by some board members, although it is not known how Chaplin and Miss Pickford feel about this.

To clarify the numerous trade stories concerning the deal with UA, Selznick issued a lengthy statement Monday (15). He outlined the general characteristics of the arrangement contemplated and concluded: "I would not wish to hazard any guess as to the likelihood of its being finalized."

SELZNICK, MAC NAMARA BACK EAST NEXT WEEK

David O. Selznick and Paul MacNamara, his public relations chief, who left New York for the Coast last Friday (12), are expected back east next week. They went west for previews of "Portrait of Jennie," which Selznick hopes to send into release around Christmas.

Selznick and MacNamara had been in New York for several weeks on the deal the producers are negotiating for distribution through United Artists. Selznick exco. Daniel F. O'Shea, who was also involved for the negotiations, remained in New York.

Accompanying DOS to the Coast was Jennifer Jones, who is under contract to him. She had been making a personal tour of veterans' hospitals.

Buloff in Yiddish Pic

Jewish Film Distributors picked up North American release rights to a Yiddish-dialog picture, "The Rabbi's Legend," featuring the Yiddish Art Players in a story of life in old Russia, the film stars Joseph Buloff.

Part of "Legend" was shot in Russia while the remaining sequences were made by Buloff and supporting players in the U.S. Charles Climent is reading English titles, and a Broadway press is earmarked for sometime in December.

"300" System mounted on Jeep on location for "Green Grass of Wyoming"

Switch to Non-Flam Film

Continued from page 1

the spearhead to the switch to safety film. All of its prints for in preparation for a number of the majors.

Metro will probably serve as "Act of Violence" are in acetate and ready to go. Pic is to be released Monday (22).

Warner Bros. has chosen "Decision of Christopher Blake" as its trial horse for the acetate film. Feature will be released within several months. Paramount reportedly has tapped the Hal Wallis production, "After Victory," as its test film. Other majors and Republic are committed to the use of acetate in prints for at least one feature before the year is up but have yet to make their selection.

Agreement reached between EK and the companies calls for the output of acetate raw stock to be 25% of all film company print requirements during the coming year. Distribute on their part agree to consume the EK output. Manufacture committed itself to expand the raw stock production to 50% in the second year; 75% in the third; and to meet entire Hollywood requirements for its entire production of features by the fourth year.

At the start, cost of acetate will be slightly higher than of current

inflammable nitrate. Majors have been told by EK officials that with the increased output of acetate the price will come down to the equivalent of nitrate. Current cost is a shade under 54¢ per foot more than flammable material. Where the conventional print costs about \$150, acetate amounts to approximately \$230 per print.

Greenlight was given after both 20th-Fox and Metro tested the improved safety film perfected by EK in several shorts. M-G's trial run was on a g.t. basis so far as exhibitors were concerned. None of the theatres booking the shorts was told of the changeover.

Prints used by Metro, it's said, stood up under volume booking, indicating a long improvement over earlier developments of safety film. Company, moreover, reported had received no complaints from exhibitors.

Ultimately, swing to acetate means the end of bulky shipments in cans since plastics are preferred. Technicians predict dropping of requirements for fireproofed booths and of municipal regulations for firemen and other elaborate fire-prevention precautions. Moreover, exchanges can be run in ordinary office buildings.

New York Theatres

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Network Execs. on Spot or Spot Biz Overtures, Face FCC Hearing Nov. 29

Washington, Nov. 16. Upper echelon network executives were put on the spot last week when the National Association of Radio Station Representatives, continuing its battle with the net in the field of national spot business, petitioned the FCC to subpoena J. P. MacConnell, president of NBC, and Joseph McDonald, of ABC, to appear at an FCC hearing scheduled for Nov. 29.

The subpoenas requested by NARS would require MacConnell, NBC secretary, and McDonald, vice-president and general secretary of ABC, to appear before the Commission with papers specified by the rep association in its petition that "will tend to prove the efforts of the network to induce affiliated stations to surrender station time in return for obtaining a network commission program."

The hearing, now set for Nov. 29, is the result of efforts by the association, formed recently by the station reps, to get the Commission to check the advertising of the networks in the field of national spot advertising by representing affiliated stations through the web's spot sales divisions.

The papers referred to by NARS include a letter from Sidney N. Strotz, NBC, then NBC West Coast head, to the National Association of Broadcasters, and the NBC-FM Co. program, a letter by ABC proxy Mark W. K. to the field offices offering the facilities of the ABC spot sales division to TV affiliates, and several other pages sent by the ABC commercial traffic department to affiliated stations relating to the so-called Slesby program, station breaks between the Swift and Philco portions of the "Breakfast Club" show and another message regarding the new Kay Kyser program.

In their petition, the reps told the Commission that these papers will tend to "demonstrate and illustrate the complete domination of the network and national spot business and the activities of the net, and in particular the activities of the substitute network business in station time."

The rep association is headed up by Paul H. Rayner, chairman, H. Stinson, Peters, chairman, Lewis H. Avery, treasurer, and Richard Weed, secretary. J. V. Flanagan is director.

The petition was filed by William C. Pitts, Jr., a New York law firm of Fitts & Shuebruk. Fitts was FCC chairman when the network chain regulations were adopted by the Commission.

'Winslow Boy' Winding Up U. S. Legit Touring

On Theatre Guild's Show
"The Winslow Boy," the legit hit which has been touring this season, winds up its U. S. engagement this Sunday (21), but not as a stage presentation. Show will be given over by U. S. State for "Theatre Guild of the Air" being carried, at a reported price of \$15,000 for the one-night kiloyeside stand. "Winslow Boy" greatest performance in Richmond, Friday night (19) and its 900th on the "Winslow Boy" air show, will start the following day for England. Oddly enough, the show is presented from Playhouse Square in local credits predicted that the air show will be terminated. The KOB has an application pending for use of 770 kc fulltime with 50 kw power.

Swift's "Ethel & Albert" Buy
ABC has sold its "Ethel & Albert" co-op to Swift & Co. in 16 markets, for Swift clearance. Show is heard 4:30-4:45 cross-the-board.

GLORIA VANDERBILT, MOTEL IN WOR LINEUP

Gloria Vanderbilt was among eleven dozen performers auditioned by WOR, N. Y., last week when MBS flagship opened the throttle in what a program department spokesman said as an effort to strengthen the station's daytime lineup.

Performers auditioned included Zero Motel as the center of an hour station dubbed the "Zero Hour"; another hour show built around Jack Barry, and Walter Preston in the "Show Shop," light classical music.

Mrs. Vanderbilt's offering was characterized as a woman's program, presenting fashioning and beauty advice.

In line with its plans for retooling its daytime lineup, WOR expects to use the house band more extensively, and to promote to other variety than heretofore.

ABC's 'Don't Make A Move' on 1030

Washington, Nov. 16. FCC was asked yesterday (Monday) by ABC network to hold action on station applications for the frequency 1030 kc until final decisions are reached on the station proceedings and the proceedings on the KOB, Albuquerque, applications.

The network said that 1030 kc is a class-B channel and that the 1030 WKBZ, Boston, is the only station operating on the channel fulltime. KOB is assigned as a class-B station on 1030 kc fulltime, but is presently operating on 770 kc with 50 kw day and 25 kw night, and special authorization for KWBZ, Corpus Christi, Texas.

ABC has permission to operate daytime only on 1030 kc with 50 kw power. ABC said its own power, owned WJZ, New York, the dominant power on the channel, 770 kc, is entitled to protection from co-channel interference from any station in Canada, Mexico, and Cuba under international agreement. Meanwhile, KOB has been operating fulltime on 1030 kc with special authorization since 1941. ABC has previously asked that this station be terminated, but KOB has been required to operate on the frequency 1030 kc, to which it has been assigned. However, KOB has an application pending for use of 770 kc fulltime with 50 kw power.

The request of the Browns, to be taken up at a joint meeting of the major league clubs in Detroit, will ask for the restrictions of broadcasting games in two-club cities in local credits predicted that the air show will be terminated. The KOB has an application pending for use of 770 kc fulltime with 50 kw power.

KLZ Farm Reporter

Waits travels more than 30,000 miles a year by plane, train and car to report on the latest farm news for a group of 600 families in the Rocky Mountain region.

KLZ, DENVER.

ABC's Boston Symp Deal Bid to Recapture Music

Appreciation Series Placed
The Boston Symphony Orchestra, strictly an ABC network "baby" for some years, switches over to NBC starting Monday, Nov. 22, for a once-weekly hour midday program (1-130), that gives the web two of the top musical aggregations in the world, the other being its own NBC Symphony.

In addition, NBC also has the Boston Post Orchestra under Arthur Fiedler, the latter going into the new RCA-sponsored Sunday afternoon NBC show.

Unusual aspect of the new Boston Symphony series, says Serge Koussevitzky, conductor in his final year as the Hub maestro, is that of the 1030 kc station's weekly pickup of rehearsals, in an attempt of the web to recapture the flavor and artistic vitality of the old Walter Damrosch Music Appreciation series.

Series was extended into next summer's Berkshire Festival, when NBC will expand to a two-week radio-televised series.

WNBC, the New York City flagship, will broadcast the rehearsal series on 1130 kc at night instead of the midday time.

Rehearsal airing idea was originally hatched by Jack Wright, executive agency man, connected with the Hub branch of B.B.D. Co., and originally figured as an FM package. It is viewed to bolster the programs on FM. Details could be ironed out, however, though Koussevitzky and the orchestra were enthusiastic from start and tests were made.

St. Louis Browns Execs to Limit Radio And TV Broadcasts of Road Games

St. Louis, Nov. 16. Execs of the St. Louis Browns tossed a bombshell into radio broadcasting of baseball games last week when it was announced they would limit the number of broadcasts of all road games during the coming season of two-club cities. Also uncovered was that in local credits predicted that the air show will be terminated. The KOB has an application pending for use of 770 kc fulltime with 50 kw power.

The request of the Browns, to be taken up at a joint meeting of the major league clubs in Detroit, will ask for the restrictions of broadcasting games in two-club cities in local credits predicted that the air show will be terminated. The KOB has an application pending for use of 770 kc fulltime with 50 kw power.

OCDP Outlines Radio-Television's Major Role in Civilian Defense

UPPING OF CRAIG CUES B & B REVAMP

Boosting of Walter Craig, Beaton & Bowles vice-president in charge of radio and television, to a policy level exec has resulted in a wide reshuffle of the agency's ranks this week. Leslie B. Berman, director of "Portia Faces Life," "Glamour Manor" and other B&B shows, steps into Craig's post as agency radio director with the latter still retaining an active hand in the video operations.

Tom McDermott, producer-director, has been tapped to produce the new "Hoyt Allen" radio show. He will take over Harris' directorial chores on several agencies.

Robert Schuchman will be new director of "When a Girl Marries" and Charles Fisher will throw the cues on "Rosemary." Donald Wallace and George Jansson will take over "Juvenile Jury" and "Gang-Busters." In addition to handling cut-in announcing jobs, Robert Schuchman continues as business manager.

FM: Biliotti Doar Baby, FMA Claims

Washington, Nov. 16. FM broadcasting is now a billion dollar industry, FM A.S.M. said last week in an enthusiastic statement comparing its "astounding growth" to President Truman's rise to the White House.

"The same thing happened to President Truman that has happened to FM," the Association said. "In the past two years FM has become strongly entrenched in the lives of the people."

Disclosing results of a progress survey, FMA said that by the end of the current year FM should exceed the billion dollar mark as the industry of 1948.

Arnold Stang has been propositioned by WOR, New York, for a local participating disk-jockey show. It would be a five-weekly half-hour, either live or transcribed, at his option. David Kogan is tentatively set as writer.

Deal for Stang to start in a "Pat CBS has been given the opportunity of the comic's refusal to be tied to a who's writer and producer. The show on a freelance basis by Bert Weir, is now dickering with CBS to play the title later.

WNEW on Culture Binge

Benny Goodwin has been packed by WNEW, the Bulova-owned N.Y. indie FM, to host a 90-minute night disk jockey show 9:30-10:15, with major accent on the classical and contemporary music.

That gives WNEW a 90-minute Sunday night "cultural" flavor some by the "New York Times" WQXR programming round. "You Want Music" in the 9:30-10 p.m. Sunday segment, to be with, with Gilbert Selzer, who starts his new "The Sound of Music" hall chatter at 10. Show is also on radio on Sunday, Nov. 21, 10 p.m. Y. Museum of Modern Art.

COAST NET FLACKS VOTE

Hollywood, Nov. 16. CBS and ABC press information and promotion departments will hold elections today (17) to decide whether or not they want the Screen Broadcasters Guild to continue to represent them after contracts expire Dec. 1.

Radio broadcasting stations, "acknowledged generally to be a most effective means for widespread education of the public," will play a major role in the event of war, the Office of Civil Defense said last week in submitting a plan for a peacetime system of civilian defense.

Television stations, too, the report said, "provide an excellent means for educating the public and conveying pertinent information through the presentation of video as well as audio messages. Television has flexibility, permits prompt reaction of information as an emergency situation changes, maintains accuracy of information by the simultaneous presentation to all users without deterioration which may occur when data are passed through a series of intermediaries."

In both atomic and bacteriological warfare, radio and television, under the OCPD plan. The media could be used particularly for training defense forces in emergency demonstrations via film such as in use of gas mask, radio, and television, "proved" to be of aid to civilian defense authorities in cities which were operated in mass instances of personnel were trained through television broadcasts.

Looking into the future, the report declares: "Television is expanding across the nation. It may, therefore, be expected that a great many people will be reached through this medium."

In the event of atomic attack, according to the report, radio and television would play a major role. Since most station transmitters are some distance from population centers, it was asserted, they would be less likely to be destroyed than the transmitter site. The document declares that fatalities in the event of atomic attack are confined to within 2,500 yards of the point of detonation.

Radio and television would encourage the public "to steel itself against the immediate shock of surprise, the damage, the loss of life, and the casualties which will inevitably occur in the event of atomic attack. It is almost certain that the public will come closest to meeting the shock of surprise."

Through proper programming and dissemination of reliable information, radio and television, broadcasting stations "may provide a service unavailable by any other means. This service may be employed, among other things, to:

(1) Instruct those who have taken shelter on radiological dangers they face when all-clear is sounded.

(2) Aid in mobilizing various relief and safety services from adjacent unaffected communities.

(3) Assist in the planning and programs "in reestablishing as much as possible the even tenor of civilian life."

(4) Pass on instructions on use of water and other utilities on radio and television.

(5) Warn vehicular traffic through their radio receivers of approaching dangerous areas.

(6) Give general reassurance to the public.

The Defense plan contemplates "the designation of key radio and television stations or stations through which the public may be served as master stations for operation and guidance of all other radio and television stations in the area. Separate instructions will be given to the more than 30 international radio broadcasting stations."

The plan recommends the use of radio and television sound and visual broadcasting.

FOSTER, REED TO MCA
Chicago, Nov. 16. MCA last week signed Foster and Reed deals. Contract with Reed is effective Jan. 1 and the Foster pact begins next May.

Foster has been under the Genesee and Warner, Reed with Frederick Bros.

DEFENDING OURSELVES 1-VALE

What Price Capital Gains?

Just how far NBC and CBS intend to go, or will be permitted to go, in their current "Capital Gains" warfare for program supremacy is something that has the whole radio industry conjecturing. The network chiefs have long deplored the fact that program costs have been getting out of hand; that only when normal price structures are restored can radio get down to the business of translating the medium into show business.

Yet these selfsame execs are in the process of leading out unprecedented costs for personalities, a chunk of them. In the case of Jack Benny, perhaps undreamed of in any sphere of show business. Obviously, the primary consideration isn't in protecting a hold on Benny as a strictly radio property—but in his look to the inevitable segue into long depletion of the coast-to-coast TV programming, when radio, it's recognized, will be but a secondary offshoot of video.

As such, Benny's possession of that 7 o'clock Sunday night slot on NBC (nobody before or since Benny has "owned" his own time in radio) assumes a somewhat dubious value in the upcoming era of multi-million tele-seize take ownership.

But when an NBC can dangle a \$4,000,000 offer for a Benny "exclusive," and CBS can fork over \$2,000,000 to Amos 'n' Andy, the acts are deplored as the prelude to inviting sky-high prices for the top talent. The latter, in fact, is creating a "here we go again" cycle in TV of starstruck costs, with its accompanying guest shot fees of \$6,000 and \$7,000 and \$25,000-\$30,000 package sums. That's why the radio has been trying to get away from for the past several seasons.

Just how far-reaching the "Capital Gains" awespaikes will become depends on any possible Treasury Dept. repercussions. The current fingerpointing by Sen. Styles Bridges, the New Hampshire Republican, may be the opening wedge to a whole new congressional probe into the reported blessing given the A&A-Paley maneuver and the still-alleged NBC-CBS rivalry for possession of Benny and his Amusement Enterprises operation. The latter, in fact, is a capital gains-within-a-capital gains setup. A lot of top radio (and potential top TV) talent has meanwhile preferred to ignore it. Edgar Bergen, from all accounts wanted no part of it when CBS proffered it, instead taking a strict cash-and-carry offer from Coca-Cola. Fodor & Molly have responded to a reported CBS "capital gains" invitation with a "thank you, we're doing very well on Tuesday nights—NBC." Bob Hope, already incorporated into his film empire, claims, "I'm not interested in capital gains." The word, is still tracking down the possibility of weaning over Fred Allen via capital gains.

And so it goes. The jockeying is still on.

NAB 'No Baloney' Educational Clinic Vs. Radio Institute

Washington, Nov. 16. With the setting up last week of an educational clinic on programming which will tie off next spring, a leading group in the NAB is already ringing the death-knell for the rock of collegiate radio institutions currently on the scene. The driving forces behind the NAB clinic are looking forward, at least, to the closing of the educational and information center that will cut down to size the collegiate institutes. "The NAB," said, "the industry gets banged over the head in the main audience and receives its awards in a back room."

Subcommittee of the NAB program board expects to start the conference contacts in January. Ted Cott, of WNEP, N. Y.; Hayes, of WJLX, W. Va.; and E. R. Vadenhoefer, of WWSR, Syracuse. According to (Continued on page 40)

CBS WHITE COLLARISTS SIGN NEW CONTRACT

CBS has renewed its contract with the Radio Guild of the United Office and Professional Workers of America (UOPWA), covering the 650 white collar workers. The new pact provides increases which will bring the average weekly salary in that bracket to \$87. Renewal is effective Dec. 1, 1948, through Dec. 1, 1949.

Gains over the existing contract include an average rise of \$4 weekly, automatic overtime after five hours of each week, increases of up to \$5 in minimum hiring scales, new automatic promotion system and salary adjustment plan, and clarification of the status of temporary employees.

BBC LOSES ON CRUEL PLAY

The CBS vs. NBC "now-we-got-him-now-we-don't-have-him" episode, looking for Jack Benny reached the stage as of press time yesterday (Tues.) where Benny was practically Columbia's "baby."

According to one high CBS exec, "Benny was back in the just a matter of hours before the deal is all wrapped up."

The NBC-Jack Benny-Music Corp. of America "capital gains" transaction blew up in midair over the weekend under circumstances that are being kept under strict wraps by everyone concerned. At the moment the three-way sock Sunday night comedy lineup of Benny, Phil Harris-Alice Faye and Edgar Bergen dangles in a state of confusion which has agitated CBS' hopes of capturing the parlay Columbia, in fact, capitalizing on the NBC setback was back the picture pitching like mad yesterday (Tues.).

In contrast to the feeling of elation that pervaded NBC just a week ago, when the network prey, Niles Trammell, hopes out the Coast to put the final stamp on a deal which, to all intents, firmly entered Benny as permanent NBC attraction, Trammell returned empty-handed to New York over the weekend, a sorely disappointed man. NBC had made no bones over the fact that "Benny stays with us by a gesture tantamount to Phil Harris-Alice Faye show and Bergen, under his proposed switch to NBC, considered himself as Trammell's headliner."

By the same token CBS, which had already gotten its "capital gains" feet wet at a cost of \$2,000,000 by wooing Amos 'n' Andy over from NBC, considered itself as the Benny picture on the basis that "we can't play around with King of Kings." Amount kicked around in the NBC talks was \$4,000,000, whereby the network would acquire all the stock in Benny's Amusement Enterprises operation.

Just what went wrong, at a time when NBC seemed to have the deal clinched, appears to be anyone's guess. The reasons were a mix of guessing and conjecturing going on around NBC and CBS headquarters. What is certain is that neither Trammell, Benny nor MCA could come to terms agreeable to everybody. That the stalemate comes as a blow to NBC is evidenced by the fact that Trammell would not wrap up the deal after the RCA board of directors met in emergency session to wish him luck.

Meanwhile, word from the Coast is that CBS is anything but out of the game. In fact, it's a threat to Wasserman pitching Benny up to Columbia. That was the status of the deal as of yesterday.

Sen. Bridges' Challenge
The fact that last Friday (12) also brought developments from the "Benny" side. Sen. Styles Bridges (Rep., N. H.) chairman of (Continued on page 40)

NBC Seeks a Phantom Blueprint

NBC programming execs were doing some fast masterminding over the past weekend when negotiations collapsed in the Jack Benny "capital gains" deal and evidence presented itself of CBS in the act of mounting a counter-offensive by Phil Harris-Alice Faye-Edgar Bergen Sunday night comedy parlay.

Primarily NBC, in viewing the worst on the basis of CBS capturing the Benny parlay with the Sunday night program sequence to establish if it had to fight the sock comedy lineup. Some execs leaned toward a solid sequencing of the network's own comedy, including "Mr. District Attorney," etc., figuring it wouldn't add up to "fight comedy with comedy." The only trouble with that thinking, NBC executives are now saying, is that it would forbid spotting of mystery shows before 9:30 p.m. And then again, it was argued, "where do we slot Fred Allen?" The best solution, it realizes, is to make the Benny-NBC deal stick, whatever the cost.

FCC, Finding Complaint Justified After Probe, Orders Hearing Into Charges Richards Slanted News

Max Wylie to Esky

Max Wylie, formerly of Young & Rubicam, where he served as a radio exec on the General Foods account, has joined the William Esky agency, under veepie Tom Luckenbill.

Wylie will be integrated into the overall creative radio setup at the agency, which has as its major radio account the multiple Camel Cigarette programming.

Since leaving Y & R about a year ago, Wylie has been writing map, radio scripts and working on a play.

AFRA 'Same Fee' Rule May Stymie Summer Dinking

As far as the American Federation of Radio Artists is concerned, there won't be any bargain rates for talent involved in NBC and CBS shows on a 52-week basis. That's been made emphatic by George Heller, exec secretary of AFRA, who says the talent union will "fight this thing right down the line" unless the performers get the same fee on transcribed repeats as they do on original broadcasts.

Plan of CBS and NBC is to keep interest in radio alive by persuading advertisers and agencies to keep the top shows on the air on a year-round basis, thus hyping the ratings. Heller is replying outstanding shows via transcription.

The fact that CBS initiated the plan and put it directly to the (Continued on page 38)

Swezey Status On Today's Agenda

Considerable trade interest focuses on today's (Wed. meeting of the board of directors of Mutual network, in New York, for out of it will be probably some clarification of the entire issue which has resulted in exec. veepie Robert Swezey turning in his resignation to prey Ed. Kobak.

Whether the resignation sticks after today's huddling is still a question. When MBS decided to jettison Linus Travers to head up the new "radio" variety show, as assuming his duties. Travers then refused to move down from his "radio" position to head of the web will still need a No. 3 man.

If Swezey is firm in his resolve to quit, Kobak will also have to And a No. 2 man as well.

Washington, Nov. 16. After months of investigation by its legal staff, FCC yesterday (Mon.) ordered a hearing into charges that employees of the G. A. Richards station in Los Angeles, KMPC, were required to slant news to reflect the private views of their employer.

The Commission said its investigation tends to substantiate a complaint submitted by the Radio News Club of L. A. and "raises substantial questions with respect to the qualifications" of G. A. Richards, controlling stockholder of KMPC, WJR, Detroit, and WGAR, Cleveland.

The Radio News Club complaint, Fodor & Molly, had set out on at the least one occasion Richards caused the dismissal of a member of the editorial staff. KMPC, because of his failure and refusal to present specified items of news and news comments in a manner approved by... and designed to reflect the opinions and views of said G. A. Richards.

Webster To Hold Hearing
The Commission designated Commission Counsel W. Webster to hold the hearing, at a time and place to be determined, on the following issues:

1. Whether G. A. Richards has at any time while he was an officer and principal stockholder of the licensee's stations, WGAR, Cleveland; KMPC, Los Angeles; and WJLX, Jacksonville, Florida, or directives to officers or employees of said licensee to slant news in a manner designed to give a biased and one-sided presentation of the news.

(B) To broadcast false news concerning particular issues or persons; (C) To broadcast editorials of daily newspapers at news stations without identification of such editorials as such;

(D) To discriminate in favor of the interests of any political party, parties, or candidates as against the interests of other political parties or candidates; (E) To discriminate in any manner in the programming of stations KMPC, WJR and WGAR, in favor of the private, political, social and economic views and interests of G. A. Richards.

2. To what extent, if any, officers or employees received special instructions or directives, if any, of the nature specified in issue No. 1. And what disciplinary instructions, if any, were taken or caused to be taken by G. A. Richards against any officers or employees who may have refused to carry out such instructions and directives.

3. To what extent, if any, the (Continued on page 40)

NAB WARNS DISKERS 'DELIVER—OR ELSE'

Washington, Nov. 16. Moving to the forefront of radio transcription companies that don't deliver on their contracts, the NAB has proposed that a resolution last week to set up a check list of legitimate outlets. For the NAB proposes that companies would be required to present notarized statements attesting to the fact that they have delivered their programs.

Stations are frequently stung now by the "radio" variety show to deliver a 52-week commercial series but fade out after 13 or 28 platters.

GF'S QUIZ BUY

Post Cards Division of General Foods is offering a "radio" variety show in a half-hour recorded format to be carried in 25 west central and southeastern radio markets starting in January, for Grape-Nuts Flakes.

Young & Rubicam handles the account.

COMING TO THE AIR

Nielsen's Top 20

Current Rank	Previous Rank	Program	Current Points	Points Change
1	1	Lux Radio Theatre.....	27.1	—
2	5	Bob Hope.....	24.0	+1.0
3	—	Pibber & Molly.....	23.6	—
4	—	Cluffy's Theatre.....	22.6	—
5	—	Phil Harris.....	21.3	—
6	—	Jack Benny.....	19.9	—
7	—	Godfrey.....	18.9	-1.8
8	2	My Friend Irma.....	18.9	—
9	4	Suspense.....	18.3	-1.5
10	—	Date With January.....	18.1	—
11	18	Jergens Journal.....	17.3	+2.5
12	—	Burns and Allen.....	17.0	—
13	—	Prime Time Living.....	17.4	-0.8
14	3	Mr. Keen.....	17.4	-3.3
15	—	Charles McCarthy.....	17.2	—
16	—	Aldrich Family.....	16.8	—
17	11	Mystry Theatre.....	16.7	-0.4
18	—	Fred Allen.....	16.6	—
19	—	WGBI in Peace and War.....	16.6	-0.8
20	22	Mr. & Mrs. North.....	16.4	+1.6

Sen. Johnson Sees Better Results In Next Congress in War Vs. Webs, Clears

By AL WILLIAMS

Denver, Nov. 16. Colorado's Sen. Ed Johnson, longtime standard bearer against the super-power and clear channel interests, will take up the cudgels again in the next Congress. At this time expects to get the matter settled.

In an interview in Denver the Senator expressed the view that the seekers after clear channels were the well-established, old-timers who had made money consistently since the early days of broadcast. And that the time had now come to give a helping hand to the newcomers and the small market operator who is scrambling for a foothold.

As chairman of the Senate Interstate Commerce Committee, Johnson is the upcoming session, Johnson will sit in the driver's seat. In previous hearings the Rocky Mountain states fought against losing odds and lost his support when Senators from Illinois and the Republic of Indiana aided the committee in the interest of clear channel operators in their states.

Johnson's views are generally applauded by Rocky Mountain and Southwestern broadcasters, both areas where there has been a more-than-average increase in new construction, since the war, with the newcomers hard put to make ends meet in the face of network and regional spot competition. Radio operators in Colorado were circulated by Montana broadcaster Ed Crane during the previous session, being urged at that time to get behind Johnson's push for reelection in the interests of the independent operators as a whole. Johnson's position in the primary was complicated by a revolt led by Denver's WCCO.

(Continued on page 40)

Mpls. Star-Trib Assigns Veepee Hawks to Radio, TV

Minneapolis, Nov. 16. Minneapolis Star and Tribune revised in its employment publication that Stanley Hawks, vice president, has been assigned to devote full time to broadcasting, television and other special projects, including investigation of facilities.

Previously assigned to the newspaper's circulation department, John Cowles, president, pointed out the matter of a permit for construction of a television station at the northwest Broadcasting Corp. is now pending before the FCC. Stock is entirely owned by the newspapers.

He said Commission had placed a condition on the permit which must be cleared before publication can begin, ruling that Minnesota Tribune Co., which operated a Minneapolis Tribune newspaper, either dispose of stock in interest in Minneapolis Star and Tribune or its 50% ownership in Minnesota Broadcasting Corp., which operates WTCN.

Meanwhile WTCN plans to begin television broadcasting within a matter of weeks.

Web Coops Still Harass Transcription Packagers

Chicago, Nov. 16.

Ch packagers of quality transcribed shows are getting rough in the face of battling competition from co-ops. Net percentage deals with artists have drastic narrowings the margin of profit, say packagers, who point out that ABC offers 15 co-ops and Mutual 20.

In addition to co-op competitor packagers of musicals are winning the war. They are getting more PM verbal stymies both seasons of successful series and creation of new shows with potential sale value.

Nevertheless, it is only a partial list of the Coastlines who either have already showed up for the new radio and television, or are down for guest stars this season: Ingrid Bergman, Dorothy McGuire, Martin Luther King, Van Heflin, Van Johnson, Claude Rains, Paul Muni, Edward G. Robinson, Irene Dunne, Burt Lancaster, Katharine Hepburn, Pat O'Brien, Dean Jagger, Margaret O'Brien, Irene Manning, Bessie Meredyth, Paulette Goddard, Walter Huston, Rex Harrison, George Jessel, John Hodiak, Charles Laughton and Celeste Holm.

Seattle Dailies Getting Religion

Seattle, Nov. 16.

Coming of television to Seattle may mark a turning point in the attitude of Seattle's two daily papers to radio as well as television. The Post-Intelligencer, local Hearst sheet, is now printing a daily radio guide for KRSC, which will reach this town's first television station Nov. 25. The P. I. will also give 15 co-op stations in video shows when they begin.

KRSC-TV has received kind treatment from the P. I. and the Times, a fact worthy of notice due to past ignoring of both papers. Last week KRSC-TV televised a fashion and variety show from the top of the city's tallest building, local department store, to 14 receivers spaced throughout the city. The show had been covered the show both in its news columns and on the society page.

940 STATIONS IN U.S. NOW SERVICED BY AP

Albany, Nov. 16.

Gunnar Wig, general manager of WHEC, Gannett-controlled station in Rochester, was named president of the New York State Associated Press Broadcasters Assn. at an organizational meeting here last week. Similar meetings have been or will be held in other states.

Wig, who entered the dissemination of news to radio outlets at a later date than AP and INS, now has 80 membership-cooperative stations. Several hundred additional are said to be serviced on a non-commercial contract basis—the plan used exclusively when AP began to take New York City stations receiving AP news. 18 of these are in New York. A total of 42 upstate links are members.

For Their Future Lifting of CBS Ban on Disked Shows Comes Suddenly; NBC Sole Holdout

This season finds an unprecedented number of film and television in the A-to-N-Y. safes of radio-television guest shows in the east. The heightened activity comes from the increasing number of spotlight radio-dramatic shows emanating from New York's "Ford Theatre." "Theatre Guild of the Air," "Cavalade of America," etc., with the former two, in particular, dangling tempting coin, in some cases reaching as high as \$6,000, for a one-shot.

The rivalry between "Ford Theatre" and the Theatre Guild alter for top stars and properties has assumed unparalleled dimensions for Golan-organizing programs, but oddly enough, the constant coming and coming of name big personalities has eased the situation, for there appears to be enough to go around. Nevertheless in the case of "must" personalities, the overlapping is accentuated.

While Ford, for example, succeeded in snaring Ingrid Bergman for last week's "Camille" Friday night CBS show, the star is commingling her time between the two springs. Similarly with Dorothy McGuire, who has already been spotted on both Mutual and CBS, is down for a Guild production later in the season.

However, it's television that is luring so many of the film names east. They know that eventually there must be a TV in their future and are anxious to know how they'll fit into the new medium. And as long as host level hasn't developed to the extent where they can display their distinctive talents, they are hopping east for a one-shot but with video.

Consequently, it is only a partial list of the Coastlines who either have already showed up for the new radio and television, or are down for guest stars this season: Ingrid Bergman, Dorothy McGuire, Martin Luther King, Van Heflin, Van Johnson, Claude Rains, Paul Muni, Edward G. Robinson, Irene Dunne, Burt Lancaster, Katharine Hepburn, Pat O'Brien, Dean Jagger, Margaret O'Brien, Irene Manning, Bessie Meredyth, Paulette Goddard, Walter Huston, Rex Harrison, George Jessel, John Hodiak, Charles Laughton and Celeste Holm.

Kaycee Stations to Aid In Fuel Crisis Times

With Emergency Info

Kansas City, Nov. 16.

In view of the possible shortage of gas for fuel in this area, Kaycee Stations are being urged to help out with a warning system to work through Kansas City radio stations. The stations are being urged to make six live announcements for emergency orders, and has placed the emergency station on KCMC, WGB, KCMO and WDAF. Emergency kit provides for three situations, when gas pressure starts falling, when it is necessary to turn off gas appliances and when gas supply falls completely. Companion announcements to be used when emergency is past also are being prepared. The plan is being verified department of Gas Service Co. direct.

Texas AWB Picks Short

San Antonio, Nov. 16.

Violet Smith, KESB, has been re-elected chairman of the 13th district. Assn. of Women Broadcasters, National Assn. of Broadcasters, at the third annual conference held here of Texas radio women. Smith is a resident of San Antonio and operates in a state-wide public opinion survey, through women's programs, on what the public understands about the United Nations. This program was suggested by Dorothy Lewis, co-chairman of women's broadcasts for the United Nations.

How to Crash Radio

Pat O'Brien, in N. Y. last week for the "Theatre Guild of the Air" show, was riding down in an elevator at the Sherry-Netherland hotel when the elevator op, Dick Howard, grabbed his opportunity and began reciting a couple of dramatic bits. Impressed with the off-the-cuff reading, O'Brien arranged a date for Howard with Jomer Pickett, director of the TV show.

Pickett tried him out in a bit part and he was hired on the spot. Since then, Howard has auditioned for two other shows and O'Brien reportedly is already plugging him as a film and television comic. Just in case, there click, O'Brien Howard hasn't given up his elevator job.

Pauley Protests Thackeray Package

Washington, Nov. 16.

Southern California Television Co., owned by Ed Pauley, yesterday (15) asked the FCC to reconsider its approval of package sales of radio stations and require Dorothy S. Thackeray to sell her television station in Los Angeles (KLAC-TV) separately. Mrs. Thackeray has applied to the Commission for permission to sell to Warner Bros. her two standard broadcast stations in California (KYA, San Francisco and KLAC in L. A.) as well as the video outlet.

In a petition filed by Haley, Melton and Wilson, Washington counsel, Southern California challenged the Commission order of last Oct. 28 interpreting the AVO decision to limit only package sales of commercial broadcast and non-broadcast properties. That ruling, they said, "is contrary to the whole spirit and purpose of the AVO decision, a decision designed to bring transfer cases into harmony with the theory of competition, which underlies the communications act" and into harmony with the procedure governing applications for new facilities.

Southern Cal. asked that the Commission allow oral arguments on its petition of last Aug. 10 asking that the three Thackeray stations be offered separately and that Mrs. Thackeray be required to state a separate reason for each of the facilities so that competitive bids may be offered for the stations collectively. In the meantime, the Commission was asked to extend the period within which competitive bids may be filed to a date 30 days subsequent to final action on Southern Cal.'s petition.

WOW's Farmers Junket Will Include Germany

Omaha, Nov. 16.

The WOW farmers' junket to Europe, already receiving worldwide recognition, has just received permission to include Germany. Mel Hansen, WOW farm service director and the 26th district farmer, now hold a military permit to go through Germany on their literary of farm inspection tour. The army will cooperate and there will be a broadcast station. Official guide will be Stanley Andrew, chief of the food and agricultural division of the American military mission. Group leave Nov. 16 and will tour 30 days.

Experts regard the WOW move as sound new ground-breaking in the establishment of better international relations.

CBS has taken the final, drastic step in lifting its ban on transcribed shows.

The move, while not unexpected in some quarters, nevertheless came suddenly and was anticipated. It now leaves NBC alone to expatriate completely to the "new wave" in which it's recognized, new concepts on networking of radio shows are fast being established in the wake of television's upsurge.

The show to "break the ice" at CBS is "What Makes You Tick," the Addison Smith package now heard on ABC, which Procter & Gamble, sponsor of the program, has decided to move over to Columbia under the final erasure of the network ban on transcribed programs. "Tick" is a tape recorded program. It goes into the 2-25-3 p.m. cross-country broadcast starting Dec. 27 for P & G, but with CBS picking it up as a sustainer starting in January. It's a fast-paced, mercurial. That's the time relinquished by Manhattan Show, which dropped out of the "top of the Winters." "Tick" is a \$3,000 package. While on CBS as a sustainer, it will also continue on Columbia with Columbia doing the playback of the ABC program.

It's known that CBS for some time had been trying gradually to break down the transcription ban. Its okay last summer for transcribing of Coast reports was a first step in this direction, and in a drastic reversal of policy the network only two weeks ago notified its affiliate stations that they would be permitted to record their top stars and properties on the network and provide the network with by doing transcribed repeats of the season's top shows instead of using summer replacement shows.

St. Lou Buses, Streetcars Fitted for Broadcasts; Toronto Bid Is Nixed

St. Louis, Nov. 16.

More than 100 buses and electric street cars owned by the St. Louis Public Service Co., are being equipped with radio transmitters to furnish payees with music and news broadcast by KXOK-FM, owned and operated by the St. Louis Star-Times. The station will purchase and maintain the equipment.

Background music, including pop tunes and light classical selections will provide the principal portion of the programs, which also offer two minutes of news every 10 minutes. The station will broadcast 20 seconds duration at intervals of from five to 10 minutes. The broadcast will be on a full-year schedule, with the station operating from 5 a.m. to 10 p.m. and be on a self-sustaining basis, financed by the commercial announcements.

Still Hope in Toronto

Nov. 16.

Toronto streetcar and bus riders won't be compelled to listen to radio service for months seeking or shopping, according to decision of Canadian Broadcasting Corp. to suspend the station's access to a group calling itself the Trans-Canada.

(Continued on page 38)

JWJ's Sitter Service

Cleveland, Nov. 16.

JWJ makes a new bid for popular favor by establishing a baby-sitter service for mothers seeking a bit of shopping time on Saturday mornings from 9 a.m. to noon. The service, which costs \$1.00 (13) mother could leave children, aged 2 to 12, in the care of a trained studio under supervision of a registered nurse and girl scouts trained in American military drill. Group leave Nov. 16 and will tour 30 days.

Experts regard the WOW move as sound new ground-breaking in the establishment of better international relations.

Speaking of Tradition!

Reprint of Editorial In
First Issue of
Variety, Dec. 16, 1905

VARIETY

A Variety Paper for Variety People
Published Every Saturday by
THE VARIETY PUBLISHING COMPANY
Amusement Theatre Building
New York City

First Year

No. 1

VARIETY in its initial issue desires to announce the policy governing the paper.

We want you to read it. It will be interesting if for no other reason than that it will be conducted on original lines for a theatrical newspaper.

The first, foremost and extraordinary feature of it will be FAIRNESS. Whatever there is to be printed of interest to the professional world WILL BE PRINTED WITHOUT REGARD TO WHOSE NAME IS MENTIONED OR THE ADVERTISING COLUMNS.

"ALL THE NEWS ALL THE TIME" and "ABSOLUTELY FAIR" are the watchwords.

The news part of the paper will be given over to such items as may be obtained, and nothing will be suppressed which is considered of interest. WE PROMISE YOU THIS AND SHALL NOT DEVIATE.

The reviews will be written conscientiously, and the truth only told. If it hurts it is at least said in fairness and impartiality.

We aim to make this an artists' paper; a medium; a complete directory; a paper to which anyone connected with or interested in the theatrical world may read with the thorough knowledge and belief that what is printed is not dictated by any motive other than the policy above outlined.

WE WANT YOU FOR A SUBSCRIBER. If you don't read VARIETY you are missing something.

Do you want to read a paper that's honest from the title page to its last line? That will keep its columns clean of "wash notices"? That WILL NOT BE INFLUENCED BY ADVERTISING? That's VARIETY.

To insure you receiving VARIETY REGULARLY, send in your subscription now. You will find it coming to you regularly to any permanent address given, or "as per route."

The only positive way to get VARIETY is to subscribe for it NOW.

This paper is for variety and variety only in the broadest sense that term implies.

Is honesty the best policy? VARIETY will give the answer in its fifty-first number.

VARIETY traditions spring from a statement of publishing principles clearly set forth in an editorial which was printed in the first issue of this newspaper.

That was 43 years ago.

Show people who have read VARIETY with unswerving loyalty for almost half a century have supported this traditional policy.

It is traditional that anyone in any way connected with show business watches for VARIETY'S anniversary issue. It is their newspaper, serving them year after year.

During the coming Holiday VARIETY will publish its

43RD ANNIVERSARY ISSUE

Space Reservations Should Be Made Now, Usual Rates

VARIETY

NEW YORK 19,
154 West 46th St.

HOLLYWOOD 28,
6311 Yucca St.

CHICAGO 1,
360 N. Michigan Ave.

LONDON WC 2,
8 St. Martin's Pl.
Trafalgar Square

TV Sponsors On Holiday Binge

An increasing number of sponsors are latching onto the giant television variety shows on holiday afternoons. Sponsors lining up shows on Thursday, Nov. 18, include Elgin-American, which will have a two-hour show that day on ABC. NBC will carry a two-hour variety show on Cleveland origination point for its midwest video network with RCA sponsor, Buena Vista, which had attempted to go nationwide for Thanksgiving, will have one on Christmas day, Dec. 25.

Trend toward these holiday king-sized displays continues to grow despite the huge costs involved. For example, Elgin-American's talent bill will approximate \$25,000, George Jessel, who heads the affair, will get \$5,000 for the afternoon's work. Milton Berle, originally offered \$10,000, turned down the assignment. Other talent for that show includes Paul Whitehead's band, Jerry Colonna, Phil Silvers, the Hartmans, Golden Gate Quartet, Ethel Smith, Phil Regan, Marge and Gower Champion, Peter Lind Hayes, Paul Draper, Connee Boswell, Charles Trenet, Milton, Amsterdam, and Andy Caruch. Two writers, Joe Stern and Will Glickman, have been signed.

An odd fact in booking the show came late last week when ABC Corp. of America, which is signing the talent, was forced to buy layout's most expensive act, Jessel, for \$10,000. The FCC, various premises of the film he produced for 20th-Fox "When My Baby Smiles at Me."

CBS Hopes WGN-TV Tie Only an Internat Set, Still Pitching for Chi O&O

Chicago, Nov. 16. CBS will continue its application for an owned-and-operated television outlet in Chicago, despite its inkling the Chi Tribune's WGN-TV, which is a primary affiliate here. In view of the FCC current freeze on processing TV applications, it may take several years for the web to get an okay on its permit, so the Tribune outlet at least that long.

CBS-TV commercial shows will be carried on WGN-TV by tele-recording units and midweek linking by co-ex early next year. WGN-TV will feel both commercial and sustaining contracts with CBS-TV making use of the station's news and production facilities. New studios for WGN-TV are being readied for use this winter.

WGN-TV is the most affiliated station in Chi. Its DuMont pact, signed last August, is still in force. The Chi Trib's TV set also plans an exchange of programming with WPX, the Daily News video network. Mutual's film programs from the cards, since the Trib's standstill, in television, WGN, is a pillar of MBS.

Ed Kobak, Mutual prez, told Variety he had approved WGN-TV affiliation with CBS, and in fact, encouraged such arrangement by MBS affiliate. Asked when Mutual's TV will emerge from the blueprint stage, he said, "It's not a hurry. We're still building our AM network."

NAB to Hire TV Expert

Washington, Nov. 16. A resolution to add a television expert to the program department of the National Association of Broadcasters was adopted Friday (12) at the conclusion of a two-day meeting of the NAB program executive committee.

The specialist would devote full time to handling video program matters.

Roy's Video Package

John Roy, former managing director of the Rainbow Road, skip town in Radio City, N. Y., which closed several years ago, is launching a comeback with a business with his packaging of a video package, "Rainbow Road. Variety Show will have a vaudeur format.

NIX DIRECT CHURCH PICKUP ON VIDEO

Schenectady, Nov. 16. Joint Religious Radio and TV Council last week put a definite nip on any direct television pickups from religious church services, and mitting the nip was "surprising," committee chairman D. Everett C. Parker, said. The Council's pickups or "moving the church to the studio" would only duplicate what the Society of the Holy Spirit, another method must be devised of "utilizing television to its fullest extent in promoting religion," he said.

Committee, representing five dioceses, met last week in the Nix's WRGB here last week in a forum session designed to work out more suitable technique. But according to Dr. Parker, "It will take time and plenty of study to come up with the answer."

Texaco's 86.7 All-Time High

Milton Berle and his "Texaco Star Theatre" vaudeo show came up with an all-time Hooper record of 86.7 falls the second night (8) night on the NBC-TV web. To chalk up the unprecedented Tuesday night 8.6 to slot, in fact, is DuMont's "Operation Success," a public service sustainer devoted to get jobs for disabled war veterans.

That means that almost 100% of the viewers reported on the Hooper scale during the time the Hooper coincidental phone calls were made were seeing the Texaco show. Other five stations in the N. Y. metropolitan area had to share the equivalent 3.8% of the Hooper scale. Confronted with such figures, no competing broadcaster has yet been able to buck the Texaco show with any sponsored program. Only other live show during that Tuesday night 8.6 to slot, in fact, is DuMont's "Operation Success," a public service sustainer devoted to get jobs for disabled war veterans.

Newark's WATV Hopes To Be in Black by Christmas; Lowest Rate Card in Area

WATV, Bremer Broadcasting outlet in Newark, hopes to be operating by station prez Irving Rosenbaum. Installation of WATV's new antenna scheduled to start Monday (22) and, while this is expected to increase the station's signal to RCA's inability to deliver it on time. Following the difficulty WATV has had in getting its signal, it has had to date in beaming its signal across the Hudson river to New York City, and in the process, the antenna, which costs about \$27,500, Rosenbaum denied RCA's request for a \$10,000 increase to be moved to a new location, declaring the transmission site "not available." The station is owned by Oscar N. J. spot.

Despite the difficulties of many stations in the N. Y. area in picking up the WATV signal until now, the station has consistently placed 15% more in the Hooper scale with its feature film presentations. As a result of the Hooper showing, WATV has been able to get on the air for the last several months. Station has no plans for any daytime program, but will use such as that recently inaugurated by WABD (DuMont, N. Y.), which began its program in picking up the WATV signal at 3 p.m. until there's enough demand from viewers to take the air earlier, he said.

TBA CLINIC TO HEAR COY

FBC chairman Wayne Coy has been set as guest speaker at the luncheon session of the Radio-Television Broadcasters Ass'n's annual convention scheduled for the Hotel Waldorf-Astoria, N. Y., Dec. 1-4. The luncheon speaker is Dr. P. H. James is chairman of the affair.

46% OF TV VIEWERS PREFER VAUDEO; SUB NEWS, KID, QUIZ, MUSICAL SHOWS

By GEORGE ROSEN

A majority of television home viewers in the New York area prefer vaudeo to any other type of program. Of 238 video set owners questioned, 46.2%, or 110, made this choice in a survey conducted throughout the metropolitan N. Y. district, by Pulse, Inc., for VANITY.

Third and final in a series on television viewing habits. Based on a survey compiled and assembled by Pulse, Inc., for VANITY.

The territory covered includes Westchester and several New Jersey counties. This scanning of video viewing habits was purely aimed at owners having possessed their sets six to nine months in order to check the "like" and "dislike" after the initial enthusiasm of the novelty period. It has been found that the figures concerning type of show comes sports, with 22.9%, or 59 owners, giving the attributes.

Favorite Type of Program

What is your favorite type of program?	No.	%
Variety, vaudeville, comedy	110	46.2
Sports	59	22.9
Drama and plays	49	19.0
Feature films, movies	11	4.3
Kid shows	8	3.1
Quiz and educational	7	2.7
News	7	2.7
Special entertainment events	4	1.6
Food and cooking	2	.8
No favorite type	10	3.9
Total responses	237	100
Total respondents	238	

*Based on sample of multiple answers.

top preference. Third on the list was drama or plays of any kind, with a batting average of 19%. Fourth on the list is feature films and movies at 17.3%.

"Significant, of course, are the major strides being made in television programming that have placed in the first four popular categories. This has been reflected in the succession of variety formatted shows in recent months heaving to the Texaco (NBC) and "To a Star" (CBS) pattern; also in the bidding for the rights to top sports events, in the flock of dramatic presentations, and in the growing popularity of the feature. Studio One, Actor's Studio, Kraft Theatre, Chevrolet drama series, and in the case of the jockeying by networks among film producers in negotiating to improve the standards of film product for television."

One surprise in the survey response is the "favorite type of program" query is that only 4.3% express a preference for musical presentation and in this class, similarly, there is a low level of preference (3.1%) for juvenile shows and for quiz programs, latter getting no better than 2.7%.

That only 2.3% vote for news programs would indicate that television has yet to be leveled in the technique of its own for the presentation of this news.

Although feature film rank fourth in viewer interest, of the 22.9% preference, 10% of the 22.9%, when asked "What would you like to see on television that is not available?" listed "better and good films" at the top of list. That's the highest percentage of all the categories asked by the viewers, but what they mean are the first run films in the ace theater.

A total of 19% say they want the spotlight radio comedies, even though they are declining in popularity. Next high (15.9%) is a desire for the latest Broadway productions and

Programs Requested

What would you like to see on television that is not now available?	No.	%
New, better and good movies	59	22.7
Topflight radio comedies	30	12.6
Feature films and musical performances	49	19.0
Latest Broadway good and new plays	41	15.9
More and better comedy, variety, vaudeville	22	8.5
More homemaking	10	3.9
Afternoon and daytime programs	7	2.7
Educational programs	7	2.7
Fashions	6	2.3
Quiz programs	6	2.3
Classical, symphonic music	6	2.3
Important fights	4	1.6
Opera	4	1.6
Water skiing and aqua sports	4	1.6
Old time music	3	1.2
Forum and discussions	3	1.2
Magicians	2	.8
More popular music	2	.8
Water skiing and aqua sports	2	.8
Technicolor programs	2	.8
Old time music	2	.8
Miscellaneous	3	1.9
None and don't know	53	21.4
Total response	304	110*
Total respondents	238	

*Based on sample of multiple answers.

new plays. The fact that only 2.3% see a need for "more and better variety-vaudiville shows" indicates that video is satisfying the average viewer in the direction. Only 2.7% express a desire for afternoon and daytime programs, with an even lower 1.2% percentage putting in a bid for fashion shows. This brings up anew the question as to where television will eventually fit into the daytime picture. Thus far, on the basis of all answers the preferences are strictly for nighttime programming with an all-night appeal. It is also important to bear in mind that the 238 respondents of this survey represent all economic and age levels with an even division as to men and women.

Loyalty Viewing

That color television is evidently regarded as something for the future, with the average viewer not even giving it a second thought at

Decline in Interest

Extent of decline in interest in some TV programs:

Are there any programs you don't like now as much as you did a year ago (or more) ago?

Like some programs	No.	%
Do not like some programs less	158	76.6
Don't know	20	7.8
Total respondents	238	100

*Based on sample of multiple answers.

Western movies	No.	%
Movie serials	4	1.6
Children	2	.8
Old movies	3	1.2
Boxing	2	.8
Amateur hour	2	.8
Howdy-Doody	4	1.6
Quiz and educational	4	1.6
Wrestling	2	.8
Toast of the Town	5	1.9
Travelogue	2	.8
Champagne & Orchids	2	.8
Face the Music	2	.8
Charade Quiz	3	1.2
Big Game	2	.8
Charade Theatre	5	1.9
We, the People	3	1.2
Amateur hour	2	.8
Cliff Hanger	1	.4
Bobby Brown	1	.4
All programs	2	.8

Total respondents 238. Total programs less 40 15.6. *Based on sample 238.

present, is evidenced by the fact that only two persons mention a desire for it.

Not to be overlooked, however, is the "dislike" category. When asked "Are there any programs you don't like now as much as you did a year ago (or more) ago?" they "do not like as much programs less." On the other hand, 15.8% of the viewers have said that some programs while 7.8% say they aren't sure.

An appraisal of all answers to the Pulse-VANITY survey would indicate that most set owners like television and are loyal viewers. It also shows that the program seen in video are improving the program standards. But the job they have on their hands is evident in the figures revealing that the viewer becomes more and more discriminating as he watches from night to night.

TV Writers Guild Gets League Okay

Formation of a Television Writers Guild as an affiliate of the Authors League of America will probably take place shortly, according to sources in the league. The union is understood to have been reached last week by the League council, on the recommendation of its television committee. Representatives of the Screen Writers Guild also attended the session, besides having several conferences with the tele committee during the year past.

Actual formation of the new guild may await settlement of the current Radio Writers Guild negotiations with the National Association of Broadcasters and the ad agencies and sponsors. Meanwhile, the video field is being handled by the League's tele committee, consisting of representatives of the RWG, SWG and the other affiliates, the Authors Guild and Dramatists Guild.

Members of the SWG delegation, including president Sheridan Gilkey, executive vice president Morris E. Cohen, returned to New York Thursday (11). Next meeting of the SWG is slated for mid-December.

Philly's 2,000 Taprooms With Tele Sets Facing 10% Amus. Tax Nick

Philadelphia, Nov. 16. With the State amusement tax now a certainty, taprooms with television sets faced the prospect of a new mace by the city. Big City Lyricists and others on the lookout for fresh revenue, became tele-conscious last week after the city council passed a measure of the television amusement tax.

Abraham Wernick, assistant tax collector, admitted he had read the opinion and was studying it to determine if the city can slap its own 10% amusement levy on the city's bar-showing taprooms. The city impost is levied on all entertainment, legit, films, night club, and other amusements. More than 2,000 of the town's 2,800 hundred licensed taprooms now have tele sets. 10% of receipts would represent a sizable chunk of coin.

PEARL'S MUENCHAUSEN AS A TELE PACKAGE

Jack Pearl is preparing to revive his Baron Muenchhausen character on television. He's lined up Bill Wyler to direct the series. The show more than a decade ago when he headed one of the top-horror short story series on CBS. Cliff Hanger, Pearl's straight man for many years, is also set in this display.

Program will be called the "Adventure Club." Al Grossman, "How to Succeed in Business Without Really Trying" writer, is negotiating for Howard Cordery to direct.

7 Best Sellers

Established favorites... exciting newcomers... all of them for sale, all of them either proved or potential best-sellers. Take a good look—and see which one will do the best selling job for *your* product. For complete details, get in touch with ABC's Program Department, 30 Rockefeller Plaza. Circle 7-5700.

ABC

American Broadcasting Company



KAY KYSER'S college of fun and knowledge

Monday through Friday, 11 AM, est. The Old Professor himself, in a wonderful new morning show. It's fast, foolish, funny. The second quarter-hour is sponsored by Pillsbury; the first quarter-hour is still open.



Eleanor & Anna ROOSEVELT

Monday, Wednesday, Friday, 10:45 AM, est. The Roosevelts, mother and daughter, cover a wide range of subjects of interest to women everywhere... at a time when the most housewives are at home. Made-to-order for a client who wants to reach the feminine market.



SECOND HONEYMOON

Monday through Friday, 4:00 PM, est. Bert Parks (of *Stop the Music* and *Break the Bank* fame) emceeds this lively audience-participation show. Featured is the "Heart of Gold" letter contest to give women a chance to win prizes... and a sponsor a chance to win more listeners.



THE AMAZING MR. MALONE

Saturdays. Craig Rice, America's top mystery author, writes this exciting, fast-moving show about her most famous character. Ratings this year have averaged above a 10!



QUIET PLEASE

Sundays. This eerie chiller has won high praise from both critics and listeners. **QUIET PLEASE** is taut and tense. It draws suspense out to the breaking point, then pays off with a twist that brings audiences back week after week.



CHILD'S WORLD

Thursday, 10:00 PM, est. What goes on in a child's mind is revealed by children themselves on this outspoken program. Helen Parkhurst, noted educator, leads the informal discussions. Unusual, fascinating!



FAMOUS JURY TRIALS

Saturdays. More than eight years of uninterrupted broadcasting have rolled up a nice solid rating. Ideal for an advertiser who, at the very start, wants a ready-made, loyal audience.

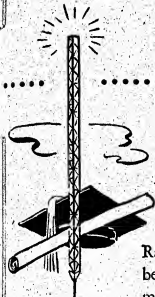
another WHAS First!

College by Radio



and therefore *Selling*
the only radio station **SERVING** all of the ri

The FIRST Credit Earning College Course broadcast by a Standard Commercial Station



Radio has tried but at best has enjoyed only modest success in educational broadcasts. To meet this challenge the University of Louisville and WHAS undertook a radical innovation in broadcasting—"College by Radio."

The idea was logical, but the pre-course preparation represented months and months of hard work. Starting in 1947, actual classroom sessions were painstakingly recorded and re-recorded until at last the idea shaped into a workable format . . . eight months later "College by Radio" went on the air.

No one at WHAS had any illusions about these broadcasts rating high in a Hooper report. But at WHAS we take "Service" seriously. With "College by Radio" another service has been given our listeners, and we hope, a pioneering step taken toward making radio more effective and useful to its audience.

REPORT CARD

WAYNE COY, Chairman of Federal Communications Commission.

"This is a notable first for WHAS and for the University of Louisville. It is radio-educational pioneering of a high order."

DR. GEORGE ZOOK, President of American Council of Education and Chairman of President Truman's Commission on Higher Education.

"This is a great opportunity and a great responsibility to extend the facilities of a college education far more widely than is commonly true at the present time."

DR. EARL McGRATH, Dean of College of Arts and Sciences, University of Iowa.

"This new adventure in educational broadcasting is of great social significance."



Rich Kentuckiana Market

50,000 WATTS * 1-A CLEAR CHANNEL * 840 KILOCYCLES

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

JO STAFFORD SHOW
With Clark Dennis, Starlighters,
Paul Weston Choir
Producer - Director: Charles
Herbert
25 Mins.; Thurs. 8:30 p.m. (EST)
REVUE CAMERA
ABC, from Hollywood

(Roche, Williams & Cleary)
Straight musical show with
colorful, the new Jo Staff-
ford broadcast for Revue Cam-
era is a good 25-minute compilation of
pops and standards—but that's a
lot of time to hang around the
neck of Miss Stafford and the com-
paratively light assistance she gets
from the name value of Clark
Dennis and the Starlighters. With-
out some sort of a formula to make
it stick better in the consciousness
of listeners, the straight musical
needs the possibility of bucking the
Hooper on bridge games.

This is Miss Stafford's first im-
portant broadcast as her own.
A success on Chesterfield, she does
not one broadcast a week that
outfit new and secured the right
this year to do another.

There was a slight attempt on
this first show to inject an idea.
It consisted of the extraction of
odds from the news, related
musically in the form of jingles, or
frimerics. Idea was good, but
too brief to make much of an im-
pact. There must be many more
screwball news items that would
fit the thought. Later in the broad-
cast a college aura took form with
the performance of various school
melodies. It, too, was weak.

Miss Stafford's work alone and
with Starlighters, smoothly and
solidly backed by Paul Weston's
orchestra, was big-league stuff.
She started out with "Just One of
Those Things" and progressed
through "My Darling" (which she
did on Capitol Records, which she
gordon Macfay), "Honey," "Begin
the Beguine," an excellent job
among others. Clark Dennis played
on "Bluebird of Happiness" as
contribution. Unfortunately, didn't
handle it well; it's a lot of song
for a tenor of his stature. Wood-

THEATRE U.S.A.
With Clark Dennis, Mary Martin,
Alice Templeton, Donald Cook,
Willie Howard, Tallulah Bank-
head, Arthur Freedley, Warren
Sweeney, announcer
Director: Howard Teichman
Writer: John Houston
Music: Nathan Kroll
25 Mins.; Thurs. 8:30 p.m. (EST)
U.S. ARMY AIR FORCE
ABC, from New York
(Gardner)

This is the long-heralded variety
presentation put on by the
entertainment industry, Academy
(ANTA), with the U. S. Army and
Air Force. Maintaining that price of
the \$10,000 weekly tab, of
which \$2,500 would return to the
Army Reserve.

As it came off on the premiere
broadcast, last Thursday (and it
will be up to a slick, star-studded
layout that might best be character-
ized as a miniature radio version of
the star-spangled ANTA "live"
Broadway benefit of several months
ago. Maintaining that price on a
weekly basis is something worth
looking forward to.

There were, there were, reading
from left to right, "Tallulah Bank-
head," "Alice Templeton," "Donald
Cook and producer Victor
Freedley," the latter to bestow
Alice Templeton on the whole pro-
ceedings. It was all wrapped to-
gether in a professional, studio
how under the directorial helm of
John Houston.

Directed by a grand bit
of vocal-choral buoyancy in which
Mary Martin and Alice Templeton
sang to Victor Freedley, "The
version of 'Annie Get Your Gun.'
"Tallulah Bankhead," "Donald
Cook and producer Victor
Freedley" has had the summer
timepiece, with Miss
Martin contributing a stunning as-
set. No less effective was her
Butons and Bows" as the show's
opening tune.

Miss Bankhead and Cook were in
for a quickie from their current
"Private Lives" legitime, a bit
marred only by the impression left
by Cook that it might have been
William Berle playing it straight.
Willie Howard did his now stand-
ard but still slick French lesson
routine. All this plus some origi-
nal scoring by Victor Freedley and
some Howard Teichman scripping
that was easy to take.

Who were the other? The re-
cruitment "commercials." Rose,

MIND OVER MICROPHONE
With Dr. E. W. Ziebart, Halsey
Hall, Bob De Haven
25 Mins.; Thurs. 8:30-10 p.m. Sun.
WCCO, Minneapolis
WCCO has introduced a new
type of the "Information Please"
type which appears to be catching
on in a matter of weeks. Hence is
Dr. E. W. Ziebart, WCCO news
analyst and educator, a veteran in
both fields.

Panel of "experts" includes Hal-
sey Hall, sportscaster and sports
writer, and Bob De Haven, station
mc, and entertainer, as well as a
couple of guest experts, one always
an educator.

Experts thus far have gone in
for more discussion than do those
on most shows of the type, and
have kept it lively and entertain-
ing. Ziebart, as expert in speech
shows in these parts, keeps the
show moving when it tends to
slacken with dull questions.

Hall and De Haven are both ex-
pert ad-libbers with liberal supplies
of off-the-cuff wit. Kurt

HELEN HAYES
With Tony Selwart, Phil Clarke,
William Dowling, Gladys Toper,
Loni Heister, Richard Cooper,
Anthony Kemble, Cooper,
Richard Newton, Joe Ripley, an-
nouncer, and Vladimir Skellins, mu-
sical director
Producer: Joseph Stauffer
Director: John Houston
Writer: Robert Cencella
25 Mins.; Thurs. 8:30 p.m. (EST)
ELECTRIC POWER & LIGHT
COS.
CBS, from New York
(Ayer)

"The New Helen Hayes series, to
which the agency has given the
special identification title of "Elec-
tric Hour," premiered impres-
sively Sunday night (14) with an
adaptation of the star's most suc-
cessful stage vehicle, Laurence
Housman's "Victoria Regina." It
was a wise choice of material for
the operatic, and the adaptation,
production, and above all, Miss
Hayes' performance, combined to
provide superior listening. Only the
unctuous commercial copy marred
the broadcast.

When she returned from Lon-
don, where she scored a personal
triumph in the Tennessee Williams
play, "The Glass Menagerie," Miss
Hayes gave a virtuosic portrayal of
Queen Victoria. Miss Hayes, who
has been in the theatre since 1915
and whose name and personality be-
came synonymous with an era, is
a code of morals. Starting as a
tremulous and eager, but basically
determined young lady, 19 she sug-
gested the developing maturity
and character of a woman through
middle age and into her final
years.

It was a memorable performance,
which caught not merely the sur-
face changes in the character, like
the aging voice, but also the under-
lying qualities that remained the
same, such as her sentimentality
and stubbornness. And despite
minor faults, such as the exag-
gerated speech-pattern at Albert's
declaration of love and the kiss in
the shaving scene, it created the
impression of a full-rounded char-
acter instead of merely a one-
dimensional production.

Having Selwart was exceptionally
fine as Albert and there were ex-
cellent bits by the untried actors
who played the other. German
cousin, the queen's mother (as dis-
tinguished from the queen-mother) and
the baffled minister who had to
"counsel" the young ruler on her
choice of a husband.

Robert Cencella's adaptation of
the original play was superlative.
Despite the episodic effort, the
accentuated, the continuity and
significance of the various scenes
were skillfully kept, and nothing
essential was omitted. To be sure,
the true sense of the "we are am-
used" quotation was distorted in
being shifted to a totally different
context, but in general the charac-
ters as well as the narrative were
faithfully retained. The back-
ground music and production job
were thoroughly professional.

The commercial copy, however,
practically epitomized the slumps
of this kind of sponsored radio.
The three announcements all com-
bined misleading generalities and
questionable insinuations. Since
the sponsor is a group of public
utilities, the copy didn't attempt
any direct "sell," but plugged for
the idea of private rather than pub-
lic ownership of electric power.
Hobe.

GEORGE O'HANLON SHOW
With Lucene Tuttle, CHF Young,
Alan Reed, Ben Harry Zimmerman
Director: Don Bernard
Writer: James O'Hanlon
25 Mins.; Thurs. 8:30 p.m. (EST)
Mutual, from Hollywood
Mutual, from situation comedy on
Mutual frequently sounds a fami-
liar note—probably because it is so
reminiscent of characters and situa-
tions heard on some of its top
light comedies. Each character
and situation passing in
review seems to mind a facet of
another show.

Apert from its imitative aspects,
the O'Hanlon show is a good deal
entertainment. The writing is
sprightly and the enactments are
good.
Series features a not too bright
husband, a patient wife, a chub-
by best friend and an overbearing
boss who keeps his help in line
with bombast and platitudes. Such
a lineup is bound to run headlong
into an inevitable comparison with
other programs of this type that
abound on the spectrum.

However, the assortment of solid
laughs make it suitable spon-
sored. Screw-ty types of situations
that would make it a worthwhile
show.

George O'Hanlon does a good
job in the title role. Lucene Tuttle
is okay as the wife, and Cliff Young
as the best friend. Alan Reed, who
booms his way toward a good
amount of abdominal girth. Jose.

COURT OF MUSE
With Jack Downey
30 Mins.; Sat. noon
WONS, Hartford
Jack Downey holds a
half hour court session each
Saturday noon on production
company, on successive
weeks different company's prod-
ucts are featured. Aiding him
Jack Downey is a board or jury of so-
called experts. All are from with-
out and have no show trade. On ses-
sion caught, products of Capitol Re-
cords, Columbia, and Decca.

Jury usually consists of a record
salesman, local band leader, and
a singing personality at the time
of the State theatre (vaude house).
Downey plays hand picked dis-
cussing and asks for comment. Crowd
patter at end of each recording
period is interesting, but not
but is often not specific enough in
criticism.

Followup Comment

NBC's provocative "Living-
1948" Sunday afternoon documen-
tary series caught up with the
rest of television last week (14).
Scripted by Ben Hazan and titled
"The Lanny Ross Story," it was a
forbidding presentation of video's status quo,
perhaps all too familiar as "live
stuff" to those within the trade,
but in terms of lay listeners, it was
thickly-concentrated capsule presen-
tation in which all facets were
covered.

It was an honest appraisal, for-
going with the positive factors of
Ross' eventual emergence as a
factor in the whole socio-economic-
political sphere of tomorrow, the
"minus" angles were also project-
ed. The "protect radio" stance
of Ross, occupying the attention
of the broadcasters bent on con-
vincing the world that there was
always a place for AM, was
got in its innings, with a well-docu-
mented and on location video
into video vs. film theatre attendance
and sports games for the future. Ben
Grauer handled the major part of
the narration and, as usual, turned
in a job.

The "Lanny Ross Show" is de-
veloping into a pleasant quar-
relsome mutual interlude. The
Mutual web guy between Gabriel
Heater and Guy Lombardo, and
should go on long way toward
blazing the comeback trail for
Ross. General effect is nostalgic
with selection of sentimental songs
making it a natural for older
listeners. It should make plenty of friends
among younger listeners who like
their music sweet and unburied.

Schmalz quality of slow is
slatent, with steady slow
making it all easy to take and re-
laxing Sunday night fare. With
the absence of commercials, there's
no hoops to break the mood. An-
nouncer John St. Leger handles his
bit in a minor key, and show's
star, enforces much of it himself in
an informal manner (but, in the
whole thing a homey touch).

Sylvan Levin and a 30-piece
orch do handsomely by Ross, ad-
dressing the background chore with
better than usual skill and effect.
It's not a sensational show, but
obviously not meant to be. It all
adds up to tuneful and easy list-
ening.

WAKE UP, ST. LOUIS
With Bruce Barrington, guests
45 Mins.; Mon. 9:15 p.m.
KOKS, St. Louis

Weekly powwows on radio prob-
lem is not a new phenomenon. It
is the 100th broadcast as it dealt with
the operation of taverns insofar as
juves are concerned. Station
founded by Walker Percy, legal
representative of the Missouri
Brewers Assn., and a local bar-
tenders for a discussion on what
steps can and should be taken to
curb the lawlessness in the
forcing owners to obey the laws,
both city and state.

Piece pointed out that the
timidity of persons to make com-
plaints against violators because
their identity might become known
was one of the most vexing ob-
stacles the makers of such in the
State have encountered. It said
the association not only welcomes
legitimate complaints, but conducts
its own investigations, and when
the facts warrant call on the state
and city authorities either to re-
voke tavern licenses or penalize
the owners.

Various angles of the laws cov-
ering the serving of intoxicants to
juves were aired by the trio, with
Barrington chipping in with some
pertinent observations. A different
topic was discussed by the
one under discussion runs too
long to be finished in one session.
Solis.

HOUSEHOLD CHATS
With Helen Holden
30 Mins.; Mon. to Fri., 9:15 a.m.
WIBX, Utica

Home and home format of program
are old in radio, but conductor
handles the assignment compet-
ently on this CBS outlet. She
offers household and fashion hints,
film and other news slanted for
housewives. Aided by a philoso-
phized sandwich between live and
transcribed advertising. More
music and addition of variety to
the program, which now tends to be
talky.

Featured broadcaster displays a
real pleasant voice and a quiet,
well-mannered approach. She isn't
brassy. She does several plugs,
including one for a women's
firm and another for a women's
shop. The transcribed comm-
ercials are quite insistent. Jaco.

starting—
NOVEMBER 29, 1948

The
**Biggest
News in
Daytime
Radio**

FASHION FLASHES
Starting
ADELAIDE HAWLEY

**TRANSCRIBED 5 MINUTES
ACROSS-THE-BOARD**

● Fashion news and comment
answers to listeners queries,
initial guests include mem-
beries by Adelaide Hawley,
America's No. 1 Style Authori-
ty. Initial guests include mem-
beries by Elizabeth Hawley, Harry
Conner, Candy Jones, Eugenia
Sheppard, Grace Hurrell.

A Radio Package by
MURPHY-LILLIS, INC.
59 PARK AVENUE
NEW YORK 16, N. Y.

Produced by MORTIMER FRANKEL
SYNCHRONIZED TO RADIO STATIONS IN
U. S. AND CANADA.
ADDITION DISCS AVAILABLE.

M-G-M—
"On an Island With You"
1948, M-G-M, Inc.
Perry, Freda, Linn, 9:15 P.M.
Mgt.: LOU CLATON

FREDDIE LIGHTNER
Now
Appearing
in
**"THE
BARE
RUTH
STORY"**

Direction: LOU IRWIN

RESULTS is the Buy-Word

Alert advertisers know WOY's Specific
Market Information on each of 5 Audited
Audiences means keying your advertising
to reach individuals rather than trying to
reach an unknown mass audience. Get the
facts from WOY today. You, too, can take
the guess out of buying.

Originators of

Audited Audiences

WILLIAM W. WELLS, INC.

Wake Up New York
1280 Club
Band Parade
Prime Stars

Italian language market
2,100,000 individuals
(larger than Pittsburgh).

NEW YORK

THIS IS YOUR LIFE
With Ralph Edwards, guests: John
Holtbrook, announcer
Director: Axel Gruenberg
Writers: Edwards, Gruenberg
15 Min., Tue. 8 p.m.
PHILIP MORRIS
NBC, from Hollywood
(Bio)

Ralph Edwards has his work cut out for him, making a sock program out of "This Is Your Life." Certainly it is an unusual program, with plenty of home-run appeal for the average listener, and full of dramatic surprises. It is the need of making the impact of these surprises felt, handicapped by the necessity of analyzing talent involved, that will be Edwards' biggest problem.

Program has a highly original idea, that of bringing an average citizen to the mike, quizzing him on his life story, and recreating it for him by bringing in old friends, forgotten child playmates and other casual data. Edwards can dig up.

In the opening program last Tuesday (9), Edwards interviewed Paul E. Jackson, a young war vet with a gun and tool shop in California. As Jackson answered Edwards' queries on his life, Edwards brought into the studio Jackson's wife, parents, the minister who married him, his body coach, his high school coach, kid playmates he hadn't seen in 10 years—all very much to his surprise. Edwards even produced all the way from Pennsylvania, the medic who helped Jackson to safety in Germany. It was only about midway in the program that the audience learned casually from Edwards that Jackson was confined to a wheelchair, paralyzed from the waist down. So was his partner in the tool shop, also a war vet.

Edwards picked a wonderful subject for his first show, unfolding a dramatic history bit by bit, heightening interest of the audience constantly. Program was unannounced, and like most such, was a little flat and uninspired in its early stages. Yet involved was a brief and reticent, speaking in brief facts and not talking up forcefully. His shock at seeing his life parade in front of him via his old friends and relatives wasn't announced shakily or delicately to the listeners. This show would go much better on tele, with audiences watching expressions of shock, surprise, pleasure at the meetings of various people involved.

Another thing that might affect future shows is the fact that anyone invited henceforth would know what was up, to eliminate all surprises when figures from his past were introduced.

Edwards handled the show well, especially in the early parts when it sagged badly. He should find the formula to overcome the show's bugs, and when he does, it ought to be a natural. It won't be easy, though. Bron.

V. D. INC.
With New York City Health Commissioner Dr. Harry Starland, Judge Anna M. Cross, Dr. Evan W. Thomas, Maj. Gen. Irving J. Phillips
Writer: Henriette K. Harrison
Producer: Phil Tonkin
15 Min., Sat. (6), 3:15 p.m.
Sustaining
WOR, N. Y.

Factual, crisp and to the point was WOR's "V. D. Inc.," a 15-minute documentary aired over the station on Nov. 6 as part of New York City's "Stamp Out V. D. Campaign," which began on Nov. 6. Public service program had the city's Health Commissioner Starland, Judge Anna M. Cross, Maj. Gen. Irving J. Phillips, chairman of the American Social Hygiene Assn., and Dr. Evan W. Thomas of Bellevue Hospital, delivering brief statements on the subject.

Comments of the guest speakers boiled down to an assertion that some 250,000 unknown cases of V. D. exist in the city and finding these cases calls for the cooperation of the public. Free blood tests are available at the Dept. of Health and the malades, according to Dr. Thomas, are "no more obvious than any other diseases."

Particularly striking were tape recordings of interviews with V. D. patients at Bellevue. Those afflicted expressed great satisfaction and relief that their illness had been cured or arrested by penicillin treatment. These capsule cases obviously were intended to show the general public the advantage of immediate medical attention and there's no need of worrying about whether the "family might know" for records are kept strictly private.

WOR's special feature service rates a bow for the aiver, Gild.

ROLLING ALONG
With Ernie Nefz, Carol Mansfield
15 Min., Sun., 1:45 p.m.
FORD-MERCUY DEALERS
WCAE, Pittsburgh

Quarter-hour musicale featuring Ernie Nefz, staff announcer, and his wife, Carol Mansfield, a band singer before their marriage. Is a pleasant and easy-to-take Sunday afternoon interlude. Nefz does a nice job on the solovox and also weaves in the commercials easily as sort of a chatty lette-*to* his frait, and she gets a chance to do two numbers and sells them smartly.

Gal is a virtual newcomer to radio, and a sock bet. Did a bang-up job on the debut program, taking to the mike like a veteran and revealing a plush, sex-drenched alter-ego. If program can stand it, wouldn't be a bad idea to increase her allotment.

They're the first husband-and-wife team on local radio, although there is by no means a husband-and-wife format, even if the love-dovey domestic stuff does creep in a while. They're under a straight 32-week contract with Pittsburgh Ford-Mercury Dealers, Cohen.

HOW'S YOUR MEMORY
With Bill Van Steenberg
Sustaining
15 Min., Mon. to Fri., 11:30 a.m.
WPTB, Albany

Mild quiz show originated in lobby of Ten Eyck hotel, where WPTB has its studios. From a "memory box" contestants take "strings" which test their memories either through questions asked of a statement they have read or of an object they have observed. A preliminary query, a series on the subject at hand, and an interrogation on a musical number suggested by the statement or object follow.

Compared with the run of quiz features on the air today, this one is very unpretentious. There is a more impressive interview feature from the lobby of a large hotel, or the night before better screening of those lined up—perhaps the hour of the broadcast is against the latter. Few of those heard had particularly interesting bits to tell of occupation or activity. Van Steenberg, who also airs "To the Ladies" over the station, displays a nicely modulated voice a pleasant manner and an engaging male personality. Jaco.

MATINEE WITH BOB & RAY
With Bob Elliott and Ray Goulding
20 min., Mon.-Thurs-Sat. 1 p.m.
Co-op
WIDL, Boston

This daily half-hour of satire and nonsense has developed into a package that garners a large listening audience. Scriptless and unrehearsed, show features two zany satirists, Bob Elliott and Ray Goulding, whose sense of the ridiculous is refreshing, and who operate on the theory that anything can happen on a Bob and Ray show. It usually does.

Following no particular format, show usually opens with some topical subject getting a good kicking around, or an interview with some ludicrous imaginary character. Spotted somewhere on show such characters appear as "Mary Margaret McGoon," culinary expert to end all experts, and "Linda Levy and David." Resulting farcical skits rank with the sharpest off-the-cuff humor on the air.

With background music supplied by Ken Wilson and Bill Green at the organ and piano, and all characters played by Bob and Ray, package adds up to top comedy fare, and a welcome relief from mad daytime shows. Kite.

JACKIE ROBINSON
With Bert Kaapp
Writer: Robert Kamps
15 Min., Mon.-Sat., 7:15 p.m.
GUILD WINE
WMCA, New York

Jackie Robinson, the Brooklyn Dodgers' second baseman and first Negro ever to hit the major leagues, has inaugurated a six-time weekly 15 minute series over WMCA which will make palatable fare to sports-listeners. Robinson carries off his stint competently in a question and answer period with announcer Bert Kaapp.

Robinson is a new hand in this field. His reading of the strip does not yet have a spontaneous quality, but his work indicates that he'll catch on to radio techniques.

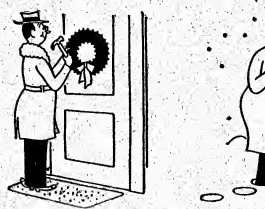
Having been a four-letter man at UCLA, he has definite ideas on sports developments that are worthy of attention. He ingratiates himself with his desire to aid the youth movement when his baseball days are over and attempts to have a kind word for everyone connected with sports.

Guild Wines gets in its plugs in a fairly unobtrusive manner on Monday and Friday broadcasts. Joe.

The Idea that became a Christmas tradition



We don't mean hanging up mistletoe... (although that can be a very rewarding idea).



We don't mean a holly wreath... (although it wouldn't be Christmas without one).

We don't even mean sending Christmas cards... (although that's a good way to let friends know you wish them well).

We DO mean THIS:

If you're wondering what's the best way to say "Merry Christmas!" to your business associates, customers, potential customers, and friends named Bill and Ed and Jim...

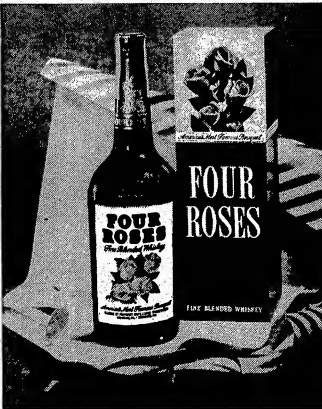
...say it with a bottle or so of Four Roses!

So many people give Four Roses for Christmas nowadays that it's become sort of a holiday custom—and well it might be. For you could search high and low without finding a gift that's half so welcome and sure to please—and one that offers such a simple solution of your gift problems!

Four Roses—so softly mellow and distinctive in flavor—is a gift that not only reflects your thoughtfulness but is also a compliment to the good taste of the man who gets it.

Your favorite retailer will be glad to make special arrangements for gift purchases.

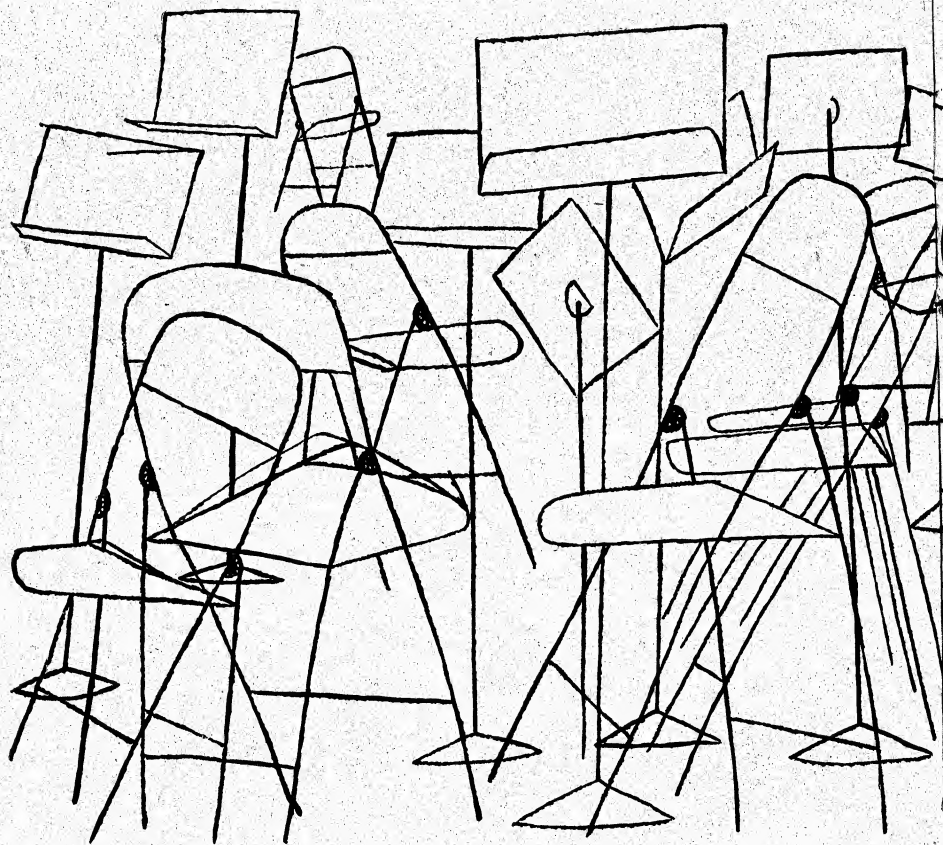
FINE BLENDED WHISKEY—90.5 proof. 40% straight whiskies; 60% grain neutral spirits. Frankfort Distillers Corporation, New York.



For the holiday season—in a special, attractive gift carton

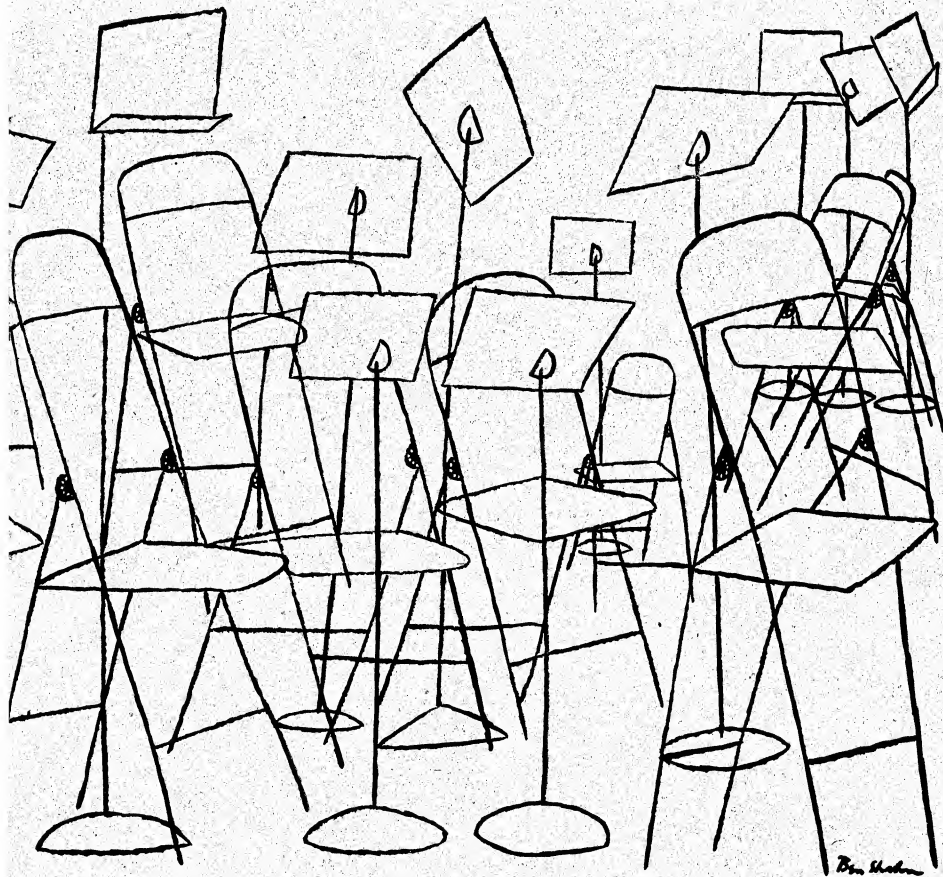
FOUR ROSES

GIVE WHAT YOU'D LIKE TO GET—AMERICA'S FAVORITE GIFT WHISKEY



The empty studio...

No voice is heard now. The music is still.
The studio audience has gone home.
But the work of the broadcast has just begun.
All through the week...between broadcasts...
people are buying the things everywhere
this program has asked them to buy.
Week after week.



From the beginning the country's shrewdest advertisers have chosen network radio to maintain this weekly contact with their customers. And in all radio, no voice speaks today with more eloquent authority or economy than that of CBS—first choice among all networks of America's largest advertisers.



**THE
COLUMBIA
BROADCASTING
SYSTEM**

CIRCLING THE KILOCYCLES

Albany—Beth Lee has been appointed director of women's programs at WPTX, Albany, as successor to Nancy Adams, who resigned. Miss Lee was on the staff of WINN in Louisville.

Odesa, Tex.—Royce A. Collier has been named assistant and commercial manager of KXOK here. He was formerly with KXOX, Sweetwater and KXOX, Bay City. Shirley Sporek has been named to the post of program director of KXOK. She was formerly with KXEL, Palestine and KLLP and KXEL, Dallas.

Lufkin, Tex.—Ray Gordon has been appointed program director here for KTRB, replacing Ed Henry. Royce Christensen has been named KTRB promotion director, the post formerly held by Gordon.

Fort Worth—Clarence McDonald has joined the commercial staff of KWBC here as a salesman.

Syracuse, N. Y.—Martin R. Karig, owner of WWSY, Glen Falls, N. Y., will serve as manager of WWSY, Syracuse, under a management agreement made with the Syracuse station. Agreement, taking effect immediately, also provides that Arthur L. Smith, until Nov. 5, was manager of WWSY in Liberty, will serve as sales manager of WWSY.

Pittsburgh—Warren Dana is leaving promotion post at KQV to

join WCAP production department, he's being replaced temporarily by Ken Daly, who will do KQV publicity until first of December. Frank Orr takes over following his graduation from Univ. of West Virginia. Orr worked at station this year during summer vacation. His appointment indicates that Virginia Belle Reed will sever her connection with KQV upon return from leave. She has been on a leave of absence for some time as head of publicity and promotion.

Pittsburgh—Couple of newscasts at KDKA, which has been operating early in the form of 52-week newscasts from their respective spouses, C. F. Mueller Co. has picked up Jack Swift starting Thursday, 40 for his 10-minute noon-time spots, Tuesdays, Thursdays and Saturdays, and Stubecker, has dilated Paul Long, who goes on at 6:55 Monday, Wednesday and Friday evenings.

Calgary, Alta.—Pat Freeman, production manager of CFAC, Calgary, has been named to the post of sales and station service for the Canadian Assn. of Broadcasters and will be known as the Toronto office of the CAB in January.

Dallas—Dallas youth will inaugurate their own forum which will be held in the city hall. WFAA with a discussion of views on youth matters of current interest and will be known as "Youth Forum" and will feature students from the various schools as participants.

Grid Mentors

Continued from page 1

has covered them for the last several years, over to N. Y. Daily News WPIX. Because of NBC-TV's heavy nighttime commercial schedule, Newell-Emmett agency, which handles the Chesterfield, account, was forced to turn over the night time last year to WPIX. Agency is dissatisfied with that arrangement so decided to give the latter station the complete schedule for 1949.

Possibility still exists that the owners' team owners vote against video at the forthcoming winter meetings. While practically every major league team has attendance records last year, some owners believe TV cut into the minor league gates in the N. Y. area, for example, both the Newark and Jersey City minor league clubs fell off this year and it's the belief of some team owners that the localities who usually patronized them should have turned to the neighboring major league teams in N. Y. on their video sets.

More is also under way to have tele-banned at least from the major leagues' night games, "News" WPIX. Because of NBC-TV's heavy nighttime commercial schedule, Newell-Emmett agency, which handles the Chesterfield, account, was forced to turn over the night time last year to WPIX. Agency is dissatisfied with that arrangement so decided to give the latter station the complete schedule for 1949.

Majority of music publishers, too, have mixed view for the time being, which is virtually ruled out by the possibility of any musicals for the various series.

Formerly of the film companies' ban is the fact that they were forced to bypass recordings of "Dinner at Eight" and "Rebecca," two first plays in the series. "Rebecca" owns film rights to "Dinner" and served up and both refused to permit the transcriptions. Philco since then has cleared up of any such argumentative script but would like to get them for the future. To date, only two more shows are scheduled for Sunday 221, with Oscar Brown Jr. and Bert Lytell set to star in "Like I Hate Here" the following week. Neither of the two plays has ever been filmed.

Dallas—Ralph Maddox, former production manager of WFAA, has been given the post of program director.

STATE RADIO BUREAU'S \$477,600 CUFFO ASSIST

Albany, Nov. 16.

Ninety-two radio stations in New York State contributed 421 hours and 24 minutes, including 394 hours of time contributed by commercial outlets, and the District of Columbia, during the first six months of 1948, to bring information to the people on the radio. These are figures released by Miles Hieffner, director of the State Radio Bureau, on a report which will be presented to the legislature.

Eighty commercial AM stations, 54 independently operated commercial FM outlets and six non-commercial AM and FM stations were serviced by the State Radio Bureau during the period in question.

FM

Continued from page 25

compared to a \$10,000,000 two years previously.

Today, said FMA, 663 commercial and 25 noncommercial FM stations are operating in 417 cities in the United States and the District of Columbia. An additional 334 commercial and 20 noncommercial stations have been authorized and 91 applications are pending.

At the close of the third quarter in the year, FMA declared, member factories of the Radio Manufacturers' Club had produced a total of 2,400,522 FM sets and estimated an additional 175,000 FM sets were incorporated in postwar video receivers. Another 300,000 FM units were estimated to have been turned out by factories not members of FMA. This would mean a total of 2,880,000 sets as of Sept. 30, 1948, said FMA.

FMA said that straight FM sets at the market and those which will have FM sets for automobiles. "The sooner the radio industry as a whole begins dealing in facts as opposed to their own preconceptions and opinion," said FMA, "the sooner the 'experts' will realize that they are wrong. It is the people of the United States don't want FM. They certainly do."

AFRA Fee

Continued from page 25

agencies and bankrollers without first consulting AFRA or the other unions involved (notably American Federation of Musicians and Radio Writers Guild, where question of second performance rights is involved) don't rest too heavily on AFRA. The union feels it had a right to be consulted first.

It was because of the possibility of talent union repercussions that NBC has so far held off on any live action.

NBC hopes that it can get AFRA's blessing on the deal by announcing that summer season fill-in shows and using live talent wherever possible, but as far as the "no live contracts" everybody involved in the two-network transcription ride will have to come around with the same line as a live show.

Since clients are primarily interested in saving cost in carrying the summer doldrums in radio, the chances of many bankrollers falling for the "52-week pay plan" are now considered slim.

St. Loo Browns

Continued from page 25

Portation Advertising Co. of Toronto, Ontario, proposed to broadcast programs which it hoped would be the Toronto Transcription Commission, city-owned utility, after installing sets in all trailers and buses.

Davidson Dunton, CBC chairman, stated the CBC board was not deciding for or against radio in streetcars or buses but rather the qualifications of the applicant for the broadcasting license. It was secondary that "the CBC board is not convinced that the applicant company can operate an FM station in Toronto giving good FM broadcasting service."

Coy on Tele vs. Pix

Continued from page 27

one. Surveys, Coy said, "show that when families acquire television sets their attendance at theatres dwindles seriously. Theatres may meet this challenge by improving their programming, and it is altogether possible that they may use the very art of television to bring to their theatres outstanding public entertainment for television. Until there is a saturation of the television receivers in this country, there will be no real audience for such events in theatres."

But television is another threat to the motion picture theatre. Television becomes a competitor for the production of the motion picture producer. Television broadcasters will bid against the exhibitors for the feature films, for the specially films, and other short subjects by film. Television exhibitors face an almost superhuman task in programming their stations 12 to 18 hours a day. Film exhibitors face a task even more, he said. "One large concern," he added, "makes quite a point of the fact that the station has sunk \$40,000 in television."

But these "trail-blazers," he asserted, "are the business I know."

They are "convinced that the possibilities of television far overshadow every other medium of communication." And while it is costly to build and operate a television station, it is not more, he said, "it is the most powerful, most effective and the most profitable medium for mass merchandising yet devised."

Kine Setup

Continued from page 27

"maximum quality" by permitting individual processing of the picture and sound negatives, and also makes it possible to do more extensive corrections in the original live performance.

Of the other film transcription systems in use, NBC-TV uses a 16mm double system, similar to that of CBS. Paramount utilizes a single system for its 35mm film strips, which makes possible the speed necessary for use in the theatre. Par is now working on a single 16mm system to accompany the double system it uses for the narrow gauge film. According to Par exec George Shupert, the choice between the two is "only a matter of convenience."

Both plans to use the systems to feed transcriptions of their live shows to their non-connected affiliates, pending completion of the cable link from coast to coast. NBC is now building a second unit for installation in its Hollywood AM studios and will use it to film AM shows for telecast on its east coast. CBS this week began to transcribe seven hours of live shows for its own stations, including next Sunday (21) night's presentation of the "Ford Theatre." NBC's new unit plans to install a unit in its Hollywood TV studios, and thus will have an interchange of live shows from both coasts for the entire network.

TV Freeze

Continued from page 27

the expiration of the current freeze on applications.

Requesting a declaratory ruling on the point, NABZ told the Commission that if the extension of construction time was denied, it would like to proceed with construction with the assurance that any revision of the Commission's rules and standards would require no substantial change in the station's basic engineering facilities and construction.

The station asserted that it would like to provide a television service to the Huntington community at the earliest date. It is fearful in proceeding with construction lest the Commission revise the television allocations and thereby render its facilities "entirely useless."

WFAA's Talent Hunt

Dallas, Nov. 16.

WFAA will make an extensive search throughout the country for new radio talent. It's announced by Martin Campbell, general manager.

Campbell said that the station contemplated plans for a WFAA Radio Talent Award for 1949, in which vocalists and instrumentalists may compete. Any radio talent not regularly employed by a radio station may enter. Prizes include a grand award of \$350, two secondary awards of \$100 each, plus additional radio appearances as professional talent and an opportunity to join the regular WFAA talent staff.

get the film from the present producers in competition with the exhibitors, or the producers will make the films for television or new producers will make them or the television broadcasters will make them.

"What we are witnessing is a great spectacular eruption in the communications world... competition between various forms of FM communication... American industries call for a saturation of television may fall before this new medium, or, like the phonograph record did in partnership with radio, may rise phoenix-like in partnership with this new industry."

Coy said that television "is about the only business I know of in which the enterprisers go about bragging about the amount of money they are losing." It is not unusual to find stations losing from \$10,000 to \$25,000 a month and some stations lose more, he said. "One large concern," he added, "makes quite a point of the fact that the station has sunk \$40,000 in television."

But these "trail-blazers," he asserted, "are the business I know." They are "convinced that the possibilities of television far overshadow every other medium of communication." And while it is costly to build and operate a television station, it is not more, he said, "it is the most powerful, most effective and the most profitable medium for mass merchandising yet devised."

Prince Albert, Sask.—Kenneth F. Davey, announcer and producer at KCBI, Prince Albert, has been named to the post of sales with the United Kingdom and Commonwealth section of the International Association of Broadcasters.

MINUTE INTERVIEWS

Miss Hazel Graham, Claremont Ave., N. Y. C. "I'm a radio addict. I love the Graham Sisters. May be you would like to have me entertain at the Carnival, Riverside, New York, for 3 years. —we dance with violins. Right now, I'm working on a new show. The Graham Sisters have been together for 3 years. And you know his big reputation in show business."

Miss Betty Jenkins, W. 53rd St., New York, N. Y. "I'm a radio addict. I love the Graham Sisters. May be you would like to have me entertain at the Carnival, Riverside, New York, for 3 years. —we dance with violins. Right now, I'm working on a new show. The Graham Sisters have been together for 3 years. And you know his big reputation in show business."

Banking by Mail Means The Franklin Savings Bank. Mail Box, In Town—Or Out. Men and women, "in show business" find our Banking by Mail Service extra convenient. We provide special rates and discounts on deposits and envelopes to simplify your procedure and you can even open an account by mail. If you wish. (See coupon below.)

THE FRANKLIN SAVINGS BANK
8th Ave. & 42nd St.
New York 18, N. Y.

Please send me
☐ booklet on Banking by Mail
☐ Form so I can open an Account
Name _____
Street _____
City _____ State _____



You'd think John Milton had us in mind when he wrote "sweet compulsion doth in music lie." For in their constant programming of the music people love is the sweet compulsion that keeps more than half a million New York families pretty constantly tuned to WQXR and WQXR-FM. No other station reaches them so compellingly. And because they are families that love good things as they love good music and can afford them, advertisers find them a most inviting segment of this biggest and richest of all markets. Can we help you to something sweet in the way of music sales compulsion?

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Bringing home ... The Miracle of America

Into the nation's homes every Monday night, the Du Pont *Cavalcade of America* brings dramatic, heart-warming stories of America's greatness. This is entertainment that brings home the miracle of material achievement and

spiritual growth ... and an understanding of the enterprise, courage and hard work that make the miracle.

Now in its fourteenth year, *Cavalcade of America* continues to create an understanding and faith in America.

On a special Thanksgiving program Monday night Nov. 22
Cavalcade of America

again presents

the distinguished Warner Brothers star

GEORGE TOBIAS

in

"Us Pilgrims"

An original radio play by Frank Gabrielson

A year ago on *Cavalcade*, Mr. Tobias created the role of a certain Mr. Baaraczek, an immigrant night-school student who tells his story of the first Thanksgiving. This performance immediately found a place in the hearts of many listeners, who have told us it is something of a classic. We're repeating it this year because we feel the same way ... and because of letters, like the following one, received just this month: "Your *Cavalcade of America* carried as the Thanksgiving number last year a wonderful story of a new citizen's version of our first Thanksgiving. Could I have that script and permission to use it for our rural church's regular family Thanksgiving dinner? ... I wish you would repeat 'Us Pilgrims' this year."

You will get a new appreciation of America from this warm, simple story. It is sure to add a little something extra to your family's enjoyment of Thanksgiving.

To Mr. Tobias...

and to all the stars of stage and screen who have appeared on *Cavalcade*...

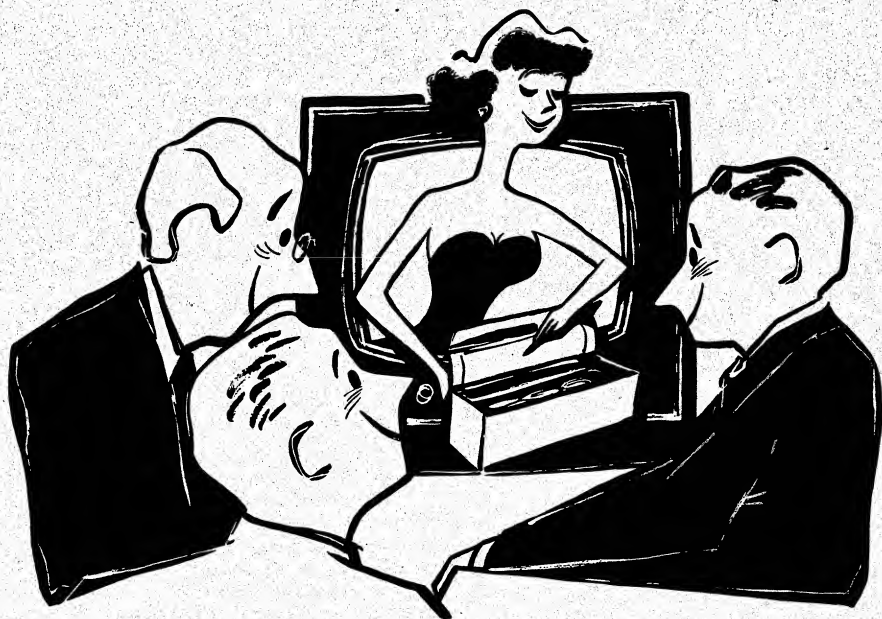
... and to every member of every cast, the writers, composers, musicians, technicians and producers, Du Pont extends thanks. Thanks for helping provide outstanding entertainment... thanks for helping to create a better understanding of what makes America great. We look forward to working with you on Monday nights to come!



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Cavalcade of America
NBC network **MONDAY** evenings

On WCAU you're in Philadelphia



Eye and ear advertising appeal of
WCAU-TV programs reaches 80,000 sets
with thousands added every week
in the fast-growing television center
and second largest TV market.
CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

**TV
AM
FM**

SAM FOX

Presents

The Sensational Musical Score
of the New MICHAEL TODD Production

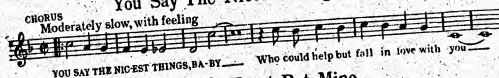
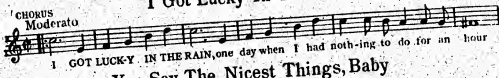
"As The GIRLS Go"

Lyrics by
HAROLD ADAMSON

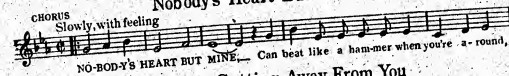
Currently at the
WINTER GARDEN
New York

Music by
JIMMY McHUGH

I Got Lucky In The Rain



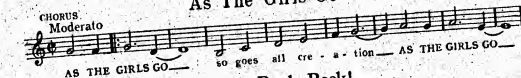
Nobody's Heart But Mine



There's No Getting Away From You



As The Girls Go



Rock, Rock, Rock!



It Takes A Woman To Take A Man



It's More Fun Than A Picnic



Father's Day



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VARIETY SONG CAVALCADE

(Musical-Historical Review: 1800-1948)

Compiled for **VARIETY**

By JULIUS MATTEFF

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Legends and other basic background information attendant to the compilation and presentation, appeared in the Oct. 6, 1948, issue when the Variety Song Cavalcade started publication serially. It is suggested that these installments be clipped and filed for ready reference.

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(Continued from Last Week)

1842

The Blind Boy, w. m., William Richardson Dempster, Boston: Oliver Ditson, cop. 1842.

Come, O, Come with Me, the Moon is Beaming, w. B. S. Barclay m., "Italian air," Philadelphia: A. Flof, cop. 1842.

Henry Macchree, w. m., Samuel Lover, London: Duff and Hodges (ca. 1842); New York: William Hall & Son (ca. 1850).

Charles Dickens visited the United States but his impression of this country were generally unfavorable.

John C. Fremont and Kit Carson made expeditions to California.

Henry Wadsworth Longfellow, "Ballads and Other Poems" (including "The Skeleton in Armor," "Weep of the Hesperus," "Vase Blacksmith," "To a Child," "The Bridge," and "Excelsior") ap-

In Rhode Island the landowners elected Samuel W. King governor whereupon the suffragists (city party) tried to seize the arsenal at Providence and make Thomas W. Dorr governor; King declared martial law and clapped Dorr in prison. He was convicted of treason and, in 1844, sentenced to life imprisonment. Three years later, however, he was released.

New feminine voices included mantillas, black varnished leather shoes, lace mitts, small parasols and large muffs.

1843

Cape Ann, w. m., anonymous, Fifth & Hall, cop. 1843. Sung by J. Hutchinson of the Hutchinson Family.

Columbia the Gem of the Ocean, w. m., Thomas A. Becket, (Written in 1843, for a theatrical performance at the request of David T. Shaw, to whom the words have been ingeniously attributed).

Excelsior, Part song for SATB with piano, w. Henry Wadsworth Longfellow, m. Hutchinson Family, Fifth & Hall, cop. 1843.

Go Call the Doctor for, Anti-

Calomel, w. m., Judson Hutchinson, William Hall, 1843.

(Sung by the Hutchinson Family.)

Grave of Bonaparte, w. Henry S. Washburn, m. Lyman Heath, Boston: Oliver Ditson, ca. 1843.

The Heart Bow'd Down (The Bohemian Girl), w. Alfred Bunn, m., William Michael Baile, (First performed in London, November 27, 1843; New York, November 28, 1844).

I Dream I Dwell in Marble Halls (The Bohemian Girl), w. Alfred Bunn, m., William Michael Baile, First performed in London, November 27, 1843; New York, November 28, 1844.

Long Ago—better known as: Long Ago, w. m., Thomas A. Becket, P. Reed, cop. 1843.

My Old Aunt Sally, w. m., Daniel Deane Emmett (the name is given on the title page as: Old Dan D. Emmitt), Boston: C. H. Barb, cop. 1843.

Old Dan Tucker, w. m., Daniel Deane Emmett (P.), Millett Music, Salem, cop. 1843.

The Old Granite State, w. Jesse Hutchinson, m., revivalist tune, Old Church Yard, Fifth & Hall, cop. 1843 by John Hutchinson.

Boston Tea Party, w. m., Daniel Deane Emmett, m., William Michael Baile, First performed in London, November 27, 1843; New York, November 28, 1844.

Wedding March (Incidental to: A Midsummer Night's Dream), G1, Orch. composition, m., Felix Mendelssohn, Leipzig: Breitkopf & Hartel, n.d. (First performed in Potsdam, October 14, 1843).

On the death of Pierre Lorrillard, wealthy suit and cigar manufacturer and pioneer of the current Old Gold cigarette industry, newspapers carried the words, "Willie aye." The first telegraph in the U. S.—Washington to Baltimore—was installed.

The Virginia Minstrels, the first regularly organized band of Negro minstrels, gave their initial public performance at the Chatham Theatre, N. Y. The company was composed of Dan Emmett, Frank Brown, Billy Whitlock and Dick Pelton.

The U. S. Naval Academy opened at Annapolis, Md. Edgar Allan Poe got a \$100 prize for his story, "The Gold Bug." Poe's "The Raven" was republished in the Saturday Evening Post.

The Blue Junitia, Words and melody by Mrs. M. D. Sullivan; w. by E. J. White, Boston: Oliver Ditson, cop. 1844.

My Love, w. m., Rev. Charles Timothy Brown, adapted about 1833, from the German. (1771-1826); written about 1835; revised by John Sullivan Dwight, 1844—usually ascribed to the latter, m. tune: America.

Spring Song, no. 6 in Sachs' Liedes, w. m., Felix Mendelssohn, Piano solo, m., Felix Mendelssohn, Bonn: N. Simrock (1844).

Moses Yale Beave, owner of the New York City, published in "Wealth and Biography of Wealthy Citizens of the City of New York," w. m., Stephen Van Rensselaer (\$100,000), William B. Astor (\$500,000), John D. Rockefeller (\$4,000,000) and Cornelius Vanderbilt (\$1,200,000).

Over Samuel P. B. Morse's telegraph line between Baltimore and

National

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Philly Agents Merge On Campaign To Combat Unethical Practices

Philadelphia, Nov. 16.

Continuing its fight against unethical booking practices, the Entertainment Managers Assn. of Pennsylvania will launch a public relations program in January, giving the public the inside on the mechanics of booking entertainment and orchestras.

A pamphlet containing the information will be ready for general distribution by the first of the year. The Assn.'s purpose is to wipe out the unethical booking practices now being used. The EMA and the Variety Bookers Assn., which recently announced a merger, will have a joint board of directors in operation.

According to Joel Charles, secretary-treasurer of the EMA, the amalgamation agreement has already been prepared and the actual signing is merely a formality.

At the annual election held last week, the EMA named the following officers: James V. Loughran, president; Eddie Suez, vicepres; Eddie Mack, second vice president; and Charles, sec-treas.

Elected to two year terms on the board of directors were William Honeyman and Harry J. Ritter. Named to one year terms were Eddie Mack, Eddie Suez, Harry Dobbs and Fred Sleglee.

Andy Russell Plans

'Personality' Act

Hollywood, Nov. 16. Andy Russell won't act to straight songs when he starts from here next month on a ritzy and theatre route, opening at El Rancho, Las Vegas, Dec. 8. Singer has hired Jack Brooks, Universal-International writer, in constructing an act for himself and his wife, also a singer.

It's understood the act will call for dance bits, gags, etc., as well as vocals.

FILM COMMITMENT NIXES A&C'S NITERY DATES

Bud Abbott and Lou Costello called off a pair of profitable nitery dates last week after Universal-International notified the comics that they'll be needed for their next film.

A&C called off their January date at the Latin Quarter, N. Y., and a February date at the Latin Quarter, Miami Beach. They were to have gotten \$12,500 weekly.

Bojangles' Tip

Bill Robinson, currently very ill, wired Bob Weisman, who had charge of "Night of 'Stars' Monday (15), that he would be unable to attend. He was the first "Stars" show he ever missed.

In mentioning this, Robinson telegraphed "Sorry that I can't be there; tomorrow's Number is 341" (Robinson always gauged about the winning number in his act).

MARTIN-LEWIS TUFF

WITH MIMI COPA

Dean Martin and Jerry Lewis last week settled a disputed Chicago date at the Blackstone hotel, Chi., by postponing the Nov. 26 date to October of next year, are heading for another trip.

Bookers Beckman & Franky say they're preparing action declaring a verbal agreement made in the presence of witnesses for the team to play Copa City, Miami Beach, has been violated. Team was subsequently booked for the competing Beechamber. It's claimed that team's manager, Abner J. Greshler, and Murray Weinger, Cop. agreed to a \$6,000 price while team played the Copacabana, N. Y.

Rosario & Antonio inked for the Romy theatre, N. Y., Nov. 23 on show with Mickey Rooney and Borrah Minevitch.

'Ice Capades' Tops \$1,000,000 Gross On First Four Dates of Schedule

Liquor-Law Change Ups Seattle for Talent

Seattle, Nov. 16. Perhaps a forerunner of future bookings for bands and acts at the Olympic hotel, beginning today (16) for a four-week period, this marks first time outside band has come into Seattle for a stay for some years, but it is seen as only the first of such bookings with dates expected to snowball beginning next March when first bars serving liquor by the drink will open.

In addition to the Olympic, other local hotels and restaurants, cocktail lounges or bars, probably with live entertainment.

In past years Seattle was a good town for bands and acts, and coming change in drink laws is expected to boost night life and activity comparable to former years.

LEONARDO'S, NORFOLK, SETS AUER, LORRE, RAND

Leonardo's, Norfolk, looms as the largest user of name talent in the south with the exception of the Florida spots. Cafe has so far lined up Mische Auer, to start Nov. 19; Peter Lorre, Nov. 20; Sally Rand, Dec. 3, and the Three Stooges, Dec. 31. Wally Wanger will supply the line.

It's figured this spot will have little difficulty getting names since it will be used to break jumps for acts on their way to and from Florida.

Saranac Lake

By Happy Beauzy

Saranac, N. Y., Nov. 16. The passing of Mark Carson, local nit-spot owner, came as a sad blow to the colony. His death, due to shyness health-seekers here will be missed by many.

William (Doc) Latta gambled for two years and mastered four serious operations. He's been handed his medical okay that allows him to resume work. He's left for his home in N. Y.

Rube Bernstein to N. Y. on an emergency business trip. Bob Pasquale in from Philadelphia for a week of hunting and a chat with Helen (Republic Fox) Group.

Joe DeNico, musician, checked out of the lodge with a medical O. K.

Jeffrey's Chance and frau, former owners of the Chances nitery, a top entertainment spot of yesterday, back in the colony after a two-week stay in Montreal.

Sam Lefko, of the Philadelphia RKO office, checked in for observation result of a relapse. He's resting O. K. while going through the 90-day period.

Andrew Grainger, former Shea manager, all agog over beating the rap in 15 months.

Law Dean, comedian, very ill at the Boston city hospital.

(Write to those who are ill.)

"Ice Capades" has chalked up a gross of \$1,000,000 in its first four dates this season.

Business started off clicko at the Pittsburgh Gardens which produced a \$200,000 gross as against \$253,000 last year. Increase was regarded remarkable inasmuch as the show absorbed the 10% local amusement tax. It plays a record date, there next month, may be possible by the fact that the Cincinnati Arena which was slated for that time will not be ready and rather than reshuffle the schedule or lay off, slack will be taken by Pitt repertory.

The Cleveland date following, gave "Ice Capades" one of the highest takes in the history of the show with a gate of \$445,000 in 19 days. Philadelphia contributed \$175,000 for 12 days and Buffalo clipped in with \$123,000.

Satira in 3½ Deal

For N.Y. Theatre

Satira, dancer who got off with a one-year sentence on a Cuban murder rap, has been booked into the Teatro Las Americas, New York theatre, for her first Coltan date. She plays the spot the week of Dec. 10 on a \$3,500 guarantee plus 40% over \$0,000 gross.

Dancer is now at the Latin Quarter, Cincinnati, and then appears at the Silhouette, Chicago.

COMEDY MATERIAL For All Branches of Theatricals FUN-MASTER

"The ORIGINAL Show-Biz Gag File" Nov. 1 to 22 at \$1.00 each (Order in Sequence Only) SPECIAL: The First 13 Files for \$6.00 !!!

Send for the file of other comedy material: gags, monologues, animated patter, black-outs, etc.

PAUL A. SMITH
200 W. 44th Street, New York 19

WALLY BOAG

in
VAL PARNELL'S "STARLIGHT ROOF"
London Hippodrome

NEW THEATRE . . .

"Excellent and original young comedian with a style of his own."

AMERICA: Mark J. Lundy LONDON: Charles Tucker

Transpennine Yarns

PAUL & FAULETTE TRIO

LOU COHAN, 282 N. Wabash, Chicago



JOHNNY

MAC K
BROWN

Currently

STRAND New York

STARTING ON CONCERT TOUR WITH

VAUGHN MONROE

NOVEMBER 27th

"Johnny Mack reeled off some slick buck-and-wingin' in classy white tie and tails."
ROBERT COLEMAN
N. Y. Daily Mirror

"Johnny Mack executes some neat dancing tricks that are extremely intriguing."
KATE CAMERON
N. Y. Post

"Johnny Mack wins good notices from the critics who describe him as an expert dancer."
LEONARD LYONS
N. Y. Post

"Johnny Mack is a smart dancing act."
FRANK QUINN
N. Y. Daily Mirror

"Johnny Mack is tops on taps."
KATE CAMERON
N. Y. Daily News

"Johnny Mack is an excellent tapster... focusing attention on his tricky cane routines... It's an eye catcher, and he draws his regulars."
WOOD
VARIETY

Willard  Alexander, Inc.

30 Rockefeller Plaza, New York 20

A Booking Habit With Nitery Owners

Currently playing
2nd Return Engagement
CLOVER CLUB—Miami, Fla.
(Thanks to Jack Goldman and Buddy Allen)

CHARLIE CARLISLE

Opening: Embassy Club

... Jacksonville, Fla.—Soon!

AG-AFM BATTLE IN MIDWEST

Gypola Finally Preems at La Martinique After Stormy Session With Cafe's Op

Gypsy Rose Lee and La Martinique boniface Monte Gardner contributed to one of the most fiery nitery openings in N. Y. cafe history last week. Miss Lee finally opened Sunday (14) after peace was effected by a battery of mediators including Dave Barto, national administrative secretary of the American Guild of Variety Artists; William Fritelson, Miss Lee's attorney; Frank Keating, spot's attorney; AGVA attorneys Jonas T. Silverstone and Mortimer S. Rosenthal, and representatives of Music Corp. of America. Compromise, reached Friday night, called for payment of two weeks salary to Miss Lee, who in return would waive three days salary.

Miss Lee, several weeks ago, signed a pact with the cafe which called for an Oct. 20 opening at \$2,500 weekly. Spot was given the privilege of a five-day leave, thus her pact started Oct. 23. Inasmuch as the club wasn't ready at that time, Miss Lee claimed she was on salary after that date. She got one week's pay, and last Wednesday Dave Fox, AGVA rep, showed up at the club in the midst of rehearsals to get her another week's salary. Gardner refused, and according to Miss Lee, Fox continued on page 52.

Prov. Fays' 32d Anni

Providence, Nov. 16. Fays theatre here will mark its 32d anniversary as a vaudeur week of Nov. 19. Edward M. Fay, operator, will be honored by various civic and business organizations during the anniversary week. Abe and Joe Feinberg have booked the house for many years.

Hildegard Returns To

Persian Rm. March 17 Hildegard returns to the Persian room of the Plaza hotel, N. Y., March 17. She'll be there until June 22 after which room may go into a summer policy of using smaller sets, or it may close for the season.

Chantoses, so far, has been booked for the Thunderbird, Las Vegas, starting Dec. 28. Other dates are being lined up until her Persian room opening.

U. S. British Nitery Acts

Being Sought as Hypo To Aussie Clubs Situation

Sydney, Nov. 10. 'Top night clubs like Prince's, Romano's and the Celebrity are ready to bid for sock U.S. and British talent to up biz, which has slipped since the war. Freddie Bartholomew flies in within the next few weeks on a five weeks' tour with option of more playing time if prior contracts permit. Also reported booked for Aussie nitery dating is Slagpie Macle Rosenbloom.

Overseas talent should also find lush radio dates after winding up nitery playing because Aussie is starved for new overseas talent. Understood that there may shortly be a lifting of the maximum coinage takeaway by talent of 1,000 £, after Henderson completion.

Sketch Henderson Oreh into the Capitol, N. Y., Dec. 23.

JURISDICTIONAL WAR IN 4 CITIES

Kansas City, Nov. 16. Jurisdictional dispute between the American Federation of Musicians and the American Guild of Variety Artists has flared into the open here with entertainment buyers and John Q. Public in the middle.

Mood point of the dispute is when is a musician a musician and when is he a variety artist. Vitz cent Lee AGVA rep. contends that he is a variety artist when he steps off the bandstand or out of a 'backing up' role to do a specialty. He is taking the stand that all such performers who sing, dance, m.c. or fool come under the jurisdiction of AGVA, and must work their engagements on AGVA contracts.

The musicians union is equally insistent on the point that a musician is a musician if his basic livelihood is music, and requires all such to work on AFM contracts and AFM contracts only. This is in line with a ruling set down by James C. Petros on the national level and will be strictly adhered to until the ruling is changed, according to page 52.

Sophie Tucker's Boff 51G 1st Wk. At Latin Quarter

Sophie Tucker's first week at the Latin Quarter, N. Y., grossed \$51,000—\$5,000 more than her opening status of last year, and equalled that of the first week's business when Milton Berle headlined. All figures are exclusive of the 20% amusement tax.

Soph's business at the Latin Quarter is in direct contrast with the slow coil pulled by her after the opening night at the Chi Z Paro, Chicago. Difference is partially accounted for by the fact that boniface Lou Walters rebuked Miss Tucker from selling her book, "Some of These Days" for the benefit of charity. It's reported that many patrons in the Chi Spot were resentful of Soph's clip immediately after the show when she would plant herself at the door and buttonhole customers for the price of the book and/or donations for favored charities.

Miss Tucker sold her books last year at the Latin Quarter apparently without harmful results. But this year, based on the reports of her Chi engagement, Walters asked her not to repeat as a salesgirl.

Ted Lewis Slated For Miami Copa City

Ted Lewis has been signed for the Copa City, Miami Beach, for three weeks starting Feb. 21. Nitery stand will be preceded by a theatre tour starting at the Albee, Cincinnati, Dec. 15; RKO, Dayton, Jan. 6, and the Oriental, Chicago, Jan. 13, for three weeks.

Joe Laurie, Jr.

Sentimentally dwells on vaudevillian's episodes in the grand old days when they all travelled in

Private Car

an editorial feature in

VARIETY'S

upcoming

43d Anniversary Number

London Palladium Sets Danny Kaye, Eleanor Powell for the Spring

Illness Forces Belle Baker

To Cancel Harem, N. Y. Belle Baker, originally slated to holdover in the Harem, N. Y. show, has been forced out because of aggravation of an old leg injury. Mary Small was booked in to substitute starting with 'new show opening tonight (Wed.). Myron Cohen is the new top liner.

Fox Is Urged to Stay

As AGVA Director By Nat'l Board Members

National board members of the American Guild of Variety Artists are attempting to persuade AGVA eastern regional director Dave Fox to stay with the organization. Fox, two weeks ago, told the union he was resigning effective Dec. 4. Fox wanted a contract with the union, but board members declare that there's no provision for pacts with paid employees.

Fox, who has been with the union since 1940, will take a short vacation starting Monday (22) and will clean up his desk at its conclusion. Several members of the board have already had talks with Fox, but no decision has been reached. His resignation, so far, has not been accepted by the national board, most of whom are still hopeful that a deal can be made with him.

Billy De Wolfe set for Chicago theatre, Chicago, Dec. 24 for two weeks.

The Palladium, London, will continue to buy top U. S. names next season, though it now has the London variety field to itself. House has signed Danny Kaye for an April date and Eleanor Powell for March. Harry Foster, head of Foster's Agency, London, last week returned to New York from a Coast trip, where he negotiated for a series of flimsters to play the Palladium.

The Palladium's chief competition, the Casino, London, dropped its variety policy last October and will house legit musicians when the holiday pantomime season is over.

According to Foster, as there aren't sufficient British headliners to feed the house during the entire year, talent lists must be supplemented by headliners from America. The Palladium has had a prosperous season which was due mainly to U.S. imports. Stars such as Kaye, Andrews Sisters, Dinah Shore, Betty Hutton and others continued to sell out houses.

Efforts must look likely to be made to get some of the top headliners to play more time in the province. Most U.S. stars played the London house only.

Lenny in Own Setup

Jack Lenny, formerly with Harry Roman agency, has opened his own office. Lenny is handling the list of acts he took over with him when he joined Romm some months ago.

Romm has become head of the theatre department at Music Corp. of America.

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"TUCSON"

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Nov. 11-17 RKO Keith, Dayton, O.

Nov. 22-25 RKO Palace, Columbus, O.

Nov. 25 RKO Albee, Cinn., O.

Dec. 15 Olympic Theatre, Miami, Fla.

Booking Representative

DICK RICHARDS

545 5th Ave., New York

Picture Representative

A. & S. LYONS

615 Madison Ave., New York

Wedgwood Room, N. Y.

(HOTEL WALDORF-ASTORIA)
Gene McCarthy & Tommy Farrell, Margara Phelan, Eddy Duchin, and Mischa Borr o'clock, \$2 cover and tip.

Eddy Duchin holds over at the Waldorf's Wedgwood Room, now as much the maestro's home-base as is the Room at the Waldorf. He and Cugat, "Succeeding the Peter Lin Hayes (Mary Healy) are a pair of zany comedians, Gene McCarthy and Tommy Farrell. McCarthy is a former Glenda Farrell's very promising actor-son, and McCarthy is ex-Gene Bernard. The Bernard Bros. influence, in their photographic recordings, is a little in a bit in well adulterated degree.

Of her other material she scored best with a takeoff on the auction antics of three gal singers, the topper being the blues warbler who picks "Stout Hearted Men" to use in trying for a "New Moon" role. She begged off after answering an audience request for an energetic impression of Betty Hutton's recent London Palladium stint.

The Martin music has never

...and Miss Jane Watson, one of the numerous Laurels in "Oklahoma" is doing music-comedy excerpts with the emphasis on the "Oklahoma" tunes. Miss Watson has a powerful voice but frequently presses. And if she intends to go further she would do best to routine her song material with never less than since she can't hope to get as far further with just standards. And she should try to stop acting cute and coy, since it doesn't help her personality.

Remona Lang is a young hood who is a good foil for the course. She's the opener. She should be getting that unbecoming white gown.

Otherwise there's Eddie Stone, band for the show and the straight hoofing, and Castellanos for the Latin rhythms. Kahn.

La Martinique, N. Y.
Quincy Road, La Route with Line

his stint shows comedic talent that, turned in the right direction and smoothed out, could take him places. Unfortunately, his laugh concepts are based too much on worn and blue material that goes for laughs from the Legionnaires; he will get him nowhere if he is aiming for the smarter clubs and vaudeeries. Best illustration of his laugh potency is the Gene Autry takeoff

to Jackie Miles "I'm a Rollin'"
First impressh was, here's another

ment is ultra, the service ditto, the two acts pleasantly diverting; withal a well-rounded revuette.

Ciro's, Hollywood
Hollywood, Nov. 12

week other means of transportation. Eddie Mannix, Metro executive producer, was to have been aboard along with Norton V. Ritchey, prez of Monogram International Corp.

Coconut Grove, L. A.
(AMBASSADOR HOTEL)

The Martin music has nev

torch to swing, and as a highlight the Jones Bros., sepien jiveste

hoofing, and Castellanos for the Latin rhythms. Kahn.

balloon objects, though he works quickly and the act has its share

series. Best illustration of his laugh potency is the Gene Autry takeoff

Chas. Reader and Van Smith
orchs.; \$3 and \$4 minimum, no
cover.

withal a well-rounded revuette.
Abel.

ome okay music for dancing and
akes a special nod for handling

Ritchey, prez of Monogram International Corp.

Limited Partners of Theatre Guild Shows Subject to Unlimited Overcalls

Limited partners in Theatre Guild productions are now subject to unlimited overcalls. As far as known, no other management has ever offered such a concession to investors. Most managements limit overcalls to 20%, although 25% isn't unusual, and in "The Firefly," the "Annie of the Thousand Days" and "The Anne" amount subject to call is 35%.

With theatrical production and operating costs at an all-time high, and investor resistance reportedly increasing, the unprecedented overcall terms of the Guild indicate how its prestige has grown on the strength of such smashes as "Oklahoma" and "Carousel" during the normal percentage of dogs. Contrary-wise, some new managements have to limit overcalls to 10%, or even agree to overcalls at all, in order to attract investor money. In many cases, managements have to give away sizable shares of the production to major backers.

One favorable aspect of the two current Guild productions, "Set My People Free" and "The Firefly," is their comparatively (considering present trends) reasonable production costs. "Set My People Free," a multi-scene "Set My People Free" at the Hudson, N. Y., is estimated to have cost only \$35,000 to put on, despite losing weight during its out-of-town tryout. Show is figured to break even at about \$14,000, but the gross thus far is \$14,000.

"The Firefly," currently at the Cass, Detroit, but due next Wednesday (24) at the Baltimore, N. Y., was budgeted at only \$35,000 and, actually cost, as little as \$25,000, \$30,000 to bring into Broadway. Its operating run is also unusually long.

Despite the no-limit overcall angle on Guild productions, it's not entirely unlikely that there's any overcall on most of the firm's shows. That's because of the firm's subscription group, which enables it to keep treys on the show more or less indefinitely, paying to re-run good grosses.

'Annie's' Glasgow Booking Floods Boxoffice Under With Mail Applications

Glasgow, Nov. 10.

So many thousands of theatre-goers flooded King's Theatre box office here with postal applications for "Annie Get Your Gun" that the box office had to be suspended to give staff a breather.

Sackloads of mail poured in by every post. One day was delivered several mailbags filled with requests and remittances. Each bag contained 2,000 to 2,500 letters. Performances for Christmas and New Year's nights sold out on day book-keeping began. By last night, about 80,000 vouchers have been sent out to customers.

Show with Barbara Stanwyck as Annie Oakley opened a nine-week run Dec. 7. It has been registering strongly in Manchester, but Glasgow and Edinburgh bookings look likely to set new records.

Sullivan, Foss For Atlanta 'New Moon'

Atlanta, Nov. 10.

Brian Sullivan, Metropolitan Opera tenor, and Hazel Foss have been leading in "The New Moon." Atlanta's Oxyra production has been scheduled for four performances Nov. 22, 23, 24.

Show will be given at Romy theatre, Lucas & Jenkins downtown film house, which has been seen from \$2 to \$3.60 for the season.

Schwartz's 2d Atlanta Tour

Maurice Schwartz's second of four plays which he has scheduled for this season, "Herchel the Jew," has gone into rehearsal, opening at the Yiddish Art theatre, N. Y., during the week of Dec. 1.

Play is a comedy folk tale about Moshe Livshitz, set to music by Maurice Runkhshitz. Schwartz will play the title role.

Schwartz's "The Voice of Israel" will play in New York, ending a six-week run.

DETROIT CIVIC SEASON TO OPEN WITH 'NORWAY'

Detroit, Nov. 16.

The Detroit Civic Theatre will open its regular 10-week season Dec. 25 at the Masonic Temple, with "Song of the Lark," starring Darren Wallen, John Tyres and Helena Bliss.

The Civic Theatre's "Red Mill" will have Dorothy Stone and Charles Collins; "Rosalinda," with Mary Evans and Susanna Foster; "The Firefly," with Alan Jones; "Great Waltz," with Kenny Baker; "New Moon," with Victor Gray and "Carmen Jones," with most of the leads from the original New York production. "The Firefly," but with no stars yet signed, are "Bloomer Girl," "Yagobond King" and "Country Yankee."

Barrie O'Daniels is managing director of the operation.

Shuberts Buy 4 Theatre Sites

Sites of four top Broadway theatre houses have been purchased by the Shuberts from the American Artists Association. Reported price was between \$3,000,000 and \$4,000,000. Deal was consummated Tuesday.

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Alonso Troupe May Take Ballet Theatre Dates

With Ballet Theatre's return to the dance scene still early, there's increasing interest in the Ballet Alicia Alonso, newly-formed company, now doing a Caribbean tour, with talk that this group may come to the U. S. to take over some of the theatre's bookings. It's rumored, too, that the Shuberts might book the group.

The troupe consists largely of Ballet Theatre dancers, headed by Alonso, Barbara Falls and Igor Youskevitch as the leads. When Ballet Theatre offers to take over the first half of its current season, the dancers, consisting of about 30 artists, organized themselves to put on a series of ballets in Cuba this winter, with the troupe's brother, Fernando, as the company manager. Tour was built up in two weeks in Cuba, Guatemala, Haiti, Venezuela, Jamaica and the Dominican Republic.

Chicago, Nov. 10.

Chicago's "Streetcar Named Desire" is being reorganized and filled by Chicago and New York communities, there's talk of a "Desire" night coming to the U. S. after its Chicago tour and take over. Especially since the "Desire" troupe is now touring the U. S., Ballet Theatre de Monte Carlo, Hurok, who hasn't been in the city for a couple of seasons, is believed to have come back into the field and manage one.

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Jeritza in Tosca' Re: Mishandled Curtains

Maria Jeritza, onetime Met soprano, will sing lead role in "Tosca" at the Mosque, Newark, Dec. 7, with two Met singers, Norman and Alexander.

In support. Performance will have unusual top of \$8.40.

Singer, widow of pit producer Winfield Sheehan, but recently married, made a comeback at Carnegie Hall, N. Y., and was soloist last season with the N. Y. Philharmonic. She's due for a series of appearances in N. Y. this season. Felix G. Gerstman, management, and has bids for opera appearances abroad.

Submit Draft on Merger of Eastern Unions

Formal draft of the proposed consolidation of eastern actors' unions is being submitted this week to the governing body of the groups. It will probably be discussed for several weeks before a decision is reached on its approval or rejection. If accepted by various bodies, it will next be presented to the American Federation of Actors and Artists for ratification. Unions involved in merger are Equity, Chorus Equity, Theatre District, and the Musical Artists and American Guild of Musical Artists, all affiliates of the American Federation of Actors.

Unification plan was submitted yesterday (Thurs.) to the Equity Council and the AGMA board. The AFMA national board will receive it officially at its regular meeting next Tuesday (23), and the Chorus Equity executive committee some time this week. All affiliated unions are receiving printed copies and will be asked to familiarize themselves with the contents for subsequent discussion and vote. Screen Actors Guild, also an affiliate, is not involved in the merger, but has approved it for the others. The American Guild of Musical Artists has criticized its attitude on the subject.

As adopted by the merger committee, the plan calls for a strong central union rather than several comparatively loose organizations. Although retaining nominal autonomy for the member groups, it would give the parent governing body authority in policy matters. The new union would be called the "American Guild of Actors and Artists." The AFMA is to be equally represented.

The question of selection of executives, staff and attorneys, which threatened to be a stumbling block to adoption of a merger plan, has been settled. It's now agreed that the governing body will have full authority to select its own staff, including counsel. It's conceded that George Heller will be the chief executive officer. Henry Jaffe figured the likely choice as attorney. President of the Screen Actors Guild, Robert Lewis, is believed to have been chosen from the Equity ranks, will be unpaid.

Harvey's Tour Next Season Depends On Star's Availability

Star company of "Harvey," touring Frank Fay, will probably close its current engagement in Baltimore, Md., next December, and, after a week's interlude booking, play the Christmas and New Year weeks at Ford's, Baltimore. Comedy is then slated to tour, closing on the coast next spring.

Whether the show will tour again next season will probably depend on the availability of the star, Fay is not expected to be willing to go on the road again, though it is figured that the company could probably play a full season of split-weeks and one-nighters.

Joe E. Brown, currently starring in the original production at the New York, N. Y., has a run-of-the-play contract.

Re: Mishandled Curtains

Complaints are being voiced again by playgoers because of mishandling of curtains and poorly lighted Broadway theatres. At both Broadway and suburban performances, house lights are frequently drawn and curtains raised before the audience is seated. It's claimed that difficulty can be eliminated by coordination between house manager and stage manager. Theatergoers say that lights are dimmed and held that way until everyone is seated, whereupon the house is darkened and the curtain upped. Same procedure is followed after each performance.

Inside Stuff—Legit

Eddie Foy, Jr., playing the lead in "High Button Shoes," at the Broadway, N. Y., while Phil Silvers is hospitalized for a throat operation, has brought new life to the musical. Apparent explanation is that he plays the part much differently, inserting numerous pieces of slapstick business and generally keeping the cast on edge. At several points he pulls pranks on the other actors, occasionally stopping the show by breaking them up.

Also in from the Chicago company of the show are Marty Barrett, playing Joey Faye's part, and Ellen Hanley, substituting for Lois Lane. Meanwhile, Foy has stepped up from the second comedy lead in the New York troupe to succeed Foy in the top comedy spot in Chicago. Miss Lane has switched to Miss Hanley's part in Chicago, and Barrett's part in the same company is being played temporarily by Joe Morrison, who moved up from a spot in the singing group.

More show biz names than usual cluster the list of angels for "Anne of the Thousand Days." Harry Belafonte, Redman, Jack Redman, includes Leland Hayward, \$4,000; Howard S. Cullman, \$5,000; Linda Berlin, c/o Irving Berlin, \$5,000; Morris Schrier, \$5,000; Richard Rodgers, \$5,000; Herman Lubin, \$5,000; Marguerite W. Cullman, \$2,500; Frances W. Cullman, \$2,500; Meyer David, \$2,500; Robert Montgomery, \$2,000; Arthur Hornblow, Jr., \$2,000; Seymour Foss, \$1,000; Alfred A. Knopf, \$1,000; Frances Rea, \$1,000; Judith Abbott, \$1,000; Nedra Harrington, \$1,000; David Wayne, \$1,000; Robert Keith, \$1,000; Leo Freedman, \$1,000; Mort Buman, \$1,000; one Seymour Foss, \$1,000; Kermit Hollander, \$1,000; Joseph F. Cullman, \$1,000; Edgar M. Cullman, \$1,000.

Legit Bits

Louis Calhern had \$200 bet on President Truman. Harry Belafonte, Producer Alexander H. Cohen had a \$100-to-\$500 bet with general manager Eddie Knell and, as he had the coin to spare at the time, he had to get out of \$400 to \$500 after election. It was the same coin he had in the room in the room, as Robert Lewis will lecture on stage directing this fall at the Yale drama school.

George Abbott hopes to start rehearsals in about two weeks for the new Broadway musical, "The Silver White," by Frances Marion, conceived, "Mother of the Year," by the late Louis L. Brown.

Henry Hunter will direct "The Silver White's" adaptation of Jean-Paul Sartre's "The Victima," which is now in the final stages of production of the season.

Joe Ferrer, currently appearing in "The Silver White," will appear in "Richard III" and "The Silver White," which will appear in "Richard III" and "The Silver White," which will appear in "Richard III" and "The Silver White."

Turkey Stearns has been produced on a collaboration set for an all-star production of a six-character, single-set thriller. The production is being produced by the moment to see about a Broadway production.

Robert Weenelson and Steven Gross have formed a legit production firm and are looking for scripts.

"Springs of Eternity" is a musical drama by Richard and Sidney by Phyllis Duncan and Richard and Sidney by Phyllis Duncan and Richard and Sidney by Phyllis Duncan.

Robert Lewis will be the chief executive officer of the new union. Henry Jaffe figured the likely choice as attorney. President of the Screen Actors Guild, Robert Lewis, is believed to have been chosen from the Equity ranks, will be unpaid.

Joe E. Brown, currently starring in the original production at the New York, N. Y., has a run-of-the-play contract.

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Experimental Theatre's Invitational Festival of "Hippolytus" Nov. 20.

"George Price's 10-year-old son," by the late "Madagascars" east of town, Jimmy Kirkwood, now in New York.

Max Gorkham has withdrawn as conductor of "Where's Charlie?" in the musical "The Silver White," with the Ballet Alicia Alonso, Edward Simons taking over in the role of "Kiss Me, Kate," musical comedy for the season.

James H. P. L. Larry Evers, dancer in Chi company of "High Button Shoes," had one-day of the new Broadway musical, "The Silver White," recently.

"Dancer Marie Platt quit Columbia Pictures to go to N. Y. soon looking for a Broadway musical job."

Gower Brown, who has been in "Small Wonder" (and is appearing in "Richard III" in N. Y., with wife Marie), will stage dances for N. Y. presentation of "Lend An Ear."

Mary March joined Karl Bernstein's office as associate p.a.

Sam Spewack is now assisting on revival of "Kiss Me, Kate," musical comedy for the season.

Beta Spewack, supplied the book for "The Silver White," musical comedy with book by John Whedon, and lyrics by Robert Emmet Dolan and lyrics submitted to Broadway managements.

LOS ANGELES

Nana Bryant bought a piece of the "Silver White" musical, and plans to appear with the troupe next month if firm commitment is made. She has a first name member asked for world tour of "The Silver White" in San Dimas at Pasadena Playhouse.

Richard Mintz directs.

CHICAGO

Herman Bernstein, general manager of "Mister Roberts," in town looking for a Broadway production, is now in Chicago.

Managers of "Command Decision," by the Theatre Guild's executive director, Zee Aarons, are looking for "Silver White" run.

Irene Senkiewicz, producer of "Streeter Young," is looking for a Broadway production.

giving dinner for members of the company and their families at the Sheraton.

Marty O'Leary leaves Chi company of "High Button Shoes" to return to New York. He is now in Chi. Standing for "Meade," opening Nov. 22 for four weeks.

Total Broadway Grosses

The following are the comparative grosses based on VARIETY's boxoffice estimates, for last week and the corresponding week of last season:

	This Season	Last Season
Number of shows current week	22	22
Total weeks played so far by all shows	457	514
Total gross for all current shows last week	\$609,200	\$652,500
Total season's gross for all shows	\$10,911,600	\$10,911,600
Number of new productions so far	23	24

Chi Continues Brisk; 'Shoes' 28G

In 27th Week, Brig Nice 36G

Chicago, Nov. 16. Legit box continues brisk here, with several companies digging in for the winter. "Mr. Roberts" and "Street Scene" continue to look well into next year. "Brigadoon" goes into its sixth week with plenty of bloom on its box receipts.

"Command Decision," which opened at the Studebaker last Nov. 15, is doing heavy business during limited engagement, helped by "The Great Dictator," "The Captive," and "The Sign of the Cross" to gain speed at the Selwyn and may settle for a long stay. Mail "The Sign of the Cross" is opening next Mon. (22) for a four-week stand. "Silver Whistle" pulled out of the Blackstone 28 (13) after three weeks of Guild sponsorship.

Estimate for Last Week
"Brigadoon," Shubert (6th week) (2,100; \$4.94). Getting good mail by fine reviews; got a promising convention bid. Nice \$36,000.

"Command Decision," Studebaker (1st week) (1,237; \$4.33). Starting quietly, but with good mail by fine reviews; got a promising \$16,000 for the first week.

"Butter Street Buss," Great Northern (26th week) (1,650; \$6.18). Getting consistent crowds with over \$20,000 and no problem in staying until Christmas, when it goes to Detroit for a three-week stay.

"Helen," Selwyn (1st week) (1,000; \$3.71). Steadily gaining over previous week's receipts, and seems set for a run; goes on Guild subscription when it leaves here.

"Fanny Brice," Shubert (10th week) (1,334; \$4.33). Full-house as usual with capacity crowds.

"The Sign of the Cross," Harris (8th week) (1,000; \$4.33). Continued box pack for it with keen \$24,000.

"Silver Whistle," Blackstone 3rd week (1,338; \$3.65). Good mail (13) under Guild sponsorship's three-week stay; okay \$15,300.

'SUPERMAN' ONLY 16G

IN WEEK AT PIT

Pittsburgh, Nov. 16. "Man and Superman" by George Evans, didn't live up to expectations at Nixon last week, getting around \$16,000 at \$3 top, not including 30% tax, which brought over cents to \$3.90.

"The Sign of the Cross," which was got set notices in all three dailies and had no competition from coming attraction since house is extremely dark.

'Carousel' Whammo

\$42,400 In Columbus

Columbus, O., Nov. 16. Theatre Guild production of "Carousel" pulled a record \$42,400 at the Hartman here last week. Show is splitting this week between Dayton and Wheeling.

Shows in Rehearsal

"Along Fifth Avenue," Arthur Lesser.

"My Sister Sam," Michael Ellis and James Russo, Alexander H. Cohen, Clarence M. Shapiro.

"Kiss Me, Kate," Edward Saint-Just and Lennu Avers.

"Read an Ear," Richard R. Katz, William Eythe, Franklin K. Gilbert.

"Take Way for Lucia," Theatre Guild.

"Young and Fair," Vinton Freedley.

'Japhet' \$6,700, Toronto

Toronto, Nov. 16. With only fair notices, "Japhet" with Ernest Truhee and Vicki Cummings brooded at the Royal Alexandra, with 1,525-seater scaled at \$3 tops.

Eyes Phoenix Stock
 Ann Lee, Broadway agent who operated an Equity stock company last summer at Santa Fe, left yesterday (Tues.) to help organize a similar outfit this winter in Phoenix. It will open about Jan. 1 for a 12-week season.

'Birthday' Folds After Disappointing in L. A.

Los Angeles, Nov. 16. "Happy Birthday" folded Saturday night (13), the second successive bad reaction and has the following disappointing stands at the Biltmore: "Birthday," Lewis & Young (1st week) (1,000; \$3.00); Miriam Hopkins, had played only one night at the Biltmore Nov. 1. Two-week take was a disappointing \$9,500, a majority of which came from Theatre Guild subscription. Scheduled third week here and subsequent tour, our were scheduled at the Biltmore is due to re-align again with "One Fine Day."

Estimates for Last Week
"Blackouts of 1948," El Capitan (394th wk) (1,142; \$2.40). Biltmore 49th.

"Happy Birthday," Biltmore (2d wk) (1,636; \$3.00). Second frame of \$18,500 still below hopes. Folded.

"Land An Ear," Las Palmas (22nd; \$3.65; \$3). Maintaining \$7,000 pace.

"Happy Birthday," Biltmore (2d wk) (1,636; \$3.00). Second frame of \$18,500 still below hopes. Folded.

"Land An Ear," Las Palmas (22nd; \$3.65; \$3). Maintaining \$7,000 pace.

'Allegro' Smash

\$41,000 in Philly;

'Sky' \$25,600

Philadelphia, Nov. 16. Legit continues to look good here in Philly with "Allegro" and "The Sky's the Limit" leading the pack.

"Allegro," Shubert (15th week) (2,100; \$4.94). Edna Krabovitz, Rodgers-Hammerstein musical at the Shubert has now finished its first week stand and played the last two weeks on a straight box office basis with every indication of what the week's sellout being repeated.

"The Sky's the Limit," El Capitan (1st week) (1,142; \$2.40). Hanna, Cleve (15-20; Cass, Det. (22-27). "Born Yesterday," Hanna, Cleve (15-20; Cass, Det. (22-27). "The Sign of the Cross," Harris (8th week) (1,000; \$4.33). "The Sign of the Cross," Harris (8th week) (1,000; \$4.33).

"Desert Song," La Crosse, La Crosse (2nd week) (1,636; \$3.00). "The Sign of the Cross," Harris (8th week) (1,000; \$4.33). "The Sign of the Cross," Harris (8th week) (1,000; \$4.33).

"Desert Song," La Crosse, La Crosse (2nd week) (1,636; \$3.00). "The Sign of the Cross," Harris (8th week) (1,000; \$4.33). "The Sign of the Cross," Harris (8th week) (1,000; \$4.33).

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B'way Spurts; 3 Openings 1st Time

'Shoes' Leads Pack at \$49,200, 'People' 10 1/2G, 'Bravo' 9G in 4 Times

Theatre attendance on Broadway rebounded sharply last week from the previous week's election slump. Attendance started Monday night (8) and continued all week, with Tuesday night being the busiest. Thursday night (11) one. As usual, midweek matinees were the principal money-makers.

Three openings are on this week's card. They are "For Heaven's Sake," "Goodbye, My Fancy" and "Light Up the Sky." Next week brings "The Young and Fair" and "The Silver Whistle."

Estimates for Last Week
"Keye," C (Comedy), D (Drama), CD (Comedy-Drama), R (Revue).

"Annie Get Your Gun," Imperial (131st wk) (M-1472; \$6.60). Irving Berlin, "Annie Get Your Gun," Imperial (131st wk) (M-1472; \$6.60).

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Guild production being helped by a couple of favorable notices, but chances appear slim; \$10,500 for first week.

"Small Wonder," Coronet (9th wk) (1,000; \$3.71). "Small Wonder," Coronet (9th wk) (1,000; \$3.71).

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Playwrights' Co. In for Busy Season; Several Scripts Still on the Shelf

From present indications, the present season may be the busiest in the history of the Playwrights' Co. Organization is already presenting Maxwell Anderson's "Anne of the Thousand Days" and is about to go into production of the new Gerson Kagan play "Smile of the World."

Also on the slate, subject to ability to cast it suitably, is Elmer Rice's "The Children of the House." Other possibilities for the season are the musical "Miss Liberty," for which Robert E. Sherwood is writing the book and Irving Berlin will do the score, and Anderson's contemplated dramatization of "Cry the Beloved Country," the Alan Paton best-seller.

Meanwhile, several other completed or partly completed scripts by Playwrights' Co. members are on the organization's shelf. In each case, the script has been turned down by the other members and might conceivably be resurrected, although undoubtedly not this season. Under the company's setup, any member may insist on the production of any of his plays, provided the cost doesn't exceed a certain limit, but no member has ever made such a demand. In every instance of turnaround, if the play was subsequently done by another management, it failed.

Early in 1945, for example, the other members voted against producing "Dunstan's Daughter," by S. N. Behrman, who was at that time a member. The author accepted the decision, but the play was subsequently presented by the Theatre Guild, with Dennis King and June Havoc in the leads. It flopped.

Similar situation occurred the following season with Anderson's "Truckline Cafe." In this case, Elia Kazan and Harold Clurman were the unsuccessful producers.

1939, Anderson and Kurt Weill, who had previously co-authored "Knickerbocker Holiday," collaborated on a musical called "Ulysses Africanus." It was dropped on the advice of the other members, but Anderson and Weill still have an itch for the idea, and may revise the script if they can figure the right treatment.

About 1942, Rice wrote "My Country is the World," based on the life of Tom Paine, but at the suggestion of his partners the author dropped it after attempting revisions.

Sherwood had an untitled script in 1945, but stopped work on it of his own volition (though with company concurrence) before it was completed. Like "Ulysses Africanus," this may someday be revived for further consideration.

BRITISH COIN FREEZE STALLS PHILLY ORCH

Philadelphia, Nov. 16. The Philadelphia Orchestra's first trip abroad is set except for one detail—the British Laws regulating the export of currency. Earl McDonald, the orchestra's manager, revealed that the problems of international exchange were holding up the agreement between the symphony and a group of British impresarios.

Announcement was made from London that the Ethilly Orch would appear there in May, but McDonald said the plans were far from complete. "All agreements must be made through the Bank of England and according to the latest news I have received from our Embassy in London, there are many hurdles to jump because of the British laws on exporting currency."

"There have been so many conflicting opinions from so many lawyers that nothing has been signed as yet. For this reason we have made no announcement and the musicians have not been told of the tour," McDonald said.

Arnold Fielding, London concert manager, announced the proposed tour. The Philadelphia Phils were to give 15 concerts and upwards in the British Isles and Eire, with Eugene Ormandy conducting at the end of the local season.

AGMA Xmas Party
American Guild of Musicians Artists to hold its second annual benefit, or Artists Christmas Party, at Met Opera House, N. Y., Dec. 28.

Melchor Cutting Met For South Africa Trip

Lauritz Melchor, now doing a series of recitals in the east, will finish his tour Nov. 30 in Huntington, W. Va., preparatory to the Met Opera Assn. season. Melchor, however, will sing with the Met from Nov. 30 to Dec. 22 only. He'll go on the Coast Dec. 22 for an "Edwin" broadcast, returning to N. Y. to prep a South African trip.

Singer leaves Jan. 8 for a month's hunting in South Africa. He'll also give concerts there, returning to the U. S. end of April. Then Melchor will go to the Coast to begin another film. His last pic was Metro's "Luxury Liner."

Running The Gamut

Dorothy Kirsten flew into N. Y. from the Coast yesterday (Tues.) to commence rehearsals for the play "straight" to the three leading comics in radio. She recently finished a season with the San Francisco Opera Co.

Soprano appeared on the Al Jolson show Nov. 4, recorded with Bing Crosby last Wednesday (10) for the Nov. 24 broadcast, and appeared on the Jack Benny show Sunday (14). She sang on ABC's "Railroad Hour" Monday (15), then came east.

Lytell's Impact On Lambs Club

Bert Lytell, since he has been the new shepherd of the Lambs, has sparked it into unprecedented spirit and prosperity. Many obvious physical improvements around the club on West 44th street, N. Y., evidence the marked steps forward. For one thing, the club has a waiting list for the first time in years; it's in the black; the hotel rooms have all been redecorated (a \$350 donation honors the donor with a nameplate, otherwise a group of several contribute to have each room redecorated).

Then new Edwin Burke theatre, for the first time, has permanent chairs, instead of being used as a cardroom, which is now elsewhere. The Dec. 6 winter gambol will honor the late playwright whose \$25,000 bequest to the club made possible the beautiful permanent theatre. Lytell, incidentally discovered that the original fine paneling of the Lamb's auditorium was still well preserved despite a black paint job which had been put on it many years ago. Arthur Knorr, the Roxy theatre producer, engineered some fancy costumes for the theatre's annual inside price.

Happy Feller and Walter Gengul will be co-illies of the Dec. 6 Gambol to honor Burke.

Legit's Odds Are Wrong, Sez Scripter Ardrey In Sticking to Pix, Novels

Hollywood, Nov. 16. Robert Ardrey, who in recent seasons has written a number of legit plays between film scripting assignments, is not interested in writing anything else for the stage, at least under present conditions in the theatre. Having recently completed three screen scripts for Metro, he intends ducking more picture deals for a while and concentrating solely on a novel he's had in preparation for more than a year.

"If and when I get at writing plays again," Ardrey said, it will be because I've found some approach other than the usual routine of writing a new play, finding a producer and turning the script into the Broadway mill. There are just too many hazards in that.

"I enjoy risks. But any gambler who runs his business will sleep clear of any proposition where the odds are wrong. That's the trouble with the stage now. All the hazards—production costs, theatre shortage, operating costs and, above all, the smash-or-flop angle."

"I don't believe the critics are responsible for the smash-or-flop situation. It seems, rather, to be part of the general Broadway attitude that everything is either 'great' or 'no more than reflect this oversimplification and the present economic condition of the theatre gives it effect.'"

Ardrey's last three screen assignments, all for Metro, were "Secret Garden," now shooting; "Three Musketeers," currently in release, and "Madame Bovary," which goes into production next week.

Ice Show Grosses Go Their Own Way; Pattern Reverse of Other B'way Plays

On the strength of its boxoffice record thus far, indications are that "Howdy, Mr. Ice" at the Century theatre, N. Y., will probably be continued for another season. In general, the Sonja Henie-Arthur M. Wirtz skating shows at the Rockefeller Center house are played for two seasons, unless they appear to lack sufficient audience pull, in which case a new show is produced in the spring.

Ice shows at the Center follow an almost unvarying pattern in

weekly grosses. In general, their pattern is the reverse of that for other Broadway shows. For instance, grosses for "Howdy, Mr. Ice" are currently in a steady decline after the usual summer boom and Labor Day peak, while most legit productions are in a general seasonal upswing after the annual summer lull.

With the exception of holidays, when "Howdy, Mr. Ice" and Broadway shows all habitually (Continued on page 60)

THE OFFICERS OF

NIGHT of STARS

express their profound appreciation to the following distinguished artists who participated in the 15th Annual presentation on Monday evening, November 15th at Madison Square Garden, on behalf of the United Jewish Appeal of Greater New York.

Don Albert and Orch.

Eddie Albert

Morey Amsterdam

Dave Barry

Milton Berle

Joe E. Brown

Betty Bruce

Abe Burrows

Red Buttons

Jean Carroll

Clark Bros.

Myron Cohen

Ann Dvorak

Jinx Falkenberg

Geraldine Fitzgerald

Four Step Bros.

Jane Froman

Sid Gray

Connie Haines

Harry Hersfield

Willie Howard

Danny Kaye

Frankie Laine

Jack La Rue

Bert Lytell

Mary McCarty

Tex McCrary

Jose Meles

Robert Merrill

Mary Macs

Lucy Monroe

Vaughn Monroe and Orch.

Paul Muni

Rabbi Abraham Neustein

Jane Pickens

Zazu Pitts

Jane Powell

Verna Raymond

Rockettes

Mickey Rooney

Roxettes

Jean Sablon

Herb Shriner

Walter Szlezak

Sam Stern

Sam Stern and Concert Choir

Ed Sullivan

George Tobias

Jerry Wald and Orch.

Cantata Leisale Waldman

Paul Winchell

George Wright

Henny Youngman

We also acknowledge with gratitude the services of the members of the Producing Committee, the American Legion, the Labor Unions and all cooperating Organizations.

NATHAN STRAUS

Chairman

ROBERT M. WEITMAN

Chairman, Producing Committee

Plays Out-of-Town

Plays Out-of-Town

There's a temporary slowdown in the first part of the four-second act, but except for that, the yocks come easily. First act especially is an almost continuous howl.

However, the prospects are better for films than for Broadway in its present form. Rewriting certain sections would give it a better legit chance, and the effort seems definitely worthwhile although the large cast and four different sets mean a heavy production outlay.

Under Bert Conway's slick direction, cast does an excellent job

Standouts are Peter Brocco as drafted professor; Curt Conway as a former actor; Ian MacDonald as the sarge; and Philip Pine, Jen Paris, James Anderson and Bill Smith as G.I's. Director Conway, incidentally, clocked up an additional laugh with a swell piece of final curtain staging. Kap.

Now Is the Winter
Hollywood, Nov. 13.
'Actors' Lab production of drama in two acts (seven scenes) by John O'Donoghue. Directed by Bert Conway; settings, Le Murzok. Opened at Actors' Lab Workshop Theatre, Hollywood, Nov. 12. 4:30-8:40 top.

Minority	Billy Smith
Professor	Peter Broock
Utilities	Phillip Pinner
Oakle	James Anderson
Tex	John Compton

Sarge	Jerry Parsons
Lieut. Willis	Ian MacDonald
Lieut. Brett	Bob W. Hoffman
Private Murphy	Walter Connolly
Col. Balow	Curt Conway
Pet Collins	Nervin Williams
Second Medic	Murilee Phelps
Colonel Bates	Julius Mako
Captain Teylor	Mack Williams
Lieut. Johnson	James Parker
Second Poker Player	George Buchanan
	Julius Mako

The funnier side of Army life is limned in this tale of barracks life in an Army camp in the Aleutians. For the most part, the sketches are a hilarious one.

John O'Dea has shunned a formal plot, preferring to sustain interest through a series of incidents in which the same characters figure. Actually, the script is a collection of one-acters which O'Dea penned over a long period. He has his best when patting the characters, bringing them to life with deft, sure strokes. He gives them good dialog in keeping with the characterizations, and hits

The Rodgers - Hammerstein act costed stems from the time of their collaboration, and don't include any shows they worked on separately before. Rodgers wrote many hits with Lorenz Hart but never hit fabulous figures till his teamwork with Hammerstein. Duo wrote "Allegro," "Carousel," and "Oklahoma!" (which the Theatre Guild produced), and produced the other

THEATRICAL FABRICS
for COSTUMES
DRAPERIES

R&H's U. S. Grosses

"Annie Get Gun"	\$ 8,073,842
"Show Boat"	1,358,472
"I Remember Mama"	1,224,539
"Happy Birthday"	1,733,321
"John Loves Mary"	1,444,643
"Allegro"	1,615,000

"Carousel"	6,770,000
"Oklahoma"	18,200,000
	<hr/> \$40,419,817

"Annie" has grossed \$5,579,031 to date in N. Y. (where it's in its 120th week) and \$2,494,808 more

on the road. It's still touring the U. S.; is in its 74th week in London, and has played over a year in

Australia, with the latter two gross figures not included in above totals. Metro bought it for \$650,000.

"Happy Birthday" and "Sho

Boat" are both currently touring the U. S., to add daily to the given totals. So, of course, are "Carousel" and "Oklahoma!" which

"Allegro" opens its road tour in Philadelphia tomorrow (Thurs. "Allegro" grossed \$1,615,000 during its N. Y. run.

its 110 weeks in N. Y., and has thus far racked up \$2,520,000 more on the road.

"Oklahoma!" grossed about \$7110,000 in its 268 weeks in N. Y. while the one or two companies

Return to the producers-writer

from their various participation can't be arrived at. But an idea of return can be gauged from the ga-

shown on "Life With Father." In its seven year run a profit of 6,000% was earned on an investment of \$22,000.

ment of \$25,000.

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Broadway

Bernard Burke, vet vaude agent, got his equity franchise last week. Filmmake Christopher Molyneux, from the Coast to try stage work.

A. Wilde, stage agency publicist, to work for three weeks Friday (19) on business.

Phil Berg (Altenberg) in this week for newsmen with Robert Lantz, his N. Y. rep.

Jeanne Sager, Leon & Eddie's p.a., recovering from rheumatic fever. Christine Molyneux, Judy Canova and sister, Annie, went to party called at Toof's Shor's tomorrow (Thurs.).

Irene Hilde clipped to Paris and new French magazine, *Les Theatres de Champs-Elysees*.

Gene Williams band Dixie found for one-acters and for Nov. 19-20 date at Washington & Lee Univ.

Peter Donald, discussing Gypsy Rose Lee fracas, wondered if it was viewed by a pageant of second-Gaiting critics.

Eddie Allie working Goshorn's radio nets to promote Universal's "You Gotta Stay Happy" currently at City Music Store.

Sally Grease, formerly with J. Walter Thompson, joined Fox-Brown Corp. to work for the firm prez H. Alban-Mestanza.

Metro producer Arthur Hornsby, Jr., was to be married to Elizabeth Wednesday (24) from New York to New York to the Coast; the N. Y. dockers strike may upset the schedule.

Al Marshall played Mary Karen and Stephen McNally off on a seven city tour to help hally boys' legions, who are featured.

Henry Plays, Inc., hired Mary P. Beck office as its eastern pub head outfit. Company's initial pic is the Henry Maudslayi "So This Is New York."

Page Morton, four months at 11th Street, in 14 days gets one month's leave starting Jan. 5 to go to London and appear in *Abbot & Costello* at the Walter Theatre, Winter Quarter.

Clarema Lodge of B'nai B'rith saluting the Anti-Defamation League at a special evening program Tuesday (23) at the Waldorf Astor. Mayor William O'Dwyer will be on hand.

The lastest fads both coats so near nowadays, being only 6-10 days apart, are the "new" and the "old," instead of making protracted visits east and west. Few of them are new, and many return again pre-Xmas.

Al Franken back in circulation after protracted illness, and opened at the Normandie Road, Montreal, on New Year's Eve. "A good health," the comedian says he "can even tear phone books."

Henry Wald entrained last night (Tues.) to resume production supervision of *My Darling Clementine* at WB, loaded down with mss. from ex-newspaper pal, "but when I hear something of 'Public Interest' to Hollywood.

Al Schacht's new office, Clubhouse, now in office. Clubhouse Sports Writers dinner, presided by Al Schacht, inaugurated at the baseball field by brother Lew Schacht prevails, with merrily by Guinness, once of U. S. Sports Mirror.

Dore Schary, on invitation of Columbia University of Prof. D. Eisenhower, participating to work Thurs. in New York session on "Communications and Human Relations" staged by the Columbia Institute for Public Relations.

Jimmy McHugh, Jr., just made the dream of his dad's show, "As the Girls Go" at the Winter Garden on Saturday night. He is going down from Halifax when the Mauretania was detained there for a week. He is now in McHugh, Sr., wrote the score.

Clayway, Helen and her husband, Charles MacArthur, made the news shots trundling off to litigation from the Coast because of the dockers' strike. Son Jamie and the playwright both met the actress who played London at summer in "Glass Menagerie."

Charles Kingsford, the theatre chief, named chairman of the special gifts committee, Federation of Jewish Philanthropies. Serving with him on the committee are John Higgins as Leonard H. Eisenstein, Joseph H. Silverstone, George Skouras, Sam Rinzler, Nate Spingold and Sol Streuberg.

Miami Beach

By Larry Salloway

Bill Jordan premed his Bar of Miami for 12th annual run. He invited Minkie Moore and the Colonial Inn for burlesque shows.

Dorothy Claire, just closed at Olympia, currently at the Club of University of Miami Box theatre.

Port "Three Men on a Horse"

McFadden Deauville hotel will house stock repertory group this winter.

Barker Laund and Sunny Kay have new up show at Mother Kelly's.

Barbara and Johnson tee off season for Latin Quarter around Christmas.

Winchell in town, at Roney Plaza, and making the night rounds.

Herbert Mack's agency as house booker for the new party called at Toof's Shor's tomorrow (Thurs.).

Frances Langford will join Dean Martin and Jerry Lewis in Beachcomber's press show Dec. 23.

Chicago

Bob Goddard joins GAC to do publicity.

John Netteleton, current Miss Chicago, to Gotham for Warner Bros. tests.

Paul and Paulette Trio going for gymnastic text book to be used at Midwest union.

Chin and Charles Rule, teenage G.H. trouper, added to cast of "The Great Gatsby."

Len Roth, son of vaude team Roth & Slater, designed new Deauville Hotel.

Dennis Morgan, Dinah Shore, and the Harlowes, to benefit for Sun-Times, Nov. 20.

Warbury Storer, currently at Chez Paree, will make guest appearance at Community Fund drive meeting Nov. 18 at the Waldorf Astor.

American Guild of Variety Artists, American Guild of Theatre Artists at Stadium Nov. 27, coin going to local hospital and AGVA welfare fund.

Australia

By Eric Gorrick

"Life With Harry" (WB) in its 11th year. Sydney's Harry Allen is the star.

Mort Allen is here to make a deal with his pic. "Alone and in the Company of" (Paramount).

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Pittsburgh

By Hal Cohen

Harry Richman headlining sketch show, for four-week run.

Carous Records set Jacques Dorey, with her to disk jockey contracts.

Frances Faye moved in town an extra day to the Variety Club banquet show.

Angelo Bello Sisters disbanding because Colleen Regan is going to have a baby.

John Williams, Eddie's local rep, starting in letter to Hotel Intercontinental.

London

H. B. Huys, Bond Street music publisher, left around \$505,000.

Paul Holt, former Daily Express film critic, appointed story adviser at Pinewood Studios.

Gordon Sandison, secretary for the British Film Institute, is now director of Kidney Tourist.

John Paddy Carstairs is now director of British Film Institute, which is being made at Pinewood.

"Treasure Island" being revived at the Fortune, Dec. 22 with Robert Atkins in the title role.

Metro's latest British production, "Companions," stars Robert Taylor, has now started at Eclair Studios.

Max Maschwitz planned to New York Tuesday (16) to negotiate film rights for his current musical success, "Carissima."

John Mills forsaking films to appear in another play by his wife, Mary Hayley Bell, to be presented by H. M. Tennant.

Nellie Wallace, vet comedienne, taken seriously ill, following appearance at the Royal Comedy performance at Palladium.

Touring company of "Annie Get Your Gun" at Christmas, now doing four weeks at Manchester, then to Glasgow.

Basili Cameron leaves for Germany in December to conduct the touring company of "The Boy in the Woods."

Jack Buchanan is to star in a new production of "Don't Listen to the Whistles," by David Lloyd, end of year, before going to New York.

New farce comedy, "Gog and Magog," by James Bridle, being tried out at the Arts Theatre Club, in which Alice Clunes is the leading role.

John Newton and Naughton Wayne signed for important roles in "Obsession," which Edward St. John is directing for Pat Brogan at Pinewood.

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Borrah Minevitch's Harmonica Rascals held over extra fortnight at the Grand Theatre, Sydney, for a special show.

Charles Bulloitt, Mutual network's program director in Hollywood, and Ray Buffum, writer of the "Gregory Hood" detective show, are in London for a special show.

Three Cage Playhouse, with first production, "The Boy in the Woods," Nevada's history, off to road start with John Loves Mary. "Years Ago," starring Nancy Coleman (Turtle), starring Nancy Coleman

and Billy. Sara Lee Harris producer

Ferry Lewis and Dean Martin over additional week at the Flamingo with business good. Peter Lawford, on vacation, guested with the 18, followed by Charles. Charles, Fritz Bros. for Christmas.

Charles (Andy) Correll of Amos 'n' Matinee at Flamingo, also Howard Hughes at Last Frontier, on vacation, guested with the 18, followed by Charles. Charles, Fritz Bros. for Christmas.

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Hollywood

Erve Arden boded with fu.

Elizabeth Scott laid up with flu.

Joan Leslie's mother hospitalized for pneumonia.

Charles Kemper to San Diego for a polo benefit.

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Glasgow

By Gordon Irving

Douglas Byng set as principal comedian here in pantio, "Gypsy Two Shoes."

Lupino Lane to present "Me and My Girl," with son Laurie, as a wife in Edinburgh.

Radio and screen actor Michael Redgrave, with son Laurie, as a wife in Edinburgh.

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Washington, D. C.

By Florence S. Lowe

Katharine Hepburn in to hype drive for Army nurses.

Larry Adler in to play for Walter Reed Army Hospital patients.

Robert Young, withdrawn from Old Vic repertory at the New theatre, having failed to attract as much patronage as "Two Nightingales" and "The Way of the World."

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Far Away Places

by JOAN WHITNEY and ALEX KRAMER



RECORDED
and
TRANSCRIBED

BY
ALL MAJOR
COMPANIES

Moderately Slow

Far A-way Pla-ces With strange sound-in' names
Far a-way o-ver the sea— Those Far A-way Pla-ces With the strange sound-in' names Are
call-in', call-in' me Go-in' to Chi-na or may-be Si-am
I wan-na see for my-self Those Far A-way Pla-ces I've been read-in' a-bout In a
book that I took from a shelf I start get-tin' rest-less When-e-ver I hear The
whis-tle of a train— I pray for the day I can get un-dur-way And
look for those cas-tles in Spain They call me a dream-er Well may-be I am But I
know that I'm burn-in' to see Those Far A-way Pla-ces With the strange sound-in' names
call-in' me

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LAUREL MUSIC CO.

TOMMY VALANDO

1619 Broadway, New York

PATRICIA COLLIER—Public Relations

Hollywood
ARTIE VALANDO

New York
VICTOR PELLE

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BENNY MILLER

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VOL. 172 No. 12

NEW YORK, WEDNESDAY, NOVEMBER 24, 1948

PRICE 25 CENTS

ZOO FILMS RADIO VIDEO MUSIC STAGE

Propose Matinee Openings To Get Away From First Nite Yoo-Hoosers

In an attempt to get legit openings back from the yoo-hoo first night crowd, a move is under way to premiere Broadway shows at matinees instead of at evening performances. Idea is that if the there-be-seen bunch can be avoided, plays will get a more natural reception and have a fairer chance.

Garon Kanin, a top dramatist-director, is reported to have proposed the idea, which Brooks Atkinson, N. Y. Times critic, has endorsed. Next step may be to subdivide the present sort of first night, in which the professionals, cafe society mob and various habitué premieres hounds take over the matinee.

56-a-Day Bid To Bring

Highest offer ever made for an American performer to play London was made to Bing Crosby, according to the offer, Crosby would do only one show daily for eight days, for a stipend of \$5,000 daily.

Rank's 4 Features To Plug UN Credo

The United Nations' film section is going to cooperate with J. Arthur Rank, Britain's ex producer, in the production of four features during the coming year. The quartet of pic will be national in form but of a semi-documentary nature to further the UN's pitch for greater cooperative efforts between the member nations of the organization. Features will carry UN sponsorship while distributed by Rank through ordinary theatrical outlets.

At Rank's request, UN is making available its film library including all stock shots and its extensive written material covering the activities of all cooperative, international services rendered between countries.

From time-to-time, similar UN facilities have been offered to Hollywood producers but with one snag. Any pic made, if UN sponsorship is desired, must carry a message favorable to the creation of international institutions or services. So far, no Hollywood producer has picked up the offer which Rank is now going to exploit.

TV-Made 'Gorgeous Geo.' Vs. Carnera in N. Y.

In the first known instance where a sports figure developed by television emerges as a top boxoffice attraction, "Gorgeous Geo." Coast wrestler, takes on Primo Carnera, possibly at Madison Sq. Garden, N. Y., in the next few weeks. It's expected that CBS-TV, in view of its Garden tie, would get the video nod, making the first time that the "Gorgeous" character has "played" before the cameras in the east. No definite date has been set, but it's slated to come off before the end of the year. The first wrestling match in the Garden in over a decade.

Deal is currently being negotiated for 20th-Fox to buy American Broadcasting Co. either in whole or in part. The revelation follows in the wake of reports that Ed Noble, chairman of the board of ABC and principal stockholder in the network, is anxious to sell out, but whether 20th-Fox would acquire a majority of the stock is still problematical.

Chief aim of 20th, of course, is to move in on ABC's expanding television empire. If the stock deal materializes, it would give 20th the dominant position among all film companies with a TV in their future.

ABC has greeted the reports with a "no comment" retort, although high 20th execs admit negotiations have been in progress. Noble acquired ABC network five years back for a reported \$9,000,000 and today the network, with its auxiliary television operation and its five owned-and-operated stations, has an approximate \$21,000,000 valuation placed on it. Three of the o-&-o TV stations are already in operation (New York, Chicago, Detroit), with the Los Angeles and San Francisco stations scheduled for premieres about the first of the year.

Principally to obtain coin for floating its TV operation, ABC last May 17 sold to the public 500,000 shares held in its treasury. These were offered at \$9, out of which ABC received \$3 after flotation charges. That increased the outstanding stock to 1,689,017 shares and reduced Noble's holdings from 9% to 33.4%. He owns 91,927 shares, while his family has 26,000 shares and the Edward John Noble Foundation, of which he is trustee, holds 38,000.

All other officers and directors together own 135,350 shares. They (Continued on page 55)

UNUSUAL SHEET SALES ON CHRISTMAS TUNES

Experienced musicmen and retailers amazed at the unusual sheet sales strength being shown by Xmas songs so early prior to the holiday, plus which they say they have never seen so many individual yuletide tunes within the first 12 top songs. This week's Music Dealers Service list (MDS supplies a larger percentage of outlets) shows "Here Comes Santa Claus" No. 4; "White Xmas" No. 5; "Let It Be Snow" No. 6; "Comin' to Town" No. 10, and "Winter Wonderland" No. 12. "Here Comes Santa Claus" position is a twist which the Russes de Monte Carlo will premiere in its N. Y. season at the City Center on Feb. 12. Boris will do the choreography. This is first time the soft drink outfit is venturing into ballet sponsorship, although it has promoted painting awards and has sponsored (Continued on page 55)

Todd's Bigtime 15G Winter Garden Show for TV; Sunday's Video Snarl

Boy Who Made Good

The James E. Downey Medal awarded each year by the trustees of the Boston High School of Commerce (Lumni Educational Fund, Inc.), to an outstanding alumnus, was handed out at the annual reunion last night (22) to John F. Sullivan, class of '11. He's known in the trade as Fred Ilin.

Mike Todd, already hailed as "Comback Man of the Year" in show business, has negotiated a deal with Miles Trammell, NBC presy, for television's top musical package today.

The Todd-NBC deal, accentuates a new "the embarrassment of riches" situation on Sunday night television which becomes so confusing and scrambling to sponsor and viewers alike that Phillo has already decided to cancel out its widely y-kudosed "Television Playhouse."

Todd's video production, carrying a \$15,000 weekly net exclusive of network time, in effect, will be a glorification of the refurbished Winter Garden theatre on Broadway. That's the house which Todd recently acquired from the Shuberts for his own, and which only last week racked up a "world's record" legit gross of \$53,900 for the first full week of its smash (Continued on page 55)

\$500,000 Radio-TV Turkey Thurs.?

The flock of two-hour radio-television Thanksgiving - Christmas shows, representing a time-and-talent investment in excess of \$500,000, finds the assorted sponsors plenty worried as to the ultimate payoff, and wondering whether they all won't wind up as turkeys. Seldom before has so much sponsor-identification confusion popped up on major broadcasted shows calculated to leave the average viewer in a state of bewilderment.

Elgin for the past six years has been bankrolling the brace of holiday shows on CBS. This year it moves to NBC and it is plunging down approximately \$100,000 for talent alone, because Wagley is going over Elgin's former time on Columbia and is even spending more coin than Elgin in a bid to grab off the lion's share of the audience. Just how habit-forming that Elgin-CBS association has become, however, has everybody concerned in a tallsnip.

Then, added to the confusion, Elgin-American, the compact outfit which sponsors Groucho Marx big party in midtown, all help to the ABC-TV web for two hours on Thanksgiving night for a major business production. Right now a lot of people are asking: "Why does Elgin move its radio show from CBS to NBC and then buy ABC for television?" ABC recognizes that it's got a job on its hands, hammering home the fact that "it's a couple of other guys."

Ballet Commissioned By Pepsi-Cola Co.

The Pepsi-Cola Co. has commissioned a ballet which the Russes de Monte Carlo will premiere in its N. Y. season at the City Center on Feb. 12. Boris will do the choreography. This is first time the soft drink outfit is venturing into ballet sponsorship, although it has promoted painting awards and has sponsored (Continued on page 55)

Hart and Billy Roses Kiss 'n' Make Up After Feudin' on 'Light Up'

Life commissioned Billy Rose to "review" Moss Hart's "Light Up the Sky" which premiered last week on Broadway, and concerning which Rose squawked to the playwright. The complaints focused more around Audrey Christie's "cheap" takeoff on Eleanor Holm (Mrs. Rose) than the showman's personal objections to the way Sam Levene supposedly "personated" him. To all this Hart rebuttated that all the characters were prototypes of some of his Broadway friends. He asserted that the swish version of Glenn Anders' interpretation might be more objectionable than anything else.

The preem at the Royale was unusual in that it was akin to one big party in midtown, all help to a wide-open "private" joke, and for that reason it became a bit difficult to divorce the play's basic values from the inside stuff.

Part of the inside stuff was a (Continued on page 55)

NO KIRE ANTI-SEMITISM SO 'AGREEMENT' FLOPS

Dublin, Nov. 16. After a run of only three weeks 20th-Fox's "Gentlemen's Agreement" was withdrawn from the Metropolitan. No. 1 house of the Irish Odéon circuit. Pic had lukewarm reception from critics, and despite a balletto it never picked up customers' coin. Feeling here is that pic lacked interest for Ireland where there is virtually no anti-Semitism, and problem merely puzzles average flimger.

Future of Baseball Video Hinges on Minor-Major Meet in Minneapolis

Hollywood, Nov. 23. No baseball rights will be signed away to television here before the Minor-Major League meeting in Minneapolis in December. Video is slated to get top priority airing at the meet, when baseball czar will strive to find a way to save minor league clubs from the claws of the medium.

Neither the Hollywood Stars nor the Los Angeles Angels will toss over their TV rights to any station here before the effects of the medium on smaller leagues is fully discussed at the conclave. Representatives of every league in the (Continued on page 55)

HOUGHTON SEES LEGIT THEATRE ON DEADBEAT

Hartford, Nov. 23. The American theatre is nearer the mortuary stage than ever, Norris Houghton, director of theatre, Inc., New York, told a group here last week. Speaking in the Randall School lecture series, "On Stage USA," the director said that immediate future of the theatre in this country depends on deconcentration.

Houghton corroborated his contention that the theatre is on its deathbed with following figures: Fifty years ago there were 5,000 theatres in this country. In 1941, there were 192. In 1947-48 season, 302 productions hit Broadway. Twenty years later, or last season, 90 got on the boards.

Houghton called for an American theatre "that is American, not just New York." He felt that there is an audience for legit nationwide.

Palm Springs Plenty Loaded, But It's With Rooms That Go Begging

By ARTHUR UNGAR

Palm Springs, Nov. 23. Palm Springs is overloaded with rooms. Town has mushroomed so vastly in past three years that its hotel space, for this time of the year, is far in excess of its patronage. New places have sprung up all over Palm Center drive and Indian avenue, with the rates, because of building costs, way out of the point where the merchants in town are complaining it is straining the village.

Trade now (which had been expected to compare to that of last year and the year before), is down to a previous level of around 1947, with many of the new resorts built having big of such meagre proportions that the operators are taking it hard. Weekend trade is fairly good, coming naturally from the Los Angeles area, filling the place Friday night, but by four Sunday afternoon establishments that were filled to capacity for a few days have an average of six in help to one guest. Weather has been unusually good, with the operators in many instances fearing they can't take the heavy golf until eastern winds, which start in January, begin to arrive. The other and more established spots get the bulk of the weekend and Sunday party guests. A rarity in years gone by, the "vacation sign," now displayed by big and small places. A drawback provides a room with shower, which in the past was rated at \$3 to \$4 a night. It's hurting, even with the L.A. fan-boys.

The restaurants, which had SRO space for the past seven to eight years now have plenty of room and (Continued on page 33)

JAN. APPEALS HEARING ON LAWSON, TRUMBO

Washington, Nov. 23. Appeals of John Howard Lawson and Dalton Trumbo for their convictions for contempt of Congress will probably be argued in January before the U. S. Court of Appeals here, unless defense counsel obtain a postponement.

The two were convicted following their refusal to tell the House Un-American Activities Committee whether they were members of the Communist Party. Trumbo was convicted also for refusing to say whether he belonged to the Screen Actors Guild. There are only two of the "unfriendly witnesses" whose cases have gone to trial thus far. The referrals took place during the October, 1947, Hollywood Red hearings in Washington.

Appeals briefs of Lawson and Trumbo were filed with the court last week after a long delay. Lawson had tried an end run around the Court of Appeals with a request, some weeks ago, for the U. S. Supreme Court to intervene and take immediate jurisdiction. This was nixed on this by the Nine Old Men.

Such Is Fame

Key Thompson filed a three-minute spot years ago for the "Manhattan Merry-Go-Round," at the head of a vocal choir which the writer, in a picture, is currently giving the rounds of small N.Y. babe treasures.

One uptown guy billing "Key Thompson and the Williams Brothers, Inc.," The Williams quartet isn't in the footage.

Matinee Opening

Continued from page 1
theatre from the regular play-going public, would presumably disappear.

But whether most of the critics and other managements would go along and, if so, whether Broadway might lose a valuable means of exploitation, remains to be seen. It's one uptown guy billing "Key Thompson and the Williams Brothers, Inc.," The Williams quartet isn't in the footage.

King's Illness Won't Snag Command Performance

London, Nov. 23. The King's illness won't affect the Command Performance next Monday (29), sponsors were advised by Buckingham Palace today (23).

The Queen will attend as arranged, with Princess Margaret possibly the Duke of Edinburgh.

Dearth of Advancement Chances Hinders British Technicians, Sez Dmytryk

London, Nov. 23. Inadequate incentives and lack of promotion prospects in the British studio technician less efficient than his opposite number in Hollywood, one of Hollywood's "10 unfriendly witnesses," according to Edward Dmytryk, who directed the British film "Obsession" at Pinewood.

Dmytryk, who says "Dmytryk," a university graduate will cheerfully take a position as assistant props, knowing full well that if he leaves initiative there's nothing to prevent him from progressing through all technical departments and eventually becoming a director or producer.

That, unlike in Britain, asserts Dmytryk. Anyone starting in the props department would probably stay there, and consequently the wrong type of person is being attracted to the industry. A London university graduate wouldn't consider such humble beginnings, and consequently although he may have talent, might be lost in the industry.

Salary incentives, although higher in those paid in other industries, were part of a deliberate policy of attracting the best craftsman to the industry. Dmytryk contends that if similar incentives were introduced in Britain, technical level of production would show an improvement.

Dmytryk, who quit Hollywood after the House Un-American Activities Committee investigation last year, came to the U. S. as a messenger, and worked his way through the studio to become a prominent director.

Paris Runaround

By Berrah Miniveth

Paris, Nov. 23. May Johnson, formerly MCA, now May Johnson Company Inc., really made a strong pitch to the Cynda Glenn to play her Canadian night club chain.

K. A. L. T. "Danaham's troupe of the scenery and baggage still in the hands of the dock strikers at Duple."

"The Tour Eiffel" Company Burgess Meredith, Charles Laughton and Franchot Tone have to rush shooting by Dec. 4 or else.

Allen (Flanagan & Cressed) Dmytryk says he is in a coma (Command Performance night) enough to delay Kay getting into high level.

William Morris Jr. got an extra night of night life in France when his NY plane got delayed for day flight.

The entire English colony turned French for Noel Coward's in-person performance (in Francois) of "The Last Days of Pompeii."

The big boat sailing delays causing confusion in hotels, baggage conditions and no available, let alone the airline stamps.

Switch: No studio space or cutting room available, now.

Mort Garbus (Cary Grant) attorney to Hollywood. Mrs. Garbus to Romance Rendezvous at Mid-Night. All fiddle joints fill up like a line immediately after midnight.

Schreiber Daughter in Coma
Hollywood, Nov. 23.
Fred Schreiber's 12-year-old daughter Susan is in a coma at Cedars of Lebanon hospital, following a fall from a horse. She's the 20th-Fox exec.

343rd Week!
3,446 Performances
All-time long 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 COOP"
Ken Murray's
Academy Award Film

Anywhere You Look, There's a Bound To Be A Busy Kanin Around

With their new show, "Goodbye, My Fancy," installed at the Marquee, N. Y., as an apparent hit, Michael and Fay (Mrs.) Kanin intend returning to their Coast home in about 10 days or two weeks. Active management of the production will be left with the Aldrich & Myers office, with which Kanin is associated, in the presentation.

Kanin's next assignment is a picture to be made late next spring by Kanin Productions for Universal release. It will be produced by Kanin, directed by his brother, Garson Kanin, from an original screenplay by the latter and his wife, Ruth Gordon. That will be the same setup as made "A Double Life" last year.

Now that he's had his first try at Broadway production, Kanin wants to do another leg show, next season, but has script in mind at the moment. He and his wife co-produce a play, possibly of seasons ago, but later shelved it, and they'll get it off the shelf with the idea of a possible rewrite. Otherwise, Mrs. Kanin has no immediate writing plans.

"Fancy" is her first solo scripting attempt. She's also done one acting stint, having played a bit in "A Double Life."

Meanwhile, Garson Kanin is reading his "Smile of the World" which he'll direct in a Playwrights Co. presentation, with Miss Gordon in a leading role. Rehearsals start about mid-December.

Bill Morris Sez Lauder Cautious on His Biopic

William Morris Jr., head of the agency bearing his name, who planned in Monday (22) from Europe, reported that Sir Harry Lauder, the Scotch comic, said that he'll "wait another 50 years before approving a film on his career."

The 78-year-old performer, now retired, said by that time, he will have had a more eventful life. Lauder, according to Morris, plans to come to the U. S. in the spring, after arriving in the U.S. played out to his best at Saratoga Lake, N. Y., for a visit with his mother, Mrs. William (Emma) Morris. Sr., who celebrated her 79th birthday, Monday (22).

Thyra Samter Winslow gives her lament on Those Guests (Strictly Sur-le-cup) Who De-cent on Innocent New Yorkers

In the upcoming
43d Anniversary Number
of
VARIETY

This Week's Football

By MARTY GLICKMAN
(Sports Editor of which, N. Y.)

COLLEGE	THANKSGIVING DAY	SELECTION	POINTS
*GAMES			
Cornell-Pennsylvania		Jeff Fleischman, Cornell's fine fullback is out; his absence makes the difference.	7
Colgate-Brown		Brown has one of its best. Colgate is in and out.	7
Kansas-Missouri		Missouri	6
Alabama-South Carolina		Alabama has the edge.	7
So. Carolina-Wake Forest		Wake Forest	13
The Deacons have played a tougher schedule.			
Texas A&M-Texas		Texas	7
Forget the record book! Aggies can redeem selves Thursday.			

PROFESSIONAL	NATIONAL LEAGUE	POINTS
Chicago Cardinals-Detroit		21
The Cardinals roll on to their climactic meeting with the Bears for the Western title.		
ALL-AMERICA CONFERENCE		
Cleveland Browns-Los Angeles		14
The Browns have 3 games in 8 days. But they're the class of the Western title.		
Buffalo Bills-Chicago Rockets		21
Bills are battling for the eastern crown while the Rockets battle to stay in the Conference.		

ALL-AMERICA CONFERENCE		
Cleveland Browns-Los Angeles	Browns	14
The Browns have 3 games in 8 days. But they're the class of the League.		
Buffalo Bills-Chicago Rockets	Buffalo	21
Bills are battling for the eastern crown while the Rockets battle to stay in the Conference.		

SATURDAY, NOV. 27		
EAST		
Holy Cross-Boston College	Boston College	13
The Eagles one of the best in the east.		
Army-Navy	Army	20
Army is undefeated, Navy yet to win.		
NYU-Fordham	Fordham	7
Both clubs vastly improved.		

SOUTH		
Florida-Alabama	Alabama	20
Alabama is the problem team of the south.		
Auburn-Clemson	Clemson	26
Two to go for a perfect Clemson season.		
Arkansas-William & Mary	Arkansas	6
Clyde Scott of the Razorbacks makes the difference.		
Baylor-Rice	Baylor	7

A tossup.....		
Georgia-Georgia Tech.....	Georgia	13
The big one of the Southeastern Conference.		
Kentucky-Miami (Fri. nite).....	Kentucky	6
The Wildcats may let down.		
Tulane-LSU.....	Tulane	13
The Green Wave is looking to play host in the Sugar Bowl.		
Maryland-West Virginia.....	Maryland	14
Only the new host, Maryland.		

Mississippi-Mississippi State	Mississippi	7
This one is always a battle royal.			
No. Carolina-Virginia	No. Carolina	20
A win for the Tarheels means an unbeaten record and a bowl bid.			
Villanova-No. Carolina State	Villanova	13
The Wildcats travel far to take on the tough ones.			
SMU-Texas Christian	SMU	7

The Vanderbilt and Boak walker among the country's best.		
Tennessee	Middlebush	Tennessee
General Neyland's Volunteers still getting better.		
MIDWEST		
Detroit-Tuiss	Detroit	14
Detroit still one of the country's top independents.		
Washington-Notre Dame	Notre Dame	30
Name your own score!		

* College games are played Saturday unless otherwise stated; pros play Sunday unless otherwise stated.
† Point margin represents selector's choice, not the official gambling odds.

Berlin West on Choice Of M-G and Par Musicals

Irving Berlin heads for Hollywood Sunday (24) for a 10-day stay in which he will wrap up one of two picture deals pending with Metro and Paramount. This will follow the leg musical he's col-

laborating on with Robert E. Sherwood. It's titled "Miss Liberty."

Metro bid is a vehicle for Fred Astaire-Ginger Rogers. Part of "White Christmas" for Bing Crosby and Astaire. Latter pie idea is sequel to the five-year-old "Holiday Inn." In which the song "White Christmas," was first introduced.

'48 BOX OFFICE: \$60,000,000

Majors Nix Exhib Assn.'s Request That Films Be Kept Off Television

Major company producers have cold-shouldered a request by the Theater Owners of America that the big film companies ban the playing of features over television. That decision was made in the course of last week's series of meetings on industry problems chaired by Eric Johnston, president of the Motion Picture Association of America.

Reportedly, the pitch for a ban on television was made by Gael Sullivan, TOA executive secretary. In the course of a presentation of exhib problems. The argument against an industry commitment was that concerted action in the form of a video taboo would give the companies open to anti-trust reprisals either by the Dept. of Justice or private litigants.

While the anti-trust hurdle was raised, it is believed that the companies were loath to commit themselves to a program which might prove to be an uncomfortable clamp on potential revenues in the future. Hence, the ban was not passed. It is thought that some less sweeping prohibition. (Continued on page 20)

ZANUCK ALREADY HAS EYE ON '50 PROD. SKED

Hollywood, Nov. 23. Twentieth-Fox has advanced so far on its production schedule for next year that the company is even starting preliminary work on the 1950 lineup.

"With some 20 films already in the pipeline, the studio is seven months ahead of schedule at this time. All pictures slated for release this year have been scheduled. First prints on all those to be released through February have already been forwarded to the office for press Spross P. Skouras and other A. officials to encounter.

Schary Reviews Okay Impact of 'Crossfire'

On the basis of tests made in four cities, the studio is positively having an effect upon the public in reducing prejudice and misconceptions. Dore Schary, the film's producer, revealed in New York last week at a panel discussion held at Columbia University on "Communications and Human Relations." Before releasing the picture, he said, a group of people were polled in Middletown, Boston, Dallas and Denver.

Upon returning to New York, Schary disclosed, the examiners discovered a marked improvement in the attitude of those queried. New reports in charge of production for Metro, he cited these findings in response to a question as to whether such pictures as "Crossfire" really achieved any progress with the general public. He said that film companies actually attempted to measure the improvement.

On the other hand Schary (Continued on page 18)

Jessel's Shuttle

George Jessel is on a timetable schedule this week, running the gamut from playing a "benefit" at F. S. 89, in mid-Manhattan, where he will deliver a "benefit" address, to taking her to the White House Friday (26), to meet President Truman. Jessel will cross one of the few Hollywood rosters for the President.

On the other hand, the 20th-Fox producer enacts Eliza-Angela TV show Thanksgiving; guests on Fred Allen program next Monday; and he did a couple of personals at the RKO to give impetus to "When My Girl Comes Home," a picture produced and which opened there yesterday (Tues.). At the same time, he made the President's "Oh, You Beautiful Doll," in production at 20th.

PICTURE PUBLICIST
Maurice Bergman
gives a self-pop talk in
"You're Not a Babe as You're Gonna Be"

a feature in upcoming
VARIETY's
43d Anniversary Number

TV Trailers On All Par Pix

Paramount, still certain of its belief that television can eventually benefit the film boxoffice, is planning to produce special trailers for TV transmission on all future product. According to Par vicepres Paul Raibourn, the only factor not holding up the process is the American Federation of Musicians' ban on the export of soundtrack music on films for TV.

Par plans to produce the trailers on its own lot, while the picture is being made. They would be of 10- or 12-minute duration, with space at both ends for the local theatre advertising copy. Trailers could then be slotted on any tele station as a regular show, with either Par or the film business, major in the local exhibit buying the time. Raibourn emphasized that they had as yet not decided on the time, taking into account the average receiving set's small screen.

While other film companies haven't yet announced similar plans, it's believed they'll follow their lead as the one sure method of using tele to their advantage and so compensate for any inroads the newer medium might make. Par has already permitted clips from its features to be used on certain shows and 20th-Fox tried radio-type saturation campaign with its trailers on various tele stations for the N. Y. press of "Iron Curtain" last year.

Exhibs Spurn Newsreels As Payees Complain They Saw It Earlier On Tele

In what is probably the first overt example of television's impact on the film business, major distributors are finding it extremely difficult to renew their newsreel contracts with exhibitors in tele market areas.

Exhibs for the first time in years have decided not to buy the reels at all. Others, citing the fact that they have seen the reels, are demanding lower terms than last year. Exhibs are also complaining that the fact that the reels, because of TV, have lost whatever value they once had. The fact that 20th-Fox Moviephone now services most tele areas with a special video reel and the fact that exhibs are now ready to link a similar TV deal has nothing to do with the situation, they claim, is due to the fact that the reels, because of TV, have lost whatever value they once had.

Theatre operators point out that the newsreels have never appeared to move faster than the reels to the audience. With the exception of the key city deluxe houses, most of the exhibs are now being provided only a breather for the audience to go out for a smoke or to buy some candy. Even those who formerly sat through the reels now complain, however, that they are not the same events one or two nights earlier on tele. Hence, ac- (Continued on page 18)

GROSS SO FAR

Net profits of the seven major companies for fiscal 1948 crossed the \$100,000,000 mark for the first time when Paramount and 20th-Fox both turned in third-quarter returns. All major, except United Artists, have now showed up with total earnings of \$43,941,732 indicating a \$60,000,000 net for the entire year. Included in the estimate is a nine-month loss of \$1,709,807 by Universal. In the equivalent period of 1947, the companies turned out a take of \$77,446,354.

From Securities & Exchange Commission reports and other sources, VARIETY estimates the gross to date at \$663,000,000. Against this, revenues before expenses came to \$710,000,000 for the same stretch in 1947.

One notable factor is the sturdy posture this year by RKO and 20th which have not declined as sharply as those of other companies. Par reported \$2,015,000 in the third month, against \$2,512,000 in '47; while 20th came through with \$8,119,013, compared to \$10,698,098. Significantly, the duo operate the two largest theatre circuits in the country.

Breakdown of 20th's report, however, shows other factors as important. In the company's strong standing, scored as rents from production and other income is \$10,348,300, sum which exceeds 20th's figure by \$2,000,000. The company's earnings, however, came from foreign remittances which were earned in prior years. The company's earnings, however, came from foreign remittances which were earned in prior years. The company's earnings, however, came from foreign remittances which were earned in prior years.

Hornblow to Review Halo Prod. Problems

Paris, Nov. 23. Metro production director Hornblow, Jr., currently in Europe to prepare "Quo Vadis," will leave for London after a short stay in London to handle with Louis B. Mayer and Nicholas M. Schenck on Metro conditions before the studio shoot the film there. If Metro execs okay the project, they will have to send a lot of equipment to the U. S. and get permission to unfreeze funds from lire from the Italian government.

While in London, Hornblow will meet with the studio's production exec, who was planning to leave for the U. S. on the Queen Elizabeth this week before the sailing was cancelled due to the U. S. dock strike.

National Boxoffice Survey Pre-Thanking Biz Dull—'Julia,' 'Baby,' 'Belinda,' 'Hamlet,' 'Road,' 'Bride,' 'Song' Top Seven

With many theatres marking time until Thanksgiving before bringing in new product, biz is far from hot this week on the basis of key cities covered by VARIETY. First blast of winter in midwestern area—elsewhere, rain has been blamed by exhibitors for generally offish tone. Even the topmost picture will not show \$500,000 apiece for the season for first time in months.

"Julia Misbehaves" (M-G) is climbing into first place in the derby by a wide margin after being out of the race elsewhere. It was blamed by exhibitors for generally offish tone. Even the topmost picture will not show \$500,000 apiece for the season for first time in months.

"Tattlet's Millionaire" (Par), "Red River" (UA) and "Kiss Blood Out" (Continued on page 18)

Par, Along With 20th, Reported Interested in Settling; Balaban Said to Favor Retaining Theatres

Leo McCarey
can't see
**Why Intra-Trade Spoken-
men Give the Film Biz (and
Themselves) a Hot Foot**

an editorial feature in the
upcoming
43d Anniversary Number
of
VARIETY

RKO Bank Loan Snarls Split-up

Hollywood, Nov. 23. The \$10,000,000 production loan which RKO obtained from a group of banks last year is posing as a possible obstruction to the company's plan of severing its theatre arm from the production-distribution end of the business. RKO has yet to obtain the okay of the banks to the split into two companies, and it is believed that the approval is a necessary preliminary to the reorganization. As the loan now stands, it is an obligation on which the parent company is responsible, with both its theatre and studio profits pledged to meet the indebtedness. The complex question now being faced is how to allocate the loan between the two companies-to-be. (Continued on page 45)

20th's 5-Year Spread

Washington, Nov. 23. One condition asked by 20th is a five-year period in which to sell those theatres divested by a consent decree. Heretofore, the Government has been seeking to limit liquidation transactions to a maximum of two years.

Twentieth wants the long stretch to insure it from taking a loss by forced sales.

Sudden postponement of hearings in the Government anti-trust case to Feb. 28 has set off a train of new reports of settlement negotiations by major companies. Paramount, which has again reiterated the compromise area with two alternative plans to present to the Government, Twentieth-Fox is continuing to press for peace but with no agreement reached as yet.

Innumerable strings tied to any consent decree by Special Asst. Attorney General Robert L. Wright, however, are creating the major in their quest for a peace settlement. Wright is demanding a formula. Wright is demanding a formula. Wright is demanding a formula.

Wright for instance, is insisting that a decree permitting retention of theatres include Fox Government's pet proposal—an absolute ban on cross-licensing. In (Continued on page 45)

20TH'S RUSH PIC JOB ON PRESIDENT TRUMAN

Twentieth-Fox has shoved through a rush job on President Harry Truman's reelection at the request of the White House. The State Department's Office of Information & Education Exchange. The movie-maker, put together to give the President's biographical background and explain his victory at the polls. The company has also taken on the chores of turning out a short on the Economic Cooperation Administration (Marshall plan).

The rush is producer under the supervision of Edward Reek, production chief for Fox Moviephone. The company has also taken on the chores of turning out a short on the Economic Cooperation Administration (Marshall plan).

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DAILY VARIETY
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New York 19, N. Y.

Henry Sherek	Sol C. Siegel
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Belmont's Mighty \$72,000, L.A. Ace; 'Regiment' Marches to Fast \$46,000; 'House' Holds Road in 2d Trim 37C

Los Angeles, Nov. 23.

"Three Musketeers" is swagging in smash \$72,000 in three days. "Belle Starr" is getting top play as first-run currently and registering slightly better results last week. Only other newcomer, "Regiment," made \$26,000 along to a solid \$46,000 in five houses.

"Road House" is pacing the holders with an okay \$37,000 on second session in five spots. "June Bride" was pulled after two days to land \$21,500 in three locations and third from \$21,500 in one. "House" looks to hit \$18,000 in six days in third round, two spots.

"Bell" shapes mid-week in 6-day second stanza, four spots.

Estimates for This Week
Musketeers (FWC) (1,532; 60-41)—"Belle Starr's Daughter" (20th) and "Appointment with Madame" (2d wk-6 days). Fair \$15,500. Last week, ok \$25,000.

Belle Starr's Daughter (G&S; Prin-Cor) (24; 85-31)—"Red River" (UA) (6th wk) and "June Bride" (WB) (2d wk-8 days). Good \$25,000.

Appointment with Madame (2d wk-6 days). Fair \$15,500. Last week, ok \$25,000.

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Appointment with Madame (2d wk-6 days). Fair \$15,500. Last week, ok \$25,000.

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Paradise (F&M) (3,336; 60-41)—"Homicide for Three" (Rep) (2d wk-6 days). Good \$25,000. Last week, ok \$25,000.

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Key Tilt 'Bodyguard' To Hefty \$18,000, Balto Baltimore, Nov. 23.

Uneventful trade in most spots this week with "Baby Sittin'" at Mid and "Miss Ann" at Sam. Key band is boosting "Bodyguard" to five week \$18,000.

Estimates for This Week
Century (Loew's-W) (3,000; 20-70)—"Julia Misheva" (M-G) (2d wk). Okay \$11,000 after swell start at \$18,000.

Bodyguard (RKO) (2,400; 20-70)—"Bodyguard" (RKO) plus "Sammy Kaye and Loretta" (WB) on stage layout for fine \$18,000. Last week, "Northwest Stamped" (RKO) (2,400; 20-70).

Julia Misheva (M-G) (2d wk). Okay \$11,000 after swell start at \$18,000.

Sammy Kaye and Loretta (WB) (2d wk). Okay \$11,000 after swell start at \$18,000.

Northwest Stamped (RKO) (2,400; 20-70). Okay \$11,000 after swell start at \$18,000.

Julia Misheva (M-G) (2d wk). Okay \$11,000 after swell start at \$18,000.

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'Red Shoes' Wows Hub With \$12,000; 'Baby' Happy 24C, 'Julia' 32C, 2d

Boston, Nov. 23.

Last week's solid wk. around town means a flock of holdovers at the Hub. "Red Shoes" looks solid. "Baby Smiles" at the Regency is solid. "Red Shoes" looks solid. "Baby Smiles" at the Regency is solid. "Red Shoes" looks solid. "Baby Smiles" at the Regency is solid.

Estimates for This Week
Red Shoes (WB) (2,400; 20-70)—"Red Shoes" (WB) (2,400; 20-70). Okay \$11,000 after swell start at \$18,000.

Baby Smiles (Regency) (2,400; 20-70). Okay \$11,000 after swell start at \$18,000.

Red Shoes (WB) (2,400; 20-70). Okay \$11,000 after swell start at \$18,000.

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Philadelphia, Nov. 23.

Marking time until arrival of Thanksgiving holiday rush of new films. "Red Shoes" is showing no great drawing power. Only newcomer of merit looks to be "Fighter Squadron," but trim at Matheson.

Estimates for This Week
Red Shoes (WB) (2,400; 20-70)—"Red Shoes" (WB) (2,400; 20-70). Okay \$11,000 after swell start at \$18,000.

Fighter Squadron (Matheson) (2,400; 20-70). Okay \$11,000 after swell start at \$18,000.

Red Shoes (WB) (2,400; 20-70). Okay \$11,000 after swell start at \$18,000.

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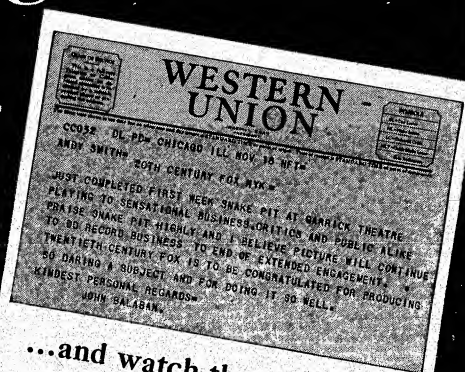
In its first
Rivoli, N. Y., and in
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* "GENTLEMAN'S AGREEMENT" as announced in Boxoff

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go, the Snake Pit
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office magnitude
greatest box-

947-48!"*

20
CENTURY-FOX



...and watch the Christmas
opening in Los Angeles!

Yanks Grudgingly Agree On Testing Brazil Plan But Still Thinks It's Nuts

Brazilian settlement pushed through by Gerald Mayer, head of the international division of the Motion Picture Association of America, has not been accepted by the majors on a trial basis. Considerable opposition to the settlement, however, by Mayer in a flying trip to Rio has been down following an understanding that the settlement is being permitted reopening of the film treaty after four months. Companies have agreed to send representatives to receive their offices in Brazil with Mayer's compromise with the Brazilian Price Control Commission, which is a 42% ceiling on average rental which any one result can pay to a Yank distrib. It bans deductions from rentals of any expenses which are not specifically covered in the licensing agreements. MPAA's new deal after the four-month trial will limit on percentage pix of all distrib.

Foreign dept. chiefs have agreed to the deal, but the Brazilian side there is conviction among some that it is unworkable. If the majors to prove themselves, the majors will press for a better compromise with the committee. The ruling is the Brazilian compromise.

British \$20,000,000 Pix Finance Bill Headed For Commons Debate Dec. 1

Full dress Parliamentary debate on the National Film Finance Corporation Bill, which is the House of Commons Dec. 1, when the second reading of the measure will be taken by Harold Wilson, president of the Board of Trade.

Publication of the bill on Thursday followed the formal first reading in the House of Commons the previous day when the legislation was introduced by Wilson under the title of "Cinematograph Film Production (Special Loans) Bill."

Adhering in the main to the outline given by Wilson when the Finance Corp. was first announced in July, the bill provides for floating \$20,000,000, which is the maximum amount which can be outstanding to the Treasury at any time. General speaking loans will be restricted to distributors who must use money advanced to them for producing production, but a loophole is provided for direct aid to producers, subject to Board of Trade okay.

Only condition laid down in regard to repayment of loans is that the security is satisfactory after five years, and that security may be required. Interest will be fixed on commercial principles. Loans are restricted to "certain borrowers who cannot otherwise obtain adequate financial facilities on reasonable terms from an appropriate source."

Finance Corp. can be dissolved after the end of five years if the Treasury is satisfied that there is no sufficient reason for its continuance by resolution of the House of Commons.

The interim finance company, which has already made a \$400,000 loan to British Lion, is being dissolved when the new corporation is established, and its assets and liabilities will be taken over.

Israeli's Official Ballet

Jerusalem, Nov. 7. (AP)—Israel has its official ballet group in the government-recognized Jewish National Ballet. The group is headed by Rina Nikova ballet, which provided most of Jerusalem's entertainment during the months of the Yersalam season.

New German Theatre

Frankfurt, Nov. 8. (AP)—The biggest film house in southern Germany has been opened to completion by new March.

To occupy the site of the former Film Palast, blotted out by Allied bombs, the new house, now under construction, is being built in a complex in design. Yaidfilm will be the policy.

Vienna Symphony Orchestra in the future will be under the Austrian federal government and the Vienna municipality jointly. Authority only has been underwriting the orchestra.

Netherlands Indies Pix Houses Make Comeback

Washington, Nov. 23. (AP)—Netherlands Indies, which had about 350 picture theatres before the war, has now been wiped out, has now built back to 200. Since the first of this year, the country has been reopened. Country is sorely in need of projection equipment and parts. Imports of this controlled by the Dept. of Economic Affairs. Due to shortage of foreign exchange, quota system has been set up which limits the U. S. to 35% of exchange made available for that type of importations. Of the 55%, 10% must be used for replacement parts. Films will be limited to 25%. In 1948, the U. S. has managed to get 42 sound projects.

MPAA Hits Back At Brit. Attacks

London, Nov. 23. (AP)—Unprovoked attacks on the past played by American interests in British production, which culminated in Harold Wilson's reply to the Parliamentary debate on the present crisis in the British industry, has brought a spirited rejoinder from the Motion Picture Association of America.

Both the originator of the House of Commons debate, Raymond Blackburn, M.P., and Wilson complained that the prevailing conditions in the industry were due in part to the fact that American production had failed to take advantage of the number of films exported.

The facts are, says the MPAA, that the American industry has been British studios. The 20th-Fox studio at Wembley was requisitioned by the war and, after subsequent efforts to obtain a permit for repairs haven't met with success. Notwithstanding the company has rented another studio, and is now engaged on a new production program.

When the Metro studios at Elstree were released after being requisitioned, the company spent millions rebuilding and refitting them, and the outfit is now producing in the new studios. The Warner Bros. Teddington studio, destroyed during the war, has been subsequently replaced at the disposal of British studios. After holding the studios for many months, during which time they were hired only twice, the company was compelled to close them to put an end to continued serious loss. WB, however, is producing in association with Associated British Picture Corp. Elstree.

Lausche's of the British industry, concludes the MPAA rejoinder, can be attributed to the American refusal to export films to the British, owing studios in England. The cause must be sought elsewhere.

Allied's Ban

Continued from page 9
up against the threatened introduction of a bill by Newark Public Health Board, which might have caused an injunction which he sought against the film. Keenan was a political power on the Jersey scene.

Produced by Hygienic Productions, "Mom and Dad" is a story of sex education, with the stress on V.D. The Board is racking up a list of women and men who film at separate performances. Picture has played a number of times in Jersey, without protest from civic authorities.

Keenan hereafter exercised control of what Newark theatres would play by the power of suggestion. He asked for a special request to pull the film. Court then ruled that Jersey has no jurisdiction over the film. Keenan has no power to halt a showing. He then declared his intention of making the film to pass a bill providing for film censorship.

1,500,000 Production Reached on Austro Disks

Vienna, Nov. 16. (AP)—The Austrian disk industry has reached an annual output of 1,500,000 with ample raw materials available for the five producing firms. Materials are all domestic, save shellac, which is imported.

One drawback for domestic records is the shortage of phonographs and their high prices.

M-G Adds Cash To Brit. Plans

London, Nov. 23. (AP)—A British production program which will involve a cash outlay in excess of their anticipated total of frozen coin has been agreed to by Metro and Elstree studios.

First production in the new program, "Edward, My Son," with Robert Taylor starring, is complete and scheduled for presentation. Studio floor is now being occupied by Robert Taylor and Taylor's star, "Conspirator," which Victor Saville is directing.

These three productions, on the top budget class, and will be followed by "Quo Vadis," scheduled to cost \$120,000, of which preparatory work is now proceeding in Rome. The distribution assured through the M-G organization, the company is bringing over tonight stars and directors for each production, and British feature players will play alongside Hollywood actors. The company is now at present almost unknown in the states, will be introduced to American audiences, thus enhancing the appeal of future productions in which they may appear.

BRITISH INDIES PITCH FOR THAT GOVT. COIN

London, Nov. 23. (AP)—Independent British producers have been dicker for coin through the Film Finance Corporation, makers of "No Orchids for Miss Blandish," are asking for \$1,000,000 to finance a new film production program.

Blackleys Productions, Manchester outfit, touting out pix with provincial appeal, and Bunchers Film Service is also seeking government aid. The government corporation expects to make early decisions on these and other outstanding applications.

R. R. Young

Continued from page 5
made his claim point direct to State Department officials. Thus the DeLoach report, which accused the indices of working hand-in-glove with the majors overseas, is also coming from the State.

The new source, Lausche is the most popular Democratic vote-getter in the State, and was elected overwhelmingly on Nov. 2 last, carrying President Truman to victory there.

Lausche states public charges that the State Department has been involved in the big box of Hollywood at the expense of the small producers. He also might be a real film producer in the Department.

The much-referenced deal finalized by the American Embassy with DeLoach, providing for the importation of 121 U.S. pic annually. Of these only 11 are allocated to independent producers. The 11 are divided equally among 10 companies: The Big Five, Universal, United Artists, Columbia, Paramount and Republic. Even before the deal is signed, the indices protested against the executive order. George C. Marshall.

As a result of these protests, DeLoach and Selznick got a special quota of three pictures out of the 11 for independents, and Walt Disney got another three pictures at the same place. Thus, there now remain only five pictures a year to be divided among the three producers, including El. Hence, Young's burn.

Drive Vs. Western Dance, Lit., Legit Set by Hungarian Reg Government

Numerous Pix Indies Operating in Japan

Policy of the Military Government in Japan in breaking up the movie monopolies has provided the impetus for many small independents to step into film production. According to documents, producer Ed Simmel, who recently returned from a four-month stay in Japan, he related that in New York last week that the Toho, Seichu and Daii organizations, the biggest pre-war producing companies are well in the process of dissolution.

As a result, Simmel said, there are numerous indie operating in the Tokyo area as well as at Kyoto and Osaka, and in the smaller cities. Although the Japanese industry turned out annually about 550 features before the war, current production is nowhere near that figure due to shortage of equipment and raw stock.

Mex Pix Industry Seen Far From Out

Mexico City, Nov. 16. (AP)—Mexican pix trade, badly hit by the economic depression and far from bankruptcy and can become a real prop of Mexican economy. 550 features before the war, current production is nowhere near that figure due to shortage of equipment and raw stock.

Pix trade has junked a lot of funds, he said, and is really getting down to serious work. He branded as "alarmist" those who would predict the fall of the Mexican pix trade. Banker also said his bank will function as a business bank, and cease backing highly speculative productions. Strictly business policy, he said, will be a big factor in the salvation of the Mexican film trade.

Banker added the big with loans credits and discounts totaling \$3,763,675 this year up to Oct. 31.

Oscar Derby

Continued from page 1
and working newspaper people.

Results of the Derby will be broadcast on a sustaining basis by Don Hartman, Chicago, for 30 minutes, compared with the two hours of airing last year. Following the official awards will be a dance and buffet. The new format was adopted after a lot of debate by the board of directors of the Academy of Motion Picture Arts and Sciences and its presby, Jean Hersholt.

Details of the 21st Derby will be handled by a committee headed by Don Hartman. Other members are George Jessel, Harry Tugend, Charles Brackett, Norman Panama, Melvin Frank, Bill and Phil, and Johnny Green.

As the designers incidentally, has been approved by the academy board after a plea by Edith Head. She said she is giving for the best costume design in black and white, and the best in color film. It's to be the first customers' award.

Academy of Motion Picture Arts and Sciences, which has accepted 30 new members, nine of whom belong to the music branch. The new members are Joseph P. Kamp, R. Dale Bates, Raymond B. Evans, Earle Hagen, Jay Livingston, Don Rosen and James M. Selznick, Ernest Matray, director; William Nassour, Frank K. Taylor and Leslie Gladson, Samuel E. Lesley, Robert Swift and Edward W. Wild. Don editors; and executive producer; Edwin E. Olsen and John Abbott, short subjects; Robert S. Baker, long subjects; Reeves, writers; Mal Boya, De Enghelach, Levent, Glickman, Louis Greenbaum, James H. Hays and Mrs. Conrad Veidt, members-at-large.

Budapest, Nov. 2.

The Hungarian Communist Workers' Party will soon begin its drive against "western-influenced" music, light and literature, similar to its stand against western film. The new line of attack, which will be a tough battle. Dance music lovers are the most fond of the new line. The line is similar to Kenia, Duke Ellington, etc. Never before have so many American movies been banned in Hungary. In those few movies which still manage to exist, bands play 80% American music. The rest are Hungarian jazz numbers, which—according to Communist line—must be just as rotten, liberal, "formalist."

Hungarians who like to dance, and there are many, like jazz even more than their own "czardas" (Hungarian popular dance), not speaking of classical "Jazz" or Soviet popular music, which one may hear only by accident, or if there are any guests at the respective spot.

As for radio, listeners prefer shanty music, and there is just a Budapest Radio, which is just another tool for Communist and anti-American propaganda.

In legit, the government hasn't had much success either. "Bourgeois culture" still dominates in the theaters, haven't drawn. French comedies and operettas have done well, but the new line of American plays have had record attendance, such as "Sargoy's" "The Time of the Turf," "Gone with the Wind," "Deep River Blues" and "Lillian Hellman's" "Little Foxes."

Arg. Pix Industry Hit By Black Market Due To Raw Stock Shortage

Buenos Aires, Nov. 16. (AP)—Scarcity of raw stock caused by the curtailment of imports of all but essentials in Argentina, as a result of the Argentine government's change situation, is already creating a black market.

Due to the shortage of raw stock, the supply of raw stock will be available in holding up announcement of production of films for 1949 by the major studios, and Argentina Sono Film, the best organized of the local studios, has agreed to be the only one currently working out a schedule for the future.

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Two Stolz Operettas Set To Premiere Same Week

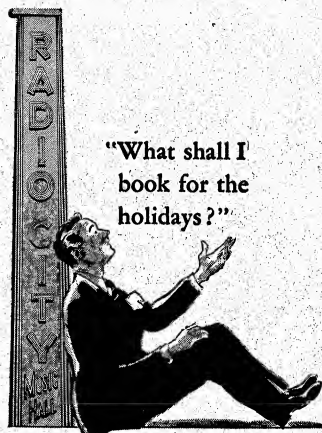
Vienna, Nov. 16. (AP)—Robert Stolz today (16) closed a deal with the State Opera of Vienna for the production of his latest operetta, "A Visit to the Bishop's Palace." It will be premiered during the same week as the premiere of his other operetta, "The Merry Widow."

Stolz accepted the Nuremberg offer, first, because it will give production of operettas to attract another of his world premiers, "Springtime in Vienna," set by the State Opera of Vienna for the same week. (Munich is only two hours drive by car from Vienna.)

Second, as in Munich, the Nuremberg theatre has been entirely produced by Stolz, and he has thus these two stages are tops to-day in Germany. In fact, they are the most important and representative legit in Central Europe.

Both operettas will be produced shortly after in Hamburg, Augsburg and Berlin.

British Indies Still Question Govt. Goodwill After State-Studio Nix



IF YOU RAN RADIO CITY MUSIC HALL!

You'd be mighty careful what pictures you selected for your precious Thanksgiving, Christmas and New Years time, the richest prizes of the year!

You'd look over all the available product and get the best entertainments on the market.

That's what the Music Hall did!

They booked M-G-M's "HILLS OF HOME" for a Technicolor Thanksgiving to be followed by M-G-M's Technicolor "WORDS AND MUSIC" for Christmas and New Years.

Here's more proof that the Music Hall picks them wisely. The national theatre gross of its recent attraction "JULIA MISBEHAVES" has now topped Technicolor "DATE WITH JUDY" another M-G-M Music Hall record-breaker!

From Coast-to-Coast they're saying: "M-G-Merry Christmas! M-G-Moneyful New Year!"

ONE SUNDAY AFTERNOON MONDAY DEC. 6TH

COLOR BY TECHNICOLOR

WARNER XMAS SHOW

WARNER TRADE SHOW




ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.
ATLANTA
20th Century-Fox Screening Room
117 Milton 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
308 S. Church St. • 10:00 A.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Screening Room
Palace Th. Bldg. E. 6th • 2:00 P.M.
CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1025 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Broad St. • 2:00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.
DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1700 Wyandotte 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 Yates Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Carlton Ave. • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 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
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Overport St. • 1:00 P.M.
PHILADELPHIA
Warner Screening Room
230 N. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Jewel Box Screening Room
1947 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
2318 Second Ave. • 10:30 A.M.
ST. LOUIS
Sylvan Screening Room
3143 Olive St. • 1:30 P.M.
WASHINGTON
Warner Theatre Building
12th & E St. N.W. • 10:30 A.M.

DENNIS MORGAN **DOROTHY MALONE** **DON DeFORE** **JANIS PAIGE** "ONE SUNDAY AFTERNOON"

Directed by **RAUL WALSH** • Produced by **JERRY WALD**

Screen Play by ROBERT L. RICHARDS From the Play by JAMES HAGAN • Musical Numbers Created and Staged by LEROY PRINZ • Music Arranged and Adapted by RAY HEINDORF

4 LOS ANGELES
00
4 ENGINE DRUGS
DOUGLAS
AIRLINERS
12 HOURS
FLYING TIME
ONE STOP
MIAMI \$50
SKYCRUISES, INC., Air Travel Agency
Hotel Diplomat, 108 W. 43d St., N.Y.C.

HEDY'S A DREAM!



**BOB'S GOT
THAT GLEAM!**

**WHEN THEY GET TOGETHER...
OH WHAT A TEAM!**

**HEDY
LAMARR**

**ROBERT
CUMMINGS**

"Let's Live a Little"

An
Eagle Lion Films
Release

"Smartly produced comedy that has the stuff to make audiences laugh."
—Film Daily

"A merry romp . . . what the ticket-buying public wants."
—Motion Picture Daily

"Madcap comedy romance."
—Variety

"Enough action, laughs and eye-filling interiors to please all audiences."
—Motion Picture Herald

"Certain to win hilarious approval"
—Showmen's Trade Review

"Lamarr is a knockout!"
—Daily Variety

with **ANNA STEN** Robert Shayne • Mary Treen • Harry Altrim • Norma Varden •

Produced by EUGENE FRENKE and ROBERT CUMMINGS • Directed by RICHARD WALLACE • Associate Producer Joe Gottsman
Screenplay by Howard Irving Young, Edmund Hartmann, Albert J. Cohen and Jack Harvey • Original Story by Albert J. Cohen and Jack Harvey
A United California Productions, Inc. Picture



Clips from Film Row

NEW YORK

Larry Arvey, former 20th-Fox salesman in the Midwest, has been bought out by exchanges, named assistant to William C. Gehring in recently released department. Gehring is 20th's assistant general sales manager.

Edward Richter, chief booker of Metro's N. Y. exchange, upped to N. J. salesman, replaced by Louis B. Hirsch, promoted to Jersey manager. Harold Margolis takes over as chief booker.

William J. Heineman, Eagle Lion's distribution vicepres, plans to leave the western to be on hand for an exhib luncheon which kicks off the season here in the hands of his assistant L. J. (Jack) Schaefer. Heineman will be accompanied by Milton E. Cohen, eastern divisional sales chief. Eltopper then takes to Pacific Coast, where he will be in charge of exchange handles before working his way east.

Ben Kalmanowicz, set twined Warner Homeoffice concave for district managers Dec. 1-2. Will discuss merchandising and product.

Universal put through a number of personnel changes in its sales staff. Milton Schneiderman, formerly aide to Fred Metro, has been sent back, transferred from home-office to the Washington branch as salesman. Peter C. Quiter, former Pitt office manager, upped to salesman in that office. William W. E. MacFarland, former assistant to the Washington branch as salesman in Philadelphia, upped to Dallas and Los Angeles territories respectively.

ST. LOUIS

Construction is nearing completion on new 600-seat in Grayville, Ill., replacing the premier, due for last April.

J. E. DeSiva, manager of Fox Metro's two houses in Marion, Ill., transferred to West Frankfort, Ill., to succeed H. M. Gilby. Burfield, latter replaced by John Saxon, the city manager in Mt. Vernon, Ky.

Durrell Pressnell, assistant manager of Fox Midway in Lincoln, Springfield, Ill., upped to manager of circuit's Grand, Centralia, Ill.

Mike J. Connor, former branch manager in Oklahoma City for

Monogram, joined Eagle Lion here as district salesman.

Directors of MPBFA of St. Louis, Missouri, held their annual Illinois launched plans for formation of a trade disputes committee. Action system has been trade area.

BOSTON

E. M. Loew's Victory theatre here closed for remodeling. Reopening set for January first.

On Dec. 12, when the "Hamlet" moved over to the newly renovated Union Hall on a two-day policy.

Opening night of "Red Shoes" here, by the Boston Junior League, benefitting the Community Drive. Picture goes into the Majestic, usually a light house on a two-day roadshow basis.

Walter W. Hall, former manager of the Orpheum and Uptown theatres, named manager of the Uptown here, replacing Wendall Post, resigned.

Fred Canavan, former district manager of E. M. Loew's theatres, named manager of the Uptown here, replacing Wendall Post, resigned.

Madison Pictures Corp. has state, and the Governor of Massachusetts on Stuart street, with Lew Fowler, manager.

CHICAGO

RKO sales staff to be tested by new circuit.

James Godshaw, United Artists circuit salesman, resigns with no replacement scheduled.

Howard add Tom Wood and Conrad Cook to the contract department.

Dorothy Segall, with contract department of Universal for the 20th, upped to manager.

Dick Kraft upped from booker to circuit salesman at Universal.

Robert H. Hargrove, former office here, promoted to salesman in Chicago.

N. Y. office manager, replaces Solley. Cal Leeder, Warner Pathe sales chief, left for Los Angeles.

Walter Weinberg, RKO spot.

DETROIT

Fisher theatre celebrating its 20th birthday.

Drive-in of a \$300,000 drive-in has been started by Adolph and Irving Goldberg, and Charles Rosenberg, Community theatres, which will be able to accommodate 1,100.

United Film Laboratories have been reopened by Lovell H. Barker, former theatre operator, who was closed during the war.

A warrant charging the Detroit of the United Artists Theatre, with violating the child labor laws was signed by Recorder's Court Judge John J. Maher.

State Dept. of Labor and Industries said Perry had employed child boys and girls under 18 as adults.

Shad D. Hakim, who sold the Colony recently, plans to open the old Fairview Gardens as a roller rink next fall.

Paul Broder bringing back stage-shows to the Times Square after Monday and Tuesday.

Fred Walton has vacated every Monday and Tuesday at the Loopy.

Harry Douglas at the Bell Studying for the Broadway theatre.

Ronny Balk, with Korman Circuit for 12 years, has taken over the Chicago of Joe Gottmann from the Circuit. Balk will be superintending the Asson with the new.

Shad D. Hakim, who sold the Colony recently, plans to open the old Fairview Gardens as a roller rink next fall.

Delayed Again

By a peculiar quirk, Government opposition to an application for the major trial has been postponed for a week. Attorneys for the anti-trust case filed a motion for a continuance of the trial for a week. Attorneys for the anti-trust case filed a motion for a continuance of the trial for a week.

Special Asst. Attorney General, J. Edgar Hoover, after appeared before the court and argued against the Dec. 13 date. The court, Judge Hand who, however, instead of setting back hearings to the original Dec. 13 date, showed them still further away to Dec. 20.

Myers, Ernst

Continued from page 1

and still is not settled, has tied up much time for the Federal judges. He said:

"It appears as the first reason for the creation of special anti-trust courts the need for tribunals which can perform their full duty in such extraordinary proceedings without neglecting any other duties."

"The appeals in the Paramount, Schuchart and the United Artists heard by the Supreme Court at the last term. All three were decided in favor of the defendants."

"The Supreme Court recognized the obvious similarity between the three cases and the fact that they were heard by the same judges."

"We may applaud the Supreme Court for this gesture, but gesture it is, because the three cases were sent back to three separate courts and nothing in the judicial tradition leads me to think that any one of them should be sent to another in order to give effect to the Supreme Court's decision."

"I believe that judges experienced in this highly specialized branch of the law would eliminate the need for the three courts, and the decrease in Government cost of the trial."

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Comparative Table

The majors' 1948 profits listed here. Grosses, for the most part, are estimated from reports filed with the Securities Exchange Commission and other sources.

	'48 Net	'47 Net	Period	'48 Gross	'47 Gross	Period
Paramount	\$20,015,000	\$25,312,000	9 mos.	\$86,000,000	\$95,000,000	12 mos.
WB.	10,321,000	10,134,000	9 mos.	141,450,000	104,643,000	12 mos.
20th.	11,519,000	10,698,000	9 mos.	121,428,169	130,777,035	9 mos.
3.	1,725,000	1,725,000	12 mos.	1,725,000	1,725,000	12 mos.
6.	1,901,863	1,517,347	8 mos.	84,000,000	80,000,000	12 mos.
Kol.	1,750,000	2,355,547	12 mos.	1,750,000	2,355,547	12 mos.
Loew's	1,750,000	2,355,547	12 mos.	1,750,000	2,355,547	12 mos.
Loew's	1,750,000	2,355,547	12 mos.	1,750,000	2,355,547	12 mos.

M-G's 17 FOR NEXT 6 MOS.

INCLUDES 2 REISSUES

Titling its releases for the next six months, Metro has grown 17 features, including two reissues for the period starting Dec. 1. Against this, MG released 13 new films and three oldies during the comparative 26 weeks which ended June 1.

Right of the films will be in Technicolor. With four films now slated for December, Metro has released 13 films this year (including four reissues) against a total of 30 (with two reissues) in 1947. For January the next year holds up it will be the top 12 months for volume of releases in a number of years.

The Christmas month will see "Hills of Home," "Words and Music," "The Ball Game," "The San Francisco" and "A Night at the Opera" on the screens. For January, MG plans "3 Godfathers," "John Ford opus," "Force of Evil," "Enterprise production," Joe Pasternak's "The Kissin' Cousin," and the British-made "Piccadilly Incident," produced by Herbert Wilcox.

"Act of Violence" and "The Sun Shines Bright" will be the first of the new films to be released.

"The Strutter Story," another backstage set for Paramount, starring Pandro S. Berman's "The Bride" and Arthur French's "Technique" will be the first of the new films to be released.

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Majors X

Continued from page 1

such as one which would be the playing of new pic on video, might receive major company blessings.

Other proposals made by TOA on censorship, taxation, cancellation plans and public relations were largely greeted with a shrug for greater supervision of 16m playings to cut down on competition. The TOA also has a plan to be slotted to Sidney Schreiber, who is to work out closer surveillance of 16m bookings by the major studios.

Public Relations Shirts

Besides issuing four public relations shirts for the MPAA, the majors are availing themselves of a proposal of Sullivan for the production of a film which subjects as censorship and taxation. It is reported that Paramount and Fox will each like one short for TOA distribution.

Sullivan has already won TOA board approval on the making board of the new shirts, which are highly personalized messages to the exhibitor, and are being distributed to the shorts could fix his own signature. Sullivan's idea is to have the shirts made in a dozen messages, already on celluloid, so that the theatre can make the shirts to suit the exhibitor's own tastes.

Idea which the film companies have been using for some time, exhibits interested because the credit line goes to him rather than to the exhibitor, and the fact that the exhibitor plays the film but the exhibitor industries grab off the credit.

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New York Theatres

JOAN OF ARC starring

INGRID BERGMAN

VICTORIA COLOR BY TECHNICOLOR CAST OF THOUSANDS

PITZNERA-WOODLEY

WAXWORKS

PITZNERA-WOODLEY

WAXWORKS

PITZNERA-WOODLEY

WAXWORKS

PITZNERA-WOODLEY

WAXWORKS

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WAXWORKS

PITZNERA-WOODLEY

SAN FRANCISCO

North Coast Theatres, which recently acquired the Price hold on the Blumendell and the facelifts on United Artists, Orpheum and Equinox.

W. W. Pennington appointed new Paramount exchange sales manager for the San Francisco area.

Claret of 20th-Fox "Hard Bargain" here for a month of northern California.

Richard Conte, Jack Oakie, Valenta Scortese and Lee J. Cobb.

Putzmann, N.Y.

Washington, Nov. 23. Charles D. Putzmann, vicepres and general counsel of Universal, has given 2,000 warrants for the purchase of 2,250 shares of common stock to an undisclosed beneficiary.

Remaining in Putzmann's hands are warrants entitling him to the purchase of 2,250 shares of common stock to an undisclosed beneficiary.

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EL Refuses to Delay

Pic in RKO Title Snarl

Hollywood, Nov. 23.

Eagle Lion has refused to delay "He Walked By Night," indicating RKO may have to wait "Live By Night" anywhere from six months to a year. RKO is still in a similar snarl.

Complicating matters more is Warners' refusing of "Drive By Night."

Regular Dividends

Both Par and 20th coupled dividend announcements, with their reports of earnings, are expected quarterly dividend of 50c on common, payable Dec. 24 to stockholders of record as of Nov. 15.

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D.C. Current Floors Capital Gains

Washington, Nov. 23.

Bureau of Internal Revenue's okay of the Amos 'n' Andy deal with CBS may be the last of its kind which the revenues will approve.

Inside take here is that so far as Jack Benny's sale of property involving his radio program is concerned, he is likely to find he will not be allowed to take a capital gains tax cut but will have to pay the much larger personal income tax on his arrangement.

Revenue Dept.'s approval of the Amos 'n' Andy thing has had both public and private repercussions. Not only have people like Sen. Styles Bridges, of New Hampshire, chairman of the Senate Appropriations Committee, demanded an explanation. Within the secrecy of the Treasury Dept. itself, there is understood to have been quite a ruckus over the approval given Freeman Goode and Charles Correll to sell themselves and their show to CBS.

Internal Revenue virtually never reverses an approval once given. Hence it must stand by the Amos 'n' Andy deal, and at the same time, must make clear that it has not opened the way for Benny and other top radio acts to do the same thing.

Looking around for a way out of its dilemma, some revenue people are reported to be explaining that there is considerable difference between the Amos 'n' Andy deal and one which would involve almost any other radio personality. Explanation goes something like this:

Capital gains implies the selling of a property, not personal services. Hence something must be sold aside from the individual. It was all right for CBS to "buy" the Amos 'n' Andy show, because it did not and not the actors are the important thing. If either or both should quit, the act could go on just as at present, with other actors filling in the parts. It is that kind of a show. It is a property separate from Goode and Correll.

However, a Benny show without Benny would be nothing. In such cases and in virtually all other instances of top radio personalities, the individual and the show are not divisible. Hence the would be sale of personal services. Hence, such proposed deals will not get Internal Revenue approval.

Bill to Put Polb Supervision Under FCC To Be Introduced by Pa. Congressman

Philadelphia, Nov. 23.

Democratic Congressman - elect Elmer Chudoff is promising a legislative bombshell for pollsters and radio surveyites when he makes his debut in the Lower House in January.

Speaking on the Univ. of Pennsylvania's radio-TV program on WCAU-TV, Sunday (21), the newly-elected Philadelphia Democrat announced he will introduce legislation to regulate the operation of polls, partially putting them under the supervision of the FCC.

While Chudoff does not go into details on the television show, radio officials were quick to speculate about the bill, which might easily go through under the new Congressional setup. Chudoff stated specifically he favored eliminating poll-taking by telephone, a device which might throw the radio survey field wide open.

There has been a lot of talk since the election over whether or not the polls should be continued, Chudoff said, but he thought they should be. "The American people are looking at these polls and get a terrific kick out of the outcome," he said, "as much as the polls were wrong."

"I do say, however, the polls have a psychological effect on the people, and I think that effect is what we lawyers call a public opinion."

"Utilities have an effect upon public interest, the milk industry has an effect upon public interest and in order to have a public utility they should be licensed by an agency."

The Congressman-elect then announced that he would introduce a bill at the coming session of Congress to provide for the licensing of pollsters.

We, the People's Scripters Get a 22% Wage Hike

Scripters on the "We, the People" radio-television series have gotten a 22% salary raise, retroactive to Oct. 1, the union has been told. Radio Writers Guild and Young & Rubicam, agency for the sponsor, Gull, announced the agreement.

Agreement was negotiated by James P. O'Neill, writer on the program, and James Sullivan, executive-secretary of the RWG, representing the scripters, and David Miller, attorney for Harry Edwards and Walter Sullivan, for the agency.

GC CEREAL DIV. LATCHES ON TO 'GANGBUSTERS'

Cereal division of General Foods, Inc., has decided to latch on to sponsorship of the Phillips Lord "Gangbusters" radio-TV series. The series, which runs on ABC under Procter & Gamble auspices, P & G dropped last month.

However, instead of being re-entrenched in the ABC time, the series will move over to CBS and go into the Saturday night at 9 segment. Originally occupying the 7-8-9 time slot is the "Winner Take All" giveaway sustainer, which would be moved to a new time period.

Legal Headache Looms If Allen Joins CBS Parade

The question of whether Fred Allen is in a position to move his "Topper" syndicate to CBS should the wholesale company switchover materialize, leaving Allen in the London deal, was Sunday, far, has become a major point for speculation in the trade. Allen, who has a pot at the 7, Phil Harris-Allice Faye at 7:30, Edgar Bergen at 8, Amos 'n' Andy at 8:30, and "The Colgate Comedy Hour" at 9, would be backing the A & A opposition, a situation Allen obviously doesn't want. That means Allen would be whole coup by maneuvering an Allen switchover to the 9 o'clock Sunday segment.

However, Allen's present sponsorship by Ford dealers is under a long-term arrangement from Standard Brands, under which the NBC time is also leased. SB would not like to see Allen in a position to recapture the time, so show when and if it decides to return into the bigtime radio picture again.

In view of the multiple legal ramifications that would be involved, it is considered highly likely that Allen, despite the renewed CBS overtures, would seek to keep his syndicate where it is. It would add up to a double loss.

STROZT SHIPPED BACK TO COAST

Sudden departure for the Coast last week of Sidney H. Stroz, with bag and baggage for an indefinite period, is believed to be due to a sudden realization on the part of the NBC that its "western front" has not been as impressive as the yeh had imagined.

Some months back Stroz was brought in to New York to head up the network's television operation. Prior to that he was Stroz who was right on top of the whole program picture, his close, friendly relationship with the Benjys, Bergens, etc., being no small factor in the network's undisputed role in its top talent monopoly.

Oddly enough, it wasn't until the NBC Coast operation was left Stroz's hands after he and chief counsel, Niles Trammell returned empty-handed after failing to sign up Benjys, NBC, he decided to leave Stroz' departure for an indefinite stay, "with full power of attorney to act on all matters," he said.

It is one who can do it anybody can. But most quarters see much broader implications; a bid by NBC, through Stroz returning to his old bailiwick, to salvage everything possible and prevent further hemorrhaging. Stroz, they realize, is one who can do it anybody can. But most quarters see much broader implications; a bid by NBC, through Stroz returning to his old bailiwick, to salvage everything possible and prevent further hemorrhaging. Stroz, they realize, is one who can do it anybody can.

Coulter, Dolan Join F-C-B Exit

Douglas Coulter is exiting as New York radio head for Foote, Cone & Belding. Agency's inactivity in radio in the N. Y. area, which has been coming out of the Chicago office since F-C-B parted company with the \$100,000 American Tobacco account last year resulted in the economy move.

Departure of Emerson Fove, president of F-C-B, for London on Saturday (19) is cited to a personnel overhaul in the agency's London office. Pat Dolan, who headed up the London office as a vice president, has been coming out of the Chicago office since F-C-B parted company with the \$100,000 American Tobacco account last year resulted in the economy move.

Before going to P-C-B, Coulter was head of CBS program department, post now held by Hubbell Robinson, whom Coulter succeeded at P-C-B.

Dolan operated out of the International Division of F-C-B, which has been handling the representing English and European accounts.

KSTP on Economy Speed

KSTP has begun reduction of its force as saving due to new midcity location. Three technicians have been laid off and further reductions are expected as result of consolidation of facilities.

Station previously had separate facilities for Minneapolis and St. Paul. Headquarters, but moved to headquarters on boundary between the two cities, where KSTP transmitter at same location.

It's first case in which such consolidation has been effected here.

Riggio's Anti-Capital Gains Stand New Quirk in Jack Benny Odyssey

The Works

In view of his behind-the-scenes financial masterminding of the capital gains maneuvers among radio's top talent, solidly entrenching his Music Corp. of America as a potential kingpin in television, they're now referring to Jules C. Stein as Chairman of the Board of Show Business.

P & G Cool To NBC's Sunday Night Overtures

Most frequently-banded question in the trade this week has been: "What opens to the Sunday night when NBC?" The answer, they say, is a switch from the years when they were riding the SRO crest seven nights a week, frankly confessing they don't know what the answer is, and at the moment they're completely stumped. Their fervent hope is that the CBS deal, still up in the air, doesn't materialize. That would solve everything.

NBC, it's understood, sought to negotiate a deal whereby Procter & Gamble would take over the 7 to 8:30 Sunday period for a moveover of "Tommy Donaghy," "Truth or Consequences" and the Red Skelton show. However, the various agencies involved reportedly greeted it with a categorical "no," not wanting any part of the deal.

Some of the network execs still cling to the belief that a strong sequence of adventure-crime stuff, particularly of the "Mike Donovan" variety, would be the real answer to fighting the CBS corner lineup, should the pact coup come about.

The NBC ban on crime shows before 10 p.m. automatically rules out such a decision. As one network exec put it: "There's one ethical line we really cannot cross. We made our policy. Now we got to sleep with it."

Texton Prexy Bares Helen Hayes Stock Deal To Clinch Radio Series

Boston, Nov. 23. Royal S. Little, Texton Inc. president, told the Senate subcommittee here that he had sold Helen Hayes 10,000 shares of Texton stock in a share sale to his own purchase at the same time for the Rhode Island Charities.

The industrialist said the deal was handled through Alfred MacArthur, Miss Hayes' "brother-in-law," who has been a Rhode Island Republican, which is probing operations of the Rhode Island Charities and affiliated trusts.

FM: Forget Mine

Austin, Nov. 23. Texas Broadcasting News, owners and operators of KTBC, has asked the FCC to delete the license of the station, which is now being operated by the Texas Broadcasting News, which is now being operated by the Texas Broadcasting News, which is now being operated by the Texas Broadcasting News.

According to the request, KTBC is receiving interference from an FM station in the area, and the station is now being operated by the Texas Broadcasting News, which is now being operated by the Texas Broadcasting News.

The CBS-Jack Benny-Music Corp. of America "capital gains" move, which has a new snag over the weekend, is one of all accounts, emanating from the American Tobacco Co.

Just when CBS board chairman William S. Paley had successfully hurdled all the Benny and MCA obstacles and looked like the network had the Benny-Phil Harris-Edgar Bergen parlay in its lap with the blessing of everyone (except NBC) concerned, Vincent Riggio, press of American Tobacco, moved into the picture.

Riggio called a meeting of his board last Friday (19) in N. Y., and along with execs of the agency, BBDO, kicked the Benny-CBS situation around in a full-day of huddling. Riggio's agency loping on his last Sunday's (21) broadcast, aimed specifically at BBDO, was reconstructed within the trade as some kidding-on-the-house.

Benny's contract with American Tobacco Co. is for \$150,000.

A Bergen Never Forgets For the past 10 years, it appears, Edgar Bergen has been the star of the CBS radio show, a special studio spotlight for his Sunday night broadcast. But in the past few years he had, he pointed out, for about \$15.

In the midst of NBC prexy Niles Trammell's urdules sessions on the radio last week in New York to retain Jack Benny, Phil Harris and Edgar Bergen, the latter showed little interest in the deal. The \$100,000 deal involving his future in radio.

"Look, Niles," was Bergen's parting shot, "how about that spotlight?"

Tobacco still has five years to run after this season, so that Riggio obviously is an impatient fellow whatever decision the comedian makes on switching over to Paley & Co. While every contract at last-Friday's meeting is pledged to a hush-hush policy, it's reported that Riggio looks askance at his star radio salesman playing around with capital gains propositions, particularly in view of recent Benjy repurchases and Sen. Styles Bridges' threat to investigate "c" maneuvers as a "tax dodge."

Those who know Riggio intimately say that five-year contract only, if Benny persists in making such a deal it could conceivably put him in a position of controlling the show without having a sponsor for him.

Around CBS everybody is sitting tight. The rumor mill has been set in motion, but no one is making a deal it could conceivably put him in a position of controlling the show without having a sponsor for him.

Unquestionably a strong factor in NBC vs. CBS comes raiding situation, the makeup of the network organizations as corporate entities.

On the one hand, the trade is split. On the other, it's not. Paley, the Columbia board chairman, as the majority stockholder, is only bound to himself in making decisions.

In contrast, NBC Prexy Niles Trammell, representing the stockholders, is only bound to himself in making decisions.

In contrast, NBC Prexy Niles Trammell, representing the stockholders, is only bound to himself in making decisions.

BOMB FROM ALL SIDES

Hooper's Top 15 and the Opposition

(Nov. 15 Report)

Program	Sponsored Network Competition	Total Network Com. per cent
Walter Winchell.....	Electric Theatre.....	6.5 10.0
Lux Radio Theatre.....	Man, Merry-Go-Round.....	9.9 9.9
Fibber & Molly.....	Gabriel Heatter.....	5.9 11.1
Jack Benny.....	Johns-Manville News.....	2.3 9.8
Bob Hope.....	Telephone Hour.....	6.8 6.8
Godfrey's Talent Scouts.....	Dr. J. Q.....	6.0 6.0
My Friend Irma.....	E. D. Cahan—News.....	2.4 11.5
Phil Harris-Alice Faye.....	Johns-Manville News.....	2.3 14.5
Duffy's Tavern.....	Sherlock Holmes.....	4.9 4.9
Mr. District Attorney.....	Town Meeting.....	4.6 17.0
Stop the Music.....	We, the People.....	1.1 1.1
People Are Funny.....	Gabriel Heatter.....	6.8 6.8
Cine Photographic.....	Railroad Hour.....	5.1 10.3
Mr. Keen.....	Voice of Firestone.....	9.7 9.7
Horace Heidt.....	Arthur Gaehe News.....	2.1 9.9
Big Town.....	Fish & Hunt Club.....	1.4 1.4
	Contented Program.....	5.8 5.8
	Carnegie Hall.....	18.1 18.1
	Amos 'n' Andy.....	12.1 12.1
	Behind the Front Page.....	3.2 3.2
	Million Berle.....	8.7 10.1
	Your Show & Mine.....	4.3 4.3
	Gabriel Heatter.....	6.7 6.7
	Groucho Marx.....	9.5 19.8
	Johns-Manville News.....	2.3 14.5
	Sam Spade.....	9.5 24.3
	Johns-Manville News.....	2.3 14.5
	Freddie Allen.....	14.8 14.8
	None.....	9.5 9.5
	Revere All-Star Revue.....	2.3 14.5
	Johns-Manville News.....	2.3 14.5
	Seafest Show.....	11.5 11.5
	Better Half.....	3.1 10.6
	Johns-Manville News.....	2.3 14.5
	Jimmie Fickert.....	4.9 12.1
	Hilt the Jackpot.....	10.1 14.9

Lowell Sun AM Pullout Seen as Trend To Vamp Radio Due to Television

Washington, Nov. 23.

Beginning of what may well be a trend toward withdrawing plans to enter the standard radio field because of the rapid developments in television is appearing in petitions being filed with the FCC. The idea that AM radio can pay the freight for video until the latter is on its own seems to be going out the window.

Last week, for example, from among the batch of briefs submitted to FCC was one from the Lowell Sun Publishing Co., Lowell, Mass., which had an application pending for a 5kw fulltime station, in addition to one for a television outlet. Lowell Sun's brief asked the Commission to dismiss its AM application because it has decided "to devote its entire resources to the development of television."

Lowell Sun went into considerable detail in giving reasons for its action. It told the Commission: "1. Development of television 'has proceeded with far greater rapidity than had been generally expected.'"

2. It believes that video "will be the major medium of broadcasting (Continued on page 32)

Par, Sindlinger In Radox Wedding?

Possibility that Paramount Pictures may buy into the rating device of Sindlinger & Co. was seen this week in the disclosure that Par vicepres. Paul Balaban has been elected to the Sindlinger board. Balaban is known to be highly enthusiastic about utilizing Radox for the company's television operations and it's believed likely that his joining the company's directorate presages active financial participation by Par.

At Sindlinger, prez of the Radox firm, also disclosed this week that (Continued on page 32)

Variation on a Theme

Prospective sponsors have come up with a new standard for important radio time slots, to add to the well-known, "Wait till after the first of May," "Wait till after Labor Day," and "Wait till after Easter." Now it's "Wait till after Congress Meets."

Their argument is that the unforeseen election results have changed the overall economic picture so drastically that they (their national advertisers) want to get an idea of the kind of legislation that's coming before they peel the rubber band off the roll.

Tele Will Supplement, Not Supplement Radio, Sez Shouse

Chicago, Nov. 23.

James D. Shouse, prez of Crosley Broadcasting Corp., told editors and publishers at the National Editorial Assn. meet here Sunday (21) that television is likely to replace radio. Theory that tele will supplement rather than supplant standard broadcasting was condemned by the Crosley tower as "designed to soothe the fears of men, radioites and publishers."

"As a broadcaster," said Shouse, "I think the tele with the exception of widely scattered and remote rural areas television stands a good chance of not supplementing broadcasting as we know it today, but of replacing it. I think that today, with radio broadcasting today will, before very many years have passed, undergo such radical economic dislocations that may cause it to deteriorate in quality of service at the very time when only (Continued on page 32)

PRESSURE MOUNTED FROM ALL SIDES

Broadcast Measurement Bureau is on the hot seat. The pressure's from the outside and from within. Informed trend opinion is that something's got to give, perhaps within days.

It's considered likely that a recent series of developments, climaxed by an NAB board meeting last week at which BMB was carpentered and an emergency BMB board meeting in New York on Monday (22) will lead to the resignation of either Hugh Felts, BMB's president, or John Churchill, research director. In some quarters there is even talk of the possible dissolution of BMB, but pieces of the industry setup say "it ain't so."

Although BMB brass have tried to maintain a "security silence" on the whole blowoff, it's no secret that there have been mutterings from the industry for some time on certain aspects of the bureau's operation. In most cases, the hefts have come at an individual station level. But some of the objections have been more basic—such as that BMB's future may be at stake.

BMB's entire structure was surprised by a hectic congressional (22) at the Waldorf-Astoria, N.Y., which began at 10 a.m. and ended at 8 p.m.—one of the longest in the Bureau's history.

Although the BMB board meeting was called soon after the NAB session in Washington weighed the Bureau's operations, BMB spokesmen denied that "scrutinious" feeling existed between the two groups.

"We Welcome It" "BMB is tickled pink," secretary Phil Frank said after the board meeting, "to have such problems brought to its attention by the NAB or anyone else. We're not mad at the NAB, we're not mad at anybody," he declared.

He added, however, that the BMB board was glad that two of (Continued on page 32)

Thurs. on CBS 'Ain't No Fluke'

On top of its "Sunday Disaster," NBC has been bandering the newest Hoopers and finds that the initial beating administered to its top-budgeted Thursday night line-up in years by a low-cost sequence of adventure—whodunit "It's" is anything but a one-shot "fluke."

Newest round of ratings finds NBC's "It's" is a "fluke" and is to be restored to "Aldrich Family," Burns & Allen, Al Jolson's "Kraft Music Hall," and "The Dick Van Dyke Show." Fred Waring to their onetime eminence. For once again all of them are outanked by "It's" and "FBI in Peace and Crime." "Mr. Keen," "Suspense," "Crime Photographer," and "First Night."

Only NBC suit to pull ahead of its CBS rival in the Thursday night line-up is the Campt-sponsored, "Screen Guild Players," (21) that television is likely to replace radio. Theory that tele will supplement rather than supplant standard broadcasting was condemned by the Crosley tower as "designed to soothe the fears of men, radioites and publishers."

Paul Gerard Smith

advocates

For Laughing Out Loud

in the upcoming

43d Anniversary Number

VARIETY

FCC Net Sales Hearing May Turn Into Parade as Result of CBS 'Subpoena'

Hy Gardner

reminisces on a long long prisoner's strange gratitude in

'Due-Bill on a Holdup'

in the upcoming

43d Anniversary Number

at

VARIETY

Kobak Confidence Vote Seen Upshot Of Mutual Crisis

Mutual's board's acceptance last week of the resignation of Robert Swezey as exec vicepres and general manager effective Dec. 1 is viewed in some trade circles as a confidence vote for Edgar Kobak, MBS president.

A network statement issued after the board meeting last week said that no successor to Swezey will be named, his executive chores will be taken over by others in Mutual's top echelon. Meanwhile Kobak is on the prowl for sales to head up program and sales.

Linus Travers, who was offered the key job under Kobak which Swezey felt would usurp on his duties will remain in Boston as executive vicepres of the Yankee Network.

Swezey himself was non-committal on his plans for the future after leaving Mutual. He has already had several offers and was in Washington yesterday (Tue.), reportedly in connection with one of the offers.

While Swezey's bowout dominated the agenda at last week's board meeting, the Mutual directors also discussed plans for expanding program activities to add more bigname shows to the network line-up, particularly in the work week. Following MBS directors attended: Lewis Allen Weiss, Don Lee, chairman; Theodore C. Strickbert, WOR, New York, vice chairman; E. M. Antin and Chester Campbell, WGN, Chicago; Charles Campeau, CKLW, Detroit-Windsor; H. K. Carpenter and Sterling Grant, WABC, New York; J. B. Gimbel, Jr., WIP, Philadelphia; Thomas O'Neill and Linus Travers, Yankee Network; Boston: J. B. Poppo, WOR, New York, and Edgar Kobak, Mutual, New York.

Frost Warnings Freeze

Out Ch'Field 'Super Club'

As KFI Refuses to Yield

Hollywood, Nov. 23.

Chatterbox Super Club aired for the last time over KFI Friday (19). KFI related that Super Club wanted station to cut the frost warnings which came into about the time of the weather of the KFI refused to clip the public service and asserted that a change in the time of the warnings would not be of sufficient value to the growers.

Station execs said they offered the Super Club free spots and also offered to run the entire program at another time but that Chesterfield would not agree.

Washington, Nov. 23.

Next Monday's (29) Federal Communications Commission hearings on network sales to affiliates of national radio stations will turn into a parade of radio station requests as a result of a CBS request yesterday (22) that the FCC subpoena 27 leading firms in the business to produce data for the proceeding. Granting of the request would mean the hearings would go on all week.

The network asked that specified officers of the reps produce all contracts and agreements entered into with broadcast stations since Jan. 1, '47, for the sale of national spot, and other commercial time. Previously, at the request of National Assn. of Radio Station Representatives, FCC issued subpoenas to the stations to produce a copy of NBC, a and Joseph McDonald, regional attorney and secretary of ABC, to appear with certain documents at the hearings.

While the FCC wouldn't say whether it would compel witnesses in the CBS petition, prior to consideration by Commission members, a spokesman declared that, ordinarily, where a case for relevancy to the case is shown, subpoenas are granted, although CBS has asked for "a lot of subpoenas."

It was noted that CBS cited the FCC notice of hearing (Continued on page 32)

RWG, Agencies

Lack Major Issue

A settlement on the minimum basic agreement dispute between the Radio Writers Guild and the ad agencies is definitely in the works. Negotiations between the two parties, which resumed three weeks ago after a short strike by RWG, is likely to continue several weeks more, but both sides are aware of the major obstacles in the way of a pact.

One of the toughest hurdles was the original RWG demand concerning the disposition of script property rights which the guild wanted to revert back to writers after a specific time for resale to films, video and book publishers. According to one agency exec, a formula still undisclosed, has been reached which promises to be satisfactory to both parties. It's understood that the formula will provide for a percentage split between scripter and sponsor on resales.

Talks between the guild and agency executives resumed yesterday (22) with both sides agreeing to knock out over the Thanksgiving holiday.

SB Retrenchment Hits \$4,000,000 Mark With

Its Ed Bergen Bowout

Exiting of Standard Brands from sponsorship of Edger Bergen (Coca Cola) and the "It's" program, in all to a total radio retrenchment for SB of nearly \$4,000,000 a year. The company's "One Man's Family" plus some spot business, as the food company's only radio production.

Last year Standard Brands began its budgetary tightening up by first-leasing the KFI Friday 8:30 Sunday night NBC slot to the Ford dealers for several years. Then, in the time of the war, the Allen and the time, however, probably depend on the "test" the company's advertising agency will next year on sales impact in the time of the de-emphasizing of the movie "Beverly Hills Cop." J. Walter Thompson agency of \$1,000,000. The agency retained the Allen billings (about \$1,000,000) when it stepped into the shoes of the Ford agency to negotiate the Ford dealers sponsorship.

TV a Tool of the Rich?

Washington, Nov. 23. A warning that television, which may wipe out sound radio, is likely to land in the lap of millionaires, came last week from Morris L. Westcott. The New York attorney laid the matter before the House-Small Business Committee, as one for serious consideration.

"Let's take a look at television," he said, during his rambling presentation as a witness. "It may wipe everything else out of the field of radio and otherwise. There may be 1,000 television stations in America ultimately.

"You know how much it costs? You must have a million dollars. And it is that medium that is going to control ultimately what I think may be the transmission by either of the spot news and opinion of America."

"I don't believe that it is going to take the place of films, in the sense of feature pictures. But who is going to own those 1,000 pipelines? How many people and how much diversity can there be—when we are speaking of people in America who have millions of dollars?"

"Take a look at the people who are in there. They are not evil. But they are the people with a million dollars; that is all."

DuMont in Nighttime Program Reshuffle in Bid for New Sponsors

DuMont television, with daytime programming now paying off financially on WABD, its key N. Y. flagship station, is planning a mass reshuffle of its nighttime programs in an effort to attract more viewers and thus more sponsors. Much of the tariff for experiencing with new nighttime packages is to come from the revision of the line-up.

At the same time, WABD extended its daytime programming announcements to 11 minutes a day, and who now does a one-man job on 12:15 to 12:45 p.m. segment cross-the-board, will repeat daily from 5 to 5:15 with his pianola and singing. Steele, an AM disk jockey on WABC, N. Y. radio, is also lining up a nighttime vaudeo show for DuMont, in which several songs have reportedly been selected. If that deal goes through, he'll have almost as many hours on the air as CBS' Arthur Godfrey.

Disclosure that WABD was ready to revamp its nighttime log was made this week by a press programing chief James L. Caddigan. He announced that DuMont on the ground will be either amateur or pro, and is expanding its auditions. Chasing chief Elizabeth Neers will uncover all new talent applying for a tryout. Step was taken, according to Caddigan, because the revision of 55 hours weekly of daytime programming to DuMont's schedule has led to much more radio consumption of talent than was originally considered.

Shubert Beef Cues Hunt For New Time Slot On Phil Silvers TV Show

The Phil Silvers video show howling tonight (Wed.) at 8:30 p.m. on CBS-TV is being asked to seek another time slot. The Shubert theatrical interests, which own a 21% slice of the legster, "High Button Shoes," in which Silvers is starring, has objected to holding the show on late evening Wednesday night. As a result, Lee Shubert is permitting the show to bow to the night. But will not consent to any more delays in the legster's starting time.

Shubert claims that Joseph Kipp, co-producer of the show with Monte Prosser, had no right to give his contract without consulting him. Some quarters believe that if a new time is available, a compromise may be reached whereby the video show sponsors may pay Shubert an agreed upon sum to compensate him for the possible loss of business because of delayed casting time.

However, Young E. Rubicam, ad. for Cluett, Peabody & Co. Silvers' sponsors, are shopping around for new time. Agency is expected to be up about the whole affair, inasmuch as it's thought that the 8:30 slot is the most effective for that show.

FEED CUESS FOR MIDWEST CABLE

Attempts to allocate time among the various television networks on the east to Midwest cable Link broke down in a mess of arguments in N. Y. last week, with virtually all the broadcasters adamant in their demands for the same cream time segments.

As a result, the American Telephone & Telegraph Co., which owns and operates the cable, took the ball away from the webcasters. Phone company asked each broadcaster to submit his request in writing and will try to resolve the situation on its own. Link, which runs from Philadelphia through Pittsburgh to Cleveland, is expected to be completed by Jan. 12.

Local competition for the cable, which for the first time will permit midwestern viewers to see simultaneously those shows originating in N. Y. and other east coast cities, points up again the fact that broadcast will be forced to change the time to come to depend on film transcriptions of their shows for the first time. NBC, which is it's through to the midwest, will still have only one link running in operation. NBC ABC, CBS, DuMont and the N. Y. Daily News' WPX are all bidding for the cable, and several other networks, including Mutual, must be taken care of when they come on the air.

NBC's 40% Contingent. Biggest fight at the allocations meeting occurred between NBC and ABC. Former web, which has by far the most network official shows, already has commitments on over 80% of all programs now sponsored on the east coast web to be fed the midwest. ABC, leading the opposition, doesn't mind a change, but whether a show is commercial or sustaining or what its rating has been is all that counts. According to that web, all should have a chance to share equally the time on the cable.

NBC asked, among other things, for the Sunday night 8 to 10 segment. The Radio Manufacturers Assn. revealed last week in reporting a record up in October that NBC sponsored on the east coast web to be fed the midwest.

ABC, leading the opposition, doesn't mind a change, but whether a show is commercial or sustaining or what its rating has been is all that counts. According to that web, all should have a chance to share equally the time on the cable.

Tele Set Out At \$5,000 a Day

Washington, Nov. 23. Television sets are now being produced at the rate of more than 100 a day, the Radio Manufacturers Assn. revealed last week in reporting a record up in October that NBC sponsored on the east coast web to be fed the midwest.

Although October production was based on only 100 sets, the Radio Manufacturers Assn. reported that in the first week of November the rate of production was 25% greater than in September.

On the basis of the production during the last week of October when output passed 2,000 sets, RMA members expect that production will be nearly 15,000 sets a year. Since RMA figures are based on a 30-day month, the first week of November production was 25% greater than in September.

RMA also reported that since the close of the year-end production member factories have shipped a total of 609,092 video receivers to various points in the country. The largest number have gone to New York—177,776, with another 64,339 to New York, N. Y. and 10,000 to Philadelphia with 64,339, followed by Chicago with 41,610; District of Columbia with 20,214; Boston with 18,033; and Cleveland with 13,340; and St. Louis with 10,131.

WPX, in Red, Seeks Coin; Offers Buy-In at 750G, May Sell Outright

Zenith Shows Round Screen

Chicago, Nov. 23. Zenith's new line of tele receivers, unveiled here Friday (19), has a circular screen and a single automatic tuner among its innovations. The tuner can be converted for high-band reception and a plug-in provides for a Phonovision adapter.

Most marked departure in appearance is the round screen, powered by 1,000 to 1,500 more volts than usual. Sets, produced in nine models, will be underpriced at dealers in the Chi area Mon. (29).

Mary Margaret A TV Casualty

Mary Margaret McBride becomes one of the first top personality television casualties, when NBC-TV plans to drop her Tuesday night video program after the Dec. 14 program. Miss McBride is heard in prominent follow-up spots on radio. "Texas Star Theatre." Entrenched for years on WNBC, the New York flagship, she is one of the most solid, audience-pulling personalities in daytime radio in the N. Y. metropolitan area. Miss McBride, on the other hand, the web conceding, has failed to properly integrate her distinctive qualities into the sight-and-sound medium. A continuation of the show will be made, but the bound into radio, where Miss McBride has a multiple-sponsored radio show that nets her in excess of \$100,000 a year.

Paris Lido Revue Sock in London TV Gala for the King

Paris, Nov. 16. The "Confetti" show at the Lido was flown bag and baggage to the BBC studios in London for a special gala on TV, and was extra-early executed affair. It will mean extra fee for the Champs Elysees broadcast through the coverage by the French and English newsreels, plus mag and newspaper publication.

The set was practically an exact reproduction of the Lido. Five cameras were in constant play during the hour and a half running time.

The showgirls, forced to wear bras due to the censorship laws in England, rode the same huge floats used in the Lido show every evening. A special plane carried these floats and other props.

Sponsored by the British Government, as a birthday gift for the King, it cost an estimated 5,000,000 francs, or about \$1,000,000. The show over: The cast included Chase Chase, The Debonairs, Gilette and Richard, The Charivari, Joseph Day and the Ben Yot Quartet.

The 16 Bluebellie girls were forced to spend their second night in London sleeping on hotel room floors, and the first night in the second night made for the unexpected second day in London. This too, the girls play in the London papers, especially since the girls are almost all English, brought by Miss Bluebellie to France.

2 Detroit Air Shows Readied for Television

Detroit, Nov. 23. Two of Detroit's top radio shows are being converted to television. They are the "Edgar Moore and the Frolic," with Joe Gentile and Ralph Benge, and "Jackie Bell and the Dicks," with Jackie Bell.

Both programs are heard over WJBK.

After less than six months of operating its video station in the deep red, the New York Daily News is now opening WPX for a substantial portion of the stake, Paramount Pictures has already been approached to take an undisclosed interest for \$750,000 in the video outlet but turned it down. WPX was also reportedly offered to a N. Y. indie AM station for outright sale but again there was no deal.

Failure of the rich and powerful DNB, says the paper, WPX over the commercial hump highlights a national phenomenon in the infant video industry. Out of 43 operating stations there's not a single one reporting a profit. Although this was expected, the smaller stages, all of the 43 stations have been surprised by the extent of the shelving. Many are playing it close to the vest.

NBC's investment in WPX, for example, is being clipped on the claim for \$200,000 this year and expects to go down for another \$50,000 in 1949 in the form of a video network. DuMont, likewise, was hit for over \$100,000 last year, while other stations, including the smaller ones, are bearing proportionate losses. Those operators with sufficient funds to hang on until video begins its promised payoff. Those with less cash or stamina are beginning to pull out.

Raytheon Corp. in Boston, after signing a deal for \$200,000 in constructing a video station, has sold its interest to CBS, which will convert the station into a radio outlet. The deal has been finalized pending okay from the Federal Communications Commission in Los Angeles Times Station, KTTH, has paid a 40% interest to CBS, giving the latter the right to control programming. The KMTR Radio Corp., controlled by the N. Y. Post-Tracker interests, put its TV construction permit for KLCATV on the block in a package containing a couple of AM stations which Warner Bros. has purchased, pending FCC approval.

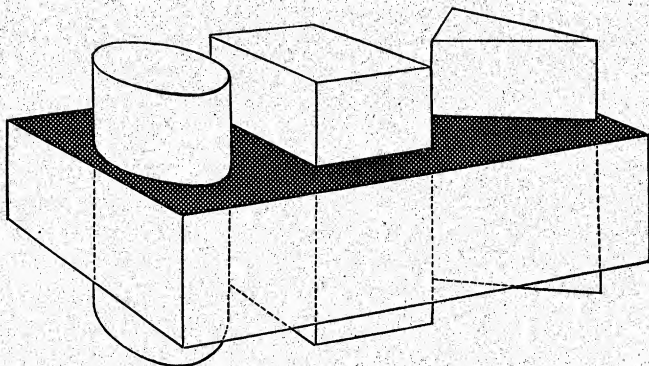
By design, the standard video blocks, most of the holders of video, are rushing their plans to get into the market as soon as possible. Wayne Cox, chairman of the FCC, predicted that 1,000 video stations would be in operation by the end of the next seven years.

GOLDBERGS' MOREY AS CBS-TV PACKAGE

Both "The Goldbergs" and radio comic Morey Amsterdam will be part of their own video package on the CBS-TV web in the near future. Web auditions an Amsterdam show, which is being used to audition a TV adaptation of "The Goldbergs" family tomorrow (Thurs.) will be transcribed on film for presentation to potential backers.

An Amsterdam show, which is a combination of situation comedy and vaudeo format, Amsterdam is packing a lot of punch. The show, which CBS-TV will control its rights, (Gertrude Berg is to produce the show) is based on the old radio format and the "Molly and Me" legster, in which the "Edgar Moore and the Frolic," with Joe Gentile and Ralph Benge, and "Jackie Bell and the Dicks," with Jackie Bell.

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It's not possible to make the square peg fit the round hole nor the triangular block fit the square space . . . but your sales story in **VARIETY** 'fits perfectly.'

VARIETY is read and advertised in by the men and women who buy and sell everything connected with show business.

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Replacement Need Accents Tele's Perpetual Headache—Tube Shortage

Television industry, already confronted with an acute shortage of cathode-ray tubes, will find the going even tougher next year and in 1950. At that time they'll have to start worrying about producing enough tubes not only to make new sets but also to replace the burned-out ones in sets that have been sold until now.

Manufacturers look for 25% of all tube production during the next couple of years to be diverted to replacement.

Estimated life of the average tube is from two to three years, according to U. S. Television repair Hamilton Hoge. With more than 700,000 sets now in circulation throughout the country, Hoge declared, the "big sleeper" in set production now is the servicemen's shortage of replacements. Millwright requirements, too, may be superimposed, which would cut into the available tube supply even more. Despite that, Hoge predicted the industry would be able to turn out 1,200,000 tubes in 1949 and 2,500,000 in 1950, as compared to this year's production of some 700,000 units.

Tube bottleneck has been (Continued on page 33)

NBC SHUFFLES COAST

STAFF FOR TVERS

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Applicants for video in Boston include two film interests, New England Theatre, owned by Paramount, and 20th-Fox New England.

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Fight is the second C.C.C. program to be carried by CBS-TV. Web recently aired the Tippy Lark-Chenille Fuzat fight from the same city. Robinson-Beloe fight will be aired in N. Y., Philadelphia, Washington and Boston.

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Hal Spitalany and his all-girl orchestra are understood to be leading the pack, although other shows have been auditioned by the network by Lennen & Mitchell and other agencies.

Judy Gershwin on TV

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Mary Ryan, regular on "Minutiae" will skip the show tonight (Wed.).

Toledo's 4,500 Sets

Toledo, Nov. 23.

Number of television sets in Toledo totaled 4,500 as of Nov. 20, according to a survey conducted by the city's radio distributors. Of the sets, 1,000 are in bars and restaurants, with the balance installed in homes.

WSPD-TV, owned and operated by Fort Lincoln, is the only station operating here.

Video Rate War

Shaping on Coast

Hollywood, Nov. 23.

Television rate war is slowly gathering momentum on the Coast with four major stations heading pictures nightly to \$7,000 video receivers. Two outlets have already slashed their rate cards, thus grabbing sponsors out from under the hooks of a third. Stations are slow to stretch schedules in order to afford to surpass one another.

Sponsors aren't yet to be found to fill the void.

Insiders are certain that with the advent of the network stations KNBH, KECA-TV, and KTTV there will be a full scale rate card cutting battle. NBC's KNBH is starting beating during the latter part of January. KTTV, CBS Times-Mirror station, goes on Jan. 1, and KECA-TV opens its doors Jan. 10.

ACVA to Sue KTLA,

KLAC-TV for Telesing

Hollywood, Nov. 23.

Florine Bale, coast chief of American Guild of Variety Artists, and Sam Shayon, its local attorney, recently filed suit against KTLA and KLAC-TV for televising.

The suit alleges that the two stations have violated the guild's contract by televising the annual Labor Day parade. The suit also alleges that the two stations have violated the guild's contract by televising the annual Labor Day parade.

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Push TV Directors Guild as Screen Writers Balk on Tele Jurisdiction

Chi Daily News-WENR-TV Space & Time Exchange

Chicago, Nov. 23.

Chicago Daily News (teins with ABC) and WENR-TV is in a dispute over jurisdiction over the program approval by John Knight, publisher, and Bob Kintner, ABC executive, who calls for exacting fees for air time for black-and-white, with no cash involved.

Under the proposed plan the Daily News would get a 15-minute strip to showcase its wares while WENR-TV would receive equivalent ad space. Station also would have first chance at the Daily News' news and other events.

Daily News tele application through WIND is in the FCC files.

Theatre Wing's TV Course

Expands to Meet Demand; New Management Course

Pointing up the growing interest of radio actors, writers, directors, etc., in television, the American Theatre Wing's TV course which

ends Dec. 8 will admit for the first time non-veteran members of the various AM guilds. Many members of both the Radio Writers Guild and Radio Directors Guild have already enrolled for the workshop course. Wing is also offering for the first time a year course in station management and operation.

Wing's entire professional training program is now under the direction of Charles Vance, who replaced Winston O'Keefe. Later assigned recently to become managing director of New Stages, Inc., a former dialog director at the Theatre Wing.

Wing also has a new instructor in the Northwestern and Stanford drama departments and is opening the Manila Spring Hotel while serving in the Philippines during the war.

Carl Becher, former writer-producer-director for CBS-TV, tele producer, is replacing Jerry McClellan as the new head of the WARD (DuMont, N. Y.). Wing's tele workshop course will continue to produce its own television facilities of William Still's experimental station, W2XJZ, at Jamaica.

Wing also has been furnished with considerable new equipment. As in former years, all trainees will work in all phases of production, taking their turn at camera work, set designing, editing, writing, etc. It's planned to produce two original shows weekly, which will be aired on a closed-circuit transmission.

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Hollywood, Nov. 23.

Screen Writers Guild and its affiliates in the past few years of America are split on the subject of television jurisdiction, particularly as pertaining to video film. So far, no satisfactory solution has been found and the parent organization is planning to go ahead with the formation of a new Television Writers Guild, to have jurisdiction over the TV scriptwriting, including that via pilots.

Delegation from SWG was recently sent for hearings with League officials. The film reps are understood to have pointed out that with approaching negotiations for a new contract with the producers, SWG must be able to bargain for tele in this area or the company will be able to play one League affiliate against another.

League brass in New York are reported to have conceded the justice of that stand and to have offered the SWG temporary jurisdiction here with the proviso that the SWG commit itself now to release the jurisdiction later to the Television Writers Guild. But the SWG committee has not been effective in its efforts. It argues that its jurisdiction is temporary, and is willing to commit itself at present.

On the other hand, League officials claim that the SWG is a TWG without a guarantee that it will have all phases of tele jurisdiction. The SWG must be sure they'll ever be able to relinquish jurisdiction over TV film to the Television Writers Guild, the mission of the organization. For if video ultimately supplants theatre as the medium of production, the TWG is willing to commit itself at present.

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Tele Chatter

New York

Paul Gallien named permanent member of General Electric's Sunday night newscast quiz show on CBS-TV, which has been refilled by John and Lillian Hellman.

V. Jones in from the Coast with his new show, "The People's Choice," which MCA is peddling. Maurice McMurtry, former sales chief for KNBC-TV (Kansas City), heading up the C. E. Hooper organization's subscriber sales.

Panel discussions will be held in network stations advertising, film production and distribution, camera lenses and their uses, large scale production and technical problems related to films for video.

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KTSL Adds Kidshows

To Boost Schedule By 7 Hours Weekly

Hollywood, Nov. 23.

Don Lee's KTSL, which has been beaming between 18 and 17 hours of television shows weekly, has upped its schedule seven hours per week to 25 hours a week. The new schedule is set for Jan. 1, 1950, as compared to this year's production of some 700,000 units.

Tube bottleneck has been (Continued on page 33)

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Looking for a Television Show?



If you're looking for a show that's "adult... mature ... in the best traditions of the American theatre" ... then **Actor's Studio** is tailor-made for you.

ACTOR'S STUDIO combines the talents of some of the theatre's most illustrious figures: Jessica Tandy and Hume Cronyn (pictured above), Marc Connelly, Cheryl Crawford, Elia Kazan, to name only a few. Each week a brilliant cast presents a top-notch play by such well-known authors as Tennessee Williams and James Thurber. No wonder critics and audiences are raving!



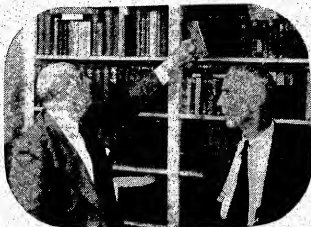
Or, if you're after something "slick and professional," **Hollywood Screen Test** is another "sure winner in the video programming sweepstakes" that "video fans are raving about."

HOLLYWOOD SCREEN TEST is a television natural if there ever was one! It's fascinating entertainment. Talented young artists from radio, the theatre and night clubs get their big chance at Hollywood. Handsome Nell Hamilton is center; each week a big-name guest star plays opposite the young hopefuls. (Did you see LIFE's recent cover story?)



Then, again, what about "one of the better variety offerings on television"? It's the **Gay Nineties Revue**... "worth a half hour's viewing any time."

GAY NINETIES REVUE takes audiences back to the good old days—and how they love it! Popular Joe ("Wonder Who's Kissing Her Now") is starred, with wonderful Lulu Bates, Ray Bloch and his Howard orchestra, and other great acts. The show's first Hooper was a 12.9 (77.5 share of audience). What an opportunity for a sponsor!



Or perhaps you're looking for "a good show" like **Critic-at-Large**, something that is "animated, controversial, witty and entertaining"... something that "will find its audience and amuse them."

CRITIC-AT-LARGE presents popular critic John Mason Brown and famous guests in informal living-room discussions of books, radio, the theatre and other subjects pertaining to the arts. Guests (like playwright Marc Connelly, above, with Mr. Brown) are well-known, well-informed and witty. Already the show has built a large and loyal following.

These four network television shows are for sale—in choice time spots—on ABC. We'd like to tell you more about them—and more about the remarkably rapid growth of our network. Won't you call us (without obligation, of course) at our big new Television Center, TRafalgar 3-7000.

1. Variety
2. New York World Telegram
3. Television World
4. New York Daily Mirror
5. Variety
6. Variety
7. Variety
8. Variety
9. Variety

ABC *The living image of America*
TELEVISION
American Broadcasting Company

Ohio Co. Offered to Sell AM Permit for 389G

Soon After Issue, Is Claim

Washington, Nov. 23. A charge that Northwestern Ohio Broadcasting Corp. offered to sell its AM and FM facilities in Lima for \$385,000 within three weeks after its AM permit was granted, was made by Skyway Broadcasting Corp. of Columbus, unsuccessful applicant for the AM facility, in a petition filed with the FCC Friday (19) by Marcus Cohn, counsel.

The petition declared that had FCC known of Northwestern's intention to sell its construction permit as soon as its AM application was granted, the Commission would have favored Skyway for the license. It therefore asked that its application be reinstated and that the Commission issue an order to show cause why Northwestern's permit shouldn't be revoked on the grounds of "fraud and deception."

Northwestern's FM station started operation last summer. Skyway had previously charged that construction of the AM station was proceeding before the Commission issued a final decision granting the permit.

Mex General Shoots Up

'Noisy' Radio Station

Mexico City, Nov. 23.

Gen. Bulmaro Guzman, of the Mexican army, is out on bail awaiting trial on a charge of malicious mischief preferred by Alfredo Tejeda, operator of a small local radio station, XEMT. Tejeda accuses the general, who lives next door to the station, of burning in during a program, yelling that too much noise was being made, and gun in hand, starting to wreck things until overpowered by the two performers then at the mike and the staff of six.

Gen. Guzman said repeated requests for less noise had been ignored and he couldn't stand it any longer.

WOR (N. Y.), KHJ (L. A.) Set Reciprocal Deals

Reciprocal coverage deal on local news has been worked out by WOR, N. Y., and KHJ, Los Angeles. The stations have agreed to supply each other with human interest news in their areas, and to exchange transcriptions.

WOR execs say they hope to set similar deals with other stations across the country, regardless of net affiliations.

K.C. MGR. SPORTS FILL-IN ON ANOTHER STATION

Kansas City, Nov. 23.

Sportscasting here has one of radio's most unusual twists with commercial manager of one station serving as play-by-play announcer for another station. Mahlon Aldridge, commercial manager of KFJR, Columbia, Mo., is doing the talking on Missouri U. games over KCMO, Kansas City. Both stations are ABC outlets.

An experienced sportsman in St. Louis, Aldridge more or less gave up the sports mike when he took over the KFJR post some time ago. He was called back, however, by an old friend, E. K. ("Doc") Hartenower, manager of KCMO, who had to find a sportscaster in a hurry when Walt Lochman, former sports editor, recently left the station. Aldridge stepped in and is finishing out the season for KCMO.

Tom Williams, who has been handling sports and news for KCMO, takes over as sports editor at the station.

Multiple Ownership

Hearing Set for Jan. 17

Washington, Nov. 23.

FCC last week scheduled oral arguments for Jan. 17 on its proposed rules to limit multiple ownership of radio and television stations.

Debate is expected on the FCC plan to limit an owner to five television, six FM and seven standard outlets.

'NAME,' 'MAYOR' SHOWS HEADED MUTUAL WAY

Mutual may soon snare two new half-hour shows, one of them now that ABC and the other carried by that network last summer. Decision is expected soon on "What's My Name?", Saturday night giveaway starring Arlene Francis, and "Mayor of the Town," Lionel Barrymore status dropped in June by Nozema.

MBS hopes to pick up "Name" around the first of the year, when General Electric's Lamp Division will drop it. However, it's indicated that Mutual won't touch the show unless the format is changed to eliminate telephone telex. MBS prexy Ed Kobak blasted phone giveaways in a recent statement. One of the suggested revisions to get around the phone taboo involves the use of post cards.

It's understood that Mutual hopes to sell the show to Servel, Inc., if the format problem can be whipped. It isn't known who MBS has in mind as a prospective sponsor for "Mayor of the Town" if that show is picked up.

Glickman's Knick Reparty

For the third straight year Marty Glickman, sports director of WGMN, N. Y., is broadcasting the N. Y. Knickerbockers professional basketball games from Madison Square Garden. Glickman is also handling the college games from the Garden for the fourth straight season, with Connie Desmond again his sidekick. Nedick's and Old Gold are sharing the sponsorship.

Glickman and Desmond are also doing about a third of the Knickerbockers' road games, with the pair down for approximately 100 college broadcasts, including those from the Garden, the 69th Regiment Army and 10 Ivy League games.

Buffalo-Roger M. Baker, commercial manager of WKBW, celebrated his 20th year in radio on Nov. 20. On Nov. 20, 1928, Baker started his career as a staff announcer.

NAB Votes Plan to Encourage Use Of Practices Code Among Members

Washington, Nov. 23.

A plan to encourage adherence to the NAB code for broadcasters was agreed to at the quarterly meeting here last week of the board of directors of the National Assn. of Broadcasters. At the same time the board received a petition from one of its members to amend the NAB bylaws to deny the board authority to promulgate Standards of Practice.

Following presentation of the petition by Edward F. Breen, manager of KVPD, Ft. Dodge, the board voted unanimously to authorize a committee to draft a statement explaining the purpose of the proposed bylaw, this statement to be acted upon at the board's next meeting in February. The statement and the proposed amendment would be circulated among the membership for referendum vote.

The plan to encourage use of the code provides for the appointment of a seven-member committee representing AM, FM, television stations and networks. Its functions include education and information, interpretation, keeping the code abreast of changing conditions in the industry, and expanding the code to meet "the rapidly developing conditions of television." The board emphasized that the proposals don't envision any "infringement upon the discretionary powers of the licensee under the law."

The board also decided to step up activity in NAB's FM department. It was agreed that Arthur C. Stringer, director of FM and Service Services, will be relieved of supplemental duties in an "interim period" to forward development of FM broadcasting. "The interim period will continue until the association has acted on a proposed plan of functional organization" to take into account developments in television, FM and facsimile. A five-member committee will be appointed by NAB.

President Justin Miller to prepare such a plan.

In other actions, the board: Agreed to appoint "unaffiliated persons" chairman of each of the 17 NAB districts and to set aside one day at the association's annual convention to activities of unaffiliated stations.

Decided to proceed with production of sales material for an All-Radio Presentation, a promotional effort being undertaken by all segments of the industry.

Accepted into membership 74 radio stations which had applied since the last meeting in May.

KATE SMITH TELEFAXES A 3-MINUTE TELEGRAM

Washington, Nov. 23.

Kate Smith, last week inaugurated the first hotel installation in the U. S. of Western Union Telefax, which transmits a telegram in a few minutes, by depositing the message in the slot of a facsimile machine and pressing a button.

At ceremonies in the Wardman Park Hotel Thursday (19), Miss Smith dispatched a message to the Pentagon to Surgeon Gen. Raymond W. Bliss of the Army in support of nurse recruitment. Within three minutes, an acknowledgment was received from General Bliss. Present at the occasion were four members of the FCC: Rosel H. Rice, Edward M. Weistner, Robert F. Jones and Miss Frieda B. Hennek.

HENRY IN AS WWXL FREEZ

Michael Henry, who was manager of WTMJ, East St. Louis, and who, since 1947 has been a member of the sales staff of WBBM, Chicago, joins WWXL, Peoria, as president and general manager on Dec. 1.

WWXL, owned by the Central Illinois Radio Corp., is an Indiana station on a fulltime basis.

...over
five million
people
listen to
one station
every week

When can you reach these five million?

At any time, 20 hours of every day. KNX sells long before sun-up...and is still selling at midnight. Every minute on KNX is prime selling time. Here's proof...

At 6:15 in the morning! For twelve years more advertisers have spent more dollars on KNX's *Sunrise Salute*, in combination with Housewives' Protective League, than on any other participation program west of Chicago. More dollars because *Sunrise Salute* makes more sales.

At midnight! For more than six years Tom Hanlon's *Merry-Go-Round* has been selling cars for the Kelley Kar Company of Los Angeles. Kelley says: "We sincerely believe that *Merry-Go-Round* is one of the best possible advertising mediums Kelley could buy... During just 6 months, 362 deals were traceable directly to the program. For direct sales it is the best program Kelley has."

Every minute, every day, is selling time on KNX. That's why...

Year after year, local advertisers spend more dollars with KNX than with any other Southern California station.

KNX
Los Angeles • 50,000 Watt

CIRCLING THE KILOCYCLES

Bridgeport—Harry Frazee, network production chief, joins WICC production chief, Charles Dickens J. Wright, who recently replaced Joseph T. Lopez as general manager of the Yankee 60-kilocycle. Frazee's arrival means that Florence Ballou Robinson, longtime assistant to the g.m. at WICC, will devote her full time to administrative duties.

San Antonio—John W. Scott, KABC news editor and assistant commentator, has been granted a month leave of absence during which time he plans to make an extended tour of Europe. He plans to visit German and other troubled spots in Europe and bring back with him views of the common people and their attitude toward the present and the future.

San Antonio—A special program was aired on WOAI saluting Good Neighbor Week proclaimed by Gov. Beauford Dewey. Transcriptions of the broadcast were made by WOAI and sent to WFAA, Dallas; KPBC, Houston; KROD, El Paso; KGNC, Amarillo, and KRGV, Waco, where they will also be given air time. Hugh A. L. Hall, of WOAI, and Dorence Roderick, of KROD, are members of the Good Neighbor Commission.

Huntington, W. Va.—Playing before the largest studio audience in the history of its Central Broadcasting Company, Huntington, West Virginia, and Ohio tri-state area, WSAZ of Huntington, gave a grand climax to its silver anniversary celebration. Special jubilee broadcast was aired before the largest crowd in the 36-year log of Huntington City Auditorium. An idea of the buildup prior to the broadcast and of the pulling power of the station is indicated by the fact that every person phoned during the giveaway segment of the program was already tuned to the station.

Atlanta—Catching in on feeding, fighting and fusing that has been going on between Savannah's radio stations and newspapers, Atlanta Constitution has inaugurated a "Constitutional Edition," which features full-page of radio programs each

Sunday, listing each station's program for week.

Boston—Holmes Parker Broeg, receiver of "Life Line of America" trophy last week at the 40th annual meeting of the Grocery Manufacturers of America for "the best job of interpreting food situation also received a trophy for airing the show, a series called "First on Food."

Cleveland—Joseph A. Beves, 18 years in the business, has been named WSRB station manager.

Wichita—Clark A. Luther, has announced that his one-third interest in KAKE here has been sold to David W. Reynolds, Fort Smith, Ark. Sale was completed Nov. 15. Luther was vice president and general manager of KAKE, and has been in radio hereabouts for about 10 years.

Pittsburgh—Ed Patrick, former manager of WESA in Charlotte, N.C., has been named to the same job by WESA. Patrick will be replaced by Warren Dana leaving KGOB to join WSAZ program director. Ed Patrick is negotiating with WESA to sales promotion at latter station. Paul Long has a new sponsor for his KGOB syndicated news program on Sunday. Prole Bros. Inc. of Cleveland, Ohio, has been named to replace the 10-minute newscasts Monday, Wednesday and Friday. WESA's new program, "Lawrence Bullitt" has joined an album of syndicated programs. He was formerly with WTAC in Worcester, Mass.

WONS PACTS KENNETH IN EFFICIENCY MOVE

Hartford, Nov. 23. With the appointment of Robert L. Kennett, vet radio man, as station manager, WONS is undergoing cuts in personnel. To date six efficiencies have been let go in an attempt to operate station more efficiently. Kennett replaces Robert Manby. Later will operate out of Hartford in interests of Yankee Network. Will split time between activities at station and Transit Radio, a function of the Yankee net. Transit is a captive audience tieup deal with his line. Through Transit buses and trolleys are equipped with FM receivers and operating only on frequency of station involved in the deal. Format of music and news is broadcast through Transit and must be listening to patrons of bus lines, hence term "captive."

For past five years Kennett has been connected with program department and radio sales division of CBS in New York.

TV's Headache

Continued from page 27

moved from the glass plants, which manufacture the tube cases, to the tube fabricating plants, which turn out the finished product. According to Hoge, only eight of the 100 plants are operating. Building of a new plant takes from six to eight months, he said, and installing a new plant in operation on a mass production basis. But, he pointed out, Sylvan Electric is not planning a new plant in Ohio. RCA recently opened its Lancaster (Pa.) factory and DuPont, Zetka and other manufacturers are expanding.

New glass-tube tubes, which were unveiled two weeks ago by DuPont and which RCA is reportedly ready to throw on the market, may make their first mark during early 1949. Even then, Hoge said, they won't amount to more than 10% of the total. He noted that the majority of set producers want to see them tested before installing them in their sets. Constant danger exists, he said, of the tubes leaking at the point where the glass is sealed to the metal.

Hoge said most of the glass-tube manufacturers were talking in terms of 16-inch and 17½-inch tubes. With an overall trend towards bigger direct-view screens already noticeable, he predicted a hot fight between the glass-tube manufacturers and producers of all-glass tubes. Over in Illinois, in the latter category, has already announced production of a 16-inch all-glass tube.

AFRA Signs KIMO

Kansas City, Nov. 23. Negotiations which have been under way between American Federation of Radio Artists and KIMO, Kansas City, Mo., for fortnight were settled last week when the union signed a contract. Five members of the staff are covered, contract calling for 40-hour week, eight-hour day and some other benefits, including a pension plan. Bobb, president of the AFRA local, says stipulations were not included in the contract, but the agreement opens for wage negotiations in three months.

Dramatic 'Hear It' Album Points Up Vividly Radio's Aid to Current History

Radio's value to current history has been pointed up with telling effect by the Columbia Records release of the five 12-inch "Hear It Now." A dramatic presentation of historical facts from 1932 to 1948, the album is contained in these recordings. Excerpts from historical making broadcasts, including speeches by Franklin D. Roosevelt, President Truman, Dewey, Wilkie, Churchill, DeWahl, Hillier, Eisenhower, Mussolini, DeGaulle, and Winston Churchill and others. They're tied together in competent manner by a variety of R. Murrow, head of the CBS news department, who is instrumental in maintaining the album brings into sharper focus the highly dramatic times from the depression to the war and the present, the various speeches of the late President Roosevelt help recall his good humor and forthrightness. The Hitler speech perfectly depicts a demagogical, shirking personality, and Eisenhower's delivery of the communiqué telling of the D-Day landing shows the note of confidence in the Allied side.

Important sidelights are not neglected. For example, Herb Morrison's account of the landing of the zeppelin Hindenburg at Lakehurst is out as though he were describing a routine morning, but with the blast he lets go with a flood of words which soon over him on the brink of hysteria. Arthur Godfrey's account of Roosevelt's funeral corse passing through Pennsylvania ave., Washington, keynotes the feeling of the American people. The break in his voice is quite evident.

"I Can Hear It Now" indicates some shrewd editing. It's fairly difficult to boil down more than 15 years into 45 minutes. Yet Murrow and the staff have picked up most of the major highlights. There must have been many hours of broadcasts left on the cutting room floor which could conceivably make another album of equal importance. For example, there's no mention of the Spanish Civil War, which served as the laboratory for World War II. Something had to be left out.

"I Can Hear It Now" is a volume that indicates the important job the radio industry has done in keeping the public informed in its utmost stress. It's an important document of these troubled times and should have a place in every history classroom as well as the home.

Disc Jockey Back in Good Administrative Grace

Des Moines, Nov. 23. Myron J. Bennett, popular disc jockey of KSO, Des Moines, has been reinstated as Des Moines State Commissioner and the ousted man against him in the District Judge Thompson held the state failed to prove by any competent evidence that Bennett was by word or deed, ever assented to the granting of any favors to Des Moines tavern operators as charged.

First Assistant County Attorney Edward S. Thayer, who prosecuted the ouster action against Bennett, has said he will appeal Judge Thompson's decision to the supreme court. Bennett has resumed his city office and also continues to play and chatter program on KSO.

Seattle—Milo Ryan is now handling publicity for KRCR, CBS outlet. Ryan also teaches a class in the radio school at the Univ. of Washington here.

Lone U. S. Station Carries On in Berlin Vs. Russian Spread, German Apathy

Frankfurt, Nov. 13. While the war of nerves with Russia is reaching a new climax, the U. S. is quietly losing an entire network in Germany. At the present moment laws are pending before each of the legislatures in the unoccupied zone to "incorporate" the radio stations of Frankfurt, Stuttgart, Munich and Bremen. The two have 1000 transmitters, among the most powerful in Europe. When the present legislation is passed and approved by Military Government, the U. S. will have left only the Berlin station RIAS to carry on its public relations job in Germany.

It has become obvious since 1945 that the Germans are unwilling or unable to wage effective political warfare on the side of the U. S. Will the nation's efforts in the American information program, RIAS (Radio in the American Sector) of Berlin, will take on increased importance. More than any other single outlet, RIAS has kept up the morale of the people of Berlin, educating them politically and producing some of the best-balanced programs in Europe. With the curtailed newspaper circulation inside Berlin and with confiscations of papers in the Soviet Sector and East Zone, RIAS is today practically the only source of non-Communist news for the 18,000,000 Germans in the east and the only important source for Berlin. As rumors spread by the Soviets reach RIAS, they are on

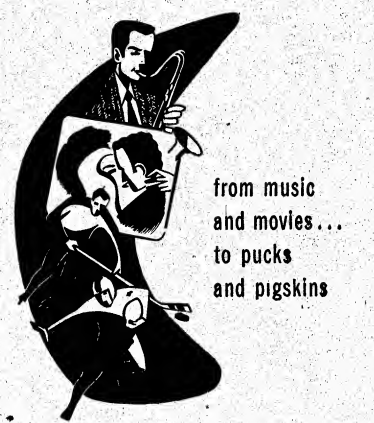
the air at once with denials and corrections.

RIAS coverage of the city hall riots, an on-the-spot reportage was done by two 20-year old boys, on a pair with the best of America can special events coverage. When coal shortages forced western authorities to ration electricity, RIAS took to the streets with a fleet of hand-assembled sound trucks, blaring out the latest news and commentaries at the main intersections of Berlin. With all of Berlin able to listen to the radio only four hours a day, RIAS shifted its programming, rebroadcasting key shows for each electricity-plan group.

Louisville's 6th Prems

Louisville, Nov. 23. WLIO, town's newest AM station, aired its first program Thursday (18), marking the event with a truck parade downtown, a group of women carrying portable radio receivers tuned to the station, and blurs from an airplane pa. system. Slogan of the station is "Louisville Listens to Lou." Station operates on 1,000 watts, 1350 on the dial, daytime only. Program structure consists mostly of records.

Officers of the new outfit, sixth in the city, are Mrs. John E. Messervy, president and general manager; Joseph M. Hansen, asst. genl. mgr., and Fred Darvin, program and sales manager.



from music and movies... to pucks and pigskins

If It's a "Feature Production" It's Especially Designed to Suit the Advertiser's Needs.

PRODUCERS OF
HINT HUNT
LADIES BE SEATED
SOMETHING TO TALK ABOUT
BRAND NEW BRIDES
MAN ON THE FARM

AVAILABLE FOR
SPONSORSHIP
SHOOT THE MOON
LET'S CLEAN UP
K-I-D-S CARNIVAL
PUT 'N TAKE

FEATURE
PRODUCTIONS

228 N. LaSalle St., Chicago
State 3156

There's never a dull moment for WJTV's Detroit audience. Symphony and popular music, children's and women's programs, full length movies, Red Wing hockey games, University of Michigan football games, prize fights, special news events... through WJTV's own facilities, through the NBC Midwestern Television Network, and even through the NBC National Network. Every day is a new day for WJTV's staff, and an enjoyable one for Detroiters who are keeping television manufacturers hooked to catch up with the demand.

WJTV, first television station in Michigan, is an ESTABLISHED advertising medium producing gratifying results for its many advertisers in a market that is currently one of the High-Potential cities of the nation. With a back-log of new cars that foretells a prosperous future, as well as ITS WORTH LOOKING INTO!

ASSOCIATE A.M.J.M.
STATION WJTV

WJTV-TV
NBC Television Network

FIRST IN MICHIGAN... Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE F. HOLLINGSBURY COMPANY

James Now 146G For 9-Week Tour

Hollywood, Nov. 23. Harry James' orchestra breezed back to town over weekend from a nine-week tour that in many respects was reminiscent of the trumpeter's wartime-peak blitz. Working almost daily from a sweep from Lake City down through Texas and up the Atlantic seaboard into the Carolinas, thence back to the coast, the James aggregation pocketed approximately \$16,000.

On the trek, band passed for a 16-day stand at the Texas State Fair, Dallas, which opened Oct. 8. Booked in at its guarantee and a percentage, the orch exited with about \$35,000. Arthur Mitchell and Jimmy Durante co-produced the Fair show, with the Schnozz generally heading the show backed by James.

Prior to the Dallas location, James played one-onesters through Utah, Colorado and the southwest. Band booked in on Dallas at \$2,000 per date, depending on the town, went to 60% privilege on each stop, grossed for itself \$48,000 on the 16 dates. The high-point was a gig staged for promoter Jerry Jones in Los Angeles. James cashed off 60% that amounted to \$47,000.

Following the Fair, the band blazed into deep south territory where James never had explored as a name leader. In es- say, 21 one-esters, booked at less than \$2,000 on the 16 dates, the orch failed to go into percentage on only four dates. The total was for this series of gigs was \$83,000.

A high was a flat guarantee of \$4,000 to play the annual ball at the Citadel, Charleston, S. C. The military college wouldn't give standard terms on the date, so James manager Frank Monte upped the guarantee. The school afterwards crossed \$12,400 as a \$5 head.

In the south the two peak takes

RETAIL SHEET BEST SELLERS

National Rating		Title and Publisher		Points										TOTAL POINTS
This Last wk.	Wk. before	Title and Publisher		New York	MIDS	Chicago	Chi. Fisher	Los Angeles	Moore	San Francisco	Pacific Coast	Seattle	St. Louis	
1	1	"Buttons and Bows" (Famous)	1	1	2	1	2	1	1	1	1	1	1	119
2	2	"Slow Boat to China" (Melrose)	2	1	2	2	3	2	2	2	3	4	2	107
3	3	"Tree in the Meadow" (Shapiro-B)	7	3	3	3	3	10	3	3	4	7	6	93
4	4	"Hair of Gold" (Roberts)	8	4	6	6	7	5	5	6	2	5	5	86
5	10	"My Darling, My Darling" (Morris)	3	7	5	5	3	3	4	4	9	3	4	43
6	6	"Maybe You'll Be There" (Triangle)	5	4	4	6	10	4	4	9	5	3	5	35
7	7	"You Were Fooling" (Shapiro-B)	9	6	5	5	5	5	3	8	8	5	5	30
8	5	"My Happiness" (Blanco)	6	9	1	5	5	5	5	5	5	5	5	29
9	5	"You Call Darling" (Mayfair)	8	9	7	5	5	5	5	5	5	5	5	23
10	17	"White Christmas" (Berlin)	5	9	5	5	5	5	5	5	5	5	5	23
11	11	"Underneath Arches" (Robbins)	10	9	5	5	5	5	5	5	5	5	5	23
12	13	"Rambling Rose" (Laurel)	10	9	5	5	5	5	5	5	5	5	5	12
13	9	"My Darling, My Darling" (Morris)	3	7	5	5	3	3	4	4	9	3	4	11
13B	12	"12th Street Rag" (Shapiro-B)	9	6	5	5	5	5	5	5	5	5	5	11
14	11	"Every Day I Love You" (Harms)	5	9	5	5	5	5	5	5	5	5	5	10
15	15	"Cuanto Le Gusta" (Peer-Inter)	5	8	5	5	5	5	5	5	5	5	5	9

There was \$3,000 for a stop in Raleigh, N. C., and \$3,900 in Birmingham, Ala. As promoting a dance is an autistic deal promoting on a Sunday in Memphis, James, on the way back to Hollywood, played the first jazz concert of his bantoneer career, in the cotton-market town, on Nov. 14. Band in on percentage, raised in \$3,300.

Tonight (Tues.) James opens a four-week stand at the Palladium here. It is understood he's booked in at guarantee of \$5,000 per week, against a split of all door admission gross over \$13,500 weekly.

Maschwitz Reveals Details of New Pact With British Bubs

Acting in collaboration with the Composers' Guild, the British Songwriters' Guild is readying a final draft of a minimum basic contract for submission to publishers sometime in January. The new pact, BSG vicepres Eric Maschwitz declared in New York last week, is expected to correct a number of trade abuses.

Organized in July, 1947, the BSG now comprises about 50% of the profession with 170 members. Maschwitz said, and after the first of the year he hoped that the remaining tunesmiths outside the fold will join the rolls. President of the group is Sir Alan P. Herbert. Among other customers which are expected to be touched under the proposed agreement is the habit of some pubs in failing to market or expiring a tune within a reasonable length of time.

In the forthcoming negotiations with the publishers, the BSG will bar long tangles of its members' compositions by providing that if a song is not published within six months, the tune reverts to the writer. The pubs, it's said, often placed numbers in cold storage, not because they lacked merit, but sought to deprive competitors of their use. Obviously the writer is then deprived of any earnings.

Although the BSG is a comparatively youthful union, it aided in the remaining struggle against the British Broadcasting Corp. and also worked with the Composers' Guild in bringing about a wider BBC programming of British music of every kind, according to Maschwitz. The BSG he said, is our only showupdown for the British writer's opportunities in radio and gram.

Records really don't help, Maschwitz feels. Most of the waxings are primed primarily for the American market. And purely British material is often passed over by the disk firms in an effort to find something of wider appeal. He pointed to the fact that 50% of the British material is passed over by the disk firms in an effort to find something of wider appeal. He pointed to the fact that 50% of the British material is passed over by the disk firms in an effort to find something of wider appeal.

Maschwitz, who arrived in New York via Pan American Airways last week, is in town to make a few work a possible deal for a Broadway production of his current musical, "The Boy in the Blue." Presented by Lee Ephraim at the 42 Palace, the show is now in the second week. While in the city, he may squeeze in a trip to Hollywood to explore a possible sale for "Alma to Blimey. And accompanied by his wife, he plans to plan back to England Dec. 14.

Disk Ban Melted Dealer Problems

Disk company sales executives have gotten some satisfaction out of the 11-month recording ban. They assert that the distribution and retail end of the industry is in a much healthier state because of it than it has been in for some time. This is so, namely, because of the slowing up of releases and the general reduction in business have caused (1) the elimination of hundreds of dealers drawn into the field by the wartime dealers, who were never looked upon kindly by the major companies because they handled dozens of different indie labels; (2) state inventories to be cleared away and; (3) presented an opportunity to revise catalog material that was in constant demand, but which was not produced because materials and production were too tight.

Of the three reasons, the first is the most important to the major companies. In a good deal of the pre-war period, there were between two and three of these outfits and dirtier outlets. There was always some reference to dealers who pledged allegiance to no individual company, or a group of them, but handled a lot of lines. They did not like it, since displays of dozens of labels often crowded the shelves, and they constantly urged distributors to get tough with "fly-by-night" dealers.

In the third category, majors such as RCA-Victor, Columbia and Decca have done nicely by releasing even Capitol's released former hits. Victor, particularly, got the chance during the slowdown and the time to put out old sides by Glenn Miller, Artie Shaw, et al. These had been in big demand.

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 November 12-18, 1948		
1	A Tree In the Meadow	Shapiro-B
2	Bella Bella	Leeds
3	Beyond the Purple Hills	Goldmine
4	Bouquet of Roses	Hill & Range
5	Buttons and Bows—Pate Pale	Famous
6	Cuanto Le Gusta—"Date With Judy"	Southern
7	Down Among the Sheltering Palms	Miller
8	Every Day I Love You	Harms
9	Far Away Places	Laurel
10	For You	Witmark
11	Galway Bay	Leeds
12	Hair of Gold	Robert
13	Here I'll Stay—"Love Life"	Chappell
14	I Got Lucky In the Rain	Morris
15	I Love You So Much It Hurts	Fox
16	If We Can't Be the Same Old Sweethearts	Melody Lane
17	Just for Now	Feist
18	Lavender Blue	Advanced
19	Maybe You'll Be There	Santley-Joy
20	My Darling, My Darling—"Where's Charlie"	Triangle
21	On a Slow Boat to China	Morris
22	One Sunday Afternoon	Melrose
23	Rambling Rose	Remick
24	Say It Isn't So	Laurel
25	Something Sweet To Your Sweetheart	Berlin
26	Tree in the Meadow	Mills
27	You Call Everybody Darling	Dorsey Bros.
28	You Came a Long Way from St. Louis	Nayfair
29	You Started Something	Harms
30	You Were Only Fooling	BMI
31		Shapiro-B

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.

61	Alma to Blimey	62	Robbins
63	Alma to Blimey	64	Splitter
65	Blue Bird of Happiness	66	T. B. Harms
67	By Day—"When My Baby Smiles At Me"	68	Laurel
69	Combs Symphon	70	Words & M
71	I Still Get a Thrill	72	Witzell
73	I'd Love to Live in Loveland	74	Witzell
75	In My Dreams	76	Famous
77	Isn't It Romantic—"Isn't It Romantic"	78	Famous
79	It's a Most Unusual Day—"Date With Judy"	80	Witmark
81	It's Magic—"Romance On High Sea"	82	Witmark
83	Love Somebody	84	Kramer-W
85	Rambling Rose	86	Paramount
87	Night Has Thousand Eyes—"Night Has Eyes"	88	Paramount
89	Play the Players	90	Marka
91	Seven Tatars Waltz	92	Bourne
93	That Certain Party	94	Miller
95	This Is the Moment	96	Miller
97	Woe You're Smiling	98	Cavalier
99	You Walk By	100	Cavalier

1. Light Musical. 2. Film Musical.

'RI' Logging System

Richard Himmer's new development in logging broadcast performance rates runs in the line of the "RI" system. They are compiled on the basis of 1 point for sustaining instrumental; 2 points for sustaining vocal; 3 for commercial instrumental; 4 for instrumental vocal. Each of the 3 major territories, New York, Chicago and Coast. For example, a Commercial Vocal in all three territories counts 12. Added to these totals is the listener ratings of commercial shows, which account for the large point tallies below.

Week of Nov. 12th to 18th

Song	Publisher	Total
Buttons and Bows—"Buttons and Bows"	Famous	121
Here I'll Stay—"Love Life"	Chappell	121
On a Slowboat to China—Melrose		121
You Were Only Fooling—Shapiro		121
A Tree in the Meadow—Shapiro		121
Until—Dorsey Bros.		118
For You—Witmark		118
My Darling, My Darling—"Where's Charlie"	Morris	106
Everyday I Love You—"Two Guys From Tom's"	Harms	106
Tried to Tell Everybody Darling—Mayfair		106
Cuanto Le Gusta—"Date With Judy"	Southern	106
Hair of Gold—Roberts		96
Down Among the Sheltering Palms—Miller		96
Bouquet of Roses—Hill and Range		96
One Sunday Afternoon—"One Sunday Afternoon"	Remick	96
The Honey Song—Crawford		96
Bella Bella Marie—Leeds		96
I Say It Isn't So—Berlin		96
I Started Something—BMI		96
Say Something Sweet To Your Sweetheart—Mills		96
Night Has Thousand Eyes—"Night Has Thousand Eyes"	Par-	96
I Can't Be the Same Old Sweethearts—Feist		96
Maybe You'll Be There—Triangle		96
I Love You So Much It Hurts—Melody Lane		96
I Can't Be the Same Old Sweethearts—Feist		96
Galway Bay—Leeds		96
I'd Love to Live in Loveland—BVC		96
This Is the Moment—"Lady in Blue"	Mills	96
By the Way—"When My Baby Smiles At Me"	BVC	96
In My Dreams—Wigell		96
Love Somebody—Kramer-W		96
You Came a Long Way from St. Louis—Jewel		96
Tried to Tell Everybody Darling—Mayfair		96
Bluebird of Happiness—T. B. Harms		96
Again—"Road House"—Robbins		96
Lavender Blue—Santley-Joy		96
I Still Get a Thrill—Words and Music		96
Tara-Tara-Tara—Oxford		96
Isn't It Romantic—"Isn't It Romantic"	Famous	96
Far Away Places—Laurel		96
Rambling Rose—Laurel		96
I Just Got Myself in a Bind		96
That Certain Party—Bourne		96
It's a Most Unusual Day—"Date With Judy"	Robbins	96
I Don't Do—Don't Do—Splitter		96
So in Love—"Kiss Me, Kate"—T. B. Harms		96
At the Flying W—Morris		96
Combs Symphon—Witzell		96
You Walk By—Cavalier		96

Words and Music by **LEON RENÉ** • ASCAP

Inside Orchestras—Music

George Simon Music Co. has already received \$80,000 in wax royalties this year (half of which must be paid to writers) though the firm hasn't had a really good song hit. It's not done with mirrors either, just the backs of top tune blisters. The underside of Margaret Whittle's "I'm in the Mood" is "I'm in the Mood" written by George Simon's "Nature Boy" is bracketed with "Lost April"; Dinah Shore's "Buttons and Bows" is mated to "Daddy-O"; Tex Beneke's "St. Louis Blues" is paired with "Cherokee Canyon"; Ray McKinley's "Aloha" is backed by "Cincinnati." Simon has each of those underlining tunes, which are reaping in the same publisher-writer royalties on sales as are the hits to which they are mated.

Frankie Laine has been offered \$7,500 through General Amus. Co. to essay eight concerts in Honolulu auditorium, once nightly, starting Feb. 17. Acceptance is contingent on just what sort of a background group singer can muster to backstop him. The offer includes free transportation for himself, but Laine positively refuses to work as any pianist-singer. Carl Fischer, and wants to handpick a rhythm section. Laine reportedly is also holding out for free roundtrip transportation for at least four men before taking the island offer. Proposition is that singer will stand salaries of his crew if the Honolulu promotion will underwrite the plane ride for the sidemen.

Beryl Davis has split with her manager, Willard Alexander. Chirp, who recently married KFWB disk jockey Peter Potter, wants to stay anchored on the Coast, while Alexander flatly told her she'd have to take tours to keep moving, now that she will be renewed on Lucky Strike "Hit Parade" and there is doubt as to her option being picked up by RCA-Victor. Miss Davis has been getting \$1,250 weekly warbling opposite Frank Sinatra on "Hit Parade." In not renewing her option, which would have called for tilt to \$1,500, American Tobacco will economize, for Ellen Wilson, who replaces the British singer starting Dec. 4, will be getting a reported \$850 a week.

Louis Prima expects to run his star flip, Pennymaker, in the Santa Anita Derby and other important stakes at the Santa Anita race meet after the first of year. Maestro, who has been an owner of a racing stable for more than two years, will be Pennymaker flip out of action temporarily last spring after she developed back shins, but expects to run her at the Fair Ground, New Orleans, then ship her to the Coast. Freddy Martin is perhaps the only other name band maestro currently dabbling in horse racing.

Columbia Records apparently has given up all intention of ever reopening its huge King's Mills, Cincinnati, pressing plant. Company has disposed of much of the equipment installed there, or moved it to other production plants, and did little with the materials. In addition, CRC recently disposed of real estate it held in the area, consisting of private homes constructed for employees of the factory. King's Mills was the largest in the Columbia string of production plants.

Gene Norman, KFWB disk jockey, has made a deal with Modern Records to issue 10 albums of wax recordings of his various jazz concerts he has promoted hereabouts in 1947. Norman will get a cut of the sales gross and, in turn, pay the performers the flat recording scale which prevailed a year ago. Musicians' Local 47 will not permit Norman to release on disk recordings of concerts held since the ban became effective last Jan. 1.

Henry Spitzer got 1,000 Columbia disks of one of his debut songs as a music publisher, "Little Jack Frost Get Lost," pressed back-to-back with the same tune, but the Pennymaker flip out of the "wrong side." Tune is by Albert Sillman and Seger Ellis, and Frankie Carle did the disk cutting.

JUBALAIRES

Victor-LP

Continued from page 35

that Victor is figuring on a 45 rpm disk, radio and record equipment makers are figuring on adding the third speed to their products. Capable, for example, is considering planning a machine capable of reproducing at all three—78, 45 and 33 1/3.

Victor, incidentally, is keeping its intentions strictly under cover. The majority of its distributors and dealers are well aware of the development, and rival recording company executives are cognizant of the company's plans even to the time of CR with its own long-playing disks (which won't actually spin as long as Columbia's in view of the slower turntable speed) is not quite understandable. Victor executives were given an opportunity to join Columbia in the marketing of the 33 1/3s, as were other companies. The offer was rejected, probably in the belief that the public would not accept the changeover in equipment.

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Music Notes

London

Danger of yowwark has compelled Peter Yorke to relinquish his orchestra at the Savoy Theatre for the "Cagney" Fox-Grover show. Yorke will continue to be the show's musical director, but musician-arranger Bob Busby will conduct in his place.

Fred Heath's son, Bobby, is to join the Eddie Palmer group which is to play opposite the Ray Eltinge orchestra at the "Piscine" Restaurant, Bond street.

Hollywood

Goddard Lieberman, chief of Columbia Records' Masterswork division, in from L.A. for week checkup of coast operations. Capitol set deal through Metro radio houses showing "Words and Music" to play Margaret Whittle's "Rodgers and Hammerstein" over a system at intermissions. In addition to disk jockey tunes, Robert Biefer, former N.Y. lawyer turned composer, inked to do five songs for Vinson Productions' "Enchanted Dream" . . . Charles Gaynor, author-composer of "Tend an Ear," offering three jazz-influenced numbers which Andy Russell will use in his pa-trol. . . . The show goes into El Ranchito, Las Vegas, for two weeks, starting Feb. 2 at \$4,500 per dance. . . . Eddie Fleming and Bob Hope recording "A Thousand Violins" and "Lucky Luck" for Paramount's "Easy Does It."

On the Upbeat

Continued from page 35

of Hotel Sherman. Torri goes to Gotham for role in "Rape of Lucretia" . . . John Lewis, former orchestra leader, now leading a jazz unit. . . . Floyd Hunt, combo leader and composer, of "Till I Am," signed a new pact with Don Haymes. . . . Irving Berg, Bobbie Music rep., inked into over Miller Publishing Co.'s Chit operation. . . . Claudia Morano, singer, joins Freddie Stone's orchestra for theatre dates. . . . "Flirt!" new tune written by Jim. . . . Nancy Calhoun Jacobson, wife of Chit Parer owner, introduced on ABC. . . . Seymour Records inked into "Jazz at Philharmonic" at Chit Opera House Nov. 26.

Kansas City

Harl Smith orch back in the hotel after a stand in the Grand Room of the President hotel. . . . Hal McIntyre orch followed Bob Astor into the Elcom Ballroom. . . . Steve Kinsey crew holding down the headstand at Elcom Ball of the Belleville hotel. . . . Wayne Gregg orch down from Chit for a change in the Terrace. . . . The Muehlebach hotel. . . . Carleen Kayler has the vocal assignment, with Gregg agency.

Pittsburgh

Joe Angelo orch, which played Vogue Terrace with Cava Gavanagh Trio, goes back into that spot again Dec. 13. . . . David Carey on the vibes has joined Deeds Wild at Philharmonic. . . . Trombonist Tommy Turk winds up "Jazz at Philharmonic" tour. . . . Nick Summa, pianist formerly with Cava band, and Jimmy Emmert, who Hal McIntyre trombonist, have gone with Baron Elliott outfit. . . . Wilbur Hildebrand new piano and electric man with Bill Catton orch at Terrace Room. . . . Bob Suggs Trio and orchestra. . . . Mitchell has options up at Hollywood Show Bar. . . . H. Edwards playing for orchestra which reported at Erectors Society, private club.

Band Reviews

Continued from page 35

preneur, has a piece of the outfit. At any rate the band's long run here and its attendant air dates (10 to 20 coast-to-coast dates) have given the new orch a full-dress launching. . . . Although he lays down the beat for the dance-minded Click Audios, Williams has followed the classic Thernhill style. The Hubie Wheeler arrangements set a distinctive melodic pattern, even though they permit heaving to the conventional dance tune. . . . Williams, who carries the vocal burdens by himself, sings ballads in a relaxed manner that goes over with the sex Kinsey has yet to report upon. Jimmy Lyons' pianistics are a distinct asset, and Abe Fila, a local favorite and a former batonner, paces the brass section. Personal numbers mix with two trumpets, two trombones, four sax, piano, bass and drums. (CgH).

Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Current Rate	Total Overage
Eddy Duchin	Waldorf (400; \$21.50-22)	7	2,800	19,325
McKinley	New Yorker (400; \$14.50-15)	7	1,025	7,125
Guy Lombardo	Roosevelt (400; \$15.00-22)	8	2,700	20,475
Tommy Dorsey	Pennsylvania (450; \$15.00-22)	7	1,725	12,750

* New Yorker, ice show; Waldorf, Peter Lind Hayes-Mary Healy.

Chicago

Bernie Cummins (Walnut Room, Bismarck; 300, \$25.00 min.; 1 cover). Weathered up first week. Fairish 1,500. . . . Siddey Henderson (College Inn, Sherman; 500, \$25.00-30.00 min.). "Salute to Gerardin" revue keeping room buzzing. Good 3,000. . . . Del Courtney (Marine Room, Edgewater; 700, \$12.00 cover). Victor Lombardo closed Tuesday (400, \$12.00 min.). . . . Frankie Masters (Boulevard Room, Stevens; 650, \$3.00 min., 1 cover). Frankie Masters' plus new ice revue, scoop 3,800. . . . Joel Merman (Mayfair Room, Blackstone; 550, \$3.50 min., 1 cover). New show with Myrus turned nice crowd. Net 2,000. . . . Griff Williams (Empire Room, Palmer House; 550, \$3.50 min., 1 cover). Small conventions holding next to final week to moderate 2,800.

Los Angeles

Freddy Martin-Florence Desmond (Ambassador; 900, \$15.00-22. Fair 3,000. . . . Gary Barber (Biltmore; 900, \$11.50-15). Good 3,200. . . . Tom Thompson, Williams Bros., Hal Sandick (Beverly Wilshire; 400; 1 cover, plus \$4 minimum). Capacity 2,000 first four days.

Location Jobs, Not in Hotels

(Chicago)

Cee Davidson (Cher Place; 500; \$3.50 min.). Harvey Stone, Gracie Barrie, Vagabonds light 3,000. . . . Sherman Hayes (Blackhawk; 500; \$2.50 min.). Opened Wed. (17). First week trim 2,800. . . . Teddy Phillips (Arach; \$11.15-15). Dipped to mid 12,300. . . . Orrin Tucker (Trianon; \$11.15-15). Holding well in second week; smart 12,000.

Los Angeles

Lawrence Welk (Paladium B., Hollywood, 4th wk.). Strong 12,000.

ASCAP-Coast

Continued from page 35

guit was a civil one. Alpert told members many theatres are now putting the taxes into pending final court ruling on the performance rights so the Society will have to be deprived of about \$400,000, although he insisted ASCAP will finally win and coin will find its way into its coffers. Since quarterlies are being paid, it's about six months behind collecting the dent hasn't shown up yet. (For first three quarters this year, ASCAP paid more than a \$600,000 net in cutting, about equivalent to the same period last year.)

Alpert disclosed ASCAP will set up a television rate structure early next year to be retroactive to Jan. 1, 1949. Present royalties are \$1 yearly, a mere gesture. Under new plan 80% of the members must agree to the Society becoming an agent for handling of licenses and logo. Some 78% already acquiesced.

Yet songwriter Robert MacGinnley left members agaping by stating flatly that ASCAP's salvation only is the film company divorcing themselves of their publicity subsidiaries. Gilbert won an admission from Alpert that the Society is to Gilbert's demand that the board notify all members at least 60 days before attempting to change the classification system, and that members receive copies of suggested changes. (The plan has been in the works for some time, incidentally. It was developed by George W. Meyer, who originally developed the current method of distribution to publishers.)

Cunningham, departing from script, said he believes ASCAP is making a "grave mistake" by functioning without a general manager since John G. Payne died two years ago. The four-nnn "consulting committee" which took over, instead of a \$40,000 yearly general

manager, is "a rank failure," Cunningham said. He stated the organization "surely needs a general manager of the stature of Jim Farley or Eric Johnston" to rep the group.

By WALTER WINCHELL

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Miami Beach Talent War Claims First Victim; Latin Quarter Drops Shows

Miami Beach, Nov. 23. — The Latin Quarter, Miami Beach, has withdrawn from the Florida talent sweepstakes. E. M. Low, spot's owner, and Lou Walters, co-owner with Low in the Latin Quarter, N. Y., who was booking the Florida spot, settled on a straight entry with music policy following decision not to attempt to compete with the Miami Beach benefits who have adopted a "budget, be hanged" attitude in the purchase of top performers.

Low and Walters decided to drop shows after Abbott and Costello were forced to cancel a February date at spot because of a new film commitment at Universal. In shopping around for a replacement, they found that the cream of the names have been signed off by the competition, and what was available was offered at prices which they thought to be out of line. Rather than take a certain financial loss, they decided to abandon shows.

Dud had Olsen Johnson set to open the Latin Quarter, late December. If the comedy team are not sold elsewhere for that period, it's likely that Low and Walters will use them in their N. Y. cafe. Some applies to the Candace-King dancers, who were booked for a 13-week term in Florida.

Walters, since Abbott & Costello's cancellation, is also faced with the necessity of finding a headliner for the N. Y. spot following current run of Sophie Tucker. Rudy Vallee was being negotiated for, but deal is now in abeyance, inasmuch as Walters and Low may have to play Olsen & Johnson in that spot instead.

Indie Agents Will Now Book German Acts For GI's in Occupied Areas

Bad Nauheim, Nov. 18. — Special Services German Show Circuit did a fadeout Nov. 1, with independent agents taking over the stint of booking German acts for soldier clubs throughout the occupied areas.

Under the new deal, military posts may contact individual acts direct or through agents on the approved and recommended Office of Military Government, U. S. Information Control Division, list. Move was in line with the overall policy of returning business to Germans.

Technical supervision over post operation in hiring of German talent will be exercised by the Entertainment Branch of the Special Services. The elimination of the German talent circuit leaves the Allied civilian shows circuit supplying outside talent—British, French, Italian, Dutch, Belgian and Danish—to clubs in all zones.

Three Cafe Men Held In St. Loo Nitery Murder

St. Louis, Nov. 23. — Three employees of the Kitty Kat Club last week were indicted as a local grand jury in connection with the fatal shooting of Donald Tierney, 19, a customer, last September in a row in the club. Frank Hickey, a bartender, was indicted on a first-degree murder charge; Paul Martorelli, co-owner, and Lee Deering,ouncer, are charged with being accessories.

Tierney was shot when he went to the aid of a companion who had been attacked by several unidentified persons. The row is alleged to have started when remarks were made to a girl companion of Tierney's friend.

Vivienne Segal Buys Out of Embassy Pact To Preem at Le Directoire

Vivienne Segal suddenly switched her cafe debut from the Embassy to Le Directoire, N. Y., last night (23), but had to buy her way out of the Embassy pact by payment of \$10,000.

Sequence of events had Miss Segal at spot open at the Embassy, Nov. 3, at \$100 plus 15 of the receipts over \$12,000. Shortly before the opening, Miss Segal was taken ill and opening was postponed for 10 days. Meanwhile, she wanted a more certain guarantee and contract was revised with a \$500 salary and breaking point of \$14,500. However, songstress subsequently wanted a complete out from the Embassy contract, and when Le Directoire offer was made at \$1,000 weekly, settlement was arranged by her attorneys, Silverstone & Rosenthal, for \$1,000 in order to reimburse the club for sum spent in publicity and advertising.

In the process of switching clubs, Miss Segal also switched agents. Jack Lear & Milton Bender, originally in on the deal, were succeeded by Gloria Safer, who handled Le Directoire booking.

Danny Thomas Lines Up Cafe Dates at \$7,500

Danny Thomas will do a series of cafe dates before going into La Boheme, Miami Beach, in February.

Comic has signed for the Chase Hotel, St. Louis, Jan. 7; Latin Quarter, Boston, Jan. 16, and the Town Casino, Buffalo, Jan. 24.

William Ornstein
a practical publisher and film
manipulator
reviews the

"Growth of the Roofless Theatre — 750 Drive-Ins Today Do Big B.O."

an editorial feature in
VARIETY's
43d Anniversary Number
See Soon

Ink Spots First Negro Act to Play Top Florida Spot

Miami, Nov. 23. — First colored act to play for white audience in deep south will be the Ink Spots, definitely booked for Dec. 29 opening at the big Monte Carlo Club here.

Operator Tony Lopez is breaking precedent rather than the law. There never has been any official chase against colored performers in the city or state. Lopez is the Clover Club headliner who is investing his savings in the custom breaking policy.

Supporting acts will be ofay, with Jerry and Jane Brandon skedded and a novelty turn being dickered for. Set to follow the Ink Spots who are in on one week with option, is Bill Robinson. Re-modernized hotel in colored section, completely air-conditioned, will provide quarters for the act.

Deal has been okayed by top police officials in Miami and all the way down the line from state toppers in Tallahassee. It's expected that in addition to Ku Klux Klan opposition, Ministry will oppose on basis of possible results from such action.

Ink Spots fee for stint is \$4,500 weekly. Signed contract is now in local American Guild of Variety Artists office according to Jerry Hirsch, regional director. Lopez, besides operating will head up bands. Controversy about innovation on nitery scene here is expected to lead to sellout crowd.

Hamilton Vice Sully

Hollywood, Nov. 23. — Fred Hamilton has joined the Coast office of Music Corp. of America cafe and theatre dept., replacing Joe Sully, who shifted to New York.

Sully was moved to the N. Y. office to strengthen the cafe dept. following promotion of Johnny Greenbut, who moved from the cafe division to television dept.

AGVA, AFM Midwest Jurisdictional Tiff Awaiting Barto, Petrillo Parley

A. C. Hotels, Niteries Retrench on Talent Costs

Atlantic City, Nov. 23. — About the only added attraction here for Thanksgiving day will be the weather, which has been better most expectations this fall, to the delight of the visitors and conventioners.

Night clubs seem to have given the gloss entirely. Not a single club is carrying an ad in the local papers as of the past weekend. This means that they aren't closed, simply that they aren't spending money for advertising, or shows. As a matter of fact, the remaining open are coasting along on sales depending upon biz.

Boardwalk spots have cut talent budgets to the bone with a few rumba bands, trios and organ music all that is left. The exception is the Mayflower which has Pedro Albani and runs Rumba contests, and the Traymore with Cal Gifford.

Rosen Sues Lou Irwin In Commission Row Over Hayes' Bookings

Matty Rosen, N. Y. agent, has filed suit against Coast percentor Lou Irwin in the N. Y. supreme court claiming breach of contract regarding eastern bookings of Peter Lind Hayes. Rosen claims that in June, 1946, Irwin entered into an agreement with him in which he (Rosen) was to be Hayes' extra representative and would receive 5% of all sums earned by Hayes on these dates.

It's claimed that Hayes has had approximately \$200,000 worth of work in the east since that time and commissions would have amounted to \$10,000. Rosen claims that a balance of \$5,700 is still outstanding and is suing for that amount.

Irwin, through his attorneys, Goldfarb, Valton & Mirenbreg, entered a general denial, claiming that the contract for Rosen was for specific dates on which \$1,800 has already been paid. Irwin also claims that the pact was for one year only and no commissions were after the expiration of initial contract.

Hartmans, Shay To Play Wedgwood Room

Wedgwood Room of the Waldorf-Astoria hotel, N. Y., has lined up the Hartmans to go in Dec. 16, and Dorothy Shay for Jan. 13.

Another act is to be signed for each bill.

Settlement of the tiff between the American Guild of Variety Artists and the American Federation of Musicians may have to wait for parleys between Denver Barto, AGVA's national administrative secretary, and James C. Petrillo, AFM boss. Barto has been seeking a talk with Petrillo, but hasn't yet been able to contact the AFM president.

Cafe musicians are still out in Kansas City, Des Moines, Wichita and Omaha, while nitery performers are working those spots. Dispute between both unions flared up over the status of a Kansas City marimba player who takes occasional cafe dates. AGVA rep in Kansas City, Vincent Lee, insisted that Vera Claire McNary work under an AGVA contract, while AFM heads following Petrillo's edict of last June, insisted that her work came under AFM jurisdiction. In the ensuing dispute, AFM paid out all cafe musicians. AGVA members continued to work.

There had been at one time a working agreement between AGVA and the AFM whereby any sidemen who sing or dance would join AGVA, just as singers who play an instrument belong to the AFM. However, Petrillo issued a clause forbidding AFM members from joining any other union in the entertainment field.

If and when Barto talks to Petrillo, it's expected that the status of harmonica players will also be settled. Until this year, harmonica players belonged to AGVA exclusively, but, during the current record ban, Petrillo ordered them into the AFM fold in order to prevent them from making disks.

Hollywood Nitery Folds Owning Cole, Calloway; GAC Eyes AGVA Bond

Hollywood, Nov. 23. — American Federation of Musicians has been notified by General Artists Corp. that the Long Beach nitery, Club Moderne, which suddenly shuttered, owes a total of \$3,522 to two GAC attractions, King Cole Trio and Cab Calloway combo, which recently played two weeks each at spot.

It is understood that Moderne, upon closing had a cash bond of approximately \$1,500 posted at AGVA office here. Both Carlos Castel, manager of Cole, and the GAC execs here are attempting to swing this coin in their direction.

The bond was filed with AGVA months ago to cover acts which played spot. At the time of the fold no AGVA performers were on the bill, and no coin is owed any AGVA turn for past dates at the club.

The GREATEST Act in Europe Is NOT Available

FRANCE
MAROUANI-TAVEL

Direction

U. S. A.

WILLIAM MORRIS AGENCY

Nitery Ops May Petition AGVA to Relax Matinee Ban; Say They Need Extra Biz

Nitery owners are petitioning to matinee gimmicks to increase revenues to the break-even point. It's now felt that with current operating costs, most cafes are unable to pay off with the eight to ten hours of nighttime operation. Consequently, they must look for ways to increase the number of hours in which they can operate.

Many N. Y. niteries have solved the problem with matinee rumba sessions. Cafes such as the Embassy, Havana-Madrid, El Comodoro and a few others get SRO business on weekend matinees.

Latest wrinkle that has started in cafes outside of New York is the booking of large matinee parties. The Latin Casino, Philadelphia, for example, was able to increase its profit on the Lena Horne engagement by setting up two affairs for local organizations, both of which were held on Sundays, when the cafe is usually closed.

The Latin Quarter, Boston, similarly booked a daytime shindig when Ted Lewis was at the spot.

However, it's seen that the matinee party angle cannot last until the American Guild of Variety Artists changes current regulations forbidding matinee sessions. Mickey Rodden has been called up by the union to explain the matinee show, and it's unlikely that he'll be able to continue them.

It's believed that individual nitery operators will continue to attempt deals for matinee sessions. Pitches are expected to increase if business declines. It will be argued that many clubs will be forced to close unless new avenues of revenue are found. AGVA may reconsider its stand if it's the only way to permit some cafes to remain open.

New Aud for Canton, O.

Canton, O., Nov. 23. Canton officials have given green light to architects for detailed drawings for the city's new \$925,000 arena-type auditorium, contracts for which will be let next April.

The new auditorium, in the northern section, will replace the old auditorium building in downtown Canton which twice has been offered for sale, and will be advertised. Only one bid, of \$226,100, was received. Proceeds from sale of the old auditorium will be applied on the new structure.

Boreo Longhair Click In N.Y. Debut; Grosses \$1,250

Emile Boreo, who first appeared before American audiences in the "Chaive Souris," gave his first longhair type concert at the N. Y. Times Hall Saturday (20) before a capacity crowd, grossing \$1,250. Singer, as a result of his appearances, has obtained several concert offers, and may desert cafes temporarily to take advantage of them.

Boreo performed for about two hours, "reprising" the "Chaive Souris" numbers as well as tunes written especially for the concert.

Bobby Breen 'Forced' Landing Scouted As Stunt For Publicity

Chicago, Nov. 23. Investigation has been started to determine if Bobby Breen, who was found late last night at Glidden, Wis., after searchers had combed area 36 hours for his missing plane, was pulling a publicity stunt.

P-4 singer and former child film star was reported missing Sunday night, and air authorities sent dozens of planes scouting wilderness area. Breen had just finished an engagement at the Oriental theatre, Chicago, and was going to Harvard, Wis., on deer hunting trip. Police found him in hotel Glidden, where he claims to have been forced down due to bad weather. However, he didn't report to police or air officials while absence was being headlined throughout midwest and radio.

NITERY DATES

Andy Russell, is a Jan. 30 starter at the Latin Quarter, Boston.

Merry Meez slated for the Casino, Pittsburgh, Dec. 17.

Evie Knike goes into Keith's, Dayton, Nov. 25.

Myron Cohen is booked for the Latin Quarter, Boston, Feb. 15.

Harry Richman signed for the Chicago hotel, St. Louis, Dec. 25.

Helen Forrest into the Copacabana, Pittsburgh, Dec. 30.

Johnny Stryker slated for the Embassy, Philadelphia, Dec. 3.

Debonairs' Paris Click Delays Capitol Date

The Debonairs will continue at the Club Lido, Paris, until May, thus cancelling out their Capitol theatre, N. Y. commitment, which was to have started Dec. 23. Walter Long, Jr., has been signed to replace them at the theatre.

Debonairs are also slated to play the Palladium, London, and a Carnegie nitery at the conclusion of their Lido date. Capitol date will be cancelled at a later time.

Early Shutting Of Montreal Cafes Seen Hurting Holiday Biz

Montreal, Nov. 23. With local boites preparing for a heavy Christmas and New Year's trade, Premier Maurice Duplessis cooled things off on Saturday (20) with the announcement that all night clubs, grills, and cafes must shut down tight at 11 p.m. on Christmas Eve and 2 a.m. sharp on New Year's Day.

According to Duplessis, this decision was reached after a request had been made by Msgr. J. A. Valois diocesan director of Catholic Action, and by Eugene Simard, K.C. and Mrs. W. Major, co-chairman of the same outfit.

At the press conference, the Premier emphasized that, "when I say close the doors at 11 p.m. on Christmas Eve, I don't imply that the owners will close their doors and continue to do business inside. Sale of liquor must stop at 11 p.m. So must drinking."

Duplessis added that he was determined to enforce the law or else. "The 'or else' will mean stiff fines and possible cancellation of liquor permits which as every local nitery owner knows are expensive and hard to get."

Added to the holiday edict is the current confusion amongst club owners of the Sunday show and dancing rule. According to the law there are to be no shows or dancing on Sunday. Most clubs have ignored this and regularly pay a nominal fine which has become sort of a monthly contribution. Recently 15 clubs were hit and the law. The Latin Quarter, contested the case and lost. With Montreal doing a heavy tourist and convention business throughout the year, club owners say it is impossible to please everyone and would welcome a hard fast rule for their Sunday trade.

FWC Opens Circuit to Spike ones At \$3,500; to Play at \$3.60 Top

Miami Copa City Angling Berle for Preem Show

Miami Beach, Nov. 23. Deal is being set for Milton Berle to open at the Copa City, Miami Beach, starting Dec. 23 for two or three days depending upon whether the cafe will be ready. It set the work plane for the New York after his Wednesday night video show and his back Sunday in time for rehearsals for his Tuesday night vaudeville show for Texaco.

Beckman & Pransky, booking the Copa, are dickering for a high-powered name to fill in the rest of the week following Berle's exit.

Following show will have Xavier Cugat band, Johnny Johnstone and Dan Murray, starting Dec. 31.

Nat Moss Convicted For Failure to Turn In Federal Taxes

Cafe operators are now doubly wary of dipping into the tax funds to meet current operating expenses. Boniface has another object lesson in last week's conviction of Nat Moss, former operator of the 400 Club, N. Y. City, N. Y. Federal Court jury. Moss was charged with failure to pay \$43,000 in 1946; 50% amusement taxes collected in his cafe, and attempting to evade payment of another \$19,000 in social security taxes, holding and unemployment compensation taxes. He'll be sentenced by Federal Judge Samuel Kaufman, Dec. 3, facing a possible 30-year term and a \$100,000 fine. Assistant U. S. Attorney Edward E. Rigney prosecuted. Rigney pressed Moss' release after he had been increased from \$1,000 to \$2,500.

Moss was charged that Moss collected the imposts from customers at the 400, but failed to turn them in. He declared in court that he had intended turning over the tax-collectors to the Government, but was forced to tip into the funds in order to meet current operating expenses.

This is the second recent conviction on Broadway for this reason. Jack Green, who operated La Coma, which subsequently became the Biocubana, and the Ebony Club, was convicted for the same reason. He was given a suspended sentence when he promised to make restitution.

Attorneys say that it's a criminal offense to delay payment of the cabaret tax. Government can prosecute even if true tax returns are filed, but money is not sent along with the statement.

Moss is the brother of Joe Moss, and both were associated in the operation of the old Hollywood and other N. Y. cafes. Latter is currently with the 400 Club, Washington.

NINE-ACT BILL MULLED FOR N.Y.'S LE DIRECTOIRE

The swanky N. Y. Le Directoire may change its policy to a three act format, pending results of the current show with Vivienne Segal, Marie Perle, Mada & Sam and the Roulettes. It's the first time cafe has used this many acts, and if policy is successful, Le Directoire Max Gordon and Herbert Jacoby may put in nine acts and play others of them every evening, with intermissions in between.

Operators are also reported as contemplating changing the name to Variety Club, with an admission charge.

Los Angeles, Nov. 23. For the first time in its history, Fox West Coast is throwing its houses open to a homegrown band. Attraction is Spike Jones' "Musical Depreciation Review," which starts a series of one-nighters at a \$3,500 guarantee against 60%.

Jones kicks off the series with a date at the Fox, San Francisco, Nov. 30. Until then, he comes back here to permit playing the Coca-Cola airshow, and then takes to the road again, heading north to Dec. 1 date at the Orpheum in Oakland. Other dates already set are the Fox, Pomona (4), Arlington, Santa Barbara (5), Fox, Bakerfield (6), Wilson, Fresno (7), and California Fox, San Bernardino (8).

Deal calls for a one-show nightly policy at a \$3.60 top. Houses will and pie screening of 10 p. m. and, close until ready for the opening performance. F-WC toppers reported to be 10 p. m. and, close until ready for the opening performance. F-WC toppers reported to be 10 p. m. and, close until ready for the opening performance. F-WC toppers reported to be 10 p. m. and, close until ready for the opening performance.

It's believed that the Jones-Fox West Coast circuit will be the forerunner of other MCA-booked dates. It's pointed out that both Jack Benny and Edgar Bergen could be packaged for one-nighters in showcase houses on a similar basis. Such would be available only in the California-Nevada locale, thus permitting return to Hollywood for broadcasting purposes each week.

Basil in Chi Post

Louis Basil, former house band leader at Loe's State, N. Y., has been signed to perform similar chores at the Chicago theatre, Chicago, starting Dec. 3.

Basil, before heading the music at the State, was house band leader at the Carman, Philadelphia.

JACK PARKER

"THE JAC OF CLUBS"

Loew's Capitol

Wash., D. C.

Available Dec. 2

Tom Fitzpatrick

Paul & Paulette Trio

Trampoliningly Yours

PAUL & PAULETTE TRIO

LOU COHAN, 300 N. Wabash, Chicago

Manny Oppen

that new sensation

80th Week

Hollywood Show Leverage

Per. Mgt. IRV LEVIN

MALINY

MENTAL MAGIC AT ITS BEST

Walter Winchell Says: "Valdo and Princess Pat Startle."

Per. Mgt. MAX TISHMAN, 1674 Broadway, New York

AMERICA'S FUNNYMAN!

Just Concluded 3 Weeks, PARAMOUNT, New York and Signed to Return in 1949

My Sincere Thanks to BOB WEITMAN, HARRY LEVINE and BOB SHAPIRO for a wonderful engagement

Currently Appearing

La Martinique, New York

"Dave Barry tears the joint apart."

VARIETY

"Dave Barry kills them."

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"VERSAILLES"
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"VERSAILLES"
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Agents Exclusifs Pour Les ETATS-UNIS Et Le CANADA

INTERNATIONAL THEATRICAL CORP.

1501 Broadway, New York

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Night Club Reviews

Persian Room, N. Y.

(HOTEL PLAZA)
Lent Lymn, Jimmy Savo, Leo Reisman Orch., Mark Monte Orch.
10-52 cover after 9-30.

Time and circumstances can never dim the pantheonic talent of Jimmy Savo, who's doing a repeat date at the Persian Room. He remains one of the best, whether he's going through his piano solo or other standard pieces of vocal business that, whatever the audience, are always surefire.

There's little new that Savo is doing here, and there's no need for him to do anything new. It's a tribute to an artist who they'll call out the old pieces of material with which the performer has been associated through the years, and it's a particular kudos to Savo, after all his years in the entertainment marts.

Savo is doing pants on his opening, to establish himself strongly, then he goes into his vocal stuff, which includes such familiar "Black Magic," the lament of a striptease dancer's husband, his famous "Road to Mandalay," "One Meatball," "River Stay Away from My Door," and the like.

The only other act is Lent Lymn, recently returned from England, where she's been for six years. She's reviewed under New Acts.

Leo Reisman's orch plays a usual tip-top show, and also for the customer dancing, with Mark Monte's Continentalists doing a little duets effectively. Kahn.

Mayfair Room, Chi

(BLACKSTONE HOTEL)
Chicago, Nov. 19.
Myrus, Delora, Brown, Joe Ben.
Mys. Orch.; \$3.50 minimum, \$1 cover.

Myrus, mentalist, keeps them baffled via mentalists in "Scientific" rather than "swami" guise. Spectacular performer admits full ability in lassoing slippery brain.

Lovely Lady of Song

JANE

JOHNSON

America's Foremost Marimbist

GEORGE

GUEST

Heldevor BROWN HOTEL 2nd Week
Theater in Roy and Grotto Lark

THE MEMBERS OF THE STARS

Marcus

LOVE

BOOKING

AGENCY

MINOR EXECUTIVE OFFICES

100 W. 46th St., N.Y.C. - Bryant 9-7900

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cells, then his 1000's in replies to queries on cards he's distributed and collection of Labor of Precedence and underplay of abracadabra bring down the house.

Shilling mentalist calls for subjects by initials, following through with the usual mentalist's precision plus cipher details that soften up skeptics. Good sampling of patrons' belief as to location and human interest, was evident in the usual mentalist's precision, infant futures and the like were handled skillfully to extract good laughs.

Delora Bueno fares well, considering it's a trillingual and heavy on the French and Portuguese. Comely Brazilian songstress performs here at 10-52, with occasional orch backing. Vocals have drive and feeling but the fact that four out of six numbers are unfamiliar opens cuts down returns.

Pair of folk songs in Portuguese would be helped by prelin translation and background story. The two songs are "Poppe Don't Presch" and "Cuanto Le Gusta," got good treatment and best returns.

Joe Merman orch winds up the show with "Ding Ling Le Salle's crew moving in Nov. 28."

Bar.

Mayfair Room

(BEVERLY-WILSHIRE HOTEL)
Chicago, Nov. 19.
Kay Thompson & Williams Bros.
(4), Hal Sandack's Orch. (12), Ben.
Mys. Orch. (12); \$1 cover, \$4 minimum.

Kay Thompson and the Williams Bros. come back to the Coast to open this new room, and the Kirby orch chain to testify for the longrange deal with the hostelry circuit. Oneer found the film colony names in attendance.

There's had undergone some changes since last it operated under the Florentine Room tag, but it's still shined like an old piece with the stage at the end of the rectangle. For those sitting along the west wall, lead speakers are provided—but the effect is lost. Despite the fact that it seats only 400 people, the room doesn't have the feeling of intimacy which an act of this kind needs.

Thompson-Williams troupe has added a couple of new routines since last time here some 13 months back, but the chief crowd-pleasers were the more familiar numbers, especially "Suzette."

For the type of crowd the Mayfair Room aims at (the \$1 cover plus \$4 minimum routine, a little incidentally and one which puts the room a little more out of reach of the average entertainer), the Thompson-Williams troupe is a good attraction. The sophisticated crowd goes all out for the act, which is tailor-made for the champagne circuit.

First nighters kept 'em on the floor for 31 minutes before according to a bettor. Seven numbers are offered during that period, each a masterpiece of precision delivery and timing. Each number is like the windup to a musical—each shows careful and patient rehearsal.

Show backing is provided by Hal Sandack's orch, which alternates on dance chores with Ben Rubini's crew.

Kahn.

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Cafe Society, N. Y.

Golden Gate Quartet, Jack Gilford, Pearl Primus with Helen Tinsley, Ben. Mys. Orch. (12), Ben. Martin Orch.; \$3.50 minimum.

For the 10th anniversary of this Greenwich Village spot, boniface Ben. Mys. Orch. is the mainstay of the season's top entertainment layout along niter row, including the club's niterow club. In smart and costly bit of showman's attention tag, the quartet, in act, all of which got their start under Cafe Society auspices. Singing, dancing, and acting, it was enough to carry on average niter row, but the quartet, they combine for triple shock impact.

Pearl Primus and company open on a rousing note with a new impression of jungle dancing and rhythms. Wild, colorful, stirring, Miss Primus has translated her concert stage act into a powerful routine for more intimate consumption. In authentic native style, she rocks, stomps and swivels through a series of arched body positions against a background of tom-tom, conga and bongo music.

Topping off this act, vocal accompanist Helen Tinsley delivers a series of songs, including "Dore Bennett, on the tom-tom."

In this hearty variety bill, the color of the quartet is the mainstay of Jack Gilford, who has had a fling with the quartet and a couple of films before—returning to his launching place, a personal deal with good material. An all-around entertainer, he has a wide range of mimic talent. An actor, a comedian, a dancer, a singer, separates him from the top-notch class. But when Gilford is clicking, he ranks with the best.

On the preem show (17) his imitations of a sleepy snore, a sea-santy vocalist and a symphonic orchestra leader were solid laughs. Some of his gags, however, are weak and could be dropped. But the quartet, they are a sea-santy vocalist and a symphonic orchestra leader were solid laughs.

The Golden Gate Quartet closes with a series of rhythmic spirituous. Some of his gags, however, are weak and could be dropped. But the quartet, they are a sea-santy vocalist and a symphonic orchestra leader were solid laughs.

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Walnut Room, Chi

(BISMARCK HOTEL)
Chicago, Nov. 17.
Bernie Cummins Orch. (10) with Patricia Crasley, Gernie & Ben. Mys. Orch. (12); \$1 cover, \$4 minimum.

What may be farewell bill for the Walnut Room, since the hotel will be presented in the Swiss Chalet set for early next opening, retains same format and family appeal as the trademark room's show policy.

Bernie Cummins orch tees off with lively rendition of "12th Street Rag," with Thelma Wilkenson doing nest tricks on the skins. Gernie & Roger, French imports, take spotlight in ballet varieties, with Patricia Crasley, a singer, doing routines and ballroom steps.

The dance smoothly through Gernie's "Adagio" for heavy accents. Show music-box motif, backed by Cummins' well-timed "Holiday Strings," plus fast turns and spills mid-air during "Brass and Drums." Patricia Crasley, a singer, does her own accompaniment in an "Adagio" and a "Quadrille" for good results. "Babalu," with Cummins and Crasley, closes show.

Penthouse Club, N. Y.

Cosy Franklin & Monte Mout, Dephine Helman, Oscar Walzer; no minimum, no cover.

Big being what it is around town these days, it's hardly conceivable that the Penthouse Club can hope to draw with Monica Moore and Cosy Franklin, singing trio, and harpist Daphne Helman. Under its new management, the Penthouse hasn't yet built that much of a following on its own. But Franklin is an attractive-looking pair, he a baritone and she a soprano. They do music-box-type numbers, in

the "personality" vein. That is, they try to inject a little comedy talk and foil-debut, but most of the time, because of the way their talk is stilted and the "comedy" is

Franklin also does a solo, "Mistral," which he recorded for Apollo. But his act is an accomplished harpist, but she could dispense with some of her "blue" material, and it's particularly unbecoming in view of her current circumstances.

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Harem, N. Y.

(FOLLOWUP)
Myron Cohen with his dialectics and Mary Small with her Vic Mizzy song, are the new headliners at the Harem. The rest of the act is an accomplished harpist, but she could dispense with some of her "blue" material, and it's particularly unbecoming in view of her current circumstances.

Cohen has been here before, and the former skill salesman-turned-entertainer, has a series of hilarious Jewish-dialectic yarns, but his act is an accomplished harpist, but she could dispense with some of her "blue" material, and it's particularly unbecoming in view of her current circumstances.

Maybe it's a small "but"—but it's here nevertheless. Cohen has a series of hilarious Jewish-dialectic yarns, but his act is an accomplished harpist, but she could dispense with some of her "blue" material, and it's particularly unbecoming in view of her current circumstances.

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Saranac Lake

By Happy Benway
Saranac Lake, N.Y., Nov. 23.
Bill Carpenter, former program manager of WBZ here, ended vacation at Saranac Lake Clear camp, then left to resume work in Schenectady.

Mary Lou Weaver flashing her first good clinic reports. Franette C. Powers, in from Palisades, N. Y., to visit her son, George (Powers) Elephants Powers, who has been upped for all local and mid exercise.

Lee Klimick, who beat the rap here, enjoying home life in N. Y. C. "We, the Patients" were congratulatory to Anne Rogers, wife of the Reel theater, Pearisburg, W.Va., who was recently married.

Dr. Agrippa Robert, former N. Y. A. L. Rogers house medico and now a specialist at a local sanatorium, is handing out cigars—

Helen Pelouchovitz has been upped for two daily meals with mid exercise. Write to those who are ill.

Write to those who are ill.

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GUYS WITHOUT DOLLS

FLOCK TO SEE GYPSY

Gypsy Rose Lee's pre-opening difficulties with the management of La Martinique, N. Y.—with the attendant publicity—has at least served the function of letting the male trade know that the stripteuse is at this cafe. Result has been a predominance of masculine trade, which generally congregates after the dinner hour.

General pattern, so far, has been a fairly slow dining business, but by the time the show starts, house is well patronized. Late shows have been playing to good business, with many males coming without femme companions.

Spot added comedian Dave Barry to the display starting tonight (Wed.) in a move to strengthen the layout.

Miss Lee's difficulties started when show's opening was delayed because of a second night's Gardner's inability to get the liquor license in time. Miss Lee delayed the \$2500 weekly salary during her idleness, and claimed to have been fired when Gardner failed to pay her for a second night. Spot opened without her Nov. 11, but peace was effected by Nov. 14, when she finally opened.

Strippers Under Wraps

Since Raid on Ha Ha Club

The 52d street, N. Y., niteries are being more careful in the stripteuse depts, following in which was the raid on the Ha Ha Club, in week's past. The Mid-Manhattan club, in charge of indecent exposure. Miss Garrett was subsequently charged with indecent exposure.

Publicly following the raid has been instrumental in hyping business along "strip row." But peevish have been told to leave more to the imagination.

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Why Stage Revivals?

With playwright Russel Crouse subbing for John Mason Brown as moderator on "Circle at Large" on the ABC-TV web Thursday (18) night, a group of top-name legit celebrities gathered to argue the current debatable question of "Why Stage Revivals?" Adlib alone in his stand alone revival, Crouse, decried the idea of Meyer and Melvyn and other Dennis King. None of them, though, came up with a potent argument on either side.

Manny based his stance on the assertion that, with the exception of Shakespeare and a few other classics, no play is worth reviving. He said, "represent a 'tribute to yesterday,' whereas the theatre should be more concerned with today and tomorrow. Any person showing a great many revivals, he added, is also a person who is creative and creative, as his own best, Crouse, Melvyn and King based their side of the argument on Melvyn's statement that revivals have a definite place in contemporary theatre but use of the word, "revival," to identify them, immediately calls forth prejudice. He asked, "must we not, therefore, designate them as 'White Crouse and his three participants evidently knew' what they were talking about, the show lacked sparkle and verve from an entertainment standpoint. None of them, four, including King, projected well and a roving mike that too often strayed away from the speakers made it difficult at times to hear them. Seating arrangements were poor, and Crouse must have been talking with his back directly to the cameras and, anytime a running debate opened up between any two of the guests, they were usually too widely separated for both to be drawn within camera range. "Stat-

Additional \$35,000 Cost for 'Anne' via Scrapping of Heavier Prod.

With the new multiple setting slated to be ready next week for the Baltimore engagement, "Anne of the Thousand Days" is being whittled into final shape by the Playwrights' Co. and LeRoy Prinz, director of its scheduled opening Dec. 7 at the Shubert, N. Y. Although actual figures aren't available, the production mixup, with a constant postponement of the time out of town, ticket refunds, etc., will probably cost well over \$35,000.

Management has already called on the backers for the 33 1/2% additional financing. However, the limited partnership agreement, that, on top of the \$100,000 set in the original budget, the production will cost \$133,300, plus whatever extra coin Hayward, as sole general partner, must put up to bring the show to Broadway.

Besides the production's other troubles, the original director, Reginald Whitely, came down with virus pneumonia during the Philadelphia tryout and became so exasperated he had to have produced by H. C. Potter brought from Hollywood to take over the staging.

According to the show's lawyer, "Anne" in Philly, the heavy original production, involving 10 sets and a revolving stage for the scenes, dwarfed the play. Since many of the scenes are very brief, the frequent change of sets before the audience had become accustomed to the handsome set design began to attract attention to the actors and lines. So the elaborate production was tossed out and a completely new one built. The replacement is described as a simple, impressionistic, stage with lighting creating the effect of different locales.

There have been a number of more or less similar cases of elaborate productions being scrapped before the audience has been accustomed to the handsome set design. In one such instance, the Roman Shubert revival of "The Fall of Cleopatra," in which Tallulah Bankhead starred, Joe Melvyn was the designer involved.

Crawford-Freedley To Produce 2d 'ANTA' Album
Second edition of the "ANTA Album," composed of memorable scenes and bits from former Broadway hits, will be presented by the American National Theatre & Academy either Jan. 16 or 23. Crawford and Freedley will be co-producers, succeeding Oscar Serlin, who put the original edition together last year. Robert Schizler may be production manager.

Resumption of the Experimental Theatre this season will be considered at a meeting of the board this afternoon in New York. So far the project has been approved by the Dramatists Guild and the Executive Committee of the board, but definite plans have been stalled pending settlement of objections.

Eyes London 'Charley'

Ernest Martin, co-producer of current Broadway hit "Charley, the Charming," phrases to London to date (Wed) to see about an English production. Martin's statement, comedy and to look over possible material for dramatization for a Broadway production.

He's due back in about a week.

Author Scores Gripe for Flop

Julie Berns, author of "For Heaven's Sake, Mother," which opened last week at the Belasco, N. Y., accuses Harry Wagstaff Gribble of "walking out" after he had completely revised the play. Berns, who is acting during the Philadelphia tryout, announced that she has unable to work with the author's revisions.

According to Miss Berns, Gribble was to get 25% of the royalties as co-author, with the proviso that she be listed as sole author. He also was to direct the play. Berns looked over as stage when he quit, although she admittedly isn't qualified to direct. Berns said she folded Saturday night (20) after seven performances, for a loss of about \$30,000. David Kay was producer, with Jules Leventhal as assistant partner.

Originally a radio writer, Miss Berns subsequently authored two musicals for the Yiddish stage. She was her first Broadway production.

PREP 'FREE AND EASY'

MUSICAL OF SHOW BIZ

Hollywood, Nov. 23.—Return of Joliet Wallace from the east next week is expected to signalize start of casting for "Free and Easy," musical comedy by Brill and Paul P. Schreibman will produce at the Coronet here prior to Broadway. Merce and Emmet Dolan are supplying the words and music to go with the show. The play will be presented by the American National Theatre & Academy either Jan. 16 or 23. Crawford and Freedley will be co-producers, succeeding Oscar Serlin, who put the original edition together last year. Robert Schizler may be production manager.

Karlweiss German Harvey

Oscar Karlweiss plans to Europe next week to star in a German production of "The Fall of Cleopatra" in the Philo Theatre presentation of "I Like It Here," in which Tallulah Bankhead starred, Joe Melvyn was the designer involved.

Exra Stone
harks back to a time when
Jambon was in bloom and
'The Road' was in fullest
flower in
"That's My Cue"

a humorous feature in the
43d Anniversary Number
of
VARIETY

Webster Bard Co.

Socks; Set for 84
Cities Thru April

The Margaret Webster Shakespeare Co., now in its ninth week, touring with productions of "Hamlet" and "Macbeth," has every doing terrific business in every town but one to date. The company, which is now in need of only \$4,500 a week to break even, has been averaging \$9,000 a week in its share of the take.

Troupe has bookings in 84 cities, through April. One of the commercial bookings, with everything else guaranteed, including \$54,000, 22 venues, and 100,000. Of the eight commercial dates, five have been played. Four of these were successful, with only the Montreal stay a flop. Two performances in Hartford grossed \$3,500; one performance in Albany, \$3,500. One week stay in Toronto grossed \$14,000, and another week, \$14,000. The original production, which was guaranteed at \$6,000 flat, each local manager getting the rest, and of which the company has received \$2,000 each after expenses.

Critical reception everywhere has been good, with exception of Montreal, where mixed reception has been given. The troupe, which is made up of versatile in many colleges was so good that extra performances were arranged. Connecticut College, in New London, sold out its scheduled performances, and asked troupe to stay over for another day, and sold that out.

Troupe will play mid-west through mid-December, then lay down for the Christmas holidays, going out again in January, through April.

LONDON GETS TWO IN 'SLINGS, SOLITARY'

London, Nov. 23.—A slickly-produced, sophisticated revue, "Slings and Arrows," is being staged at the Comedy Wednesday (17). The piece is largely made up of satirical sketches which are directed mainly against theatrical personalities. Cast is topped by Hermione Gingold and Walter Cribb. Offering is below the standard of "Sweet and Low," a similar revue which opened at the same theatre here five years ago. Appeal of "Slings" seems limited to audiences new to the theatre. In the week's other opening, "The Solitary Lover" premed at the Winter Garden Theatre. An historically interesting first play by novelist Winston Clevens, directed by the author, is the 18th century English satirist Jonathan Swift. With Donald Wigham, the drama is generally well acted and was enthusiastically received. It is in for four weeks.

Cochran's Hopkins Deal; 'Bride' Plans for B'way

London, Nov. 17.—A Broadway production of the current hit with principal roles as "Bride," looks fairly certain next September according to the show's producer, Sir Charles Cochran. American version would be done with the original London cast. However, the showman has not yet announced by stating the U.S. appearances of the play depends on the success of the London show. At present "Bride" is drawing standees at every performance. Cochran notes that while in New York last month he huddled with Arthur Hays Sulzberger, it may lead to a renewal of an old association. Both jointly presented "Anna Christie" and "The Band over a score of years ago.

Frank Fay Sounds Off Again in Boston; Sweeping 'Commie' Calling

Moscow Art Visit Nixed

Efforts made by Carleton Smith, director of the National Arts Foundation, with the Soviet Government to bring back an American tour of the Moscow Art Theatre under NAF's sponsorship have fallen through. Although the theatre has Russian authorities since last June, Smith received a final no last week when he was informed by the Soviet that its government would permit an "interchange of objects of art, but not persons."

Turndown recalls a remark once made by the outline Soviet American Ambassador, Andrei Gromyko, to Smith that his countrymen didn't want their artists to be "exploited by capitalist managers."

N.Y. 'Shoes In'

\$97,700 Profit

Original production of "High Button Shoes," at the Broadway, N. Y., has earned a profit of \$97,700 as of Nov. 22. The production, an investment of around \$200,000, and is currently netting about \$10,000 a week. The show, which is currently winding up a long run in Chicago, has earned back all but about \$22,000 of its original \$100,000 cost.

Effective Nov. 1, profit paid to backlot of the original production totaled \$50,000, with \$47,700 still to be distributed. Liabilities include \$15,000 of the road trip, payment of Mary Hunter's breach-of-contract award. Assets included \$35,000 in cash and needed \$21,000 in bonds.

Backers of the road company had received \$100,000 of their original investment, and there was more than \$22,000 available capital. Liabilities of the road trip included \$7,200 in reserve for Miss Hunter, and assets included \$15,500 in cash and almost \$21,000 in bonds.

For the last two weeks of its run at the Shubert, N. Y., the original production grossed over \$37,000 and \$37,500, respectively. The road company, which cost \$26,000 and \$29,000, and the profit was about \$4,800 and \$3,500, respectively. The difference was due to the cost of moving the show to the Broadway.

Gross for the first two weeks at the latter house was over \$48,000 and \$49,000, respectively, being \$38,700 and \$35,200, respectively. Net for the first week was \$4,800 and for the second week, \$3,500. The difference again being due to moving costs. During the four weeks in October, the gross for the Chicago engagement varied between \$34,400 and \$35,000. The net for the same range between \$24,800 and \$19,500. Highest net for any of the four weeks was \$19,500. The first week involved a net loss of \$500.

ALLEGEDLY MUSICAL

ABOUT EX-ZIGGY STAR

Hollywood, Nov. 23.—Victor Young, Ziegfeld's Paramount and Paul Gerard Smith have collaborated an intimate musical comedy, "Broadway Melody of 1938," are clanking with Irving Fisher, former Ziegfeld "Follies" star, to play the leading role of an ex-Ziegfeld star. Show requires a cast of over eight hundred, including 16 boys and girls. "Hermes Park, who staged the dances for Michael Ziegfeld's musical, "Broadway Melody," is being sought for the same assignment.

Production is planned for this season.

'Counter' Still Clicking In Anzac Territory

Sydney, Nov. 9.—"Under the Counter," a British revue with Cicely Courtneidge, will do a stand in Perth, "Counter" dropped a fine run in New Zealand. Revue, which was a success in London, dropped in New York, but has been going great here.

Boston, Nov. 23.—Frank Fay rode his favorite hobby horse about a mile and a half at Columbus meeting Sunday night (22) and called a mile and a half in Hollywood and on Broadway. Usual point by the galleon, he sneared a few words at the legit stars, producers and directors, but ran sure of that had more zeal than these.

Among Fay's widely sweeping charges, he called the Communist Party of the United States one of the least 80% of all Communists who come into this country come here through official channels. During his speech, one of similar attacks on theatrical figures made during the show. Fay asked his 300 listeners to name any Broadway or Hollywood personality, who could call them politically.

In retail fashion, he then planned the Communist Party a mile and a half in Hollywood and on Broadway. Usual point by the galleon, he sneared a few words at the legit stars, producers and directors, but ran sure of that had more zeal than these.

'Prostie'-Hope' Tour To Be Decided Soon; Still Making Profit

Whether the "Respectful Prostitute"—"Hope" is the Thing"—dual-bill will tour or close after the first week, will be decided in the next couple of weeks by New Stages, the producing organization, which is making a small profit, but may have to vacate the Cort, N. Y., shortly to make room for a touring production. One of the factors to be considered is the possible conflict of interest between New Stages and the production of Jean-Paul Sartre's "The Victors," goes into rehearsal tomorrow (Thurs) at the Cort.

Next New Stages offering, "The Victors," will be produced by Jean-Paul Sartre's "The Victors," goes into rehearsal tomorrow (Thurs) at the Cort.

The organization has worked out an agreement with Norman Ross and David Hellwell, former co-managers of the production, whereby they've resigned all positions with New Stages, and will be on the boards of the parent group and the Respectful Co., and have received \$10,000 each in the chase stock. Pair retain their original limited share of stock and get a cash settlement for their contractual claims.

With Winston O'Keefe as new managing director of the organization, Lily Turner becomes administrative assistant and Alice Kober, who was formerly under E. Racolin has been retained as counsel and the firm of Aigis & Guile as accountants.

Morley Interested In Play on Maupassant

Robert Morley, star of "Edward, My Son," at the Martin Beck theatre, N. Y., is interested in a new play, "The Story of a Life," based on the life of the French writer. The author, Ralph T. Kettering, Chicago dramatist and former theatre manager, is reported also to have written "The Story of a Life," about a suicide who gets another chance at life.

Sandusky Explosion

Sandusky, O., Nov. 23.—An accidental explosion in the storage room of the old Biennial Opera House last week caused a fire which destroyed the interior of the outer brick wall. The explosion followed a blaze, which broke out in the storage room. House is leased by John A. "Homer" Coleman, who operates it as the Sandusky Opera House. The blaze was finally brought under control by a fireman of all the city's available firemen.

Plays on Broadway

Goodbye, My Fancy

Michael Kanin production (in association with Richard Aldrich & Richard) of comedy-drama in three acts and four scenes by Fay Kanin. Stars Maddalena Carroll; features Conrad Nagel, Sherry Booth; Sam Wanamaker. Staged by Wanamaker; set and lighting, Donald Messinger; costumes, Emeline Roche. Proscenium, N. Y., Nov. 17, '48; \$4.80 to \$12.00 opening).

Moss Hart's new play, "Ligeia," is a loud, fast and funny comedy about show business. It is a little more serious than "My Darling Clementine," malicious and affectionate. The fact that its principal characters are apparently based on well-known theatrical figures hardly advances speculation any further. Undoubtedly the show will be a big draw for the "big top" the "sky" is certainly a hit probably picture material. Play's title is from an obscure quotation, "Mad, sire? Ah, yes—indeed, but observe how I can light up the sky." The location is a little more than a little bit of a funny star's suite in the city.

The Young and Fair

Vinton Freedley production (in association with Richard W. Krakauer) drama in three acts by N. Richard Brown, directed by Harold Clurman; set, Paul Morritt; costumes, Richard Goldsmith. Opened at Fulton, N. Y., Nov. 22, '40; 14th St. Theatre, New York City.

Emmy Foster..... Frieda Lind
Patricia Morritt..... Mercedes McHugh
Patty Morritt..... Patricia Kirk
Sara Cantray..... Frances St. John
Leta Stetter.... Betty Morrison
Lee Barron..... Betty Morrison
Selma Keeney..... Lenka Peters
Betty Morrison..... Lenka Peters
Bill Cheever..... Frances St. John
Druella Eldridge..... Dae Aved
Betty Morrison..... Patricia Buchanan
Sally..... Ann See

Harold Clugman has done an excellent job of direction, while Victor Freedley mounted the production handsomely. Paul Morrison's double set is striking and original. **Bron.**

For Heaven's Sake,

The authoress has staged the production, succeeding Harry W. staff Gribble, who'll thereby survive to direct another play. The combination living room-dining room setting by Leo Kerz is not ill anything inhabitable.

(Closed Saturday (20) after seven performances). Hobbs.

French Orch for A. C.

The Forum has rented the 1,500-seat Boardwalk Warner theatre and is offering pasteboards at \$3.70 top. The Warner, for the first time in years, has been closed as a picture house and is being offered to comedians on a rental basis.

Into the Warner the following Saturday night (Dec. 4) will come the Cosmopolitan Opera Co. of Philadelphia, presenting Sigmund

Make Way For Lucia

The Theatre Guild has a charming drawing room setting and some stunning costumes in "Malincha Way for Lucia." Now all it needs is a play. "Lucia" is disappointing generally. As it stands, John van Druten has penned a boring play about not particularly attractive people. There are only flashes here and there of the van Druten "touch" in adapting the E. F. Benson "Lucia" novels.

enacts a stuffy major who in some unexplained manner becomes the rival's boyfriend. Ivan Simpson and Viola Roache, both dependable performers, try to bolster the proceedings but it's an uphill battle. Cherry Hardy is good as a pert maid. Kurt Kasznor, Debra Lang, Guy Spaul, Essie

Howard Bank's direction is good as is his work as the son. Most of the other cast members, however, fail to measure up. Single set Larry Johns is excellent. Kan-

It Must Be Tonight

ceeds to solve the case in the approved fashion. Ending is a bit tricky, bringing in a motive based on facts not previously disclosed.

Bob Du Roy has done a good job with the staging and given the play a fine overall production. Credits pass muster, with only Max M.

Pair of sets by Thomas F. Ph
nett are fine.

_____ Kap.

Leontovich Reprises
'Bed' as L.A. Opener
Hollywood, Nov. 23.
"And So to Bed," James B. Fagan play in which Eugenie Leontovich scored her first U. S. success, will be the opening play when the actress and designer, Rita Groves open their new intimate theatre, The Stage, here late next month.

Stage will seat 150 people and will feature such innovations.

**'Desert Song' 3d Show
To Fold This Yr. for L&A**
Hollywood, Nov. 23.

production now one-night

production to fold this season. First was "Time for Elizabeth" (originally titled "April Fool") which collapsed after a few days on Broadway. Second was the road production of "Happy Birthday," which died here after two unsatisfactory weeks at the Ritz.

The Interstate Theatre Circuit will sponsor the local engagement of the North Texas State College "Carmen" to be staged at the State Fair auditorium on Dec. 1. Ticket sales will be handled

Interstate Sponsors 'Carmen'
Dallas, Nov. 23.

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MUSICAL CHARM SCHOOL
Hollywood, Nov. 23.

musical version of the Alvin Miller-Robert Milton production "The Charm School," will be tried out Saturday (27) at Ben Baughhouse.

John Fontaine, formerly under contract to David O. Selznick, makes his stage bow in the musical which Raymond Gross is directing. Lines are by Everett Covin. The cast is slated for two nights only, with future activity dependent on audience reaction.

by returning to the Broadway theatre with this new Goodman script. He does, it probably won't be for long stay.

Goodman's newest script is a verbose character sketch of an American businessman successful, sentimental and conservative. Three acts serve to explain the effect on his family, notably upon his grandson, who is introduced in the prolog. The main part of the script, a flash-back, is brought to the year of the prolog and the epilog finds the grandson, encouraged by the reminiscences involving his grandfather, deciding with his future will be.

Broadway

The Henry Shercks back to London this week; ditto Fil Hyton.

London maestro-producer Maurice Elia's cable address is "Showbiz."

Ella Gerahwin returning to the States. He came west because of his mother's illness.

Frank Scully's virus attack in Chi. en route to L.A. to W. forced him to return to the Coast for better weather.

Ella Raines, who just wound up a Harry Poo "Impost" (U.A.), arrived Monday (22) en route to England.

Mr. and Mrs. J. David Stern (he's former Philly Record publisher) celebrated 40th wedding anniversary in N. Y. Monday (22).

What to do for basically limited American dollars is not the least of the problems for British visitors held over here because of the dock strike.

Leo Robin, Johnny Mercer and Harry Warren among Coast songwriters in town. Robin's new hit, while with an eye to a legit musical.

Patrice Snyder, radio publicity and advertising manager of Eagle Records, engaged to be married to Sherman; wedding planned for next spring.

Patricia Brigham, Patricia Bright, Steve Blumberg, Brooks Coombe agreed convalescing from a vacationectomy at Beth Israel hospital, N. Y.

French director-producer Marc Delmonte to Haiti to direct a diplomatic-mission mission; returning to N. Y. en route to Paris in a couple of weeks.

Mr. and Mrs. Meyer Davis this week in town. Meyer is in Philadelphia home (meeting place for legions, longhairs and literati) after London, and takes a N. Y. apartment.

Norman Reder, publicity director for the French National Tourist Office, off to the Coast for the first time. Travel and Tourism opens at the Hotel Biltmore, L. A., Dec. 3.

Marlene Miller arrives by air today (Wed.) from Rome, where he's been working in "Rapture," a cabaret-novelty show. He's with Robert Goetzl, Sr. She heads for the Coast next week.

Paul Bingham, RKO's Boston exploiter, and Al Marzolin, of the Astor Theatre there, in town. Bingham is here to see to it that his "Enchantment" and lay out plans for Christmas Day at the Palace.

Paul Grest, producer of "Le Diable Au Corps" ("Devil in the Flesh") is due in from Paris Dec. 2 and will return to France after the opening of his film at the Paris Theatre in January.

Mrs. Isabelle P. Couyas, exec secretary to Paramount treasurer Louis B. Mayer, is in town for a year stint with the company to produce "The Carrouge" restaurant in La Jolla, Calif., with her husband.

Jack Johnson, ex-MCA, now agenting on her own in Montreal and N.Y., flew to London and Paris this past weekend to discuss a fortnight on talent questing. She'll home-sweet with the Lee Ephraim in London.

Sophie Tucker bet \$100 for her pig-iron fund and her new wardrobe with Lou Walters that her business wouldn't be good at the Fox Quarter in view of her conditions. Walters is happy to pay off; his has been socko.

Chit hotter Ella Byfield, himself a new groom, preparing for the wedding of his first wife and ex-stepdaughter Rita, in after presenting a new policy at the Chicago Inn, opening a seafood emporium, etc.

Jack Egan, who does a "mystery dramatic critic" and the legit openings on his WINS disk show from the Coast, is in town. Egan's latest of the air ticket, broker George Solitaire is he, as Bob Sylvester had it in the "New York."

Ed Sney taking over press for the Hotel Plaza. Dorothy Wentland (Dixie King) and Gene Brown, who exit, specialize in charity balls; also handling the Chiquita and other affairs. Stay longtime p.a. for the Rainbow Room.

The Danny Kayes (Sylvia Fine) still can't get over the fact that last year they were away from touring the Vatican, in Rome, and the next year they were having stunts in London. Kaye is now with Abe Lastfogel, their manager, and Bob Weinstan.

Mr. and Mrs. Mrs. (Mrs. Adolph Green, the songsmith, who collabs with Betty Comden) robbed at the 27th street. Mrs. Green's featured in "Where's Charlie?" Several pieces of jewelry, a

three rings, a brooch and a gold compass taken.

George Jessel says he attained a lifetime ambition—sharpening the same dressing room with Al Jolson—when both did that at the L. A. Philharmonic for the Friars Frolics. He'll Jessel called that would be an actor's paradise, to have both the great Jolson and Jessel in the same dressing room.

Leonard L. Levinson's Impossible Pictures, Inc. inked Kenney Delmar to portray Senator Clegg in the company's forthcoming "Tricolor short," "Beyond Civilization," to be released in the lead role and will also act as narrator. Sound track made in N. Y.; apt work on Coast.

Fil (Mrs. Jack) Hyton, of the Henry Shercks and the Harry Gerahwin, called here for the lead role which baited the Queen Elizabeth's sailing from Southampton. They were to have taken it today (Wed.) for home. Ditto the Jills Hyton, he's owner of the Albany Club, London.

Jill Marlowe Sothens, sold two parcels of her property, comprising about nine acres, at Westhampton Beach, N. Y., to the E. H. Sothens. The property is located on the Atlantic Ocean at Moriches Bay, with frontage of 690 feet.

Ira Wit (Wit) elected chairman of the Motion Picture Council for the American Victory Committee last week in N. Y. Other new members Irving Berlin, Mayme Ralph Bennett and Arthur Knight, assistant curator of the Museum of Modern Art, New York.

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Charlie" simultaneously in Glasgow and Edinburgh Regal houses. Gary David Niven and Margaret Leighton.

Ray-Scott Films Ltd., owners of sole film lab processing plant in Glasgow, winding up because of Trade won't grant building license.

Glasgow film actor Gordon Jackson returns to Australia soon, after a winding up because of Trade won't grant building license.

Trinder in film on British immigrants in Australia.

Donald Wolff, presenting new plays as contrast to his usual Shakespearean work.

Wolff said he hopes to mix new works and classics in future repertoires.

Minneapolis

James Melton here for concert. For Sunday afternoon concert.

Tito Galarin into Lyceum Dec. 31 for Sunday afternoon concert.

Beatrice Jay jumped from a Flame Room here to Montreal.

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Hollywood

Herbert J. Yates returned from N.Y. huddles.

Jennifer Jones coming over for two weeks in Mexico.

Stuart Holmes celebrated 35th anniversary as Hollywood thorn.

Virginia Grey soaking up heat at Desert Hot Springs.

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Mexico City

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LAINE**

Accompanist - CARL FISHER

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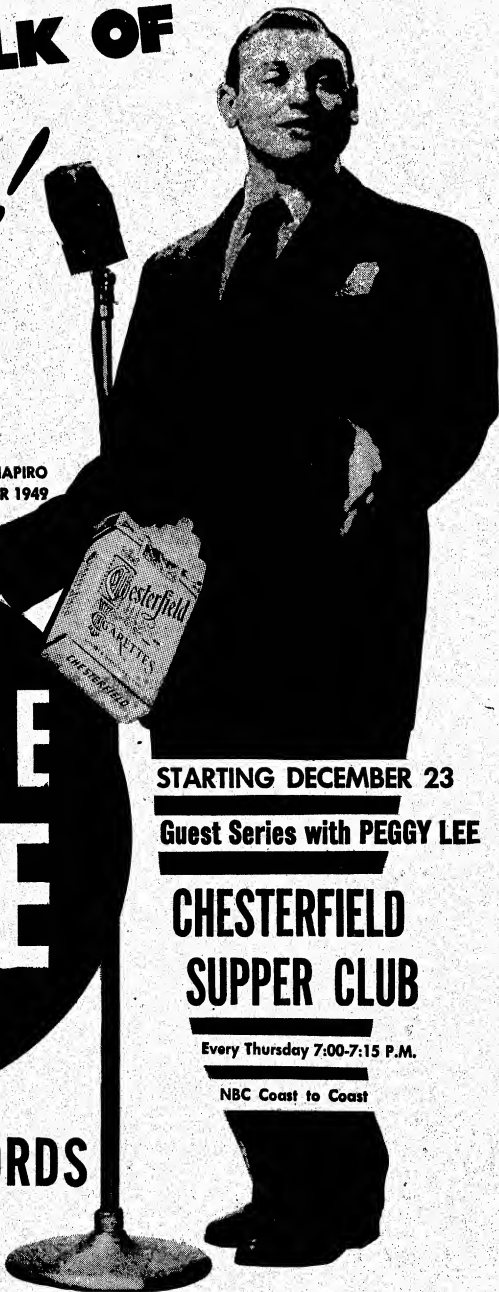
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