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VOL. 173 No. 12

NEW YORK, WEDNESDAY, MARCH 2, 1949

PRICE 25 CENTS

# '49ers: VIDEO'S GOLD R

#### AFM LAUDED ON ADMINISTERING OF DISK BAN

Philadelphia, March 1.
Unqualified approval of the way the American Federation of Must and the Must are the Must and the Must are the Must and the Must are t

(Continued on page 63)

#### Warners Acquires 'Glass Menagerie' In Selznick Talent Deal

Seiznick I alent Deal
Wentelywood, March 1,
Wentelywood, March 1,
Wentel Bros, has acquired rights
'7-me Glass Menagerie,' Tenassace Williams' prizewinning legit
of three years ago, as part of
fally made and the comfally made ago. "Menagerie" was
owaed by agent Charles K. Feldfan, who negotiated the DOS-WB
feal and threw in his own property
well and threw in his own property
well and threw in his own property
well and threw in his own property
feal and threw in his own property
heat the play was on Broadway,
heat the play was on Broadway,
he plat \$200,000 for it, plus \$80,000
Fed 1, plus \$100,000
Fed 1, p

#### No Popcorn?

No Popcorn?

Triple features, tong the bane of the filluminativity, have now spread over into television. N. Y. Daily News's WPIX, for example, has staged a trio of features totaling four-and-a-half hours in running Station has slotted "Six Gan Playhouse." a western, for 6 p.m. At 7:35 it follows with Muthry in the Big House." and at 3, viewers will see Sir Muthry in the Big House." and at 3, viewers will see Sir Who Could Work Mirenée." In addition, of course, the station will run its usual filluminewsreels at 7:10 and 10:30.

#### Odets Denies Cutting Up H'wood Via 'Knife' Was Prompted by Anger

Having heard of a playoer's re-mark to the effect that "The Big Knife" sceins to be "the result of some man's intense anger at a com-munity that has done him some personal harm," Clifford Odets denies this in no uncertain terms.

personal man, consectable terms "The heat year I spent in Hollywood," he observed, "I made an amount running the six figures, so you can see I have nothing against he place on that score. Most of to give back to the Government in taxes. The principal reason I selected Hollywood for the locale of this play was because I wanted to from hearsay.—and Hollywood happened jo be the suitable large community that I knew best. "I might just as easily have

munity that I knew best.

"I might just as easily have written this play against a Pitts burgh or Defroit background but burgh or Defroit background but have written a similar stoy about any one of several other professions, but there again I preferred to write about people with whom "Furthermore, everything that takes place in this play actually has happened in followed. I move the profession of the profession of the play actually has happened in followed. I move the profession of the play actually has the play actually actually actually the play actually actually

#### SALES IMPACT LURES SPONSORS

By BOR STAHL

By BOB STAHL

Ternoradous upparing his the number of modus upparing the number of catapulting into television has given video a start on its own version of the '49ers. This year looms as the Television Gold Rush of Television Gold Rush of the Television (Continued on page 40)

#### 'Hamlet' Roadshowings In Florida Drive-Ins

In Florida Drive-Ins.

Jackstonville, March

Beause Universal is selling
sawy from Paramount's Florida validable
States theatre circuit in a battle
of over rentals. U has plunged into display and the selfover rentals. U has plunged into display and the selfover rentals. U has plunged into display and the selfindinization of the Shakespace reclassic Company is booking the
pic into Florida drive-ins in early a played to the self

S.S. 10%

One of the borscht belt bookers who would buy only acts with cars to provide transportation, is attempting to

book dates in Europe.

He's looking for talent with

#### 'Toast' Too Hot a Cost Item, Emerson May Exit TVer; Sullivan's Claim

Tyer, Sullivan's Claim

Who owns 'Total of the Town,'
who was 'Total of the Town,'
who was 'Total of the Town,'
who was 'Total of the Town,'
who 'Total of the Charles'
that Emerson Radio, has tensitive department of the Charles'
that Emerson Radio, has tensitive department of the Charles'
program at conclusion of its current 13-week cycle.

According to CBS exees, the
show is strictly a house pusches
that the control of the Charles'
how is strictly a house pusches
that it is to the control of the Charles'
how is strictly a house pusches
the Emerson exit. Ed Sullivan, columnist emcee on the program, declaim to the Charles'
how the Charles' how the Charles'
how with the Bainer. Thompson ad
agency, own a hefty share of the
package. CBS intimated that Sullivan might leave the show if the
how the Charles' how the
how the Charles'
how the Charles'
how the Charles'
has control of the

#### POUND HOME PIX AS TOP MART FOR SCRIBES

With neome from book and magazine writing on the slide, authors are currently being hit with a continuous are currently being hit with a continuous are currently being hit with the particular of the companies to get them to write for the screen. Story ecks are pounding home the er's most remunerative market and he's a sucker to skip it.

Desire of the majors to get more strength of the continuous and the same of the continuous and the continuous an

#### U.S. Showman to Build Theatres, Hotels, Etc., In New State of Israel

In New State of Israel
Two theatres in Israel. 1.700seater in Teel Aviv and a 1.500seater in Teel Aviv and a 1.500seater in Teel Aviv and a 1.500seater in Halfa. will be the first
projects undertaken by the group
of New York film exces who organized a syndicate last week to
finance amusement enterprises in
frame of the film of the film of the film
Schwartz. Century circuit topper
was named chairman of the group
at a session Monday (28).
Outlit is laying plans to raise
\$1,000,000 in cepital wis shares at
\$1,000,000 in cepital wis shares at
\$1,000,000 in cepital wis shares at
\$1,000,000 in cepital wis shares
\$1,000 in

#### Fred Allen's 5G Wklv. Nix

Freu Allen S Jú Wkly, Nix
Mutual network has offered Fred
Allen \$5,000 a week to do a fiveminute nightlime program crosshas nixed it on the basis that he,
wants to get out of radio, at least
for a year. He checks of the Sungram at end of current season.
Mutual was willing to plunk
down the coin even without a sposser if it was agreeal he could
consider the constant of the comcomments of the comments of the comments of the comcomments of the comments of the comments of the comments of the comcomments of the comments of the comm

#### Major Circuits Offer 50 Weeks of Vaude, Indies 50 More As Acts' Top Outlet in Years

Confinued on page 63)

"Miside U.S.A. as TV Revue

"Mising the U.S.A. as TV Revue

An hour-long, one-a-week teleligion revue biased on his current

gist musical, "Inside U.S.A. as the second of the control of the c

#### Zanucks' \$349,946 Tax Refund Tops Show Biz Kickbacks for '48

Washington March 1.

Darys! Zanuck. 2010-For studio production thick, drew the biggest tax refund from Uncle Sam during the fiscal year ending June 30, 1948, according to Bureau of Incorr the weekend. Under Callor on the Sam during the fiscal year ending June 30, 1948, according to Bureau of Incorr the weekend. Under Callor on the Sam during the Sam

tal of \$92,174.
Ringling Bros. circus banged the ong for \$285,058, of which \$144,1 represented a refund on inthe tax and the remainder a re-311 represented a refund on in-come tax and the remainder a re-fund for overpayment of excess profits tax. No slouch either was profits tax. No slouch either was the result of the result of the re-turn of the result of the re-turn of the result of the re-turn of th

held.
Following are other hig show bits. Test of the property (Continued on page 20)

Washington, March 1.
U. S. Court of Appeals has under advisement appeals of Hollywood Tatlon Trumbe from a lower court conviction for criminal contempt of Congress.
Decision on appeal, which was argued here past Thursday (24), is not likely to be innied down for six weeks to two months.

#### To U.S., Billy Rose Finds; Tokyo in All-Out Welcome

Japanese theatrical trade really 1st Break For rolled out the carpet last week for Billy Rose and wife, Eleanor Hoim, during the couple's one-week visit in Nippon Pair were kept busy making personal appearances at theatres and showspots in Tokyo and Kyoto and were amazed to find their names on marquees and huge welcome signs on the stage nearly everywhere they went. Houses the Roses were scheduled to visit played to capacity entire day, al-though the Roses sometimes stayed no more than a half hour.

Rose told Variety, however, that he had seen no acts in Japan— or anywhere else since he began his world tour—that he thought were worth exhibiting in the U.S.

were worth exhibiting in the U.S.

"I wouldn't give any of them house room," he said. "In the first last," it was to be a said of the said

from Japan?"
Rose said he was most impressed with the large number of theatres in Japan, both film and legit, and the evident thirst of the Niponessen people for theatrical entertainment. He said he thought the possibilities of the Japanese theatre were "staggering."

#### Ulcers Not Slowing Wald, Polishing 3, Readying 8

Holiywood, March 1. Mere ulcers are not slowing up Jerry Wald. Producer, just out of Cedars of Lebanon hospital, reported back to the Warner Bros. studio yesterday (Monday) and immediately started preparing eight new films, as well as winding up three he has had in work—"Fla-mingo Road," "Task Force" and "Happy Times."

Uicer attack was the second suffered by Waid. He ducked an operation by going on an extremely

351st WEEK!
3,590 Performances
All-time long run record in
gitimate theatre.

#### KEN MURRAY'S

"BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal now in world-wide rele "BILL AND COO"

Ken Murray's

Academy Award Film

## Admish Tax Cut

Washington, March 1.

The first real break for a reduction of the wartime 20% admission when Representative Joseph W. Martin, Jr., minority House leader, when Representative Joseph W. Martin, Jr., minority House leader, came out against excise tuxes, Martin, Jr., minority House leader, when the state of the state of

#### Paris Runaround

By Borrah Minevitch

By Borrah Minevites.

Define The Se.
Model operation: The smooth,
silk stocking pattern of Ray Mongan's radio platter (for U. S.)
series. "So This is paris," said.
Those (Bill Robon scripted) said.
The Versalities (M. Y.) will will make your romance glands jumpy.
The Versalities (M. Y.) will will make your romance glands jumpy.
The Versalities (M. Y.) will said said.
The Yes Montand gest golden
when Yes Montand gest golden
to learn a thing or. three,
I gove the Yes Montand
to the Yes Montand
to the Yes Montand
to the Yes Montand
to the Yes Montand
The Yes Monta

unofficial franc made a lot of tour-ists rebudget.
Vivian Blaine in from a two-wek.
Vivian Blaine in from a two-wek.
Vivian Blaine in from a two-wek.
Forty but Forte: U, S. semi-has-beens would do well to come over and gamber Josephine Baker's new and gamber Josephine Baker's new black lace over-skirt which she user-black lace over-skirt which she user-a a veil, searf, handkernief, stole or manilila—and her bandbox hair-do—wow!

#### A Privilege for Show Biz

Show Business couldn't want or have a better sponsor than Uncle Sam. The answer is that the rest of the world is forever trying to latch onto Mister Whiskers. So when Washington asks the amusement industry to take an encore—meaning the up-coming Savings Bond Drive—that's a return engagement nobody

If ever there was a straight line thrown at the amusement industry to achieve good public relations, this it. What's more natural than to tout Uncle Sam in your community, in connec-tion with the Bond Drive? It's a tribute to Show Business, of which the industry should be inordinately proud.

Everybody in the entertainment industry did a signal job during the war; in fact, there are continuing manifestations thereof with holdover engagements by such agencies as the Veterans Hospital Camp Shows. And with this renewed request for Show Business to crystallize, propagate and help consummate the success of the Bond Drive, which tees off May 16 and runs until June 30, this becomes no mere challenge to all showmen. -it's a distinguished privilege

#### Despite Commie Hex, U.S. Films Doing Surprising B.O. Behind Iron Curtain

(SS0,000-860,000) plus 12% of the interpretable of

Rossellini is slated to plane out (Continued on page 24)

#### PHILLIPS TO G.M. VHCS, SIMON JOINS EQUITY

Burton Lane Bicycling
Between Metro and B'way
Button Lane will do the tumes
for "Royal Medding here a look
and lyries, "Pic, which is based
on a story about an American youder
who cilcede a la Danny Kave
two cilcede a la Danny

#### Lopert Bearing Down On Italo-Made DP Pic Under Magyar Megger

Under Magyar Megget
With his interest in the legid
Bergman-Roberto Rossellind film
Bergman Roberto Rossellind film
Bergman Rossellind

SIMON JOINS EQUITY
Lawrence Phillips "was named as produced by his son, Robert binds (lace over-skirt which she uses as a well, sacri, handkerchick, solocious for the second of the Army and Navy, an organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army and Navy, and organized the second of the Army a

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VARIETY Inc. 154 West 46th Street

New York 19, N. Y.

# NEW GROUP (NOT BLOCK) BOOKING

#### Si Fabian Syndicate Talking To A. W. Kelly (Chaplin) on UA Buy

Si Fabian was reported talking with Arthur W. Kelly this week on purchase the Rely this week of the Rely this week of the Rely this week of the Rely the Rel

ford.

Involved in the deal with Fabian are Ted Gamble, James E. Coston and a group of other exhibs. The company as a distribution could for pix to be made cooperatively by the exhibs, plus whatever other regular production is available. UA would be operated on a modification of the old First Namodification of the ol

tional libros.

Miss Pickford, in an exchange of options with Chaplin, has held rights during the past 30 days to acquire his interest. With her option, expringe to the past option and takers, Taplan, who returned to the past option and takers, Taplan, who returned to the past option of the past option and takers, the past option of the past option option of the past option option of the past option option

#### MPAA Blocks Those Careless Downbeat Pix Rumors Via Direct Mail

Aumilion 1 May Dute undain
Columnists, magazine writers
and radio gossipers are no longer
being allowed to get away with offhand remarks that film attendance
has seriously deelined or isn't
good. In line with the new industypolicy, dream in the past 18
months. writers and editors are
fact when they indicate a serious
ho, stump. b.o. slump.

bo. slump.

Motion Picture Assn. of America flacks are carefully ogling the public prints and monitoring the radio commentators for such eracks reposted a note pointing out that official industry statistics, prepared by the MPAA's research department, indicate film rentals are down only 84% from the alltims peak year of 1946, and are still (Continued on page 29).

#### COLUMBIA PREXY EAST ON IMPORTANT CO. BIZ

UN IIIII OUT ARTH UV. DIS Significant discussions of Colum-bia's policies, plans and financial setup are expected to take place at series of general homeoffice con-ferences in New York this week. Harry Cohn, company prexy, flew east for the sessions, as did Mendel Silberberg, Col's general counsel. Further indication of important

Further indication of important developments in the company's affairs was the disclosure that Arabid Grant and Henry Crown, who were elected to the board last week and sat in on their initial session Monday (28), had agreed to serve for only one year. The contributions they can make as representations of the contributions they can make as representations of the contributions they can make as representations.

#### **Expect Mayer-Schenck**

#### B.O. Cut No Help

B.O. Cut No Help Hollywood, March 1. In line with a disclosure by Audience Research Institute last, week that average admis-sion prices during January reached an alltime high of 481/20 cincluding taxes), was report to National Theatre execs in convention here last week on experiments with ad-

week on experiments with admish cutting.

Herb Sobottka, of NT's
Evergreen circuit, reported
the conclusion that present
prices should be maintained.
He said that houses in his
northwest territory discovered
when they tried trimming the
b.o. levy that they only suffered a decrease in gross without ed a decrease in gross with any change in attendance.

#### Cagneys' Indies Via WB Release

Hollywood, March 1.

James Cagney is goling back to the Warner Bros, lot, to star in three pictures under a regular access to the star in three pictures under a regular access completed another deal with William Caguey, Cagney Produce for WB release. At least compens, the limit of the pictures for WB release. At least Cagney in "A. Jon in the Street," from the novel by Adria Locke Langley.

Gagney in "A Lion in the Streets," from the novel by Adria Locke Langley.

Negolialions between the Cagneys and Warners broke of last, where the Cagneys and Warners broke of the Cagneys are the Cagneys at the time, was to star in 10 films which he would have made for Warners in return for the commany Lional Cagneys at the cagneys at the cagneys are the cagneys at the cagneys are the cagneys at the cagneys are t

#### JOE CURTIS' OPTION ON KORDA'S FILM FOR U.S.

NUMDA 5 ILLIII TVO U.D.
Joseph Curtis, son of Columbia
veepee Jack Cohn and aecount exe
at the Weiss & Geller ad agency,
N. Y., has purchased a 30-day option from Sir Alexander Korda on
the British producer's "Winslow
Boy," Curtis has been huddling
with various distribs to obtain, a
film and it may go to Eagle Lion
or United Artists.
In the avgragement entered into

or United Artists.

In the arrangement entered into between Curtis and Morris Helprin, Korda's U. S. rep, Curtis has the right to acquire a seven-year lease on the film for \$600,000. He

se expected to match place of the properties of

Tact rowwows sound in the continent of t

# MAY CANCEL 20%

A new form of selling pix has cropped up as an offshoot of the Government anti-trust suit which both is and isn't the old, now ruledboth is and isn't the old, now ruled-out, block-booking. New method-is generally being tagged group-booking as distinguished from the booking as distinguished from the first that the state of the state of the difference is the fixing of a sens-rate price-tag on each ple in the group plus careful wording on con-tracts aimed at avoiding any charge that one pic is conditioned on an-other.

other.

Columbia has been following this system for the bulk of its product for a number of months. Eagle Llon has just swung into the same films. Each of EL's pix are individually priced and the exhib has the right of buying a lesser number if he so indicates. On the films which have not been tradelines which have not been tradeless in the sound of the

lege is granted.

Number of other companies are considering the same sort of selling on lesser product. The method has been given Government sanction in the new Paramount consent decree which provides that if the distrib grants a license for more than a single feature, exhib has a (Continued on page 18)

#### Rank Cuts 2 Lots: **Jolts Labor Orgs**

JURIS LAUFUL VISO

London, March 1.

J. Arthur Rank's closing of his
Gainaborough and Shepherds Bush
In Arthur Rank's closing of his
Gainaborough and Shepherds Bush
In Arthur Rank's closing of his
Gainaborough and Shepherds Bush
In Arthur Rank
In a mofficial statement the Rank
Organization says that concentration of production at its Denham
and Pinewood studios will reach
In a "abustantial cut of overhead"
in a "abustantial number of the rank"
in a "abustantial number of the rank of the ra

#### SEPARATE DEALS. New Par Prod.-Distrib Co. Looms As Best Financed Outfit in H'wood

#### Cue to Goldenson

Cue to Goldenson
If there are still any doubts
in the trade as to who will
head up the new Paramount
theatre company, Barney Balafinal tipoff at a 21 club lunchon tendered Charles M. Reagan, former distrib veeper,
last Thursday (24): Explainduction-distribution company
in an address to the Paramount excess at the affair, Balaban turned to Leonard Goldand said: "I am even hoping
that Lenny will buy our pictures."

Settlement officially confirms that Balaban will head the studio outfit. There has been no official word on the identity of the theatre company's topper.

#### 20th-Fox Speeds Own Settlement

Talks are already under way between 20th-Fox and the Dept. of Justice towards settlement of the Justice towards settlement of the Justice towards and the Justice towards of the Paramount consent decree, these discussions were started sevices of the Justice towards of the Jus

When Barney Balaban takes over the skipper's fob in the new Paramount production-distribution company, that studio will probably be the best-heeled lot so far as cash and liquid assets are consultationally while the plan of reorganization has yet to be alred, all the signs indicate that the outfit will be given a terrific cash sendoff. In this respect, Par is sendoff, and this respect, Par is RKO plan which involves a transfer of \$10,000,000 in cash from the theatre circuit to the prod-distribunit. theatre circuit to the prod-cistrin crissides some \$80,000.000 in cur-curl assets in the parent company? III—bulk to which probably goes, to the studio—there is an addi-castly convertible assets which will close to the studio—there is an addi-castly convertible assets which will reduce when the spill is finalized. Included is Dulfort television lab stock to which Par has fixed a price of \$7,000,000; the Paramount immorfiles building on which the some \$12,500,000 in bank eredits which the theatre unit will guarantee.

which the theatre unit will guarantee. The \$12,500,000 credit to the production company is understood (Continued on page 61)

#### Kramer's Negro Theme Pic May Outrace Both 20th and de Rochemont

AUM afflu Que MOCHEMONI
With anti-Sentitism explored by
Hollywood films during the past
cuple years, 349 is definitely lining up as the year of the Negro
problem pic. Announcement last
week by Stanley Kramer that his
screen Plays, Inc., ladie unit had
purchased rights to "fiome of the
Frace" and would switch and
problem of the problem of the
Brace" and would switch
with the problem of the problem of the
third such film to go into work
eurrently.

Already on the agenda and well under way are "Pinky," being pro-(Continued on page 18)

Sid Silverman, President (
4 West 46th St., New York 12, N Y
Hollywood 28
511, Yugea Street
Washington 4
1222 National Irrest Building
1220 No. Camban Ave.
Eondon WC2
8 St. Martin's Pl., Trafalgar Sq.

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Film Reviews ..... House Reviews ..... Inside Legit ......... 58 Inside Legn
Inside Music
Inside Pletures
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Obituaries Orchestras .... Radio Reviews ...... Records Frank Scully .....

Frank Scun,
Television
Television Reviews
Unit Review
Vaudeville DAHLY VARIETY (Published in Hollywood by Daily Variety, Ltd.) \$15 a Year—\$20 Foreign

#### National Boxoffice Survey

Biz Off Post-Holiday—'Smith,' 'Joan,' 'Command,' 'Wives,' 'O'Flynn,' 'Ships,' 'Hamlet' Pace Field

Wives, 'O'Flynn,' 'Ships,' 'Hamlet' Pace Field
Matural reaction from big holidatural reaction from betton, its ground from
Matural reaction from state over the same of the form
New boxoffee champ is "Whispering Smith" (Par), which climbed to third place on first week out on
release last starns. It is joint to the same of the form
"Joan of Are" (RKO) managed
to stay in second groove for second
"Joan of Are" (RKO) managed
to stay in second groove for second
"Whee" "Golb." "Fighting O'Flynn," mide. Physing mainly in small arty
(U) is showing enough to grab fifth
place. Others in the Big Egist,
"Whee" "Golb." "Fighting O'Flynn," mide. Physing mainly in small arty
(U) is showing enough to grab fifth
place. Others in the Big Egist in runner-up; show in Ships" (20th). "Hamilet" (U)
and "Bnehartment" (RKO). Faller round.
of "Ships" to fare better currently
is an apparent major disappointportland. Ore: "Dear Secretary!

Beit in runner-up category are
"Chicken Every Sunday" (20th).
"Red Shee" (EL). "Wake of Red with mid olding so well in most

(Complete Boxoffice Reports on Pages 11-13)

#### Par Divests 774 Theatres; Retains Prod.-Distrib. Foreign Showcases. Certain TV; Ends 10-Year Gov't Suit

Paramount, the largest integrated film company in the world, will eerns within one year, under the terms of its anti-trust settlement algred, with the Government Private of the settlement algred, with the company of approximately footness and a semi-integrated provided after months of aspoilations and after months of aspoilations and after months of aspoilations and after the circuit is shorn of a minimum of 774 houses. The picture companies of the settlement of the settlemen

the Paramount homeoffice building.

The proposed decree comes up before the three-judge statutory court in N.Y. too proposed to the proposed t

Terms
The two new companies will issue common stock to the parent company. Unlike the case of RKO, (Continued on page 16)

#### U.S. Tells Indie Recent Decree Moves Will Solve Pix Problems Like His

Pix Problems Like His
Confab with Robert L. Wright,
head of the Dept. of Justice's antitrust division, was held in New
York, last week by James Mancuso.
Batavia, N. Y. Mancuso has been
in a hassle with a number of the
major companies in an effort to get
product for his, house since. It
Considering legal action, Mancuso was advised by Wright to lay
off temporarily. Assistant attorney,
decrees further separating production-distribution companies from
heir affiliated circuits, expected
within the next couple of months,
the advised of the productiondistribution companies from
heir affiliated circuits, expected
within the next couple of months,
the advised of the productiondistribution companies from
their affiliated circuits, expected
within the next couple of months,
the result of the productiondistribution to the productiondistribution to the productiondistribution to the product of the
Batwa, theatre op, who visited
asless managers or division toppers
of all the major companies during
his stay in New York last week, reposed in the town by two Warner
houses and a Dipson theatre—had
eased considerably since he publiched his difficulties in a lengthched his difficulties in a lengthfree from the product of the product of the country
that Paramount and Metro had
been particularly sympathetic and
cooperative in giving him a fling at
product to get the house on a payling boats.

#### Film Equipt. Export

Washington, March 1.

Export of motion picture film and equipment fell off last year from the record high of 1947, but the trade nevertheless continued good. Figures released today (1) by the U.S. Commerce Department disc

#### Gov't Timetable

Several important shifts in the Government anti-trust suit timetable have been pushed through as a result of recent settlement maneuvers. The schedule of court events as now set up is as follows:

March 3—Paramount decree presented to the court. March 28—RKO stockholder meet on decree.

March 30—Deadline on RKO stockholder consent to decree. April 1—Gov't must file final briefs.

April 19—Final hearings be-fore court.

the Paramount and RKO decrees grant the companies the right to take advantage of more favorable clauses in other decrees, any vic-tory by WB could ease regulations enforced against other majors. However, even an all-out win by Warners, would not result in light-

Warners, would not result in light-red divorcement provisions for the majors who have settled. Those provisions are hard-and-fast. What would not stick would be the re-strictions on the selling of product. RKO, Par and no doubt any other company settling have the right on written notice to take advan-

(Continued on page 63)

#### FRED POLANGIN UPPED

FRED POLANOIN UPPED
Los Angeles, March 1.
Frederick N. Polangin, director of Buchana & Co.'s Coast film degt, has been upped to the post of exec director of the ad agency's control of the coast of the

#### Wilder's N. Y. Bankroll

Wilder's N. Y. Bankroll

Tentative dea has been with
Chemical Bank & Trust Co. N. Y.,
to advance coin for his next film.
Is the story of a women's prison,
temporally labeled Chee
By United Artists, with which
Wilder recently made a four-pic
ure deal. This will be the first,
the first will be the first,
by U.A lest year, but under a previous arrangement.
Wilder returned to the Coast
stat week after being in New York
to put the film into production by
April 1. Budget is \$550,000. Bank
loan hinges on Wilder getting compiete guarantee. Wilder the Coast
loan hinges on Wilder getting compiete guarantee. The Production of the Coast
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#### Settlement Better Than 5-Year Fight'—Balaban At Luncheon to Reagan

Should WB Win Any
Concessions the Other
Majors May Benefit To
Assertion of Harry M. Warner,
prez of Warner Bross, that he will
the Government anti-tent of the great settlement of the government antitent of Government anti-tent of the government antitent of Government anti-tent of the government antitent of Government anti-tent of the government antitent of the great without
the Same free-year stretch can be
the great of the great of the great of the
could ultimately lead to modifications of the consent decrees stand means where
could ultimately lead to modifications of the consent decrees stand means where
and in the course of a luncheon
made in the course of a luncheon
ment and RKO decrees
grant the companies the right of the great of the great
the companies the right of the great of the great
the companies the right of the great
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(Continued on page 22)

#### SHERMAN SUES A&C FOR BACK COMMISSIONS

Los Angeles, March 1.
Eddle Sherman, former agent for Bud Abbott and Lou Costello, filed suit in L.A. superior court charging the comics with failure to go through with provisions of a settlement of their contract, arranged last year.

and still st

#### N.Y. Times' Erroneous Film 'Analysis'

With the industry already battling goesip columnists and casual virtures who keep instituting that 'no one say longer is going to ordinarily highly the control of the cont

profil), Warner Bros. (\$11,837,000 profil) and Columbia (\$565,000 profil) and profil and columbia (\$565,000 profil) and profil and the state from Marius S. Jaile, as an experimental profile and the state from Marius S. Jaile, as the state of \$110,800,000 from \$218,300,000 from \$218,300 from \$2

#### L.A. Par (F&M) Seeks Out Because of Buy Par Pix Only' Clause

Par Pix Only Clause
An oblique attack on the Paramount consent decree has been
mount consent decree has been
Partman Corp., operator of the
Paramount theater, Los Angeles,
which charges the Government
and the film company with seeking to skirt the directives of the
last of the directives of the
seek of Paramount, vants, the
right to intervene in settlement
hearings. It has been feuding with
Paramount for some time in an
eviction action brought by the mavection action brought by the madamage.
Actually, the subject of Partmar's attack is a clause in the
(Continued on page 63)

N. Y. to Europe

# John Baragrey Jack Cummings Frederick Lonsdale Eleanor Powell David E. Rose Roberto Rossellini Rudy Solmsen

Europe to N. Y.

#### **B&K's Big Break Under the Decree**

That old saw about the lil wind and its penchant for goodness works out for Paramounts of are as one situation in the consent deree is concerned. While Parice Bolaban & Katz circuit blankets and a support of the Covernment's divorcement epidemic, B&K capes almost 100% under the terms of the settlement. Out of the control of the companion of the control of the cont

(Continued on page 16)

#### N. Y. to L. A. Paul Ackerman

Paul Ackerman
Watson Barratt
Anthony Bertley
Sidney Bernstein
David Butier
Alexander Cohen
William Danziger
Marlene Dietrich
Roy O. Disney
J. J. Donohue
Humphrey Doulens
Glenn Ford
Howard Hawks,
Russell Holman Russell Holman Russell Holman
Deborah Kerr
Dorothy Kirsten
Charles Levy
William B. Levy
Gordon Lightsto
Marijane Maricle
Rudy Montgelas
Oscar Morgan
Richard Morgan
Ted O'Shea
Hugh Owen Ted O'Shea Hugh Owen H. C. Potter Paul Raibourn Cesar Romero Per Scavlan Alfred W. Schwalberg George Weltner Richard Whorf

#### L. A. to N. Y.

Rupert Allan John Beck Joseph Bernhard Carol Brandt Harry Cohn
Bullets Durgom
Lee Eastman
Richard Erdman Lee Eastman
Mai Ferrer
Cy Feuc
William authrie
Anderse State
William of State
William of State
Ohnny Johnston
Gilbert Kurland
Keye Luke
Paul MacNamara
Joseph Mankiewicz
Charles C. Moskowitz
Virginia O'Brien
Milton E. Pickman
Robert Rossen
Mendel Silberberg
Lee Tracy Lee Tracy

#### Par's 650 Nationwide Houses Make It Still The Largest Theatre Chain

approximately 650 theatres will embrace every section of the coun-Equipt. Export
Falls Off From 1947
Washington, March 11
off to Holly of Hol the group to a lower total than Par's.)

Figures released today (1) by the U.S. Commerce Department dispersion. The commerce Department dispersion of the Commerce Department of the Com

ford and Tri-States circuit.

The company, however, has the privilege of acquiring outright interest in 248 of these houses. The right is not a blanket one, but extends to specific houses or totals in various named situations. From another 16 theatres bracketed as partnered with an investor, the ties must also be severed, but Par has the right to buy back nine of these theatres.

The new Paramount circuit of paramount will end its joint operation of proximately 850 theatres will limit the following sind chains: two years. This action is required more every section of the country and probably remain the largest amusement. Corp.; Central States Ingle group is flushers in the U.S. Theatress in Amusement is a flusher of the control of the cont

25 In Florida 25 In Florida
The sale of wholly-owned houses particularly hits the Florida States circuit. In Florida, Par must get rid of 25 houses alone. Other theatres are scattered through Illinois, Minnesota, North and South Dakota, New York, Tennessee, Utah and Ohlo.

# BACK TO BALLY KEYS PIX SELLING

#### Ramifications in RKO Theatres Buy

Difficulty being encountered by several syndicates which are aiming to get coin together to bid against Flord Odlum for the RKO theatres is Pederal Reserve Board requaltion "U." It was said in the property of the property

theatre control from Howard Hughes would nave to nave 75% or the cost of 26th, since bank loans on such a deal aren't permissible cost of 26th, since bank loans on such a deal aren't permissible cost of 25th aren't permiss

#### If Outbid, Exhibs Want to Know **What Rental Terms Beat Them**

Choose Your Partner Choose Iour Partner
The business of splitting
RKO's personnel into two
groups to man the two new
companies which will ultimately energe from the company's
consent decree is now being
pushed. Company's legal staff
has been asked to choose sides. has been asked to choose sides.

Legalites have been told that
they can indicate their preference for either exhibition
lawyering or production-distribution.

Exhibitors casting about for some means of knocking the plans and the plans are come up with a new complaint—that if they lost out on a picture, the distributors will never but the complaint—that if they lost out on a picture, the distributors will never but the complaint—that if they lost out on a picture, the distributors will never but the complaint, and they are to the complaint, declared their attorneys have assured them they don't have decree, as it's presently set up. I line with this, some sales exces revealed for the first time that line with this, some sales exces revealed for the first time that line with this, some sales exces revealed for the first time that have been a substantial to the same that the same Dissident 20th-Fox stockholders, in a hearing yesterday (Tueeday) before N. Y. Supreme Court Jus-before N. Y. Supreme Court Jus-say, 200,000 settlement by Charles a \$3,500,000 settlement by Charles P. Skouras and three other National Thestres exces of a 1044 NT on the basis of todgy's returns. Through their attorneys they are pured that the quartet should kick in with another \$500,000 to compare the country of the property of the country of the property of the country of the countr (Continued on page 24)

#### Bernhard East For Bankroll to Split

FC from Cinecolor

FU ITOM UNECOLOT

Bernhard, prexy of Cinccolor, and Film Classes, left for New York over the weekend to raise capital to bring about divorcement of the two companies. Plan is reported for Bernhard to promote coin so that FC can you off Cinccolor obligations owed any off Cinccolor obligations owed been a subsidiary of color company for several years. Approximately \$1,000,000 is involved, it's understood.

stood.

Bernhard will huddle with four eastern groups in effort to raise this financing, he announced prior to trip east. Scheme would split to trip east. Scheme would split two companies into separate organkations having no connection with each other, and Bernhard with each other, and Bernhard out of Cinecolor. At annual meeting Feb. 14, he was reelected prexy of both companies. In smoutier, and the second of the sec

#### Mail Oscar Ballots

Hollywood, March 1.

Final ballots in the Oscar Derby were mailed today (Tues.) to 2,000 members of the Academy of Motion Picture Arts and Sciences.

Yotes must be returned by March 15, nine days prior to the Presentations at the Academy Award Theatre.

#### BEST FORM OF INDUSTRY P.R.

Revival of the hoopla days of oldtime showmanship, in which 20th-Fox is now attempting to pace the industry, can be one of the most potent forms yet devised for

most point forms yet devised for bettering the industry's public relations. That is the opinion of other trade observers who believe that the observers who was the observers who was the observer when the observers who was the observers who was the observers who was the observer when the observers who was the observers who was the observers who was the observers who was the observers when the observers who was the observers when the observers when the observers who was the observers when the observers

(Continued on page 22)

#### Small-Ratoff Film. 'Black Magic' (Italo) Via UA at 25% Terms

Via Uat a 25% terms.

Reversing its previous stand against secepting films for distribution for less than a 27½% feet to the weekend for release of Edward Linde Artist closed a deal control to weekend for release of Edward handle it for 25% under a single-picture contract, with the distribution of 25% control to 25% single-picture contract, with the distribution of 25% control to 25% control t

# O'Shea Upped As Par Streamlines Sales Setup For Theatreless Future Hollywood, March 1. Parmount's big studio meet has soung into fast action both in protection of the p

Ed Raftery's Wisecrack

Cd. Kattery's Wisccract
Washington, March I.
Federal Trade Commission
continued hearings here last
Friday (25) on its charges that
United Artists failed to properly indicate in its advertising
that it had cut J. Arthur
Ranks "Colonel Blimp" when
the control of the proposed
findings next month.
Al Fridays, bearing, FFG.

findings next month.

At Friday's hearing, FTC
attorneys produced a femme
witness who testified that she
did not like the cut version.

To which UA counse! Edward
C. Raftery replied: "I'm not
surprised. We couldn't find
anybody who liked either version."

#### SIMPP Not To **Oppose Decree**

Society of Independent Motion Picture Producers, which had been awaiting with much interest ene Paramount consent decree, will take no action to oppose it when it is presented to the court in New York tomorrow (Thursday). Ellis Arnall, SIMPP prexy, en route east from the Coast, hailed the decree as a break for indie producers.

ducers.

Despite Arnally statement, it has been learned that all the indies do not see yet o eye with him on all points. They feel that the divorcement super! of the decree more study is needed of the trade practice provisions. These include clauses which permit a return to modified block booking and grant-pendent theathers.

SIMPP's resta interest in the de-

SIMPP's great interest in the de-cree reflects its constant effort to open up competitive situations in order to get its members the best (Continued on page 55)

#### EARLE SWEIGERT EXITS PAR AFTER 32 YEARS

Earle W. Sweigert, Paramount's Philadelphia district manager, has handed in fiß resignation following' 32 years with the company. Sales exec will stay on until the company names his successor in Philly.

names his successor in Philly.
Sweigert formerly was mideastern division chief for Paramount before being switched
recently to the district spot. His
division chores were turned over
to E. K. (Ted) O'Shea. Ankling of
his job follows closely on the
switch.

Sweigert is currently negotiating for a new spot in the film business.

# Nathanson's Suit Vs. U

Rank Arrives 23d in N.Y.

And Due in Court 28th In

#### See AMPA Slate Set

See AMPA Slate Set
Nominating committee for the
Assn. of Motion Picture Adventiers will present its slate of
officers for the coming year to
Understood the committee, chairmanned by David Bader, will urge
Max. E. Youngstein, Eagle Llor's
Amx. E. Youngstein, Eagle Llor's
chairman of AMPA, to hold down
the job for another term. Youngstein's term expires at the end of
Committee meets Monday (7) to
make its selection. Other members
are Vincent Trotta, Gordon White,
Tricking and Chester
Friedman.

#### Weitman, Hyman, O'Brien, Netter, Reagan Mentioned In Par Theatre Reshuffle

With the first still wet on the from the field to direct the third manner consent decree, the groundwork has already been man pode for the new operational procedure and top personnel of the new operational procedure and top personnel of the new operational procedure and top personnel of the new operational procedure and top the new operations of the new operational procedure and top the new operations of the new oper

pensate for inflation.
Settlement was previously okayed
on Feb. 15 by Referee Jacob Davious as "fair and reasonable" of
early last year in connection with
the 1944 stock transaction which
gave Skouras and the three other
NT officers a 20% share of the
company. Two years later they
(Continued on page 16)

Seek Extra 500G

In NT Rebate

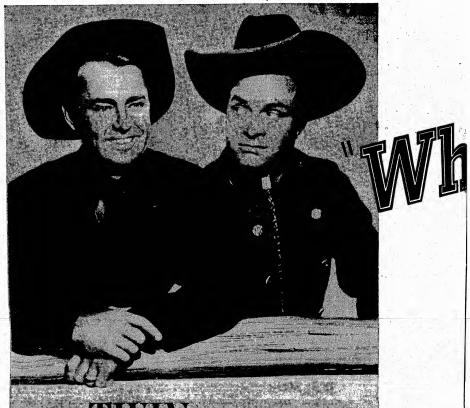
managerial chores.
Understood that Robert M. Weitman, managing director of the N.Y.
and Brooklyn-Paramount intestres, will head up one division. Edward
L. Hyman, Paramount circuit veepee and chief aide to topper Leonard Goldenson, will take over another division besides continuing
as assistant to Goldenson. A third
man, it is said, will be brought in

wing.
Robert O'Brien, at present secretary to the present company, who
was active in effecting the Government settlement, is said to be
marked for a top job this the
marked for a top job this to
marked for a top job this
to no report, O'Brien will be a
combined secretary and treasure
in the newly-welded chain.
Leon Netter, another veepee in
the present theatre subsid. Is
heading for an independent con-

sent decree in Florida.

Still speculative but persistently rumored is that Charles M. Reagan, former distrib veepee of Par, will take over a number of partnership houses of the Northic circuit in Ohlo. Reportedly, Reagan is now dickering with the banks to raise sufficient coin to make the deal

deal. On make the While the Paramount decree is. brand new, plans looking towards its adoption have been in the making for many months. Belief is that Par has a step-by-step blueprint for unloading its partnership houses,



# Which TWN Gets Most Money?

You can't tell 'em apart at the boxoffice!

Biggest Ladd hit ever—shoots "Paleface" records to "Whispering Smithereens" in dozens of first dates...

Heading for over-all gross right up in that sensational "Paleface" bracket!

#### Paramount

chalks up another terrific hit in the

GOLD RUSH OF 49

# ispering Ispering SMITH

#### Does "Paleface" Business-Plus-

first week N. Y. Paramount—and in Denver, Minneapolis, Salt Lake, Worcester, Sioux Falls, Wheeling, Altoona, Reno, Marion, O., Hazelton, Pa., Newark and Bangor. . .

#### Matches "Paleface" Business

in Duluth, San Francisco, Springfield, New Haven, Newport, Torrington, Conn. and Hartford . . .

# Leads Leaders Like "Welcome Stranger," "Unconquered" and "California"

in spots like Phoenix, Boise and Tucson.

#### - And Even Guns for the Industry's No. 1 Grosser of '48, "Road to Rio"

as, in cities like Boise and Salt Lake, it tops that great attraction's records!



#### Mather is a Freshman

Mother Is a Freehmann
(COLOR)

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"Mother is a Freshman" is a nifty piece of entertainment, cram-ming a lot of fur into a snappy 80 minutes of footage. Trapped out in a fancy color garb, smartly east, brightly dialoged, it's the type, of romantic comedy that carries an audience along a pleasure path that makes the ticket price worth

romantic comedy that carries an audience along a pleasure path that makes the ticket price work and audience along a pleasure path that makes the ticket price work and a proper service of the property of th

to make them credible.

Backing the handsome maneuvering of the three previously mentioned players, are topnotch performances by Rudy Vallee, as a mother's college roommatie, Kathleen Hughes, another co-ed: Robert Arthur, romantically earnest student; and Griff Barnett, a wise dean.

dean.

Of high interest for the femmes are the costumes worn by Miss Young His House the Stand of competition to the sweatered and skirted co-eds of the Utah U campus where the plcture was filmed.

the Utah U campus where the pleture was filmed.
Walter Morosco's production supervision is marked by the-particularly spit casting of the roles, use the pleture of the production of the sterning physical values that make this one a treat for the eyes. The Technicolored lensing by Arthur E. Arthing shows off the cast for the eyes of the production of th

A Kiss in the Dark
Hollywood, March 1.
Warner Brox, reiesse of Harry Kurnitz
production. Stars David Niven. Jane Wytils. Broderick Conwirch. Directed by Dolmar Daves. Screenplay, Kurnitz, from
comers. Robert Burks: numer. Mixes
Science; editor, David Welsbart. Tradescreen. Sci. 29, 49. Running time. 36
Science; 29, 49. Running time. 36
Science; Robert Sci. 20, 49. Running time. 36
Science; Sci. 20, 49. Running time. 36

olly Haines Jane Wymar
forace Willoughby Victor Moore
Bruce Arnold
dr. Botts Broderick Crawford
eter Danile Joseph Bulof
ime. Karlna Maria Ouspenskaya
chless Curt Bol
sentonPercival Vivlar
fartin Soamea Raymond Greenlea

Switch from heavy drama to romantic slapstick by Jane Wy-man comes off rather neatly in "A Kiss in the Dark". Actress doesn't with which to make the switch, picture being the lightest kind of lung, but it plays at a good pace and carries a lot of pleasant lauphs. As the Wyman name has gained lustre from her recent successitu, "Johnny Belinda," it should serve as the

chief lure in attracting returns for this one property of the control of the cont

Brog.

El Paso

(GOLOMO L. Feb. 28.

Paramount rejeace of William Place-William State of William State of

#### The Wandering Jew

The Wandering Jew
"The Wandering Jew," Italian-made film opening at the
Little Met, N. Y., tomorrow
Little Met, N. Y., tomorrow
from Rome April 14, 1946, Ptc,
which reincarnates in its hero
the Jew doomed by Christ to
eternal wandering, was thought
eternal wandering, was thought
eternal wandering, was thought
with particularly favorable reactions on American market."

The Wandering State of the Method
eternal wander of the Method
eternal wande

neviewer also felt, "that ex-cept for symbolical angle, plc registers very well, with plenty of strong action, impressive scenes and an excellent cast headed by Valentina Cortese" (now under contract to 20th-Fox).

#### Miniature Reviews

Miniature Reviews

"Mother Is a Freshman"
(Coior) (20th). Dellghtful
rerelible romantic comedy for
all types of audiences.

Zany, romantic farce with
good laugh content.
Sturdy sommercial vesting for
the action market, alor
the action market, alor
the action market, alor
the action market, alor
for good reception in
the action market, alor
for good boot in all situations.

The westerner with soil east for good bo. In all situations.

The westerner with soil case for good bo. In all situations.

The westerner with soil case for good bo. In all situations.

The westerner with soil case for good bo. In all situations.

The westerner with soil case for good bo. In all situations.

The westerner with soil case for good bo. The westerner wi

#### Tale of the Navajos

(COLOR)
Metro release of John A. Haeseler production. Story, Haeseler, Harry Chandler, narration, Edwin Jerome: music, Lan Adomian. Tradeshown N. Y., Feb. 24, '49, Running time, 52 MNS.

Administration Tradesbown N. V., Peb. 24, '46, Imministration Tradesbown N. V., Peb. 24, '46, Imministration Tradesbown N. A. Charles to do a much needed documentary on modern American Indian life was multiple of the Navajos'. starts out as an interesting factual record to the needed of the need

#### The Walking Hills (SONGS

mass of Harry Joe Brown
Rainess festprax William Blabos, Edgar
Buchanan Directed by John Sturger.
Buchanan Directed by John Sturger.
Sology Virginia Roddick; campra; Charles
Lawton, Fr. editor, William Joyan access,
Saloff, Trindeshown, N. y. Ph., 25, 40,
Saloff, Trindeshown, W. y. Ph., 25,
Saloff, Trindeshown, W. y. Ph., 25,
Hin Carvy Randon, Sology Charles
Gold Willy Lawton, Salogy Charles
Figure John Ireland
Old Willy Lawton, Salogy Charles
Figure John Ireland
On House Charles
Salogy Charles
S

John Ireland
Jerome Courtland
Josh White
Russell Collins
Charles Stevens
Houseley Stevenson
Reed Howes

ori (Metro). Slow-movine doctomentary about Indian fortomentary about Indian forformed the Indian forgood Alain "Bocky" Lane
oater for the Saturday mattnee
readoux, Andree Clement In melear: strong for arty spots.
Original for arty spots.
Orig

"I Am With You?" Sweding and picture which has been dubbed into English for U. S. distribution, should be natural distribution, should be natural formation of the commentation of the com

detective; Arthur Kennedy, as a surly underworld drifter; William Bishop, as the murderer; Edgar Bishop, as the murderer; Edgar Gollina, as the barkeep, and the barkeep, and the countries of the barkeep, and the police. Josh White adds importantly to the firm with his rendlinos of a couple firm with his rendlinos of a couple of blues numbers and folk ballary.

#### Sherift of Wichita

Sheriff of Wichita
Hollywood, Feb. 25.
Recenble with Hollywood, Feb. 25.
R

Devil's Baughter
(FRENCE)
International Alliance Pims release of
Pathe Cineme Sais production. State
Ciement, Directed by Mauric Saurel.
Sereenjay, M. G. Sauvejon, Henri Decoin.
Vitte; camera, Armand Thirard, editor,
Bretonneebe, At Ambasaador, N. V.
Bretonneebe, At Ambasaador, M. V.
Bretonneebe, At Ambasaador,

aget P		
The Doctor	rnand I	redou
sabelle At	dree C	lemen
unt Hortense	Therese	Dorn
lement	Albert	Rem
N'A Qu'Un Sou Se	rge An	dregu
ittle Boy	Albert	Glad
eorge Fr	ancois 1	Patric
Saint-Jean	Felix .	Claud
The Mayor	Robert	Selle
The Priest	Pierre J	uvene
The Bartender	Paul Fr	ankeu
Watchman	Andre '	Wasle.
oilceman		Amat
udovic Mercier	Henri (	harre

Waschman

Andre Washe

(In French, English Tillea)

Although made in France over
three years ago, Devil's Daught

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of the old numes, pright freeteers drama in the ner-war Farchteers drama in the ner-war Farchteers drama in the pre-war Farchteers were known before the war. It

was the state of the state of the old numes, pright directeers were known before the war. It

was the state of the state of the old numes ol

(Continued on page 20)

#### Exhibs Frown on Pix-TV 'Dualing'

Suggested plan of having commercial television shows im side-by-side with regular film features will be resisted by exhibition and circuit operators who point out that attempts at commercial shorts and addims were sharply resisted by their customers. Theatre op believe patrons would raise a similar squawk about core. Patronis complained, they results aftered down the plugs were shelling out good money to be entertained and that they should not have to pay to see commercial advertising on the screen. Most-exhibe feel that when and if theatre tele becomes feasible on a mass circuit back, it can only be used to pipe a few sports and special event lint the theory to be completed.

#### \$1.500.000 Added to Distribs' Annual **Pavload By New IATSE Exchange Pact**

An added \$1,500,000 annually will be tagged onto the major distributor payrolls as result of the major distributor payrolls as result of the major distributor payrolls as result of the major through the major through the major distribution of the major

istigate Employees.

New pact grants an increase of \$4.50 per week with minimums established at .349 per week and acales ranging upwards to an average of approachers. Increases are retroactive to Dec. 1, which will cost the companies a sum of close to \$500,000 in back pay to be allowed after March 1960, and the companies are summer and the summer an

major companies.
The companies negotiating committee included Clarence Hill, 20th-Fox, chalman; Charles O'Brien, Metro; C. J. Scollard, Fox, Charles O'Brien, Metro; C. J. Scollard, J. Kaufman, Columbia; and Al Schlier, Republic, LIATSE's committee consisted of Thomas J. Shea, assistant to the president; international rep. Louise Wright and international rep. Joseph D. Bascon.

#### SPG Seeks to Nix 'Leftist' Label

Hit by a flock of resignations last week, the eastern Screen publicists Guild is mapping a new completely out of politics. Move, which reverses SPO's previous practice of taking either open or actic stands on all general public actic stands on all general public states of the second of "leftins" which has been stuck on the Guild. In the future it will strictly confine itself to economic union questions.

sit will strictly confine itself to economic union questions.

The policy switch came on the heels of a joint resignation by 13 ends of the policy of the policy switch came on the heels of a joint resignation by 13 ends of the policy of the

#### One on the Aisle

Perth Anboy, March 1.
State Assemblyman John J.
State Assemblyman John J.
Brixie of this city made a triumphant return to Reade's
New Majestic theatre here at
a recent ceremony to celebrate
completion of a remodelling

Now in his first term as a New Jersey legislator, Brixie was an usher at the house for

#### **SOPEG Repels IATSE Thrust** In Major H.O.'s

In Major H.U.S

Serveen Office and Professional
Employees Guild, CIO, has come
out on top of a year-long jurisdictional hattle with the International
Alliance of Theatrical Stage En3.700 homeoffice whitecollaries.
SOPEG put the finishing touches.
3.700 homeoffice whitecollaries.
SOPEG put the finishing touches.
SOPEG metal with comparatively small
staffs, Republic and De Luxe labs.
Victory at the polis reestabbargalinize agency in almost the
same position in field when Labs
stammer, Local H.e.S., howand the source of the source of the
stammer, Local H.e.S., howin a couple of SOPEG's former
staffs, and the source of the source
SOPEG negotiations with the
major companies will open shortly
after the union received its cersorper of the source of the source of the source of the
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#### 24 MORE HOT PRINTS RECOVERED BY THE FBI

SPG's political activity was detrimental to its union functions in mental to its union functions in mental to the sum of the proper series of the sum of t

#### N.J. ALLIED'S SQUAWK OVER REP'S 16M DATES

The running exhib-distrib debate ver where and when a company an book 16m showings of its prod-ct without unfair competition can book 16m showings of its product without unfair competition
boiled over the pot again this week.
In gend of a hot letter of protest
sent to the company by Edward
Lachman, prez of New Jersey Allled. Lachman is demanding that
Rep cease booking 16m features in
the Jersey setting the 3m grosses.

The contraction of the protection of the company
to the contraction of the competition of t practice is cutting into 35m grosses.

According to the Allied complaint, Rep has recently launched into selling narrow-gauge product to schools and parent-teacher organizations in Elizabeth and the Oranges. Among films booked, it is claimed, have been several Roy Rogers westerners and "Bill and Coo."

#### Some Renewed Amus. Stocks' Buying Cues Wall St.'s Confidence

Wall O. S Confinence
While builts enthusiam for
motion picture stocks still Is leakning, much in line with general seaning, much in line with general seaquiet accumulation of better film
suses has been in progress for the
last few weeks This buying forced
lacew's into activity and a smart,
Loew's into activity and a smart,
while the whole market was slipning. It also showed up in renewed activity in Warner Bros'
shares.

shares.

Paramount stock, however, remained unaffected in both price and volume of trading despite the announcement of the decree settlement. This development was probably discounted some weeks ago when shape of the Par decree was first foreshadowed.

Much of this renewed interest in film company shares appears to be predicated on three factors:

(1) Belief that the amusement group as a whole has fairly much discounted the bad foreign devel-opments and any dip in the domes-tic boxoffice.

(2). Discovery that some picture (2). Discovery that some picture companies are not in as unfavorable position, particularly in the foreign field, as first feared, or fas current quotations would indicate.

(3). Possibility that the foreign market is likely to improve revenue-wise in the not too distant future. future.

Some trade observers think that there are several signs that for-eign biz may be shaping up better than in the last two years.

than in the last two years.

One thing that Wall Street apparently is just becoming aware of is that the decline in theatre busilist that the decline in the street busilist that the decline in the street business of the street bu

year ago.

Currently the improved attitude toward film stocks is tempered in inancial circles by recurring reports about too many lutewarm to But the ability of most major film companies to rebound with several strong boxofice entries after one or two weakies is taken as a fartone to two weakies is taken as a fartone to the control of the control of

Buying in recent weeks has mainly centered in Loew's, War ner Bros., Paramount, Republic and RKO.

#### ESCALATOR CLAUSE MAY HIT 100G STORY BUY

HIT 100C STORY BUY
With best-selling books ceasing with the best-selling books ceasing the selling books ceasing the selling books ceasing the selling selling

#### Allied's Survey Accents Fact That Showmanship Can Sell Many a Pic

Weather Man Hexes Mank

Weather Man Hexes Man Twentleth-Dox director Jo-times of the Manager of the Manager ing to shoot scenes in New York last year for "Letter to War York last year for "Letter to Three Wives," was forced back weather created a costly delay in his plans. Manklewicz tried in N. Y. Saturday (20) with Susm Hay-ward and a group of actors and technicians, who were later technicians, who were later background scenes for his up-coming "House of Strangers." Weather was fine over the weekend but one of the uncu-weekend but one of the uncu-tation of the unc

#### **Expect Goldwyn** To Follow Disney In Renewing RKO

Samuel Goldwyn is expected to follow Walt Disney in renewing his distribution pact with RKO. Disney signed a new contract last week for release of his next three films. Goldwyn deal, a one-year ticket with options by the producer, is up June 1 and will be kaken in.

films. Goldwyn deal, a one-year ticket with options by the producer, is up June 1 and will be RKO is thus assured product from its two top Indie producers, which will tend to reduce the problement of the production of the production and the studies. Slow-down began when Howard Hughes required control last summer. It now and, with the indie product, and the indie product of the indie production, but and the indie production, but and the indie production of the indie production with the indie production in the indie production in the indie production in the indie production in the studies into indie production, but the studies into Hughes took over. Three Disney pix included in the new pact are 'Ichabod and Mr. Toad,' "Chieferlie," expected for next Christmas, will be entirely in aniation, while. "Treasure Island-with the indies of the indies, will be marrated by Bing Crosby, who will also sing three sonse, will be marrated by Bing Crosby, who will also sing three sonse, will be marrated by Bing Crosby, who will also sing three sonse, will be marrated by Bing Crosby, who will also sing three sonse, will be marrated by Bing Crosby, who will also sing three sonse, will be marrated by Bing Crosby, who will also sing three sonse, will be established, we will be a studied by the production, and Gune statistic work for the linking, will laim Levy, sales supervisor, and Charles Levy, pub-ad chief, went to the studie this week for confass the films.

#### JOHNSTON RE-ELECTED PRESIDENT OF AMPP

Assn. of Motion Picture Producers re-elected Eric Johnston president and Y. Frank Freeman-chairman of the board. Annual meeting also elected B. B. Kahama and L. K. Sidney as veepees, Charles Boren as veepee in charge of industrial relations, and James S. Howle as secretary.

Members of the board of disco-

Allied Theatres, whose 10,000 members survey threw a roundhouse punch at so-called "sophisticated" pix, is now admitting that there's no such thing as an all-bad film. According to Allied's latest breakdown of its theatre poll, the exhib organization is drawing the lesson that one theatre's poison can be another's boxoffice meat.

can be another's boxoffee meat. Only a few of the pix, evaluated by the nation's exhibs according to their bo. pull, were able to mark up heavy plus signs in all Brush Man' and 'My Wild Irish Rose' were top drawers in small, medium and large towns. A majority of Hollywood's product, however, varies between wide business limits depending upon the size of the product of the produc

when we penum, upon the size of town or the location of the thearte. Evaluating its own figures, Allied says "the moral would seem to be success for all exhibitors and very expicures are made that some exhibitor some place by some insense are made that some exhibitor some place by some insense some of the more profitable emperious showmanship, cannot turn into one of his more profitable emperious and the same profit of the more sense in the same profit of the three were a scattered few theatres in unusual circumstances who reported that the best business for them resulted in themes or subject that were roundly condemned the patrons."

by the great rank and file of thear patrons.

"The Wistall Widow of Wagon.

"The Wistall Widow.

"The Wido

areas. Taking Allied's own figures and statements, distrib excess are using them as ammunition in their campaign for more exhib showman-ship. Although admitting there's no substitute for a good picture, distribs contend that theatre men can help push average product through "ingenious showmanship."

#### 3 or 4 Per Month For M-G Release

William F. Rodgers, Metro's dis tribution veepee, believes the film market is ready to absorb product at a faster rate, particularly the at a faster rate, particularly the type pix turned out by his home lot. Just returned from M-G's studio huddles, Rodgers told VARIETY that the company "has no control to the control theatres monthly.

theatres monthly.

"We will release films as fast as the Studio gets them to us," Rodgers said, "Of course, before Rodgers, and, "Of course, before pare a publicity buildup for proper penetration. But there won't be any holding back on films for back purposes; not see the public hankering for any particular type of film and is inclined to scott attempts to evaluate the appeal of the other public to the seed of the course of the public publ

S. Howe as secretary,

Members of the board of directors are: Columbia—Harry Cohn
and B. B. Kahane; Metro—Dublic wants any film that is highly
B. Mayer and L. K. Sidney; ParaHenry Ginsberg; Republic—Henry Cinsberg; Republic wants any film that is highly as let to the proper declared.

Henry Cinsberg; Republic—Henry Cinsberg; Rodgers and Carrol

Meyer; Universal International—
Lee Spitz and Zeward Mahl; Wilson; Rodgers and Company

Sax. Under an amendment of the bylaws, each studio will be represented by two members of the we would be published; Wilson; Till we did that, sent to sell flast in the future as a matter of policy. "If we did that, sent to sell flast in the future as a matter of policy." If we did that, sent to sell flast in the future as a matter of policy. "If we did that, sent to sell flast in the future as a matter of policy." If we did that, self to sell flast in the future as a matter of policy. "If we did that, self to sell flast in the future as a matter of policy." If we did that, self to sell flast in the future as a matter of policy. "If we did that, self to self flast in the future as a matter of policy." If we did that, self to self flast in the future as a matter of policy. "If we did that, self to self flast in the future as a matter of policy." If we did that, self to self flast in the future as a matter of policy. "If we did that, self to self flast in the future as a matter of policy." If we did that, self to self flast in the flast in the flast in the policy and the flast in the



Canuck production staff is delivering in full force.

A glance over the 1948 list of releases show how high the studie's current year's sights must be set to surpass. it. Starting off with the Academy winner, Zanck's rown "Gentlemans. Agreemen," the roster included "sis. Agreemen," the roster included "sis. high pretty," produced by Onto Lang. "The foodparty picture; "Call form," The food produced by Onto Lang. "The food produced by Onto Lang. "The food produced by Onto Lang." The Foodpart of the With No Mane." produced by Son Engel, "Aportment for Pagy, "Green Gross of Wyoming." from Robaster, and the Staff of the Robaster, and the George Jessel and Staff on Robaster, and the George Jessel and Staff, "When My Baby Salles and without exception these pictures and the staff of the Robaster and the Staff on Robaster, and Robaster

Similes of Ma."

Almost without exception these pictures made one or more of the Ten Best lists, but what is even more and portion in a period of declining the date attendance, they kept black link flowing in the tedgers of the exhibitor, and the studio itself.

here's No Business Like 2



Pusiness AND HOW!

#### Chi Perks; Godfrey Unit Ups Bandit' To Bright \$60,000, 'O'Flynn' \$20,000. 'Enchantment' 26G, 'Siren'-'Rose' 14G

Chicago, March 1.
Aided by six openings and strong
ldovers, biz here looks a blt
ighter. Top grosser should be the Added by his bennings and strong holdovers, bit here looks a bit brighter. Top grosser should be the Oriental with Arthur Codfrey Talent Scouts Unit onstage litting Kissing Sandit' to anact \$60,000. Douglas Faithanks and an opening day p.a. at thanks 1d. an opening day p.a. at 1d. and 1d. and

"Enchantment" at Woods shapes tidy \$26,000. "Siren of Atlantis" and "Rose of Yukon" at Roosevelt surprises with dandy \$14,000,

supprises with dandy \$14,000. Second week pix are much stronger than in recent months, with the Glicago the leader with no second with the control of the second second with the control of the second with the second with the second with the second second

Estimates for This Week
Apollo (B&K) (1,400; \$1.20-\$2.40)
"Hamilet" (U) (14th wk). Neat
8,500 or near, Last week, \$10,000;
Chleago (B&K) (3,900; 50-88)
Toos juan" (WB) aided by Mills
Bros. heading stageshow (2d wk).
Willy \$48,000. Last week, \$38,00.
Garrick (B&K) (900; 50-88)
Talley of Glants" (WB) (Talley
Talley

week, \$7,000.

Grand (RKO) (1,500; 50-98)—

"China Sky" (RKO) and "Valley of Sun" (RKO) (reissues). Tidy \$11,000. Last week, "Lucky Stiff" (UA), about same.

UA), about same.
Oriental (Essaness) (3,400; 50-98)

"Kissing Bandit" (M-G) with Arhur Godfrey Talent Scouts show nstage. Bright \$60,000. Last week, "Letter to Three Wives" 20th) plus vaude (3d wk), fine

37,000.

Ralaee (RKO) (2,500; 50-98)—
Fighting O'Flynn' (U) and "Clay ligeon" (RKO). Aided by Douglas airbanks, Jr. p.a. Good \$20,000. ast week, "Dear to My Heart"

RKO) (2d wk), solid \$17,000. (IKC) (2d wk), solid \$17,000. The Balato funded (700 5-500 - 170 -

\$7,000.

Selwyn (Shubert) (1,000; \$1,20-\$2.40)—"Red Shoes" (EL) (10th wk). Staunch \$14,000. Last week. with two extra shows, big \$16,300.

State-Lake (B&K) (2,700; 50-98)

—"Wake of Red Witch" (Rep) (2d wk). Sensational \$32,000. Last week, \$37,000.

c, \$37,000. irf (Indie) (650; 85)—"Dulčimer et" (Indie) (2d wk). Holding and should equal first week of \$3,500.

Ale of \$3,500.

United Artists (B&K) (1,700, 50-8)—"Chleken Every Sunday"

00th (2d wk) (May \$13,000 Last eek, \$17,000.

Benchantment" (RKO). Nifty \$25-80.

Benchantment" (RKO). Nifty \$25-80.

Last week, \$13,000 Sign \$80-"Paisan" andie (7th wk). Keeping sock pace \$6,000. Last week, \$7,000.

#### 'Joan' Mighty \$24,000, Denver; 'Smith' Smash 19G, 'Paisan' Big 14G

19th, Falsan big 14th
"onn of Are" shapes best here
the week, parcolal schools being
extended by the state of the state of the state
"Whispering Smith" is packing the
enhant to win holdorer. "Palsan"
boule Pastorale" also as fire at
the handbox Vogue.
Switch State of the state

pod-benham (Coctrill) (1,759, 55-70)

Whispering Smith" (Par), ask \$19,000, and holding, Last ek, "Accused" (Par) (2d wk), y \$5,000 in 4 days. y \$5,000 in 4 days. y \$5,000 in 4 (Sar), day-date ("Gar), day-date ("Gar), day-date ("Continued on page 14).

#### **Broadway Grosses**

Estimated Total Gross
This Week ...... \$579,000
(Based on 16 theatres)
Last Year ..... \$723,000
(Based on 23 theatres)

#### 'Smith' Snappy \$16,000 Tops K.C.

Alb, JUW lops k.C.

Kansas City, March 1.

Theatrical row has only two new bills this week, with "Whispering smith" at Paramount leading by a second was a second week at the continues on warmer side.

Midwest's three houses is mild. "Hamlet" in second week at continues on warmer side.

Estimates for This Week Apollo (Fox Midwest) (1,037; 51.29-52.40)—"Hamlet" (1) (2d wkl. New 2,24.40)—"Hamlet" (2d wkl. New 2,24.40

#### Command' Loud \$21,000, Cincy; 'O'Flynn' Fairish \$11,000, 'Island' Good 8G

\$11,000, ISIAING 4000 00

"Comand Decision" is smash incer in this otherwise moderate session. Of two other firstrums session. Of two other firstrums in the session of "Unknown Island." Holdovers are fair to middling. File houses are getting plenty of opposition from 10-day annual Shrine houses are getting plenty of opposition from 10-day annual Shrine Garden, 11,300-sest sports arenew. Garden, 11,300-sest sports arenew. Garden, 11,300-sest sports arenew. Garden, 11,300-sest sports arenew.

circuis and opening week of Clincy Garden, 11,500-seat sports arena. Estimates for This Week. 15. Garden, 11,500-seat sports arena. Estimates for This Week. 15. Garden, 15. G

Beneke Ups 'Manhattan' Rousing \$21,000, Omaha

Benetke Ups 'Manhattan'
Rouising \$21,000, Omaha
Omaha, March 1.

"Cird From Manhattan', bolstered by Tex Benete hand and
pheum this session. "Paradine
Case" at the Omaha looks hig.
Brandels in second week.

Estimates for This Week
Orpheum Ciristate's (3,000, 2030)—"Ciri From Manhattan' (10Atory by \$21,000. Last week, "UnLatifudia" Yours' (20th) and
Very hig \$21,000. Last week, "UnLatifudia" Yours' (20th) and
Second Second Week, "UnLatifudia" Yours' (20th) and
Last week, "Wake Red Wickel"
Week, "Wake Red Wickel"
Week (10) and "Sola (20th) 16-65.

"Walked by Night" (EL) and
"Thouble Makers" (Monol. Okde.)
Sood \$4,000.

Evaluation of the Second Second

#### 'Smith' Sturdy \$20.000, St. Louis

St. Louis, March 1.

Spotty weather that included rain and snow Sunday (27) is slowing down trade at hig cinemas here. "Whispering Smith," at the huge Fox, will reap the biggest share of Loves Mary "Is do und. "John Loves Mary "Is do und of Art" shapes solid in second round at Shubert.

Estimates for This Week Estimates for This Week

dor. "Joan of Art" shapes sold in dor. "Joan of Art" shapes sold in the Estimates for This Week Estimates for This Week Amhassador (F&M) (3,000; 50-30). "John Love Mary" (WB) (3,000; 50-30). "John Love Mary" (WB) (3,000; 50-30). "John Love Mary" (20th) and "Misk High 199" (20th) , good \$15,000. "John Love Mary" (20th) , good \$15,000. "John Love Mary" (10th) , good

#### 'John' Smooth \$20,000, Cleve.; 'O'Flynn' Fighting 14G, 'Shoes' Corking 8G, 10th

Cleveland, March 1, Moveovers are out-drawing the firstrums here this week. "Command Decision" at the State faded in second round and stays only six days, "John Loves Mary" at Allen are both doing well. "Stimates for This Week Allen (WR) (3 087 5.5-70).

Estimates for This Week
Allen (WB) (3,057; 55-70)—
"Fighting O'Flynn" (U). Fast \$14.\*

Oli, helped by personal appearweek "Unfaithfully Yours" (20th),
good \$9,500 in six days.

Esquire (Community) (700; 75.\*

Esquire (100 in six days.

Week \$2,000.

Hipp (Warner) (3,465: \$5-70)—
"John Loves Mary" WB. Fality
brits \$3,000. Last week, "Plays

Shot Jesse James" (SG) (2d wk). Still making norse at \$5,000 after excellent \$8,500 for last frame. 

#### Snow Clips B'way; 'Honeymoon' Happy At \$132,000, 'Ships'-Vallee-Amsterdam Only Oke 92G, 'Door' Swings Wide 40G

when the first seems of the firs

Out in front 1-6 "Family Honey-moon," which likely will flash flash with a nice state which we will be supported by the support of the suppor

combo. finished millia week with stout \$22,000.

Another repeater duo, "Johnny Belinda" and "Stern Mader," is doing only \$27,000 at Strand, and week. "South of St. Louis" and Desi Arnaz band are being rushed these two hits, which were smash the first time played at Strand with stage show, were brought in parently both had been milked well not only by runs at this house but also on extended playing time in Strongest second week is being turned in by Whispering Smith with Buddy kitch bald, Mel Torme. Strongest second week is being turned in by Whispering Smith with Buddy kitch bald, Mel Torme. Show at Paramount. Wound up initial holdower round at \$60,000, good.

good.
Capitol brings in "Three God-fathers" with Sammy Kaye band tomorrow (Thurs.), Globe opens "Moonrise" next Saturday (5).

"Moonrise" next Saturday (3).
Estimates for This Week.
Astor. (City Inv.) (1,300; 70-81.50
Astor. (Cit

extra Feb. 22 show, was \$16,500.
Capitol (Loew's) (4,520; 80-\$1,500.
Caught" (M-G) with Charlie
Spivak orch, Dave Apollon, Anne
Jeffreys heading stage bill (2dfinal wk). Down to \$49,000, mildlaih: first was okay \$57,000, considerably over hopes with boost from
holiday. "3 Godfathers" (M-G) plus

ing to slim \$14,000 atter monest \$19,000 opener. "Moonrise" (Rep) opens Saturday (5). Mayfair (Brandt) (1,736; 80-\$1.25). —"Return of October" (Col.) (2d wk). Initial session. ended last Monday (28) 'okay at \$24,500. In ahead, 10 days of "Dear Secretary" (UA), mild \$24,000.

Rialto. "Fighting O'Flynn" likely will should be show 3d-final wb). Initial holdower "Fighting O'Flynn" likely will allarly well at \$60,000 after big land solld \$29,000 in first week of the show of

(2dd wk). \$7,890. "Bad Men of Tombstone" (Mono) opens Friday Rivell (UAT-Par) (2,092; 60-81.25). "Snake Pit" (20th) (7th '20th) (7th '20th

Show, was \$49,000.

Victoria (City Inv.) (1,060; 95\$2.40)—"Joan of Are" (RKO) (16th
wk). Current session ending today
(Wed.) looks to reach fine \$18,000
or over after pushing up to great
\$25,500 in 15th week, which was
over hopes. Stays on.

STRAND New York WARNER Hollywood

WARNER Los Angeles STRAND

🛰 LÝRIC Indianapolis WARNER Bridgeport

MERRITT Bridgepo REGENT Rochester.

STATE Waterbury GARDE

New London STRAND New Britain PALACE

So. Norwalk EMPIRE Syracuse

PALACE Norwich CARLTON

Evansville PALACE Danbury HOOSIER

CAPITOL Willimontic

HIPPODROME WARNER

Torrington PARAMOUNT

> FENWAY Boston CAPITOL Springfield

WARNER Worcester STANLEY

Pittsburgh WARNER

Erie STATE Johnstown

COLUMBIA Sharon MANOS Greensburg

WILTERN Los Angeles

BRAMFORD Newark STANLEY Jersey City

Paterson CAPITOL Passaic WARNER Lynn

GARDEN

**6113** 

PALACE

Lawrence TROY Troy

STRAND

Albany

STANLEY Utica PARAMOUNT Ogden

CAPITOL

Salt Lake

KEENEY Elmira

PALACE Jamestown

**HAVENS** Olean

ADA Boise

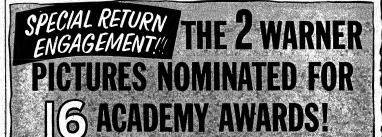
Hornell

CAPITOL

Dunkirk STEUBEN

GRAND Cincinnati FAMILY

Batavia PALACE Toledo



BEST SUPPORTING ACTOR" "BEST SUPPORTING ACTRESS

"BEST DIRECTION" "BEST SCREENPLAY" "BEST CINEMATOGRAPHY"

AND 4 OTHER AWARDS

JANE WYMAN-LEW AYRES "JOHNNY BELINDA"

"REST

with CHARLES BICKFORD EO OT JEAN NEGULESCO

The Strand is happy to forego its usual stage show in order to present this extraordinary double-hit screen program. The Management

"BEST SCREENPLAY" "BEST DIRECTION" "BEST SUPPORTING ACTOR" TREÁSURE OF SIERRA MADRE HUMPHREY BOGART

WALTER HUSTON HOLT . BERNETT

WARNER BROS

#### Hub Full of Holdovers: 'Criss Cross' Tasty \$26.000; 'Pony'-'This N. Y.' 11G

Bir is holding up nicely around town this stanza resulting in hold"Orse at most houses. Newcomer, circles Cross" at Boston looks solid. "My Own True Love" at Paramount and Fenway and "Red Pony" at Pilgrim are about average.

Estimates for This Week
Astor (Jaycox) (1,200; 90-\$1.50)—
foan of Arc" (RKO) (m.o.) (3d
k). Solid \$16,000. Last week

STATE STATE OF THE STATE OF THE

geting: a strong \$12,000 aiter \$14,-000 in first.

Fermay (HET) (1.372; 44.85)—
Fermay (HET) (1.372;

magaesi Schuldert, Jool, 34,40, 1811 annuling at \$7,000. Issl week, \$7,500. Mayflower, 4ATO (700 t 1.85)—Mayflower, 4ATO (700 t 1.85

(EL) and "Unknown Island" (FC) about same.
State (Loew) (3,500; 44-85)—
"Command Decision" (M-G) (2d wk). Nice \$12,000 after nifty \$20,500 for first.

## 'Pit' Powerful

Louisville, March 1.
Downtown houses are being led this week by "Snake Pil" at the Rialto. It is the only new film on the main stem, and is catching the lion's share of biz. Horace Heldt show and broadcast at Jefferson County Armory Sunday (27) hurt pix trade.

County Armory Sunday (27) hurt pix trade.

Estimates for This Week
Brown: (Fourth Avenuel (1.00):
45-65) — "Chicken, Every Sunday"
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seating.

National (Standard) (2,400; 5050-"Killer At Large" (EL) and
Hawdian Paradise Revue on stage
split with "Smoky Mountain
Melody" (Col) and Grand Ole Opry
Cowboy Copus on stage. Finc
9,000. Last week, "Ride, Ryder.
How. With Original Amaleur
How. Without of the Color of the Color
How. Memory of the Color of the Color
Stage of the Color of the Color
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#### **Key City Grosses**

Estimated Total Gross
This Week ... \$3,203,000
(Based on 25 cities, 249
theatres, chiefty first runs, including N Y.
Total Gross Same Week
Last Year ... \$2,203,000
(Based on 22 cities, 221
theatres).

#### 'Secretary' Hep Stepper In Mpls., \$14,000; 'Heart' Oke 12G, 'Shoes' Sock 7G

URE 12U, 3100ES 30CK 1G.

There there are only three major newconvers from only three major new"My Dear Secretary" and "So
Dear to My Heart," but all are
solved the secretary and "So
Dear to My Heart," but all are
seater World, is socko. A surprising wallop is being displayed by
and "San Francisco" at the Lyric
Whispering Smith" shapes great
on Radio City second week. Midd
set bits, wellset bits, well-

Estimates for This Week

Estimates for This Week

Century (Par) (1,600; 50-70)—
"Snake Pit" (20th) (m.o.). Still
formidable at \$8,000. Last week,
"Own True Love" (Par), light
\$5,000.

\$5,000.

Gopher (Par) (1,000: 40-50)—
"Adventures Gallant Bess" (EL)
and "Clancy Street Boys" (Indio
(reissue). Light \$2,800. Last week,
"Loaded Pistols" (Col) and "Blondie's Secret" (Col), \$3,000.

cue's secret." (Col), \$3,000.
Lyric (Par) (1,000; 50-70) —
"Night at Opera" (M-G) and "San
Francisco" (M-G) (relsues). This
combination doing strong \$7,000,
gre at for this usual moveover
house. Last week, "Belle Starr's
Daughter" (20th) and "Jungle Patrol" (20th), moderate \$5,000.

Pix (Corwin) (300: 50-70)..."[9a.1]

trol" (20th), moderate \$5,000.
Pix (Corwin) (300; 50-70)—"Palsan" (Indie) (6th wk). Still profitable at \$2.200. Last week, \$2,300.
Radio City (Par) (4,000; 50-70)—
"Whispering Smith" (Par) (2d wk).
Proving one of season's best bets
here, with great \$14,000 after
smash \$20,000 initial canto.

RKO-Orpheum (RKO) (2,800; 50-70)—"Dear to My Heart" (RKO). Neat \$12,000. Last week, "Marie Raider" (RKO) and "Back to Bataan" (RKO) (reissues), fair \$7,500 in 6 days.

## \$7,900 in 6 days.

\$16,000, L'ville

\$18,000, 18,00

Last week, "Snane Pirt (20th) (24 Wh. pg \$3.50.00 (1.000) 44-60)—Wondcrful Urge" (20th). One of first nabe showings. Okay \$4,000. Last week, "Every Girl Married" (1.000) (1.0

#### 'WALKED' FAST 18G, PITT: 'CHICKEN' 131G

Alter At Large" (EL) and Hawdian Paradise Revue on stages 18711 with "Smoky Mountain Crowby Copus on stages 18711 with "Smoky Mountain Crowby Copus on stages 18711 with 1871 wi

#### Duchin Tilts 'Henry' To Nice \$19,000 in Indpls.

Firstrum blz is only moderate here this week because of terrific competition from first round of state high shool basketball tournament. But Eddy Duchin band is state high shool basketball tournament. But Eddy Duchin band is osting Henry the Raimasker' to be state high state of the state of

second week at Losew. So Linus Estimates for This Week Circle (Gambie-Doile) (2,800; 60-0)—"tlenty, Raimmaker" (More Sig., Consultant Sig., Co

ELI, sock \$17,000.
Keith's (G-D) (1,300; 44-65)—
Whispering Smith' (Par) and
"Old Fashioned Girl" (EL) (mo.).
Strong \$5,000. Last week, "Hamlet"
(U) (2d wk), only \$6,000 for \$14,000
total in two weeks at \$1.20-\$2.40
scale.

scale.

Loew's (Loew's) (2,450; 44-65)—

"Con'mand Decision" (M-G) (2d

Wk), Mild \$\$5,000 in 6 days on top

of stout \$16,000 opener,

faithfully Yours" (20th) and "I

Cheated the Law" (20th, Fair

\$6,000. Last week, "Every Girl

Married" (RKO) and "Indian

Agent" (RKO) un.o.), \$\$5,000 un.o.) \$\$7,000

#### Kave Lifts 'Sun' Giant 73G. Philly

Philadelphia, March 1.
Danny Kaye on the stage at the
Mastbaum is boosting "Sun Comes
Up" to terrific \$73,000 or near. Return of stageshows to city's largest
house gobbled up most of trade in
sight, with other spots not faring so
well.

signt, was seen a seen of holdovers also is slowing the overall pace. But "Flaxy Martin" looks neat at the Stanton and "Return of October is okay at the Aidine.

Stanton and "Return of Colober" is okay at the Aldine.

Estimates for This Week
Aldine (WB) (1.305; 50-99)—"Return of October" (Col). Ohe \$11-1000 (Col). Ohe \$11-1000

\$1.80.—"Joan of Are" (RKO (10th)

Wh. Good \$8.90. Last week, about
same the 'Goldman (1.30; 50-89)

"Command Decision" (MG (3 day k). Down to \$12.000. Last week, hety \$17.000.

"Sun Comes Up" (M-G.) Danny (1.30; 50-89)

"Sun Comes Up" (M-G.) Danny (1.30; 50-89)

Raye on stage and upped scale helping this to huge \$73.00 col
"Raye on stage and upped scale helping this to huge \$73.00 col
"Princess (WB) (450; 35-80)

"Sun (1.30; 35-80)

Film gross estimates as re-ported herewith from the vari-ous key cities, are net, i.e., without the 20% tax. Distribu-tors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include the U. S. amusement

#### 'Smith' No Whisper in Stronger L.A., Fancy \$47,000; 'Wives' 56G, 'Bandit' Just Okay 43G, 'Walking' Slow 32G

Nine or Angeles, March 1.

Nine nor willis, including reissues and repeaters, are helping to brighten firstrun bit this week almough only one on shapes very bitmough only one on the state of the control of the contro

ing Hills' is tar \$32,000 also in two. "Girl From Manhattan" is scraping bottom with dim \$13,000 in four sites. "Paisan" teed off big at upped scale in small-seater El Rey taking record \$14,500 in first seven days plus preem.

Estimates for This Week

Estimates for This Week
Apolle (FWC) (743; §1.51.80)—
"Joan Are" (RKO) (5th wk). Down
to \$3,000. Last week, steady \$4,400.
Belment (FWC) (1,522; 60-81)—
"Stagecoach" (Indie) and "Long
Voyage Home" (Indie) (relssues).
Good \$4,000. Last week, "Johnny
Apollo" (20th) and "This My Aflair" (20th) (reissues). \$4,000.

Josopa 39,000. Last week, "Johnny Apollo" (20th) and "This My Affair" (20th) (reissues), \$4,000. How Apollo" (20th) and "This My Affair" (20th) (reissues), \$4,000. How Apollo" (20th) and "Graphy (20th) and "Graphy (20th) and "Graphy (20th) and "Graphy (20th) and "Miss Mink 1494" (20th) (20th) and "Henry, Rammaker" (20th) and "Henry, Rammaker" (20th) and "Henry, Rammaker" (20th) (20

59.300. Asary Wwo Jowes days, 159.300. Bowntown Music Hall (Pln-Cor) (902; 55-51)—"Girl From Manhatan" (JA). Heart \$5,300. Last war 1500. See the second of the second of

"Paisan" (Indie! (2d wk). Into second week today Trues.) after "Free" ord \$14,500 initial frame including "Allas The Judge" (FC) (2d wk). Esquire (Rosener) (685, 584-58). "Allas The Judge" (FC) (2d wk). "Free Arts (140, and "Anne State") (140, and "Anne State") (140, and "Anne Arts (140, and "Anne Arts

Last week, nlfty \$3,200.

Loew's State (Loews-WC) (2,404;
60-81) — "Letter Three Wives"
(20th) and "Henry, Rainmaker"
(Mono), Medium \$2,000. Last
week, "Chicken Sunday" (20th) and
"Miss Mink" (20th) (2d wk-4 days),
thin \$7,500.

Palace (D'town) (1,191; \$1-\$1.80) — "Joan Are" (RKO) (10th wk). Mildish \$4,500. Last week, steady \$6,400.

SS.400.

Pantiages (Pan) (2,812; 66-\$1) —

"Dear to Hear!" (RKO) and "Clay

"Pear to Hear!" (RKO) and "Clay

Rigon" (RKO) Medium \$17,500.

Last week, "Every Girl Married:

(RKO) and "Risty Saves Life"

(Col) (3d wk, \$12.40

Farameunt (&&M) (3,398; 60-\$1)

—Whispering Smith" (Par) and

Dynamic! (Par). Fat \$30,000.

Last (Continued on page 18)

#### 'Ships' Sails To Trim 25G. Frisco

San Francisco, March 1.

Good hollday biz over Feb. 22 is
welling trade here this session,
swelling trade here this session,
fairly strong at the Fox while
"Siren of Alantis" looks fine at
the United Artists. Top holdover
is "Whispering Smith" with sock
second round at the St. Francis.
- Estimates for This Week

Golden Cate (RKO) (2.844; 76-\$1.401—"Joan of Arc" (RKO) (5th wk). Okay \$12,500. Last week, nice \$14,500.

\$14,500 Pox (FWC) (4,631; 60-65)—"Down To Sea In Shipe" (20th) and Henry Rainmake" (Rep.). Fairly strong \$25,000 or less. Last week, "Strike It Ridn" (Mono Idd wik. "Strike It Ridn" (Mono Idd wik. "Garley (14,600) (14,6

Paramount (Par) (2,646; 60-85)—
"John Loves Mary" (WB) and
"Allas The Judge" (FC) (2d wk).
Fancy \$17,000. Last week, big
\$23,000.

#### 1949's FIRST BIG HOLDOVER HIT!



#### 4 WEEKS

Stanton, Philadelphia; Orpheum, El Rey, Vogue, Belmont and Culver, Los Angeles (2 weeks); moveover, Palace (2 weeks).

#### 3 WEEKS

Pilgrim, Boston; Imperial & Crest, Long Beach, Cal.; moveover, Long Beach Theatre.

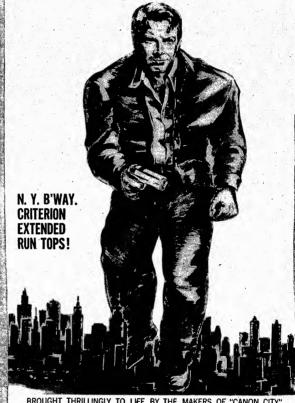
#### 2 WEEKS

Esquire, Oakland; State Lake, Chicago; Downtown, Glendale: State & Scarboro, Toronto, Paramount, San Francisco; (moveover to State); Roxy Kansas City; Centre; Oklahoma City Imoveover 2nd week to State).

#### TOPPING 'CANON CITY'

at California and Iowa, San Diego; Warner, Memphis; Hippo-drome, Baltimore; Joy, New Orleans, Palace, Milwaukee.

"MOVIE OF THE WEEK!" "HIS (BASEHART'S) ACTING MAKES IT SUPERIOR!"



BROUGHT THRILLINGLY TO LIFE BY THE MAKERS OF "CANON CITY

# HE WALKED BY NIGHT

RICHARD BASEHART · SCOTT "CANON CITY" BRADY

with Roy Roberts - Whit Bissell - James Cardwell - Jack Webb - Produced by Robert T. Kane Directed by Alfred Werker - Screenplay by John C. Higgins and Crane Wilbur Additional dialogue by Harry Essex - Original story by Crane Wilbur A Bryan Foy Production . An EAGLE LION FILMS Presentation



# Jap Pix Producers, Exhibs Unite To Fight Stiding 150% Admish Tax Toxyo, Feb. 22. John Picture Assan and Domers Assan. have loined publicity and lobaling almed at reducing 150% admish at 150% admish at 150% admishon tax 150% ad

Fight Stifling 150% Admish Tax

Tapan Motton Picture Assn. and The Company of the

#### Aussies Pay \$6 Yearly For Pix: Need Showmanship To Raise Ratio-Rydge

To Raise Ratio—Aydge
Norman B. Sydney, Teb. 16.
Norman B. Sydney, Teb. 18.

said Rydge, "we can keep the pub-lic interested in the boxoffice, especially as we have been prom-ised top fare from U.S. and British

ised top fare from the producers."
Rydge then made these points, Approximately 3,000,000 adults attend Aussie clinemas each week, and the producers of the prod

ment. Only one of every 20 people pays-more than 45c per seat for cinema fars. 5,000,000 comes annually into the boxoffices, out of which comes all rents, rates, out of which comes all rents, rates, wages, salaries, film hire, depreciation, turnishings, plant equipment lighting, supplies, repairs and the medical for profil on capital investment.

the magin for profit on capacitivestiment.

"We supply the confort of our clients and the great productions of the U. S. and Britain costing in the aggregate about \$31200,000 to produce at a cost to the local payee of about \$6 per annum. In other words, the average Aussie Pays. no more than \$6 yearly for his fillm fare," Rydge added.

Levine's European Quest Levine's European Quest
Martin Levine, partner in Distin. Merrall in a story of an exaggerguished Films, foreign film distributton outfit, heads for Europe Intity coupled with the author's
button outfit, heads for Europe Intity coupled with the author's
and for month of scouting
from with soath the entry toward a
new partner of the Brandt theatres' operations on,
42d street, N. Y., and is partnered
fill Distinguished with Harry British
and Diver Unger.

Harry Green Street

Like Time' will have little difthe district remaining for the full
period at His Majesty's. Musical,
which is defensed in the property of the full
manager for Mayer & Bustrum,
Joined Distinguished as sales chief,
opened Thursday (24).

Over Seven Italo Pix
Seven Italian pictures formacity
distributed in the U. S. by Film
Rights International Corp. have
been acquired by a syndicate
headed by Salvatore Casolaro and
headed by Salvatore Casolaro and
are associated with Formation of Grand
Film Distributing Corp.
Films include "Marco Visconit,"
Rossini," "Rikit D'Amore," "Due
Lettere Anonime," "Golosie," "A
yank in Rome" and "The Sin of
Yank in Rome" and "The Sin of
Jane Toronton of the Cinema
Dante and Cinema Verdi, N. Y. art
houses,

#### MPEA Execs Probe **German Coin Ease**

Paris, March 1.
Difficulties facing the U. S. film industry in the German and Italian to the control of the property of the pr

uation in Switzerland.

Witzerland of release of blocked feerman earnings through the control of the control of

din.
Preliminary report on Germany probably will be presented to U toppers by company attorney Adolph Shimmel who is slated to the company attorney Adolph Shimmel who is slated to row Weed. On the Italian frost, Gerald Mayer, continental European manager for the Motion Picture Assn. of America, is huddling with authorities there in an effort with authorities there in an effort with authorities there in an effort of the Motion Picture and the property of the

#### MEX RENT-FREE HOUSE ACTOR-MGR. BONANZA

Mexico City, March 1.

There's a brand new theatre in
Mexico that's the trouper's delight.
Ditto road show impresarios.

Ditto road show impresarios.

It's the Presidente Miguel Aleman theatre, named for the, president, just opened by the municipal government of Tepic, capital of the tiny west coast state of Nayarit.

So that top road shows, ace long-nairors and other high-bracket phairors and other high-bracket government less them all use the header gradients.

#### London's 3 Legit Preems Draw Mixed Reception

The mixet neception.

The of legil openings drew a mixed reception from first-nighters last week. "Sweethearts and wives," a trivial naval counce, by his wife, bowed at the Wyndham's theatre Tuesday (22). Starring Patricia Burke and Jessie Matthews, the play was cordially received at unpromising.

"The Foolies Continual Processing of the play was cordially received at unpromising."

unpromising.
"The Foolish Gentlewoman." a
delightful domestic comedy by novelist Margery Sharp, was unveiled
Wednesday (23) at the Dutchess
and won a favorable deudlement
Gasson share the lead with May
Merrall in a story of an exaggerated sense of honor. Stars' popularily coupled with the author's
fame will assist the entry toward a
ment of the stars' for the stars' postfame will assist the entry toward a
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#### Collier Woos Robinson

#### Talk Stage Wordy In Brit. Pix Crisis

In Dritt. Fix Urisis

Net resulted the crisis talks, indicated by Hoo. the crisis talks, indicated by Hoo. And the crisis talks, indicated by Hoo. And the crisis talks of the crisis talks of the crisis talks. Only practical outcome of the last session Wednesday (23) is fact that Wilson is to convenie for the crisis talks. Only practical outcome of the last session Wednesday (23) is fact that Wilson is to convenie for the crisis talks. Only practical outcome of the last session Wednesday (23) is fact that Wilson is to convenie for the crisis talks. Only practical outcome of the last session Wednesday (23) is fact that Wilson is fact that Wilson frankly between the critical situation. At the outset, Wilson frankly pred mirricals from the government and Indicated that official action is reaching its limit, The \$20,000-000 Films Bank was cited as a limit of the current investigations into production costs and exhibition and distribution may pave the way subsequently for further high the control of the current investigations into production costs and exhibition and distribution may pave the way subsequently for further building the current investigations into production costs and exhibition and distribution may pave the way subsequently for further substitutions from labor's side to take over at least two of the 18 shutable to independents. Board of Trade prez made it

over at least two of the 18 shuttered studies and make them available to independents. It is not to the control of the control

#### Mex Lifts Reels Block

Mexico City, March I.
U. S. and other foreign newsreels
are now entering Mexico with full
official facilities after a halt that
blocked their import, due to the
straightering out of the new pic
supervision law.

Reels are exempt from the clause of this law that demands a permit-per-pic to bring in any pictures. All that's now necessary ls the former one permit to bring in 52 newsreels during a year.

#### Current London Shows

Current London Shows
(Figures show ieeeks of run)
Annie Get Gordon, March 11.
"Blies the Bride," Adelphi (97).
"Blob's Your Unele," Sav. (48).
"Breach Marriage," York's (5).
"Breach Marriage," York's (5).
"Breach Marriage," York's (5).
"Breach Marriage," York's (5).
"Breach Marriage," York's (7).
"Carles Peaceoke," Cambridge (47).
"Carles Marriage," York's (7).
"Carles Marriage," York's (7).
"Carles Marriage," York's (7).
"Carles Marriage," York's (7).
"Edward, My Son," Lyric (92).
"Edward, My Son," Lyric (92).
"Edward, My Son," Lyric (92).
"Happiest Dass," Apollo (49).
"Happiest Dass," Apollo (49).
"Happiest Dass," Apollo (49).
"High Button Shoes," Hipp, (11).
"High Button Shoes," Hipp, (11).
"High Button Shoes," Almass, (47).
"Miss Mabel," Strand (14).
"Oklahomat," Drury Lane (86).
"Miss Mabel," Strand (14).
"Oklahomat," Drury Lane (86).
"Oranges & Lemons," (36)e (5).
"Perfect Woman," Play, (25).
"Worm's View," Whitehall (97).
"Worm's View," Whitehall (97).

#### ABP Sets \$8,000,000 Program to Buck U. S. Pix in Bid for Worldwide Markets

asked to the state of the state

a stable British film industry.
Pertinent comments on the present 45% are made by the Chematograph Exhibitors Assn. in their
memorandum to the Lord Portal
tion and distribution. Commenting
that the abandonment of distribution and distribution. Commenting
that the abandonment of distribution and distribution. Commenting
that the abandonment of distribution and distribution. Commenting
that the abandonment of distribustable that the stable of the constable that the stable of the conting of the con-

take. Exhibs have suggested to the Portal Inquiry that to present to this producers a found to high parties producers a found to high introduce the conveyor-belt method of production. They complained of too many films of mediocre nature "without the necessary fillip at regular intervals of a first-class of the producer of the production of the producti

Says the CEA memorandum:—
"A 45% quota was introduced to restore confidence in British production. How lamentably it has failed to do so."

#### 20th Wins Distrib Rights In French Block Ease

III FTERICII DIUCK LASSE
Paris, March 1.
Riigid government regulations
which prescribe the percentage of
companies may use to finance production here. have been relaxed
for Paul Graetz's next picture. The
recently entered into a joint production arrangement with 20th
recently entered into a joint production arrangement with 20th
Fox. has been granted permission
to have more than 50% blocked
Governmental, aspurval means

to have more than 50% blocked money in his budget. Our means that 50m can budget. Our means that 50m can be about 50m can be

French Deny Any Curbs
On U.S. Pix Financing
Paris, March 1.
French government officials out the world with a plentiful out t

completion to Clark, unless conditions "grow even worse," the company is proposing to spend another \$8,000,000 on production in 1950.

In 1950.

Dirith Plans This Year
Modernization of the Electromagnetic Studio, according to ABP's overseas sales manager Macgregor Scott, who returned to Britain last week, is borning to make possible distribution of the Studio Some 14 are contemplated next year, and the company has an ultimate goal of 24 annually. As a material was a superior of the Studio Studio

#### **English Exhibs Taking** Swipes At Brit., U. S. Pix As 'Inferior,' 'Rubbish'

As 'Inferior,' Rubbish'.

Bike in the quota act hast year interest and the read in the read of the read inferior British product that the read inferior British product that the read of the circuits, has read the read of the circuits, has read the read of the circuits, has branch of the Chematograph Expandion's annual meeting.

Theo II. Filippistone, newly elected viace-chairman of the London Franch of the Chematograph Expandion's annual meeting.

Two years ago, Filipsistone, added, exhibitors had declared control of the read of

which he made on a recent trip to the U. S. On the basis of what he saw, Sir Sidney declared. British programs are superior. "The rubsaw, Sir Staney declared, British programs are superior. "The rubbish I saw in America made me think the Americans would accept anything."

#### AUSSIE 'GOLDEN BOY' BURNS

AUSBLE "GULBEN BOY" BURNS
Brisbane, Feb. 15.
Tommy Burns. Aussie welterweight champ, will play the lead
role in "Golden Boy" for the Theatre Guld, Brisbane.
Burns also plays an important
role in Charles Chauvel's pic,
"Sons of Matthew."

#### Par Divests 774 Theatres

Continued from pare 4 the issue of each will be for half ant based on their acts as protter and the present total outstanding common, so that each stockholder will under the credited with 50% of his currence of the companies. Under decree-involving interests in both companies. Under decree-involving interests in both companies, the companies will be health of the Bank of New to actual stock. So long as the trustee will see the stockholders of the companies. It will hold the solution of the companies will be health of the Bank of New for actual stock. So long as the trustee now one merged organization) as created and the stockholders. It will hold the companies of the company will be the stockholders and the company will be the stockholders and the company.

Because of the peculiar terms of the decree, the Fifth Avenue Bank will be the controlling stockholder of the new theatre outfit for a pe-riod which can run five years. So long as it holds stock of the circuit in its name it has the duty of ex-ercising full voling rights "having due regard for the interests of the holders of the certificates of inter-est." These certificates are held est." These certificates are held until the stockholder either dis-poses of his holdings in the theatre company or the production-distrib

#### Restraints

Restraints

Decree lays a restraining hand
on the management of each of the
infindt companies. A majority of
the theatre outfit's board must have
ent org, or the new productiondistrib company as either director,
officers, agents or employee.
Names of candidates for the circuit's board must be submitted to
certain to the companies of the circuit's board must be submitted to
General and the court.
As for the woduction-distrib out-

General and the court.

As for the production-distrib outfit, all replacements to the board
following reorganization must be
filled by persons without prior itself
use either with the parent company
or the theatre chain. This course
must be followed until a majority
of such individuals has been
reached. Thereafter, the majority
must be maintained.

To guarantee a complete sep-

reached. Thereafter, the majority must be maintained.

To guarantee a complete separation of the Paramount twins, and reaction of the Paramount twins, and feers and personnel to restrain any attempt to control or influence the business or operating policies of the other. Officers and personnel to the other. Officers and personnel ceive stock in both units because of present holdings or options are given one additional year after region of the other company.

Directors Maurice Newton, Stamon Griffis and A. Conger Goodystar, who each own blooks exceeding the control of the other company. The other company of the other company of the other company of the other company. The other company of the other company of the other company.

after stone the diffuse of flocks, and the stone of the s

organization.
Government-imposed restrictions
on selling product, now almost
commonplace, are directed against commonplace, are directed against the new distrib unit. Banned as illegal are price-fixing; establishment of a system of clearance; granting of clearances to theatres mot in substantial competition; unreasonable clearances (burden on reasonable creamers (burden on fanchises for a cathonic excitation) of the competition of the competit

20% Cancellation 20% Cancellation
Blockbooking is out. If more than one feature is sold without being tradeshown, exhib has a 20% cancellation privilege within 10 days of inspection of the pix. Par, like RKO, has the right to come under any more advantageous terms which Metro, 20th-Pox or whence Bros. might win in a devenoer Bros. might win in a de-

cree. Films must be sold pleture-by-pleture and theatre-by-theatre. Sales must be "solely upon the merits and without discrimination in favor of affiliated theatres, cir-cuit theatres or others." Since this means that no comparative house wishing for Par product can be the product of the comparative the com-vision of the comparative house wishing to product and the comparative house wishing for Par product can be is viewed as making that method the only sure one of avoiding anti-trust actions.

trust actions.

Charges of monopoly in production are dropped in toto. All claims against Paramount defend-

irrustee's duties are described as follows: The trustee will issue certificates of interest, prorated, to the stockholders. It will hold size that the stockholders. It will hold size has the stock, it will collect all cash dividends declared by the theatre company.

As soon as practically after real stock, and the stock, it will not stock the stock of th

The trustee will after four years, on request of the D of J, or not later than five years in any event, take steps to end its job. This is to be done by sale of the stock and distribution of the proceeds to sharcholders who have failed to divest themselves of one company or the other's shares.

#### Minn. Exhibitor Asks \$1.500.000 Damages Vs. Major Companies

Vs. major companies

Allegininapolis, March 1.

spiracy to give opposition Minnemount theatre circuity theatres an

unfair, injurious and upwarranted

14-day clearance over his three

14-day clearance over his three

Minn, exhibitor, has filed suit in

federal district court here against

the big affiliated thain, its prede
cessor, Publix, and eight major

treble damages, and \$1,500,000

treble damages, and \$1,500,000

treble damages, and \$1,500,000

treble damages.

cessor, Publis, and eight major distributors. He asks \$1,000,000 distributors He asks \$1,000,000 distributors He asks \$1,000,000 distributor defendants are McG. M. Paramount, 20th-Fox, Warners, RKO, United Artists, Universal and Columbia. Minnesota Anus. Co. ance advantage over Crouse's three houses are located in Virginia, Minn., four and a half miles away from Eveleth. Prior to 1932. Publix from Evelsh. Prior to 1932. Publix ovel as the Virginia theatres and there was not clearance between the two meliphoring towns then, the control of th

tures two weeks after the Virginia theatres.

In addition to the monetary damages, Crouse also seeks an injunction to stop the 14-day clearance. He alleges his theatres have sustained \$500,000 damages in consequence of being forced to play pictures two weeks after the Virginia bouses.

pictures two weeks after the Virginia house.
This is the second damage suit relations to the control of the con

#### NT Rebate

Consinued from page 1 sold the stock back to the firm for a \$5,00,000 profit.

Skouras has offered to return \$1,000,000 in cash to be placed in escrow. In addition he and Elmer C. Rheden, F. Il. (Rick) Ricketson, 1. (Ri

#### N.Y. Par Bldg. Sale

While uncertain economic conditions in the real estate biz have hampered Paramount biz have hampered Paramount so far in its attempt to sell the Paramount homeoffice building and flagship theatre, in New York, company's decree specifically protects the possibility of sale which would bring in \$12,000,000 or so in cash. At the option of the parent company, the Times Sq. building and theatre can go to the production-distribugo to the production-distribu-tion unit instead of the theatre company.

company.

Par has been negotiating with
the Prudential Insurance Co.
for many months but the deal
has been hanging fire on Prudential's request for a guarantee that the property will turn
in an assured interest on capiin an assured interest on capibrought in to manage the
bridging and extend the guarantee, deal will probably go
through. through.

Meanwhile, decree provides that if Par exercises its option to hand the Paramount theatre and building to the studio, latter cannot operate the showcase. It must lease the deliver to the deluxer to the new theatre company or a non-defendant third party. Lease cannot in-clude profit-sharing provisions Within five years, studie must sell the property.

#### **B&K's Break** ed from page 4 =

Jackson Park anti-trust suit. If this JP decree is modified or va-cated so that the situation of indie exhibs in outlying chi becomes less favorable, the Government, on proof of this to the Court, may reopen the theatre situation in the Windy City.

Windy City.

Relief would take the form of a court order affecting the Paramount theatres. "in order to create proper competitive conditions." Court, undoubtedly, could order further divestiture in the Chicago area. Hence, strictness of the JP decree, handed down by Federal Bek. remains intact.

Box remains intact.

Four houses ordered divorced are those few held in partnerships.

are those few held in partnership by the circuit.

#### Want to Buy Out Par Chicago, March 1.

Poll of Paramount partners, op rating houses which must be sold in the Chicago area under the con sent decree, want to buy out Paramount, and said so to VARIETY to day (Tues.). Aaron Jones, officer in Diana Corp., which runs the McVickers theatre, Loop showcase owned 50% by Par, declared he will seek to pay off Par.

will seek to pay off Par.

S & S Theatres, operating the
Lake and Lamarr, suburban houses
in which Par has an interest, also
is ready to bid in the major silice.
Par must sell one or the other. As
for the North Center theatre, also
listed in the decree, Par's lease
ended last month and it no longer
has an interest.

#### Col. Prexy Continued from page 3 ==

continued from page 3
ing "outside thinking," it was said,
"can be accomplished in that time."
Cohn fiew in Sunday Care
companied by Mitton E. Pickman,
of the Famous Artists agency. Pickman was formerly Cohn Sassistant
at Col. They'll be in New York for
about a week.

at Loci. They libe in New York for the Addition of Grant and Crown to the board is in keeping with a resolution at the recent annual stockholders' meeting increasing the discourage of the stockholders' meeting increasing the discourage of the stockholders' meeting increasing the stockholders' meeting increasing the stockholders' meeting in Cohn's personal at Caroney and active in film arfairs as croney and active in film arfairs as croney and active in film arfairs as croney and the stockholders' meeting the stockholders and the stockholders are stockholders.

of the United Artists board.

Crown's background is interesting, since this marks his introduction into films. He is an exceedingly wealthy but publicy little the control Chicago Businessuma. He known Chicago Businessuma. He known Chicago Businessuma is the control Chicago Businessuma in the control Chicago Businessuma is a supply outlist; is a major owner and director of the Chicago & Rock Island Railroad, and and ricer of the Baltimore & Ohio Railroad and of the Hillon Hotels châlm.

#### **Inside Stuff—Pictures**

Newest exploitation tieup available to film companies is the Boxtop Book Club, with a potential of 5,000,000 members. Club issues three titles annually and plans to use at least one picture title in each group

titles annually and plans to use a tests. And the deliberty of three, of three, of three, of three of three of three of three of three of three of the officers of the officer

Ian Ballantine, Bantam prexy, reported that the tiqup includes window posters in groceries throughout the country and national advertising listing the current title and the premium offer. Deal was undersing listing the properties of the public of the public of the public of the public of the properties of the public of the properties of the public of t

To push local exploitation on J. Arthur Banks "Hamlet," Universal, its U. S. distrib, has hired a staff of 15 special fieldmen who open the film in each spot and then travel onto the next locale on the "Hamlet," schedule. Field force is working under supervision of Jeff Livingston, "Hamlet," incidentally, has already passed the \$1200,000 amaker on film rentals to U. Figured to do between \$3,000,000-\$4,000,000 in the U. S. on a longertrn basis, pot will undoubtedly be the biggest British averaged \$10,000 weekly profit (over and above a \$5,000 per-week house overhead) at the Park Avenue theatre, N. Y. Average weekly rental has now hit \$65,000. Park Avenue theatre house overhead at time in a \$50,000 profit alone. It Los Angeles, playing at various profits of the profit of the pr

Inking by Howard Hughes last week of Lewis Milestone to meg a picture for RKO may, paradoxically, extend the life of the now mori-bund Enterprise unit. Principal item that has been keeping the David Loew-Charles Einfeld unit alive is its commitment to Milestone for him to direct one more pic for it. Milestone has insisted on holding Eath

to it. Einfeld has left active participation in Ent to become publicity-advertising veepee of 20th-Fox, while Loew has told friends that he'd like to get out of the picture business aftogether. Nevertheless, he is maintaining offices on the General Service left in Indivisord and it is maintaining offices on the General Service left in Indivisord to the maintaining offices on the General Service left in Indivisord the Milestone commitment or for a settlement with the director. Milestone's new RKO deal will undoubtedly relieve the pressure on Loew for a time Director will make "The Bail Bond Story" for Hughes, starting about May I. His Ent pix Included "Arch of Triumph" and the current "Xo Minor Vices."

In line with the industry's public relation campaign on the community level, the second of the Motion Picture Association of America's exhibits to promote films as a medium of education was held in St. Louis during the past four days. Exhibit held before a regional convention of the National Educational Association, consisted of three vention of the National Educational Association, consisted of three Pictures for the Family. A list of films corresponding to the particular purpose of each panel is supplied by the MPAA, plus pamplets and leaflest highlighting the educational advantages offered by each.

In addition to films that have appeared on the commercial market, the production of the production of the control of the position of the productions designed to help both students and teachers.

Success of 20th-Pox's "Sitting Pretty" has meant a triple payoff for Gwen Davenport, whose book, "Belvedere," provided the basis for the plc. Agreement made by the studio gives her \$25,000 every time the Belvedere character appears in a film, even if Miss Davenport has been in no other way responsible for the yarn. She is getting her first 25G in this manner on "Mr. Belvedere Goes to College," now winding up production. As in "Sitting Pretty," part is played by Cilifton Webb.
Still another way that the original book sale proved profitable to the Bod." So the Bod of the Still another way hour a child provided part of the Bod." So the Bod of the Still another way hour a child provided sit, got Miss Davenport another \$25,000. It is now in production.

While Metro has the right to open "Edward, My Son" domestically wanie Metro nas the right to open "Edward, My Son" domestically in all spots except the New York metropolitan area under terms of its purchase of the film rights, company expects to hold up general release until the current Broadway legit run ends. Meanwhile, M-G world preem's the Spencer Tracy-Deborah Kerr starrer at the Empire, London, tomorrow (3).

#### SCHARY AIDES BERGMAN N.Y. Exhibs Converge ON U. S. BOND DRIVE On 2 Bills Covering Film industry's coast-to-coast

setup to spearhead the U.S. Treas ury's Savings Bond drive, opening May 15, neared completion this week with naming of Dore Schary, Metro's production v.p., as chairman of the Hollywood committee. Schary will coordinate his activities with Maurice Bergman, Universal's pub-ad chieftain, who's overall chairman of the motion picture ond campaign.

bond campaign.

Other phases of the industry's drive will be handled by Andy smith, Jr., chairman of the distributors committee; Gael Sullivan the exhib committee; Market and Max Youngstein to head the national campaign's promotion. Bergman will name a finance committee detraying the cost of the industry's competition with the Government. Harry Mandel, EKO theatres

tion with the Government.

Harry Mandel. RKO theatres director of publicity, has been asmed by Youngstein to handle the ammed by Youngstein to handle the change area. Mandel will also coordinate the bond activities of national circuits operating out of N. Y. Other publicity directors N. Y. Other publicity directors of the 31 exchange centers.

Reissues and Bingo

Reissues and Bingo
Albany, March 1,
Local Theatre Owners As and, the
Motion Picture Theatres As and and
Theatres Owners of Western New
Theatres Owners of Western New
exhibitors urging contacting their
ssemblymen and senators to oppose two bills which all exhibitors
groups believe detrimental. One
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# M-G-M's "COMMAND DECISION" WINS REDBOOK MAGAZINE ANNUAL AWARD!

One of the most coveted honors in the film world comes to M-G-M and to all those who contributed to the making of "Command Decision." Each year Redbook Magazine presents its Silver Trophy to honor "the most distinguished contribution to the art of the motion picture." This year "Command Decision" has been selected.

Tomorrow Night (Thurs.) the presentation ceremonies will be broadcast from Hollywood by the Screen Guild Players (courtesy Camel Cigarettes) over 171 N.B.C. network stations and highlights of "Command Decision" will be re-enacted by the voices of the stars, Clark Gable, Walter Pidgeon, Brian Donlevy, John Hodiak and Edward Arnold.

#### Picture Grosses

#### 'Joan' Lusty \$29,500 In Prov.; 'Smith' Sharp At \$15,000, 'Wives' Hep 16G

Fairly happy combos here giving theatres a heity take for a change, Standard smash is "Joan of Are" at RKO Albee. Strong also are Majestics. "A Letter to Three Wives," and Strand's "Whispering Smith."

LIST ALL STATES AND A Estimates for This Week

In 5 days.

Carlton (Fay) (1,400; 44-65) —

"Snake Pit" (20th) (4th week downtown). Swell \$5,000. Third week was nice \$6,500.

www.nwm., sweit \$5,000. Third week was nice \$5,000. Third week was nice \$5,000. The \$7.5 (Pay) (1,400; 44-65) week \$1.5 (Pay

(WB) and "Rose of Yukon" (Rep.) \$12,000. Metropolitan (Snider) (3,100; 44: 50)—"Walket By Night" E12 and Rep. (1,100; 44: 50)—"Walket By Night" E12 and Rep. (1,100; Veryes Home" (UA) and Link week, "Stagecoach" (UA) and "Long Voyage Home" (UA) Arc issues); \$7,000. (3,200; 44:65)—"Gommand Desiston" (3,600; 12:45)—"Gommand Desiston" (1,600; 12:45)—"Gommand Desiston" (1,600; 20:45)—"Gommand Desiston Blacket's Chinese Venture" (Col). Hefty \$15,000, Last week, "Wonderful Urge" (20th), \$12,500

#### 'ENCHANTMENT' BRISK IN BALTO AT \$13,000

IN BALTO AT \$13,000

Baltimore, March 1.

Mainly in holdover, downtown list here is holding up in failysis to the faily of the fail of the f

New States \$8,500 after okay \$10,600 first round. \$2,280; 25-75) —
600 first round. \$2,280; 25-75) —
Whispering Smith "Par-) (2d wc). Going fairly well at \$9,900 after nice \$15,400 last week. Town (Rappaport) (1,500; 35-65) —
Tenchantnent." (RKO) & Building toward neat \$13,000. Last week. "Joan of Are" (RKO) (4th wk) solid \$10,300 at upped scale.

#### **PITTSBURGH**

PITTSBURGH

(Continued from page 13)
back to regular opening day. Last
week, big \$24.00, 40.560.

Ritz 'Loew's' (800; 40.560.

Ritz

same.

Stanley (WB) (3,800; 45-80)—

"Walked By Night" (EL). Got raft
of good notices and pulling spanking \$18,000. Last week, second of
'Don Juan' (WB), week \$11,000.

Warner (WB) (2,000; 50-\$1,50)—

"Joan of Are" (RKO) (4th wk). Dipping to about \$12,000 in 8 days.
Last week, fancy \$16,000.

#### DENVER

(Continu.d from page 11) with Webber, Fair \$12,000 or near. Last week, "Let's Live a Little" (EL) and "Mickey" (EL), \$13,000. Esquire (Fox) (742; \$1.20.\$2.40)—"Hamlet" (U) (2d wk). Big \$5,000, and holds again. Last week, smash \$8,000.

\$8,000. Orpheum (RKO) (2,600; 76-\$1.25) "Joan of Arc" (RKO). Big \$24,-000. Last week, "Words and Music" (M-G) and "Adventure Silverado" (Col) (2d wk), fair \$12,000 in 6

(Col) 2d wk), fair \$12,000 in 6 days.

Adva.

Paramintilly (Yours" (2005 5-74)—
"Paramintilly (Yours" (2016) 40 days.

"Ungie Patrio" (2016) Mild \$8,000.

Last week, "Duel In Sun" (\$RO)
And "Smugglers" Cove" (Mono), fine \$11,000.

In Sun" (\$RO) and "Smugglers" (Cove" (Mono) (m.o.) Dull \$2,000.

Last week, "Don Juan" (WB) and "Shonde's Secret" (Col) (m.o.).

"Store (Act Chemna) (800 6: 60-80)

rionnier Seeret" (CO) (m.o.) 25,200. (Art. Clemen) (600, 60-60) vegumbonie Pastorale" (Indie). Fine \$3,000 (Molds Last week, "Happy Breed" (U) \$2,000 (Molds Last week, "Happy Breed" (U) \$2,000 (Molds Last week, "Happy Breed" (U) \$3,000 (Molds Happy Breed (U) \$3,000 (Molds Happy Breed (U) \$1,000 (Molds

#### H.O.'s Fail to Hurt Det .: 'Wives' 27G: 'Joan' Huge 33G, 'Witch' Nice 26G, 2d

336, Witch' Nice 266, 2d

Pichor March 1

Pichor Moldowers here this sweet but we had been with "Letter To week the slowing the pace much." Letter To Three Wives" is fairly good at the tim at the Adams. "Youn of Act tim at the Adams." Wake of Red Witch' until the Adams. "Youn of Act tim at the Adams. "Youn of Act tim at the Adams." Wake of Red Witch. "Fair weather helped firstrun. "Fair weather helped firstrun. "Fair weather helped firstrun. "Fair weather helped firstrun." Week. "Fox (20th-750x (5,000, 70-95) "Letter Three Wives" (20th). Good. "Valet of the Witch." (1969). "Week of Red Witch." (1969). (30 S20,000. Last week, 301d S20,000. S20,000. Last week, 301d S20,000. San week, 301d S20,000. "Fair week, 301d S20,000. "Fair week, 301d S20,000. Tast week, 301d S20,0

\$28,000.

Palms (UDT) (2,900; 79-1.17)—

"Joan of Arc" (RKO) (2d wk).

Terrific \$33,000. Last week,

Terrific \$33,000. Last week, \$36,000. United Artists (UNA) and \$150,000. United Artists (UNA) and \$150,000. Last week good \$17,500. Last week good \$17,500. Last Days Pompell' (RKO) and \$18,000. Last week good \$17,500. Last Days Pompell' (RKO) and \$18,000. Last week good \$17,500. Last Days Pompell' (RKO) and \$150,000. Last week, "Criss Cross" \$18,000. Last week, "Criss Cross" \$1

(U), \$19,000.

Downtown (UDT) (3,700; 70-95)

— "3 Godfathers" (M - G) and
"Smugglers Cove" (Mono). Passable
\$19,000. Last week, "Act Of Murder" (U), \$20,500.

#### LOS ANGELES

(Continued from page 13)

LOS ANGELES

Gontinued from page 13)

(Rep) and Those Yukon' (Rep) 23d

(R

Voyage Jione" (Indie) (reissuee), Nifty \$45,000 or near. Last week, 'Johnny Apolio' (20th) and 'My 400 or 100 or 1

#### 'HONEYMOON' HEFTY \$14,000 IN FAIR D.C.

Washington, March 1.
Despite schedules revamped to
ebut new features on Washing-Despite scneouses of Washing-ton's birthday, current session is only so-so. "Whispering Smith" at the Warner tops the town with best take at this house in weeks. "Family Honeymoon" shapes nice at Palace. "Return of October" looks stout at the National.

take at this house in weeks. "Panie take at this house in weeks." Taniely Honeymon, "shapes nice at Province and the National Province and Province

#### 'Godfathers' Robust At \$11,000 in Slow Seattle

\$11,000 in Slow Seattle, March 1.

Town is nearly solid with holdovers or movevers this session.

Seattle, March 1.

overs or movevers this session.

It is not the season of the seas

'Wives' Wonderful 15G. Port.; 'Accused' Oke 9G

Fort.; Accused Uke 90:
Portland, Ore, March 1.
Current newspaper strike is preventing many changes of pictures in downtown houses this week, exhis planning to hold over their 
bills. "Rogues' Regiment" at 
Broadway looks standout. "Letter to Three Wives" shapes sturdy 
in two houses.

Estimates for This Week Estimates for This Week
Broadway (Parker) (1,832; 5085 — "Rogues' Regiment" (U) and
"Angel on Amazon" (Rep). Sock
\$12,700. Last week, "Don Juan"
(WB) and "Christopher Blake"
(WB) (2d wk), nifty \$7,000.

(WB) C2d wk), nifty \$7,000.

Mayfair (Parker) (1,500; 50-85).

"Dear to Heart" (IRKO) and "Ag-order of the construction of the

oriental (H-E). (2,000; 50-85) —
"Letter Three Wives" (20th) and
"Trouble Preferred" (20th), daydate with Orpheum. Solid \$5,500.
Last week, "Dear to Heart" (RKO)
and "Arizona Rangers" (RKO), fine
\$5,700.

and "Artzona Rangers" (RKO), line \$55.700.

Orpheum (H.E) (1,750: 50-85)—
"etter Three Wiver \$20th and organization of the control of the con

#### 'Colo.' Cool 15G, Toronto

Toronto, March 1,
"Whiplash" is doing turnaway
business, with "Man from Colorado" also garnering nice coin.
Despite early, spring-like weather
attendance is holding well.

Estimates for This Week Downtown (20th Cent) (1,050; 35-60)—"Whiplash" (WB) and "Racing Luck" (20th). Turnaway business at about \$8,000. Last week, "Gallant Blade" (Col) (2d wk), \$3,000 in 3 days.

in 3 days.

Imperial (FP) (3,373; 36-66)—
"Man from Colorado" (Col). Fine
\$15,000 or near. Last week, "Song
Is Born" (RKO) (2d wk), okay
\$10,000.

\$10,000.

Loew's (Leew) (2,006; 36-69...") Godfathers" (M-G) (2d wk). Hold-ing up weil at \$8,500 after last week's hefty \$12,000.

Odeon (Rank) (2,300; 35-\$1,20)...

"Red Shoes" (EL) (6th wk). Nice \$10,000 after last week's \$12,000.

Shea's (FP) (2,386; 36-69..."Enhantment" (RKO) 12d wk). Fair \$7,000 after last week's okay \$10,000 after last week's okay \$10,000.

Tivoli (FP) (1,431: 36-66)—"Letter Three Wives" (20th) (4th wk). Trim \$5,500 after last week's big \$6,000.

Uptown (Loew) (2,743; 36-66)—
"Sun Comes Up" (M-G), Good \$9,500. Last week, "In Navy" (U) and "Pardon My Sarong" (U), (reissues), okay \$8,000.

#### 'O'Flynn' Forte \$14.500 Buff .: 'Wives' \$18,000

Buffalo, March 1.

Many holdovers this week but none is staying a full second round. "Fighting O'Flynn" at Lafayette and 'Letter to Three Wives" at Buffalo look best.

Estimates for This Week

Buffalo look best.

Estimates for This Week
Buffalo (Loew's) (3,906, 40-70Letter Three Wives' (20th). Nice
Wives' (20th). Nice
Great Lakes (Faramount) (3,400;
Great Lakes (Faramount) (3,400;
Great Lakes (Faramount) (3,400;
Great Lakes (Faramount) (3,400;
Great Lakes (Faramount) (4,400;
Great Lakes (4,40

#### **Negro Themes** Continued from page 3 =

deced by John Ford from 20thrick, "being produced independently by Louis de Rochement for Film
rick," being produced independently by Louis de Rochement for Film
Classical distribution. Result has
to be first on the screen with the
subject, Kramer is believed likely
to win, since he immediately put
to win, since he immediately put
tishedra 30 day shooting schedule.
He has a strong reputation for
bringing his pix in on the promo
his screens by July. The 20th pix
with a much bigger budget than
Kramer's \$600,000, will take longer althoughed Rochemen, word,
will probably give Kramer a run
for his money. The control of the
Control of the control of the
Control of the control of the
control of the control
his decent of the control
his

#### **Group Booking**

Continued from page 3

Costinued from page 2
20% rejection right on such feise
tures as have not been tradeshown.
Provision on franchises in the
tures as have not been tradeshown.
Provision on franchises in the
implied okay to the new technique.
It declares that franchises (which
middle charter to the new technique of the cost of the new technique of the cost of

"Congratulations Leo, it's like the Marshall Plan of the Movies!"



#### PART OF THE PLAN!



#### "COMMAND DECISION"

Clark Gable • Walter Pidgeon Van Johnson • Brian Donlevy Charles Bickford · John Hodiak Edward Arnold



"LITTLE WOMEN" (Technicolor) June Allyson . Peter Lawford Margaret O'Brien . Elizabeth Taylor Janet Leigh · Rossano Brazzi Mary Astor

#### "TAKE ME OUT TO THE BALL GAME"



(Technicolor) Frank Sinatra • Esther Williams Gene Kelly . Betty Garrett

#### "NEPTUNE'S DAUGHTER"

(Technicolor) Esther Williams • Red Skelton • Ricardo Montalban Betty Garrett • Keenan Wynn • Xavier Cugat

#### "THE SECRET GARDEN"

Margaret O'Brien · Herbert Marshall · Dean Stockwell "THE STRATTON STORY"

#### James Stewart • June Allyson • Frank Morgan

Agnes Moorehead . Bill Williams

#### "THE BARKLEYS OF BROADWAY" (Technicolor)

Fred Astaire • Ginger Rogers • Oscar Levant

#### "ANY NUMBER CAN PLAY"

Clark Gable · Alexis Smith · Wendell Corey Audrey Totter . Barry Sullivan . Frank Morgan Mary Astor . Lewis Stone

#### "EDWARD, MY SON"

Spencer Tracy · Deborah Kerr

#### "THE GREAT SINNER"

Gregory Peck · Ava Gardner · Melvyn Douglas Walter Huston . Ethel Barrymore Frank Morgan · Agnes Moorehead

#### "CONSPIRATOR"

Robert Taylor . Elizabeth Taylor

AND LOTS MORE!

# M-G-M's **PROSPERITY** PLAN **SWEEPING** INDUSTRY!

(Book "Movies And You" Series For Your Industry's Sake!)

#### Zanuck's Tax Refund

coss profits; Fax Big Horn Theatres (Cop., 8056); Fax Combined Bronx Amus., Cop., 8056; Fax De Luxer Theatres, Inc., 8769 excess profits; Fax Kansas (Cop., 8056); Fax Controlly, 18-433.

Conset Theatre Cop., 8359 plus and the large and the core of the control o

were this were the with the high completely frozen, and completely f

Pennsylvania, \$839 employment tax;
Harry Warne, \$389; Jack warne,

profits; Kathleen Wintor, 51,142; 28 yrun 53,548; 187 yrun 54,548; 187 yru

#### Moscow Mulish?

Moscow Muliah?

It has been about three months now since the American industry forwarded to the Kremiln its list of 100 pix available for some of the forwarded with the creeding of the forwarded via the State Dept. in conformity, with the agreement conformity with the agreement of America prexy Eric Johnston when he was in the Soviet last year.

Agreement calls for the Agreement calls for the strength of the st

from the list in blocks of 20. They have been told if they can't find on it 20 that they like, a supplemental list will be prepared. In the meantime, Yugoslaws have made some selections from a similar roster submitted to them and it is expected that the first prints will be on their way to Bel-

#### **Commie Hex**

Continued from page 2 ; glass window at a next-door de-partment store. A whole detach-ment of police is on duty at the Stafa and, from time to time, they have to summon emergency rein-forcements."

forcements."

Other pix doing great currently are "Hunchback of Notre Dame" in Warsaw and Lodz, "Dragonwyck" and "Dr. Ehrich's Magicalland and the Branch of the Carbon of

Lives" and "Sinbad" in Berlin.
All this, of course, would be destined to make the U. S. distribs much happler were they getting coin out of these countries commensurate with the big b.o. In some countries, U. S. revenue is completely frozen, and in the others the best they get back is costs of prints and operation.

tion.

Indifferences of others, O'Brien said, left Rank to carry on the hursh den for years and he cannot be expected to shoulder the entire responsibility. Meanwhile, the Assa, of Cine and Allied Technicians seneral council will consider the seneral council will consider the being dismissed. Rank claims of the being dismissed. Rank claims of the seneral council to the seneral council to

#### Film Reviews

Bevil's Baughter
he finally has a show-down with
the doctor, with the physician
coming of first best.

Another novel twits it set of
Another novel twits it set of
Another novel twits it set of
the property of the second of the

#### Ride, Ryder, Ride!

'homes) production, Stars Jim Bannon
eatures Don Revnolds, Emmett Lynn
farin Sais. Directed by Lewis D. Collins
creenplay. Paul Franklin based on comic
creenplay. Paul Franklin based on comb trip, "Red Ryder," by special arrange
nent with Stephen Slesinger: camera
Cinecolor), Giibert Warrenton; editor
oe Gluck, Tradeshown N. Y., Feb. 25
49. Running time, 58 MINS.
led RyderJim Bannor
ittle Beaver Don Kay 'Little
Brown Jug" Reynolds
Rickskin Emmett Lynr
Jbby Brooks Peggy Steward
terry Gaylord Pendletor
Ceno Jack O'Shea
dargeJean Budinger
Duchess Marin Sal
Sheriff Stan Blystone

As replacement for the Eddie Fraces with the Service of the Servic

Directed by Ray Taylor, Screenplay, J.
Benton Sheney and Eiliot Gibbons; cam-
era, Harry Neumann; editor, John C.
Fuller. At New York theatre, N. Y., Feb.
23, '49, Running time, 54 MINS.
Johnny Johnny Mack Brown
Ranty Raymond Hation
Alibi Max Terbuce
Carson Hyron Healey
Mason Marshail Reed
Benda Kenne Duncan
Russell Steve Clark
Cierk Milburn Morante
Trigger Carol Henry
Joe Bob Woodward
Loop Boyd Stockman
Perry

Another in Monogram's series of Johnsy Mack Brown westerns, "Hidden Danger" follows the familiar pattern of two-budgeted oaters, with plenty of gunpley, the bury of gunpley of the plenty of the plent

#### Rozina the Love-Child

CZECHOSLOVAKIAN)
Verity Films release of Czecholovakian)
Verity Films release of Czecholovakian Marie Glazrova. Directed by Otaka Marie Glazrova. Directed by Otaka Vavra. Screenjaly by Vacian Krzar Greenjaly by Vacian Krzar Glazrovakian Kory by Vavra. At Ambassador. M. Zanthing Feb. 25, 49. Running lines. 16

Father Anthony	Zdenek Stepanek
	Francis Kreuzman
	Ladislay Bohac
	Atonin Solo
	Zdenka Baldova

convincing as an actor. However, his faste provises seems to more than compensate for his lack of the provises seems to more than compensate for his lack of capably thesped by Edwin Max comic relief is supplied by Emmet Lynn, while the best of the capably thesped by Edwin Max comic relief is supplied by Emmet Lynn, while the capably the compensate for the capably the compensate for the capably the c



# REDBOOK

10th Annual Motion Picture Award Winner

#### "COMMAND DECISION"

the Metro-Goldwyn-Mayer Picture

with Clark Gable, Walter Pidgeon, Van. Johnson, Edward Arnold, John Hodiak, Brian Donlevy and Charles Bickford

Produced by Sidney Franklin in collaboration with Gottfried Reinhardt and Sam Wood, who directed the film.

Presentation on Screen Guild Players radio program Thursday, March 3rd (NBC, 10 P. M. EST)

#### Clips from Film Row

22

Lawrence Grelb resigned his post as general manager for City Entertainment Co. (Astor, Victoria and Bijou, N. Y.). Will vacation in Florida and announce his plans

and Blou, N. Y.). Will vacation into the plans into the and announce his plans into the plans in t

#### MINNEAPOLIS

MINNEAPOLIS
Minneoto Annus. Co. titled admissions 5-10c. at Aberdeen, S.D.
And Grand Forks, N.D., to test public reaction before boosting the public reaction before boosting the second of the public reaction before boosting at the second of the public programment of the public admission prices are dropping at many house, Minnesota admission boost for most of its beaters. It would be the first till offset rishing open and destined to the public pu

waukee.

After laying off product for more than six months, Theatre Associates, biggest local non-profit buying and booking combine, has made deal with Mer. Metro exploiteer, still in hospital from operation.

Independent Theatres Association, another large non-profit buyton, another large non-profit buyton in the still in the six has been refusing to buy Paramount, inked

"Paletaice" contracts for some of members.
Eddie Ruben, circuit owner, and less priedman, chain owner, vacationing with wife in California and Hawali.
Ben Friedman, chain owner, vacationing with wife in California and Hawali.
Ben Friedman, chain owner, spending month in Homolulu.
Ben Briedman and George Granstrom, circuit owners, spending month in Homolulu.
Sale and esting of popcorn by patrons several weeks ago, patronage has jumped 20%, says Mrs. J. L. White Bear near here.
Duke Hickey, MPAA field conditator of community relations distinct of community relations distinct of community relations distinct of community relations distinct of the community relations distinct of the community of the

#### BUFFALO

BUFFALO
Low's which acquires the downtown Buffalo and Teck as well as
neighborhood Kensington, Elmwood, Lackawaman, North Park
model and Server and the server
line of the server
to the server
to the server
part of the

Park at Orchard Park, Buffalo son County senator, and reportedly suburt, sold by William Brett to has the backing of exhibitors. Bob Bowers, Mettro rep here, named manager of recently organ-of the Angola, st Angola, Brett for the Angola, st A

will handle publicity for the Great Lakes, Hipp, Seneca, Nlagara and Kensington starting March 1 when Par takes over these theatres. Re-maining Shea houses go to Loew.

#### **PITTSBURGH**

PII JOBUNGH

Pittsburgh Lodge No. 31, Colosseum of Picture Salesmen, name Carl Reardon president; and Jim Dobe Green resigned as Film Classics booker and may join a theatre-circuit in New Jersey.
Donald Chabin, former Screen Gulfer salesman in Washington shemman in Washington here.

joined. Film Classics sales force
William Skirball, owner of Barry,
to mondel his house,
to model his house,
to mandel his house,
to admission
scales at all downtown firstrums has
been accomplished by the Theatre
Managers Assn. In order to attract little attention, increase began couple of months ago at one
spot.

spot.

B. E. Gore, who operated a theatre in Wheeling several years ago,
sentenced to 12 months in jail for
exhibiting "Valley of Nudists" at
Hanger theatre, Atlanta, Ga.

Leo Gottlieb, former U city salesman in Cleveland, named head of
Film Classics exchange here.

#### DALLAS

Johnny Sparks named manager of Ideal in Ft. Worth. L. N. Crim was the house between the control of the control

#### KANSAS CITY

AANDAD CITY
Bill setting up regulations for seats and sistes and other building seats and sistes and other building duced in the Missouri legislature at Jefferson City. Measure was Introduced by Floyd R. Gibson, Jack-troduced by Jack-troduced by Jack-troduced Results of the Statutes now on the books when the statutes now on the books and the statutes now on the statutes now on the statutes now on the statutes of the statut

Try the generous new bath size cake. too-so fragrant, luxurious!

out of the hospital and back in his northern Missourl territory. Durwood circuit is sending Tom Wolf to Leavenworth, Kans, as Lyceum and assistant city manager. Wolf has been manager of Roxy here; Earl Brown, in from Coast, replaces him.

#### DETROIT

DETROIT

American Broubbood week, ceicherted in Broubbood week, ceicherted in Broubbood week, ceicherted in Broubbood week, ceicherted in Broubbook was a series of Michigan Co-chairmen were Earl J. Hudson and Joe Uvick, edit of the Broubbook was a series of high construction costs. And Paul Threm joined Sams Co., theatre brokers. H. R. Stevens is manager of new Dewin, and the Broubbook was a series with the Broubbook was a series with the Broubbook was a series with the Broubbook was a series w

#### CHARLOTTE

F. J. McCarthy, southern division manager for Universal, here to confer with Jimmy Greenleaf branch manager.

Bill Briggs, United Artists
booker, given stag party at Hotel
Charlotte, prior to his marriage.

Norman Jackter, salesman for Columbia, to be transferred to Washington, D. C., branch in same capacity; will be succeeded by Bill Henderson, formerly with 20th-Fox and SRO.

FAMILY HONEYMOON

#### Pix Bally

continued from page s
stars as Colleen Townsend, who is
out plugging her 'Chicken Every
Sunday.' In addition, 20th plans
to handle each film as a separate
unit, starjung with it from its first
run key city engagements right
runs Company, for the fourth and fifth
runs. Company, for the fourth and fifth
runs. Company, for the fourth and
bullyhooling. 'Sanke Pit' with full bullyhooling. 'Sanke Pit' with full
bullyhooling. 'Sanke Pit' with full
bullyhooling. 'Sanke Pit' with full
bullyhooling. The fourth of the fourth of the fourth of the fourth of the full
wing been in circulation since Nowember.

ing been in circulation since Norember. I and directly from notracking the property of the control of the country to determine which
has the pretiest co-eds. Sixteen
schools winning the award win
has the pretiest co-eds. Sixteen
schools winning the award win
of the company's upcoming "Mother Is a Freshman." In addition, the
winning girl at each school will
have been supported to the company of the
top of the company and will be screentested if 20th production veeper
have been supported by the control
previous schools getting plenty of
with the competition among the
various schools getting plenty of
space in the neighboring key cities,
already paid off publicity-win
already paid

who joined the compiany Feb. I. In line with the new ballyhoe emphasis, the Broadway Assn. yet may be a subject to the proper of the property of the property

#### John Joseph's Drumbeating

John Joseph's Drumbeating
John Joseph, newly-named side
to Howard Dietz, Metro's ad-pub
veepce, will spend two weeks on
the Metro lot looking at new product before going to New York,
up a month working out campaigns
for forthcoming pix.
Former, Liphyersol, advant, chief

Former Universal ad-pub chief has been given authority to plug localized drumbeating drives in key cities whenever M-G product is opening in the town. His h.q. will be on the Culver City lot.

#### Settlement Better

Continued from page 4

emeecd the affair at which Balaemeed the affair at which Bala-ban and Reagan were the sole speakers. Balaban said he "under-stood" that Reagan was going into exhibition. "We came to a point where we all had to decide which way we were going." Balaban said, touching on both the decree and Reagan's future career.

Reagan's future career.

The film industry's economic structure is sounder than it has been in a long time and is headed in the right direction, Par's prestated. He added that he was "hopeful" that Par's stockholders would agree that the peace pact is in the best interests of the company.

pany,
Advantages of the peace treaty
were also taken up in a later statement which Balaban made in an
nouncing the agreement Priday
are also taken up in a later statemouncing the agreement Priday
the most constructive moves in the
history of the corporation," topper
declared. "It will leave the new
theatre company with a large, well
selected and throughly semiselected and throughly semibeautiful services and the services of the
"The new fleture company will
be a strong, prosperous enterprise.
"The new fleture company will

be a strong, prosperous enterprise.
"The new picture company will be a leader in the field of motion picture production - distribution with excellent studio facilities and unexcelled worldwide distribution organization." Balaban added. "Both companies will be strongly equipped in manpower and final resources to carry on accessful resources to carry to machine the companies of t

activity."

Settlement was also hailed by U. S. Attorney General Tom Clarkwho sees it as a step towards restoring competition in the industry. Desire of the Government is "to encourage and not to retard the development and orderly operation of the motion picture industry," Clark said.



FINE PROD out of 10 Screen Stars use it \_\_\_\_ Lux Girls are Lovelier! These pictures have grosse, millions of dollars, TWO GREAT

# JOHN WAYNE SMASHES

PLAYING ACE HOUSES

EVERYWHERE

GUNING HEAVING

ROMANCE OF THE SEVEN SEAS!

TO TOP GROSSES!

MAYNE IS ONE OF THE BIGGEST DRAWS IN PICTURES TODAY!

AT BE ALL BEHIND BROTHERHOOD WEEK FIRE CLARK 20 27 NO BIGOTRY IN AMERICA

#### Col. 20th. RKO Expand 16m Distrib In Both U.S. and Foreign Markets

Majors' activities in the 16m serving as the kickoff, foreign-wise, for many months, are suddened by the for 20th. Company is now companies of the many months, are suddened by the serving as survey of other overseas getting het again. Expansion of months of the service of the

After pulling out of narrow-gauge distribution on theatrical dates some its months ago, Colum-bia is now swinging into action again. Its product has been turned over to Screen Gems, Inc., new house of two packages—consisting the Air and two packages—consisting of three Air, eight westerns and four series features of the Biondie' and 'Boston Blacke' genre—is already being handled by similarly stocked, will complete the year's delivery.

Columbia with not deal Columbia with a columbia with the columbia

clause In contract prohibits licensing in competition to regular licensing in competition to regular RKO is also moving towards more intensive exploitation of the narrow-gauge field. Company this representation of the narrow-gauge field. Company this representation of the narrow-gauge field. Company this representation of the latter a franchise on 44 features and certain shorts in Canada. Sovereign will mark the state of the latter a franchise on 44 features and certain shorts in Canada. Sovereign will mark the state of the latter of the product in the Dominion when contracts with other distribs now in effect expire. Mushrooming of, foreign activities of the state of the s





WIDMARK BARRYMORE STOCKWELL A 20th Century-Fox Picture BIG ICE NEOW

ROXY 7th Ave. 4

RADIO CITY MUSIC HALL COLBERT . MacMURRAY

"Family Honeymoon" SPECTACULAR STAGE PRESENTATION





that point. Metro is also gradually spreading its activities. Latest move-in is Alaska, where the company will distribute the lesser-gauge product in fishing villages and other locales where no theatres are located. No move toward either domestic or Canadian distribution, however, is envisized. envisaged.

envisaged.

With 20th entering the foreign field, every major now is slotting 16m prints to outlets overseas. Domestically, Columbia joins Universal (through its subsid, United World Films), RKC- and 20th in peddling narrow-gauge product.

#### **SECOND QUARTER OF '49**

After a 12-month stretch in the red-ink column, Universal's excess expect the company to climb back into the column to the company to climb back into the column to the co

rather than loss.

Us domestic rentals are currently running ahead approximately \$80,000 weekly better than during the comparative period of a face of the comparative period of a face of the comparative period of a face of the comparative period of the comparative period in home rentals. However, the improvement is partly cancelled out tances along with that of other majors.

tancer along with that of other majors.
First quarter returns of fiscal '49, which have yet to be publicized, will show a loss of approximately will show a loss of approximately mains reason for the added criminator to the decident of the continued amortanton of old and expensive product turned out before the studio staked by a production and. However, and the state of the studio of the state of the studio of the studi

#### **Fabian Syndicate**

Continued from page 3 wanted to dispose only of Chaplin's

stock.
It is understood, however, that the deal—if it is ever consummated—may not be a simple buy, but.—may not be a simple buy, but.—in the deal of the simple sim

#### VARIETY Par Studio Meet

The emphasis will be on more pix for the same outlay. Since the company has a substantial backlog, the bigger turnout of films will go into geared-up releasing. Previously, Par has been

peasing. Previously, Par has been unfolding 18 or so films annually. The confab, which continues through the week, is an all-out spearance of the company's top execs. Heading the h.o. contingent is Barney Balaban, Par's prez, and Adolph Zukor, board chairman. Henry Ginsberg and Y. Frank Freeman, two top studio execs, lead the studio brigade.

lead the studio brigade.

Also on the seens from the east are George Weltner, foreign dept. chief; Schwalberg with all his di-bourn, weepee; Stanley Shuford, ad hourn, weepee; Stanley Shuford, ad manager; Ben Washer, eastern publicity director; Russell Holman Damiger, exploitation head: Gele Johnston, Motlon Picture Assn. of America's president, addressed the Paramount group longist (Tues.)

The Paramount consent descree

at the studic commission, and the studic commission, and the studies of every studies of the stu

ticipate."

The new company, Par's topper said, will have "ample funds to meet the needs and oportunities."

As for product, Henry Ginsberg, studio chief, was authorized late in 1848 to plan the '49 production program for 150 release at the same overall budget as in '49 "provided the studio could effect amough swings to give us of the studio could effect amough swings to give us to give the product of the studio could effect amough swings to give us to give the studio could effect amough swings to give us to give the studio product of the studio could be successful.

her of quality pictures,".

Any decline in the domestic market, he said, is only in comparison
the "the resk year of 1946," "Our
far ahead of the normal years of
1940 and 1941," Balaban added.
"Although currency restrictions
and quotas have cut down our forin terms of local currencies, are
still far beyond any goal we dared
to hope for during the normal years
before the wards. he said, "Dona."

before the war."
Turning to video, he said; "Paramount believes television can be used to increase motion picture at part of the part of t

#### **MPAA Blocks** Continued from page 3

higher than during any wartime or

may not be a simple buy, but the continued from pars? I will be a simple buy, but the continued from the con

#### See Gerard in U Spot

See CeTATO IN U SPOT.
Phil Gerard is understood likely
to be named eastern publicity
manager of Universal this week to
shifted to chief flacks at the studio.
Appointment will be made during
the current visit to New York of
the cast Liplom, who arrived Bergman, his opposite number in
the east. Liplom, who arrived Monday (28), is expected to remain in
Cerard mored to. U about 10
Cerard mored to. U about 10

N. Y. about a week.—
Gerard moved to U about 10
months ago from Metro. He has
been handling special publicity
assignments aide to Horwits.
Horwits goes to the coast March 11
to take over permanently there.
His family will follow him out in
June.

#### **Outbid Exhibs** Continued from page 5

But with that in mind, several of the companies have given exhib-itors credit on a winning bid where the picture did not return them the amount of the bid.

itors credit on a winning and week the picture of the object of the control of th

#### Ingrid's Pic

Costinues from sage 2

of New York for Rome today
(wonteeday) He arms today
(wonteeday) He arms today
(wonteeday) He arms today
(wonteeday) He arms today
(wonteeday)
(wonteed

and one of the reasons dominant is stockholder Howard Hughes was so anxious to consummate Hawas so anxious to consummate Hawas so anxious to consummate Hawas of the Howard Hughes was a part of the down the Howard Hawas of the company. Furthermore, it was said, that the siar, as part of the deal, turned over to RKO her 40% interest in Sierra Productions, interest in Sierra Productions, for the single significant of the significa

Miss Bergman in the deal. It is understood, the agency advanced the Italian producer-director a sum of money against future earnings of money against future earnings.

Miss Bergman's deal reportedly calls for her to get the \$175,000 for 10 weeks work, plus a week for preparation and a week for relakes. After that she is to get \$147,500 weekly.

#### Hawks Will Complete . 'Bride' on Coast; Grant, Ann Sheridan III

Ann Sheridan II
Temporally halted by the Jin
nesse of Cary Gerab by the Jin
nesse of Cary Gerab By the Jin
Sheridan, "I was a Male Wor
Bride" Will probably roll again on
the 20th-Fox to in April, according
to the film's director, Howard
Huwks who arrived in beet Work
Huwks who arrived in beet Work
However, resumption of shooting
waits on the return of the pictures
cast and staff from Europe.
When "Bride" is finally in the
cam Hawks revealed that he'll procame Hemingway's "The Shu Also
Ruses." He said that he has held
the rights to the book for some
time and expects to start shooting
this summer And through United
Aritats, he declared that his policy
on "Sun" would be to complete
ti first, then look for a distributor.

#### 200G Nut For 'Bride' London, March 1.

"T Was a Male War Bride" was transferred to Hollywood after more than \$200,000 in salaries weep paid to British labor from unremitable setting under the terms stry agreement. This assertion was made in the House of Common last night by Harold Wilson, presiponse to a query made by a Member of Parliament. Unforcesseable and enanced the setting of the setting of the setting was the setting of the setting the setti

U's 'Francis' for O'C Universal has purchased the film rights to "Francis." a novel au-thorged by David Sterft, and will star Donald O'Connor in the pic. Stern was formerly dramatic critic for the Philadelphia Record, news-paper which his father, J. David Stern, published for a number of

years.
"Francis" will be produced by
Robert Arthur and directed by Arthur Lubin. It goes before the
cameras within the next 60 days.

#### SYD GROSS' FC SPOT

Sydney Gross has been named pub-ad director of Film Classics, replacing Al Zimbalist, resigned. Stephen Strassberg, formerly with Republic, has joined FC as Gross' assistant.

#### Cagney's Indies Continued from page 3

will include "White Heat." an origi-nal story by Virginia Keilogg: "The West Point Story," a musical with the Military Academy background, and a third film to be selected later. Both the releasing and starring. Cagness now own five properties. They are "A Lion Is in the Street," Only the Vallant. "The Street," Allow The West They and the Warner to in a long line of pix which ended "Yankee Doodle Dandy."

#### Always --THE SHOWMAN'S FRIEND in Los Angeles

500 Modern Rooms with bath and radio

#### ALEXANDRIA HOTEL

Fifth at Spring De Los Angeles FRANK WALKER, General Manager Formerly at Olmsted, Cleveland, O.



# **DELIVERS**

#### Nielsen's Top 20

Cur.	Prev.		Cur.	Points
Rank	Rank	Program	Rating	Change
1 1	1	Lux Radio Theatre	36.0	+1.4
2	3	Fibber & Molly	29.4	+0.4
3	2	Jack Benny	286	-2.9
4	4	Godfrey's Talent Scouts	28.0	+1.2
6	6	Walter Winchell	26.4	+ 0.5
ä	5	My Friend Irma	25 9	-1.1
7	7	Amos 'n' Andy	25.3	-1.1
8	8	Bob Hope	25.2	0.2
9	80	This Is Your FBI	24.8	+5.6
10	12	Mystery Theatre	24.1	+1.0
11	15	Mr. Keen	23.8	+0.7
12	11	Mr. District Attorney	23 6	+0.7
13	26	FBI In Peace and War	22.0	+2.2
14	20	Inner Sanctum		+1.8
15	37	The Fat Man	22.4	+3.7
	33	Mr. and Mrs. North		
16				+2.1
17	13	Duffy's Tavern	. 22.2	+0.2
18	16	Sam Spade	22.0	+0.4
19	14	People Are Funny		0.8
20	25	Suspense	. 21.4	-0.2

#### Royal's 'Die For Dear Old NBC' Talk Peps Up Web's Affiliate Powwow

Chicago, March 1.

It remained for NBC veepe
John Royal to give the crucial affliate powwow the old collegate
harbards pirit that really had the
book with the NBC chimes
Royal, who flagured in the roundrobin of NBC presentations to the
fliates, extually had then yelling
and applianding like school kids,
peritudiary in his framatic windtion operators with the same flair
for maximum showmanship that
made him one of the ploneer industry programmers.

for maximum showmanship that made him one of the pioneer industrial made him one of the pioneer industrial was as though Royal had sized up the situation, sensed what they wanted to hear, and then let them. Royal harted back to the days when, in order to keep Jack Benny happy, NBC had to give him the large as the state of the st

#### Jolson 'Preems' **NBC's Tape Era**

Al Joison gets first crack at tape-recording an NBC show, not that the network's transcription that the network's transcription of the control of the contro

"Kraft Music Hall" will be an all-wax Job.
Jolson will transcribe the show today (2) on the Coast, with Jimmy Durante in the guest slot slot. Chlest and agency (4. Walter Modern Landscripe and Landscri

#### Nepotism in Reverse

Ernic Silono a giveaway quizzor way 300 mon a giveaway 300 m

#### 30 New Shows Set to Roll On NBC List

Chicago, March 1.

NBC affiliates were told Monday (28) that the network is ready to roll with at least 30 new shows, with the web having either full or part control of the packages and talent, or the exclusive options.

taient, or the exclusive options.
The following dozen were listed
as a cross-section of the type of
programming the affiliates can expect in the future in the web's development of moderately-budgeted
shows.

Screen Directors Guild "NBC Theatre," which since its recent Sunday preem opposite "Stop the Music" has already hit an 11.7 Hooper.

Dean Martin-Jerry Lewis show. Henry Morgan show, scheduled to preem next Sunday (5).

Charles Boyer dramatic series. Jose Ferrer show.

Jose Ferrer show.

"Four Star Playhouse," utilizing taients of Olivia de Havilland, Rossell, Cary Grant and Edital Russell, Cary Grant and Edital Russell, Cary Grant and Edital mag fielding plees available for adaptation.

James Mason and wife in who down the release the start of the Came to Dinner."

"My Life and Hard Times," comedy series based on James Thurber Douglas Fairbanks, Jr., in swash-

# CRUCIAL MEETING

Chicago, March 1.

Chicago, March 1.
Niles Trammell, president of NBC, won probably- his greatest personal triumph in broadcasting yesterday (Mon.) as the entire affiliate membership, called into emergency session here, gave him and the network a complete vote of confidence and unanimously endered his "Operations: 1948."

and the network a complete vole of confidence and unanimously enconfidence and enconfidence and enconfidence and enconfident enconfident enconfidence and enconfident enconfid

ican talent and are confident that is field has sulmitted potential test. The confidence of the confid

future.
That the affiliate boys were rooting for that crucial hit was aprooting for that crucial hit was ap-parent from the moment they started drifting into town Sunday (27). If anything, this Chi meet will be remembered as an expres-sion of the broadcasters' feelings toward Trammell as the boss man who came up from their own ranks.

No Spirit of Panle
The affiliate aggregation assembled in an atmosphere that generally betrayed the seriousness of the situation attending the NBC loss of top personalities and properties to CBS. That practically every affiliate arm was represent-No Spirit of Panle (Continued on page 38)

#### RCA's '48 Net Income In Sharp Rise: NBC Tele

shead last weeks solison the goJolion will do his Thursday (3)
Allow will do his think whe he
Ilve, but remaining shows in HolIlve, but remaining shows in HolIlve will the his think whe he
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Ilve, but remaining shows in HolIlve will be will be a gainst 318
All All and The Ilve will continue to the Mission on the standard with the his think whe he
Ilve, but remaining shows in HolIlve whe had the weeks a gain and the composition of the standard will be a shown will be a s

#### WINSMEMBERSAT Hooper-Nielsen-Roslow Slugfest Looms at Chicago Meet Next Week

B & B's Hooper Checkout 3 & B's Hooper Checkov
C. E. Hooper got some more
bad news last week, when Benmajor agencies with a multimiliton radio budget, served
notice on the rating outfit that
it was cancelling out, after the
time. B & B was one of the
earliest Hooper subscribers in
the agency fold and says it
will see the server of the server
between the

Nielsen operation.

B & B bowout accents anew the Hooper-Nielsen rivalry for future dominance, with more and more agencies, as well as stations and networks, weighing the relative merits of the two operations.

#### **Supper Club' For** New Format In Child. Revamp?

Liggett & Wee's (Chesterfield cigarets), which is plunking down \$27,800 a week for sponsorship of Bing Crosby on CBS starting in the fall, is currently reappraising its whole AM-TV programming tox whole AM-TV programming tox the fall is currently reappraising tox whole AM-TV programming for years a five-time-s-week attraction, may undergo drastic reamp and wind up as a onceweekly half-hour program as a compromise in view of the heavy Crosby tab.

Despite some reports that "Sup-Despite some reports that "Sup-

Crosby tab.

Despite some reports that "Supper Club" is to be scrapped entirely, this would appear to be unlikely, in view of the fact that the volume of the fact that the volume of the volume of the fact that two-year contract with Chesterfield. In any event, Liggett & Wyers and Newell Emmett agency have until June to come to a definite decision on how the '49-50 programming semester will with the volume of the volume

shape up.

With its heavy audience-pulling
Arthur Godfrey cross-the-board
morning show, its 60-minute video
showcasing on Godfrey Wednes
days rights on GBS, in addition
to Crosby (client also has first call
on his TV services) and "Supper
Club." Chesterfield is probable
for the complete of the complet

#### HARRIS WINS FIGHT TO GO IT ON OWN ON NBC

Hollywood, March 1. Phil Harris has won his fight to stay on NBC. Rexall prexy Justin Dart, sponsor of the Harris-Alice Faye airer, announced he'll stick with the net through 1950.

with the net through 1950.

Harris held out for NBC after
Jack Benny left the web for CBS,
advising that he could hold onto
his rating without riding Benny's
coat tails. However, since then he
has dropped out of Hooper's first

Harris will continue to appear on CBS with Benny, immediately preceding his own half-hour show at 7.30 p.m. Sundays.

#### Hank Ladd's Auditioner

Herbert M. Moss Productions cut an audition record of "The Hank Ladd Show" for Tony Provost, WNBC programmer. Test platter also featured Johnny Gurnieri Trio and Phil Goulding. Ladd, Eddie Birnbryer and Tom Langan bandled the script.

| Moss says he is now cutting | transcriptions with the "New | Length"—22 minutes.

The ratings boys—C. E. Hooper, A. C. Nielsen and Dr. Sydney Ros-low (Pulse)—may start slugging it out here need week. There appears the one who can come up with the most convincing story, in terms of quantitative research, indicating around for long time, stands to emerge as the AM champ.

The Rating Trio will be here to address the National Television. The Rating Trio will be here to address the National Television trends, but actually the most intent eyes looking Chi-ward will be those of the AM boys. For a lot of short in terms of the AM vs. Triangs hallyhood techniques being used, with the recent subsequent in the control of the control of

#### **NBC Sales Talk:** 'RCA's 12 Bennys

Chicago, March I.
NBG excess at the "affiliate crisis meeting" here have been spotlighting attention on the just-released annual statement of the parent Radio Corp. of merica, 200 March 1990, as evidence that it will take more than the lots of a few shows and personalities to put the network out of business. In effect, NBC's argument is that "with \$24,000,000 at \$24 Bing Croebys" (at the CBS rate of exchange.)

Timing of the release of the

Timing of the release of the RCA statement, on the eve of the RCA statement, on the eve of the affiliate powww, was deemed a natural. While some of the affiliate beautiful that the statement of the affiliate power of the affiliate power of the affiliate of the statement of the parent company's profit sheets, point to it as a distinct asset as not only a bulwark profit sheets, point to it as a distinct asset as not only a bulwark against emergencies, but in expension of the statement of the stat

#### **ABC '48 NET INCOME DIP** DUE TO TV EXPANSION

Although its gross income for 1948 was higher than its '47 take, the American Broadcasting Co. shows a decrease in its net earnings in its year-end report. Reason for the drop was the net's expansion in television.

sion in television.

Net income after taxes for '48
was \$468.676, equal to 28c a share
on 1,689.017 common shares outstanding, as against \$1,520.756, or
90c a share for '47 on the basis of
the same number of shares. Gross
for '48 totaled \$54.047.043, compared to \$52,922.884 for '47.

#### STANDARD OIL'S BOUTS COIN

Chicago, March 1.
Standard Oil Co. (Ind.) will sponsor WGN broadcasts of Golden Gloves finals and international boxing bouts March 4 and May 18. First time bouts have been com-mercially sponsored: McCann-Erickson agency handles.

#### Taping of 'Command' as NBC's First **Proves Tricky Operation at Esty**

Hollywood, March I.

It's a neat trick if they can do
it and despite Tom Luckenbill's
monumental doubt the boys at the
Buy Merch Son Common Control of the Common Control
Buy Merch Son Common Decision," airingers, it all has to do with taping
Metro's "Command Decision," airinger Thursday (3) for Screen Guilting Thursday (4) for the Control
I it weren't that Clark Gable,
who has 'shunned radio like and
plange and the Screen Guilt of the Control
I it was the Control
I in the Control
I in

ther cast leads.

Three nights later the other prinipals were impressed on the ribon, with Lewis reading Gable's.

Three nights later the other principals were impressed on the ribbon, with Lewis reading Gable's Annual Contract of the Contra

#### St. Louis County's KXLW Settles Engineer Snag But Gets New Headache

St. Louis, March 1. The first of the numerous troubles that have beset KXLW, St. Louis county station, since it

troubles that have neser Addr., St. Louis county' station, since it tangled more than a year ago with the trustees of Olivette, a residential community in the county in t

#### **ABC Auditions Rooney**

ABC is additioning Mickey Rooney for a half-hour situation code, show.

Rooney, who played Shorty Bell in a CBS series last season, would play a "typical young fellow next door."

#### Hearst Changes Slant On Air News Coverage With Emphasis on TV

The Hearst publications have apparently changed their anti-radio orientation, having added radio or tele sections to some of their sheets. The emphasis, however, is mostly on TV.

In Baltimore, Aldine R. Bird is doing a three-times-a-week tele column in the News-Post. In the Sunday American there, Norman Clark, the paper's drama critic, re-Clark, the paper's drams critic, re-views the week's video shows much the same as he handles leght playd. Jay H. Brown is covering radio. Copy is dressed up with half-column pix during the west and column control of the column of the clark of the column of the column of the column pix during the west and Obvious reason for the big tel-play is fact that Heart sown WBALTV. But the interesting angle is that the papers never gave radio a break when Hause I had "The Raltimore namers and cooles."

only an AM operation, WBAL.

The Baltimore papers sent copies
of their columns, together with
favorable reaction from readers,
radioites and executives, to other
Hearst journals across the country.
In Boston the three Hearst
papers—Record, American and Advertiser—cover both radio and tele.
Columns were started before Columns were started before Hearst had a TV station in the Hub. In Los Angeles, the Herald-Express and Examiner started radio-tele columns recently when Nick Kenny, of the N. Y. Mirror, went to the Coast to help launch them.

Hearst has a TV station in Mil-waukee, WiSM, and an application for Pitsburgh, WCAA, which may result in additional broadcast cov-question most radio flacks are ask-ing is what will happen in New York, Nick Kenny covers the field York, Nick Kenny covers the field York, Nick Kenny covers the field Journal-American uses only list-ings. One new feature in the J-A is "Quiz Tips," which gives hints ings. One new feature in the J-A is "Quiz Tips," which gives hints "mystery tunes" on the giveaways.

#### Bill & Buzz Stretched

To 45-Min, on KDKA

Bill (Hinds) and Buzz (Aston) show, which made its debut on KDKA two years ago as a quarterhour morning feature, has become a 45-minute program five times weekly. It will be under coperative sponsorship from 8:45 until 930ch

Both local radio vets, Hinds and Aston got the idea for the setup while both were in the service at Fort Dix, N. J.



GLEN MARTIN

One of KLZ's top announcers,
Martin, is a long-time favorite with
Rocky Mountain fans; does a top
job, too, as editor of KLZ's Saturday afternoon "Sports Extra."

\*\*I.7. Denver.\*\*

#### **Station Reps Ask** End to 'Raiding'

Washington March 1

Washington, March I.
The National Assn. of Radio
Station Representatives yesterday
(28) urged the FCC to stop network. operations in the national
spot advertising field. Failure to
act, said NARISR, would be an
'Open Invitation' to the webs to
take over the station rep business
without limit."

take over the station rep business "without limit."

In a brief containing its proposed findings in the Commission proceed findings in the Commission affiliates, the association told the agency, that "ino matter what the answer to this one is simple: stop the station of the station of the station of the station of the independence of the affiliated stations. Stop it before the stations find themselves blocked from all independent access to national stations. Stop it heror the stations find themselves blocked from NARISK said the Supreme Court decision upholding FCC's network regulations laid down powers the Commission can apply in restricting spot sales to affiliates.

The brief said that television has given the websering greater tree.

The brief said that television has given the webs even greater opportunity to control station time and rates than they had in AM broadcasting. "That Opportunity," it added, "will be greatly enhanced if the networks are permitted to supplement their existing power by taking over the representative function."

function."
NARSR asserted that under their NARSR asserted that under their contracts with non-interconnected stations, the nets are in effect placing spot business on the stations, while exercising network prerogatives." The brief was filed by commanding position over all time sales by combining the function of network, and station representatives." The brief was filed by Pty. Fitts & Shuebruk, NARSR counsel.

Salt Lake City—Sherril W. Tay-lor, formerly publicity director for KSL (CBS), has been upped to pro-motion-publicity manager. He be-gan with KSL in September 1947, Raymond L. Bergman, whom he re-places, is the newly appointed radio director for the Francom Adver-tising Agency.

#### **Out of Bondage Via Tape**

Now that all the networks are tape-conscious and have lifted the transcription ban, a lot of air personalities are doing a fast double-from their bondage." as one put as of many years to "ease them from their bondage." as one put as of the property of the form of the form of the form of the form of their bondage." as one put the form of their bondage. The form of the form of their bondage. The form of the form

Crosby found out a couple seasons back, others are fast catching with.

In with a couple seasons back, others are fast catching with the couple of the coupl

#### No Rabbits in NBC Hat

Here, he essence, is the formula for NBC's "Operations: 19gin as set forth in the presentation to the affiliate membership by prexy Niles Trammell and his associates:

"I will be a supported by the state of the st

of the Air' from ABC to NBC may crystallize itself by some definite action tomorrow (Wed.) as a fresh Sunday night programming bulwark.

Molly ark definitely staying with NBC; so is Bob flope, with Alie Faye-Fini Harris remaining through 1850, NBC is "confident" that the brace of Bristo-Myers shows, "Mr. District Attorney" and "Dufly's Tavent" will remain.

In major network operation, "there are only one sind a quarter hours of network operation, "there are only one sind a quarter hours of network operation, there are only one sind a quarter hours of the other and a half hours of CBS network option time open in the evenings as of now, in contrast to three and a half hours of CBS network option time. Similarly, Monday through Friday daytime, there are only two and a quarter hours available.

8. The day has arrived for radio to broaden the economic base of advertiser participation. In line with this thinking, the network will support an "economical radio" policy in keeping with the new at the support and "economical radio" policy in keeping with the new at \$1,631 per Hooper policy payoff for an average rating of 11.4, while the 10 lowest priced shows in popular favor have a \$34 per Hooper polit payoff, for an average rating of 13.3.

9. NBC wants to re-examine its policy as to crime shows and placet was dropped with the simple statement "let's take another look at it."

#### Pulitzer, Brown Attendance in Chi **Cues Concern on Future Press Status**

WMPS' 259G Radio Center

WHIPS' 2596 Radio Center

Memphis, March I,
WMNS, the Momphis ABC affiliate, moved into its new stranglined \$250,000 studios and offices and the stranglined \$250,000 studios and offices and the stranglined \$250,000 studios and offices in wacting its quarters in the Columbian Towers due to the expiration of the Isaac and offices and the studios of the South comprising a total of seven studios and complete recording facilities. Expansion program foliates. South, comprising a total of seven studios and complete recording facilities. Expansion program foliations and complete recording facilities. Expansion program foliations and complete recording facilities. Expansion program foliates and the stations are supported by the stations of the stati

#### Parisian-Made Femme Spots Prepped For U.S. By French Broadcasting

By French Broadcasting
The North American Service of
the Proportion of the Proposition of

#### **P&G Appoints Smith To** Program Director Post

Cincinnati, March 1.
Gail Smith assumed title Monday (28) of director of radio in charge of night network programs for Procter & Gamble Productions,

Inc.
One of seven show under
One of seven show under
Smith's direction is "Life of Rilley."
(Ilming of which by Universal
preems here Friday (4) with radio
and screen talent due from Coast
for Hollywood splurge. Smith
olined the P&G ad department six
years ago as assistant in radio section.

Particular significance is at-tached to the fact, perhaps for the first time in such NBC-affiliate conclaves, that the owners of top stations, along with their general stations, along with their general managers, have put in an appearance here. The fact that such key figures as Joseph Pulliter, owner of the St. Louis Fost-Dispatch and die-leie operations, and Enoch Brown, owner of the Memphiis Commercial Appeal and Press-Scientiar and his all-important the special two-day meet, has far wider repercussions than the fact that NIGC per NIIce Transmell was that NIGC per NIIce Transmell was the Miller of NIIce Transmell was the NIIce Transmell w

the affiliates.

Actually the Pulitzers and the Browns are here because of a diserte to find out where they'll come off in the future communications processes are consistent of the processes are consistent of the processes are consistent of the processes are consistent or television, with its supplementary impact on the entire publications field, their future status as kingpins in the U. S. status as kingpins in the U. S. and with FCC Chairman Wayne Coy on hand today Crues. I but the consistent of the consisten

#### Pitt AM Radio Feeling Pinch as Advertisers Begin Segue to Video

Pittsburgh, March 1. AM radio locally is beginning to feel the pinch of TV already, even though there's only one video stathough there's only one vineo sta-tion in operation here, WDTV, and that's on a parttime basis. At the moment, switchover is being prin-cipally effected in brewery ac-counts, which is natural, since right now majority of TV sets locally are centered in the bars and saloons.

saloons.

Biggest advertiser so far to cut
down on AM budget in order to
spend more on video is Duquetos
Brewing Co., which has increased
allotment on WDTV at expense of
KDMA. Beerment of
KDMA. Beerment of
KDMA. Beerment of
KDMA. Beerment of
the company of
the

# MUTUAL BACKS UP ED KOBAK

#### **Business at Wholesale**

The future status of two networks was being resolved simultaneously and within a couple of miles distance here Monday (28). While Niles Trammeli was trying to convince his affiliates gathered at the Stevens hotel that NBC was still a pretty good spot for facilities to latch onto, the Mutual board of directors were in conclave at the Ambssador East hotel, with Ed Kobak's continuance as prexy handing in the balance.

#### **FCC Nixes Late Richards Surprise** Plea; Will Go Ahead on L.A. Hearings

Washington, March 1.

The FCC stood flum yestenday (28) in its decision to go ahead with its scheduled hearings March 16 in Los Angeles of the George A. Richards stations, and the stations of the George A. Richards station, and the stations of the statio

## **CBS Bags Nags**

CBS last week grabbed off a nice chunk of special events coin with the sale of a three-by radio-mixed the sale of a three-by radio-mixed the sale of t

#### KFNF's 25th Anni

AFIN'S ZOIL ARIDI
KFNF. Shenandoah, started
broadcasting Feb. 20, '24, with a
2-minute non-hour program and
a one and one-half hour evening,
chedule, and eelebrated its silver
anniversary last week.
Operated for many years by the
Mary as a Dowest station and is
now as a Dowest station and is
now as a Dowest station and is
now as a Dowest station and is
completed by the station of the station
and the station of the station

Oh, Those Cops
Kenosha, Wis., March 1.
Local police built a new FM

Local police built a new FM radio tower after filling application with FCO and Civil Aeronautics ... Administration. Tower was completed, but no okaya arrived.

Instead to see building plans. CAA will decide on unauthorized construction, as well as tower being too close to nearby flying school. Meanwhile, the long arm of the law is holding a worred brow.

#### Indies 'Slighted' On Government **Spending for Ads**

pending for Ads spettion, a lengthy document up by an array of six top influence of the pending for Ads spettion, a lengthy document up to six top influence of the document of the document careful study, one of the five present ded — Commission er Hyde. A ser general counsel of the document careful study, one of the five present ded — Commissioner Hyde. A ser general counsel of the cycle to the position the procedure requirements and the investigated position to the compared with other media; and is the investigated position of the cycle of the procedure requirements and the investigated position of the first procedure requirements and the investigated position of the cycle of t

#### MBS. NBC TO VIE FOR COTTON BOWL CLASSIC

CUITUN BOWL CLASSIC
Dallas, March. 1.
Mutual Broadcasting System and
the National Broadcasting System and
the National Broadcasting Co. have
been asked to submit blots over
radio and television regarded
Mutual has had the game in the
past and now NBC wants it.
The web which wins out will
have to sign a three year contract,
all for broadcasting in 47 or 48
television; (c) the privilege of televtwising the game to require that the
Cotton Bowl Assn. be paid-190%
of the revenue from sponsor of the
telecast.

#### WFTC's 61G Sale Asked

WFTC's 61G Sale Asked
Greensboro, N.C., March 1.
Jonas Weiland has asked the
FCC for authority to sell WFTC.
at Kinston, N. C., to Kinston
Broadcasting Co., for \$61000.
The purchasing company is
headed by A. K. Barrus of Kinston, and includes 28 stockholders.

#### SCHISM SEALED IN CHI MEET

Bitter two-day hassie anong Mi-tual Broadcasting System board of directors ended when Lewis Allen welss, board chairman, today (1) smounced the re-lection of Edga-tor of office was not announced, but it was understood that the vote was close. Kobak was unavailable for comment after the session ad-

close. Kobak was unavallable for comment after the session admediate the session with threats of withden admediate the session with the

drawing if his or that demand was not met.

Mutual programming plans call for considerable rewamping and reshuttling. Starting met month-construction of the programs. Kingpin of these will be fitted that the construction of the programs. Kingpin of these will be fitted that the construction of the constru

#### Reprise Due On Cig Day Battle

The battle of the cigart companies for supermacy as the "big smoke" in the daytime market, looks due for a revival soon, William of the control of the contr

Plain Dealer Sets Condon riam Dealer Sets Condon Cleveland, March 1. George Condon was named radio editor of the Plain Dealer, succeed-ing Robert Stephan, 53, who died of heart attack last week (20). Condon, 32, formerly on the gen-eral assignment side, is brother of Maurice Condon, producer.

#### Toni's 'Which One's Got the TV' **Cues New Era in Sponsorship**

#### Full-Dress Rehearsal

Full-Dress Rehearsal

NEC ress, Miles Transmer

Chicago, March 1.

NEC ress, Miles Transmer

Child dress rehearsal' of netductive for the two states of the contransmer of the moment the concontrol of the two-day affiliate meet. The constevens hotel Sunday (27) for the two-day affiliate meet. Carefully concealing the Transmeeting leak, NBC nonetiess directed a two-way advance campaign to 'set the campaign to 'set the campaign to 'set the campaign to 'set the filiate boys.

Announcement by Justin Dart, and the affiliate boys.

Announcement by Justin Dart, the affiliate boys.

Announcement by Justin Dart, excell press, that the Phil 
remain with NBC not only 
remain with NBC missile had hit 
rectify any Stunday (27) night 
another NBC missile had hit 
rectify the corridor mark with full imthat CBS was going to lose one 
of its top clients, thus suggesting that "Paley's come" can 
for its top clients, thus suggesting that "Paley's come" can 
just "Paley's come" can 
the corridor mark with full imthat CBS was going to lose one 
of its top clients, thus suggesting that "Paley's come" can 
proper the common 
proper than the corridor mark with full imthat the corridor mark with full imthat the corridor mark with full im
city. By Stunday (27) night 
another NBC missile had hit 
corridor mark with full im
the properties of the corridor of the corridor 
properties of the corridor 
proper

#### NBC Likes Drama. **CBS Yens Comedy** For Summer Fills

Hollywood, March 1. Heavily accenting mystery and drama to the exclusion of music and comedy, NBC is clearing the production decks for a raft of summer shows to fill the summer voids and with enough production and name backup to warrant holdovers for fall sale. Homer Canfield, the

amen backen be well and the best of fall sale. Homer Canfield, the net's Hollywood program director, is laying out the agenda and continuous the sale of the sale

#### QUAKER'S DONALD IN TALK'; VAMPS 'LADIES'

TALK? AMPS LADIES

Peter Danald will be starred his

The terror Danald will be starred his

Talk Your Way Out of th' on a brack

Talk Your Way Out of th' on a brack

Starting March 30. Program will

be heard three times a week

Monday, Wednesday and Friday,

toft' now beard cross-th-board in

the 3 p. m. slot, will be aired Tues
day and Thursday.

"Talk" will be sponsored by

Quaker Oat's Aunt Jenima pan
ger, Quaker has been bankrolling,

with Toni pleking up the tab for

three quater hours. Bolt Tonia

and when the shift takes place the

show will be available for sponsors

ship.

which it shared with Quaker Oats, Toni cancels out on "Laddes" end of March. Toni has bought the 9 matched of March. Toni has bought the 9 matched of March. Toni has bought the 9 matched of March. Toni has bought the 10 matched of March 10 matched on 10 matched of March 10 matched on 10 matched

#### Best Time' Slot Still a Question

Although the cry today among agencies and clients in "gire aus better time next season" (NBC's been hearing quite a bit of it these past few weeks), actually the netition where the only answer is: "Who knews what will be better time in the fail?" down knowled in witchovers, anticipated cancellations, etc., the average client at this date isn't quite sure what his date isn't quite sure what his date isn't quite sure what his cast in goes up on the "49-50 broad casting season. Thus, argue the webs, to squawk about "better premature side until the picture crystallizes itself somewhat.

FESTIVAL OF MUSIC; FESTI-VAL OF SONG
With Lon pines Symphonette,
Mishel Plastro, conductor; Chorallers and orch, Eugene Loweli,
conductor; Waiter Hendl, guest;
Frank Knight, announce,
Frank Rnight, announce,
ordineer; Alan Cartoun
Froducer; Alan Cartou

LONGINES-WITTNAUER CO.

CRS. from N. times on Sabbath atternoon airers affords opportunity for the unisual setup of one sponsor on two musical programs the property of the state of the st

Lies Dreaming" and "Drill, Ye Tarriers, Drill, "Orchestra dies backgrounds of Join Gart. Gilb. Tarriers, Drill, "Orchestra dies backgrounds of Join Gart. Gilb. Tarriers, Drill, "Orchestra dies backgrounds of Join Gart. Gilb. Tarriers, Drill, "Drive Join and Join a

therefore, an anti-pact.
"Cisco" is well scripted, with a careful handling of suspense

ARRIVAL OF THE DELAYED WILLIAM SING STATE OF THE DELAYED WILLIAM SING STATE OF THE STATE OF S

in pace. Program shows neat pacing before the pactice of the pace in pact. The pace in pact in



HARRY SALTER

O'Brien giving a moving performance.

WOMEN'S WORLD

WIS Mary Alleen Banney
WIS Mary Alleen Banney
WIS Mary Alleen Banney
Miss Ranney, who uses the tag.
Miss Ranney, who uses the tag.
Miss Ranney, who use the tag.
Miss Ranney, who was the same of the same of

### Followup Comment

Jackle Robinson, Negro second haseman of the Brooklyn National league club, when saked by a gird haseman of the Brooklyn National league club, when saked by a gird haseman control of the saked by a gird hase the saked by a gird has been controlled by a gird has been controlle

#### \* From the Production Centres

IN NEW YORK CITY . . .

IN NEW YORK CITY.

George Wolf, assistant tels director for Foots, Cone & Belding, is a country squire, now being domiched in suburban Rye. ... Ed Köbak, Mutual prexy, hopped plane to Chi Sunday (27)—but not for NBC-affillates cruicial powwow.... Martin Weidon, of CBS, helping National Council to Combat Bindness with radio publicity. ... Same Etters, WLIB program director, father of a boy, Jason Louis, Mother is editional Council Five Arts by the National Five Arts Award, lik, and song-writing contest offering \$100,000 in prizes and fellowships. ... Herbert L. Bachman. has left ABC to head up new research department for Headigs-Reed, station reps. ... Frankiny Publash doing an Army document of the Country of the Coun

Gayet, James Van Dyke, Haskell Coffin and Louis Sorin to "Front Page Farnell."

Johnny Desmond has gone to Chicago for a week's guest stint on Don McNell's "Frenkfast Club" program... Dick and Mrs. Leibert returned Friday (25) from a two week's skiing vacation in Canada... The control of the Comment of th

#### IN HOLLYWOOD . . .

IN HOLLYWOOD.

Sidney N. Strotz made it official last week that he's giving up his roving assignment with NBC and anchoring permanently here... Harry Ackernams solved Columbia's problem of filling for three weeks between he time spike Jones moves to Saturdys night and Orale and than "waste" a new show on such short showcasing, he decreed doubt than "waste" a new show on such short showcasing, he decreed doubt than "waste" a new show on such short showcasing, he decreed doubt than "waste" a new show on such short showcasing, he decreed doubt the Sunday cast. ... Mrr. Eleanor Roosevelt due in town this week and the Sunday cast. ... Mrr. Eleanor Roosevelt due in town this week and the Sunday cast. ... Mrr. Eleanor Roosevelt due in town this week and the Sunday cast. ... Mrr. Eleanor Roosevelt due in town this week and the Sunday cast. ... Mrr. Eleanor Roosevelt due in town this week and the Sunday cast. ... Mrr. Eleanor Roosevelt due in town this week and the program from Don Lee ... Robert Kintner, executive veepee of ABC, around for two weeks but dividing his time between Rollywood weeks, but no sponsor interest. Bernard Schubert, who packaged the comedy piece, is striking up a deal with another network.

Radio News Chlb, which threw the book at G. A. Bichards, resulting the members persist in absentering at most the strong of the clubs 70 members and others threatened to walk when only 15 of the clubs 70 members showed up at recent session. ... After an eight-year absence, Dord Glibert (Wolfs daughter) is book scripting for Gene Autry. ... Jins the wing of Norman Blackburn at NBC in New York. ... Dorohly Thackry passed a short visit here with her soon and then retraced her steps to New York. ... Waiter Lurie around to look over the crop of available way to the company of the clubs of the clubs of the program before the presented to CBS for showcasing. Hawkhorne's program before it is presented to CBS for showcasing the ways (loowing around the turntable failed to smoke out any sponsor interest on ABC. ... Mark

#### IN CHICAGO . . .

IN CHICAGO

Dorothy Miller, WBBM education director, hosted at ill, Women yours League. Alkon Farber of J. Walter Thompson agency, of the work of the control of the contro

# NBC-TV'S 48% IN 'NEW MONE'

#### TV Must Develop Camera Technique To Capture Big Shows—Liebman

By NAT KAHN

By NAT KARN

A year ago a constant murmur
in television was that programming would have to go far to
the same of the same of the same of the
have to go far to
the new medium. The shoe has
apparently been switched to the
other foot. Max Liebman, producer-director
program, "Admits of the
foot of the same of the
foot of the same of the
foot of the same of the
foot of the
foo

formance value." In short, Lieb-man thinks that a regular theate-show must be presented—that it's now up to the engineers to devise a way in which to capture the whole picture. Vaude TV Gets Nix

"If intimacy were the sole un-qualified purpose of television, then the best format certainly is the straight variety entertain-(Continued on page 40)

#### Berle Again Ahead in Feb.

This are the second of the sec

area:
Program Station Rating
Texaco Star Theatre. WNBT 76.5
Arthur Godfrey's
Talent Scouts. WCBS-TV 56.1

| Talent Scotts. WCBS-TV | Admiral Broadway | Revue\* .WABD & WNBT . 50.6 | Arbur Godfrey & Friends . WCBS-TV | 48.6 | Friends . WCBS-TV | 48.6 | Friends . WCBS-TV | 32.5 | We, the People. .WCBS-TV | 32.5 | We, the People. .WCBS-TV | 32.1 | Colgate Theatre .WNBT | 32.2 | 32.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 34.7 32.5 32.2 32.1 30.2

\* Aired on both stations; rating is the combined audience for both.

#### Buzzell Preps TV Package Of Pic Stars' Screen Tests

#### WNBT's 'Fun With Arts'

"Fun With the Arts," a quizzer packaged by Jo Ranson and Dlck Pack, indie flacks, will be launched sustaining by WNBT, N. Y., on March 10.

March 10.

Show is a revision of "The Seven Arts Quiz" which was given a test run in 1947 for Jello, via Y&R, and is based on Ranson and Pack's "Quizbook of the Seven Arts."

George Wallach will be productives of the Seven Arts."

#### **CBS Radio Name** Talent Due on TV **Before Summer**

CBS, in the first disclosure of its television plans for the long list of top-name radio talent it has refor top-name radio talent it has retelevision plans for the long list in the state of the summer. Spokesman in these stars on video before the start of the summer. Spokesman now in full swing to build individual packages around each of the personalities and that the venture will not necessarily await the start of the star

the fall season. We start, of the work when he recording unit, which is now being tested in N. Y. for shipment to Hollywood as soon as all the the start of the season when the season with the season when the season we will be season with the season when the season when the season we will be season when the season when the season when the season we will be season when the season we will be season when the season which we will be season when the season which we will be season when the season

a commercial basis."
While all the pacts signed with
the new CBS talent are believed
to include full arrangements for
of the AM stars who had never
seen video in the east had expressed a desire to study the eastear programs before rounding out
Stars also want to make certain
that the film recording process is
good enough to insure they'll look
only on the serven. Some of the okay on the screen. Some of the talent may do an experimental one-shot from N. Y. when they come east and Jack Benny, for one, has already agreed to do a one-time show on the Coast this month.

#### OHIO HOUSE PASSES PART BAN ON AUTO TV

Columbus, March 1. Ohio's House of Representatives passed a bill last Tuesday (22) pro-hibiting television receivers, with screens visible to drivers, In motor vehicles on the roads of Oklo. vehicles on the roads of Oklo.
As originally presented by Rep.
Joseph X. Schwartz, of Cincinnati,
the bill would have banned all TV
sets in motor vehicles, but this was
amended on the floor to limit the
ban to screens visible to the
vehicle driver.

Bill exempts emergency vehicles and those used in licensed televi-sion transmission. It now is in the Senate for action. Passage ap-

# FOR AFFILIATES

NBC threw the television book at its affiliates here loday (Tues.), it is affiliated here loday (Tues.), if it is affiliated here loday (Tues.), if it is a subject to the first and sales potentials that deven the most hard-bitten of the AM drum-beaters doing some The "NBC Story," revealed for the first time at today's closing session of the two-day affiliates session of the two-day affiliates beattening news to the station operators, who have long felt and AM would be the first to take it! AM would be the first

the web.

No Radio Coin Cuts

While 39% of current NBC-TV
network advertisers are using the
the present time none of these
the present time and the contended of the control of the contended to the control of the control
time of the control of the control
time of the control of the control
time of the control No Radio Coin Cuts

# **Full CBS Day**

AITING 3001

Full daytime programming on WCSS-TV, N. 9 flagship of the CSS-TV web, is stated to get under the control of the c

off at 7 a. m. dally but recently withched its schedule to a 9 a. m. such as the Senate for action. Passage appears certain.

Albany Bill Prepped Albany, March 1.
A bill to outlaw tele in autor offerred in the Legislature before the rule until now, revolving main-ly granule of the control o

#### ROSY PROSPECT Set Prices Continue Downward Trend; Help Build First Trade-In Market

Cars Come High

Care Come High
The "heavy industries" in television, notably represented by the automotive cleans, find themselves in a dilemma over the commercials in their inFord, for example, currently represented by its 60-minute TV dramatic series, and with its upcomist light, budgeted in the proposed by the commercial where the proposed by the commercial where the series of the trained directly on only the commercial where sint a studio big enough to permit for the live display, with result that it entails an investment of seventh series of filmed commercials.

#### No-Eastbound **Edict Snarls** Chi TV Plans

where the station of the station of the station of network of the station of the

#### 'RIDDLE' IN BIG SWITCH ON GOODRICH PICKUP

ON GOUNKICH PICKUP

A switch involving networks, sponsors and time will take place as a result of Goodrich pleking up the tab on "Riddle Me This" Instead of General Electric, the current of the control of the control

Further indications that television set prices will reach the mass consumer level soon were provided this week by a dragic islan by its new models and by similar price cuts by other unaunfacturers. At the same time if was revealed that the rush to buy larger-screen sets by viewers who had owned receivers for several years was building YM after trade-in market.

ceivers for several years was build-ing TV's first trade-in market.

DaMont's price cuts ranged from the company of the company of the company of the from 3445 to 5425 to 5100 on some of the larger sets, such as the 15-inch Savoy console, reduced from 3915 to \$715. Crosley, which the 15-inch Savoy console, reduced from 3915 to \$715. Crosley, which ing arrangement with DuMont, an-nounced a reduction of \$40 in its price down to \$289.85, believed the price down to \$289.85, believed the FM. Westinghouse, maswhile, FM. Westinghouse, maswhile, brought out a 10-inch table model to list at \$232, and General Elec-tric introduced two new sets, one a 1545-inch table plob at \$389.85 at 1545-inch table plob at \$389.85 center price reductions, it is General price reductions, it is

and the other a 10-inch table model at \$323.

14 and the other a control, it is becomed are mainly responsible for the number of sales to set-owners desiring larger screens, which thereby established the are now able to buy the new 15-lack metal tube receivers for slightly move than they might have been controlled by dealers in almost except price category. Thus, according to the controlled by dealers in almost own prez Hamilton Hoge, those with 10's want to 10'-inchers, those with 10's want to 10'-inchers, those with 10's want inch jobs now desire the 13 and 16-inch models.

10's for a Trade-in.

104-inch models.

10% for a Trade-in.

Most dealers will offer 10% for a trade-in if the old set is in good condition. Dealer then puts the set into good working condition and offers it for sale at a reduced price and with a 90-day guarantee. Heaviest trade-ins so far have been

(Continued on page 38)

#### Ince's Silent Pix Offered for Tele

Hollywood, March 1.
Sixty silent pix are being put on the television market by the Thomas Ince estate. Films, all the Thomas Ince estate. Films, all made by the late director-product, include subjects starting Hobart 1900 and the Thomas Hart 1900 and 1900

#### Benny, Lum 'n' Abner In TV Bow On KTTV

In TV Bow On KTTV

In the first low of CRS' new radio star talent into televious, Jack Benny, Rochester and Lum 'Abnrch ave been set to appear in an hour-long variety show next Tuesday (8) marking the official Tuesday (8) marking the official Angeles Times station in which CRS owns a 49% interest. Show will mark the TV preem of the Assense of the CRS owns a 49% interest. Show will mark the TV preem of the Assense of the Coast. Benny will emee the pre, ram and will always and Mangaret Whitting, all will emee the pre, ram and will always and the Assense of the TV preem of th

#### **British Working Class Due for Home** TV in Year: BBC Film Use Increasing

By HAROLD MYERS

London, Feb. 22.

Home television is going to be within the means of the average working class British family within the next 12 months. This is seen to be seen to b London, Feb. 22.

Such a development would put television in the forefront of com-petitive mass entertainment, and would play havoe with boxoffice receipts at picture theatres and legit halls.

legit halls.

At the present time only 100,000 receivers are in use in the London area—the only part of the country equipped for video—but the number is growing rapidly, and upwards of 2,000 receiving sets are being made available each week. One factory alone is responsible for nearly half the total output.

for nearly half the total output.
With the extension of transmission to Birmingham later in the year, the potentialities of television are now being realized, and in the picture and theatre world it is anticlpated that it will bring about a transformation in trends of entertainment.

Exhibiting interests in the London area, who have been eyeling the growth of IV and endesvoring, do not believe it has been a major factor in the substantial drop in boxoffice takings during the past part. Experiment of the control of the control

#### Oldies New to Youngsters

Oldies New to Youngsters In one week slone, out of a total of just over 20 hours screen time, aimost one-third was filled with moring pictures. The first her recent deal with Ealing Studios, starring George Formby and Florience Desmond, was aired revers production, it was probably new to many of the younger lookersin. Some of the film entertainment, however, is of an exceppeal only to a comparatively small audience.

Interesting trend in recent BBC Interesting trend in recent BBC programs is the securing of direct listener appeal and participation. Instener appeal and participation, the first episode of a serial was presented. Subsequent episodes were written by viewers who were asked to adhere to the number and type of characters, and the winners of each six-minute sketch received a \$200 tribute of the second participation of the seco

sketch received a \$20 prize.
Another program with direct listener appeal is the Inventors' Club,
where very month new inventions'
and the committeed to devewers.
When the committeed to the committee of the late of the la

#### 40 British Pathe Pix Acquired for Video: **CBS Gets First Call**

Hollywood, March 1. Associated British-Pathe, Ltd. has turned over 40 features to Martin Ross' Film Illghights and Scotty Brown's Embro Pictures. Ross and Brown have also collected some two reel shorts from Pathe.

some two reel shorts from Pathe Deal calls for Brown to handle the 16m rights to films while Ross will manage the 55m rights. Brown related that he has not yet screened the films to determine which will be retained. CBS does, however, does put on his shelves. Brown will ask \$250 for television rental of the features and \$40 for the short subjects.

Pictures are com times to five years, old. Brown said that, he is year, old. Brown said that he is year,

#### **New Tele Business**

U.S. Rubber Co, has signed to sponsor "Lucky Pup" on CBS-TV starting Monday (7) and will later switch to the Friday spot. Agency is Fletcher Richards. Web last week sold Tuesdays and Thursdays on the across-the-board half-hour stanza to Ipana Toothpaste.

WABD (DMont N V). has com-

stanza to Ipana Toothpaste.

WABD (DuMont, N.Y.) has completely sold out its spots immediately preceding and property of the sold out its spots immediately preceding and property of the sold of the

taken 36 via Emil Mogul Co.
Hughes and Hatcher, Detroit retall men's clothing store, purchased a one-half hour television
remote program to celebrate the
opening of their new store here.
The program, on WXYZ-Tv
teature the "WAX Wackles" with
Johnny Slagle as emece, and wile
be telecast March 11, 730 p.m.

feature the WAX Waskles with lornation last sear. I. of confeature the letters that make it is a search of the letters that the letters the letters the letters that the letters that the letters the let

#### TV's Sports Lexicon

TV programmers seem to be studying the sports lexicon from archery to yachting. WJZ-TV, N.Y., will telecast a lacrosse game between the Seventh Regiment Armory team and Dartmouth College Saturday, March 12.

WOR-TV, N.Y., has an option on televising indoor polo matches from the Squadron A Armory on upper Park avenue, N. Y.

Contract would call for catching 26 games, including teams such as Meadowbrook and Morristown. Matches would also be negotiated with squads from Argentina and

#### T. of C. in Best Position To Buck Mike Jacobs

With Louis' Abdication With Louis Addication
Joe Louis's abdication of the
heavyweight championship and
consequent loss of the 26th-Century
Sporting Club's biggest draw, has
tut the Tournament of Champions
in most solid position since its
prising Clab's Music Corp. of
America, Dave Charnay's Allied
Syndicate and George Kietz, plasties manufacturer, is currently as
tempting to line up a string
and the control of the control of the
nation bouts.

T. of C. is now in its heat me.

#### Breakdown of 1,180,000 TV Sets

Number of television sets in the U.S. as of Feb. 1 numbered ap-Number of television sets in the U. S. as of Feb. 1 numbered approximately 1,180,000, representing an increase of 180,000 over those installed as of Ian. 1, included in the latest total are 1,082,100 those installed as of Ian. 1, included in the latest total are 1,082,100 ing Dellas, which has no station yet but which receives a signal from nearby Fort Worth). Rest of them were in other cities which expect TV in the near future. Metropolitan N. Y. continued far in the lead, with 450,000 sets installed, according to the NBC research division compilations. Following is the city-be-tily breakdown: No of

	NO.		ine. Over
	City Stat	ions Sets	Last Mont
N	ew York (		40,000
	hiladelphia		17,000
- T4	os Angeles (		9,700
C	hicago		23,000
	oston		9,800
B	altimore		5,000
	etroit		7.500
w	ashington		3,700
- či	leveland		2,400
0	Louis		4.500
NT.	ew Haven		
3.0	ilwaukee		1,800
E.	henectady		2,000
20	nenectady		2,200
- 5	ncinnati		2,700
ы	uffalo		2,400
	innSt. Paul		300
T	oledo		2,400
	ichmond		1,200
	tlanta,		500
	ttsburgh		1,900
	Dallas	4,000	500
L	ouisville		900
Sa	n Francisco		300
N	ew Orleans		300
F	ort Worth	3,000	500
Sc	attle		700
	emphis	2,800	600
	ouston	2,800	300
Sa	It Lake City	2,500	800
Sy	racuse	2,000	1.000
Al	buquerque	500	200
	Sub-total 50		146,100
Pr	ovidence	5,200	300
	yton	2,000	600
M	iami	1.100	100
In	dianapolis	700	400
E	de	400	100
. 01	thers	88,500	32,400
-	Total	1,180,000	180,000
9	49 1 19 19 1	Sand Michaelle 1977 stad	

Included in coverage area of Fort Worth TV station.

#### **Inside Television**

Shudders of the Manhattan week Any station from 8:30 to 9 Thursday (24). There are such half hours ... that frozen smile on Indy (24). There are such half hours ... that frozen smile on Indy (24). There are such half hours ... that frozen smile on Indy sponsors who won't change their film commercials every two or three weeks. ... if might be a help to WFIX if Guy LeBow would stop trying to do comedy ... all-night jockeys who lake a bow from Rd Sullivan's week for their listeners. ... couldn't we all chip in and send Pair, Johnny south? ... "Who dat" has either just reached Chicago or ABC, Wayne Griffen is still using the expression on his wrestling telecass ... if a message comes from Phil Silvers of a Thursday answer it. He needs you. ... a football unique would penalize that narrator for in-needs you. ... a football unique would penalize that harrator for in-needs you. ... a football unique would penalize that harrator for in-needs you. ... as the subject while nothing happens ... all the thinking is of television keeping people home, but few mention it can also drive 'em out of there. In fact it has already done it.

Television, in addition to reviving oldtime vaude acts for theatre dates, is furthering the resurgence of live theatrical shows with talent developed on its own. For example, Cluck and Sack Luchsimer, on the control of the control

Bell Television, indie set distributor headquartering in N. Y., has added distribution of viewing tubes fo its merchandising program, believing there will be a growing need for retailers, to have an adequate supply of replacement tubes on hand for customers who have used the state of the st

KLAC-TV will use a staff of three eamera directors to handle the Los Angeles Angeles and Hollywood Stars' baseball games this year, Due to the heavy schedule, Fred Henry, program director, decided that one man handling the cameras all season might tend to get sloppy and controlled the staff on the touch angles and fast plays. Directors will one man manager the cameras an season mignt tend to get sloppy eventually slack off on the tough angles and fast play: Directors therefore alternate to keep from becoming stale. Sam Balter handle audio on video games. Jack Sherman will announce the g over KLAC's AM facilities.

Several advertisers—kid products—are ogling Anchor Productions' video adaptation of "Wizard Of Ox," even though it isn't completely packaged yet. Plans call for three early-evening quarter hours weekly on ABG-TY, originating at WENR-TY, Chicago. Five basic characters will be used, and it is expected total cast will come to a considerable number. Phyllis Gordon is writing the series, R. W. Leach and D. W. Ocrutt of Anchor hold: the rights.

Coast television industry is pleased over KFI-TV's move into day-time programming with reduced rates. Ad agency feeling is that local sponsors will now take a filer into the medium which could pay off whether move will prove profitable at this time, thus saving them from experimenting. Dealers appear to be most pleased in that this is the first time they have been able to show prospective customers any-thing but a test pattern.

Businessmen, who have always found it difficult to get their industrial films exhibited, are descending on TV stations for free telecasts. In more established video centers, such as New York, companies which want their pix shown cuffo are given the brush: But in other cities new tele stations are taking the commercial films for free.

#### **Tele Chatter**

New York

Maury Holland replacing Harry

Class list night (1)... To get backHermann as producer of "Kratt

Television Theatre," with herman

Lading over production reins

and taking over production reins

show for Dexton... Audio portion

of NBC-TV's "Eddie Condon Floor

Show" now being beamed overs

by the State Dept's "Voice of

America."

Allen W. Kerr, former senior account exec with WCBS, joined to the solution of the sales department of the N. Y. Daily

News' WEN... Carto on The Show of the Show

America."

Allen W. Kerr, former senior account exec with WCBS, Joined the sales department of the N. Y. Daily selected the sales department of the N. Y. Daily selected the sales department of the N. Y. Daily selected the sales department of the Sales selected the sales selected the sales selected the sales selected to the sales selected the sales sales selected the sales sal

director of the Roxy theatre with A. Balaban, forming a theredependent of the Roxy theatre with a conguarters in the Paramount buildguarters in the Paramount buildguarters in the Paramount buildguarters in a Has Chase, not yet a contitled, and a kids' show yet to guarter in a Has Chase, not yet titled, and a kids' show yet to guarter in a market build of the packaging concern. On agend a let packaging concern. On agend a let packaging concern. On agend a number of the paramount of t

Applications for commercial television stations were filed with the FCC last week by Westinghouse Radio Stations, Fort Wayne, and Richard Lewis, Jr., Winchester, Va.

## Roach Sees Bars, Lounges, Homes As Non-Tele Outlets for This Vidpix th Hollywood television film users stynied by the limited elevis which TV advertisers can after Hollywood the Wollc's SRO Sign after Hollywood to the Wollc's SRO Sign after

Non-Tele Outlets for This Vidpix

With Hollywood television film producers stymled by the limited dudgets which TV advertisers can prove the production of t

In a move to split control over television technicians between their organizations, two of three major unions struggling for hege major unions struggling for hege major unions struggling for hege them to be supported to the support of the support

hearings before the National Labor Relations Board to determine the bargaining agency for NBCTV and ABCTV (each limit of the Company of the C

no decision has been announces as yet.

NABET, received its first joil from the IATSE-IBEW tacit united from a couple of months ago when the second out of WPIX. N. Y. What is a second out of WPIX. N. Y. What is a result of NLRB electrons at WPIX, walked of will control of the various craft full control of the various craft full control of the various craft divisions into which the station's personnel, and been divided.

Washington, March 1.
WOIC, Bamberger TV station in
Washington, has hung out the SRO
sign for advertisers. The video
outfit, which has been on the air
only since January 16, says it
can't even squeeze in another 30second spot.

second spot.

Parent station, WOR, N. Y., has been on the air 27 years, and does a \$5,000,000 annual business, but can't say it's "full up." WOIC is on the air 35 hours weekly.

## To Go Ahead

Washington, March 1.
The Louisville Courier-fournal
told the Federal Communications
Commission today it plans to have
its television station on the air by
the television station on the air by
as a bend with the project regardless of whether transfer of WHAS,
to the Crosley Corp, is approved.
Victor A, Sholis, director of WHAS,
said the company has been occupied in moving its rado faelilities
struction difficulties have delayed
its television station.
He estimated the outlet will take

the pix to acreem at times of the day or night when they would be available on tele.

Participating Sponsors
Participating Sponsors
Participating Sponsors
Participating Sponsors
Participating Sponsors
In a market of the state of the control of the state of the stat

He said the decision to sell was due to the reluctance of the Bingham family, owners of WHAS, to accept outside financing for expansion of their newspaper and radio operations. He added that personal ownership and control has been almost "almost a fetish" with both the late Judge Barry Bingham and his son, Barry Jr.

WHAS was represented by Ne-ville Miller and Wilson Wyatt, counsel both former mayors of Louisville,

#### 3 CHI STATIONS TO CARRY CUBS' GAMES

Chicago, March 1. Three Chi tele stations will carry all of the Cubs' home games this year. Rogers Hornsby will be at the microphone for WENR-TV. Joe Wilson for WBKB, and Jack Brickhouse for WGN-TV.

house for WGN-TV.

In making the announcement,
Cubs g.m. Jim Gallagher said,
We realize that television is in its
infaincy. But we believe video may
play an important role in baseball,
and we want to give the stations
every opportunity to develop and
improve television techniques.
Cubs did not charse for video

#### 'Blind Date' for TV Bow: Schubert Regains Rights

Bernard L. Schubert of Radio Artists Corp. has regained rights to "Blind Date" and will introduce it on WJZ-TV later this month. Ar-lene Francis will again star as mistress of ceremonies.

missions into which the station's personnel, and been divided.

Tigers in Training

WXYZ-TVD Detroit, March 1.

WXYZ-TVD Detroit, March 1.

Tigers, starting march 9. The personnel competing for Stork Club dates with models. In the straining activities of the Detroit raining activities of the Detroit raining activities of the Detroit of the personnel control of the show when it week, Wendeady and Friday devices of the Stork Wendeady and Friday of the Stork Wendeady and Friday Detroit, althousakee and other entation.

#### **DuMont Ups Rates** For 2 Stations

DuMont television, following the pattern aiready established by several other stations, announced this week a boost in rate charges for WABD 'N.Y.'), and WDTY (Pittsburgh), both owned-and-operated stations. Increases are based on the bike in set circulation, which has the precenting the property of the pattern of the property of the pattern of t

two cities. An cause in the
At the same time, DuMont network chief Mortimer E. Loewi
work chief Mortimer E. Loewi
dio TV contact for the N. Y. Yankees, as assistant to web sales chief
Tom Gallery, Gallery also came
over to DuMont from the Yanks,
where Adams had been one of his
top aides.

top aides.

WABD's rate increase, effective yesterday (Tues.), brings the station's base howly charge for Class A time from \$1.000 up to \$12.00.

A like of 25%, Number of sets to the state of the stat

old rates.

WDTV, effective April 1, boosts
its nighttime rate from \$250 to
\$300 per hour, an increase of 20%
which, according to DuMont, is
consistent with the rapid increase
in set ownership in Pittsburgh. Adwertisers currently using WDTV's
facilities will continue under the
old rates until Oct. 1.

#### Video Guild's Position In Authors League Made Stronger Despite SWG

The newly-organized Television Writers Guild is being more compietely integrated into the Authors League, it's revealed, with the announcement that TWG reps will be nouncement that TWG reps will be named shortly to the league's standing committees, such as cen-sorship and copyright. Executive committee of the TWG is submitting names of candidates to Oscar Hammerstein II, league prexy, to sit on the committees along with

Hammerstein II. league prexy. to sit on the committees along with reps from the Authors Guild, Dramaists Guild and Radio Writers Guild or graining committee metal priday (25) and approved plans of the executive committee for the string up of our committees to handle membership, drafting of a markets. Principles for contracts were outlined, covering these grant policies: leasing of material with no outright sale; matternate, and the material with additional payments for each re-use or a pre-centage arrangement for continuous for existing number of stations, with additional stations requiring additional payments of the stational payment, enjoying the object of the contract of the

inrisdiction over video too

Cievetand — Joseph A. Jenkins, formerly of WBEN-TV, is the new production manager wNBK-TV, replacing Robert J. Spencer who resigned.

#### WTMJ-TY's 45-Hr. Spread FCC Sets Probe of AT&T Moves; Co-ax to Unite 27 Cities This Year

#### Hodges' Four-Bagger

A TV four-bagger was scored by Russ Hodges last week when he appeared on all four video nets in five days.

five days.

In addition to his daily DuMont
"Russ Hodges Scoreboard" stint,
Hodges reported the Toutnament
of Champions fights Wednesday,
230 over CBS-TV, substituted for
Martin Block on the "Chesterfield
Supper Club' Friday over NBCTV and emceed "Bowling Headlines" Sunday over ABC-TI

#### WB to Use Stars In Video Debut

Hollywood, March 1.

Series of big name islevition shows utilizing studio contract players is being mapped by Warners for the company's bow into the company's bow into the company of the company's bow into the company of the compan Hollywood March 1.

put the equipment into use at the testation during the first week in Col. Nathan Levisson. Warners' veepee in charge of engineering, is working on a mobile kinecope until the said mobile idea hasn't the recording, equipment's sensitiveness. However, some type of shock-absorber device can be trigged up to make the mobile unit tagged up to make the mobile unit because the contraction of the c

#### BALTO'S WMAR-TV 20% RATE CARD HIKE

LOVID RAIL LARD HIKE

WMAN-TH CRS tervision with
the servision of the serv

Despite the Increase. Circulation rates for WMARTV have actually dropped TV9—from \$37.31 to \$8.41 and the Increase in the Incr

Washington, March 1.

An investigation into the lawfulness of proposed practices of
Co. and certain Beil System colupanies in furnishing coaxial cube
and microwave channels for telesiston transmission was ordered
vision transmission was ordered
Commission acted on a complaint
field recently by Television Brandcasters Assan, DuMont and Philotodied recently modified regulations
defined by modified regulations
defined by modified regulations
defined by modified regulations
and the complete state of the complete of
panies are hindering video development.

pames are inindering video develop-mental properties of the properties of the con-paration of the comparation of the com-paration of the comparation of the com-mission ordered these modifica-tions, which were to have taken effect March 1, suspended until June 1.

#### 13 More Cities Linked

Thiesen more cities are to be liabled them to be liabled to be li

(Continued on page 38)

#### **Eddie Small-UA** Talking Vidnix

Edward Small and United Artists' video department have been in him of the control of the control

#### TELESPORTS FORMED TO OK CROSLEY STOCKPILE

Ditts in Taledo
Toledo, March 1.

WSPD-TV. CBS tele outlet in Toledo, use its issaic march 1.

WSPD-TV. CBS tele outlet in Toledo, use its basic inglithtine rate effective today i Tues.) from 150 to 200 per hour. Increed to the conversible of 16 times in the last one workship of 18 times in the last one workship one workship of 18 times in the last one workship one workship of 18 times in the last one workship one workshi

The Affiliates of the National Broadcasting

Company hereby express unanimous and enthusiastic approval of the network's program policies, past, present

and those proposed for the future.

Further, they are in complete accord with NBC's plan to afford opportunities to new American talent, and CHICAGO, FEBRUARY 28, 1949

are confident that this field has unlimited potentialities.

To the end that all NBC programs, present and future, shall have the widest opportunity, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry—so that NBC shall further strengthen its position as the nation's number one network.

84

Very and the Cross sevents and the Company of the C

ENCORE with a McCarland, HarWithous care and the McCarland, HarBlanche Yurka, guests
Director-Jack Baleh
WPLX, N. Y.
WP

in terms of an emerce's animation—this is it.

THE FIAME CLUB
With The Three Flames, gresis
Producer: Wes Hookers
With The Three Flames, who do a 15min to the Three Flames, who do a 15min the Market Hour theory
of the Three Flames, who do a 15min the John the Three Flames, who do
min and slivey, is intectious. Killding of trio, Bill Pollard, on the
built fiddic, guartest Tiger Haynes,
sharp,
sharp,
sharp, sharp, the Three Flames competed to
bring in the best guest, and they
will be the three Flames competed to
bring in the best guest, and they
can be the three Flames that the three
Long, trumperer Hot Lipp Page
and plantis-tinger Martha Davis,
work was ming truce. Charge
and a spot used to lend an intime
do and a spot used to lend an intime
do it is dealed to lend an intime
of the Charge Three Flames and a spot used to lend an intime
of the Charge Three Flames and the shooker
and a double - exposure montage
and double - exposure montage
Three Flames are natural comes
and did a swell job with a jam
The Flames are natural comes
and did a swell job with a jam
session finale - They're preter bot.

BILL VEECK REPORTS TO THE BILL VEECK REPORTS TO THE FANS With Veeck, Bob Neal and Guest Producer: Jim Breslin 15 Mins; Wed., 10 p.m. GENERAL ELECTRIC SUPPLY

Tele Follow-up Comment Tele Follow-up Comment

terial is uniformly good and tneidelivery well handled.

CBS radio comedian Robert Q. Lewis made an auspicious television debut Wednesday might (23) for the considerable prowess as a visual comic provider in the considerable prowess as a visual comic provider in the unique type of the considerable prowess as a visual comic debut the considerable prowess as a visual comic debut the considerable prowess as a visual comic Lewis fell into the Godfore pattern amicably with the program's debut the considerable program and the considerable with the program's will be considered to the considerable will be considerable to the considerable with the considerable will be considerable to the considerable will be considerable will be considerable to the considerable will be considerable will be considerable with the considerable with the considerable will be considerable with the considerable with the considerable will be consid

and the Archie Bleyer orch bucked;
the show secellenty.

Kyle MacDonnell and Earl
Wrightson launched the new slotling on NBC-W of Chil About
Unit on NBC-W of Chil About
Of the brightest offerings in the
series to date. Program has been
of the brightest offerings in the
series to date. Program has been
to the brightest offerings in the
series to date. Program has been
to the brightest offerings in the
series to date. Program has been
to the series of the control of
the brightest offerings in the
series of the control
to the series of the control
to the c

Texace show (NBC-TV) again as the British doctor, and Napowas a pretty poor hour of enter-look of the property of the program was marked by uncertain the program of artislas—for example, the almost complete waste of Lucille Bail and the program of a trials—for example, the almost complete waste of Lucille Bail and the program of a trials—for example, the almost complete waste of Lucille Bail and the program of the pr

cal precocious style. Emcee Ed Sullivan continues describing each performer as "cerrific."

Admiral Broadway Revue is apparently finding a refuge in the parently finding as refuge of the performances. By lumping a series of solo specialities in sequence just before and after the midway combinated in the performances. By lumping a series of solo specialities in sequence just before and after the midway combined to the performances. By lumping a series of solo specialities in sequence just before and after the midway combined to the performances. By lumping a series of solo specialities in sequence with a pair of his nitery bits. He's a smooth and assured performer with a pair of his nitery bits. He's a smooth and assured performer with a pair of his nitery bits. He's a smooth and assured performer with the performer of the proposed performe

Is James, wed. 10 p.m. numbers, partaying one of the standard being the lampoon of a vision of the lampoon of a vision of the lampoon of the lampoon of the lampoon of the lam

CIGARETA GES

FOOD PRODUCTS COLLETRIES

An account executive told us he had a national spot campaign about to break in 200 major markets.

Each of these markets has more than one radio station. Yet the spot campaign will be given to only one station

#### WILL IT BE YOUR STATION?

Do account executives and time buyers know your call letters? Your

Account executives and time buyers are cover-to-cover, week-by-week readers of Variety. Your advertisement in Variety is as effective as a personal call on the men who spend the major volume of radio dollars.

DRUGS INDUSTRIAL

Do account sales promotion ability.

Account executives readers of Variety. Your adverseall on the men who spend to a spend t



NEW YORK 19 154 West 46th St.

HOLLYWOOD 28

CHICAGO 1 360 No. Michigan Ave.

#### Spot Radio Biz Sails Smoothly Along Unruffled by Video Defections

Spot radio business isn't feeling, yet the loss of dollars siphoned off or television, station representatives reveal, while the national increase in spot cales was around Co., which represents some 48 stations, reports that 1948's dollar volume was 15% above 47's. NS had an even larger boost in business, both the first seven veeks of which the first seven veeks of the dollar of the control of

The trend is significant because the total of non-network radio is almost double the take of network radio sales.

Jim McConnell, head of the NBC Jim McConnell, head of the NBC spot sales unit, says that most advertisers are maintaining their purchases of spot time at previous levels. Only a few have cut their budgets for selective advertising, although these cuts can be attributed to bigger. Ye allocations, but the selective devertising although these cuts can be attributed to bigger. Ye allocations but the selection of the selection of

specific markets.

One theory being advanced by some in the spot business is that as the TV audience grows and cuts into some advertisers' ratio budgets, and may be the standard of the theory of the

replacement.

Rarly Hours to AM
The spot radio men reason that
TV is a visual medium and that
TV is a visual medium and that
TV is a visual medium and that
from the radio allocation, but from
other visual media. In addition,
they say, TV will mot be able to cut
audience, which is generally too
busy with chores to devote time to
watching a screen. In these early
methods to the service of the se

hours little time is optioned by increased and the John Pearson Co., says that is firm is felling no pinch. On the contrary, business is increasing. Part of the boost is the result of better facilities and increased of the stations its outfit very count for about 40% of its production of the stations its outfit very count for about 40% of its production of the stations, account for about 35%, and are holding up. In additional contractions of the stations are considered as automotive advertisers to the spot field.

Spot advertising, men in the

sutemotive advertisers to the spot field. Advertising men in the field believe, will always be the most effective way of reaching the nation's huge farm market. TW will never be able to blanket rural never be able to be able to the proposal to the different tasks of the farmer and to self intime special products used on him the special products and the special products and magazine publishers some sales reps find that never the special products and the special pro

are trying AM spots for the first time.

Some AM stations, of course, are noting a lul in sales. They report the state of the state of

Greensboro, N. C. — L. O. Hutchins of Forest City and High Point has been appointed commercial manager of WFMY, the News-Record FM station here.

#### NARND STANDARDS ON PRESS SERVICE DUE

PRESS SERVICE DUE

Minneapolis, March 1.

The National Assn. of Radio,
News Directors is setting up stand.

Revision of the March of th

#### Leighton Resumes Mgt. Of WSNY, Schenectady, Due to Court Order

Due to Court Order

Schenectady, March 1.

Presiding Justice Sydney Foster
of the appellate division issued an
order last week (25) against George
R. Nelson, Baroid, Sey Sey
R. Selson, Baroid, Sey Sey
R. Selson, Baroid, Sey
R. Selson, Selson, Selson, Selson
order is returnable before the appeliate division in Albany March, 7cetver of WSNY, Justice Posters
order is returnable before the appeliate division in Albany March, 7cetver of WSNY, Justice Poster
order is returnable before the appeliate division in Albany March, 7Foster ordered that Salers, should
be enjoined from acting as receiver
and from complying with any of
the terms of the order granted by
dered that George R. Nelson and
the other plaintiffs and their attorneys be stayed from taking any
corder of the presiding justice
has the effect of restraining the
hearing previously set for Feb. 28
in the supreme court here. Winshas the effect of restraining the
hearing previously set for Feb. 28
in the supreme court here. Winsand general manager of WSNY, resumed operation of the station Friday (23).

#### PEGEEN FITZGERALD **OUT OF THE HOSPITAL**

UII OF IRE MUNTIAL
Pegeen (Mr. Ed) Fitzgerald is back at their Hotel Pierre, N. Y., spartment and out of Lenox IIII., spartment and out of Lenox IIII., spartment and plant per senting their Mr. & Mrs. a.m. AM and p.m. TV. programs over the AEC network.
Mrs. a.m. AM and p.m. Tv. programs over the AEC network.
During his wife's confinement.
During his wife's confinement controlled to the confinement of the conf

#### **VIP Pinch-Hitters Sub** For Adams on Mpls. Show

For Adams on Mpls. Show
With Minneapoils, March 1:
With Cedific adonlis, March 1:
With Cedific adonlis, March 1:
Away on Vacation, "Stairway to
Stardom," his WCCO radio talent,
flow, lined up most impressive are
history last Saturday (20: aight, it.
Humphrey), the Hennepin county
steriff (2d Ryan) and two members
steriff (2d Ryan) and two members
sored one or more of the amaleur
contestants, introducing, questionstate of the pinch-hitters sponsored one or more of the amaleur
contestants, introducing, questionslab took occasion to toss bouquets
to Adams who. Is local radio's,
Arthur Godfrey as well as a newspurposition of the contest of the contest
following of any non-syndicated
columnist in the entire U. S.

#### WATL STRIKERS MULL DIRECT APPEAL TO FCC

WATL strikers, who have been out on the pleket line since Dec. 31, may press their case before the FCC if their latest letter asking for recipened negotiations produces no results.

reopened negotiations produces mo results.

APRA Was a subject to the subject to

#### Seebach May Return to WOR

Julius Seebach, former program veepee of WOR, N. Y., and now assistant to Metropolitan Opera general manager Edward Johnson, may be called back to the Bamberger station with veepee status. Negotiations between Seebach and Theodore C. Streibert, prexy of the MBS outlet, are reported nearly

set.

The move would end the present stuation in which WOR has no one program topper. Since Rod Erickson left WOR in 1947 the program department has been operating under a three-man team, Norman Livingston, Bob Simon and Don Hamilton.

Seebach's return would give the

Don Hamilton.
Seebach's return would give the
program department a strong et the
exe. WOR kept him on as a menter of the board of directors until
47. In his new post, WOR would
inductively give him jurisdiction
inductively give him jurisdiction
to Streibert's strategy of integration Streibert's strategy of integration bit modification of the conson's reported returnment as the
rent season. Before joining WOR
several years back, Seebach was
(CBS program chief.

#### McNELLIS-SHELDON DROPPED BY ABC

DROPPED BY ABC.

The Maggl McNulls-Herb Sheldon Latin Guarter show, heard six
times a week on ABC, will go off
the air after the March 26 broadcast. The web is looking over
cast. The web is looking over
who had a long-standing difference
of opinion, will end their year and
a half association,
or and the standard of "Personal Appearance." In
dedition to performing, Shedon
didtion to performing, Shedon
the Latin Quarter series.

#### N.Y. Police Files Will Aid New Crime Series

#### Inside Stuff—Radio

Air Features plans to enter the video production field in 1949. Dur-ing 1948, 52 persons made first appearances on Air Features programs as direct result of its general audition system, which heard 597 hope-fuls in 69 general auditions.

as direct result of its general audition system, which heard 597 hope-fuls in 69 general auditions. Since 1939, when the audition system began, 887 new acrors and actresses have been used, chosen from nearly 7,500 auditioned. Dur-ing 1948, various Air Features' directors used 172 actors and actresses for the first time, choosing his latent in 133 competitive auditions.

The Institute for Democratic Education plans producing a "Lest We Forget" series of children's programs on bettering human relations, which will be for simultaneous release to schools and radio stations which will be for simultaneous release to schools sand radio stations. New members elected to the Institute's board of governors are Dr. Anne Cooke, Wesley A. Sturges; Dr. Charles A. Siepman, director of communications, New York Univ., Frank N. Trager; and Harry Matilish, station manager, KFWB, Höllywood.

Reports from 'radiolies who have visited several stations across the country are that some salesmen's commissions are being cut, with some going to as low as 8%. It's also revealed that in order to hypo biz with retailers, commissions of 20% are being offered for sales placed direct.

#### Radio Must Go Further In Assisting Colored People-Walter White

Radio has done more than other media to wipe out stereotypes of the Negro, but it has not gone far enough, Walter White, head of the National Assn. for the Advance-ment of Colored People, told the Radio Executives Club of N. Y. Thursday (24).

Radio and television have used Negro musiclans and singers White said, but it should set a new White said, but it should set a new pattern using Negro writers, commentators, engliners and other professionals. "Many programs using Negro talent," the NAACP chief declared, "may be turned down because of fear, because of the mistaken notion that 'the South won't accept them."

wont's accept them."
"But I feel-it's a mistaken notion that all Southerners are bigtoot. It's my conviction that there
toold. It's my conviction that there
the number of enlightened people,
both in the South and the North.
Radio must realize that two-thirds
of the world's people are colored,
and they're tired of being kicked
around." White cited the fact he had been

"Town Meeting of the Air" e, with a 95% favorable mail tion. He said that radio has a on "Town Meeting of the Air" twice, with a 85% favorable mail reaction. He said that radio has a great opportunity to serve the great opportunity to serve the do this "by steeping up a bit the courage you have shown in the past." Negro entertainers on the program included Maxine Suillvan, the Delta Rhythm Boys, the Jubilee Slingers and Teeddy Wilson.

#### SMALL SETTLES \$2,500 FOR RADIO TITLE USE

In the first instance of a radio In the first instance of a radio writer collecting from a film com-pany for infringement of a single-shot program title, Joseph Ruscoll, freelance scripter, has received a \$2,500 settlement from Edward Small's Rellance Film Productions for latier's using of the title, "The Creeper."

Creeper."
Ruscoil, who wrote a mystery show for the "Molle Mystery Thestre" under that title, claimed in 
court that a valuable property of 
his had been used without authority. Interesting aspect of the case 
was that he made no contention 
that title film company had swiped 
his plot.

Aid New Crime Series

A new program based on case initionies from the New York Police

Deportment files is being Jerry Layton

The stories, involving crimes while have been solved by the will have been solved by the will be seried the strength of the stories. The stories is the strength of the strengt

#### WSAY. AFRA Tiff. **Announcers Walk**

Rochester, N. Y., March 1. Rochester, N. Y., March I.
Four announcers, members of
the American Federation of Radio
Artists, waiked off their jobs at
WSAP and were joined by the
indle's engineers. The station is
still on the air, although the union
reports that some sponsors have
withdrawn.

withdrawn.
Station's management broadcast
a statement on the strike, which
AFRA termed an "editorialization." The union demand for
equivalent time was not met and
AFRA has filed a complaint with
the FCC.

the FCC. and the V WSAY declares, "The recent contract which AFRA has attempted to force WSAY to sign would close the microphones of WSAY to only those which the union saw fit to use them. The decision that a worker cannot be fired if he refuses to Join a union, which was the worker cannot be fired if he refuses to Join a union, which was the worker cannot be fired if he refuses to Join a union."

The union's ren's te that a variety was the worker cannot be fired in the worker cannot be fired to the work of the worker was the worker who desired not to Join a union."

The union's ren's te that a variety was the worker was the wor

union.

The union's reply is that all announcers voted in an NLRB election to join AFRA and that it is not asking for a closed shop, only for the regular union shop which exists in AFRA-contract stations all exists in AFRA-contract stations all over the country. This permits an employer to hire whomever he wishes, provided they join the union after 30 days. The real issue, according to AFRA, is that three announcers are paid \$35 a week and one gets \$40, none getting commercial fees.

ting commercial fees. The union was called in, it reports, because the men were asked by management to sign a "yellow dog," provision, burning them the station for one year if they ever leave WSAY. The reason for this, AFRA says, is that "WSAY doesn't want announcers to leave with, AFRA says, is that "WSAY doesn't want announcers to leave the same says, is that "WSAY doesn't want announcers to leave the same says, is that "WSAY doesn't want announcers to leave with a says, is that "WSAY doesn't want to say it is a say in the same says, is that "WSAY doesn't want announcers to leave the same says, is that "WSAY doesn't want announcers to leave the same says, is that "WSAY doesn't want say it is a say in the same say it is the same say it is say in the same say in the same say it is say in the same say in the same say it is say in the same say it is say in the same say in the same say it is say in the same say it is say in the same say in the same say it is say in the same say in the s

#### Philly's WFIL Kudosed For Interracial Work Philadelphia, March, 1.

The third annual award of the Philadelphia Fellowship Commission was given Wednesday (23) to WFIL and WFIL-TV, the Inquirer's

WFIL and WFIL-TV, the Inquires' radio and television stations for achievements in the interest of instruction and the state of the stat

Lancaster, O.—Games of the Cincinnati Reds will have a small sainton outlet in Central Ohio for the next three years under terms of a contract signed earlier this month between WHOK, new AM station here, and the bail club Play-br-play will be broadcast of all games at home and away. Wall down at home and away. Wall down the calling.

## Rural Radio Network Bd. Approves **6 Station Merger With Cornell Setup**

Ithaca, March 1.

Board of directors of the Rural
Radio Network at a special meeting
here yesterday (28) approved in
principle the proposed merger of
its chain of six FM stations with
the radio, TV, facsimile and other
communications interests of Cor-

communications interests of Cornell Univ.

B. Gervan, RRN general manger, was instructed to proceed with the presenting a formal proposal to the broad at its next meeting. Much a considerable from the constant of the const

at its meeting on March 15."
Reason for the merger proposal,
Hanns said, is that there is great
similarity of interests in both organizations. RRN its sponsored by
10 New York farm groups, while
the university fine home of rates to
the university fine home of rates
the third of the control of the
medicine and other sciences of interest to farm dwellers.
Proposed Raison would help promote FM in upstate New York and
bolder financial position of the
bolder financial position of the
impact on farm-equipment main
facturers, suppliers and other agrifacturers, suppliers and other agri-

## WJZ's 'Market' Trailers

WJL S. MaTKet ITallers
WJZ-TV, N. Y., is using a 15minute film condensation of its
two-hour "Market Melodies" telecast, to sell the show to timecast, to sell the show to timetulers will be ready for showing
next week, according to Murray
Grabhorn, AEP vespeeine
State of the show the show the
many transfers of the show the
many transfers of the show the
many transfers, will feature Ann
Bassell and Walter Herlihy. Combiang entertainment and shopping
TV in cooperation with Modell &
Harbruck.

## UNIV. OF OKLA. CONFAB STRESSING 'SURVIVAL'

This year's conference 'theme, "Survival in a Changing World," has been sub-divided into current problems of operation and the transition to television.

## WJW to Air Cleveland Indians Over 'Network'

Cleveland, March 1. WJW and the Cleveland baseball club have pacted for broadcast rights of complete ball games for the entire season over a standard network that may embrace as many as 30 stations, either AM, FM or

The deal assures northern Ohio-ans of a full play-by-play broadcast as against last year's contract in which WJW, because of ABC com-mitments, was unable to handle local AM-wide full play.

Jimmy Dudley and Jack Graney will be at the mike and Erin Brew will sponsor. Agency is Gerst, Inc.

Greenshero, N. C. - Lorton A Tart has been elected president of the North Carolina Central Broad-casters, the corporation that op-erates WCKB in Dunn. He was unanimously elected to succeed Earl McD. Westbrook.

## CHI TELE SIGNS 2 MORE NON-RADIO ACCOUNTS

NUN-RADIO ACUUNITI
Video keeps steamrolling with
non-radio accounts. Latest to sign
up is Delta Manufacturing, Detrained to the state of the state of the state
"Timber O'Tone of the state of the state
afternoon side on ABC-TV network. Show, originating at WENRTV, will plug Delta home workshop equipment. Hoffman & York,
shop equipment. Hoffman & York,
"Timber" comes on, the heals of
""Timber" comes on, the heals of

Detroit, is the agency.

"Tinker" comes on the heels of
WNBQ's sale of "Walt's Home
Workshop" to Magna Electric Co.,
San Francisco, for Magna's Shopking power equipment. This is a
13-week test, with options for full
NBC-TW. web. J. Walter Thompson, Chi, placed it.

## Jersey 'Jilted' In Allocations

Washington, March I.
Inequities of present and proposed television allocations to New Jersey are "so glaring" that, if necessary, additional channels should be assigned "even at the expense of surrounding states," Home News Publishing Co. of New Brunswick told the FCC yeaterday (28).

Publishing Co. of New Brunswick told the EVC selectedy (28).
Although there are only two control of the Co. Although the control of the Co. Although the control of the Co. Although the Co. Alth

## **Anacin Easing Pix Talent Headache** Via Its 'Hollywood Star Theatre

## SRL'S TV PACKAGING AS HYPO TO LITERATI

AD HIFU IU LIERAII
Saturday Review of Literature
has decided to enter the TV-packrage business and is lining, up a
string of program ideas tited in
with book publishing. According to
SRL editor. Norman Cousins,
it is, no longer wise to take swipes,
at if from the sidelines and it is
believed that promoting book sales
through tele programs will help
compensate for the slump in book
to TV.
SRL hopes to have shout a dozen.

réading attrioured py some pou-tour le partie de la comme del comme del la comme del la comme del la comme de la comme del la comme de la

sible to process stories simulta

## Okla. TV by June

Okla, TV by June
Oklahomac Sity, March 1. Oklahomac Sity television station, WKY-TV, Oklahoma City, will begin commercial operations;
Will begin commercial operations;
Fa. Sugs, station manager. As of to date, 90% of the TV transmitter installation is complete.
A feature of the WKY-TV set up is the combination control console which will enable one engineer to operate television, FM and standards as well as auxiliary transmitter simultaneously.

Radio, apparently, has become

hig factor in pushing young film players into the stardom players into the stardom class.

During the last 18 months, NBC's
"Hollywood Star Theatre," bankrolled by Anacin, has alone spollighted over a score of up-andcoming thespers. Out of 80 newcomers featured on this siremalf-hour skit, about 25% have
been picked up for bigger film
roles as result.

Anacin show talent includes Dorothy Malone, who's beginned at Warner Bross, Shelley grimed at Warner Bross, Shelley tured parts at Universal, Jayne Meadows, now with Samuel Goldwyn, and Betsy Blair (Mrs. Gene Kelly), who appeared in "Snake-pit" and "Another Part of the Forest."

Several thespers have been picked up for legit, as well as film parts. Cameron, Mitchell, after a minor part in "Command Decision," is currently playing in "Death of a Salesman," on Broadway, Alfred Ryder is now touring with Margaret Webster's Shake-speare repertory company.

spear's repertory company.

Other film newcomers receiving impetus from their performance on "Hollywood Star Theatre," previously titled as "Hollywood Star Theatre," previously titled as "Hollywood Star Theatre," previously titled as "Hollywood Star Theatre," by Jane Diek, Marcia Von Burr, Douglas Diek, Marcia Von Burr, Douglas Diek, Marcia Von Marcia Von Duyke, Arlene Dahl, Marie Windsor, Marta Toren, Patricla Medina, Jane Leigh, Colleen Townsen, Richard Lupino, Lois Butter, Bartard Baschart, Barthara Lawrence and Bill Phipps.

Talent is senered by Nat Wolff.

Talent is selected by Nat Wolff, Talent is selected by Nat Wolff, who's currently also directing "Hollywood Star Theatre." Wolff stepped into the spot vacated by Dick Uhl, who went east last October to head up television operations at Sullivan, Stauffer, Colwell & Bayles, N. Y. ad agency handling the Anacin account.

## to a man after a mountain



## ... with a molehill budget

IT REGULARLY HAPPENS—as in the case of the lovely lady on the left— WOR's Barbara Welles-through some almost mysterious quality, that she can provoke women into responding miraculously to suggestion.

For instance, twice in one week thousands of listeners to the "Barbara Welles Show" heard its conductor murmur quietly, "If you'd like a little can of paint-it's just a very small one, mind you-drop me a postcard, or a note, and I'll see that it's sent to you." That's all, And mentioned only twice, Well, Gentlemen, 19,334 women wrote in within a matter of a few days. Said the sponsor, "Our sales are 25% above those of last year."

In today's competitive markets, WOR's "Barbara Welles Show" is creating sales mountains for advertisers wrestling with molehill budgets. This WOR show, and others like it, can save you money and make you money in double-quick time.

-heard by the most people

e-quick time.

most people
where the most people are

## Trammell Delivers

ed in one of the most widely attended sessions on record, was conductive proof in Itself that much was at stake, that the station was at stake, the station of the station

pretty good story."
The boys weren't concerned about television. Their AM future was at stake, and that was headache enough. Although NBC, in calling the two-day session, earmarked the closing day's agenda for video, only the fact that FCC Chairman Wayne Coy might spring something important induced many

something important Induced many of the affiliate reps to stay on after the principal-business—whither NBC in radio—was attended to. They wanted to hear the result of the

## **Roach Sees**

Continued from page 11

hypoed in this way, he said, since it would be possible to charge each one more than one-third of what a single bankroller could pay, while still keeping the cost to each for the entire half-hour show. Precedent for participating sponsors, he pointed out, has already been established for radio. In tele, cause the added sales impact of a Sponsor to capitalize on a single plug during a half-hour program, than the three he gets on radio.

Series on which Roach brought

ping during a nair-noir program, and a nair-no

\*\*Life With Erwins' Preview Hollywood, March 1.

Roach and Beaudette Enterprises their television film Roach and Be previewed their television film

VARIETY California theatre here last week. Stunt was pulled to get a reaction graph from the theatre audience for presentation to ad agency

for presentation to ad agency
excess, and permission from FoxWest Coast to preview the 27minute video film with the assurance that there would be no mention made to wlewers that film was
produced for TV. Pic was billed
vision, however, was mentioned in
the credits of the pic. Pilm stars
Stu Erwin and June Collyer.
Roach took a laugh-meter graph
exceder. Producer took the film
and tape to N. Y. with him. Roach
excepted the belief that in this
way ad agency excess can get the
would from audience attended
radio audition wax.

## **RCA's Income**

Continued from page 25 ; common shareholders while \$3,-152,800 was paid to preferred stockholders. Earned surplus at the end of 1948 amounted to \$79,499,479, or Increase of \$13,940,725 in a

year's time.

Improvements and capital additions totalied \$15,607,177 last year while personnel increased 1,470 to 41,791.

lions totaires 31,007,107 lists year of 1,007,107 lists year of 1,1791.

Report revealed that NBC's broadcasting services in radio and television continued to grow in sale of network and station time to advertisers in radio broadcasting was the largest in the 22-year history of the company. At the end was the largest in the 22-year history of the company. At the end for the company of the company and the proadcasting stations, compared with 187 in 1947.

It also was pointed up that two lines of the company of the NBC network television pregram shours were commercially sponsored in January last year but in December, 1946, figure had grown to 65% sponsored.

## Set Prices Trend

on the seven-ineh jobs which, according to dealers, are found too small by many viewers. Purchase cording to dealers, are found too small by many viewers. Purchase and taxes.

Another backer for the control of the seven and the swall installation fees and taxes.

Another backer for the control of the cont

## **FCC** Inquiry

Continued from page 31 =

Continued from pare 31 series of KEDDA, and recently was opposing more channels by May 1 befive the two cities, three diverse the two cities, three diverse the two cities, when the cities, we have a considered the cities of th

## CIRCLING THE KILOCYCLES

Lesisville — Harold Fair, NAB left for Kearney, Neb., to become director of programs, was in town executive secretary of Cosmopolity of radio and newspaper exects a order of Kiwania and Robert of Robert of Rivania and Robert of Robert of Rivania and Robert of Riva

Albay.—George Michael and his wife, Betty, are now doing a Mr. and Mrs. program five mornings a week from their home over WHOW. Albay, under the sponsorship of Grand Cash Markets, and Troy Food Markets, left wife of the produced here to repeal the present 2% state luxury tax on the purchased of the produced here to repeal the present 2% state luxury tax on the purchased of the purchased of the produced here to repeal the present 2% state luxury tax on the purchased of the purchased of the present 2% state luxury tax on the purchased of the purchased of the present 2% state luxury tax on the purchased of the pur

San Antonio — The San Antonio Junior League is cooperating with KITE in a series of special broadcast of education by radio. Programs will be heard each week and will be aired for youngsters in the 4 to 5 age bracket. Ail local schools will receive the programs and the fillow it with a discussion period.

Dallas—"United Nations Today"
will be heard locally for the first
time as it makes its bow over KLIF.
To be heard each Monday, Wednesday and Friday, the series of recordings will present actual on the
Nations committees to Lake Success of the previous day.

St. Louis—A certificate of appreciation for the weekly series of discussion programs, "Wake Up St. Louis," was copped by KXOK. The award was made by the St. Louis Junior Chamber of Commerce. One hundred and thirteen programs have been broadcast.

Detroit—James G. Riddell, general manager of WXYZ and WXYZ TV, Detroit, is currently in Miami He is expected back March 14.

San Antonio — Dallas P. Wyant has been named promotion man-ager of WOAL. Wyant comes here from WEZ, Boston, where he also handled the promotion for the out-let's television station, WBZA.

San Antonio — Harold Carr has resigned his post as program direc-tor of KABC here. No replacement or Carr has been announced as yet.

Sor Carr has been announced as yet. San An I on I o — The "KITE Record-a-phone" has made its appearance here on KITE and is being used to air interviews with personalities in the local news by Glen Krueger, KITE news editor. The device is where recorder wired the state of the s

Dallas—The local presentation of Don McNeil and his Breakfast Club at the State Fair Auditorium March 12 will be sponsored by the Variety Club's Boys Ranch. In San Antonio, the presentation will be staged at the Municipal Auditorium with proceeds going to the Kiwanis Club charities.

Denver—L. W. Michaelson, who worked for UP in New York, AP in Seattle and INS in Denver, has joined the publicity staff at KLZ, CBS outlet here.

Des Moines-Innes Keiehan has been appointed sales manager of KUOA, by Hardolf 8. Baker, preal-formerly was vesprea manager of KMDM, and recently was sales of KMDM, and recently was bandounced as a partner with City and the control of the control

## BMB BOARD TO STUDY CHANGES IN N. Y. MEET

CHANGES IN N. Y. MEET

The Board of directors of Broadcast. Measurement Bureau will.

Acad. Measurement Bureau will.

The Board of directors of Broad
reviewing a number of problems of the proposed breakdown of audi
the proposed breakdown of audi
flagures. According to the remaining and the proposed breakdown of audi
BMB has conducted plut smides of the problems of the proposed breakdown in three listening groups—

BMB has conducted plut smides in 38 cities, which reveal changes in latening habits. However, it's more according to the proposed by the proposed



"There is sweet music here that softer falls than petals from blown roses on the grass." Thus wrote the poet Tennyson, almost as though he had been listening to WOXR and WOXR-FM. For sweet music from these stations falls constantly upon the ears of more than half a million New York families. So constantly, indeed, no other stations can reach them so effectively. Sweet families these are to advertisers, too ... families who love good things and can afford to buy them. That's why advertisers seek them out as the most profitable part of this biggest and most profitable market. May we blow some rose petals



RADIO STATIONS OF THE NEW YORK TIMES



## **WDEL-TV Answers** 'Stalling' Charges

Washington, March 1. Replying to charges made by a val television applicant that it rail television applicant that it was a stalling on construction, was a stalling on construction, when the stalling of the sta

among the submitted by WDEL-ry claim firstly that the construc-tion permit in its present form was not put into effect by the FCC until Jan. 19, 1949, when requests for reducing the power output were granted. Station says that despite granted. Station says that despite sproval, it proceeded with con-traction in February, 1948, when it bought the transmitter site and contracted for equipment with RCA. The petition states that RCA the petition states that \$155,000. date 15 in excess or \$155,000. One of the major reasons for

\$155,000.

One of the major reasons for the construction delay, according to the petition, was the failure of RCA to deliver the equipment on schedule. Affdavits from RCA employees attached to the petition support the station's claim. WDEL further claimed that Tri-State was "like of miscorressenting the facts

## PHILLY'S WFIL SETS UP 2 SPECIALIZED DEPTS

2 SPECIALIZED DEPTS.

Philadelphia, March 1.

Two specialized departments been set up to the Philadelphia been set up to the p

## Six New Members Go On NAB Board for Chi Meet

NAB Board for Chi Meet

Washington, March 1.

Six new Washington, Washin

## Magna's 'Workshop' Show

Chicago, March 1.

Magna Electric Corp. of San
Francisco has Joined the list of
Bon-radio advertisers using tele"Will," Workshop' on WNBQ
ORD WORKShop' on WNBQ
ORD WORKShop' on WNBQ
ORD WORKShop' on WNBQ
ORD WORKShop' on WNBQ
Magna will pulp knome workshop
Bonerow (Wed) with options for
the full NBC-CTV web.
Magna will pulp knome workshop
Bonerow (Wed) with options for
Boneson. Walter
Boneson.

## Third of FCC Station Bids Coming From Newspapers

Washington, March 1. An FCC analysis last week of 435 television authorizations and ap-plications showed nearly a third plications showed nearly a third originating with newspaper publishing, 16% with broadcasting interests (not owned the pictures and theatres, 6% with motion pictures and theatres, 6% with merchants, 4% with old producers, 8% with merchants, 4% with old producers, and 2.4% with educational institutions.

educational institutions.

FCC estimated the construction costs of the 124 TV stations authorized at the beginning of the year at \$30,300,000 and the 311 stations in application status at \$66,300,000. The retail value of the 1,000,000 sets produced since the war was estimated at \$300,000,000 to \$400,000,000.

## Turn-the-Cheek Act For TV by Philly AM Station

Philadeli Radio recognition of its strapping, swaddling rival, television, is planned by one station here WJMJ will devote a half-hour segment (10 to 10:30) to announce-ments of TV shows and critical reviews of programs. Broadcaster Ruth Chilton will do the video

Ruth Chitton will do the video malysis.

Joes attemmed from Pat Stanton, Joes attemmed manager of which was a stanton of the pattern of the p

## **Williams Testing Oatune Pic Material**

sequences in a series of three-reel-ers. He'll try out acts and songs on the vidshow and also expects to uncover new talent for pix by using the teleshow as a screen test medium.

On Vidshow For Brace of 3-Reelers

Video as a testing ground for in material is the gimmit of the published in material is the gimmited of by his own firms, Dallas and Caravan vidshow and his Universal International caturers.

Williams' deal with the film studies all for his own for his policy of the studies all for him to furnish means that the studies alls for him to furnish means that the studies all for him to furnish considerable promise. So far, as a result of the studies of the min to furnish means the studies of the studies.

Guest stars utilized by Williams on the NBC telecast thus far in-clude Pinky Tomlin, Sir Lancelot, Judy Clark and Phyllis Lynn. Vidoe sequences are penned by NBC writer Phil Shukin.



by EDGAR KOBAK, President, Mutual Broadcasting System



T has long been a practice of the net-T has long been a practice of the net-works, including Mutual, to brag about MORE. More this, more that, more the other thing.

But sometimes LESS can be better. For the advertiser. And so, by way of a "switch" we are listing a few of the items of which Mutual has LESS. With reasons why we believe (and our advertisers believe) less is better

## I. FEWER 50-KILOWATTERS, LESS TOTAL POWER

Here less is better for two reasons. First: fewer clustered 50's mean less overlap, duplication and waste in power and coverage. And second: it enabled us to build our network with an eye not to total power but distribution of power in markets where it ean do the most good. As a result, Mutual has 172 one-thousand-watt-and-up stations which do a great job in their markets; and 348 lower-powered stations. which blanket their own areas.

## 2. LESS NIGHTTIME COVERAGE -BY A SMALL MARGIN

The obvious advantage in this case is: less fringe coverage in so-called "scatterville"

where cost of coverage runs high. Mutual's nighttime coverage covers people, not geography. (This is not the place to point out that Mutual has more daytime coverage than the other networks-so we'll

## 3. LOWER COST PER 1000 RADIO HOMES

Here less is better and no explanation needed. Mutual delivers radio homes at less cost because (1) there is no power waste, and a minimum of coverage duplieation, (2) its coverage is distributed where people and purchasing power are, (3) its overall rates are lower, discounts higher. Moreover, with 520 stations, Mutual is able to add that powerful local touch to national advertising in practically all of its coverage area.

## 4. LOWER COST SHOWS AVAILABLE FOR SPONSORSHIP

A low-cost show is not necessarily better than an expensive one. But a low-cost show that costs less per rating point and less per 1000 homes reached is something else again. We have many such shows (once sustainers) which are doing some powerful selling for their sponsors. We have many such shows which are still available for sponsorship.

## 5. LESS TIME SOLD

Here less is better for the advertiser because it means better availabilities in the better listening periods. On April 25 Gabriel Heatter moves to an earlier time; and we will be programming for sequence from 8:00 to 10:30 PM Monday through Friday. This means we will have many choice periods available and now is the time for advertisers to get the details.

## 6. FEWER VICE-PRESIDENTS,

With less brass, less eeremony, fewer rugs on the floor, the Mutual organization seems to be able to move faster, to make decisions quieker, cover the bases, get prompter clearances, give better service to advertisers, agencies, artists and stations. With lower overhead, Mutual is able to pass on savings to advertisers in the form of better rates, more for their money.

When selling gets tougher, as it seems to be doing, and results are what countyou owe it to yourself to get the facts about Mutual's sales ability.

## Mutual Broadcasting System

Where Less Buys More

Video Gold Rush

NBC-TV's 48% 171/4 hours weekly, and CBS, the nearest competitor, was more than five hours behind that pace.

Philadelphia, March 1.

Indicating the general the 1949 gold rush. But, the web ge of the industry is an chiefs say, the day of the black ink y CRS prez Frank Stansis web's tele billings for interest of 1949 will be 40 with a this moment looks sure-the first three months for the control of the contr healthy stage of the industry is an estimate by CBS prez Frank Stanton that his web's tele billings for e first quarter of 1949 will be 40 times over the first three months

when at this moment mooss suffice. BS-TV, among the networks, has had the best two months this year, pacing the parade with 14 new sponsors, including Philip Morris, General Foods, Household Finance, Ipana, U. S. Rubbert, Oldsmobile, Chesterfields, Lipton Oldsmobile, Chesterfields, Lipton Towel, Wine Assn., Ballantine's, Schaefer-Beer and Barbasol. NBC-TV so far this year has packed Texton. Admiral, Luckies, Mason Candy, Motorola, Bona-Fide Millis, Assisted and RCA. Dublont has Admiral, DuMont Labs, Whelan Duss, Old Golds (renewal), Tel-Purps, Old Golds (renewal), Tel last year.

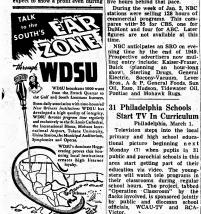
Reasons for video's own gold rush, according to network chiefs, are the tremendous increase in set circulation, extension of coaxial rache tradition, extension of coaxial rache traditions, and the growing reasons that the set is no longer something to experiment with, but a potent selling medium. Almost every advertiser using TV has come up with his own success story, checked off in actual dollar story, checked off in actual dollar number of sets installed throughout the country has proved that TV to already big time.

More Seles Impact

## More Sales Impact

basis) and RCA. DuMont has Admiral, DuMont Labs, Whelan Drugs, Old Golds (renewal), Teldisco, Illinois Meats, Fashion Frocks, Allied Foods and Ballantine's. ABC-TV has signed A. Stein & Co., and has also done a hefty spot and participating sponsor business. More Sales Impact
New York, for example, now has
480,000 sets in use. Recent survey
conducted for VARIETY by Pulse
showed an average of 5.2 wiewers
per set, which would give not. The
steadily-expanding circulation, despite an accompanying, boost in
time charges, has already brought
Y advertising to a lower cost-per
Y advertising to a lower cost-per
top N. Y. newspapers. Video, according to the web chiefs, has been
proved to have such potent sales
inpact that sponsors, consequentgood buy when they see the
good buy when they see the sor business.
While some of these advertisers are cutting into their established radio, newspaper and outdoor ad radio, newspaper and outdoor ad namy of them also represent new money, especially allocated for the newer medium. Thus, according to the network chiefs, whether tele will dent the other ad forms is still a moot point.

good by when they see it.
Only thorn in the situation is
the fact that station operating costs
and program production charges
are also increasing steadily. As a
result, few stations in the country
expect to show a profit even during



ORLEANS WDSU Affiliate



"The bull does the ducking . . . Wheaties, you know!"

## **AFRS Wins Kudoes** For Tolerance Work Washington, March 1.

Washington, March L.
Distinguished Merit Award of
the National Conference of Christians and Jews for the Armed
the Control of the Conference
contributions to mutual understanding during the past year was
presented last week to Sec. of Defense James V. Forrestal by Justin
Miller, prexy of National Assa. of
Broadcasters. Miller made the

Miller, prexy of National Assa. of Broadcasters. Miller made the presentation as chairman of the Washington area radio committee work of the Miller and the presentation for the AFRS overseas broadcast of "Miracle in Brooklyn," by Brann. "Wifracle" was based on the true story of a Jewish gift to a Catholic parish, which later throught about the rescue of many Austrian refugees. Ceremony, held cered by NBC and ABC television newsreel cameras.

## 'Independents Day' To Stress Meaty Problems At NAB Chicago Meet

Washington, March 1. April 10, "Independents Day" at the National Assn. of Broadcasters' the National Assn. of Broadcasters' Chicago convention this year, will include lively sessions on meaty problems, according to plans laid with the problems of the problems. The lunchen, only session of the day at which network affiliates will be permitted, will deal with the incluse at which network affiliates will be permitted, will deal with the incluse at which network affiliates will be permitted, will deal with the incluse at which network affiliates will be permitted, will deal with the incluse a problems. The support of the problems of the probl

as a vital force in the industry.
Justin Miller, NAB prexy, who
will make no formal address to the
convention this year, will speak at
use the occasion to underline a point
he is trying to make with U. S.
legislators, that radio is not controlled by four network presidents
and that independent broadcasters'
welfare is a Yardstick for the industry.

dustry.

A new departure is that indies which are not NAB members will be invited to attend. The theory is that non-affiliates have the smallest percentage of membership in the NAB and that the move will help build the association.

build the association. Ted Cott, WNEW, N. Y., veepee, is chairman of the Non-Affiliated Stations Committee and will chair the April 10 sessions. Other committee members are: Larry McDowell, KFOX, Long Beach; Ben Strouse, WYLE, Washington; Bob Strouse, WILE, Washington; Bob MacDonald; Pete Schloss, WWSW, Pitts; and Mevin Drake, WDGY, Minneapolis. Start TV In Curriculum

The committee has asked Judge Miller to include an indie TV operator and an indie FM-only operator on the next Non-Affiliated Stations group. It also selected Dick Pack, WNEW flack, to serve as press ilaison officer at the convention.

## Less Coast Pantomime: **KLAC Nixes 'Charades**

Hollywood, March 1. Jack Stewart's "Headline Charades" will be erased from KLAC-TV's schedule this week. Stewart's show is one of four pantomime programs being telensed

KLAC execs feel that the same KLAC exces feel that the same talent is being run in round-robin form on all the charades programs in town. Aside from the talent trouble, station toppers feel that pantomime has seen its day as a time filler and will lose its audience to an entertainment format program.

program.

In the panto line, KFI-TV has
"Can You Picture This" with
Jerry Lawrence; KTTV has Mike
Stokey's "Pantomime Quiz," and
KTLA, "Movietown, RSVP."

## Cincy's WKRC Bows

Clncinnati, March 1. WKRC started its television experimental operation today (1). It blans commercial bow April 4 and CBS coaxial cable service linking

in October.

Has video studio in Times Starbuilding downtown.

## TV Must Develop

ment," Liebman adds. And, he feels, if the vauideo shows continue to expand as they have been, to the virtual exclusion of other types of programs, then video must "The vaudeville type of or enter-tainment is easiest to do, and because of its more or less static type of presentation, it certainly does achieve he intogress? In the variety show to be practically the lost type of presentation, it extrainly does achieve he intogress? In the variety show to be practically the lost type of presentation in tele just because it achieves a greater intimacy between performer and the programs of the programs will nave been extended sufficiently to capture shall produce the programs will originate with the camera system will have been extended sufficiently to capture shall produce the programs will originate with the camera for the programs will originate with the camera that the camera the programs will originate with the camera that the camera the programs will originate with the camera that the camera the programs will originate with the camera that the camera that the camera the programs will originate with the camera that the camera the programs will originate with the camera that the camera the programs will originate with the camera that the camer

Triumph of 4th Camera

umph of the fourth camera."

Triumph of sith Camera
On the Admiral show, Liebman
has a fourth lenser high in the balcont of the International theatres
that the show with the hist
camera he is able to get the whole
that the show with this
camera he is able to get the whole
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days of the early Busby Berkeley
directed muscula talking pix, in
from overhead to shoot largescale production numbers. (This
type of shooting in films, of course,
and if Lebman had his way,
and if circumstances and all situations were equal to it, he would
able to the show the show the show
the show the show the show
that the show the show the show
the show the show the show
cameraing.

Being a showman who recalls
the lighting techniques of motion
he's been a factor, as a writer, director and producer, Llebman is
he's been a factor, as a writer, director and producer, Llebman is
he's been a factor, as a writer, director and producer, Llebman is
properly the show the show seenic
designer. Before he put on the
form of the show the show seenic
designer. Before he put on the
chase SSS 0000 worth of lighting
equipment.

Lebman avers that the impor-

chase \$35,000 worth of lighting equipment. Liebman avers that the important thing in TVs in not to discourage new ideas, that everybody is of presentation. Video is the innot demanding of the entertainment media, he adds, since in a weekly show one is expected to do in a weekly show one is expected to do in a weekly what most producers do in the thinks critics should be more aware.

week what most producers do in yeekes. This is something of which he thinks critics should be more some and the producers of the producers of

continued from page 39
starting March 11, through Leo
Burnett agency,
Burnett agency for the
Burnett

Co.

The National Bank of Detroit ordered 10 one-minute spot an-

The National Bank of Detroit ordered 10 one-minute spin announcements on Wartz-TV to promote the spin announcements on Wartz-TV to promote the spin announcement of Wartz-TV to the spin announcement of Wartz-TV to the spin announcement of the spin

The two programs were ordered by the DeSota-Plymouth Dealers of Detroit, through BBD & O. The show will feature Mort Neff as commentator, with Chuck Harbison doing the color narrative.



"On an Island with You" Every Friday Nite, 8:30 E.S.T. Mgt.: LOU CLAYTON

"UNUSUAL"

-ILLUSTRATED PRESS, NEW ORLEANS, LA



CBS, Mon. thru Fri. 2:45-3 P.M.

HN K. M. McCAFFERY Written and Directed
ADDISON SMITH

## **PERSONAL**

The personal touch is the magic touch in building up good will and making contacts. Impress personally with a ground the personally with a ground the personal to the personal

For promotional plan tailored for your purpose, price list, sample, lit-erature, write on your business let-terhead to Dept. V-32.

MICRO-LITE CO., INC

## OFFICE SPACE FOR RENT

1 Block from Radio City ral furnished offices with pr

HOTEL ABBEY, NEW YORK

## SEE BOP BOOSTING BAND BIZ

## Waltz Leads Disk Sales

A unique commentary on the current recording business is reflected in the current recording business is reflected in the current related to compying the top positions on the besteller lists at Columbia and RCA-Victor made and Columbia and a Columbia and RCA-Victor made and the columbia and the shell by an instrumental, Lee Brown's "I've Gon's Day's "Clancy Lowered the Boom," an outright novely, with Sampy Kayes "Lavender Blue" running second the post by top states. "Avender Blue" running second the post by top artists. Yankovit's disk is not a novely in the sense that Day's disk is, but it is novel to Columbia that a waltz is leading sites. In each case, it's emphasized, the top-lock positions are on the basis of recorder shipped, and necessarily sold to the public.

## Fearful of Turning Down a Hit. Many Pubs Giving 'Corn' Careful Eve

Major music publishers are becoming increasingly wary in their
evaluation of songs submitted to
them for publication considerant
Last year, when simple "corn"
times began showing up strongly
in bestseller lists, most majors
fulfed the trend off as due to the
recording ban and the lack of so
under the lack of so
wented later in the year and pubs
fett their original opinion of the
stitution was correct.

Andrews Trio Dip
Into Hillbill
Andrews Sisters di
Andrews Sisters di
Cordina, with French The
Cordina, with French The
Mary Control The
They did "Don't Rot
They did "Don't Rot
Stattle" and "Bitti
gernals Thinking of, You

wants the control of the situation was correct.

In recent weeks, however, the public has again showed greater interest in waltzes, varied novel-and a good many of the publics are back in the mental state that the initial trend in that direction they're afraid to reject songs in face of turning down what eventually may become a hit. Since, in face of turning down what eventually may become a hit. Since, in the times of the control of the

panies.
Artists and repertoire men with
the major labels are being
swamped by tunes. There was a
time when a responsible put out
the when a responsible put out
the sample.

and a novelty, for example. They do that now but then
add a batch of others without making statements as to their promotion aims. They ask the recorders simply to look the songs over for possibilities.

simply to look the songs over low possibilities. The recording man, for example, one recording man, for example, the recording man, for example, submitted by publishers in the space of four days. It's almost recording people to keep up with such a flow of material, do justice tach a flow of material, do justice tach a flow of material, do justice that is the submitted by well known pubs are added to a consistent flow of unattached melodies sub-mitted by the submitted by well known pubs are added to a consistent flow of unattached melodies sub-mitted by the submitted by well known pubs are added to a consistent and the submitted by well known and thus be in a better position to talk coin terms with a publisher.

## Cugat Barred From Argentine By Tooters Union, Cutting Tour

Union, Cutting Tour

Monteredes, Barch 1.

Xavier Cugats or chest result in the see seems of the current trip in this area. Meastro or charge and the week at a nitrey there are the concerts at part, which or did with the concerts at part and the part of the concerts at part, which with the concerts at part and the part of the part of

## Into Hillbilly Music

Andrews Sisters dipped into country style music last week, recording with Ernest Tubb, Decca Records top name in that category, They did "Dou't Rob Another Man's Castle" and "Bittin My Finegralis Thinking of You." The first style of the fi

## **AFM Disavows** Standby Tax On **Transcriptions**

American Federation of Musicians has advised transcription companies that neither AFM nor bandleaders who record for them are responsible any longer for the property of the state of the s American Federation of Musi-

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## SWING AS SPARK

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costs.

cost a resait of Irising to the Group men are heartened by the craze for bop because they feel that as soon as the initial enthusiasm wanes, the stylists who are now featuring it will smooth out its rough edges and wild jaze kinks to rough edges and the proposed to the rough edges and the proposed proposed to the rough edges and the rough ed

that employ the style in a more undified manufi. anne handleaders playing one-nighters in metropolitan centers, as well as occasionally in small towns, are plaqued by side to the manuficial control of the style of leaders miserable with their requests, or sneers if one explains that he doesn't use the style of leaders miserable with their requests, or sneers if one explains that he doesn't use the style of the style o

## Is You Is or Is You Ain't M' Baby

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## Randy Brooks Reorgs

Randy Brooks, out of the band business as a maserr for months, is reorganizing. He got of complete the second of t

ast couple months.

## LIKEN STYLE TO Bandleaders Would Save Plenty Coin Via N.Y. State Tax Credit Plan

## Decca, Brunswick Sue Stores for Cutrating

Stores for Cutrating
Charging violation of the N. X.
State Bridge Violation of the Research of

## Kassel-Merc In Feist Tussle On **Louie** Disking

Art Kassel, Mercury Records and Feist Music are in a tussie current-by over the novelty song, "All Right Louie, Drop That Gun," Right Louie, Drop That Gun," and the state of the state of

oon," charging Feist with "preventing him from making a living."

Kassell had heard the song on the Arthur, Goods and any first the Arthur, Goods and any first the Arthur, Goods and any entity copied it down, had an arrangement made and recorded if for Mercury at his own expenses. Feist apparently was not aware that he been awaiting the recording of the song by certain artists on the Columbia and Decca labels. And it down the artists of the time and the song by certain artists on the Columbia and Edward and the Columbia and Edward and the song by certain the song the the so

and claims to have orders for 30,000 copies.

Mercury, on the other hand, alleges that Felst has given a license to the state of the st

## Cap Again Defers On Tele-Funken Releases

Hollywood, March 1. Capitol Records for the third time has deferred the release date of its first Tele-Funken classical recordings. Originally, they were due on the market March 7, but now March 28 is the release date. Reason for the delay is that Cap has found the preparations, produc-tion, promotion; etc., not moving as fast as first anticipated.

New York State Unemployment New York State Unemployment Insurance bursul has agreed to allow bandleaders who work within the state's borders, to seek credit from the Federal Government for tax suns pald by their employers are supported to the state of th

hose indicated the buyer paythem. This set up a situation lin which taxes for dates within N.Y. were paid by the hotel, theater, indeed of the year, the bandleader does not be seen and the seen of the year, the bandleader lineluding taxes for the N.Y. and including taxes for the N.Y. and the buyers in this state. He could need the buyers in this state. He could need the buyers in this state. He could ment insisted the leader is responsible. If he can get credit, as is likely now, the leader will have to buyer only 36% to the Federal men, N.Y. paye the state 2.79 years. N.Y. pays the state 2.79 years. N.Y. pays the state 2.79 years in N.Y. pays the state 2.79 years to bandleaders, of

state 2.7%
Savings to bandleaders, of course, will depend on how much work they do within N.Y.'s, borders in a year, and the size of their musician payroll.

## Can't Get Own Tunes Disked, So Songwriter Sets Up Own Company Nashviile, March 1.

A new indie recording firm has been formed here, called Select Records, the outgrowth of the ef-forts of Mrs. Hank Fort, an amateur songwriter currently getamateur songwriter currently get-ting recognition from New York publishers due to her 'Put Your Shoes On, Lucy' tune, published by Bourne Müsle. Mrs. Fort had by Bourne Müsle. Mrs. Fort had the writes words and musle, with singer Dotty Dillard and Owen fearly assistant musleal director of WSM here. She took them to NY. to sell the masters to major of "Lucy," most of the companies had the tunes recorded. So she set up her own disk label... Mrs. Fort, who has been writing companies had the tunes recorded.

Mrs. Fort, who has been writing songs for eight years, Iried unsuccessive to the property of the property o

Al Solomon iolned Coast staff of Milis Music as contactman.

## Video Gold Rush

vertisers. Indicating the general the 1949 gold rish. But, the web health y stage of the industry is an estimate by CBS pree Frank State of the three three three to the three times over the first three months

Resease are the tremendous increase in set including, extension of coaxial cable (actilities, and the growing realization on the part of afverting realization) on the part of afverting to experiment with, but a potent selling medium. Almost every advertiser using TV has story, checked off in actual dollar sales. Multiplying that by the multiple out the country has proved that TV at the Mannes Sales Insalet

More Sales Impact
More Nork, for example, now has
New York, for example, now has
york, for example, now has
younged and York Type
showed an average of 5.2 viewers
per set, which would give N. Y. an
average audience of 2.340,000. That
steadily-expanding circulation, detime charges, has already brought
Yor Advertising to a lower cost-perthousand rate than some of the
top N. Y. newspapers. Yideo, acproved to have such potent sales
impact that sponsors, consequently, are beginning to recognize a
good buy when they see it.
Only thorn in the situation six
he fact that statuol operating coses
are aiso increasing steadily. As a
result, few stations in the country
expect to show a profit even during

ORLEANS WDSU Affilio

sing quarter of 1949 will be 40 see over the first three months year.

soons for video's own gold i, according to network chiefs, the tremendous increase in set liation, extension of coaxial e, facilities, and the growing. Morris, General Foods, Household Finance, Ipana, U. S. Rubber, et aligned the growing to the state of the s

While some of these advertisers are cutting into their established radio, newspaper and outdoor ad budgets for their tele expenditures. many of them also represent new money, especially allocated for the newer medium. Thus, according to the network chiefs, whether tele will dent the other ad forms is still a moot point.

## NRC-TV's 48%

17¼ hours weekly, and CBS, the nearest competitor, was more than five hours behind that pace.

nve nours benind that pace.

During the week of Jan. 2, NBC
stations were selling 128 hours of
commercial programs. This compares with 35 for CBS, one for
DuMont and four for ABC. Later
figures are not available at this

time.

NBC anticipates an SRO on evening time by the end of 1949.

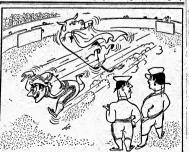
Prospective advertisers now muiring entry include: Raisers on muiring entry include: Raisers of the state o

## 31 Philadelphia Schools Start TV In Curriculum

Philadelphia, March 1. Television steps into the iocal primary and high school educa-tional picture beginning next Monday (7) when pupils in 31 public and parochlai schools in this public and parochial schools in this area start getting part of their education via video. The young-sters will watch tele programs in their classrooma during regular school hours. The project, tabbed "Operation Classroom" by the facks involved, is sponsored jointly by public and diocesan school victors, WCAU-TV and RCA-Victors.

Victor.

In addition to reaching the elementary school level of study, the project will encompass junior and senior high students, with special programs designed for each group.



"The bull does the ducking . . . Wheatles, you know!"

## AFRS Wins Kudoes

For Tolerance Work Washington, March 1.

Washington, March I. Distinguished Merit Award of the National Conference of Enristians and Jews for the Armen Conference of Enristman and Jews for the Armen Contributions to mutual understanding during the past year was presented last week to Sec. of Deviation of the Conference of National Assn. of Broadcasters. Miller made the Presentation as chairman of the Washington area racine committee of the Conference of the Confe

Washington area radio commutes of the Arman of the Arman

## 'Independents Day' To Stress Meaty Problems At NAB Chicago Meet

All IAD Ullicago meets
All IAD Ullicago meets
April salmigton, March 1.
April 10, "Independents Day" at
the National Asson of Broadcasters'
Chicago convention this sea ester
The same of Washington, March 1.

dustry.

A new departure is that indies which are not NAB members will be invited to attend. The theory is that non-sfill attended the that percentage of membership in the NAB and that the move will help build the association.

build the association.

Ted Cott, WNEW, N. Y., veepee, is chairman of the Non-Affiliated Stations Committee and will chair the April 10 sessions. Other committee members are: Larry McDowell, KFOX. Long Beach; Ben Strouse, WWDC, Washington; Bob Maynard, WSVS, Crewe, Va.; Patt MacDonald; Pete Schloss, WWSW, Pitts; and Melvin Drake, WDGY, Minneapolis.

Pitts: and Melvin Drake, WDGY, Minneapolis.

The committee has asked Judge Miller to Include an indie TV operator and an indie FM-only operator on the next Non-Affiliated Stations group. It also selected Dick Pack, WNEW flack, to serve as press liaison officer at the convention.

## Less Coast Pantomime: KLAC Nixes 'Charades

Hollywood, March 1, Hollywood, March 1.

Jack Stewart's "Headline
Charades" will be erased from
KLAC-TV's schedule this week,
Stewart's show is one of four pantomime programs being telensed

here.

KIAC execs feel that the same talent is being run in round-robin form on all the charades programs in town. Aside from the talent trouble, station toppers feel that pantomime has seen its day as a time filler and will lose its audience to an entertainment format

program.

In the panto line, KFI-TV has Mike Stokey's "Pantomime Quiz," and KTLA, "Movietown, RSVP."

## Cincy's WKRC Bows

Cincinnati, March 1. WKRC started its television ex-perimental operation today (1). It plans commercial bow April 4 and CBS coaxial cable service linking

Has video studio in Times Star

## TV Must Develop

ment," Liebman adds. And, he stuff, too. Plus which, Liebman adds. And, he stuff, too products a stuff, and the cause of its more or less state by the stuff of the stuff of the sole type of presentation, it certainly does achieve the intimacy chanced for list of the sole type of presentation in tele ly the stuff of the sole type of presentation in tele ly the sole type of presentation in telestation to the sole type of presentation in telestation the sole type of the sole type of presentation in telestation the sole type of the sole type of the sole type of the sole type of presentation in telestation that the camera system will have been target and the sole type of type of the sole type of type of the sole type of the sole type of type of the sole type of type of the sole type

He agrees that the Admiral show is a more sophisticated type of prehave been used to seeing, but in stressing this he recalls a similar situation in the earlier days of stressing this he recalls a similar situation in the called the stressing this programming—the kind where the listening audience "didn't have to programming—the kind where the listening audience "didn't have to along to galvanize sophisticated comedy into the ether medium. Allen, Liebman recalls, made along to galvanize sophisticated comedy, interpretative acqualities, and the like, can like-cate comedy, interpretative content of the stress of t

tie too sophisticated for the home. Actually, there are many on TV seeing this type of revue entertainment who, as non-theatregoers, have never seen it before, and are the first time. Liebunan reveals that he has enough material right now for about 25 of the weekly shows (Friday, 9-8) p. m., NET). A frequent material? He has several writers working constantly, and has even working constantly, and has even

material? He has several writers working constantly, and has even taken on one to write just for Mary McCarty, who's featured on the show (Sid Caesar is the star.) And the scripters are always working on additional material. Also, name writers are constantly submitting





, Mon. thru Fri. 2:45-3 P.M.

HN K. M. McCAFFERY

Written and Directed
ADDISON SMITH

## PERSONAL

The personal touch is the touch in building up got and making contacts. Impress personally with a gift of a M LIFE, the handsome miniatur chain flashlight. Imprinted rticie.
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everal furnished offices with priva ath far rent. Telephone switchbox and cleaning service.

HOTEL ABBEY, NEW YORK

## SEE BOP BOOSTING BAND BIZ

## Waltz Leads Disk Sales

A unique commentary on the current recording business is reflected in the current disks occupying the top positions on the bestseller lists at Columbia and RGA-Victorine. Skirt Walta." and the escond slot is held by an Instrumental. Les Browns "I've Gu Ky Love To Keep Me Warm." At Victor, the No. 1 disk is Dennis Day's "Clancy Lowered the Boom." an outright morely, with Sampy Kayes "Awender Builer" running second sho per Sampy Kayes "Awender Builer" running second he peap by top artists. Yankovic's disk is not a novelty in the sense that Day's disk js, but it is nevel to Columbia that a wait is leading sales. In sech-case, it's emphasized, the top-slot positions are on the basis of records shipped, not necessarily sold to the public:

## Fearful of Turning Down a Hit. Many Pubs Giving 'Corn' Careful Eve

Major music publishers are be-coming increasingly wary in their evaluation of songs submitted to them for publication consideration. Last year, when simple "one"

evaluation of songs submitted to them for publication consideration. Last year, when simple "corn" innes began showing up strongly in bestseller lists, most majors to the strength of the str

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One recording man for example.

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## Cugat Barred From Argentine By Tooters

United, Cutting four active to the control of the c

which is not under the jurisdiction of the year, topping even estimated by the second property of the year of year

## Into Hillbilly Music

Andrews Sisters dipped into country style music last week, re-ording with Ernest Tubb, Decca Records to mame in that category. They did "Don't Rob Another Man's Castles" and "Blitch My Fingernalls Thinking of You." Only the first time the trio device the country of the count

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American Federation of Musicians has advised transcription companies that neither AFM nor handleaders who record for them are responsible any longer for the mare responsible any longer for the property of the lattroduction of the Taff-Harring law, which hother any transcriptions outside the Jurisdiction of a home local ware required to pay 15% of scale pay for the musicians involved the property of the property

Barred from gentine By Tooters
Union, Cutting Tout
Montevedeo, March 1.
r Cugat's orchestra will by beneared by the transcriptions made for commercial urgoses. "Library" in music.

## Herman-Cole Concert Smash \$7,400 in Pitt

Smash 87,400 in Pitt Wepttsburgh, March 1. Wertody Herman-King Cole control of the Cole of

## LIKEN STYLE TO SWING AS SPARK

A few far-sighted band business executives are changing their attitude toward bop-music, which has taken a hefty hold on a large slice taken a hefty hold on a large site of the teenage population in recent months. They see in the spreading acceptance of the jazz style a spark that could ignite a fresh interest in name bands, much in the way swing music started a cearned millions for agencies, bandleaders and musicians alike in the years up to the end of the war, when the flame waned and profits costs.

cost...

Agency men are heartened by the craze for bop because they feel that as soon as the initial enthusiasm warner, the stylists who are rough edge and wild juze kinks to the point where it can be sold commercially. It by then would assume the status of the swing musher than the swing musher that the swing musher than the swing

At the moment, name bandleadres playing one-nighters in metro-politan centers, as well as occasionally in small towns, are plaqued by kids who want bop. If they don't get it they make the they don't get it they make the their requests, or smeers if one exhelians that he doesn't use the supplies that they would be the supplies that they have been they here it is another story. Some of the leaders play it as edification. But they don't like the word "bop" because it is identified with dim or cleal raize joinst fast so was swying to some extent. Agency excess feel that the chances get brighter as the craze spreads.

## Is You Is or Is You Ain't M' Baby

just don't seem able to make un their minds on the condition of the business. Jobbers at first state that business. Jobbers at first state that bix has been better during January and February than the comparable period last year, which was far down from wartime norms, but still good in comparison to prewar figures. Then, after checking, they assert that it's slightly below last year for the two months.

year for the two months.

Publishers themselves disagree.
That's usually easy to do since an individual firm's sales reaction is rent loop tunes are selling to any degree. But in today's market, pubs also disagree to some extent on catalog material—standards, follos, etc. Some say biz is okay in those grooves and others that it's those grooves and others that it's

bad.

Pubs who do have hits and a good backlog, however, assert that biz is good. Leeds, for example, says that January and February were its two heaviest months since the firm was launched some 10 years ago. Currently, Leeds has "Pussy-Cat Song," "Galway Jay," and several other pops moving at

## Randy Brooks Reorgs

Randy Brooks, out of the band business as a maestre for monther is reorganized. At fact Corp. last week and signed with Joe Glaser's Associated Booking Corp. New band will comprise 13 men plus one or two vocalists. It will start work on one-nighters. Brook himself baseen on the Coast for

the past couple months.

## **Bandleaders Would Save Plenty Coin** Via N.Y. State Tax Credit Plan

## Decca. Brunswick Sue Stores for Cutrating

Stores for Culrating
Charging violation of the N. Y.
State Feld-Twoff fair trade act,
State Feld-Twoff fair trade act,
Corp. and the Brunswick Radio
Corp. have filed a \$100,000 damage
suit in N. Y. supreme court against
the vim Blectric Co. and the Vim
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## Kassel-Merc In Feist Tussle On 'Louie' Disking

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nontria on uscussion over use per N. Y.'s Unemployment Insurance division heads have refused to agree with the U. S. Supreme Court decision which stated that the bandleader is the employer of the American Federation of Musi-cians Form B contract, which had made the buyer of the band its employer and lable for unemploy-employer and lable for unemploy-approved to the contract of appeals decision which decreed that the buyer should pay the taxes and, bandleader to pay the taxes, A.Y. has insisted the buyer pay them.

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## Can't Get Own Tunes Disked. So Songwriter Sets Up Own Company

Nashville, March 1. A new indie recording firm has been formed here, called Select Records, the outgrowth of the ef-forts of Mrs. Hank Fort, an forts of Mrs. Hank Fort, an amateur songwirter currently getting recognition from New York publishers due to her "Put Your Shoes On, Lucy" tune, publisher due to her "Put Your Shoes On, Lucy" tune, publisher due to her better the street of the transport of the own times the writes words and music), with singer Dotty Dillard and Owen Bradley, assistant mushed director with the street of the singer Dotty Dillard and Owen Bradley, assistant mushed director of the street of the amateur songwriter currently get-

Al'Solomon loined Coast staff of

All Rights Reset

dght Variety, 24-

T. B. Harms ASCAP Leeds ASCAP Leeds ASCAP

So in Love No Orchids for My Lady The Pussy-Cat Song

Mercury Columbia Columbia M-G-M

Dinah Shore Frank Sinatra J. Durante-B. Garrett

Coes store
Put Your Shoes On Lucy
I Love You So Much It Hurts. Melody Lane BMI
I Love You So Much It Hurts. BVG. ASG.

King Columbia

Buddy Clark...

Capitol

Jack Smith Bob Clary

Spitter ASCAP
LaSalle ASCAP
T. B. Harms. ASCAP
Sam Fox. ASCAP
United ASCAP
Bourne ASCAP

Underneath the Linden Tree
The Birth of the Blues

ondon

Columbia

Buddy Clark. Primo Scala

Bill Darnell...

Detca

Methal ASOAP
It's Big Wide Wonderful World BMI
Craising Down the River
Soltone BMI
Undermeth At-

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> 9 I Cincy

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Port. 0 0 omo Pa Rich-Syra-San Ant. ...

HOHEN MONZHO

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

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WEEK

## MRIETY

Weakly about of the records on disk plocking fromtrus, the "mass requested" by literars. This compilation is based on information gathered from disk-spinents accords the entire not all distincts to indicate this records into into pinching to such the records the entire in sopplicity as well as those on sop. Ratings one computed on the basis of 10 points for a 10-1 mention, 10 or 10.2 and no a flown to one flown to one down to not control. Other and poletys until wary work to week to present a comprehense picture of all sectors of the country.

ENDING

FEB. 26

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	100		
	150	ΙÀ	

Powder Face With Sunsh So Tired. Red Roses for a Blue Lady

... Far Away Places

I've Got My Love to Kee Cruising Down the River

A Little Bird Told Me Down By the Station

ASCAP Fest ASCAP So in Love I Loye You So Much It Hu So Tired Love You So Much It H On a Slow Boat to China

Far Away Places.

Decca....

Tempo.

Brother Bones.

Remick ASCAP
Santly-Joy ASCAP
Chappell ASCAP
Famous ASCAP

Beautiful Eves Here I'll Stay Sunflower Lavender Blue

My Darling, My Darling Capitol ....

ASCAP ASCAP

Jefferson

amous.

The Melancholy Minstrel Buttons and Bows.

Suntower
Careless Hands
"A" You're Adorable
Bluebird Singing in My Heart

. Victor . . . . Columbia . . .

Santly-Joy . ASCAP

Advanced

Spitzer A. Campbell A. Famous

You, You, You Are the One .... Lavender Blue Cruising Down the River The Pussy-Cat Song.....Be Mine

Sammy Kaye Margaret Whiting

Bob Crosby-P. Andrews tmes Bros Dinah Shore Russ Morgan

\$11A \$11B \$11B

Blue Barron 14 Les Brown 9 Evelyn Knight 13 Margaret Whiting 7 Kay Starr 12 Reggie Goff Perry Como ... Tommy Dorsey 5 15 Evelyn Knight Bing Crosby

Victor.

Pos.

Vera Lynn Jo Stafford-G. MacRae

Russ Morgan

Jo Stafford

Vaughn Monroe

Dinah Shore

: 6

## **Drop in Sales Finds Music Pubs Getting Tougher With Small Diskers**

Music publishers are getting extremely touch with small recording the theory he frequently, records
companies over royalty prices for
solve of the companies of the companies over royalty prices for
solve objection of quarterly-due to break. There are some who
sales coin. The publishers at one
with indie firms, allil for overdue
royalty payments and others, which is the companies of the compan

record self-en which has Feduciary So. impatient have the plub become with small diskers that do not live up to quarkerly slatement requirements, or otherwise have of the latter have in recent weeks taken to demanding \$1,000 advance against the full 2c. statutory rate per slog an indie to record a time. And the demand for that full 2c. per side rate is becoming fairly previated throughout the business, Many pulss are no longer accepting 124c. and 134c. per side on disks selling at lower than 10c., on the latter of the slower than 10c. and the thing to the slower than 10c. and the thing that the conditions are not some than 10c. and the thing that the slower than 10c. on the pulse time to work that the condition and the slower than 10c. and the thing that the slower than 10c. and 10c.

might as well insist on the full reference of the control of the c

label is concerned, however.

What burns the puls on the filTone and Spotlight disks is that
they are using only hit songe—
after they have become litts. They
there is no support the same of the little set of the
the sale of that tune by a major
artist on a major label, and
would pay the pub 2c—and he'd
be certain of getting it from the
majors. He's not so certain of
setting it from many of the indices

## Loew's Pacting **Bandshows For Spot Bookings**

Band packages are getting a new spurt of activity with the opening of new vaude time. Loew circuit has already set Sammy Kaye, Louis Prima, and Tommy Dorsey bands for swings around the circuit.

## 'RH' Logging System

Richard Himber's new development in logging broadcast perform ances lists innes in the survey, based on four motor network schedules. They are completed on the basis of 1 point for sustaining nistramental; 2 points for sustaining the control of t

	Far Away Places—Laurel
	So in Love-*"Kiss Me Kate"-T. B. Harms 1
	A Bluebird Singing in My Heart Advanced
	Galway Bay—Leeds 1 I've Got My Love to Keep Me Warm—Berlin
	I've Got My Love to Keep Me Warm-Berlin
	A Rosewood Spinet—Shapiro 1
	Sunflower—Famous 1
	Cruising Down the River—Spitzer 1 Here I'll Stay—*"Love Life"—Chappell 1
	Here I'll Stay-*"Love Life"-Chappell
	Bouquet of Roses—Hill & Range
	A Little Bird Told Mo: Pourse
	My Dream Is Yours-1"My Dream Is Yours'—Witmark Senorita—"Klissing Båndit"—Feist So Dear to My Heart—"So Dear to My Heart"—Sanuy.
	Senorita_"Kissing Randit"_Faist
	So Dear to My Heart - t'So Dear to My Heart" Santly
	Someone Like You-+"My Dream Is Yours"-Harms
	Look Un Detmos
	Look Up—Patmar Buttons and Bows—+"Pale Face"—Famous Lavender Blue—+"So Dear to My Heart"—Santly
	Lavender Plus +#Co Deep to My Heart' Contly
	These Will Be the Best Years of Our Lives—Robbins
	Powder Your Face With Sunshine—Lombardo
	Once in Love With Amy—*"Where's Charley"—Morris
	The o Die Will Amy - Where's Charley - Morris
	It's a Big Wonderful World—BMI The Streets of Laredo—†"Streets of Laredo"—Famous
	Von West Countries of Laredo - Tamous
	You Was—Crystal
	The Pussycat Song—Leeds
	Tara-Talara-Tala—Oxford My Darling, My Darling—*"Where's Charley"—Morris
	My Darling, My Darling-*"Where's Charley"-Morris
	By the Way—t"When My Baby Smiles At Me"—BVC I Got a Gal in Galveston—Republic
	Got a Gal in Galveston—Republic
	Little Jack Frost Get Lost-Spitzer
	Underneath the Linden Tree—LaSalle
	To Make a Mistake Is Human—Record Songs
	To Make a Mistake Is Human—Record Songs I Got Lucky in the Rain—*"As the Girls Go"—Sam Fox>
	On a Slowboat to China-Melrose
	On a Slowboat to China—Melrose I Love You So Much It Hurts—Melody Lane
	Drush Those Tears From Vour Eyes. Leeds
	Dreamer With a Penny_*"All For Love"—Simon
	You You You Are the One Comphell
	Red Roses For a Blue Lady—Mills.  Girls Were Made Take Care Boys—†"1 Sun, Afternoon"—Remick
	Girls Were Made Take Care Boys-+"1 Sun, Afternoon"-Remick
	Down by the Station—American Acad.
	All Right Louie Drop the Gun—Feist
	Down Among the Sheltering Palms-Miller
	That Certain Party—Bourne
	Who Hit Me_*"Lend An Ear"—Southern
	No Orobid- Worning-Leeds
Ŋ	No Orchids For My Lady—Leeds My Own True Love—f"My Own True Love"—Paramount
	Green I'm Love-T'My Own True Love - Paramount
	Green Up Time-*Love Life"-Chappell
	† Filmusical, • Legit Musical.

## **Pinky Herman Explains**

Editor, VARIETY:

I should like to point out that in the story that appeared in the Feb. 23 issue of VARIETY, pertaining to my candidacy for the ASCAP writers board of directors, a most important fact was inadvertently omitted.

a most important fact was inad-vertently omitted in any of John I mentioned the name of John I mentioned the fact that the nominating committee proved itself inconsistent in its de-fact that the nominating committee proved itself inconsistent in its de-liberations and action. In an en-deavor to explain to me the reason interesting the consistency of the petitioned that body to place my-name on the slate, one of the com-mittee told me that their negative action was taken because tand I mamed a candidate in 1947 and that it was too soon for me to again he named on the ticket. The fact that Redmond also was a regularly-named candidate for the writers board of directors in 1947. I wholly disagree with their

writers board of directors in 1947.

I wholly disagree with their reasoning and feet that a candidate should, if the has the support and confidence of enough reliefow-writering the state of the state

Pinku Herman

## **Cap Experiments** With Machinery To Make 45 RPM

Hollyywood, March 1. Capitol Records is currently experimenting with equipment that will produce the new 45 rpm disks developed by RCA-Victor, and developed by RCA-Victor, and which Cap will also market, but so far it is not cutting any for commercial purposes itself. Victor is processing and pressing the 45 disks that Capitol will bring out in April in conjunction with Victor's debut of the line, from masters supplied by the Coast Indie.

ters supplied by the Coast Indie.
Perhaps the major reason for
the fact that Victor is pressing
Capitol's 45 stril is that the latter's
factories have been busy on mato accommodate the pressing of 12inch platters carrying material obtained from Tele-Funien, the German disker. Cap's plants, in Scrantained from Tele-Funien, the German disker. Cap's plants, in Scranlatter than the Cap's plants, in Scrantained than the Cap's plants of the Cap's plants
when the Cap's plants of the Cap's plants of the Cap's plants
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Cap fully intends, however, manufacturing its own 45 disks in the near future. Victor's plant at Cannonsburg, Pa., incidentally, is making most of the 45s.

## KAPP TO USHER IN NEW **DECCA FM PROGRAM**

DECCA FM PROGRAM

A talk by Jack Kapp, president
of Decca, tomerow (Thurday)

4 station, will mark the start of a

5 seven-hour weekly record program,
of the control of the control of the control

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5 seven-hour weekly record program,
of the control of the control

5 station, will mark the start of a

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ent obligations.

## **ASCAP-Tele Contract Talks Faced With Costs Snag on Blanket License**

Supreme to Distrib,

Farm Out Its Pressing

Reorgs Ala. Symph
Arbuiladelphia, March 1.
Arbuiladelphia, March 1.
Volinits with the Philadelphia
for the Main Line and Germantown
symphony orchestras, will leave
at the end of the current season
for recognitive to the control of the control
for the control of the current season
to recognite the control of the current season
to recognite the control of the current season
Lipkin will make the British
tour with the Philadelphians in
June and then begin his task of
reviving the Alabama orch.

One of the problems facing the One of the problems facing the committees representing television and the American Society of Composers, Authors and Publishers, which went into their first contract buddle in New York last week (24). Is the gathering of as much music as possible under a blanket license, at least temporarily, to save coats.

Supreme to Distrib,
Farm Out Its Pressing
Supreme Records will not be future manufacture and distribute its output itself. It has taken when the future manufacture and distribute its output itself. It has taken when the future manufacture and distribute its output itself. It has taken when the future manufacture and distribute. Now Supreme will assign the distributing, and the pressing of its disks will be farmed out, B&W old the same so far as pressing was concerned.

M-G-M Records

M-G-M Record

"Hurry, Hurry, Hurry" is doubly plaguing the music biz. There are two tunes by the same title, one by Don Reid (Peak Record), which he sold to Dave Dreyer's publishing firm, and the other is by Al Rinker and Floyd Huddleston, published by United Music, recorded by Harry James (Columbia)

## Bands at Hotel B.O.'s

Band Hotel		Week	Covers On Date	
mil Coleman* Waldorf (400; \$2)	11	2,325	33,925	
Fardner Benedict* New Yorker (400; \$1-\$1.50)			13,925	
uv Lombardo Roosevelt (400; \$1.50-\$2)	17	2,200	39,750	
Cony Pastor Statler (450; \$1-\$1.50)	3	1,550	4,900	

\* Waldorf, Carl Brisson; New Yorker, ice revue.

Chicago

Chicago

Chicago

Chicago

Chicago

Chicago

Chicago

Chicago

Cover). Evelya Knight down with flu. Mills Bros. and Dinning Sisters

subbed; 2500 covers.

Henry Brandom (Marine Room, Edgewater; 700, \$120 cover). Fair

weather equalled consistent 2200 covers.

Benry Brandom (Marine Room, Edgewater; 700, \$120 cover). Fair

weather equalled consistent 2500 covers.

Bick LaSalle (Marjair Room, Blackstone; 350, \$350 min., \$1.05 cover).

Pick LaSalle (Marjair Room, Blackstone; 350, \$350 min., \$1 cover).

Even Mostel in for short stay: 2200 covers.

Franké Masters stéady draw; 250 covers.

Franké Masters stéady draw; 250 covers.

Cole Forter" (earing well with 3,200 covers.

## Los Angeles

Orin Tucker (Ambassador, 900; \$1.50-\$2). With Victor Borge head-lining. Fourth and final week; okay 3,000 covers. Jan Garber (Biltmore, 900; \$1.51.50). Good 3,400 covers. Ted Fio Rito (Beverly Hills hotel, 300; \$4 min.). Low 1,675 covers.

Location Jobs, Not in Hotels

Chicago)

Ces Davidson (Cher Perce, 500; \$3.00 min.) Jack Cole Dancers, Mary Cole Dancers, Mary Small sand Joep Hisbon Small sand, Howard out because of Ill-ness. Cut admissions to 12,000.

Art Kassel (Blackhawk, 500; \$2.50 min.). Kassel also on sick list. Dropped to 1,400 covers.

Griff Williams (Trianon, \$1.\$1.15 adm.). First week fine 14,500 ad-

(Los Angeles)
Dick Jurgens (Palladium B., Hollywood, 4th and final wk.). Fair 7,700

## **ORCHESTRAS-MUSIC**

## Jocks, Jukes and Disks

By Bernie Woods

Ainn Dale "A Million Millies to their liking. It's done with apAway"—Waitin For the Robert is propriate desert background by
Lee" (Signature). "Million lugo Winterhalter. Flipover puts
Milles" is an unusually fine song, Eckstine into the ring with Yangin
a candidate for the high spots for Monroe's waxing of the same tune.
In the second of the secon

"Lee", cut at a fast tempo. It has many good qualities, but "Mules" amount capture most of the play and the p

Gienn Oser band backgrounds nicely. Billy Eekstine "Caravan" "A Bouquet" (M - G - M). Eckstine is becoming an increasingly hot property and it shouldn't be long before his diskings rate among the top vocalists. His cutting of the standard is a heft performance which jocks whiff Mind performance which jocks will find

e Winterhalter handles the babor of against Marymes "Rosewood Spinales et". "While the Angelus Was Ringstein" Decao. Haymes doesn't get as much out of the "Spinet" as much out of the spinet as the spinet of the spinet as the spinet of the spinet as the s

rhalter. Eugenie Baird "Powder Your (Continued on page 50)

10. N

6. GALWAY BAY (8) (Leeds)



LORRY RAINE

"Can't Sleep"-Decca Records Disk Jockey of the Week:

Disk Jockey of the Wesk:
FRAN PETTAY, WIR
FRAN POSITY "HOUR OF ENTERING FRANCE FROM POSITY TO THE POSITY OF THE PO

Battle of the Bulge.
TIM GAYLE
(Publicity-Personal Manager
Temporary Mail Address
HOTEL SHERATON
Detroit 2, Mich.

## Columbia Records Going Deeper Into Bop; Cuts Jackson

Columbia Records is heading deeper into the bop groove in com-petition with Capitol and RCA-Victor and the lesser labels that feature it heavily. Columbia last week signed and recorded a band week signed and recorded a band bassist with Woody Herman, which included axists Georgie Auld, Jack-son's combination consisted of five bassis with Woody Herman, which included axists Georgie Auld, Jack-wald's new boy crew, too. although half are who perew, too. although this outiff is more in the "progres-tion to Care Capitals band, which plays a lot of bop. Big companies are going in heavdeeper into the bop groove in com-

Big companies are going in heav-ily for bop because dealers demand it; they find an everincreasing mar-ket for the style among teen-age

## **Inside Orchestras—Music**

Record collectors and Ray Noble fans are giving RCA-Victor a rather hard time over Noble's recording of "Lady of Spain." Disk, now high on Victor's besteller lists, was dug out of the company's catalog and lockey show. But, starting in Boston via Bob Chiyron's Killed in the war), the disk now carries a quartet vocal. And fans want to Made in 1935, originally carrying a solo vocal by Al Bowlly (killed in the war), the disk now carries a quartet vocal. And fans want to starting that Cli Noble never has used at tho or quartet and cli to the contracting that Cli Noble never has used at tho or quartet and cli to the contracting that Cli Noble never has used at tho or quartet and cli to the contracting that Cli Noble never has used at tho or quartet and cli was brought out of Victor's catalog, the Bowlly vocal was deemed inadequate. So Victor engineers in N.Y. dubbed a trio on top of Bowlly's job and it worked out well enough to fool disk fans.

Publication of Sylvia Dee's novel, "And Never Been Kissed," by Macmillan points up the odd fact that the author and her mother, Elizabeth Evelyn Moore, are the only mother-daughter members of the American Society of Composers, Authors and Publishers, Sylvia Dee is a gesedonym, since she was born Josephine Moore, Sylvia Dee is a gesedonym, since she was born Josephine Moore, Forditt, atthough divorced from the latter. A lyricit, Miss Dee has collabed with Sidney Lippman on such bestellers as "Chlettery Chick," "My Sugar Is So Refined." "It Couldn't Be True" and "Larco, Larco Larco Lilli Bolero." Her Macmilla tome tells of the romattic advantures of a teen-age gift. Femme songsmith's talent for prose evidently is Chronicle.

The difference in the sheliac content in the manufacturing of recordings made in the U. S. and those made in England Is wide. And tix makes a big difference in the durability of a disk. For example, London's present of the content of the content

After three years of trying, Coast tune-touts finally got an okay from Music Publishers Contact Employees national prexy Bob Miller to stage their own benefit show in 1969. Stumbling block until now has been Miller's insistence that Coast pluggers and publishers put full efforts behind N.Y. benefit. held annually in late spring, which usually nets organization around \$25,000. Coasters wanted to allocate all coin for disbursal to the needy on the Pacific shore. Miller finally gave in and the jubilant touts promptly named a 15-man committee to work on the project. Under present plans, plugs will ask CDS for loan of KNX project. The control of th

Discovery Records, Hollywood indie, volces a mild complaint con-cerning the statement that Columbia Records has only Mercury Records and Capitol's use of the Victor-developed 45 rpm². Discovery states that it is also marketing disks that spin at 33½, using the Microgrows technique. It has so far issued two 12-inch recordings in that groove, carrying works by Phil Moore's large orchestra, plus items by planist Calvin Jackson.

Perry Como drew an unusual reaction from a performance last week (21) of the song "A Million Miles Away." A Mrs. Gerard Allen wired from Florida stating that after hearing him do the tune she had junked divorce plans and was returning north to her husband. She had been in Florida for that purpose. Whole thing sounded like a publicity plant, but more careful wasnet. Tune, a new one by Charles Tobias and Charles Tobias and with the consideration in the consideration of the consideration from the George Paylon firm.

## MGM RECORDS TEAM ASTAIRE & ROGERS

Hollywood, March 1.
Ginger Rogers and Fred Astaire,
currently reunited in Metro's
"Barkleys of Broadway," will be
teamed for the first time on wax
when MGM disks out an album of
tunes from the filmusical. They'll
duet on "My One and Only Highland Film."

tunes from the himsesser, due to n'My One and Only Highland Fling."
Astaire solos on remaining three faces, "You'd Be So Hard To Repface," "Shoes With Wings On" and "They Can't Take That Away From Me," latter a reprise of an Astaire-Rogers tune of the '30s.

## Col. Sets Dennis Morgan

Screen-star Dennis Morgan has been contracted as a singer last week by Columbia Records. At the same time, CRC signed a pact with Mary Martin, formerly with Decca, and now rehearsing the lead in Rodgers and Hammerstein's "South Pacific." She'll do an album first.

Pacific. Suc 1 to Columbia is a repeat. He was a name singer before going into films, recording for Columbia at that time.

## CLEVE, CO. EXPANDS

CLEVE. CO. EXPANDS
Cleveland, March 1.
Completing lis first year of successful operation, Lucky Music
Corp. announced a major program
of rist second year featuring a
series of novelty children, race
and international recording as
the control of the control of the control
last March under direction of
Emest Bruell and Lloyd Rosenblum, and featuring animal records.

## 

2. CRUISING DOWN THE RIVER (3) (Spitzer) ...... Blue Barron .......M-G-M 4. POWDER FACE WITH SUNSHINE (5) (Lombardo) [Foelpir Kinght ... Deca | Primo Scala: ... London | S. LAVENDER BLUE (4) (Santly-Joy) [Dinah Shore ... Columbia | Sammy Kaye ... Victor ....I.ondon 7. PUSSY CAT SONG (6) (Leeds) Patti Andreus-B. Crosby. Decca
8. RED ROSES FOR BLUE LADY (2) (Mills) Youngh Monroe Victor
9. FVE GOT MY LOVE TO KEEP ME WARM (9) (Berlin) Les Broom. Columbia

1	10. MX DARLING, MY DARLING (14) (Morris)	Stafford-MacRae Capitol Day-Clark Columbia
	Coming Up	
		Russ Morgan Decca Kay Starr Capitol Ames Bros Coral
	DOWN AMONG SHELTERING PALMS (Miller) AGAIN (Robbins)	Sammy Kaye Victor Al Jolson-Mills Bros Decca
	SO IN LOVE (T. B. Harms)	Vera Lynn London   Bing Crosby Decca   Dinah Shore Columbia
	BEWILDERED (Miller)	Al Jolson-Mills Bros Decca   Billy Eckstine M-G-M
	SWEET GEORGIA BROWN (Remick)  BRUSH THOSE TEARS (Peter Maurice)  SWEET SUE (Shaniro-Rometoin)	Brother Bones Towns
1	GLORIA (Rene)  UP ABOVE MY HEAD (Taps)  YOU BROKE YOUR PROMISE (Pie)	Ray Anthony. Signature Sister Rosetta Tharpe. Decca
	SUNFLOWER (Famous) BEAUTIFUL EYES (Leeds)	Russ Morgan Decca   Frank Sinaira Columbia
		Art Mooney M.C.N

[Figures in parentheses indicate number of weeks song has been in the Top. 101.

## AFM ERASES HERMAN ON BACK TAX PROBE

Woody Herman is the most prom-inent member of the American Federation of Musicians to have been tossed out of the union and then reinstated in recent weeks by treasurer Harry Steeper. Steeper has been on a campaign to collect overdue taxes payable by travelling bands working one-nighters, niteries, etc. When he took over the treasurer's office in December, he found dozens of Instances of laxify by bandleaders in paying the sums. Usually, when a travelling band plays a date, a delegate of the local within whose jurisdiction the band is working collects the tax; but sometimes none is present, and it's then up to the bandleaders to forward the coin.

Herman newed the AFM \$76. He eries, etc. When he took over the

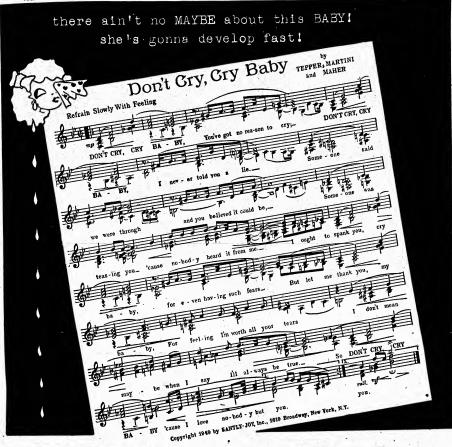
ward the coin.

Herman owed the APM \$76. He found that out when his agency, General Artists Corp., tried to file a contract for Herman to play a concert at Symphony Hall her Sunday (27) with King Cole. APM wouldn't accept the pact, and a count out to the contract of the

her, was paid.

Herman joined Sonny Dunham,
George Olsen, Art Mooncy and
several other name leaders, ali of
whom have had their cards lifted
in recent weeks. All were reinstated, of course, upon payment of
the overdue coin.

Irving Fields As Disk Jock Aving Fields As Disk Jock
Atlantic City, March 1.
Pianist Irving Fields, broadcasting nightly from the Senator hotel.
also slotted for a disk jockey spot
on WMID, Mutual's local station
here.



Boston-JACK FAY

Hollywood-JULIE LOSCH

## 45'S WINNING SALES. RCA-VICTOR STRESSES

Philadelphia, March 1. RCA-Victor sales executives as RCA-Victor sales executives as-sert that the demonstration teams now moving in and out of Camden showing the company's new 45-rpm disks are meeting with unexpected to quote figures, but it's pointed out that-Victor fully expected to meet much heavier resistance from distributors and dealers to the 45's due to the widespread dissai-dered to the videspread dissai-ved to the videspread dissai-

Victor's bringing out the new disks. Distribs and dealers felt that Victor had confused the public with its 45%, following the introduction of Columbia Records' 33% are suit, Victor's teams fully expect to find the first of stunted sales lingering in the eyes of dealers are suit, Victor's teams fully expect to find the first of stunted sales lingering in the eyes of dealers such as the consistency of the control of the con

## Indecision Dropping

Indecision Dropping
Indecision Dropping
Re that argument between Columbia Records and RCA-Victor
London Records and RCA-Victor
Covernove Long-Playing and the 45
rom disks, one prominent dealer
here states the indecision of the
public over the two new types is
25% of his current business is in
Columbia Microgroves, and the
percentage is rising.
Columbia director cover and the
percentage is rising.
Columbia director cover and the
percentage is rising.
Columbia in local word match his,
evaluation of current sales locally.

## RETAIL SHEET BEST SELLERS

Carl Fischer

Preeman ŝ

Angelès, S

Ħ hicago,

Music Supply Coast

d

Francisco, Pacific

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,

<b>777</b>	aalr	r.	ding
W	eer.	Lill	umy
	-		-
	FEI	K 2	h

This	Last wk.	Title and Publisher
1	1	"Far Away Places" (Lat
2	2	"Powder Your Face" (I
3	3	"Galway Bay" (Leeds)

National Rating

WK.	WK.	True and rubusner	12	10	H	P	L (O	1 00	LĦ	18	1 194	1 24	124	100	1 3
1	1	"Far Away Places" (Laurel)	2	2	1	1	4	3	1	1	1	2	1	1	112
2	2	"Powder Your Face" (Lombardo).	4	1	4	4	1	1	4	3	2	6	9	٠.	82
3	3	"Galway Bay" (Leeds)	3	4	2	2	8	8	8	5	3	4	5	5	75
4	4	"Lavender Blue" (Santly-Joy)	· 5	- 5	3	6	6	5	2	6	5	10	. 2	7	70
5	6	"Cruising Down River" (Spitzer).	1	- 3	٠	3	3		3	4		1	3	9	69
6	5	"A Little Bird Told Me" (Bourne)			7	9	2	2	5		10		8		34
7A	8	"I've Got My Love" (Berlin)	10		10	5	10	7	. 9	٠.	7	7		4	30
7B	9	"My Darling, My Darling" (Morris)		9	8	٠.	9	4	٠,	. 9	6		÷.	2	30
8	7	"Buttons and Bows" (Famous)	9	7	6	8	5			8	8			8	29
9	10	"So Tired" (Glenmore)	٠.		٠.		7		٠.	2			6	4.	18
10	13	"I Love You So Much" (Mel. Lane)	. 8						٠.,			5		3	17
11	14	"Down By Station" (Am. Acad.)	7			٠.,	٠.	٠,	10	7			4		16
12	10	"Slow Boat to China" (Melrose)		6		7		6		10		٠			15
13	11	"So in Love" (T. B. Harms)			9			10	6		9	8			13
		MC O	-			-			17		-			-	

## 'South Pacific' Album

## Set by Columbia Records Columbia Records will cut and market an album from the score

of the forthcoming Dick Rodgers-BMI PLANS MPIS. PACT POINT Oscar Hammerstein, 2d, musical,

## Wurlitzer Co. Sued Chicago, March 1.

Coin Machine Acceptance Corp. filed suit in Chi federal district court last week against Rudolph Wurlitzer Co. for \$588,606.

Suit claimed Coin Machine Ac-BMI PLANS MPIS. PAGT POINT | Oscar Hammerstein, 2d, musical,
Chicago, March 1, "South Paelic" Wax will be made idvision will open a Minneapolis Exio Pinnea and Mary Martin, both office this month, increasing midwest expansion program standed Columbia. Miss Martin was signed vast expansion program standed Columbia. Miss Martin was signed valued to the property of the times by the cast were conjected and select local head from pieted at least week. ceptance had been financing pur-

## Ahlert Still Ailing, Coast Trip Deferred Fred Ahlert, president of the

American Society of Composers, Authors and Publishers, was not sufficiently recovered from a se-vere flu attack to fly Coastward over the weekend to preside over the semi-annual meeting with Coast ASCAP-ites.

S ŝ

Music Music

Jenkins Schmidt

City, hiladelphia, inneapolis,

Grinnell's

ŝ

Music

Capitol

Ahlert was supposed to get out for the first time in three weeks Monday (28), but bad weather in New York kept him indoors.

## PHILCO RAISES VOICE VS. RCA-VICTOR'S 45'S

Philco Corp. got into the word battle of the rpm's last week when its John M. Otter, veepee and gennear on the Octor, receiper and gen-eral sales mananer, stated that Philor "has no plans to produce 48 Philor "has no plans to produce 48 producing RCA-Victor's new deval-opment. Reference, to Victor's bair producing RCA-Victor's new deval-opment. Reference, to Victor's bair was tacked onto a statement assert-ing that public reaction to Colum-bia Record's Microgrovoc Long-bid Record's Microgrovoc Long-Philor that it is on the right track of standardization in the recording and phonograph industry, caused by the introduction of 33½ and lates the 45 prom speeds as against that both 33% and 78 have been accepted as standard for years. eral sales manager, stated that

## Morris' \$70,000 Campaign On 'Yankee' Film Score

Un Yankee 'ilm Score

Radio plug campaign on times
from Paramounts' 'A Connecticut
Yankee' will be launched next
Wed. (9) when Blag Crosby will,
introduce the entire score on his
program. It's the first time he's
one film, and the ballyhoo is part
of a \$76,000 campaign. he in a
launched by the Edwin H. (Buddy)
Morris music combine to sell four
new times from the film.
Morris Marcos and Maylain
Morris Music combine to sell four
new times from the film.
Aldrisch Merose and Maylain
Always' and "Blasy Doin' Nothing."
and Maylain will handle "When is
Sometime" and "Stud Your Toe to
the Moon."

the Moon."

Although a total of 47 disks were cut on the four tunes (major labels etched several faces in November, 1947) when the wax ban loomed, Morris and Paramount have succeeded in keeping them from the market thus far. They are now being shipped to wholesalers Sheets are being printed against the fall of the short of the s

## SHAPIRO, BERNSTEIN & CO. INC. present THREE GREAT SONGS

England's Big Hit

Lyrics by LEIGH STAFFORD Music by HUGH WADE

From the British Musica! Success "MAID TO MEASURE"

A Number One Song

# ROSEWOOD

By CHARLES TOBIAS and

A Very Unusual Novelty

By DICK ROGERS, JAY TUCKER and NAT SIMON

SHAPIRO. BERNSTEIN & CO.

GEORGE PINCUS, Gon. Mgr. • RKO Building, 1270 Sixth Ave., New York 20, N. Y . RICHARD VOLTTER, Vice. Pres.



# DON'T SEE ME IN YOUR EYES HYMOR

RECORDED BY

PERRY COMO

THE STARDUSTERS **GORDON JENKINS** 

HELEN FORREST

**BUDDY CLARK** 

JAN GARBER

BARBARA BROWN

KITTY KALLEN

VERA LYNN and SAM BROWNE

New VALANDO-1619 Broadway. New York-Victor Pelle-Gene Piller

## Wood & Crew, Ltd., cop. 1896 by Hopwood & Crew by arrangement Willocks & Co., Ltd., London.

(Musical-Historical Review: 1800-1948)

Compiled for VARIETY

By JULIUS MATTELD

By JULIUS MATTELD

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Legends and other besic background informetion, ottendon to the compilation and presentation, oppered in the Oct. 6, 1948, issue when the Varlety Song Corolloced started publication sarially. It is suggested that these installments be Atlention is breefy called to the fact that this material is copyright and may sot be reproduced either wholly or in part.

And Now...

Refrain Slowly With Expression

we said good - bye,

Kentucky Babe. w., Richard Henry Buck. m., Adam Gcibel. Boston: White-Smith Music Pub.

Boston: White-Smith Music Pub. Co., cop. 1896. The World Co. Love Makes The World Co. Rount of Marchaeld in Bohemial, No. 1997. The Marchaeld in Bohemial, William Furst. Howley, Haviland & Co., cop. 1896. Mister Johnson, Turn Mc Loose, w. m. Ben R. Harney. M. Wil-mark. Sons, cop. 1896 by Pand. & Sons. 1896 by M. Wilmark & Sons.

& Sons.
Mother Was a Lady. w., Edward
B. Marks, m., Jos. W. Stern. Jos.
W. Stern & Co., cop. 1896.
My Gal Is a High Born Lady.
w., m., Barhey Fagan. Arr. by
Gustave Luders. M. Witmark &

The NEWEST and BIGGEST HIT

by CHARLIE TOBIAS and NAT SIMON

M

MILLION MILES A - WAY

Recorded and Transcribed PAXTON MUSIC. Inc. 1619 BROADWAY, NEW YORK

(3) At an Old Trysting Place; (4) In Autumn; (5) From an Indian Lodge; (6) To a Water Lily; (7) From Uncle Remus; (8) A Deserted Farm; (9) By a Meadow Brook; (10) Told at Sunset. Plano solo. m., Edward MacDowell, op. 51, P. L. Jung con 1898

The innovation of rural free de-livery was a great boon to the mail-order house business. Henceforth the omnipresent catalogue was the farmers' bible.

the ombresser canage was the value of the bloom. In entertainment circles, Frank Mayo and Andrew Mack were, respectively, starring in Mark Mayo and Andrew Mack were, respectively, starring in Mark and Mark and

vaudeville in New York.
Agitation for free coinage of silver created a depression which lasted a year, and marked the No. I want to the coin was a constant of the coin was a coin with the coin was a coin was a

Asleep in The Been, w., Arthur J. Lamb, m., H. W. Petti. F. A. Mills, co., 1889 by Julie C. Petri. At a Georgia Campineeting. Two step march. m., Kerry Mills. F. A. song: F. A. Mills, co., 1889. Badinage. Orch. composition, arr. by Otto Langey. m., Victor Interbert. Edward Schubert & Co., 1889. Additional Conference of the Conference

Beautiful Isle of Somewhere, w., Mrs. Jessie Brown Pounds. m., John S. Fearis. Chicago: E. O. Ex-

John S. Fearis. Chicago: E. O. Ex-cell, cop. 1897.

Break the News to Mother. w., m., Chiarles K. Harris. Chas. K. Harris. cop. 1897.

Cupid and I (The Serenade). w., Harry B. Smith. m., Victor Her-bert. Edward Schuberth & Co., cop. 1897.

1897. V Deever.

Harry B. Smith. m., Victor Herbert. Edward Schuberth & Co.

Danny Deever. w. Rudyard Klpling. m., Walter Damrosch, op. 2, No. 7. Cincinnati: The John Music Co., cop. 1897 by Herbert Johnson. Boston: The Waldo Music Co., cop. 1897 by Herbert Johnson. assigned to The Waldo Music Co., cop. 1897 by Herbert Johnson. assigned to The Waldo The Waldo Music Co., cop. 1897 by Left September 1997. W. M., Paul Dresser. Howley, Haviland & Co., cop. 1897.

Left Bygones Be Bygones. w., m., Paul Dresser. Howley, Haviland & Co., cop. 1897.

Left Bygones Be Bygones. w., M., Paul Dresser. Howley, Haviland & Co., cop. 1897.

Left Bygones Be Bygones. w., The Stars and Stripes Forever.

The Stars and Stripes Forever.

The Stars and Stripes Forever. March. m., John Philip Sousa. Cincinnati: The John Church Co., Taky Bark Your Gold. w., Louis

Cincinnati: The John Church Co., cop. 1897. Take Back Your Gold. w., Louls W. Pritzkow. m., Monroe H. Ros-enfeld. Jos. W. Stern & Co., cop. 1897

1897.

There's a Little Star Shining for You. w. m., James Thornton. Jos. W. Starn & Co., cop. 1897.

W. Starn & Co., cop. 1897.

W. Starn & Co., cop. 1897.

You're Goin Far Away, Lad. or, You're Goin Far Away, Lad. or, Tm Still You're Mother, Dear. w. m., Paul Dresser, Howley, Haviland & Co., cop. 1897.

in Caso, cop. 3 sort.

In Belleville, III, one Jacob Wainwright added a new thrill to the bicycle era when he pedaled backward 40 yards in 37% sechward, in 51 3-5 seconds. William McKinley was inaugurated president. In New York Cily, Grant's tomb was dedicated.

In New York Cily, Grant's tomb was dedicated. William McKinley was inaugurated president. In New York Cily, Orant's tomb was dedicated. William McKinley was the president of the preside

entrenched. On the legitimate stage, James K. Hackett, Maxine Elliott and Julia Marlowe were stars of the season. And a new-Lodge: (9) To a week? Lity: "Of the Remus; (8) A Deserted From Unde Remus; (8) A Deserted Starte of the Starte of

## U. S. Showman

U. J. SHOWMIAN

Continued from page 1
but a straight business setup as viewed by the members of the syndents.

Lourie leaves today, for rel aviv to investigate the situation there for the group. He will report back the group the will report back and return early in May. Lourie, brother of the Israeli consistencial in New York, is closely sended with the amusement line the territory, and owns theattree.

in the territory, and owns theatres.

Gondhair committee Committee

of the law firm of Fiteison & Mayers.

"Also present at the organization meetings during the past week and meetings during the past week and the past of the past



FRANKIE LAINE

MERRY-GO-ROUND CAFE ISHAM JONES



An Important new ballad by the writer of I'll See You in My Dreams," "It Had To Be You" and "On The Alamo."

MILLER MUSIC CORPORATION

A DREAM OF A LULLABY

OXFORD MUSIC CORP.

**HOLLYWOOD** 

should have been

CHICAGO

Each time you whis pered



## POWDER YOUR FACE WITH SUNSHINE

By CARMEN LOMBARDO - STANLEY ROCHINSKI

Restated by - Evelyn Knight Deces . Sammy Kaye (Victor) . Doris Day & Buddy Clark (Columbia) . Blue Barron im G.M.

DEAN MARTIN (Capital) . ANNE VINCENT - JOHN LAURENZ (Mercur) . PRIMO SCALA (London)

SABRAD REPUNN, JOHNNY BRANK (Vacuus . Dick Ry PRON with Ten Back ORCH Dick

## **EVERYWHERE YOU GO**

By LARRY SHAY- JOE GOODWIN - MARK FISHER

Research w - GUY LOMBARDO Deced - EDDIE HOWARD Mercury - WAYNE KING Gentral

And in Preparation Two Great New Songs –

**SCALAWAG** 

Words and Music by AL JACOBS - LARRY STOCK - JOSEPH MEYER

## YOURS WITH LOVE AND KISSES

BY CARMEN LOMBARDO

JACK BREGMAN
ROCCO VOCCO
CHESTER CONN

National

This Last

## ARTIE SHAW SIGNED

## TO COL. DISK CONTRACT

TO COH. DISK CONTRACT
Columbia Records signed Artis
Shaw to a recording contract Fridge
(25) in New York. A two-year deal,
the agreement will make Shaw
(25) in New York. A two-year deal,
the agreement will make Shaw
and Masterworks divisions. There
are no prescribed details of how
and Masterworks divisions. There
are no prescribed details of how
will work in either field. He
figures to cet! pops with a studio
string and other combinations, as
well as work with large symphonies
in the classics end. efficiency for the
figures of the combinations of the
house agent date with the
Rochester (N.Y.) Symphony next
week.

Shaw had been for years an RCA-Victor property. He has a considerable and active backlog of considerable and active backlog of strictly pops in the Victor catalog, from which he draws a substantial sum in royalties annually. His "Begin the Beguine," for example, is in constant demand though it was made in the late '30s.

## ASCAP Establishes Theatre Committee

Theatre Committee American Sective of Compensations and Publishers has established a Motion Picture Theatre Committee. Grouping is designed to evaluate the possible fauture of the committee. Grouping is designed to evaluate the possible fauture of the committee of experiences with the see of experiences with the read of the seed of

## Tops of the Tops

lops of the lops
Retail Disk Seller
"Got My Love to Keep Me"
Retail Sheet Music Seller
"Par Away Piaces"
"Most Requested" Disk
"Got My Love to Keep Me?
Seller on Coin Machines
"Far Away Places"

From the Current WALT DISNEY Hit Picture

\*

A Beautiful Ballad

## SO DEAR TO MY HEART

It's a Ditty!

(Dilly Dilly)

Santly-Joy, Inc. EDDIE JOY, Prof. Mgr. 1619 Broadway, New York 19

RED ROSES FOR A BLUE LADY SUSY

BLUE SKIRT WALTZ

MILLS MUSIC, INC. 619 Broadway N. Y. 19, N. Y.

## RETAIL DISK BEST SELLERS

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 12 cities and shooting com-parative sales rating for this and last week.

**Week Ending** 

FEB. 26

Artist, Label, Title

Stores

-(Davega

Fork-

Shop

3 Kresge (

San Francisco-(Sherman-Clay) TOTAL Seattle-(Sherman-Clay) hicaro-(Hudson-Ross) ndianapolis (Pearson) San Antonio-(Central os Angeles (Denel's) Detroit-(Grinnell's) Winneapolis-(Don Soston-(Boston Louis-(S. S. City

8

Radio

LES BROWN (Columbia)
"T've Got My Love to Keep Me
EVELYN KNIGHT (Decca)
"Powder Face With Sunshine
BLUE BARRON (M-G-M) 1 57 2A 5 57 2B ing Down the River BING CROSBY (Decca) "Galway Bay"

RUSS MORGAN (Decca) "Se Tired"

EVELYN KNIGHT (Decca
"A Little Bird Told Me" TOMMY DORSEY (Victor "Down By the Station"... BING CROSBY (Decca) 6A **6B** 7 "Far Away Places".....
MILLS BROS. (Decca)
"I Love You So Much Hu MARGARET WHITING (Capitoi) "Far Away Places"
VAUGHN MONROE (Victor) 22 SAMMY KAYE (Victor)
"Lavender Blue" SAMMY KAYE (Victor)
"Lavender Blue"

PATTI PAGE (Mercury)
"So in Love"

BOB CROSBY-P. ANDREWS (De "Pussy-Cat Song"

PRANKIE CARLE (Columbia). 11A 11 11 11B 10

FRANKIE CARLE (COUMDIA.
"Mississippi Flyer".

RUSS MORGAN (Decca)
"Cruising Down the River."

MILLS BROS, (Decca)
"Tve Got My Love to Keep Me
DINAH SHORE (Columbia)
"Far Away Places." 13A 16 "Far Away Place PERRY COMO (Victor)

"Far Away Places"

JIMMY WAKELY (Capitol)
"I Love You So Much It Hurts KAY STARR (Capitel) 14B

TOMMY DORSEY (Victor) "So in Love"

DINAH SHORE (Columb
"So in Love" 15A

"So in Love"
BROTHER BONES (Tempo)
"Sweet Georgia Brown"
SAMMY KAYE (Victor)
"Careless Hands" 15C 12

FIVE TOP ALBUMS

KISS ME. KATE Columbia

WORDS AND MUSIC Varied Artists M-G-M

SO DEAR TO MY HEART Varied Artists Capitol

SINGS Victor

ENCORES Stan Kenter Capitol

9

9

7

Have you heard ROSALIND PAIGE

> singing **CARELESS HANDS** on

SPOTLITE 277



DISC JOCKEYS IT'S A HIT ALL-WAYS

YOU'RE A Music by . . .

JIMMY McHUGH

ROBBINS

N. Y.'S VILLAGE JAZZ SPOTS RESIST BOP

St VI3 Analial DUI
Greenvich Village jazz nituries
continue to resist that mired so the
hop, which has taken over the
up-town cellar spots. New persons
being opened is to be ruin year
Wye Russell, clarineist, and
Hodes, pianist. It's to be called the
Back Room, actually, it's in the
rear of the Riviera Bar. Russell,
Hodes and Herb Ward, bass, make
with the music

Hodes and Herb Ward, bass, make with the music.
Russell-Biodes place is in opposition to Nicks, long the Villages best known jazz spot. Eddie Condo recently added a club of his own featuring combos led by itimself. And George Brusels has opened a place of his own nearby, all are Dixideand jazz adherents in contrast to the bop workers uptown.

## Lorry Raine Gets AFM OK on Publicity Disks

OK on Publicity Disks

Tim Gayle, heavil, Manch, J.

Tim Gayle, and March, J.

Ton Gayle, and March, J.

Ton He American Federation of Missidans to cut a series of at least eight disks with her little of the many disks of the series of at least eight disks with her little year-dings. It's Gayle's idea to make a batch of things that will be circulated among disks Jockeys

Gayle and Miss Raine do not then to go into record manufacturing. Recently they sold the material of the property of "Carlo Holley Control of the Carlo Holley Control of the Carlo Holley Carlo Decca. And Gayle has just have eight aids of an original will have eight aids of an original still have eight aids of an original force the AFM's recent ban, and fore the AFM's recent ban. The Carlo Missing Carlo Missin

## Philly Arena 'Unfair'

Philadelphia, March 1.
The Philadelphia Arena, 7,000-sea auditorium in West Philit, owned by Triangle Publications (a Philadelphia Inquirer affiliate), has been placed on the unfair list by Local 77, American Federation of Musicians.

Musicians.

Frank Liuzzi, president of Local77, said the move was taken because the Arena Corp. had violated
an agreement with the local, which
stipulated that 15 local musicians
must be used for shows. At two
recent attractions—the Bob Hope
show and a Gene Auty rodgeshow and a Gene Autry rodeo-local men were not engaged, Liuzzi

## **Jocks and Jukes**

Face With Sunshine"; Larry Douglas "Red Roses for a Blue Lado" ofter U.S. platters will keep Lonilli-Tonel. Two sides are among don's down. On the backing there's a marketed by Signisture under the same style. But it won't mean Hi-Tone label. They're good reegods, technically, and all maintain on both same style. But it won't mean the same style and same style. But it won't mean the same style and same style and same style. But it won't mean the same style and same style and same style. But it won't mean the same style and same style and same style same style and same style same st 

(M-G-M), "Bogart" tune will either be a hot lock piece or a flat bust. Its a acrewly piece sung fairly well its a torsely piece sung fairly well background and, while good nation it sounds ridiculous, the next it seems like it could create some ex-ctement. Miss Garreit gets little cthement. Miss did with the chiefs and Harold Mogney's musicians, Mooney alone on "Bo-garten" Lee "Ded Pose-come and the piece of the come of the come of the come of the piece of the come of the come of the come of the piece of the come of the come of the come of the come of the piece of the come of the come of the come of the come of the piece of the come of t

gart."

Benny Lee "Red Roses for a Blue Lady"-"Bo and Joe" (London. Hitting a solid dance tempo, Leen and the Keynoles and National Control of the Control o

## Platter Pointers

sood beginning in the pop field, is a good one that jokes will use Jimmy MacDonald, Heien Lowe and Betty Clarke knead the vocal business on his usual control of the plant of the properties of

## On the Upbeat

"Rappy Times," Danny Kaye
Reary King band, returning to
the Coast this sprine, will open at
the Mark Ropkins, Fritec, for six
feels and the Skylariss
liced four sides for Tech-Art
records." Frank De Vol albumrecords." Frank De Vol albumrecords." Frank De Vol albumrecords." Frank De Vol albumrecords." Frank De Vol albumrecords. "Frank De Vol albumrecords." Frank De Vol albumrecords." Frank De Vol albumrecords. "Frank De Vol albumrecords." Frank De Vol albumrecords." Frank De Vol albumrecords. "Frank De Vol albumrecords." Frank De Vol albumrecord

## Music Notes

New York

A Certalek, singer, signed by new general property Bergman for King Records with Musicraft R e or of a new party of the signer of th

Earl Brent and Buddy Pepper

cieffing the score for an untitled revue which bows in Hollywood in March . . . General Artists Corp. set Ciark Dennis for 12-city tour set Clark Dennis for 12-city tourof Warner and Paramount houses
this summer . Eddy Arnold
opens fortnighter at El Rancho
Vegas, May 11 . Mel Henke,
Chicago 88-er, inked a personal
management pact with Buliets
Durgom.

## **Band Reviews**

OHABLIE BAINNET ORCH (10)
With Bunny Briege
Clique Club, N. Y.
Absent from batoning for some
time, Charlie Barnet is back with
time imported "members of the
time with symphony, including Convalued attent in the limit is bright in the control
to discuss the state of the charlie
to an extended the state of the control
while Barnet is bands of the past.
While Barnet is back with
while Barnet is bands of the past.
While Barnet is back with
the state of the past of the control
while the state of the past of the pa

CHAS. K. HARRIS MUSIC PUB. CO. INC., Presents

## While the Angelus Was Ringing

(LES TROIS CLOCHES) Lyric by DICK MANNING - Music by JEAN VILLARD

## RECORDINGS

Capitol-MARGARET WHITING Columbia-FRANK SINATRA

Decca-DICK HAYMES Mercury-EDDY HOWARD

London-ANNE SHELTON M.G.M.-JOHNNY DESMOND Metrotone-ARTIE MALVIN

Victor-TOMMY DORSEY

LA SALLE MUSIC PUBLISHERS, INC., Present

## Underneath The Linden Tree

REGENPFEIFFER SING DEIN LIED) Lyric by DICK MANNING - Music by JEAN VILLARD

## RECORDINGS

Decca-ANDREWS SISTERS Abbey-BILL DARNEL

London-GRACIE FIELDS Victor-FONTAINE SISTERS Columbia-RAY NOBLE and Orch. . . . AND MORE COMING!

Sole Selling Agent: SOUTHERN MUSIC PUB. CO., INC., 1619 Broadway, New York 19, N. JERRY JOHNSON, General Professional Manager

## State Policing of Agencies Breakdown **Forces Philly Percenter Orgs Merger**

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DIFFERENT BOOKS OF PARODIES
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d 25c. for lists of other comedy erfal, songs, parodies, minstre-ter, black-outs, etc. NO C.O.D.'S

PAULA SMITH 200 W. 54 St., N. Y. 19, Circle 7-1130 —Every Day Including Sundays—

Comple's breakdown of Penipmade a replacement. Charles said.

Philadelphia, March 1.

Comple's breakdown of Penipmade a replacement. Charles said.

Philadelphia, March 1.

Comple's breakdown of Penipmade a replacement. Charles said.

Philadelphia phila

result in immediate accounts. Its entertainment license. The po-lice order applied to every other meeting place, hall or auditorium in the city, Rosenburg said.

## Barbara Perry's Film Break Via London Revue

The continued illness of Cary Grant in London has delayed pro-duction of 20th-Fox's "I Was a Male War Bride" indefinitely. Di-rector Howard Hawks has returned to Hollywood after a sojourn in London.

Also just back in the U.S. is Also just back in the U. S. is Barbara Perry, American actress, who was signed for the film. Miss Perry, while studying at the Royal Academy of Dramatic Art in Lon-don, appeared in Val Parnell's "Starlight Roof" revue. She's go-ing to the Coast to do her stint in "Bride."

Smith's Tucson Agcy.

Smith is Tueson, March 1.
Eddie Smith, former New York
agent, has opened a booking office
here. He has an arrangement
with radio station KVOA to supply
talent for niteries, hotels, etc.
Smith last year sold out interest
in his M. X. agency to Al Wilson
and came here for his health.

## not with unit, but joins as emcee at Carman, Philly, next week. Aldrich Vice Edwards At MCA. Latter Joins

VARIETY

Midwest Dates

Matty Rosen Agency Mickey Aldrich, former booker with the Edward Sherman agency, joins the Music Corp. of America theatre dept. Monday (7) as a replacement for Jack Edwards, who resigned last week. Aldrich lately has been setting the tours for the Lou 'Goldberg-Ted Mack-Major Bowes units.

Lou Goldberg - Ted Mack - Major Bowes units. Addrich, at one time with Columbia Artists Bureau, was with control of the Columbia and the Columbia Columbia and the Columbia Co

and cafes there.

Prior to joining MCA, Edwards was with Frederick Bros. for

## Siritzky Talking Vaude Again for Ambassador, N.Y.

Again for Ambassador, N.Y.
The Sirizity circuit is currently
The Sirizity circuit is currently
The Sirizity circuit is currently
Two-s-day, vadue on Broadway.
Chain is considering changing the
Object at the Ambassador theatre,
Bilms, to stage shows sans pictures.
Arnold Jacobs, Sirizity, general
manager, is attempting to line up
team Federation of Musicians, and
the International Allame of Thestartion! Stage Employees, Indications of the Composition of Musicians,
and the International Allame of Thestartion! Stage Employees, Indications of the Composition of Musicians,
and the International Allame of Thestartion! Stage Employees, Indications of the Composition of the Compositio

good.

suse will undergo some alterabefore new policy is started.
e acts will be spotted on bills.

Billy Eckstine repeats at the Mil-

## Click of U.S. Talent May Hypo Vaude Return In Scotland Theatres

Glasgow, Feb. 22.

The 1949 American Invasion of Socialand by vaudeville acts has teacted with a bong the control of the contr

from Irish tenor Joseph Locke) variety program.
Next U. S. artiste slated for Glasgow is Eleanor Powell, who makes British debut at Empire here. March 14, before London Palladium. Kathryn Grayson, Johnsy Johnson, the Andrews Sisters, Bernard Bros., are others expected on later delay.

later dates.
Enthusiasm is mounting for proposed visit of Danny Kaye, expect-

## **AGVA Revamps Scale** For Resort Dates

For Resort Dates
The American Guild of Variety
Artists', N. Y. branch executive
board has negotiated a \$2.50 per
working in Lakewood, N. J. Current minimums call for \$15 for the
first show and \$12.50 for the second show. New scale will be \$17.50
per performer for the first display
Scale is in effect immediately.
This is the second wage hike
negotiated by the N. Y. branch
board. First was on the club date
scale in N. branch
on with the Artists Representatives Assn., Entertalmment Managers Assn. and the Associated
Agents of America.

Gardner's N. Y. Cap Date Gardner's N. Y. Cap Date
Reginald Gardner has been signed for the Capitol theatre, starting
April 21. It's his first vaude date
in the U.S.
He'll be on the bill with Florence
Desmond, Charles Fredericks and
Lane and Claire.

ed around June. Two one-night-concert stands had been pencified-in for Kaye in Glasgow, but deal-led to the control of the control of the American acts also score in American acts also score in Edinburgh. Chico Marx launched his new British tour there. Fans who normally favor films in Fans who normally favor films in Fans who normally favor films in June 1997. The control of the control over to music-hall by increasing in-flux of U. S. performers. Coinciding with Kaye's run at London Palladium will be Soit re-tordion Palladium will be Soit re-tordion Palladium will be Soit re-duced the control of the control of May 2.

Gil Maison pacted for the Hip-odrome, Liverpool, for the sum-ner season.



KEN MURRAY'S BLACKOUTS



## Manny Opper

that new comedia. Hollywood Show Loung Chienge Pere, Mgt.: IRV LEVIN

## CLINTON HOTEL 10th BILOW

200 OUTSIDE ROOMS

SPECIAL WREKLY RATES

## THE DAY DREAMERS

"THE FABULOUS FOURSOME"

Now Featured on CANADA'S TOP HADIO SHOW Sweet Caporal's "TALKING TO THE STARS"

THE MOUNT ROYAL HOTEL, Montreal

HARRY LAWRENCE

1650 BROADWAY

"ETIQUETTE WITH FALSE TEFTH"

## WORLD RENOWNED MENTALISTS

PREDICT A "BEST SELLER" FOR JACK EIGEN'S



MICHAEL STEWART

THANKS VERY MICH FOR INTRODUCING US TO DAYID AND DOROTHY HANKS VERY MICH FOR INTRODUCING US TO DAYID AND DOROTHY PAIGE IN PAGES OF ROMANCE. HAVE MANY REQUESTS TO HOLD THE WAS AND THE CARLO ROOM THE PAIGHT OF THE PAIGHT OF THE PAIGHT OF THE PAIGHT OF THE PAIGHT OR THE PAIGHT OF THE PAIGHT

PENN McKEE HOTEL McKEESPORT, PA.

and will return for a repeat engagement IN APRIL

Available starting May 1st

Exclusive Management—MICHAEL STEWART
420 Madison Avenue, New York

## Atlantic City Must Perk Up Night Life to Survive as Resort, Sez Mayor

Back from a vacation at Miani, Mayor Joseph Miani, Mayor Miani, Mayor Miani, Marka Miani, Mark

reart wants to hold up its rep as an anusement center.

"People are willing to spend if hey get something for their money," he said. "They are spending \$45 a day in Miaml Beach hotels while here they complain about \$10 rates. There the hotels and the the complaint of the compla

Atlantic City, the mayor said, must offer entertainment at night "in the broadest sense."

imite at the dog tracks and the jul ist james. His reference to gambling linked with his offer statements is taken and the jul ist jul

Of NVA For 13th Term Lou Handin was re-elected prexy of the National Variety Artists for the 13th consecutive term at elec-tions held last week. Lack O'Brien was named. first veepee; Harry Jackson, second veepee; Rosa Crouch, secretary; Al Friedman, treasurer.

Crouch, secretary, A. Francisco, Treasurer,
Elected to the Board of Directors for three year terms are Ben Bernard, Frank Campbell, and Jimmy Clark.

## the then pointed out the Fiorida sport has not only tops in enter-inment but that the visitors and namine at the dog tracks and the liberary in the state of the state of the liberary in the **Date Gives Brush** To Prior Pacts

The booking of Red Skelton into the RKO Golden Gate theatre, San Francisco, March 9, is expected to Francisco, March 9, is expected to respect to the way offices. Skelton prior to the war, was let out of dates at the Paramount, N. Y., at \$1,500, and the Earle, Washington, so the could exchange he signed a stipulation with the Paramount that he would play that house at \$1,500 before making any other personal appearance of the proposed of the work of the proposed offerward. It's regarded that his acceptance

money being spent to make it a good deal.

The mayor spoke after Frank Anstutz. Chamber of Commerce the mayor spoke after Frank Anstutz. Chamber of Commerce the major of the Golden Gate engagement of the Golden Gate engagement when the special control of the Golden Gate engagement when the special control of the Golden Gate engagement when the grant of the Golden Gate engagement when the grant of the gran

## Contino to Head New

Dick Contino, winner of Horace Heidt talent contest, will head a unit starting April 28 at the Orien-tal theatre, Chicago. Contino, an accordionist, will have a band plus four or five acts from the Heidt competitions.

Contino recently broke away from Heidt but break was ad-justed by American Federation of Musicians.

## Lent, Taxes Cue Slump in N.Y. Cafes

Advent of Lent today (Wed) and last minute income tax rush are expected to give niteries a temporary setback. N. Y. cafes temporary setback. N. Y. cafes temporary setback. N. Y. cafes temporary setback of the control of the control

## o to Head New Horace Heidt Unit AGVA May Cancel Chi Convention To Conserve Treasury's Coin

Marion Hutton in Hosp,
Rejoins Carson in D.C.
Marlon Itutton has temporary
withdrawn from the Jack Carson
vade unit, now playing the amount off in an effort to conserve unlon's
vade unit, now playing the active trade of the state of truming the conspilation of a minor operation and active trade of the played the teatre. Washington, D. C.,
where it open March 10.
Miss flutton will miss only the
here it open March 10.
Miss flutton will miss only the
lethia, opening Thursdy (3). She save, and all problems that would
offently an experience of the control of the played Atlantic City with Carson
over the past weekend and wetter that the format of the state of the problem of the state of the state of the problem of the state of the problem of the state of the state of the problem of the state of

## **AGVA Renews** Confabs on Roxy Chorus Pay Hike iome headway is being made in negotiations between the Roxy waterly Artists Roy nevotation untittee met Monday (28) with ver Katz. Roxy manager. Latter Confabs on Roxy

bre-Christmas alump, and moet of those now operating are in most own stoken own operating are in most own and the state of the contract.

LOU WALTERS SETTLES

CLAIM OF DANCER

Latin Quarter boniface Lou Walters and chancer Anita Aivares contract arbitation held Monday (28) at the American Guild of Variety Artists. Rearings were already (28) at the American Guild of Variety Artista. Rearings were straight work, and as 35 increase in Variety Artist. Rearings were as the secret the vacation clause, but reached the \$1,500 figure as being satisfactory to Miss Aivares.

Dancer was signed for the curpreached the \$1,500 figure as being satisfactory to Miss Aivares.

Dancer was signed for the curpreached the \$1,500 figure as being satisfactory to Miss Aivares.

Dancer was signed for the curpreached the \$1,500 figure as being satisfactory to Miss Aivares.

Dancer was signed for the curpreached the \$1,500 figure as being satisfactory to Miss Aivares, which was the satisfactory to the vacation clause, but occupantly discovered that there was too musk in the satisfactory to the satisfactory to the vacation clause, but occupantly discovered that there was too musk in the satisfactory to the vacation clause, but occupantly discovered that there was too musk in the satisfactory to the vacation clause, but occupantly discovered that there was too musk in the satisfactory to the vacation clause, but occupantly discovered that there was too musk in the satisfactory to the vacation clause, but occupantly discovered that there was too musk in the satisfactory to the vacation clause, but occupantly discovered that there was too musk in the satisfactory to the vacation clause, but occupantly discovered that there was too musk in the satisfactory to the vacation clause, but occupantly the vacation clause, but occup

Others think that the problem of television jurisdiction and some changes in the union's governing structure demands a full convention this year.

some criticism has been leveled against the national board meet because the union is only paying expenses of those on the executive committee. Others are coming at their own expense.

## Friars Honor Violinsky

Fidals Hollot Fidalish, Solly Violinish, kiablash kibitzer, Friars' frolicker and raconteur extraordinaire, was guest of honor transportation of the fidalish was been also been

## "Packed Them In And Gave a Great Show"

-TED COOK, MGR., Club Carnival, Mpls.

"Room was crowded throughout the Lamb engagement. . . . Drawing power and comedic talents which have enriched vaudeville, films and musical comedies, are a natural for a big club like the Carnival. . . . Scores repeatedly with eccentric dancing and gyrations, clowning and gags. . . . Material right up to snuff. . . .

-Variety, Feb. 23, 1949.

## SMASH HIT IN TELEVISION

Gil Lamb's great comedy values in motion pictures are perfect for TV as proven by his success on TEXACO STAR THEATRE, ARTHUR GODFREY SHOW, DON LEE THEATRE HOUR, telecasts on WBKB, Chicago, others

Currently at ADAMS THEATRE, Newark



Exclusive Management:

WILLIAM MORRIS AGENCY, Inc.

New York Chicago Beverly Hills tondon

## Night Club Reviews

Wedgwood Room. N. Y.
(WALDORF-ASTORIA)
Carl Brisson, Emil Coleman and
Mischa Borr orchs; \$2 cover.

Carl Brisson, Emil Coleman and Mischa Borr orths; \$2 cover.

Carl Brisson makes his debut at the Waldoff-Axtoria's Wedgwood Room and is repeating with same fested in the top class and mass bistos and hotels in this country and Canada in recent years. (Of another beautiful to the control of the control of



BILLY BISHOP.

Reviews

| recipie interspered with a sutstent another of current pops.
| the breaks it up with characteristic
stent and under with a sutstent and the supplied with a sutinterities like "Old Lamplighter,"
strikes an under with a supplied with a supstent of the supplied with a supplied with a supstent of the supplied with a supplied with a supstent of the supplied with a supplied with

brand of dansapstion as the alter-nate combon and the design of the combon and the combon and the combon and the combon as removed that as a show business of the combon as removed that as a show business of the combon and the combon and the combon and the combon and combon

Conacabana, N. Y.

Phil Regan, Irwin Corey, The Szonyis (2), Paul Godkin, Tattlers (4), Linda Lombard, Herb George, Michael Durso Orch, Fernando Al-vares Latin Band; \$3.50 minimum,

pares Latin Band; \$3.50 mmmmm.

Phil Regan, as the darill, of the dolls, running and the dolls, running the

it.

He does such numbers as "Grand
Night for Singing," then "Toora
Loora," followed by "It's Magic,"
all three of which are his starters
and practically of the same pace.
Then a cute rhythm novelty, followed by "Whiffenpoof Song,
plus the usual Irish times with
which he (and practically every
Irish tenor) has become associated.
One of Regarls main stocks in

Brish tenor) has become associated. One of Regards main stocks in trade is that he's an obvious personality for the gain without trying to be too cute or turning on the son that the grant personality that the women love, what's probably equally as important is that the women love, what's probably are lived corey and the Szonyic Continental brother-sister ballcomen. With Regan, they replace can. With Regan, they replace Carl Rawazza and the Barrys.—Corey is occasionally funny with

cause with stegan, they replace to Carl Rawara and the Barryes, each country to the country to country the country to country to country the country to country to country the country t

## Vine Gardens, Chi

Chicago, Feb. 28.
Phil Foster, Ginger Kinney, Jessie Rosella, Martin Barnett, Mel Cole Orch (4), Pancho Combo (4); \$2.50 minimum, cover 50c.

Vine Gardens has upped its budget and is trying to empete with the upper bracket histros, with the trying per bracket histros, which have been been an analysis of the period of the per

returns.

Ginger Kinney displays therough terp training, in fast and flastly tapstering. Youngster does continuous spins despite the small stage, although much of her fine foot-bodders, due to poor lighting and lack of elevation. In her "Donkey Serenade" encore, she wins additional salvos.

Jessie Rosella takes a while to get in the groove with her song offennas. She fails to hold the addince with her torch tunes, but

really cooks on special material tunes, "All The Men In My Life" and "Snatch and Grab It."

and "Snatch and Grab It."
Martin Barnett, youthful magician, offers he usual card trick movel ending with his six alarm clocks, drawn out of a hat, and whitch ring simultaneously when does expert job of backing the acts and for the rhumba addicts Pancho's band brings them on Edoc.

Zobe.

is reviewed under Band Reviews. Quite similar to the rival Royal Roost, a few blocks down the street, the Clique is emulating its competitor with a door admission charge for those who don't fancy the higher-priced tables where the minimum applies. Admiss the prediction to the left of the bandstand proper. He may just sit and listen or if thirsty can walk to an adjacent bar.

bar.

Aside from Barnet the spot has

J. C. Heard's Trio as a relief unit,
slong with warbler Ray Stapleton,
slong with warbler Ray Stapleton,
Heard on the drums, the trio obviously has talent but when caught
the threesome played indifferently,
heard does a fair job on the skins
and also vocals most of the numshade to be a stapleton of the skins
and also vocals most of the numStapleton is medicers shade.

and also vocas muse we been a new fairner and been in seve fairner and the been fairner and the been flux of the vocas with "Devil and the Deep Blue Sea," but his voice proved too cloying on "I Cover proved too cloying on "I Cover proved too cloying on "I Cover matter and the been flux of the work of the wind of the proved to constant caressing of the mike, his stift and the proved for the work of t

El Chico, N. Y.

Rosita Rios, Damiron & Chapu-seaux, Crictina & Moll, Tina Rami-rez, Trio Los Guaracheros, En-rique Vizcaino Orch; \$3 minimum,

chain cigarete putfing, but has a novel ending with his six alarm which ring simultaneously with the part of the six alarm which rings with a six alarm which rings with a six alarm with the six alarm with t

(Continued on page 55)

IN '49

Paul & Paulette Trio

s/e Leu Gebae, 265 M. We



WHEN The Tap Dance Team of

Stop the Show at Every Performance on "STOP THE MUSIC!" Unit

NOW ON TO

JULES ZIEGLER

545 Fifth Avenue New York, N. Y.



Comedy On a Trampoline

Currently ROX New York

Thanks to SAM RAUCH

Returning to the East, after one year with Ken Murray's "BLACKOUTS" and a season with "SKATING VANITIES of 1948

MARK LEDDY

LEON NEWMAN

55

## VARIETY BILLS

WEEK OF MARCH 2

on with bille below indicate opening day of allow whether full or apilt week. Letter in parenthoses indicates circuit: (I) independent; (L) Loew; (M) Mose; (P) Paramount; (R) RKO; (S) Stell; (W) Warner; (WR) Wolfer Reade.

Capitol (L) 3
Sammy Kaye Oro
Green, All (I) 3
Sammy Kaye Oro
Green, Hall (I) 3
Full Haskon
June Winters
Alia Carreyo
Lide Da Value
Rendid & Rudy
Addree Starman
Gerst de Ballet
Sym Oro
Faramount (P) 28
Baddy Rich Bd Ed Fisher Winton & Dianne Guy Marks MIAMI Olympia (P) 2 Wilfred Mae 3 Mario Noglia Pat Rooney Jr. Marllyn Maxwell Raye Motte & Pedro Ralph Lane Ore

define a fider

define a fider May Mote & Mew And State of the Control of the Cont corps do Ballet
Sym Ore
Paramount (P) 78
Buddy Rich Bd
Heil Tormo
Henry Youngman
4 Step Bros
BeCastro Sis
Roxy (I) 8
Ruddls
Haarleo Roeco
Metey Amaterdam
Gedlia Colledge Cecilia Colledge
BALTIMORE
Hippodrome (I) 2
Peter Lorre
Ren Whitmer
V & G Haydock
State (I) 3-5
J & V Cook
Temmy King
Hiles Bell
B Yolanda Co ell nda Co 6-9 Br SAFFIRET OF SAFFIR rances
CHICAGO
Chicago (P) 2
vrence Welk Bd
sevitch lavrence Welk Bd,
Mineritch
Harmonica R'ae'ls
Lord & Willis
Lord & Willis
Lord & Control

There of the Control

Hotel Statler
Tony Past Care
Motel Please
Gracie Fleids
Gracie Fleids
Gracie Fleids
Leo Reisman Ore
Leo Reisman Ore
Payson He Ore
Marvin Raymer
Los Ruban Blev
Marvin Raymer
Marvin Raym Steen on Wegs a Julius Mont. Steen of the Month of the Mo

T Demeron Oro Splvy'e Kelly & Keating Splvy

Kelly & Keating
Splry Versellies
George Uliner
Bob Grant Ore
Panchito Ore
Villege Barn
Margio Thom
Haroid Barry
Kennys
Haroid Barry
Kennys
Haroid Barry
Kennys
Mayile Thom
Mayile Thom
Mayile Thom
Mayile Thom
Mayile Thom
Mayine Sullivan
Rozer Price
CWIlliams
Cotton
CWIlliams
Waldorf-Astorla
Carl Brisson Ore
Bill Coleman Ore
Milcola Borr Ore

## CHICAGO

Bischawk And Trace Ore Jackle Van Hong Trace Ore Jackle Van De Jackle De Jackl Freda Wyn
PORTSMOUTH
AGUA REVUETE
Froda Wyn
PORTSMOUTH
AGUA REVUETE
Fromen
Charth Indra
Gerry Desder
A
Empire (6) 28
Tatterhall & Jerry
MacDonald &
Graham

Ed Prentise
Bill Snyder Ore
John Kriza
Honey Dreamers
Frankle Masters O
Phyllis Myles
Tommy Trayner
Neil Rose
Jean Arlener
Skating Blydeare
Bog Turk
Bill Keefe
Jeannie Sook
Charles & Luellie
Manuel Del Tore
Elwood Carl

Button Carl

Palmer House
Barclay Allen O
Victor Borge
M Abbott Ders (10)
Jin Blackstone
A & D Ruscelli
La Salle Orc (10)
Jin Burnett
Bob Norriswn
Nelson & O'Day
Silver Froles
Sylvis Froos
Jinmy Ames
Jinmy Ames
Jinmy Ames
Jinmy Ames
Bud Prentice Orc

## SIMPP on Decree

Continued from page 5 possible rental terms for their films. It had been holding its counsel, Robert J. Rubin, in the east for the past four weeks await-ing the Par decree so he could make a quick study of it in the fiveday interval before it was present-

day interval before it was presented to the court. His brother-in-law died last week, however, and he was forceed to My back to the Coast, which, meant the decision not to make an appearance tomorrow was Arnall and SIMPP leaders.

"The opportunities for independent producers are excellent, and the common populy is bearing fruit. Divorcement is a step forward. The fight on monopoly is bearing fruit. Divorcement is a step forward. The fight against se with the motion picture dividently must go on if the business is to thrive."

Arnall disclosed that several new.

ness is to thrive."

Harrisburg to bedside husband, Arnall disclosed that several new applications for SIMPP member-ship had been received in the past book but refused to disclose hames. They are believed to have with to these who are ill.

been from the Skirball-Manning unit at RKO and the Screen Plays and Sam Bischoff units at United

Artists

and Sam Bischoft units at United Artists.

Harking back to the difference of opinion between SIMFP and opinion between SIMFP and opinion between SIMFP and the second opinion between SIMFP and the second said the industry abroad, Armali to Same SIMFP and the said to aid the industry abroad, Armali the Government should utilize the powerful medium of quality American motion pictures in seiling decision motion pictures in seiling discipant of the second second in the second second in the second second in the second se

## New Acts

RONNY GRAHAM Songs, Comedy 23 Mins. Cafe Society, N.Y.

Care Society, N.Y.
Ronny Graham is an enterprising young comic who, with better
material, might be ripe for better
tings. He works somewhat similarly to Dwight Piske, playing the
twories in accomp to his comedy
songs. His numbers have a wide
range.

range.

He does mostly recitative stories.
For instance, one on a user of benedeters; method of the loves to see mother work," pus the loves for "Else the Cow". He takes of the common for 23 minutes when caught, mostly because the audience wouldn't let him off.

let him off.

Graham has a nice manner, and he depends considerably on a contortive face for his comedy. He should, however, dress a little more conservatively for a club, that powder-blue suit and loud tie being somewhat out of sorts. Kahn.

## CECILIA COLLEDGE Ice Skating 7 Mins. Roxy, N. Y.

Hoxy, N. Y.

Cecilia Colledge, a British skatIng champ on her first U. S. date,
Impresses as being versed in a wide
variety of rink capers. She has a
good assortment of routines and
some okay tricks to punch up her
offering.

some oleay tricks to punch up her offering.

"Great and the state of the state of the control of the comparison of a vaudeville stage. Tall femme up enough power for a filled across a king-sized rink, and it's probabe that her work is more effective of the state of

## Saranac Lake By Happy Benway

Saranac, N. Y., March 1.

Saranac, N. Y., March I.

Vaudeville came back with a
bang at the local Pontlac theatre.
The first vaude show in eight years
drew capacity audiences and it
looks like fiesh shows, are set for
the Maros, Diane Baron, Alson
& Diane Baron, Alson
& Company of the Maros, Diane Baron, Libon

To Maron, Diane Baron, Libon

To Maron, Diane Baron, Libon

To Maron, Libon

To Maron, Libon

To Maron, Libon

To Maron

ons, Billings & Co.

Johnny Jones, roller-skater and
former Rogerite who graduates
here, shot in for annual checkup.
He drew an all-clear and left for
Hartford to resume work.
Princess Elda Benedict formerly
curing at the Rogers, now doing
nicely at the Raybrook, N. Y., sanatorium.

atorium.

Dr. Irving Ross, ex-Rogerite
medico, in from N. Y. C. with his
frau to attend the bobsied races.
Robert Paquale, former Warner
Bros. manager in Philly, and Helen
Grupp, a Will Rogers staffer, to
be married in June.

Eugenie Reed, legit actress, back to the Rogers recuping from thor-acoplasty operation.

acopiasty operation.

Dr. William Stern, Rogers medico, to N. Y. C. to attend lectures at the Cornell Medical Center.

Julia Kaufhold planed in from Harrisburg to bedside husband, Charle Kaufhold, recuping from

## **Night Club Reviews**

## Diamond Horseshoe, N. Y. (FOLLOWUP)

N. Y.

Billy Toose's excursions into the path are too the most profitable ventures con in the Faramount hotel into one of the most profitable ventures on the Stem. There's a liv a y a basket-party plan to pay expenses the party of the part plus. Talent costs aren't hurcules and superioristic plus. The plus the plus this institution shows a continual profit even when a half-house or less shows up. The plus the plus

RI Chico, N. Y.

styles. They are two men, the planist being an extraordinary or the party of th

Dave Martin 4, Pete Johnson, Ronny Graham, Mildred Bailey; \$3.50 minimum.

Barney Josephson's Greenwich Village spot continues its policy of introducing new performers or introducing new perrormers mixed with veterans, and the current layout along this vein finds newcomer Ronny Graham (New Acts) sharing the billing with Pete Johnson, the boogle-woogle planist, and songstress Mildred Balley.



## Cabaret Bills

BRITAIN

Schaller Broa Wally Wood Eva May Wong Raydini

NAME AND YOUR BEAVER OF THE PROPERTY LASES O

BRIGHTON
Hippedrome (M) 28
His Mack Co
Mx Miller
S Lloyd & Betty
Enalde
Searc Carlos
Searc Carlo

Empire (1) 28

tempire (1) 28

GLASCOW
Empire (M) 28
Re Freedman
Re Freedman
Be Colleano Jr
Gold & Cordell
8 Ashtons
3 Remble Bros
Wither Jackson
Charles Co
Geraklo Bd
HACKNEY
Empire (5) 28
Rec Loss Ore
Rooris & Cowley

## NEW YORK CITY

Ignacie Bola
Dave Martin Oro
Casino Russe
Buile Boreo
Entile Boreo
Constance Melodie
Dismond Horseshes
Benny Rubin
Lucienne & Ashour
Silly Banke
Choral Soxtet
H Sandler Oro
Alvarez Mera
Hofel Pierre
Cardini
Florence &
Froderic
Stanley Melba Oro
Stanley Melba Oro

## Roxy, N. Y.

Rudy Vallee, Morey Amsterdam, Maurice Rocco, Rudells (3), Ceci-lia Colledge, Bruce & Joan, Gae Foster line, H. Phil Spitalny Cho-rus, Paul Ash Orch; "Down to the See in Ships" (20th), reviewed in Vaniery Feb. 16, '49.

The succession of strong shows at the Roxy seems to have come to a temporary halt with the current edition. It may be that Danny Kaye is a hard guy to follow, but it's more probable that there's no strong focal point in the new layers of the property of

extend tiself as it has on previous shows.

Name viewed in Hudy Named in the previous of the control of the con

sock.

Amsterdam fell down in his material. At show caught there wasn't a line that he hadn't done previously elsewhere. The fact that he walked off to a salve strong enough to warrant an encore also indicates that he could have cut a fancier agure here with newer material.

The Rudelis' trampoline work comes off well, and Maurice Roc-co's standup plano-playing and jive singing is also okay.

anging is also okay.

The ice show's production is elever and picturesque. Cecilia Colledge (New Acts) does the chief caper in this sequence, with good assist from Bruce and Joan.

## Masthaum, Philly

Philadelphia, March 1.

Danny Kaye, Georgia Gibbs, The

Dunhills, Lou Schrader House

Orch; "Sun Comes Up" (M-G).

Dann Kaye, riding the crest of his current popularity wave, and the return of vaude to the Mast-baum after 15 years proved an ir-resistible combination for vaude-

baum after 15 years proved an irresistible combination for vaude-starved Philadelphians.

A line two blocks long waited patiently for the holiday opening show Tuesday (22) morning and the Mastbaum played to capacity with upped prices (the 99c top was hised to \$1.30) Kaye report-edly garnered a record \$73.00 for his six-day stand at the Warner deluxer.

on the plt elevator and acts per-form on specially constructed appon in front. General effect is to bring the performers right down to the audience with as near to floorshow intimacy as you can get in a house the size of the Mast-baum.

in a house the size of the Mashbaum.

Kaye had a 50-50 deal with the bounc, with the comedian paying house, with the comedian paying plying everything else. Arrangement worked out very amicely, For example, Warners had competed to the competent worked to the competent worked to the competent paying the paying the competent paying the competent paying the paying

## Apollo, N. Y.

Erskine Hawkins Orch (16) with Jimmy Mitchell, Laura Washing-ton, Deek Watson's Brown Dots (4), Bob & Foster Johnson, Mary Jane, Cook & Brown, Pigmeat Markham & Co.; "Michigan Kid" (U),

Markham & Co.; "Michigam Kid"
(U7).

Erskine Hawkina' solid combo parks the new Jaout at this colored vauder and, since the engretic meetin is a prime fave with solid arrangements which set live solid arrangements which set live tempo for the show. Comprising to the solid arrangements which set live tempo for the show. Comprising to the solid arrangements which set is of with siziling version of "Junction Culting Hawkins) band tees of with siziling version of "Junction Culting Hawkins) band tees of with siziling version of "Junction Culting Hawkins). The set of the solid part of th

## Circle, Indpls.

Indianapolis, Feb. 26.
Eddy Duchin Orch with Janis
Paige, Billy Rayes, The Barretts
(2), Tommy Mercer; "Henry the
Rainmaker" (Mono).

with upped prices, the 19th copy of this six-day stand at the Warner of the country of the six-day stand at the Warner of the country of the six-day stand at the Warner of the country of the six-day stand at the Warner of the country of the six-day stand at the Warner of the country of the six-day stand at the Warner of the country of the six-day stand at the Warner of the six-day stand the audience cheered and whistled for the part of the six-day stand the audience cheered and whistled for the six-day stand the audience cheered and whistled for the six-day stand the audience of the six-day stand the si

## Music Hall, N. Y.

Music Hall, N. V.
Rusell Markert production, with
Lida Da Valle, Renald & Rudy,
June Winters, Andrew Lindstrom,
Tony Starman, Alan Carney, Paul
Haakon, M. H. Corps de Bullet,
M. H. Glee Club, Rockettes, M. H.
Symphony Orch, "Family Honeymoon" (U), reviewed in Vaniery
Dec, S, 48.

Apparently with the expectation that the current pic will have only a limited run, Music Hall looks to have given Russell Markert the word to go easy on the budget for revue, with the only finashes of inspiration in the settings for the ballet and a "Singing in the Ratu", unmber done by a trie of terperant the settings for the ballet and a "Singing in the Ratu". Music words and the settings for the ballet and a "Singing in the Ratu", unmber done by a trie of terperant ballet and a "Singing in the Ratu". Music words are the settings for the ballet and a "Singing in the Ratu" of the setting in the Ratu" of the setting in the setti

poem, "Les Preludes," Something more colorul' and ear-bending would be destrable.

Topping the importable mimilery. His material is, at the very least, in questionable taste, particularly for the Music Hall, He does a during the Music Hall, He does a during the test of the state of the colorus and the colorus

and Alexander Lindstrom, also warblers, but of old fave tunes. Ballet is revealed as the curtain lifts in a stunning settling. Gais before reproductions of two Degas paintings that cover the backdrop. The other high point of the show advantage of the thabitous technical facilities of the Hall? stage. It embodies a drop behind the Glee Lightling reveals the plano to settling reveals the plano as actually a scrim and an elevated stage behind it simulates the piano top. As the Glee Club does "Singing ers and with an umbrella do a very true terp routine in what appears to be a veritable rainsform on the recommendation of the control of the control

don, seturing Winston Churchill,
Bensis bitte off a solid hit.
Bensis batter off a solid hit.
Bensis beamoud comes up from
audience asking Stoopnagle for an
audition. After and approval.
that's tops. Also does fancy planing of classical and jive numbers,
with terptricks thrown in for a
Harmonical and jive numbers,
with experience of the solid planing of Alan
Schackner gets strong approval
that the solid planing of Alan
Schackner gets strong approval
ture harmonica on "12th Street
Rap"—sinn of Elizabeth Tabbet
Rap"—sinn of Elizabeth Tabbet
Rap"—sinn of Elizabeth Tabbet
stage presence garner plenity siggiles, especially from distaffers in
audience. Carbons of Bette Davis
women seem sileed, but satire on
chapter singers vocaling "11's a Sin
to Tell a Lie," rocks house for a
Highlight of unit is Negro tenor

caontra singest, rocks house for a to Tell a Lie, rocks house for a to Tell a Lie, rocks house for a to Tell a Lie, rocks house for a the Highlight of unit is Negro tenor Napoleon Reed Last seen here as male lead in "Carmen Jones." He gets apontaneous applause on exists, particularly "Pagliacel" Jerry Bresley, fronting house orch, does first-rate job of backing show. Only weak spot seems to which occasionally slow up tempo of proceedings. As emece, he gets and in the mood in excellent fashion, but succeeding banter should be brushed up. Greg.

## Olympia, Miami

Miami, Feb. 26.
Connee Boswell, Sammy Walsh,
Don Henry Trio, Bobby Lane &
Claire, Jack Parker, Freddie Carlone orch; "The Accused" (Par).

Well paced layout celebrates this vauder's 24th anniversary, with topliner Connec Boswell wrapping things up with her svelte song spinning.

Singing of the stint is lavish and lighting smartly handled to bring out the charm and soft personal that has always marked her work, the safeways marked with the safeways handler composite that the safeways will be safeway with the safeways with the safeway

Intertudes auding to observe the property of the part of the part

## Hippodrome, Balto.

Baltimore, Feb. 27.

Jerry & Jane Brandou, Wally
Brown, Lex "Tarzan" Barker, Manuel Viera Monkeys, Jo Lombardi
House Orch (12) with Kay DeWitt;
"Tarzan's Magic Fountain" (RKO).

## TOWER, PHILLY, STAGESHOWS

## Unit Reviews

## Hawaiian Paradise (NATIONAL, LOUISVILLE)

Louisville, Feb. 25.
Abel Lees, Danny Asbury, Jerry
Artin, Tony Rvila, Matie Keli,
Johnny Ahquin, Mrs. Hattie Au,
Hawaiian Paradise Orch (8).

Mertin, Tony Rovid, Medit's feel,
Johnny Ahquin, Mrs. Hattis Au,
Haussian Paradise Orch (8).

This unit stacks up as about the
most authentic Hawaiian group of
entertainers to hit the mainland
in the stage of the stage of the stage
transport of the mainland
transport of the mainland that the stage of the mainland
talent, particularly from past experience when some of them have
under USO auspices to entertain
coldiers and Navy personnel stacoldiers and Navy personnel stage
could be stage of the stage of the stage
and the boys joined the stage
could be stage of the stage
could be stage of the stage
"Paradise Revue" has a line of
five Hawaiian dancing girls, who
"Paradise Revue" has a line of
five Hawaiian dancing girls, who
"Paradise Revue" has a line of
five Hawaiian dancing girls, who
"Paradise Revue" has a line of
five Hawaiian dancing girls, who
a number, "Trip Around the line
land in the Moonlight," to teen
their hip-tossing routines. They
pally "Mauli Chimes," "Hawaiian
floopilatin's Speciality dancer Mails
from the stage of the stage
pally "Mauli Chimes," "Hawaiian
floopilatin's Speciality dancer Mails
with girlds dressed in foor length
Hawaiian gown, as do the other
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Hawaiian gown, as do the other
with girld dressed in him waiian
foor length
Haw

shoulders, lending authenticity to the ensemble. Vocalist and comic, Johnny Almonder, John Markey, John Markey,

## Ora Agora Viras Tu (Now it is Your Turn) Piero Bernardon Lisbon, Feb. 22. Piero Bernardon Lisbon, Feb. 25. Stars Berninia Silva, Horacina; festare Stars Berninia Silva, Horacina; festare Carles Dias; dances by Cimaro and Cuu sets and codumes by Pinto de Campos. At Testro Variedades. Lisbon

y Grien Dass Jances by Cimarro and Company of the C

TOWER, PHILIY, STAGESHOWS
Towns theatre here is resuming stageshow policy next Monday (8), have resigned from date of the stage of the

## Members 'Donate' Shares in Shows To Dramatists Guild as Treasury Aid

In a user more to bolter its treasury; the Dramatitis Guld is treasury; the Dramatitis Guld is treasury; the Dramatitis Guld is using shares of Broadway productions. The precise way the device is beling worked is a closely garded secret, but it is believed the believe of forthcoming shows reportedly of the profits, but in seche production of the profits, but in seek the interest is said to be in an individual's name. 1dea is apparently to set up a \$50,000 in. The subject has been rumored in the trade, but came more or less into the open lant week with the profits of the

almed to be an assigned to the property of the Mother" and "Light Up the Sky;" the Weever, in the cases of these shows, the Guild share is reportedly in the names of different periodic process of the cases of the shows, the Guild share is reportedly in the names of different cerned has refused to discuss the matter, it is believed that in each lastence the Guild is getting its consistency of the component is made. The component is consistent of the component is consistent of the component is consistent of the component in the component of the component is consistent of the component in the component is consistent of the component in the component is consistent of the component in the component in the component is consistent in the component in the component

## HOLD OVER N.Y. BILL SETTING TIX PREMIUM

Albany, March 1.

The Mitchell-Morgan bill, permitting a charge of 50c in addition to printed maximum price on the are tickets, for delivery to each purchaser of one or more tickets, for delivery to each purchaser of one or more tickets, developed the control of the control o

day night (28) but did not come to avue. Sensor MacNeil Mitchell, whose district includes Times a vote. Sensor MacNeil Mitchell, whose district includes Times a week. Measure, also sponsored by Assemblyman Justin Morgan, Buffel, had passed the lower house. It mends general business law. It mends general busin

## Shows in Rehearsal

"Cat and Canary" (road)—Gate-way Repertory Guild. "Detective Story" — Lindsey & Crones

"Detective Story Crouse.
"Ivy Green"—Hall Sheiton.
"South Pacific"—R o dgers & Hammerstein, in association with Hayward & Logan.
"Shit and P"—New Stages."
"The Traitor"—Jed Harris.

## Rep. Celler's Pitch For U.S. to B.R. D.C. Legiter

Washington, March 1. Bill to have the Government pay for converting the Belasco theatre here to legit and leasing it for touring shows was introduced in the House yesterday (Mon.) by Rep. Emanuel Celler (D., N.Y.), Measure is figured to have ittile chance of becoming law.

or becoming law.

Present plans call for the long-dark Belasco to be razed to make way for an addition to the Treasury building. It has been estimated that it would cost about \$250,000 to renovate the house.

## Coffee-Cowen Play Optioned by Harris For London or N.Y.

For London or N.Y.

Jed Harris, who this week starting de rehearasis of Herman Wouk's "The Traitor," has also taken an option on a new play by Holly option of the property of

Råthbone for the lead.
Harris has postoned production
of his adaptation of Strindbergs
"The Father" until next season, He
has dropped his option on "Gaden, ho
has dropped his option on "Gaden, ho
has dropped his option on "Gaden, ho
has dropped his option or "Gaden, ho
has dropped his option or "Gaden, ho
has dropped his option of his
wide die Latte is "util i laresteen
He figures on presenting it first for
a summer theatre tour and on
Broadway in the fall.
Lee Treey and Walter Hamoden

Lee Tracy and Walter Hampden will be co-starred in "The Traitor" and the cast will include Wesley Addy and Louise Platt (Mrs. Har-ris). Raymond Soyey is doing the

## Mike Sloane Eyes N. Y. For Musical Talent

For Musical Talent
Michael Sione superchiefed
into New York from the Coast to
huddle with backers and eye to
patient for "Bright and Early," legit
musical he and his wite, Patila
musical he and his wite, Patila
musical he and his wite, Patila
no Bradway, Score has been conpleted by Harold Arlen, Robert
Emmett Dolan, Johnny Green,
Johnny Mercer, Harry Ruby and
Harry Warren, one of greatest arvery lined by for one show good
by H. S. Kraft is nearing completion.

by H. S. Kind is nearing completion.
"Bright and Early" probably will get a Coast breash. Bob Williams and Phil Gordon already have been elight other important spots remain to be filled.

Show will be budgeted at around \$150,000, producers taking advantaged by the state of the

N. Y. Tryout
"Dark Morning," by Thelma Royton and Alice Thomson, will be
presented in mid-April at the National Academy of Vocal Arts,
N. Y., as the first production of
the Actors Creative Theate, under
the direction of, Stanley, Phillips'
and Rodney Hale.

## Potter Rehearses 'Anne'

rum-negit director H. C. Petter returns to the Coast this week after holding re-rehearals of "Anne of the Thoulding re-rehearals of "Anne of the Thouland Days," at the Shubett, R. Y. Besides directing Louise Platt in the part of Anne Boleyn's sister, Potter wanted to take out some of the "improvements" that have gradually gotten premiere last Dec. 8.

Miss Platt quit the show to take a part in Herman Works "The April The Shubett Company of the Platt Shubett Company of the Platt's part in Herman Works "The Hart's, and in the Platt Shubett Company of the Platt's part in the Platt Shubett Company of the Platt's part in the Platt Shubett Company of the Platt's part in the Platt Shubett Company of the Platt Film-legit director H. C. Potter returns to the Coast this week af-

## Joint Service For New Plays

For New Plays

Joint play service, to distribute, mew scripts to stock companies and community and coilege theatres, is being set up by the American short service of the control of the c

developed.
Committee's first meeting was last Friday (25), and another will be held this week.

## NO 'MOTHER' ROAD CO .: N. Y. TROUPE MAY TOUR

N. Y. TROUPE MAY TOUK
COULTRY to provide the a road
company of "Life with Mother."
Production of the Howard Lindays,
Russel Crouse comedy is expected
to play through this season and
possibly into next fall at the Empossibly into next fall at the Empossibly into next fall at the Empossibly into next fall at the Emand Lindsay featured as Vinnie
and Clarence Day. It would then
go on the road, with replacements
in the two leads, with Father' has
Sequel to "Life with Father' has
company to the company of the company
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tribution and a similar anowar-reserve. Actual grosses for the four weeks during January were \$22,300, \$20,700, \$20,400 and \$19,700. Com-pany expense was about \$12,500 for the first week and around \$11,000 for the next three. Theatre gets 30% of the gross.

## Playwrights, Producers Meet To Discuss Cut in Production Costs

## 2 Spring Revues Due Via Englund-Chaney, Gordon

Englind-Chaney, Lordon!
One of the two spring musicals
due on Broadway boards, "He and
She." Ken Englund - Stewart
Chaney production, goes Into red
Jose Ferrer directing and David
Wayne starring. Janet Blair may
have femme lead. Helen Tamaris
have femme lead. Helen Tamaris
chaney will bandle the costumes
and settings. Jack Yorke, formerly
with Cheryl Crawford, will be general manager of the musical forOgden Nash the lyrics, and Vermon
Duke the music.

Ogden Nash the lyrics, and Vernon Duke the musicar also negotiating with Sono Osato, Mark Dawson, Dorothea MacRetand, Fat and Maney with handle publicity, Budget for the show has been set at 4365,000 with a 13% over call. The other show is due from Max Gordon, written by Jerome Chodorov with songs by Harold J. Ordon, and the coproduce.

## 'Emerald' May Not Have Parties Due to % Snarl; SOMC Gets 'So. Pacific'

United Words 1988 and 1988 and

## Miami Beach Stock Breaks Even on Season

BROTHERSON JOINS TUNES

BROTHERSON JOINS TUNES

Fitsburgh, March 1.

Eric Brotherson joined cast of
"Make Mine Manhattan" at Nixon
last week, taking over parts Jack
Alberton had been doing in revue
Alberton was reported dissatisfied with his spots in the show and
turned in his notice shortly after
tour got under way.

Goodfrey Scripters Do Play
Lancaster, Pa., March 1.

Fire Sale," comedy by Chuck
Horner and Hank Miles, will be
presented this spring by the Green
in Goodfrey Chuck
Horner and Hank Miles, will be
presented this spring by the Green
Room club of Franklin & Marshall

reschieses was on the break-even
and bad acoustics militating
and b

In a new move to reduce legit, production and operating costs, a series of conferences is being held by leading playwrights and Broad-stone, but the strength of the series of conference in the St. Regis hotel, N. Y., was a three St. Regis hotel, N. Y., was a uncheon confab at which various specific proposals of the authors were tossed at the producers for a unofficial and informat.

Surgestions by the playwrights.

Suggestions by the playwrights were understood to involve possible sweeping changes in the constitution of the player of the player of the way and the road. For instance, the dramatists are reportedly willing to consider a regular setup for ries for shows on which the gross slips below a certain level, the arrangement would work automatically, without requiring approximations and guilds.

Another suggestion is understood Another suggestion is understood Suggestions by the playwrights were understood to involve pos-

unions and guilds.

Another suggestion is understood to involve reversing the increasing tendency of talent to get a percentage of the gross from shows. It's figured that if stars, directors, etc., will agree to take a share of the profils, or at least a combination deal for a smaller slice of the will enable shows to make the will enable shows to make and give a fairer shake to backers.

There's gives a wronger that.

and give a fairer shake to backers, There's also a proposal that 'a group of the top producers form a pool to purchase technical equipment, principally lighting, which when needed, at a nominal rental Similar arrangement might be made for pooling basic items of scenery, drapes, costumes and props, though it is conceded that of the proposal pooling the state of the proposal pooling the proposal pooling to store some of these things.

Regarding lighting equipment.

of these things.

Regarding lighting equipment, the case is eited of one Broadway producer who had spent about producer who had spent about over a period of several seasons, but who has since purchased some outright for \$40,000, which he has pro-rated between several productions of the production of

exists in various other instances, Yesterday's meeting was arranged by a special committee of the Dramatist Guild dealing with problems of the theatre. Confabs and already been held with individ-ing the confabs of the confabs of the present yesterday agreed to con-stitute a continuing committee to study the confabs of the confabs of the present yesterday agreed to con-stitute a continuing committee to ing will be March 17. Present at vesterday's meeting

Ing will be March 17.

Present at yesterday's meeting were Kermit Bloomgarden, Russel Crouse, Max Gordon, Oscar Hammerstein 2d, Leland Hayward, Joseph M. Hyman, George Abbott, George S. Kautman, Arthur Schwartz, Luise Sillcox and Kurt Weill, chairman.

## ANTA AND STAGE MGRS. TO REVIVE 'SHOWCASE'

"Talent Showcase," presented last season by the Experimental Theatre to give young actors a comment of the season by the Experimental tors, agents, set., will be revived sometime during April. This time the show will be directed by members of the Stage Managers Club, under the sponsorship of the American National Theatre &

American National Theatre & Academy,
ANTA board decided Monday
230 that the organization should
assist in obtaining New York actors
21," which Condance Bennett is
producing in Germany under
U.S. Army sponsorship, for GI
audiences. Members of the San
Francisco Theatre Assan, have approached ANTA for permission to
show this scrint. Album: benefit
show this Scrint. stage an "ANTA show this spring.

## Gorelik's 1-Year Trek

Gorelik's 1-1ear Irek

Mordecai Gorelik, New York
stage designer, is visiting Italy
with his son, Eugene. Gorellk ig
getting facts for his book, "New
Theatres for Old," sponsored by
the National Theatre Conference,
feller Foundation.

"The trip will tike one year, and
they will visit 16 countries.

## P.A. Regulation Clarified at ATPAM; Union Maps Steps to Aid Jobless

The status of general namagerman status of general namagerman sense among the members of
the Asin. Of Theatrical Press
Agents & Managers, was clarified
the Asin. Of Theatrical Press
Agents & Managers, was clarified
the Jan. And the status of the status
that the status of the status of the status
that the status of the status of the status
ducers without having a contract
of the specific show prior to the
start of rehearals.
The union has been supply and
the status of the status of the status
that the status of the status of the status of the status
that the status of the status o

Contracts

Metropoutan uperan.

Although general press reps may fasue advance publicity for their state of the product of their contract, they must have a contract, they must have a contract with any other producer before doing so. And they must have a contract even with their regular rebearsal. Regular pressagents must have contracts before sending out publicity for any producer, not member, weatherly, was fined \$30 recently for breaking this rule. Alter status remains most AI present, ATPAM has no specific guntarity and no regulations governing the field. Blower, there have been supported by the field in the status remains most AI present, ATPAM has no specific guntarity that the status remains most AI present, and no regulations governing the field. Blower, there benefits of some such setup, but the idea is strongly opposed by the status of the union, however, is that issue to the union, however, is that

volved.

Perhaps the most controversial issue in the union, however, is that of multiplicity of employment among pressagents. Some of the veteran road agents have been advocating a limit on the number of the younger members, particularly the New York contingent, hard the property of the status quo.

## Penna, Offers State

Add to Educ. Theatre

Harrisbirg, Marci, and a bloom of the decision of the decision of the decision of the community theatres, plays, page-eants and dramatic schools in Pennsylvania are entitled to state add, as part of the program of the progra

## 100G Sombrero Theatre For Phoenix Stock Co.

FUT FINCHIX NUCK U.S.
Sombrero Playhouse is expected
to open here March 21 for belated
to pen here March 21 for belated
plans celling for six-week aked for
porated last week, and constructournent year. Theatre was incomtournent year. Theatre was incomtournent year, believe to be
to under vay immediately. Playhouse is being built at cost of
\$100,000 and, when completed,
will be the only professional legit
house in the proposition of the pr

nouse in town.

Ann Lee, co-producer of venture, originally had intended to use converted barn as base of operations but hit paydir with new setup, backed by the paydir of prominent localities, including Del E. Webb, co-owner of New York Yankees.

Dick Charlton, who will co-produce with Miss Lee, is currently on the Coast to signature leads for the Equity stock company.

me Equity stock company.

Miss Lee, Broadway actress, has sust about taken over the town. She even has the occupants of the local jail working for her—and for free.

free.

In an appearance last week before the Phoenix city council, Miss Lee arranged for the prisoners to be put to work removing trees and landscaping the site of the plzyhouse. The proposal was passed unanimously, even though the theatre location is just outside the

## Stephens College, With Permanent Pro Actors. Plans Continuous Sked

Plans Continuous Sked
Columbia, Mo., March i.
Stephens college drama department, which last year engaged a resident company of actors to play resee, has gone a step further by bringing two guest players from Broadway for its production of Patorio Story. In addition, it has Patorio Story. In addition, it has of plays for next season in the 326-seat Stephens playhouse.
Broadway actors who are guester from the stephens of the ste

## Jailed on Hotel Rap

Pittsburgh, March 1.
William Goonan, 22, year-old chorusboy in "Allegro," pleaded guilty in criminal court here last week to a charge of defrauding an imakeeper, and was senteneed to house.

William William

na. Offers State
Aid to 'Educ.' Theatre
Harrisburg, March 1.
Immunity, theatre, plays, pas(lixen in the many lixen in the magazine in the ma



JEFF MORROW

Appearing with MAE WEST in "DIAMOND LIL," playing the role of 'Chick Clark,' the man who gave LIL most of her diamonds. He broke through prison bars to get back to beak to be

CORONET, New York

## Form Southeast Theatre Group

Chapel Hill, N. C., March 1.

Tormation of a Southeastern
Theratre Conference will be undertaken at a meeting of delegates of college and university drama-departments Friday and Saturday
(4-5) at North Carolina Univ.
Feature of the assistion will be a "The Little Foxes." by the Carolina Playmakers, North Carolina theatter group.

Playmakers, North Carolina thea-rice group.
Subjects on the agenda for the meeting include "Theatre in the South," "Broadway Today." "The Negro in the American Theatre" and "Theatre in the Round." Speakers will include Garrett Lev-erton, of Samuel French, Robert, Abingdon, Va., and Walter Pitch-ard Eaton.

## Wins Texas U. Award

Wins Texas U. Award
Mustin, March 1.
Graham Perguson, young Canadian playwrigh currently living in
jext of the Univ. of Texas, it is
anounced by E. P. Conde, heat, it is
anounced by E. P. Conde, heat,
Burke's Peerge, "will be proBurke's Peerge," will be prowith the author present for rehearsals and performances.
Last year's winner was Maxine
Wood, whose 'G' Waltiman AiveWood, whose 'G' Waltiman AiveWaltiman Aiv

John Pauker Tryout
Geneva, N. Y., March 1.
"The Virgin and the Faun,"
John Pauker's translation from
the Hungarian of Lajos Zilahy, will
be presented March 16-19, at Coxe
Hall here by the little theatre of
Held the Company

Edward E. Griffith will direct.

Rvan Names in K.C.

Kannas Civ., March I.

Town had pair of little theatre
productions with Hollywood names
mining concurrently last week.

Enchanted Cottage, starring
ally exheduled one week teginning
ally exheduled one selout for its originally exheduled one year of the conpart of the control of the control

Redden, took plays being directed
by Stanley Ackerman. Following
angagement here, Margor returned
the radio and television work.

Ruth Warrick made a homecoming appearance with the U. or

last week. Sie is a former student
of UKC.

## 30G ST. L. AMPLIFIER

St. Louis, March, 1.
Execs of the Municipal Theatre
Assn., sponsor of entertainment in
the al fresco playhouse in Forest
Park, last week okayed the expenditure of more than \$30,000 for a diture of more than \$30,000 for a new amplifying system in the 12,-000-seat theatre

000-seat theatre.
The new system, tagged "stereophonic sound reinforcement," developed by Western Electric, will
replace the old single-channel
sound system and eliminate the
old battery of loudspeakers, above,
the apron.

## Inside Stuff—Legit

Three representatives of foreign theatres are currently in New York, one to live here. One of the others is on a research tour and the third plans to attend college.

plans to attend college.

The Benfamin Humninger, who founded the Netherlands government touring theatre, has joined the Columbia Univ. faculty and vito reads and community theatre project at Dartington Hall, outside Londons on a tour of college and community theatres and seam should be considered the control of the con

Opposition is beginning to crystalize in several quarters to a national theatre as proposed in the Javitis-Ives bill in Congress. Lead edition Friday (25) in the N.Y. Mirror, insaded "Jart Wiffi Is Hands Out" about the Congression of the Con

Herbert Freezer, co-producer of Mae West's "Diamond Lil," first learned Saturday night (26) that Miss West could not appear in the Brondway legiter that night when he turned in to "Brondway in Review" and the state of the stat

N. Y. Daily News ran an editorial elaboration last week of an adquoting from John Chapman's notice of "They Knew What They
Wanted," at the fluisci Box, N. Y. The plece noted that the ads had
parfect in its detail." and added that the complete sentence read, "M.
Munt makes the most of it, with a characterization of an Italian peasant
which is so perfect in its detail that it looks unreal."
Incident is the first of its kind in New York in several years, although
there have been several cases of criter sgrumbling over deletions which
they claimed altered the sense of their opinions.

Richard Whorf-Richard Barr production of "Richard III," which folded Saturday night (26) at the Booth, N. Y., after 23 performances, involved a loss of approximately \$25,000, of which Herman Levin, the budget, Howard Cullman put up \$10,000, Alfred deLiagre, Jr., Leland Hayward, John C. Wilson and Richard Rodgers contributed \$1,000 each, and there was a \$354% overcall.
Whoof returns shortly to the Coast, where he has several film delay who of returns a shortly to the Coast, where he has several film delay.

Despite the bait of a chance to star in the film version as well, Ires Dunne has nixed a bid to take over the starring role in "Goodbye, My Branç," when Radeleine Carroll leaves the play in June. Miss Carroll Farmer of the Carroll Starroll Farmer of the Carroll Fa

Indication of the available legit audience in Texas towns is seen in the \$30,000 gross racked up recently by Maurice Evans' production of "Man and Superman" there. Revival played one-nighters the week of Feb. 14 in Houston, San Antonio, Austin, Ft. Worth and Dallas. It was one of the few touring shows to play that area this season.

## **Legit Bits**

Joanna Roos will guester the water and the state of the late Belein reads, over Almaron 2. In a production of the late Belein reads, and the state of the late Belein reads, over Almaron 2. In a production of the late Belein reads, and the late of the late Belein reads and the late of the late Belein reads, and the late of the late Belein reads, and the late of the late Belein reads and the late of the late Belein reads and the late Belein reads and the late of the late Belein reads and th

## **Total Broadway Grosses**

The following are the comparative figures based on VARIETY's profice estimates, for last week and the corresponding week of

last season:	This	Last
	Season	
Number of shows current	30	29
Total weeks played so far by all shows	880	957
Total gross for all current shows last week \$74	3,500	\$728,000
Total season's gross so far for all shows \$21,13	5,200 \$2	0,692,500
Number of new productions so far	53	50

## Chi Spurts: 'Finian' \$44,300, 'Harvey' 201/3G, 'Roberts' 281/2, 'Streetcar' \$23,700

Chicago, March 1.

"Last week's," falr weather and
Washington's Birthday hypoed
legit b.o. here. "Streetcar" bowed
aut (Sat. (26), closing in near-seliout fashion after profitable 22-week

est fashion after profitable 22-week run.

Brian Doberty's all-Canadias production of Turnikard' opened production of Turnikard' opened inte Chi run, with generous mail order advances and healthy box-effice activity. "Make Mine Mantan' is skeeded for March 7 indefinite stay.

Estimates for Last Week 'Phinaria Rainbow." Stubert tweek 'Qi, 100; 440. Hot favor efficient in the contraction of t

with weater of musical. "Harvey," Blackstone (4th week) (1,38; \$3.80). Closes March 5 after profitable run, with strong \$20,500 last week. "Mister Roberts," Erlanger (24th week) (1,334; \$4.33). SRO as usual,

\$23,500.

"Raze the Roof," Great Northern
(6th week) (1,500; \$3,71). Last week
picked up a bit to \$14,200.

"Strectora Named Desire," Harris (22d week) (1,000; \$4.33). Closed
Sat. (26) with sock \$23,700.

## **'STAIRCASE' NEAT 8G** IN NEW HAVEN BOW

New Haven, March 1.
Preem of "The Emerald Star-case" at the Shubert last weekend (24-26) came through with fair enough biz to accompany favorable word-of-mouth. A \$3.60 top garnered close to \$5,000 on four performances.

nered close to \$8,000 on tour per-formances.
Currently "South Pacific" Is here for a final week of rehearsals prior to breakin next Mon. (?) for a one-week stand. Advance sale has made history at local boxoffice, being a sellout for all perform-ances 10 days ahead of opening.

## 'Allegro' Swell \$28,500, 'Blackouts' Usual 17G, L.A.

Diachouls Usual 11v, L.A.

Los Angeles, March 1.
Only three houses were alight last week, but all did well. Rodgers-Hammerstein "Allegro" breezed into town for an 18-day stand, and promptly copped a fine \$28,800 for the initial frame to lead the town.

"Allegro" Biltmore its wki (1, 488; 84.20). Good \$28,500, about \$13,000 being Theatre Guild subscriptions.

Sallocous of 1949," El Capitan (349th wk) (1,142; \$2.40), \$17,000, "Out of Order," Las Falmas (24 wk) (338; \$3.0 kay \$4,100 for first full frame, Holds through Thursday (3).

## 'Desert Song' Sturdy

## PARKER-CHANEY-'BORN' NICE \$19.800 IN FRISCO

"Born Francisco, March 1.
"Born Francisco, March 1.
Parker and Lon Change chalked
week at the Geary (1,55; \$3,60).
"Bellyapoppin of 1949" haated
"Bellyapopp

## 'Okla.!' Sock \$34.000 In So. Carolina Split

Charlottesville, S. C. March 1.
"Oklahoma!" (N. Y. company)
ground out \$34,000 last week between Greenville and here.
Musical played four performances in each stand.

## **Current Road Shows**

(Feb. 28-March 12) "Ailegro"—Biltmore, L. A. (21-

(Feb. 28-March 12)

"Allegro"—Billmore, L. A. (21-10).

Annie Get Your Gun"—Par,

"Annie Get Your Gun"—Par,

"At War With the Army"—Wilburn 1985 (1-26).

"At War With the Army"—Wilburn 1985 (1-26).

"Bronn Nesterday"—Genry Fisco
"Brigadows"—En Capitan,
L. A. (28-12).

"Bronn Nesterday"—Genry Fisco
"Brigadows"—American, St.

Louis (28-5); Hartman, Col. (7-12).
"Pheart Song"—Jord, All.

"Bronn Nesterday"—Genry Fisco

"Brigadows"—Jord, All.

"Bronn Nesterday"—Genry Fisco

"Bronn Nesterday"—Genr

Pitt. (28-5); G. ROLDERMAN, S. L. S.

## Lahr-'Manhattan' NSG 23G, Pittsburgh

Pittsburgh, March 1.

"Make Mine Manhattan" was a disappointment in first of its two weeks at Nixon, getting only around \$23,000. Aside from fact that Pittsburgh has never been a good revue town since days of old "Follies," "Vanities" and "Scan-dals," there's no accounting for the bleak biz since show got fine no-tices and Bert Lahr has always tices and Bert Lahr has always been a big fave around here. In fact, last season his "Burlesque" was a smash, the non-musical drawing more at a lower top than "Manhattan."

"Manhattan." playing at \$4.55 top, including tax, never got rolling until late in the week, and while it's expected to improve on closing stanza, will hardly be enough to make the fortnight session profitable.

## 'Army' Return Big \$16,000 in Boston: U.S.A.' Boff 34G

U.S.A. Boll J44

Boston, March 1.

Another quiet week so far as to number of legits in town but the war with the control of th

## EVANS-'SUPERMAN' BIG \$12,000 IN K.C.

DIU 91/L/WU IN A.C.

Maurice Evans In 'Man and
Superman,' for two-day and three
performances In the Music Pale
men, this big \$12,000 at top of \$3.66
for evenings.

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18 Very Transit State

Desert Song' Sturdy
\$21,000 in Baltmore
\$22,4600 in Split Week
Wilmington, March 1,
\$22,000 in Split Week
Wilmington, March 1,
\$23,000 in Split Week
Wilmington, March 1,
\$24,600 in Split Week
Wilmington, March 1,
\$25,000 in Split Week
Wil

## Holiday Ups B'way; 'Knife' 14G in 4. 'Home' Fast Flop, 'Girls' Tops 53G, 'Shoes' Hits 44G, 'Carousel' Stops

Shoes' Hits 44G, 'Carousel' Stops

Sparked by lively business over provement; underquoted last week washingtons Birthday, grosses topped \$52,500, over capacity and on Broadway. The upturn was especially sharp since the holidary flow. When the control of the holiday even Monday (21) and the holiday and washing the

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## 'Mice,' Nice 14½G, 'Okla!' OK. Philly

Philadelphia, March 1.

Philladelphia, March L.
Philly, down to one legit house
this week, continues with that
sparse fare until next Thursday
(10), when the new Sidney Kingsley play, "Detective Story," preems
at the Locust for what is announced as a nine-day engagement.
It's Philly's far breum since
the same house of the same
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14th.
"Two Blind Mice," Forrest (2d
week) (1,580; \$3.90). Comedy did
pretty well during two weeks' tryout here although consensus of
opinion was it still needed plenty
of fixing, especially in final act,
when it left; \$14,500.

## 'Heiress' \$12,800, Cincy

#14,00U, UNCY Cincinnati, March 1.

"The Heiress" grossed \$12,800 last week in the 1,300-seat Cox theater at \$3.69 top. Biz was considered fair for reason that the show followed "Medea," also of the heavy type.

## Plays on Broadway

The Big Knife

Dwight Deere Wiman and Strasberg-
Odets production of drams in three acts
(one set) by Clifford Odets. Stars John
Garfield: features Nancy Kelly, Jf Edward
Garfield; features Nancy Kelly, J( Edward Bromberg, Paul McGrath, Reinhold
Newton. Directed by Lee Strasberg; set- tings, Howard Bay; costumes, Lucille Lit- tle. At National, N. Y., opening Feb. 24.
tings, Howard Ray: costumes, Lucille Lit.
tle At National, N. V. opening Feb. 24.
'49; \$4.80 top.
Russell Frank Wilson
Buddy Bliss
Charlie Castle John Garfield

Russell Frank Wilson
Buddy Bliss
Charlie Castle John Garfield
Patty Benedict Leona Powers
Marlon Castle Nancy Kelly
Nat Danziger Reinhold Schunzel
Marcus HoffJ. Edward Bromberg
Smiley Coy
Connie Bliss Mary Patton
Hank Teagle Theodore Newton
Dixle EvansJoan McCracken
Dr. Frary John McKee

"The Big Knife," for all its dullness, is a two-edged sword as a dramatic entry. In attempting to dramatic entry. In attempting to stick the titular stiteto into Holly-wood II achieves the dominating result of exposing dramatist Clif-ford Odets as the champ sorehead of show business, circa 20th cen-tury. His hate for Hollywood holl of the Clifford Clifford and the Clifford Clifford obvious rapier barbs before the first act is over.

first act is over.

In choosing to view Hollywood and its production potentates as a combination of greed, vice and chicanery, the test-twent-thirt overmoments, of which there are not a few, as to create an even greater wonder—why and how did John Garfield, impresario Dwight Wi-Merchield, impresario Dwight Wi-Merchie

man, et al., come to do it?

Overlooking that Odets was not above being payrolled at RKO. Metro and Warners, the heinous grievance is that it's a bad play. It talks itself and the customers into an inertia which almost didn't require the star doing that suicidal finale.

and an inertar wine annote don't make it is ser doing that suitefal finale.

The motivations are inept, and for all the attempts at realism the for all the attempts at realism the suitefal finale in suitefal finale in suite observations and proposed in the suitefal finale in suite observations and proposed in the suitefal finale in suite or beautiful suitefal finale suitefal finale

with Garfield is more ob-nuts than Odets.

"Big Knife" sast-wise and prorelative remains a cort of Group Theattre remains a cort of Group Theattre remains a cort of Group Theattre remains group sparked Harold Clurman group sparked Harold Clurman

## LLAN WILLIAMS Welsh American Tenor -CLASSICAL-POPULAR

Box 864, Hollywood STate 51407 STate 48188

with for her chapeaux or her chilechat.

The castings are good but their performances never convincing, of the line. Reinhold Schumel plays the hearing 10%er like a look as a series of the line. Reinhold Schumel plays the hearing 10%er like a to be a switch on the usual sgent. Theodore Newton is the old faithful author who would take Garine the was corred into signing that ole debbil 14-year play-or-pay. There is a nice Bewhills manne set, with a bar and much drinking but a spiral stairs, which is the dominant central plays and the series of the series of

## Anyhada Wama

l.	Phyllis Holden production of drama in
F:	wo acts (four scenes) by Robert Pyzel.
н	Features Phyllis Holden, Donald Curtis,
13	Roger Clark, Katherine Anderson, Emory
l ·	Richardson, Directed by Ralph Forbest
10	cenery and lighting, Louis Kennel, At
U	Golden, N. Y., Feb. 25, '49; \$4.80 top (\$7.20
	pening).
Ш	Franklin
L:	rankun, Jiminy Dutton
В	oan
1 :	sin Gordon Roger Clark
ш	say Howard
l s	Julia HenleyKatherine Anderson
ы	Harry Lloyd Holden
Ι.	Paylor Valerie Valaire
1	John Howard Donald Curtis
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john Boward Boand Curis

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dialog is packed with cliches, non-sequiters and urrelated topical-bers allowing for the impossible and most of the performance are seried to the performance are the incredible part of a glamorous Anderson somehow survives the incredible part of a glamorous clicked and a glamorous from the performance are celestrated by the control of the celestrates of the control of the Emory Richardson retains his dig-latory Richardson retains his dig-The opening night audience came late and left early. Hobe. (Closed late night (Tues.) after 11 performance.

(Closed last night (Tues.) agreIl performances.)

Cock-A-Boodle-Boo
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## VIC HYDE

CURRENTLY Emile Littler's "HUMPTY DUMPTY"

CASINO THEATRE, LONDON

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Paramount Theatre Building, Des Moines, Java

LONDON: HARRY FOSTER'S AGENCY

## Plays Abroad

## The Human Touch

Stanley Franch presentation of Firth
acts (seven scenes) by J. Lee Thompson
and Dudley Leslie. Directed by Peter
Ashmore. At Savoy, London, Feb. 11, '49
Dr. James Y. Simpson Alec Guinnes
Mrs. Simpson Sophie Stewar
GilchristJohn Gregson
Lady Janet Graham Adrien Corrie
Professor SymeJohn Lauri
Dr. MacIntyre Robert Sanson
Dr. Shearer
Dr. Miller Edward Wheatlelgi
Dr. bilder
Dr. Ashwell
Dr. Mandel P. Kynaston Reeve
Dr. Petrie
Sandy Simpson Archie Duncar
Davie David Cole
Angus MacGregor Stanley Foreman

Sandy Shupson. Arche Bungas.

Sandy Shupson. Arche Bungas.

This is an interesting study of the life and struggle of Dr. Simpson to get his discovery of chlored the life and struggle of Dr. Simpson to get his discovery of chlored the life and struggle of Dr. Simpson to get his discovery of chlored the life of the lif

Ouignes
Reunion des Theatres Nationaux pro
duction of comic operac Directed by Man
de Rieux. Music by Andre Bloch, book by
Justin Godart and Henri Fabert; chore
ography by Jacques Etchevery; sets and
costumes by Paul Collin. At Opera Co
Guignol Gabriel Coure
Gnafron Emile Rossea

Guignol	Gabriel Couret
Gnafron	Emile Rosseau
Rosbach	Jean Viewille
Leandre	. Raymond Amade
Cadet	Louis Rialland
Dumb Man	Paul Paven
Captain	M. Sorel
Corporal	Tirache
Urehin	Saint Clair
Isabelle	Irene Josebim
Madelon h	targuerite Legouby
	mandere ' manage

Maddom. Margetce Leboury
Only in Paris could it happen at
a national opera house—the production of an opera that is hilariously iand intended to be fauny
intendit.
At the Opera Comique, "Guignoi," described by its libretists
as an "opera bouffe de cape et
comic opera with buskin and trapdoor", has been added to its repertoire.

trique' (freely translated as "a conic opers with baskin and trap-door") has been added to its repersonance. "Guignol," with a score performance. "Guignol," with a score performance, "Guignol," with a score performance performance and Justine Guignol, "Freelman, deals with a set of marionest who come to life one remains and go on what sounds as wedding and double kidnapping by a highwayman. The drunken as wedding and double kidnapping by a highwayman. The drunken has been a sense which a sense of the performance of the performance and disapper are a sense after being taken for the free person of the performance and the performance and the performance and the performance of buckling and the performanc

The decor and settings by Paul Colin are in perfect harmony with the book. The direction of his perfect harmony with the book. The direction of his perfect harmony with presses as a comedy gent that can of a staffy plot to play it because the best and polished to high box distribution. Vandy.

Vandy.

## Plays Out of Town

i iays vui	UL TUWII
I Know My Love  Madison, Wis., Feb. 22.  The Madison, Wis., Feb. 22.  The Madison, Wis., Feb. 23.  The Madison, Wis., Feb. 24.  The Madison, Wis., Feb. 24.  The Madison, Feb. 24.  The Madison, Feb. 25.  The	development and presentation stamps the overall setup to a stamps the overall setup to a constant of the setup to a small town under taking parior as one of the setup to the set
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S. N. Behrman's adaptation from the fred Lant and Lynn Fontanne, is a conscientions on the consciention of the consciention of

The Emerald Staircase

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like Bert's troubles are solved, but the 'corpse' revives, and it's a heet. Programme to the could be devised considered to the could be devised considering on Hutchina himself. Programme to the programme to th

## AVAILABLE-SUMMER THEATRE

N. Y. Stage 22 ft. wide, 30 ft. deep Scales 300. City 175,000 pop., has soll ring: Ample

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a vehicle for stars-cone, in loose
are or structured on provided
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## Literati

the of \$2,091,072.per issue.

Mish McGill Death Ends Fund.

Pasing on Feb. 15 of Eliza Mefill, 78, secretary to the late Dr.

Taleott Williams, first director of
feotomathic Graduate School of
Journal States of States of States

Interrup celeb. So, for the past several
years, Miss McGill, who suffered
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of Metro.

She died in Evansville, Ind.
where she moved last year.

Due From Doubleday
H. Allen Smith, A. J. Liebling
and W. Somerset Maugham have
new books due soon via Doubleday,
"Low and Inside," co-authored by
Smith and Ira L. Smith (no relation), "Mink and Red Herring," a
second collection of Liebling's,"
Cour "Maugham stories already
filmed by J. Arthur Rank, are the
titles.

titles. Also slated by Doubleday is "How to Play the Plano," penned by Jacques Fray and Dr. David Saperton, former is the first classical disc jockey. Joseph Fleids working on dramatization of "Mrs. Candy," by Robert Tallant,

Ask Gallico Guster
Expulsion of Paul Gallico from
the Authors League was demanded
in a message sent to Ocear Hammembers of the National Council
of Arts, Sciences and Professions.
The Gallian Council
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writers labeled the column "antisemitic."

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Goodrich Bays Tentonian
Edmund Goodrich, former com-posing from superintendent of the Philadelphia Record, has pur-chased The Trentonian, Trenton, consider the Trentonian Trenton, 1946 by the International Typo-was not disclosed. The paper was proposed to the trentonian of the was not disclosed. The paper was particle by the American Newspaper Guid shut down the Trenton Times newspaper Guid shut down the Trenton Goodrich, who per we live in New Goodrich, who we were before it merged with the New York Post.

Most Expensive Ad
Chicago Sunday Tribune ran the
most expensive single advertisement to appear in a newspaper,
of rayon fabric material which ran
through the presses, as regular
messprint carrying an advertising
message extolling the product as a
cleaning cloth.

One-time run cost \$40,000, in cluding the cost of 440,000 square yards of material.

CHATTER
Sprague Talbot, camera ace for Look mag for four years, is step-jung out to work on his own. Publicist Arthur Miller starting weekly pieces for Collier's "Among My Souvenirs," interviewing celebs. Windsor French in Hollywood for a month to round up columnatural for the Cleveland Press,

"Knife and Fork in New York," restaurant guide, being completely revised by Doubleday for August publication.

Cosmopolitan mag will publish Elick Moll's yarn, "Purple Like Grapes," with 20th-Fox paying \$35,000 for the filming rights.

soo, ow for the niming rights. Clifford Odets dedicated "The Big Knife" to Dr. M. V. Leof, father of legit pa. Madi Blitastein, for the father of the play group blished edition of the play. Fire destroyed the publishing plant of three Chicago suburban newspapers Monday (28). Building housed Cicero Life, Berwyn Life and Stickney Life.

and Stickney Life.

Bing Crosby did introduction to

"Golf: A New Approach," authors

by Lbyd Mangrum, 1946 golf

by Lbyd Mangrum, 1946 golf

tion by Whittlesey House.

Holiday mag devoting its entire

March 16 issue to coverage of New

Vork City, with special features on

Vork City, with special features on

March issue of Mademoiselle to

March issue of Mademoiselle to

hotels, show but and might me.
March issue of Mademoiselle to
carry article on trials and tribulations of freelance writing, featuring, among others, the career of
Helen Colton, ex-Variery muggess. Louis Bromfield, Ohio author and farmer, has been selected as campaign chairman of a drive to raise more than \$100,000 in Ohio for mental health purposes. The seal sale will be sponsored by the Ohio Mental Hygiene Assn.

Ohio Mental Hygiene Assn.

Lester Markel, Sunday editor of
the N. Y. Times, investigates the
effect of U. S., propaganda abroad
in "Public Opinion and Foreign
as well as edited the work of such
contributors as Times staffers Han-son W. Baldwin, John Desmond,
Cabell Philipps, James Reston and
Steppard Stone. Harpers is pubblepard Stone. Harpers is pubtion Foreign Relations.

## New Par Co. Continued from page 3 :

Continued from page 3

to be part of a primary obligation of \$17,500,000 which the new there company is assuming. Latter sum, in turn, evolves from an originate company is assuming. Latter sum, in turn, evolves from an originate company is a sum of the sum of the

291/2% in DuMont

28½% in DuMont
Par owns 29½% in . DuMont
consisting of 43,200 shares of A
stock and 56,000 of B stock. Comstock and 56,000 of B stock. Comthese holdlings. Last week, if advised the Federal Communications
Commission that it is ready to sell
for \$7,000,000. Since the prod-distrib unit is given the stock, the
sam realized on it will go to the

Homeoffice building and theatre nomeonice building and theatre will ultimately be sold. Current negotiations are being pushed with Prudential Life Insurance Co. Asking price is \$12,000,000 or thereabouts and the new company has five years to close the deal.

While the exact cash holdings of parent company has not been disclosed, Par had \$45,000,000 in disclosed, Par had \$45,000,000 in that bracket at the end of 1947. Additionally, its film inventory came to another \$45,000,000. Neither of these assets have been depleted substantially. Hence, the new production outfit goes to bat with approximately \$120,000,000 in liquid holdings.

## list is issued, there will be a meeting held to discuss the identification with stories. SCULLY'S SCRAPBOOK

\*\*\*\*\*\*\*\*\*\* By Frank Scully \*\*\*\*\*\*\*\*\*

Hollywood, March 1.

The very night President Truman was calling Drew Pearson those fighting words in Washington, Hollywood was catching highly flattering closeups of the columnist in Maxwell Shane's production of "City Across the River." In fact Pearson both opened and closed the opus and did his pitch for ways to reduce juvenile delinquency very well.

Unlike almost any other public character when confronted with the

dual responsibility of looking into a camera and talking intelligently at the same time, Pearson never once looked down at his notes and never once stumbled on his way to the ultimate fade. For a baildheaded guy, additionally, he photographs okay. While okay too for sound, his yoice has defects. As in radio, he is on the adenoidal side and by no neans an FDR.

means an FIR.—

But he is an amazing fellow for keeping in the news while writing about the news. The week which culminated in the President's blast a him began with an expose of his radio programs wherein he tossed some mud at Father Charles Coughlin, a pastor long silenced to his parish in Noyal Oak, Mich. Over the ABC hookup Persons alleged that parish in Noyal Oak, Mich. Over the ABC hookup Persons alleged that Oak for allenating the affections of Garleys's wife.

Sather Coughlin Dr. Garlenow and the deptice former wife all depied.

Table Coughin, Dr. Garleys and the doctor's former wife all denice frame coughing the country of the country of

of capital correspondents.

On Friday, Feb. 18, the Tidings, a diocesan paper in Los Angeles, gave a column on its front page and ran over five columns on Page 11 denouncing the eminent insider, his radio program and his character

generally.

To what payoff? The very next day, Pearson came into Los Angeles with the French Merci train, Francés grateful response to the Pearson-sponsored Friendship train. Subsequently he heard himself praised by Governor Warren, Mayor Bowron, Harry Warner and some basel translated French notables as something a little short of the savior of mankind. These tributes to Pearson went over the air and certainly clouded up the blust which the Tidings had directed against his prestige

and person. Two days later the President saw fit to express his unexpurgated opinion of Pearson, and as far as Hollywood was concerned that was nullified by the Maxwell Shane employment of Pearson as the valiant defender of youth and a crusader for the elimination of slums, which Pearson said he believed were ethe chief source of the j. ds. Charmed or Charming Life?

Unquestionably this gay leads a charmed life and has been doing so were since he and his pal, 60. Robert Allen, first published their paper when the same his pal, 60. Robert Allen, first published their paper when their anonymilty was exposed, and have both gone on to amazing journalistic heights ever since. Their climb has been through the device of preptually exposing others, and even after they went the device of preptually exposing others, and even after they went. The day Mr. Truman took him on Pearsón was visiting the Grand Canyon for the first time in his life, the Santa Fe having extended to him and the French Merci train the hospitality of an overnight stay of the El Tovar.

of the El TOVAT.

Pearson confessed that there were no inside stories to be written about the Grant Canyon, and that he, supposedly an expert at crossing sider himself qualified to write about the canyon. So he spent a good deal of his space describing the effect it had on four French railroadmen who also were seeing it for the first time.

Nothing new came out of their comments, nor his observation of their comments, but it was a nice way to get through a day while the Prez was trying to make him the patsy of the press.

There is no question that Pearson has caved out for himself a niche in American journalism that is recognizable and substantial. Based on gossip, it has substance. It's as if an old reporter of the Police Gazette should work himself up to a Ph. D.

He seemingly isn't interested in scandal per se. He is a demon for hunting out the news behind the news.

Take His Word For It

The surprising thing is that so many papers are willing to take his word for so many things which he couldn't possibly have overheard first hand.

He always writes as if a study, he were under the table, quite sober. He always writes as if a study is being the study of the study of

showmanship and had better simulate it, or else.

Both these columnists, incledentally, have hopped in and out of more hot water than anybody since Benvenuto Cellini, and Tom Paine. Unlike Pegler, who has concentrated practically all his fire on the Rogsevelts, labor and mobaters, Winchell and Pearson have ranged all the way from Peron to Peruna. Several times they have sought to of Pearson under three presidents, have sugceeded. Winchell has had his quota of Hollywood attention but Pearson has somehow been neglected. There's a picture in him obviously. Why not the Priendship-Merd thing? Like Stageoach, it has the first quality of a good movie. At least, it moves.

His personal history is a bit unusual too. Born in Evanston, the Athens of Chicago, educated at Phillips-Exceter and Swartimore, he can be a supplied to the proposed of the control of the

own paper.

This Friendship Train type of extra journalistic activity is not new to Pearson either. He was directing social services among Serbs, Montenegroes, and Albanians as far back as 1919. He taught industrial geography at Columbia. He lectured over the chautaqua circular the interference of the control of the con

Came the war and Allen, enlisted and was kicked upstairs to be Patton's press agent, only to see Pearson exposing the general for slapping a sick soldier. By then Col. Allen couldn't even slug his old pal, having lost an arm in combat.

There is no question about it. Pearson has become the Richard arding Davis of his time, and in many respects lots more believable hen reduced to the documentary demands of a modern picture

Broadway

Eleanor Powell and Fredcrick Lonsdale off to Europe, Saturday (28) on the Queen Mary. George Skouras, chalrman of the Amusement Division for the Boy Scout drive, has been ailing since December.

December.

Harry Blair, RKO homeoffice tradepaper rep, doing okay atter hurried appendicitis operation last Thursday (24).

nurreed permitted to the control of the control of

Customs Beress in the washed from Radio City topper Gas Eyessell has been in Lenox Hill hospital had had been to the bard of t

New York with his actress wife, Ann-Maria Lynch, on their first variables and the control of the

Columbia Pictures and Humphrey
Dorothy Kirsten and Castal More
Columbia Pictures and Humphrey
Dorothy Kirsten and Castal More
Henry (20) where Miss Kirsten and State of Castal More
Pictures of More and Lillian Glinore, yet circumper
Henry Kinger, associate story
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Henry Kinger, associate story
Writers of America. He's not a wholount scrivener lineach but he honor.
Henry Kinger, associate story
Writers of America. He's not a wholount scrivener lineach but he honor.
He's an adopter and the honor.
Wictory Lodge, Brat Pittan and concert in memory of the late feorege Genshwin, April 22 at a madrid.
Castal More and the work of the late feorege Genshwin, April 22 at a madrid, starring Tima Genome and the proposed of the work of the proposed of the work of the late of the l

"Trumlyn Begeerte" and doing good blx. Following prolonged squawks from-publishers of purely local materials. Radio Hilversum's Sunseen sevenamed entirely. New format doesn't sitck strietly to a "Top 10" style but is so worked to include a bigger proportion of butch tunes, regardless of their position in the sales hilbs. their position in the sales hilbs.

## Chicago

Chicago

Nat Kalcheim, William Morris
exec. In conferring with local William
Longias Fathhanks, Jr., doing
January Charles and Conferring With Conferring With
Victor Beige opens at Palmer House Empire Room March 3 Instead of Phill Baker because of
Mrs. William B. Wairath, foundman guide of branston Cradic,
and the Conferring William B. Wairath, foundman guide of branston Cradic,
Palm Springs, Calif.
Zee Mosels, comic appearing at
Rev. Longia Company of the Conferring William
Longian Company of the Conferring William
Longian Company of Compa

## Spain

s 150,000 fund-raising campaign for the community Haarlem Have turned over to the campaign with the community Haarlem Have turned over to the campaign and the community of the

## London

London

Nellie Wallace left around
\$33,000, all to charlty,
Daughter born to film stars Barbardon, Feb. 22 Kelron Moore In
22 Johnny Firman, managing direct
tor of B. Feldman Musice Co., back
Robert Shackleton shares the
leading role in "Cartissima" with
the Norweglan singer from Ceel
"Portrait by Lawrence," new
Norman Cinsbury play, is having
"Portrait by Lawrence," new
Norman Cinsbury play, is having
to West End. Author is dickering
with Jessica Spencer to play the
stoon after his arrival from New
York, Lew Grade flew to Paris to
leake looksee at current acts in the
Circus Medrano new bill for linHelen Backlin, American, who
speemed in J. B. Priestley's "Home
Helen Macklin, American, who
speemed in J. B. Priestley's "Home
Helen In Ministation by George
Brown of current stage
success," "The Children Hundreds."
Services Entertainments Unit,
Germany, She appears in "Combined
Services Entertainments Unit,
Germany, She appears in "Combined
starred with Oocar Homolica before
the war.

10th musical, "Yes, Madam," dans
10th musical, "Yes, Madam," dans

Cuartera," play in, which sike starred with Osar Homolak before the Wat. Start et with Start Sta

## Paris

go to Germany for first postyra "Description of the Carador Pix Disague of 1948 with his re-cording of "Because L Have Good Courage." "Descause L Have Good Courage." "Parts Jeon Mercu, who directed the French version of "Skipper Next to God," will han-dle this one shelf, is playing the part of a news-pagerman in the French produc-tion of "Thank You, Mr. Grock." Story is a blopic on the life of the fancus Swise at Jone.

## Rome

By Helen McGill Tubbs
Myrna Loy and Gene Markey expected at San Remo on the Italian
Riviera.
Elline Walter. last scen on
Proadway in "Marinka," is in

Riviers. Walter last seen can be seen can be seen can be suited by the seen can be seen ca

Rome. Winifred Heidt and Eugene Con-Winfred Heidt and Eugene Con-iley, two American singers, scoring at the San Carlo Opera Co. In Naples. 5 "Hamlet" in Italian and "The Eagle Has Yow Heads" in French are at the Arcoboleno and Quiri-dam of the Control of the Control Mihall Rasumay, Hollywood ac-tor now appearing in "Pirates of

## Dublin

By Maxwell Sweeney Christine Norden in town

vacation. Nigel Fitzgerald to London for

Christine Norden in town on vaction variation. The vaction of the roles.

BBC producer Maurice Browne of the roles of the roles of the role of the roles of the role of the role

in placed to more than 75,000 persons.

Doroby, Lewis Ee. Show Cond.

Doroby, Lewis Ee. Show Cond.

Notcliet Minnesofia Perrace and returns in May for usual springsumer, Excum in "Pavorite Stranger," and Abe Burrows from Hotel Radisson Place and So on, entertained. Northwest One of the Pavorite Stranger, and Abe Burrows from Hotel Radisson Place and Northwest Oide Log, local strawhatter, organizing touring company to present 'Class Menagerie' in Minneson' Class Menagerie' in Minneson' Charles Menagerie in Mi

## Miami Beach

By Lary Solloway

By Lary Solloway
Shella Barrett into Leon and
Eddie's, Palm Beach.
Carroll and Gorman into Five
O'Clock club, Joining holdower
Mickey Shaughnessy, and Moore
being tleketed for Copa City engaennent in mid-March,
Beth Challis plus Copsey and
Avres Join the Vagabonds in new
show at Clover Club, Wednesday
Brook Club leosed Saturday (26)

## Hollywood

Frank Perritts celebrated their 21st wedding anni. Gary Cooper back in town after a Colorado vacation. Jimmy Stewart to Chicago to emcee a Red Cross show. Richard Conte suffered a slight concussion in a fall on 20th-20x lot.

concussion in a 1811.
lot.
Whadimir Lissim arrived from
Paris to gander new product at

lot.
Wladimir Lissim arrived from Paris to gander new product at Henry Ginsberg hosted David Lawrence, mayor of Pittsburgh, on Paramount Listing and the product at the product at the product and the product at the product and the product at the product and the product at the

will direct.

William S. Hart, Jr., was granted a 60-day continuance of his suit to his suit his su

## Vienna

By Emil W. Maass Douglas Sirk of Hollywood, in town.
Pix admission prices upped 10

Robert Wolf, London boss of RKO, due in Ireland on bis of RKO, and the Ireland on the Ireland on the Ireland of RKO, and Ireland of RKO, and

Noomi Aleskovsky, solo dance of Tel Adv state opera, linked for Tel Adv state opera, linked for Italian and the Italian and It

## Mexico City

By D. L. Grahame Fredric March and Florence

Present Services of the Control of t

being these and shoore maints for pay fixes of 30°c w to a constant and an analysis of pays and a consea, Spanish consequent and a consequent

## **AFM** Lauded

Continued from page 1 : being that the locals will no longer

heing that the locals will no longer control the funds.

Office for the new trust fund was opened yesterday (1) at 11 E. 47th st., N. Y. Rosenbaum will devote two days a week to his property of the property

Payouts End '49
Rosenbaum won't begin his disbursements till end of '40, whe in bursements till end of '40, whe in bursements till end of '40, whe in the bursed till the 'Tatt-Hartley law prevented), will be used up. There was about \$4,500,000 collected up. (00) each was disbursed in '47 and '48, \$1,500,000 should be expended in '49, to wind it up. (48, \$1,500,000 should be expended in '49, to wind it up. (48, \$1,500,000 should be expended in '49, to wind it up. (48, \$1,500,000 should be expended in '49, to wind it up. (48, \$1,500,000 should be expended in '49, to wind it up. (48, \$1,500,000 should be expended in '49, to wind it up. (48, \$1,500,000 should be expended in '49, to wind it up. (48, \$1,500,000 should be expended in '49, to wind it up. (48, \$1,500,000 should be expended in '49, \$1,500,000 should be expended

"anything's good enough for Hollywood," and then are surprised
when such material doesn't sell.
Metro, 20th-Fox and Paramount
have been leaders in the practice
of going out, and tapping writers
of going out, and tapping writers
itors supply the nucleus of an Idea,
which the writer can work out or
sometimes the activener has an
can help him develop.
Encouragement of this filmslated writing, was easier when
the companies were freer with subsidies for authors. Economy deavailable, but Par, M-G and 20th
are still handing out largese in
the form of option money to tide
available, but Par, M-G and 20th
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one mathematical still be active to the
available, but Par, M-G and 20th
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one mathematical still be active
advances or are being so frigal
with them that film companies are
calvances or are being so frigal
with them that film companies are
"Stattery-Hurrichae," currently
in production at 20th, was obtained
in this way. It was originally an
idea contained in a 1½-page letter
Matson. Fox landed Wook \$5,000
to expand and develop the yarn
daying \$50,000 for an acceptable
completed story. He also later rethe screenplay and as technical adviser.

Another 20th deal in the effort

the screenplay and as technical adviser.

Another 20th deal in the effort to develop Storieth was pre-hased to develop Storieth was pre-hased to develop Storieth was pre-hased provided the basic yarn for the company's successful "Kiss of Block and his associate, Henry Klinger, had an idea for a script concerning a lawyer. They handed it to Lipaky to develop, string him peter of the storieth was presented by the storieth was presented by the production chief Darryl F. Zanuck under the tentative lable, "The Story of Harry Kincaid."

## **Warners Acquires**

Continued from page 1 g

Costinued from pate 1

134% of the gross over \$400,000.
What WB paid him for it isn't known. It has been learned, however, that the satish handed Selzers and a director which it is browing.

Not included in the WB deal is Schmidck or fisher of the correct it is understood, refused to consider Mitchum in view of the player's [all sentence. Another top 1000 tarn on included in Dorothy Boots and Music Corp. of America was heightened during the past which was a self-part of the players of the p

## Major's 50 Wks. \_\_ Continued from page 1 a

Pound Home Pix

Costinued from pare 1

acrees—although they may also grees—although they may also grees—although they may also grees—although they may also grees—are figurent to asser coin on particular the writers almost always the same provided and a market as books or may prevent the provided and a market as books or may prevent the provided and the price of the

## MARRIAGES

Carol N. Starr to Robert L. Wal-den, New York, Feb. 27. Bride is daughter of Herman Starr, Warner Bros. veepee and prexy of Music Publishers Holding Corp.

Ann Arlent to William G. Johnson, Feb. 24, in New York. Bride is a model; he's stage manager for legit play. "The Ivy Green," currently trying out.

Patricia Curry to Don Hine, Hollywood, Feb. 24. He's a tele-vision producer at Don Lee's KTSL.

Rosalyn Simon to Allan Shine, Pittsburgh, Feb. 27. He's with Wes. Parker orch.

Oolagh Herity to William Dun-phy, Cork, Ireland, Feb. 19. Both are actors with the George Daniells

## BIRTHS

Mr. and Mrs. Charles Barton, daughter, New York, Feb. 14. Father is member of Barton & Brady vaude team; mother was also a vaude performer known pro-fessionally as Cindy Blair.

Mr. and Mrs. Joseph Friedman, son, New York, Feb. 23. Father is with Warner Bros. home office publicity dept.

jas with Warner Bross home office publicity dept.
Mr. and M. Harold Rener, Mr. and M. S. Peb. 22. Fethers with Warner Bros. centract dept.
Mr. and Mrs. Erb Segbrecht.
Mr. and Mrs. Erb Segbrecht is Marie Gifford on WMAQ2s
Mr. and Mrs. Ted Nasser, daughter, Hollywood, Feb. 22. Father is a firm producer.
Mr. and Mrs. Robert Grinde, daughter, Hollywood, Feb. 23. Father is a firm producer.
Mr. and Mrs. Robert Grinde, daughter, Hollywood, Feb. 23. Father is a firm producer.
Mr. and Mrs. Robert Grinde, daughter, Kansas Gity, Mo. Feb. 23. Father is a firm producer.
Mr. and Mrs. Robert Grinde, daughter, Kansas Gity, Mo. Feb. 24. Feb.

in that city.

Mr. and Mrs. Earl Wells. daughter. Kansas City. Mo. Feb. 23.
Father is announcer at WHB there.

Mr. and Mrs. Al Ciemielewski, daughter, Pittsburgh. Feb. 15.
Father's on WWSW staff.

Mr. and Mrs. Barrie O'Daniels, daughter, Detroit, Feb. 24. Father is managing director of the Detroit Civic Opera; mother is an actress known professionally as Avis Kent.

## L. A. Par

Continued from page 4 :

lease which requires it to buy Paralease which requires it to buy Paramount product exclusively for the LA showcase. Paramount's eviction case is based on the claim that the F&M subsid has violated the clause. Partmar is contending that the Supreme Court decision in the Government suit makes the provision Illegal.

In its intervention move. Part-In its intervention move, Parti-mar is asking for an injunction to restrain the eviction action. Or-charily, its lease expires in 1852. F&M operator, would arbitrarily junk the high court decision with-out any court deciding on the specific question. Other theatres are about the day the same clause. Amend, claims, ev. 30 her lause, Amend, claims.

Amend, claims Amend, claims.

Paramount theative has been operated by F&M gince 1933. The film company's eviction suit has been inactive for several months after it was taken off the calendar in LA pending the results of the Government action. Partmar's \$4,500,000 action, however, based on alleged compulsory bookings still

## **WB** Concessions

Continued from page 4 ; tage of easier seiling strictures which are incorporated in other

It is not believed that Metro

It is not believed that Metro will seek a settlement since it is generally conceded that the company is in the strongest defensive appraishment of the strongest defensive prec, has already announced that it will go after a settlement immediately following announcement of the strongest of the settlement of the settlem

tavorable deal.

In declaring that his company will fight on, Warner sald: "We will not give up our theatres without a court fight. We have taken years to accumulate the company assets we have, and we will fight to hold them." WB operates over 450 houses.

## OBITUARIES

of yesteyear's vature recovery.

of yesteyear's vature recovery.

A dancer, singer and comedian, booley with his wife, the late Corrinar Sales, formed with the control of the late Corrinar Sales, formed with the control of the late of

A daughter, Patricia Doolcy, survives. Funeral services were held Fri-day (25) at the Riverside Chapel, Far Rockaway, L. I.

JOHN B. HENDRICKS
JOHN B. Hendricks, 76, an actor
and singer who retired in 1945
after a stage career of more than
30 years, died in Elizabeth, N. J.,
Feb. 26.

Feb. 26.

He made his stage debut with DeWolf Hopper in "Isle of Spice." He later appeared in both dramatic and musicomedy productions. But and Sullivan operetta roles in this country as a member of the Savage Opera Co.

He was a member of the Lambs, Catholic Actors' Guild and Actors Catholic Actors' Guild and Actors

Catholic Actors' Guild and Actors' Equity.
His wift, Mary Fanning Hendricks, a retired actress, died in 1947.
Surviving are a daughter, and a

Drother.

CHARLES HANSON TOWNE
CHARLES HANSON TOWNE
Charles Hanson Yowne, 72, airthor and editor, died in New York
Feb. 23. He was a prominent figture in legit and literati circles, and
self mag. Besides authoring many
books, he collaborated with Amy
Woodforde-Finden on four song
crees, including "Yve Little Japcrees, including "Yve Little Japcrees, including "Yve Little Japboens Taylor in wirting "The City
of Joy," and in 1940 appeared in a
Little of Joy, and in 1940 appeared in a
Little of Japany of "Lite With
Asister survives.

M. REMINEN.

CLARY SETTELL
Clary Settell, 66, sports writer
and sportscaster for the Canadian
Broadcasting Corp., died in Tocroto, Feb. 3. He had been with
Clary Corp. 10 of the Canadian
columnist for the Los Angeles
Examiner and had handled sportscasts for Columbia Broadcasting
System from the Coast.

and sportscaster for the Condition
Broadcasting Copp. died in Toronto, Feb. 3. He had been with
CCS cance 1930.

Conditioned Transport of the Condition
Conditioned Transport of the Condition of the
Coulombia Broadcasting
Syspen from the Loca.

SIR STANLEY MARCHAYT
STREET OF COLUMBIA BROADCASTING
SYMPHOTO TO THE DEWN MINE A CONDITION OF THE CO

JAMES FRANCIS DOOLEY

James Francis Dooley, 69, one program for WGAR, Cleveland, of yesteryear's vaude headliners, died after a heart attack in that died at his home in Freeport, L. I., city, Feb. 28.
Feb. 23. singer and comedian, th native of Pittsburgh, she was A darenth his wife, the late former head of Aliled Froducts Co.

HENRY SVEDROFSKY

HENRY SYEDROPSKY
Henry Svedrofsky, 60, concert
master, died Feb. 21 at his home in
Los Angeles.
Henry Svedrofsky
Born in
Henry Svedrofsky
Born in
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Mother, 74, of Katherine Forbes, author of "Mama's Bank Account," which formed the basis for the play and screen production of "I Remember Mama," died in San Francisco, Feb. 24.

Son, 11, of Jules Epstein, owner of a midwest chain of hotels in-cluding the Hollenden, Cleveland, died of drowning Feb. 23 in Chi-cago, when ice on which he was skating gave way.

Father of Tony Hardt, former radio producer for Young & Rubi-cam agency, died in Harrisburg, Pa., Feb. 4.

Father of Kay O'Grady, dancer in "Make Mine Manhattan," died in Boston, Feb. 26.

Mother of Richard Hubbell, tele-vision consultant, died in Phoenix, Arizona, Feb. 22.

## Dramatists Guild

Continued from page 57

income from Broadway produc-

Brothers and suggest and the control of the control

## Odets ued from nage 1 =

FILE THREE SUNS



ARTIE DUNN

AL NEVINS

MORTY NEVINS

EXCLUSIVE

RCA VICTOR

RECORDING ARTISTS

Personal Management
HERB KESSLER

Direction

MUSIC CORP. OF AMERICA

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VOL. 173 No. 13

NEW YORK, WEDNESDAY, MARCH 9, 1949

PRICE 25 CENTS

## IT' PIX KEY TO TOP C

## Allen, NBC Mull

Five-a-Weeker.

Next Season
Ford Allen and NBC has talling a deal whereby the comedian and the weeky scribe. He has been decision until May, for it all first down the season the board milkly pragram on the network. Allen work exees, in turn, are all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until May, for it's all for it. However, there won't be a definite decision until the methods. However, the manner won't be a definite decision until the methods and the work of the manner won't be a definite decision until the methods. However, the manner won't be a definite down the manner won't be a definite down the more work and the work of the manner won't be a definite down the work of the manner work and the work of the manner work and the

## Dan Topping's **DuMont Buy-In**

Dan Topping, owner of the N.Y. Yankees, has been buying up as many shares of DuMont letevision many shares of DuMont letevision that the passes of the passe (Continued on page 15)

## Pix Names in Current

## 1st Negro TV Show Chicago, March 8. WENR-TV will telecast the first

the day's monarchs to hit the streets. Satchimo y elle d, waved and hrew ecoonuts at the crowds that jammed about his golden float. By annead about his golden float By annead in the street of the st

## PICTURE STARS HAVE NO 'PRIVACY,' COURT RULES

PANYACZ, COUNK RULES

Los Angeles, Marcia 8.

A film star is not in a position to claim the right of privacy because his face and fishen eresold to the public. That was the verticet of Judge William B. McKesson in Robert Mitchung's 51,000 suit against Nanette Bordcautx.

Plantiff charged the defendant with invading his right of privacy by advertising furniture for sale, the heading. "Mitchun Sat Here."

## 'Pacific' Another **Legit Entry That** Films Can't Touch

With Hollywood interest hot in obtaining screen rights to Rodgers to the state of t

not earing much about the minor ones.
"South Pacific," If it scores in New York in keeping with the New York in keeping with the Monday (7), will bring to five the smash Broadway legiters which Hollywood can't touch. Others are smash Productive of Soles-Joseph Williams. The Roberts, "Tennessee Williams" Streeters Named Desire" and Pay Kanin's 'Goodbye, IM Added to those are a pair of (Continued on page 24)

## Over-Showed Fla. Cafes in the Red

## Theatre Splitup **Decrees Sparking** More Film Prod.

Holiywood March 8 The majors' surrender of theater holdings via anti-trust consent decrees has its brighter side—particularly for the thousands of Hollywood's film producers, players and studie employees. The immediate effect of the RKO and Parasurge in the number of films turned out by those lots. If the RKO-Paramount post-divorcement thinking holds for the other thinking holds for the other workers of the control of the con majors' surrender of thea-

Mianil Beach, March 8.

Majority of Florida cafe operators are resigned to winding under the feet of this season. They've becough tourist money around the support super-budgeted shows comprising three top-monited by the support super-budgeted shows comprising three top-monited majority and support super-budgeted shows comprising the top-monited support super-budgeted shows comprising the super-budgeted shows compr

## O'Dwyer 'Sympathetic' to Liberalizing Theatre Bldg.

Mayor William O'Dyers and be be on the ground floor- and forbids' living or the municipal building laws which would liberalize whether construction of efficiency and the construction of efficiency with the construction of efficiency with the construction efficiency with the construction efficiency with the construction, eccording to the work of the second of the construction efficiency and the construction efficiency and the construction and the construction of the second end of the construction of the construction and operating costs, to the present building code. The session business when the construction and operating costs, to the present building code is discriminatory against the theater, so construction and operating costs, to possible proportionate reduction in learner of the present building code is discriminatory against the theater, so the possible proportionate reduction in learner of the construction and operating costs, to be possible proportionate reduction in learner of the present building code is discriminatory against the theater, so the possible proportionate reduction in learner of the construction and operating costs, to be possible proportionate reduction in learner of the construction and operating costs, to be possible proportionate reduction in learner of the construction and operating costs, to be possible proportionate reduction in learner of the construction and operating costs, to be possible proportionate reduction in learner of the construction and operating costs, and thereby cut the present building code is discriminatory against the theater, so the construction and operating costs, and thereby cut the present building code and the construction and operating costs, and the construction and B'way Legits Generally
Lauded for Histrionics
with a doesn top Jam and the lander, the heading: "Mitchum Sal Here:

With a doesn top Jam and the lander, the heading: "Mitchum Sal Here:

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With a doesn top Jam and the lander, the lander lander lander lander, the heading: "Mitchum Sal Here:

With a doesn top Jam and the lander, the lander l

# Pyramids?—Sphinx! Pyramid croze has hit show his in a botherome suay rome cost to const. Walfers and walter-captains, chorus girls and songpluggers, theatrical office secretaries and bookless—they all buttanhole you to "become members." Most botherome and obstructive ing studios of the major networks, cheltly in New York and Chicago. They've become daily hangouts for general constant of the co

Hollywood, March 8.

America is in for pix that are "more adult," Ende Johnston, head of the Motion Picture Assen. of America, has his way. Johnston has just completed touring the film stitutes, way in the state of the state o

## WW's 20G Offer For CBS Vaudeo

Water Wannell has been of send \$20,000 in week to emore a conceweekly in Birliour. Itelevision variety show on CBS-TV. It would, in effect, be a Winchell package, on the work of the conceweekly milling the bid, which will be concerned to the concept of the conc

## Hard-to-Get Names Now More Amenable To Comm'l Tieups

Hard-to-get names are now more agreeable to plugging commercial products, for a fee, according to Jules Alberti, head of an endorsement outfit that secures these ticups.

Alberti, ex - bandleader and nephew of cartoonist - comedian (Continued on page 38)

## H'wood's Newest Headache—A Paris **Neckline That Plunges and Plunges**

Paris, March 5.

The Paris fashion shows go on— but most of the foreign buyers are on their way home, having picked up "over 5,000 new ideas," accord-ing to some of them.

up over 5,000 new neess, accuring to some of \$100 lbm are \$1 lot to
play with. They may not adont the
magnetic shoes of Schiapareill's or
Plerre Balmain's silver foxes with
"20 carta dismond" eyes. They may
think beach hats with armholes are
to cumbersome and almond or
ood, but they will all want Christian. Dior's "panel" dresses and
shorter-in-the-front dancing frocks,
Jean Desses on-armed stoles and
sparaj skirts, Balenciago's beautitions of the silver in the silver in the
"burlay" redingotes.
"Practically all N. Y.'s Seventh

tully cut suits, Jacques Fath's bollors, choches, bereis and even his 'burlay' redingotes. Y's Seventh' Practically all sink-Lazer cullinade and the suits of the suits of the suits of the suits week, on the way back to New York via Queen Mary, and purchases were openly suits were sold in a greater quantity finan ever before. Also furs for the first time since the war-ling, averaged about the same as last season and accessories were more popular than ever.

They always do, but the better exchange evened things up.

One thing the Hollywood consorrs were more popular than ever.

One thing the Hollywood consorrs up to the suits were suits were suits and the suits of the suits

## Berlin's 'Cheek to Cheek' ('Top Hat' Excerpt) May Encore Astaire - Rogers

Hollywood, March 8

Hollywood, March 8, Metro is defecting with RKO for certain rights to the latter studies "Top Hat," Fred Astairs-Ginger Rogers co-starrer turned out 12 wes Irving Berlin's "Cheek to Cheek" tune from the film as the less one for a new picture starriog the control of the contro

pleted recently.
Incidentally, Berlin's deal with
RKO for "Top Hat" set a precedent in composer-studio terms. The
dent in composer-studio terms. The
demand for a flat \$75,000 for the
if m's score, making him an alternate offer of 10% of the gross.
Berlin made \$225,000 on the deal
and other composers subsequently,
began seekflay percentage terms.

154 West 46th Street

## Gracie's 42G Trek

London, March 8,

London, March 8.
Empress Hall management, in association with Victor Hauchhauser,
has booked Gracic Fields for seven
concerts, starting middle April,
after which she tours key cities for
seven more concerts.

Understood Miss Fields is get-ting \$42,000 for entire series.

## Bills to Nix 20% Tax Piling Up

Bills continue to pile up to eliminate the 20% admissions tax,

plus the nitery bite. Rep. Dwight L. Rogers (D., Fla) introduced one last week to kill the admissions tax on film theatres Rogers said picture shows are largely attended by low income groups and should be considered educational and informative rather

than luxures.

Rep. Kenneth B. Kesting R.
N. 70 offered an overall measure
would eliminate the 20% admissions
some liminate the 20% admissions
amounting to \$1 or less. "The
sentimeted loss of revenue resultestimated loss of revenue resultstand. "Is about \$350,000,000. It
strongly urge, however, that particular consideration be accorded
those who pay a few cents, rather,
than several dollars, for admission
Keptine issue.

Keating introduced a second bill Keating introduced a second on repealing the 20% bite on nitery, tabs. He said that the tax is now hurting business so much in restaurants offering entertainment that there are threats of severe layoffs among workers,

among workers,
"I am informed," he said, "that the estimated revenue derived from this tax is about \$55,000 at year. In my mind, there is, a very serious question whether the year serious question whether the group of saithful workers may not constitute a greater drain on the resources of Government than is offset by this income."

## N.Y. Brewers' Bock Beer

Niter: Coin to Red Cross 1. Niter; Coin to Red Cross
New York Brewers Board of
Trade and the Brewers Assn. of
New Jorsey combined to stage one
of the biggest one-night stands in
at the 165th Infantry Amorp tonight (Wed). Entire gate to the
Red Cross. The brewers are payengent with the combined of the stage of
the pay of the stage of the stage
is great and the stage of the stage
contributing all the beer at the
event. It's estimated that the Red
night stand.
\$450,000 for this onenight stand.

Performers, per usual. Performers, per usual, are do-nating their services. Rex Harri-son and Madeleine Carroll, Milton Berle, Ray Bolger, Sid Caesar, Cab Calloway, Jack Center, Perry Como, Jack Dempsey, Henry Fonda, John Garfield, Arthur God-Ircy, Phil Silvers and others are slated to appear.

New York 19, N. Y.





352nd WEEK! 3,600 Performances
All-time long run record in
egitimate theatre.

## KEN MURRAY'S "BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal.

And now in world-wide release
"BILL AND COO"

Ken Murray's

Academy Award Film

## Danny Kave Sparks D. C. Correspondents Shindig Before Big Brass Audience

Washington, March 8. Washington, March 8. / Tightly kinit, name talent show whooped up the annual dinner of the White House Correspondents Assn. Saturday night 15. Show was topped by Arthur Godfrey as emcee and Danny Kaye in the star act slot.

emces and Danny Kaye in the star act slot.

Kaye, who begged off at 11 p.m. because Pres. Truman had to eatch some sleep prior to frying to Key display of the present present process of the present present

Zucker Sisters, classical plane ceam; Artini and Consuelo, for the terping; veteran luggier Stan Brown; and saurprise of the evening—Julia Lee, sepia jazz planist, and singer of bue chanteys, to-Lovent, with jazz drummer Baby Lovent. The Lee-Lovent team brought in from Kansas Clty for the partoy, more; in the most spontaneous tribute of the evening. Bill was rounded out by chanteue Kay De order.

## Paris Runaround

By Borrah Minevitch

By Borrah Minevitch

Parls, March S.
Who will buy. 119 Hitler and
Mussolini love-lie letters for sale.
Anatole Litvak nixed directing
the Casey Robinson horse-pix—not
because he's bedded with flu—but
account le's allergic to horses.

account le's allergic to horses.

a dull marathon—except for one
adull marathon—except for one
production number well worth the
time and price of admission 'It's
the Crystal Ballet, a plastic blue
and white job with tricks.

Ballet a plastic blue
and white job with tricks.

N. y. labs.
N. y. labs.
Local Herald Trib gave the
Vishinsky-Molotov switch warsized type.

somehow.
"I am hopeful that I shall be able to have conversation with some of the big men in the industriance of the state of the state

-By Raymond Massey-

By Raymond Massey

The London opening of Marcel moon was over! Only Shaw has Pagnol's "Topaze" in 1930 was my been able to persuade the London might. I had turned down an offer Pagnol's barbs, one after the other, to play my original part of "The Man in Possession" in New York of British sentlment. The second in order to play the title role in a different with the province of the province of British sentlment. The second in role of the province of the provin

a letter to Abe J. Greene, manag-

should be stopped.

"The motion picture industry is not going to stand by idly and letthis octopus put us out of business. While I want to encourage new developments, it may be possible that we can work hand in hand,

## See New Wave **Pro Sports Gets Bid From** Film Exhib to Unite On Of Film Biogs Answer to TV Inroads Washington, March 8.

A bid to professional sports to join with film exhibitors in seeking a solution to the problem of television competition, has been put out here by Sidney Lust, op-erator of a nabe flicker chain and director of Theatre Owners of America. Lust made his pitch in

Paramount's purchase last week of Gene Fowler's blog of Mack Sennett may trigger a whole series of screen blographies later this year. Film companies are mainfesting be published in the fall. First is a life of W. C. Fields by Robert Lewis Taylor, writer for the New Tochor mag. It is to be the New Tochor mag. It is to be included in Satevepost. Second is a series of the New Tochroming book on Jimmy Walker, late mayor of New York. Cosmopolitan has a 25% york. Cosmopolitan has a 25% for the Machanian control of the New Tochor of the New Tochor of the New Tochor of the New Tochor mag. It is to be the N ing editor of the Paterson Evening News and president of the National Boxing Assn. Boxing Assn.
"Wrestling, football, baseball
and motion pictures are all in the
same boat," wrote Lust. "The
TOA is giving television very serious study. We cannot afford to let
our industry fall by the wayside
because television people are alloved to televise all these different
and by and let this continue. It
should be stopped.
"The motion victure industry is

condensation in its current issue, it will bear the Viking Press impersonment of the press of the viking Press in the viking Press in the viking Press in the viking Press in the viking with some big on attural on Makel Normand, one of the famed concely producer's stars, on radio's givenway shows will be made by 20th-fox. It bought last week John McNulty's New Yorker blow-brown the viking with th

## 21's Mac Kriendler To Help Israeli Export Top Grade Vintages

ment are unable to forewe its account he's allergite to horse.

The new Folies Bergere show a dull manufathor—except for ment are unable to forewe its account he's allergite to horse.

The new Folies Bergere show a dull manufathor—except for time and price of admission. It's the Crystal Ballet, a plastic with the color of the cut of the cu

Subscription Order Form Enclosed find check for \$..... Please Send VARIETY for One Year (Please Print Name) ...... Zone.... State..... Regular Subscription Rates for One Year-\$10.00 Canada and Foreign-\$1 Additional

· VARIETY Inc.

## BRITISH QUOTA CUT SEEN 'MUST'

## TV AS SHOW BIZ TONIC

Video's pace is exceeding schedule, which in turn is propelling talent sooner into the newer medium than it thought. This in turn must force that coast-to-coast coaxial long before '52 or '53. It's a safe inside show biz bet that by midsummer 1930 both coasts. should be co-axed.

Showmanship-wise, video is a tonic to the entire business. There are many veterans in the trade who have long since been concerned excause of "the manner we have started to live off our own fat." Others have goie further and observed that "we were dying at the vine." Tele is getting them back on the bean.

There's no gainsaying that pix and radio were in trouble without TV. Video may be the tonic to revitalize all of show business. Maybe its inroads in AM budgeting don't make TV the broadcasting industry's delight, but TV may prove the stimulant to many another phase of show business.

That long-nursed dream about vaudeville's comeback has a good chance for achievement, judging by the amount of playing time existent today. New values may emerge—who knows? Cer-tainly the intangible that is yet to come may be the headliner of tomorrow. We already see puppeteers blossomed into headliners. tainly the intengine that is yet to come may be an intensity to tomorrow. We already see puppeters blossomed into headliners. Emcess of amateur programs make like Belascos. Vaudevideo is starting to make for monotony. One or two undeniable talents starting to make for monotony. One or two undeniable talents starting to make for monotony. has yet to assert itself.

History shows that the burlesque dollar wheel gave way to vaudeville. Vaude was eelipsed by pictures. Then came the talk-res to further bolster the picture business. Radio didn't kayo pix, just as pictures didn't kill the theatre. If anything, each progressively new medium spawns fresh stars, and television likewise should create potently new marquee values.

What's the good of being in a creative business if we lose the excitement or the ability to attune ourselves to a brand new medium? Television may prove to be the most onward thing that has happened to show business in a generation.

Abel.

## Sears Balks at Fox-Wisconsin Dualing 'Red River' with 'Paleface'

Grad Sears, United Artistspresy, declared war on Fox-Wisconsin Monday (7) night, refusling to provide the circuit with
prints of "Red River" when he
learned the film was to be doublefeatured in the particular of the provided of the River's
Millwaukee territory. Sears declared he "will not tolerate "Red Grantes school.
Nassours declared they didn't
war a school on their lot.
Millwaukee, Gordon Hewitt.
In Milwaukee, Gordon Hewitt.

son's other big picture."

In Miliyaukee, Gordon Hewitt, Foxwissensin film buyer, said he was out of town when the booking films played separately in the nabes as soon as he heard about 11.

nabes as soon as he neard about ("Pail Laurus, Jr., exe aide to Seas, replied that he had had no word of a change in booking from Hewitt, but had no desire to withhold films from the circuit as long as it didn't "abuse" them. Ignationally the state of the control of the contr

(Continued on page 18)

## SELZNICK'S FOREIGN MARKET MOPUP YEN

MIARAEL MUTUT LIM.
While personnel clanages continue to take place in David O. Schnick's domestic distribution setup, producer is strengthening worldwide, sales drive to get all possible coin from overseas. A good many recent Sciznick films are yet to be liquidated in large all the properties of the

months.

In addition to the as-yet-unre-leased product available in many territories, the Seiznick overseas sales force has been handed eight reissues to peddie. These are the pix that recently went to Eagle pix that recently ont to Eagle

## Schenck's Spot At 20th Studio?

Al Lichtman, it is understood, is being groomed to step into the shoes of 20th-Fox studio exee Joseph M. Schenck when the latter leaves the company to devote his full time to his theatre holdings.

full time to his theatre holdings. Lichtman, former member of Metro's studio exce board, arrived in New York from the Coast Monday (7) to assume his new dutler for 20th. What those duties are to buy 20th pere Syyros P. Skouras, but with Lichtman's long experience in the industry, capped by his tenure at the Metro studio, it is believed he would be a logical successor to Schenck. Latter is believed he would be a logical successor to Schenck. Latter is critical to the different part of the control of the control

(Continued on page 22)

## Mayers Visit Schenck

mlayers Visit Ochelick
Louis B. Mayer, Metro's studio
head, his wife and Howard Strickling, Coast publicity manager, push
sing, Coast publicity manager, push
sit betr. New York stopover, Trio will
visit Nicholas M. Selenck, company prez, who is vacationing in
Florida, Schenck is expected to
Florida, Schenck is expected to
wintering in Miami.
Party arrived in N. Y. from the
Coast Monday (7) via Boston
closet Wondon Y. Via Boston
checkup,

## OF STUDIO CRISIS

London, March 8.

As a direct outcome of the British studio crisis, the government is faced with no alternative but to the within the second year of the 1948 Films Act. It's understood on highest among the second year of the 1948 Films Act. It's understood on highest among the second year of the 1948 Films Act. It's understood on highest are suggesting the second year quota should drop to 30 or 30 o

who are seeming a ——
quota.

Decline in feature production
during the past few weeks rules
out any question of retaining the
45% quota, even though this is
being operated at the cost of largescale relief and even larger-scale

Agran II.

default.

Latest announcement from the Rank Organization, following the closing of the Calinsbrough Shep-tion in the Calinsbrough Shep-tion is to be restricted to 25 annually, with an allround budget of \$16,000,000, makes a quota revision at once imperative.

Forthcoming qu to the representation of the Chesting Calinsburged on page 18.

(Continued on page 18)

## MARVIN SCHENCK MAY SHIFT TO M-G STUDIO

Marvin Schenck, eastern studic rep for Metro, may shift his base to Culver City. An exploratory trip of several months, commenc-

itip of several months, commencing some time this spring, will determine whether the vet Loew-time whether the vet Loew-time whether the vet Loew and the company of the co

## DIRECT OUTCOME Century Circuit (Schwartz) Aims To Upset Loew-RKO's N.Y. 'Protection

## RKO's Double-Trouble

Hollywood, March 8.
For the second time in six months, RKO is beefing about a similarity between a sequence in months, RKO is beeing about a similarity between a sequence in its picture and that of an indie, RKO lodged a protest with in-die's chief, Stanley Kramer, that sequence in which gangiers beat sequence in which gangiers beat sequence in which gangiers beat footage in RKO's "Set-Up," Robert Ryan sturre. Similarity was claimed after "Champion" was sereened for RKO exess. Kramer is understood to be the week, and if there's any marked similarity, he will reshoot "Champion" foot-age.

## Fabian-Gamble Have \$5,400,000 For UA Purchase

While no price has been dis-cussed yet, the \$5,400,000 valuation placed on United Artists by owners Mary Pickford and Charles Chap-

Mary Pickford and Charles Chap-lin would prove no stumbling block to a deal for purchase of the company by the exhib syndicate-which SI Fablan and Ted Camble which SI Fablan and Ted Camble Wooday (7) by one of the prin-cipals in the negotiations. Fablan has been in prolonged huddles in New York during the LA exec vp., who reps Chaplin. Kelly is expected to go to the Const later this week to confab with Chaplin on the deal, Gamble, who has been at his home in Port-land. (Occupancy of the confablation of the Continued on page 18)

## Jose Ferrer's 'M' Remake?

Jose Ferrer is being sought by Seymour Nebenzal to star in the remake of "M" which he is plan-ning to film on the Coast in July. Peter Lorre was starred in the original German version which brought him to prominence in this

brought him to pronuncing country.

Whether Ferrer will be able to take the role hinges on efforts he is now making to reshuffle his commitments. He's currently starring in "The Silver Whistle," Broadway legiter.

## National Boxoffice Survey

Lent, H.O.s Hit Biz-'Smith,' 'Wives,' 'Honeymoon.' 'Joan,' 'Command,' 'John' Big Six of Week

denting bit.

"Whispering Smith" (Par) continues top prosser for second week in succession while "Letter To Three Wives" (20th) has moved up into second postion. Both are getter the week. Family Honeymouth (U) is doing strongly enough to cop third place. "Joan of Are" (RKO), still big in many keys covered by Vannery, has dropped Fifth slot has been taken over her three ways and the second property of the proper in succession while "Letter To Cittle help, teed off big in San Intree Wives" (20th) has move up Francisco, and wound up trim in lost one conditions and the second position. Both are getting bulk of real coin height are designed in this week. "Family Hongmoord the second position of the second pos

Joan, Command, Jonn Dig Jix Of Week
Lenten season apparently is beling felt this year more than at any
given 160-theatre, day-date opentime since before the war, with in in Joho, Indiana, West Va,
unany key cities suffering this session. Spring-like weather just Cincinnal preem week and lively
overly-extended holdovers also is
defined to days in Cincy as some
first two days in Cincy as some
first two days in Cincy as some
times to proseer for second weather of the conline secretary of the property of the conline secretary of the property of the contimes even secretary of the property of the contimes even secretary in the property of the contimes even secretary in the property of the contimes even secretary in the property of the property

Radical change in the entire system of theatre booking in the New York metropolitan area is threst-ened by a multi-million-foliar suit of the strength of the

## ROSEMAN, BYRNES IN ON 20TH'S D.C. TALKS

W ZUITS D.C. TALKS
Spyros Skouras, 20th-Fox president, slipped into Washington last
week to join several of the settlement talks now taking place betoo the street of the settlement talks now taking place betoo the street of the settlement talks now taking place betoo the street of the settlement talks now taking place betoo the street of the settlement talks now taking place betoo the street of the settlement talks now taking lace betoo the street of the settlement talks now taking talks
the street of the street of the settlement talks now taking talks
the street of the street of the settletendent talks now talks
the street of the settletended by Skouras and Otto E.
Koegel, company's general counsel.

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DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year—\$20 Foreign

Radio Reviews ..... Records Frank Scully 

## ED WEISL ON PAR'S UNUSUALLY STRONG POSITION, PARTICULARLY PROD-DISTRIB

With Paramount's plan of reorganization earmarking the main cash assets of the parent company as heading for the new distribution of the company as heading for the new distribution of the company of th

profit totalled \$10,735,000. Paramounters believe the net will rise in the next couple of years.

As for the new theatre chain; and will have some \$1000,000 in chain and \$2,000,000 working capital lodged in the top company, Additionally it stands to get an approximate \$7,-500,000 or so more eash prior to its teeoff from the sale of theatres un-

der the decree.

While theatres and land are listed at \$37,055,414 book value and Ilsted at \$37,055,414 book value and investments in partnership circuits at another \$6,941,362, these figures represent only, a fraction of the true or replacement value. As an usubid alone is regarded as worth more than \$37,000,000. To further point up the discrepancy between book and actual value. Paramount took \$5,500,000 in profits from its pard chains during 1942 and the (Continuod on page 22)

## UNITED PAR THEATRES IS NEW COMPANY TAG

Maintenance of Paramount's present management for the new present management for the new production-distribution company is assured under the plan of reorgani-zation. The new board will con-sist entirely of individuals who have been directors, offerers or em-ployees of the old parent company. Rarney Balaban, Par's prez, will be elected president of the new com-many.

elected president of the new company, to sow required is two-thirds approval by Par's present stockholders. Show of hands will be asked at an annual meet slated at the homeoffice, April 12. When the state of the s

## 4 Outsiders Join Par Trio on New Theatre Bd.

The new Paramount theatre company's board of directors car-ties over to it a triumvirate of exces-consisting of Leonard Coldenson, re-consisting of Leonard Coldenson, be-selder stains up four biggies from outside Interests. This quartet will be John A. Coleman, E. Ches-ter Gersten, William T. Kilborn and Waiter Marshall. Selection of and Waiter Marshall. Selection of proved by the Government and the court.

proved by the Government and the court.

Court.

Grant of government and the court of the court

Foreign Averaged 30% Foreign Averaged 30%. Despite the muchalited decline in foreign remittances, the Paramount prospectus demonstrates that overseas demonstrates that overseas to about 30% of worldwide revenues through fluctuations in the overall totals for the ratio, incidentally, applies in the first nine months of 1943 although. Par switched duramittances rather than rentals earned abroad.

In 1945, \$47,00,000 came 1. In 1945, \$47,00,000.

als earned abroad.

In 1945, \$47,800,000 came from the U. S. and Canada, \$20,700,000 from overseas, 000,000 came from \$20,700,000 from from overseas, 000,000 foreign, in 46; \$55,100,000 domestic, \$15,400,000 foreign, in 47, \$37,500,000 domestic, \$15,400,000 foreign, in first nine months of '48.

## Wanger's \$370,000 To Date From 'Joan' On Its Broadway Date

Its Broadway Date
The \$250,000 guarantee—poissible \$100.000 guarantee—poissible \$100.000 guarantee—poissible \$100.000 guarantee—poissible \$100.000 guarantee—poissible \$100.000 guarantee—poissible \$100.000 guarantee

## WILBERT SHIFTS INTO ROXY'S PUB-AD TOP SPOT

ROXY'S PUB- AD TOP SPOT
Christy Wilhert, 20th-7ve, advertising manager after 1946, was
tapped this week as new ad and
public relations chief for the Roxy
theatre, N. Y., 20th's Broadway
theatre, N. Y., 20th's Broadway
theatre, N. Y., 20th's Broadway
that the service of the Roxy
that the service of the Roxy
that the service of the theatre.
Wilbert has been with 20th since
March, 1936, in the ad-publicity
yet been named by veepee Charles
Enfield and the post is still wide
open, but it's expected the job
wilbert's assistant for the last several years. Harman, who was with
Locw's and the Fanction & Marco
the Roxy, plans to smoothfulling
the Roxy, plans to smoothfulling
that Roxy, plans to smoothfulling
Tom a vacation.
David Godding is another new

David Golding is another new Enfeld appointee as publicity exec with Ulrich Bell.

## 'Hamlet.' 'Shoes' May Gross Over \$3,500,000 in U.S.

VARIETY

It is now regarded touch-and-go which one of J. Arthur Rank's two heavy-grossing roadshow pix "Hamlet" or "The Red Shoes" piles "Hanule" or "The Red Shoes" piles up the biggest rendal on the fixth time round in the U. S. market "Shoes," which Eagle Lion distributes in the U. S., has just passed the \$500,000 market on rentals after 19 weeks of careful roadshowing. "Hanniet," with \$0.00 miles of the control of the con

and an earlier release.

Each pleture is figured to gross between \$3,500,000-\$4,000,000 within the next two years, a terrific total for British-made product. Surface of the product of th

(Continued on page 24)

## McCARTHY'S SHAMROCK BALLY BILL-\$80,000

BALLY BILL—\$80,000

Shindig with which Glenn Mcconstruction of the control of the control

Shindig with which Glenn Mccontrol of the control of the control

Shindig with which Glenn Mccontrol of the control

Shindig with the control

McCarthy has made arrangements to bring 168 newspaper writers, radio commentators, name
guests and VIPs from the Coast

guests and VIPs from the Coast

east. In addition, there will be 13

excess of Eastern Air Lines, headed

by preay Eddle Rickenbacker.

Crosts are being flown in by East

Costs are being flown in by East

Lorent Shap flown in the Cost

Shap flown in the Cost

Shap flown in the Cost

McCarthy's flown in the cost

McCarthy's flown in the hotel helude

Dorothy Shay, Russ Morgan, Nat

Green is William McGarthy.

Talent lined up for the dine-and
ance rooms in the hotel helude

Dorothy Shay, Russ Morgan, Nat

in current Usano.

Talent lined up for the dine-and
ance rooms in the hotel helude

Dorothy Shay, Russ Morgan, Nat

in current Usano.

Talent lined up for the dine-and
ance rooms in the hotel helude

Dorothy Shay, Russ Morgan, Nat

Granty Shap, Russ Morgan, Nat

in current Usano.

Talent lined up for the dine-and
ance rooms in the hotel helude

Dorothy Shay, Russ Morgan, Nat

Granty Shap, Russ Morgan, Nat

Ham also acts as entertainment di
rector is William A Burnham, Jr.,

former topper of the William Mor
rector is William A Burnham, Jr.,

former topper of the William Mor
man also acts as entertainment di
rector of the Biltmore hotel, N.Y.,

and other spots.

## Par Theatres Vs. Distrib Profits

Earnings of the Paramount theatre wing of the company as compared to the distribution outfit is broken down for the past eight years in the Paramount prospectus. Analysis of the figures show the exhibition end bringing in about 60% of company's total profits over the years. However, breakdown gives the distrib end the take on Famous Pisyers-Canadian, 370-theatre circuit, since the chain goes to the new distrib company. Figures are as follows:

Year		Theatre Net		Distrib Net
1940		\$4,089,000		\$2,313,000
1941		4,097,000		5.109,000
1942		4.562,000		8,563,000
1943		6.581,000		8,004,000
1944		7.838,000		6,905,000
1945		7.421.000		8,004,000
1946		20,498,000		18,701,000
1947		17.505,000		10,735,000
1948	(9 mo.)	10,976,000		4,495,000
	- Artistantina		The second second	2,200,000

In order to correctly assay the figures, against the distrib totals, Famous Players-Canadian profits should be deducted. Par's take from FPC was \$811,000 in '40; \$841,000 in '41; \$1,006,000, '42; \$1,078,000, '43; \$1,078,000, '45; \$1,283,000, '45; \$1,934,000, '46; \$2,145,000, '47, and \$1,715,000 in nine months of '48.

## TV Hurting Pix B.O. -1%—Gallup

Audience Research Institute, headed by Dr. George Gallup, estimates in a bulletin to its clients Monday (7) that video is currently cutting film boxofice receipts by slightly less than 15. It states wickets, are now being lost to The No. 15. It states wickets, are now being lost to The No. 15. It states wickets, are now being lost to The No. 15. It states wickets, are now being lost to The No. 15. It states wickets, are now being lost to The No. 15. It states with the No. 15.

TV Not Keeping Kids From Pix
Teen-age school kids, to whom the film industry looks as the
backbone of its future audience, hasn't cut down on its film-going
as result of television. That was the consensus of the panel and
audience at a Youth Forum sponsored in New York Saturday (5)
by the N. Y. Times. According to the participants, TV does not
interfere with the established pattern of filmery attendance and it
also inspires, rather than detracts from, reading habits.
And the participant of the participant of the content of th

## 'Joan' Grosses \$1.198.000 To Pace Feb.: 'Red Witch' 2d. 'Wives' 3d

Feb.'s Big 9 Feb.'s Big 9

The Big Nine boxoffice winners 'in. February, in order of showing in representative key distributed by the state of the s

## SIMPP Doesn't Want To Be 'Misinterpreted': Has Minor Beefs on Par Split

MIMOT DeCIS On Far Juni Last-minute witch in plans which saw the Society of Inde-pendent Motion Picture Producers producers from the Paramount consent decree last week resulted from fear that silence might be in-consent decree last week resulted from fear that silence might be in-supports of the docree were acce-table to SIMPP as increasing com-petition in exhibition, it specifically experience of the product of the new Par Towni of as many as 620 theatres.

theatres.

While the chain would be totally divorced from the production company, an independent circuit of that size "offers every opportunity for monopoly," it was argued by Robert J. Rubin, SIMPP counsel, who flew in from the Coast for the hearing Thursday (3) prior to signaturing of the decree by the three-judge statutory court in New York.

York.

SIMPP plan now is to carefully police enforcement of the decree and to raise a holler in the court if, at any time, it feels that Par or live and the policy of the court if, at any time, it feels that Par or living up to the letter of the living up to the letter of the agreements with the bept of Justice. Aim of the indie produces association is to maintain the country of the product of the product of the product of the product.

Fact that the wording of the Pacific decree is rather sparse, with the do's and don'ts not spelled out in detail, is felt by Rubin to be advantageous. He feels that the Par and the pacific decree is ready and the pacific decree is ready. Fact that the wording of the Par

Champion for three successive weeks, and second hest the other weeks of the month, "Joan of Arc" control of the control of the

month.
"Red Shoes" (EL), showing (Continued on page 18)

## L. A. to N. Y.

Barney Balaban
Don Belding
Constance Bennett
Olive Carey
Lenore Coffee
Lester Cowan
Jerry Devine
Sam Engel Sam Engel Ted Gamble William Horning William Horning
Henry King
Dorothy Kirsten
David Lipton
Oscar Morgan
Arnold Moss
Ted O'Shea Hugh O'Shea Hugh Owen Walter Reisch Tommy Rockwell Irving Rubine Alfred W. Schwalberg Carleton Smith Sam Wood

N. Y. to L. A.

IV. I. IO L.
Irving Berlin
Hoagy Carmichael
Richard Conte
Susan Hayward
Arthur W. Kelly
Milton Krasner
Elsa Maxwell
Mayy Blokford Mary Pickford Grad Sears Jule Styne Rudy Vallee

## STILL HERE

Henry Morgan

## SHOWCASE HOUSES ON WAY OUT

## Down Only 81/2% from 1946 Peak?' DECREES, EXHIB

With Eric Johnston and his flacks at the Motion Picture Assn. of America engaged in a campaign to convince the public that film bic continues great, despite the pessimistic statements out of Holywood during the past year, the Industry has been subjected to a spatio of Statistica triling the past year. The Industry has been subjected to a spatio of Statistica triling the post statements on One of the most major companies are down only 88/5% from the peak year of 1846. MPAA claims that the figure so which this into is based are confidential and will not disclose them.

Many limits that the figure on which this into is based are confidential and will not disclose them.

Many limits that the figure such that the support the support the support that the support of the support that t

consent decrees.

consent decrees.

Figures are given for calendar years '45 to '47 and first three-fourths of 1948. By projecting the '48 figures to a whole year in order to make a comparison and combining the RKO and Paramount figures (since the two companies are fairly representative for the purpose), the drop in film rentals from 1946 to 1948 about 1795. On the other hand, the slide from '48 to '47 was only about 1.69 and the properties of two the three three

about 1.4%.
Admissions received from their theatres by the two companies dropped 1342% from '46 to '48. Downcurve in admissions from '46 to '47, however, was fractional, amounting to less than \$1,000,000 from the combined \$154,845,000 receipts of the two companies.

## **Schine Quietly Negotiating For** Consent Decree In Buffalo Court

Consent decree in the Sehne control of the Sehne co

## Tom Clark Amenable To an All-Industry Arbitration System

## **Brit. Coin Freeze** Hits H'wood AFL

Hollywood, March 8,
Hollywood American Federation
of Labor Film Council told Motion Picture Assn. of America preBrié Johnston and Paramount
veepee Y. Frank Freeman that it
before the Freeman that it
frozen coin restrictions which are
causing studio unemployment. At
a three-hour meeting held yestenday (Monday) at the Bevery Hill
holet, both sides agreed the lack
one of the principal reasons for
idleness.

## SHIFTS CUE END

Distribution of the desired in the field of the field of

acquire houses of any kind without obtaining court approval.
There's a big hurdle in right, however, so far as important midtown houses of the present concerned. The decrees state that companies acquire cannot have been formerly owned by their own affiliated circuit or by circuits held by any of the other defendant companies.

by any of the other defendant com-panies.

That leaves a producing company wo alternatives. It can security is the company of the company of the can build one. Both are unlikely possibilities. In the first place, a great many of the first-class mid-town they are which would be de-panies and are thus eliminated. And whatever topnorth Indie house there are, are very unlikely to be available for purchase or lease. Indie company of the company of the (Continued on page 22)

## SCHWALBERG MEETS

WITH PAR SALES EXECS
WITH PAR SALES EXECS
WITH PAR SALES EXECS
WITH PAR SALES EXECS
All Schwalberg met five divisional and one Canadian sales manager in Informal get-logether to work out distribution plans for pix viewed last week at Paramount with the general sales manager were Hugh Owen. Eastern-Southern Division: J. J. Donohue, Central and Gordon Lightstone, Canada.
Also participating were Ted O'Shea, assistant general sales with the general sales manager were Hugh Owen. Eastern-Southern Division: J. J. Donohue, Central and Gordon Lightstone, Canada.
Also participating were Ted O'Shea, assistant general sales with Corp. Sales and Sales and Corp. Sales and Sales and Corp. Sales and Sal

## **Metro and WB See Par Settlement** Aiding Their Non-Monopolistic Pleas; 20th's Own Negotiations

Moskowitz's Loew Stock
Washington, March. 8.
Charles C. Moskowitz, Metrosycepee and treasurer, has bound to a company of the Paramaunt consented to the federal statutory court was unfortially halfed by the two chief holious—Metro and warmer Brook and the company of the federal statutory court was unfortially halfed by the two chief holious—Metro and warmer Brook and the federal statutory court was unfortially halfed by the work of the federal statutory court was unfortially a company of the federal statutory court was unfortially a company of the federal statutory court was unfortially a company of the federal statutory court was unfortially a company of the federal statutory court was unfortially a company of the federal statutory court was unfortially a company of the federal statutory court was unfortially a company of the federal statutory court was unfortially seeking its seeking its company of the federal statutory court was unfortially seeking its seeking was to lie low and let the others rap the settlement. The blasts directed against the deposition of the seeking its seeki Howard Hughes will recoup the bulk of the \$0,00000 which he had the \$0,00000 which he had the had the

## Minority Stockholder Cohn Protests Col. Prexy Cohn's New Deal; Sues

Stormy annual meeting of Col-umbia Pictures, held on Feb. 8, came up with its first legal reper-came up with its first legal reper-served by the company of the col-stockholder David Cohn filed suit in N.Y. federal court against the company and its directors. He charged the board is "incapable of handling the company's affairs due the company's affairs due the company's affairs due

to president Harry Coun's domina-tion of the County of th

basis since 1945.
Action comes as no surprise
since dissident shareholders atsince dissident shareholders atdefent shareholders atdefent shareholders atcolor to test the validity of Cohn's
pact in the courts. Despite its
vociferous objections at the conclave, the protesting faction was
only able to muster 49,562 votes
against the salary agreement the
salary agreement the
shares.

# Arbitration System Arbitration System U. S. Attorney General Tom U. S. Attorney General Tom Clark has already indicated a will binder, both sides agreed the lack dispense to call an all-industry conference to establish a uniform at training system. Cark would suntration system. Cark would suntrate the has all anti-trust derest sets to the principal reasons for late of the p

The rewers of the first in the studio business of the first in the studio business. The studio business is a such as the first in the studio business of the first in the studio business. The first in the studio business is a such as the first in the studio business. The first in the studio business is a such as the first in the studio business. The first in the studio business is the first in the studio business is a such as the first in the studio business. The supermed court of the flowerment. What's more, the flowerment was the flowerment of the first in the flower of the first in the studio business is the flower of the studio business in the flower of the studio business in the flower of the flower of

and to do so to protect the,
"Paramount now starts with cectain rules laid down by law which
we never had before. Therefore,
there should be no need for Paramount to have theatres. But if itneed them, we will buy them."
Time and Legal Expense Saver
Pointing out that the Supreme
Court had ruled the defendants
or the strength of the strength of the
prevent protracted Higation which would have cost us a fortune and taken up the time of importain the protract of the strength of the str

## Col Board's Resolution Of Praise To Prexy Cohn

Of Praise To Prexy Cohn
Simultaneous with allag of the
minority stockholder action protesting Harry Cohn's new contract,
the Columbia board passed a resohiston of praise las week for the
head of the studio, and his production staff were thanked in the
resolution "for the outstanding
pleted, and for the schedule of pictures now in production and planing stages at the studio.

The production was passed, returned to the Coast over the weekthe resolution was passed, returned to the Coast over the weekthe resolution was passed, returned to the Coast over the weekthe resolution was passed, returned for the disk of the coast over the
vector of the disk of the coast over the weekof the disk of the coast over the weekthe production of the coast over the week
the production of the

## Take Me Out to the Ball Game (MUSICAL-COLOR)

MUSICAL-COLORS

MUSIC release of Arbur Fred Productions East Pather Intellecture of the Color of

With Esther Williams, Gene Keily and Frank Sinatra for the marques, "Take Me Out to the Bale Musical, backgrounded by an early-day bashall yara, it short on early-day bashall yara, it short of the market yara water of the market yara water of the wat

"Pall Game" that helps lift the pall can be repetuled by Technicolor, Miss Williams is an eyeful, and Sinatra envorts pleasantly as shortstop for the pall can be repetuled by the repetuled by t

exhilarating as anything seen in a firmusical. Birmusical in the of course is the old and and the yards Norworth and Albert Von Tilter, and throughout it pervades the pic aborderous the pic and throughout it pervades the pic as the advance, while Miss Williams has little to do but just look beautiful. Munshin is a funnier guy than his material permits him to Garrett, though both acquit themselves well.

selves well.

Busby Berkeley's direction keeps
the pic at a breezy pace. Kahn. the

(ANGLO-U. S.)

(ANGLO-U. S.)

(ANGLO-U. S.)

(Anglo P. S.)

(Anglo 

This is one of the finest dramatic offcrings to come from a British studio for some time. With its starstudded cast, "Edward, My Son" will set the boxoffice clicking away

m rrily.

Transformation of the stage-play to the screen has widened the appeal of the original and given is never any doubt that Edward, on of the Boults, is a spolled child as his parents rise in the social father whose conception of love for his offspring is to anticipate his-ev-ry wish.

is never any doubt that Edward, so not the Boults, is a spulled that can be also not the Boults, is a spulled that can be also not the Boults, is a spulled that the conception of the art of the state of the state

## Miniature Reviews

Miniature Reviews

"Take Me Out to the Ball
Game" (Musical-Color) (M-G).
Gene Kelly, Esther Williams,
"Edward, My Son" (Metro)
Gripping British-made demostic drama, with Spencer Tracy,
"Britishan News" ("Affairs
of Adelaide"), (20th) British-made sentimental drama,
"British-made cantimental drama,
"In the Medical Color ("Affairs
of Melaide"), (20th) British-made sentimental drama,
"In the Medical Color ("Affairs
of Melaide"), (20th) British-made sentimental drama,
"In the Medical Color ("Affairs)
("Color ("Affairs) ("Affairs)
("Calla) Medical ("Calla")
("Color ("Affairs)
("Calla"), (

faited story of pioneer rail-roading. "Jigsaw (UA) Modest who-roading with the control of the con-pression of the control of the con-cept of the control of the con-trol of the

me i of a ram a for lowerease bookings.

The Blue Lageon (GPD).

Mild British yarn of ship western, for secondary spots, and the state of small charles of small over the Town! (GPD). Highweight yarn of ship man of the ladder. Deborah Kerr disministion to reach the top running the character of Fewl proming the proming immitties man who allowed nothing to stand in the way of his determination to reach the top rung of the ladder. Deborah Kerr distriction of the ladder. Deborah Kerr displays remarkable salility in transform the demure happy young some to the emittered, drunken and miserable wife, in the principle of the ladder of the desired of the de

to be released in U.S. under title
Picture stills the simple story of
a girl on the better side of the
street who falls in love with a
drunken art teacher in the mewa,
used as stables. By marrying him
she is ostracized by her family.
Eventually, after a period of blan
husband and her subsequent remarriage to an out-of-work lawyer,
who helps her run a puppet theaperiod of the stable stable stable stable stable stable stable
Production is staged almost en-

## VARIETY The Green Promise

The Green Promise

RikO refease of Robert Paige-Monty, P.

CRICO refease of Robert Paige-Monty, P.

CRICO Research Chapman, Waiter Renann, Robert Paige, Natalle Wood! features

LaDuke, Geraddine Wall. Directed by Wil
LaDuke, Geraddine Wall. Directed by Wil
Paige William State of Paige Renard Parrell. Trade

Russell; editor, Richard Farrell. Trade

NAM Sands 4, 48, Running Line, 28

MINN March 3, 48, Running Line, 28 shown 311NS,

shown March 3. 49. Running time, 92
1)NS.
Matthews Marguerie Chapman
Mr. Matthews Water Brennan
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Mat

"The Green Promise" isn't the class epic that the exploitation spending backing it would indicate. It's strictly a bucolic tear-lerker slated for the rural belts, small and medium owners allow the filmoger who likes his dramatics rustic with soap-opera overtones.

## Canadian Pacifie

(COLOR)
Hollywood, March 5.
20th-Fox Telease of Nat Holl production.
Stars Randolph Scott; features Jane
Wyatt J. Carrol Naish, Victor Jory,
Sarsenghay, Jack DeWitt, Kenneth Gardaroftginal, Jack DeWitt, Kenneth GardaFred Jackman, Jr.; editor, Phillip Martin.
Tradeshown March 3, 49, Running time.

MINS. Tom Andrews	THE PARTY SHOWS
Tom Andrews	Randolph Scott
Dr. Edith Cabot	Jane. Wyatt
Dynamite Dawson	J. Carrol Nalsh
Dirk Rourke	Victor Jory
Cecille Gautier	Nancy Olson
Cornelius Van Horne	Robert Barrat
Mike Brannigan	Walter Sande
Cagle	Don Haggarty
Dr. Mason	Brandon Rhodes
Mrs. Gautier	Mary Kent
Mr. Gautier	John Parrish
Perc Lacomb	John Hamilton
Railey	Richard Wessel

## Saraband

"Saraband" (Rank). being tradeshows by Easte Lion in M.Y. tomorrow (10) was reviewed in Varnery from Longon, Sept. 16, 1948, under its De ad Lovers." Reviewer Myro felt he film "should readily find favor on both sides of the "colorful production, magnificent settings and costumes enhanced by unobtrusive use of Technicolor." of court intrigue in the 19th century, with reality established by excellent characterization of the control of the

boys and indians with his usual the state of the state of

Dilgsaw Tower (Science Pages of Tower (Science Pages o

Carrying on the cinematic attack and the state of the cinematic attack and the cinematic attack

mitery. Although killed off early, McCormick turns in a good performance as the crusading new-paperman. Rest of the east, many of whom are radio-actors, do well in stock parts. Values show maximum utilization of the budger must consume the course with varied settings, good lensing on locations and fitting musical score.

## Homicide Hollywood, March 8.

Hollywood, March 8.

Warrier Rost, selease of Sull Ekling Warrier Rost, selease of Sull Ekling Western Rost, selease of Sull Ekling Western Rost, selease of Sull Ekling Western Rost, selease of Sullar Rost, selease of Sull

Brod.

Bad Men of Tombstone
(SONOS)

Menogram Fesse of Allied Artists
(SONOS)

Menogram Fesse of Allied Artists
(Sonos)

Menogram Directed by Kurt New
Horse States of Allied Artists
(Sonos Marchael Sonos of Allied Bonnoson, Directed by Kurt New
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No. 1, defende more 4, 46 Running time,
Tom. Marchael Sonoson

Marchael Sonoson

Medical Roberts

Merchael Sonoson

Medical Roberts

Merchael Sonoson

Merchael Son

Morgan	Broderick Crawford
Red Gulnn	"Die Dou" Williams
Curly	John Wellone
Ma Brown	New Mental
Man Diown	mary rewior
Mr. Stover	Louis Jean Heyur
Mrs. Stover	Virginia Carrol
Bartender	Dick Wester
Nellie	Claire Carleton
Blackie	Ted Hechi
Miner	Hanry Conding
Old Man	Taraign TittleCole
	Euclen Lattlemere
Mattson	Harry Hayour
Proprietor	Olin Howlin
Sheriff	Robert Barral
Dolly Lane	Julie Gibson
Superintendent	Joseph Crehar
Foreman	Ted Manes
Sheriff	Trans Marillaneon
querin	Rory Manineson

Foreigna Ted Mapie Special Combine To Managhan's novel, Tasst of Badmen, 'this is not calculated to blaze any big b.o. trails.' Tasst of Badmen, 'this is not calculated to blaze any big b.o. trails.' Yet 'Bad Men of Tombies to a state of the comparison with so many other big a state of the comparison with so many other big additional comparison with so many other big additional constant of the comparison with so many other big additional constant of the comparison of the comp

# 20TH OILS PROD.-DISTRIB GEARS

# More on Ads and Radio—Dietz

Saming the current forement inthe film industry on ballying prodted. Howard Diet, Metro's ad-pub
veepee, sees his company sticking to
the oil terminal production of the control of the control
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spread policy it another or rowner spread policy it another or controlled to the policy of the polic

great, "he expenditure will be a before a considerable behold Help Spend "Instead of Interviewing me as the theatres and say to them to how much M-G-M is going to spend on its product," Dietz interpose of the spend on the product, "Dietz interpose of the spend on the product," Dietz interpose of the spend of the spend of the spend promoting it." Motion picture companies are 'Motion, picture companies are 'Motion picture companies are 'Motion picture on the spend promoting it. 'Motion picture and contract for space before the film is proved at the boxoffice. Theatres, at least, the box office. Theatres, at least, know what it did in another city."

#### UMW MOVES IN ON PHILLY USHERS ROW

Philadelphia, March 8.

The United Sine Workers has moved United Sine Workers has moved union squabble, which has left film house staffs here without an organization and a working centract. Angelo J. Cefalo, organizer for a Company of the C

#### Wotta Parlay!

Wotta Parlay!

Metro's fackery over the
weekend made a bid for a full
turnout of Ryano, O'Briens and
Goldbergs at Loew's State,
Broadway showscas, to great
of "Take Me Out to the Ball
Game." Some 7,400 of the
three claus, all those listed in
telephoned and advised that
the names Ryan, O'Brien and
Goldberg play a big part in
the fine fine the film's tune
"O'Brien to Ryan to Goldberg."
Special telephone operators,
Special telephone operators,
Special telephone operators,
and Miss Goldberg."

### U's Top Salaries Cut 20%; Durbin's \$366,098 Led 1948

Universal's economy moves in the past year has alsahed the company's top-bracket salaries by \$1.506.758 and reduced its overhead 506.758 and reduced its overhead 506.758 and reduced its overhead 506.758 and reduced the number of persons said some 20% of the wage and, U has reduced the number of persons to 103 from a high of 143 during 1947. Cost-cutting operation by the company were directed equality rectors. Up and 16 officer-directors \$833.581 for the 12-month stretch against \$1,122,000 in the \$1.500 fter \$1.500 ft

#### TOA Joins in Nixing Full Rentals on Industry Pix

Rentals on Industry Pix

Informal poli taken by the Theathe Owners of America of its executive committee members has reulter in a recommendation to turn.

Scale rentals on the series of public
scale rentals on the series of public
relations shorts made as a Motion
Picture Assn. of America project
While 170A committeem nost of
them plugged for renewed negotiations to bring down the price
asked. Revolt of large circuit protations to bring down the price
asked. Revolt of large circuit protations to bring down the price
asked. Revolt of large circuit protations to bring down the price
asked. Revolt of large circuit protations to bring down the series
"Let's Go to the Movies," by RKOpic's producen. TOA's exce director, will meet with a four-man
group headed by Robert MochrieLRKO sales chief, this week. Sullivan is expected to reflerate a rerect in houses over 500 seats and
50c. in houses under. Some compromise may be reached.
The series of the series
rect in the series
rect in the series
rect in the series
rect in houses over 500 seats and
some compromise may be reached.
The series of the series
rect in the U. S. played the shorts
because of concerted industry rebecause of concerted industry rebecause of concerted industry re-

# CO. SPLITUP

Despite the attempts of 20th-Fox to maintain its theatre holdings in current peace talks with the losing no time in getting the production-distribution end of its business in as good a position as p

### 'FRESHMAN' SNOWBALLS INTO ALL-STATE NEWS

MIU ALL-STAIL NEWS

Boomer, Okia, March R.
Twentieth-Flox's ballyhoo stunt
or "Mother Is a Freshman" which
calls for the selection of a "Miss
Freshman" in Is colleges throughout the country, is paying off with
call retailers, 20th has arranged a
jackpot prize for the Oklahoma
winner, with awards including \$500
worth of clothes, a Ford convertacte, which already lotal over \$10000 in value.

As a result, the college daily
mewspaper has given the contest

000 in value.

As a result the college daily

As a result the college for the last

As a result of the last of the last

As a result of the last of the last

Frost page publicity for the last

frowt-page publicity for the last

### Rep Skips Divvy

Rep Msips JWVy
Board meet of Republic last
week failed to take action on the
company's preferred stock dividend. Skipped divny would ordnarily be paid April 1.
Rep has previously passed preferred dividends powable Oct 1.
Language of the company press of the
nual report for fiscal '48, Herber
would apply all funds not required
in normal operations towards liquidating bank loans.

### MG's Bally Less on Junkets and TV, EYES POSSIBLE Goldwyn May Unload Own Studio And Lease Space as He Needs It

### Popkin Drops 3 Pix

FORKIN DIORS 5 FIX
HATY Popkin is revising his production program downward by
dropping three story properties,
"The Carnajon Kidi," "The Phony,"
and "Francis." The last named
was grabbed by U-I. last named
to the result of the South of the Phony,
and "Strancis of the Phony,"
the state of the Phony of the Phony
the South of the Phony
the Phony
the South of the Phony
the Phon

### TOA to Circulate Info on Pix B.O. **Among Members**

Theatre Owners of America, which started off as an exhib organization, without concern on trade practices, is taking another within the next few weeks, TOA will inaugurate a system for the exchange of information on how one situations. Finn which in some respects resembles the National Allied Caravan exchange of information on the control of the c

held within the next couple of weeks.
National TOA org would set it-self up as the information center. It would compile the data coming in from all TOAers in the field and then see to it that the dope is sent-out in the form of letters to every exhib member of the group's lo-cals.

exhib member of the group's io-faine idea, it is said, was origi-nally proposed by Arthur Lock-wood, TOA president, and has been given, the hiessings of other offi-cials. Exhibs sending in their re-ports on each film would bracket is a excellent; good, fair, etc. TOA information from members in towns of 2500 or under. Alliefe's Caravan also circulates information how well each film does. Its main purpose, however, terms on films are being paid by exhibs in other situations. Exec. meging will also discuss

serms on times are being paid by exhibit in other situations. Such is in color section of the color section of the

### Yates Cites Pix Value As Competish for TV

As Compelish for TV

Hollywood, March 8.
Pix can meet video competition
by paying greater attention to promore in entertainment value,
penny-for-penny, dollar-for-dollar,
than any other form of mass entertainment. Herbert J. Yates
than any other form of mass entertainment. Herbert J. Yates
declared at a meeting, with. ReHe expressed optimism regarding,
the foreign market: Naturally
Europe has a long way to go, but
when it grad ally regains a greater
will be an increased demand for
American pictures and lessening of
restrictions of quotas and blocked
dunds, the only way any of us can
remain in business is to prepare
just to the total the conpolicy of production.

Hollywood, March 8.

Samuel Goldwyn, who has opposes, may step on who are apposed to the second of t

### YATES' \$173,613 FROM

YATES' \$173,613 FROM REP, 1006 STILL 'DUE Herbert J. Yates, Republic's the temperature of the temperature of

### **RKO Adds 5 More**

HIND AUGUS J HIUTE

Hollywood, March 8.

RKO's 1949 production program, originally pegged at 13 features, has been upped to 18.

Currently only two productions are active, "Love is Big Business" and "The Big Steal."



### NATIONWIDE FURORE!

Did you see Life Magazine's doublespread photo of M-G-M's Coast Conference with all the might of its stars and production genius gathered together before the press correspondents of the world! Just part of a nationwide deluge of publicity! M-G-M leads the industry forward into a new golden era of showmanship and security! Nothing like it in the entire history of our industry! The nation knows that film business is on the march, spearheaded by the Roaring Lion! Read the amazing list of product on next page either completed or in work. That's M-G-M's Prosperity Plan told in courageous and optimistic action! Join!

# HEADLINES!

(Motion Picture Herald—Feb. 19th Issue) HEADS

# METRO'S

Schary scores prophets of doom at Anniversary convention at Studio. A resounding whack to Holly wood's perennial pessimists and their fellow-traveling prophets of doom, and a review of Holly wood's perennial pessimists and their fellow-traveling prophets of doom, and a review of Holly wood's perennial pessimists and their fellow-traveling M.G.-Mx week-long "preview of Holly wood's perennial pessimists and their fellow-traveling Product" conferences last Thursday at the Cuiver City Studio.

That day in the most impressive show of takent strength staged in more than a decade, M.G.M.

That day in the most impressive show of takent strength staged in more than a decade, M.G.M.

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That day in the most impressive show of takent strength staged in the most impressive strength staged in the most impressive strength staged in the most impressive strength stren

(The Hollywood Reporter—Feb. 9th Issue) GIANT PROGRAM

100 million worth of films planned at M-G-M by mid '50. Giant program greatest in industry history.

HOLLYWOOD—The MGM product lineup currently, announced at the meeting here,

COMPLETED PRODUCTIONS

LITTLE WOMEN, starting lune Allyson, Peter Low-ford, Margaret O'Brien and Elizabeth Taylor, pro-duced and directed by Merryn Leftoy. THE STRATTON STORY, starring James Stewart and June Allyson, directed by Sam Wood, produced by Jack Cummings.

by Jock Cummings.

EDWARD MY SON, starting Spencer Tracy and
Deboorh Kerr, ditacted by George Cukor, produced

Fig. 12. Knopt.

The H. Knopt.

Freed.

HIE SECRET GARDEN, storring Margaret O'Brien,
Hebert Marshall mad, but Stockwell, directed by
Free Wilcox, produced by the Stockwell, directed by
BRIELEYS OF BROADWAY, blarring dinger
BRIELEYS OF BROADWAY, blarring dinger
Brien, produced Austra, direct, but freed,
THE GREAT CHAPTER STORRING GREATER BAYEN

THE GREAT CHAPTER BAYEN

THE GREAT CHAPT

here, produced by Arthur Freed.

THE GREAT SINEER, storring Gregory Peck, Avo.
Gradiens and Melyra, storring Gregory Peck, Avo.
Storring Freed Storring Stor

duced by fack Commings.

CONSPRACO,

Left, Toylor, directoring Robert Taylor and Ellia
polit, Taylor, directoring Victor Saville, produced

Description of the Commission of BIG JACK, starring Wallace Beery Richard Conte and Marjorte Main, directed by Richard Thorpe, produced by Gottined Reinhardt.

roduced by Gottined Reinnardt.

HIGHLAND LASSIE, starring Edmund Gwenn and
bondd Crisp with Lasse, directed by Richard
hoppe, produced by Robert Sisk.

AW, NUMBER CAIN PLAY, Parting Clark Goble and the Company of the C

George Py Compton Bennett, produced by Leon Manaline Deptity a starting Jennifer Jense, Ven Manaline Deptity a starting Jennifer Jense, Ven Manaline Deptity and Manaline Mana

IN PREPARATION

OPERATION MALAYA, starring Spencer Tracy and
the stewart directed by Hichard Thorpe, pro-

ANNIE GET YOUR GUN, starring Judy Garland, directed by Busby Berkeley, produced by Arthur Freed. Freed.

STORM OVER VIENNA, starring Watter Pidgeon,
Peter Lawford, Ethol Barrymore and Janet Leigh,
directed by George Sidney, produced by Carcy Wilson.

on.

INTRUDER IN THE DUST, storring Claude Jarman

INTRUDER and directed by Clarence Brown. BATTLEGROUND, starring Robert Taylor, Von Johnson, John Hodiak, Ricardo Montalban and Keenam

ON THE TOWN, starring Frank Sinatra and Gene Kelly, directed by Kelly and Stanley Donen, pro-duced by Arthur Freed.

auced by Arinur Freed.

DEVIL'S DOORWAY, starring Robert Taylor, produced by Nicholas Naylack. MAN AND WIFE, Starring Spencer Tracy and

REFORMER AND THE REDHEAD, starring Land Turner, produced by Norman Panama and Molvin

Fronk.

PLEASE BELIEVE ME, storring Deborah Kerr and
Van Johnson, produced by Vol Lowton. van jonnson, produced by van Lewton.

THE MINIVER SEQUEL, storring Greer Garson and
Walter Pidgeon, produced by Sidney Franklin.

Yeller Hageon, produced by Sidney Franklin.

THE TENDER HOURS, storring Jone Powell and
Scarde Mollan, produced by Jack Cumming.

KEY TO THE CITY, storring Clark Gable, prosucced by Wayne Grillin.

aced by wayne Grillin.

GUO VADIS, directed by John Huston, produced
by Arthur Hornblow jr. y Arthur Hornblow ir.
YOUNG BESS, produced by Sidney Franklin.
BODIES AND SOULS, starring Gleen Ford, prouced by Fondro S. Berman.
SUMMER STOCK, starring Gene Kelly, produced
y Joe Pesternak.

THERE WAS A LITTLE GIRL, produced by Robert

Filter WAS A LITTLE GIRL, produced by Robert Sith.

Other sections in preparetion for the 198-30 scheduler of the Birds, strong 198-30 scheduler of the Produced Low Millian, to be produced low William H. Wright; Stand, to be produced by Farmand Land, Solomon's Mine and Department of the Birds, strong 198-30 scheduler of the Produced Low Millian, to be produced by Farmand Land, Solomon's Mine and Department of the Birds, Solomon's Mine and Linking Mine and Department of the Birds, Solomon's Mine and Linking Mine and Department of the Birds, Solomon's Mine and Linking Mine and Department of the Birds, Solomon's Mine and Linking Mine and Department of the Birds, Solomon's Mine and Department of the B

(Boxoffice-Feb. 12th Issue)

MGM PUTS 67 FILMS IN WORKS

Optimism Is the Keynote As Leo's Toppers Meet



### Holdovers Hold Back L.A.; 'Cover-Up' Mild \$20,000, 'Green Hair' Bright 44G; 'Smith' Sharp 29½G, 'Wives' 39G, 2d

Los Angeles, March 8.
Only two new bills this session
so overall total is moderate. "Boy
With Green Hair" took off strongly
over the weekend, shaping up to

so overall total is moderate. "Boy over the weekend, shaping up to nity \$44,000 in five theatres. Other over-the volce-the, shaping up to nity \$44,000 in five theatres. Other over-the properties of the shaping smith; is out in frund at sturdy from the shaping smith; is out in frund at sturdy from houses. Four-theatre until sgiving," Letter to Three Wijves' an okay second stama at \$59,000. "Sierra Madree," on return dates, it down to \$22,000 in Second round; it down to \$22,000 in Second week of Talsam," at upped scale, is hearty \$5,500 in 10th. Following estimates show only \$500 in 10th. Following estimates show only

wk). Nifty \$8,500. Lass ween, ween seen and the seen and

and "Henry, Rainmaker" (Mono) \$19,400. Los Angeles (D'town-WC) (2,097; 60-\$1)—"Kissing Bandit" (M-G) and "Act Violence" (M-G) (2d wk). Fair \$12,000. Last week, okay \$20,-700.

700.
Orpheum (D'town-WC) (2,210;
60-\$11.—"Boy Green Hair" (RKO)
and "Gun Smuggleisr" (RKO)
Sturdy \$18,000. Last week, "Stage-coach" (Indie) and "Long Voyage
Home (Indie) (relissues) (9 days),

Hoffie under (ressues) 9 days).

Palace (Divow) 1,119; 1,54,00.

"Joan Are" (RKO) (11th wk).

Paramount (F&M) (3,38; 60-51).

"Whispering Smith" (Par) and "Dynamic" (Par) (2d wk). Stout 10-70.

RKO Hillstreet (RKO) (2,80; 50-50).

"So Dear to Heart" (RKO) and "Clay Pigeon" (RKO) (26,50; 50-50).

The control of the contr

\$16,200. Last week, fair United Artists (UA) (2,100; 60-\$1)—"Walking Hills" (Col) and "Song India" (Col) (2d wk). About \$8,500. Last week, pleasant \$13,900. \$13,900.

Laurel (Rosener) (890; \$1,20)—

"Symphonie Pastorale" (Indie)
(11th wk). Steady \$2,500. Last
week, \$2,700.

### 'SMITH' SOLID \$18,000 DESPITE PORT. STRIKE

Portland, Ore., March 8.

"Whispering Smith" at Paramount and Oriental is coining real dough despite two week-old newspaper strike here. "Command Decision" also is faring well.

Estimates for This week Estimates for This week
Broadway Ferrkeri (J.82; 50-45)
"You'l Trust Husband" (UA) and
"You'l Trust Husband" (UA)
"Oriental (HE) (2,000; 50-45)
"Whispering Smith" (Par) and
"Dynamite" (Par) day-date with
"Dynamite" (Par) day-date
"Trustle Three Wives" (East
"Trustle Preferred" (20th), \$5

50.

'John' Okay \$12,000 In Omaha; 'Island' Lush 10G

"John Loves Mary" at Paramount is standout new film here this ses-sion. However, "Unknown Island" is doing comparatively as well at Omaha. Weather is helping biz all over town.

Estimates for This Week Paramount (Tristates) (2,800; 16-65) — "John Loves Mary" (WB). Okay \$12,000. Last week, "Command Decision" (M-G) (2d wk), nice \$10,500.

interest structures and the structure of the structure of

### 'Walked' Fast 16G In D.C.; 'James' 8G

Washington, March 8, Anethic humdrum week, with bir about humdrum week, with a washington, with week with a with a washington, with a

week; \$4,000.

Keith's (RKO) (1939; 44-80)—

Keith's (RKO) (1939; 44-80)—

Stagon (1939; 44-80)—

Regiment' (U), \$12,000.

Metropolitan (WB) (1,163; 44-74)—

Shol Jesse James (SG)—Nice—

"Dark Past" (Col), oke \$7,000 + 1-10.

"Return of October" (Col) (24 - 14)

"Return of October" (Col) (25 - 10.000)—

"Return of October" (Col) (26 - 10.000)—

"Return of October"

wkl. Firm \$8,000 atter automotopener.
Palace (Loews) (2,570: 44-74).
Panilly linesymon' (U) (2d wkl. Panilly linesymon' (U) (2d wkl. Panilly linesymon' (U) (2d wkl. Panilly linesymon') (422: 51-66).
"Symphonic Pastorale" (422: 51-66).
"Single Pastorale" (422: 51-66).
"Symphonic Pas

Smith" (Par), sock \$20,000, and over hopes.
Trans-Lux (T-L) (650; 44-80)—
"Paisan" (Indie). Smash \$14,000, huge for this small spot. Last week, "Enchantment" (RKO) (10th wk), \$4,200 in 5 days.

### 'Married' Torrid \$17,000. Toronto; 'Command' 16G

ment" (UI) and "Angel On Amapon" (Rep.) action (E. 1997). The state of the property of the p

### 'Command' Lusty \$20,000, Buft.: 'Smith' Wham 21G

Bilg new this week in the same and the same

Loves Mary" (WB), \$11,500 in 6 days, \$1,500 in 6

### 'Wives' Wows Cleve at 24G, 'Smith' Loud 22G 'By Night' Speedy 21G

Cleveland, March 8.
What "Letter to Three Wives" is
doing for the Palace is something

What "Le Curve and a large street of the doing for the Palace is something to write home about. Outlook is doing for the Palace is something to write home about. Outlook is made to be supported by the palace is something to write home about. Outlook is made to be supported by the palace in the work of the palace in the pal

### 'Moon' Not High \$12,000. L'ville: 'Island' Hot 8G

L'ville; Island fiot ou
Plenty of new product here this
week, and bit, is brisk in most situniform of the product of the content of the control of the control
is helping "Sword of Avenges
several weeks. Gene Krupa band
is helping "Sword of Avenges
Retimates for This Week
Mary Anderson (People's) (1,000;
Pools bildon Loves Mary (WB)
Control
Sword of the control
is the control

A constraint of the constraint

### Estimates Are Net Film gross estimates as re-ported herewith from the vari-ous key cities, are net, i.e., without the 20% tax. Distribu-tors share on net take, when playing percentage, hence the estimated figures are net in-come.

The parenthetic admission prices, however, as indicated include the U. S. amusement tax.

### 'Riley' Preem in Cincy Great \$17,500: 'Witch' Wow 18G. 'Juan' Sweet 11G

### **Key City Grosses**

Estimated Total Gross
This Week \$2,786,000
(Based on 24 cities, 204
fleatres, chiefly first runs, including N, Y.).
Total Gross Same Week
Last Year \$2,681,000
(Based on 22 cities, 202
theatres).

### 'Smith' Big Noise In Pitt. \$23,000

Pittsburgh, March 8.
"Whispering Smith" is big noise
this week at the Penn, with strong
session in prospect. "John Loves
Mary" is not too stout at the Stanley but "Letter To Three Wives"
shapes nicely at Harris.

Estimates for This Week
Fulton (Shea) (1,700; 44-76)
Enchantment' (RKO) Shapes
weak at around \$9,000, Last week;
Criss Cross' (U) (2d wk), nice
\$7,000.

Harris (Harris) (2,200; 44-76)—
"Letter Three Wives" (20th).
Started slowly but should reach
fairly fine \$14,000. Last week,
"Chicken Every Sunday" (20th),
\$12,000.

Penn (Loew's-UA) (3,300; 44-76)
—"Whispering Smith" (Par). Big noise in town currently with re-sounding \$23,000 or near. Likely holds. Last week, "Command De-cision" (M-G) (2d wk), \$12,000 in

6 days.

Stanley (WB) (3,800; 44-76) —

"John Loves Mary" (WB), Modest 156,000, Last week, "He Walked By Night" (EL), \$17,000.

Warner (WB) (2,000; 44-76) —

"Walked By Night" (EL) (m.o.). Nice \$6.500, Last week, "Joan of Are" (RKO) (4th wk), fancy \$11,000 in 8 days with upped scale.

### K.C. Better: 'Wives' Fat At \$17,000, 'Jesse James' Nifty \$6,000, 'John' 11G

Mily \$0,000, Joint 110

Kinasa City, March 8.

Film offerings are good to strong all along theater row, with trace of spring helping. "Letter To Three Wives" in Fox Midwest 3-house combo shapes fine, World preem of "I Shot Jesse James" at Esquire will be bangup.

Estlmates for This Week

Esquire will be bangup.

Estimates for This Week
Apollo (Fox Midwest) (1,037;
\$1.20.\$2.40)—"Hamlet" U) (3d wk).
Oke \$5,000. Last week, slowed to
\$5,500.

Oke \$5,000. Last week, slowed to \$5,500. St. Milwast 1920; 63-85,000. The National 1920; 63-85,000. The National 1920; 63-85,000. The National 1920; 63-85,000. The National 1920; 63-65,000. The National National National Logway 1920; 63-65,000. St. Mild 1920; 63-65,000. The National Logway 1920; 63-65,000. The National Logway 1920; 63-65,000. The National Natio

top.
Paramount (Par) (1,900; 45-65).
"Whispering Smith" (Par) (2d wk).
Okay \$9,000. Last week, fine

### Goldwyn Inks Robson

Cincinnati, March 8,
"Wake of Red Witch," a hotsy
town topper, is being closely followed by smash Rellywood-hypoed
These two alone will give appreciable lift to biz generally this round.
Don Juan" also is lively. "Red
Shoes" is bowing favorably at tiny
suburban Guild.

Shoes' is bowing favorably at timy suburban Guil or The Week
Abeel RKOI (3,100; \$5-75)—
"Wake of Red Witch' (Rep.) in 1,000
O'Fynn' (U) rindocrate \$11,000
O'Fynn' (U) Fleesing \$11,000
O'Fynn' (U) Fleesing \$17,000
O'Fynn' (U) Fleesing \$17,

"Red Shoes" (U). Encouraging \$4,500 with buildup expected via top ratings by Cincy crix. Last week, "Hamlet" (U) (10th wk), same

ratings by Cincy crix. Last week, "Hamlet" (U) (10th wh), same scale, \$3,000. Wh), same scale, \$3,000. Wh), same \$6,000. Wh

000 bow. Slubert (RKO) (2,100; 76-\$1,25). "Joan of Arr." (RKO) (m.o.). Soso \$5,000 for fith downtown week. Last week, "Letter Three Wives" (20th) (m.o.), at 55-75 scale, pleasing \$5,500.

### Lorre Lifts 'Past' Nice \$16,000 in Balto; 'Riley' 11G, 'Honeymoon' Big 17G

Baltimore, March 8.

Trade remains fairly steady here with good response for "Family Honeymon" at Loew's Century and "Chicken Every Sunday" at New, "Life of Riley" looks lively at Keiths.

Estimates for This Week

Setting the state of the state

### 'Canadian' Lively \$11,000, Seattle: 'Heart' 6G, 3d

Modelue, fleart 66, 3d
Holdovers again hold down the
major spots. Orpheum's "Canadian Pacific," launched with plenty
is "Dark pages solid. Also cherwise, biz is quiet.
Bestinates for This Week.

"Tettle These (Wheek." (201th) and
"Shockproof" (Col) (4th wk). Good
\$4,000 in 8 days. Last week, \$4,800.

"Dark Past" (Col) and "Slightly
French" (Col). Solid \$3,000. Last
week. "Sea in Ships" (20th) and
"This week." (Sea in Ships" (20th) and
"The short of the short of the

Fifth Avenue (H-E) (2,349; 50-84) — "Command Decision" (M-G) and "Ladies of Chorus" (Col) (3d (Continued on page 20)

### Lent Putting Dent in Chi, But 'John' With Welk-Rascals \$55,000, 'Tatlock' \$16,000. Bandit'-Godfrey Unit 45G. 2d

Lent is really putting a dent in the Loop bit, with first four days of last week also way off. Trade picked up a little Fliday, but pre-spring week and the property of the pr

Estimates for This Week
Apolle (B&K) (1,400); §1,20-\$2,40)
—"Hamlet" (U) (15th wk). Neat
\$8,000. Last week, \$8,700.
Chicago (B&K) (3,900); 50-89.
"John Loves Mary" (WB) plus Harmonica Rascals and Lawrence
Welk orch onstage. Fine \$55,000.
Last week, "Don Juan" (WB) will will bross. (2d wk), fine \$45,000. muis pros. 12d wk), fine \$45,000.
Garrick (B&K) (900; 50-98)—
"State Department-File No. 649"
(FC) and "Alaska Patrol" (FC).
Trim \$5,000. Last week, "Valley of Giants" (WB) and "Background to Danger" (WB) (reissues) (2d wk), \$5,000.

\$5,000.

Grand (RKO) (1,500; 50-98)—
"Act of Violence" (M-G). Okay
\$13,000. Last week, "China Sky"
and "Valley of Sun" (RKO) (reissues) (2d wk), \$9,000.

and "Valley of Sun" (IRKO) (resistees) (24 Wk, \$9,000.
Oriental (Basanes) (3,000,000.
Oriental (Basanes) (3,000,000.
Oriental (Basanes) (3,000,000.
Oriental (Basanes) (3,000.
Oriental

week, \$14,000.

State-Lake (B&K) (2,700; 50-98)

"Tatlock's Millions" (Par). Minor
\$16,000. Last week, "Wake Red
Witch" (Rep) (2d wk), big \$25,000.

Witch" (Rep) (2d wk), big \$25,000.
United Artists (B&K) (1,700; 5098)—"Walking Hills" (Col). Not
going too far with \$10,000. Last
week, "Chicken Every Sunday"
(20th) (2d wk), oke \$12,000.
Woods (Essaness) (1,073; 98)—
Fanchantneric" (RKO) (2d wk).
Passable \$18,000. Last week, fancy
\$25,000.

World (Indie) (587; 80)—"Paisan" (Indie) (8th wk). Fine \$5,000. Last week. \$6,000.

### Witch' Whopping

### **Broadway Grosses**

Estimated Total Gross

This Week \$545,000 (Based on 16 theatres)
Last Year \$685,000 (Based on 23 theatres)

### Carle Ups 'Alaska' Hot \$24,000, Indpls.

Public is shopping plenty here this week, firstrun biz ranging from good to thin, Frankle Carle band is helping "Alaska Patrol" to hefty take at Circle. "Wake of Red Witch" at Indiana and "Sun Comes Up" at Loew's are okay.

Comes Up" at Loew's are okay.

Estimates for This Week
Circle (Gamble-Dolle) (2300; 60-90—"Alaska Patrol" (FC) with
Frankic Cafe orth, others, onstage. Hot \$24,000. Last week,
Eddy Duchin orth, Janis Paige,
\$23,000.

\$23,000; Indiana (G-D) (3,300; 44-65)— "Wake Red\* Witch" (Rep). Nice \$13,000. Last week, "Yellow Sky" (20th) and "Miss Mink 1949" (20th), oke \$12,000.

OKE \$12,000.

Loew's (Loew's) (2,450; 44-65)—
"Sun Comes Up" (M-G) and "High
Fury" (UA). Fine \$12,000. Last
week, "Command Decision" (M-G)
(2d wk), \$8,000 in 6 days. (2d wk), \$8,000 in 6 days.
Lyric (G-D) (1,600; 44-65)—
"Let's Live Little" (EL) and
"Parole. Inc." (EL). Tepid \$5,000.
Last week, "Unfaithfully Yours"
(20th), \$6,000.

### Frisco Puts Out Carnet For 'Bad Boy,' Plush 20G; 'Jesse James' Grabs 15G

San Francisco, March 8. San Francisco, March 8.
Variety Club benefit is boosting
first week of "Bad Boy" at the
Paramount via extra publicity. It
will wind up with a strong session.
Will wind up with a strong session.
Barbara Britton on opening day of
"Shot Jesse James" at Orpheum
helped but tecoff week is not big.
"Chicken Every Sunday" started
well at Warfield.

Estimates for This Week

Estimates for This Week Golden, Gate (RKO) (2.844; 74: 31.40)—"Joan of Are" (RKO) (6th Golden, Gate Week, Good S12.500. Last week, Good S12.500. Jast week, Good S12.500. Jast week, Good S12.500. Jast week, Good S12.500. Jast week, Good S12.500. Last week, strong 285.000. Warfield (FWO) (2.656; 60-85)—"Chicken Every Sunday" (20th). "Command Decision" (6t-6) (3th Golden, Good S12.500. Jast Week, Good S12.500. Jast Week, Good S12.500. Jast Week, S12.500. Jast Week, Good S12.500. Jast Week, Good

Witch' Whopping
\$15,000, Mpls. Ace

Minnepolis, March &
As has been the case recently,
major, newomers again are
ininority currently, there being
"wike of Red Witch" tools trained by the control of the

#### Wives' Winning \$20,000, Denver; 'By Night' \$9,000

"Letter to Three Wives" shapes standout new entry this session, doing well in two theatres. "Walked By Night" looms good at Paramount.

Estimates for This Week Broadway (Cinema) (1,500; 35-74) — "Enchantment" (RKO) 4th wk). Slim \$5,000. Last week, \$6,-500.

Denham (Cockrill) (1,750; 35-70)

"Whispering Smith" (Par) (2d
wk). Trim \$13,000. Holds. Last
week, smash \$19,000.

week, smash \$19,000.

Denver (Fox) (2,525; 35-74)—
"Letter Three Wives" (20th) and
"Parole, Inc." (EL), day-date with
Webber. Stout \$16,000 or near.
Last week, "Chicken Every Sunday" (20th) and "Highway 13"
(SG), \$12,500.

day" 20th and "Highway 12" (SG), \$12,500.

Esquire (Fox (742: 35-74)—
Tannier" (O) 63 w 70.

Orpheum (RKO) (2,00; 75-81.2)

Orpheum (RKO) (2,00; 75-81.2)

Orpheum (RKO) (2,00; 75-81.2)

Paramont (Fox) (2,00; 35-74)—
"Walked By Night" (EL) and Fox (70,00) (1,00)

### 'Smith' Roars to Smash 38G in Det.: 'Honeymoon' Happy 19G, 'O'Flynn' 20G

The proof of the p

with Fading to \$25,000. Last week, good \$27,000. United with Fading and UDT) (4,000; (75-85). Whispering Stuffer (197) (4,000; (75-85). Sagnot Last week Water Red State (197) (2,000; (75-85). Sagnot Art (197) (2,000; (75-85). Sagnot (197) (2,000; (75-85). Sagnot (197) (2,000; (75-85). Sagnot (197) (

Adams (UDT) (1,700; (70-95) —
"Family Honeymoon" (U). Fast
\$19,000. Last week, "Sun Comes
Up" (M-G), nice \$17,000.

### Lent. Product Slap Broadway But 'Godfathers'-Kave Sturdy \$70,000: Arnaz Tilts 'St. Louis' to \$64,000

Happy 19th, U flym 2Uu

Whispering Smith "is soaring to mash Michigan week. Opening to make the most of the fast state of the f

Armaz Tilts 'St. Louis' to \$64,000

Start of Lent plus a surplus of ingging holdovers is giving Broadingging holdovers is giving broad
or ingging holdovers in giving holdovers in gin

sixth frame, over hopes.

Strand (WB) (2,756; 76-\$1,50)—
"South of St. Louis" (WB) with Desi Arnar orch and the Garcias heading stage bill. Looks to reach fine \$54,000. In ahead nine days of "Johnny Belinda" (WB) and "Sierra Madre" (WB) (reissues), slight \$30,000 at 55-\$1,25 scale sans stageshow.

\$30,000 at b5-\$1.25 scale sans stage-show. Victoria (City Inv.) (1,060; 95-\$2.40)—"Joan of Arc" (RKO) (17th wk). Present stanza holding nicely at \$18,000 after stout \$19,500 iast week.

### Wives' Tops New Philly Pix. \$32,000

Philadelphia, March 8. Philadelphia, March 8.
Spring-like weather over weekend brought out big crowds but
only the new bills seemed to lure
patrons. Jack Carson's unit reignited Earle stage for first time
in almost two years. Will boost
control of the stage of the sock
that the sock
tha

Three Wives," great at Fox.

Estimates for This Week

Addine (WB) (1,303; 30-99)—"ReMaddine (WB) (1,303; 30-99)—"ReMaddine (WB) (1,303; 30-99)—"ReMaddine (WB) (2,306; 30-99)—"GilBoyd (WB) (2,306; 30-99)—"GilFoxn Manhatin" (UA) with Jack
Carson onsiage, Sock \$40,000, Last
Prom Manhatin" (UA) with Jack
Carson onsiage, Sock \$40,000, Last
Carson onsiage, Sock \$40,000, Last
Vest (WB) (2,250; 50-99)—"GilFox (20th) (2,250; 50-99)—"GilMaddine (1,250; 50-99)—"GilMaddine (1,250

### 'Bad Boy' Good \$23,000, Hub; 'Violence' Okay \$33,000, 'Smith' Quiet \$21,000

# RADE SHOW



a wonderful and wonderfully freshsong-filled spring-time entertainment from

WARNER BROS.

She's the no. 1 name in record-sales - and the singing star of the **Bob Hope Radio Show** 

HARRY KURNITZ MUSICAL DIRECTION

### MARCH 14!

Womer Screening Room 79 M. Peorl St. • 12:30 P.M.

ATLANTA 20th Century-Fox Screening Room 197 Walton St. H.W. • 2:30 P.M. BOSTON RKO Screening Ro BUFFALO CHARLOTTE 20th Century-Fex Screening Room 308 S. Church St. • 10:00 A.M. CHICAGO Worner Screening Room 1307 So. Wabosh Ave. • 1:30 P.M. 1307 So. Wabosh Ave. • 1:30 P.M.
CINCINNATI
RXO Poloce Th. Screening Room
Poloce Th. Bidg. E. 6th • 2:00 P.M.
CLEVELAND Worner Screening Room 2300 Poyne Ave. • 8:00 P.M. DALLAS 20th Century-Fox Screening Room 1803 Wood St. • 2:00 P.M. DENVER Poromount Screening Room 2100 Stout St. • 2:00 P.M. 2100 Stort St. \* 2:00 P.M.
DES MOINES
20th Century-Fox Streening Room
1300 Wigh St. \* 8:00 P.M.
DETROIT
Film Exthongs Building
2310 Cost Are. \* 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Streening Room
226 No. Illinois St. \* 1:00 P.M.
AMERIC A. KANSAS CITY 20th Century-Fox Screening Room 1720 Wyandolfo St. • 7:30 P.M. LOS ANGELES Worner Screening Room 2025 S. Vermont Ave. • 2:00 P.M. MEMPHIS 20th Century-Fox Screening Ros 151 Yonce Ave. • 10:00 A.M. MILWAUKEE Worner Theotre Screening 212 W. Wisconsin Ave. • MINNEAPOLIS Worner Screening Room 1800 Currie Ave. • 2:00 P.M. NEW HAVEN Warner Theotre Projection R 70 College St. • 2:00 P.M. NEW ORLEANS
20th Contury-Fox Screening Roo
200 S. Liberty St. • \$:00 P.M.
NEW YORK Home Office 321 W. 44th St. • 2:30 P.M. OKLAHOMA OKLAHOMA
20th Cantury-Fox Streening Room
10 North Lee St. - 1:30 P.M.
OMAHA
20th Century-Fox Streening Room
1502 Dovenport St. - 10:00 A.M.
PHILADELPHIA
Warner Streening Room Warner Screening Room. 230 No. 13th St. • 2:30 P.M. PITTSBURGH 20th Century-Fox Scree 1715 Blvd. of Allies PORTLAND SALT LAKE 20th Century-Fox Screening Root 216 East 1st South • 2:00 P.M. SAN FRANCISCO

SEATTLE Jewel Box Streening Room 2318 Second Ave. • 10:30 A.M. ST. LOUIS S'renco Screening Room
3143 Olive St. • 9:30 A.M.
WASHENGTON
Worter Theatre Building
13th & E. Sts. H.W. • 10:30 A.M.

### U.S. Film Imports, Bad B.O. On Native Product, Vex Italo Pix Industry

Genoa, March 1.

Italian market is at present so crowded with pix that not only do the weak boxoffee Italian flins have trouble finding pitwing times have trouble finding pitwing times have trouble finding pitwing times have trouble finding pitwing time. Problems faced by the Italian flins industry area by the Carl flinding industry geffort to reduce the flood of U. S. pictures into target in the amarket holding 300-350 norming time available (to all) would result from a weeding out of poor and old pictures. Recent support from canhibitors in this case and support from canhibitors in this case of soling to any U. S. picture (the market created a tremendous derive for them), there are signs that have the care that the market created a tremendous derive for them), there are signs that have the care that the market created a tremendous derive for them), there are signs that have the care that the market created a tremendous derive for them), there are signs that have the care that the market created a tremendous derive for them), there are signs that have the care that the market created a tremendous derive for them), there are signs that have the care that the market created a tremendous derive for them), there are signs that have the care that the market created a tremendous derive for them), there are signs that have the care that the market created a tremendous derive for them). The care that the market created a tremendous derive for them, there are signs that have the care that the market created a tremendous derive for them). The pictures are the care that the market created a tremendous derive for them) them them are the created a tremendous derive for them them are the market created a tremendous derive for them). The market created a tremendous derive for them them are the market created a tremendous derive for them them are the market created a tremendous derive for them them are the market created a tremendous derive for them them are the them are the market created a tremendous derive for the them are

an Italian picture.
Although the best of Italian films rank, artistically, with the best in the world, the far larger number of average films are of a far minor nature and value. Selection of nature and value. Selection of subjects is poor, and much money is wasted in films which are defeat-ed from the start.

### Foreign Product Flow Strong As 11 Pix From 6 Lands Are Set For U.S.

6 Lands Are Set For U.S.

Turned out in six different countries, 11 foreign films have been announced for U. S. distribution by several independent releasing the several management of the several se

#### Arthur Pincus' O.O.

Arthur Fincus O.O.
Arthur Pincus, Metro's assistant
ad-pub director in the foreign
dept, planed for Latin America
Monday (7) on a three-month jaunt
to cover every country in central
and South America, besides a number of Caribbean islands.
Metroite will inspect ad-pub faclitties of the company in the various Latino spots.

### House Bomb Damage Cost

Dublin City Council has agreed in court here to pay the Cartion Council has careed in court here to pay the Cartion Council has to pay the Cartion Council has to be considered as the council has to be compared to the council has to be compared to the council has to be compared to the council has considered to the council has considere

# Process by Brit.

London, March 1. New color process which uses standard panchromatic stock and adds nothing to the normal cost of a black and white picture has been perfected here by Dr. Charles Ru-dolph Ritter, onetime UFA pro-ducer.

ducer:
System, which is now ripe for
commercial exploitation, involves
the use of a gelatine camera filter
of negligible cost and a projector
attachment which, under conditions of mass productions; could be
made for less than \$25.

The projector streepment come

The projector attachment con-sists of a bifocal lens designed to pick up the image in the same way as the human eyes.

has the human eyes. Variety of tests taken during re-cent months demonstrate that the system goes much nearer to natu-ral colors than many others now shades with full range of natural colors have been obtained from lim shot in the open air without and the state of the color of the properties of the color of the state of the color of the color of the state of the color of the color of the state of the color of the color of the white system, which makes the newsreds.

#### DAFF'S LONDON OUICKIE TO HUDDLE WITH RANK

A) Daft, Universal's ass't foreign chief, planed to London Thursday (3) for, a lo-day quickie. Daff is huddling with J. Arthur Rank, prior to the latter's projected trip to the U. S. Understood that J. Cheever Cowdin, U's board chair-man, who is also in Europe, will join the confabs.

join the condabs.

Daff returns to the U. S. before
Rank makes the crossing this
sunth Daffyersal exec was accompanied by his wife, who is a
native Briton. This has been her
first residence in America since
their marriage in London about a
year ago.

### Alonso Ballet in Appeal To Mex Prez for Its Coin

Ballet Alicia Alonso had to appeal to President Aleman to get its coin after a successful engagement at the National theatre. Miss Alonso told the President, and press that the Asociacion Musical Daniel, that brought herself and troupe of 38 from Havana, had left them flat, owing \$2,500.

left them flat, owing \$2,500. The President and the Mexican actors union fixed it for the troupe to give two special shows March 4 at a \$2,50 top, and after their tional school building fund. Miss Alonso said of the \$5,000 guarantee Daniel made when it contracted the troupe in flavana, only half was paid. Understood that the properties of the propertie

### Disney Keeps His Doe

Buenos Aires, March 8.
Walt Disney's rights to "Bambi"
a cartoon doe created by him,
were upheld here last week in an
infringement action tried by a local

court.

Court held that the manufacture and sale by Amadeo H. Allocati of cloth Bambis. was a fraudulent practice. An injunction and \$400 damages were granted the cartoon-

### 5% Token Pay Due U.S. Pixers On Italo Funds

Rome, March 8. U. S. film companies which have received no dollar remittances

from Italy since before the war will be permitted to transfer in "foreign exchange not exceeding 5%" of whatever blocked funds they may whatever blocked thick they hay have on hand in special "cinemato-graphic" accounts as of Dec. 31, 1949. Token payment is authorized in a list of 1949 financial regula-tions issued by the Italian Ex-change Bureau.

change Bureau.

Despite outery of the local industry that foreign product was flooming the domestic market, the Mining the domestic market, the Mining the theorem of the market permission to importers to bring in vitrually the same quantity of outside pictures subject to certain restrictions. These regulations, with few exceptions, are basically the same as last year's basically the same as last year's

basically the same as last year's code.

While the same as last year's way previously stipped with the same as large and the same as the s

ported film. Frozen lire in 1949 may be utilized in practically the same ways as the government decreed last year. These include investments quipment of existing Italian studios, joining in local production up needed for producing each individual film, or "producing cach individual film, or "producing for own account."

### TOP SWISS RADIO BAND ON FIRST P.A. WITH SHOW

Zurich, March 1.

Zurich, March 1.

Cedric Dumont Orchestra, official dame and light music orch of
Swiss Broadcast and the cointury's
most popular radio band, is preparing its first personal appearance
tour through principal towns of
vaudeville acts, such as Medlock
and Marlowe, English acrobatic
dancing team, West Indian barltone Uriel Porter, and Dutch imwho also figures as emces.
Show will be produced by Maxwell Wara wal is having list teeoff March 18 at the Kuechlin theatre,
in this country for a radio bard
to go on a pa. tour with a show of its
own.

### Sir Ben's Talent Hunt

Sir Ben Fuller plans to fly to London early in April on talent looksee and new show buys. He'll also visit N. Y, for two weeks, and Chicago and Los Angeles for one week each, before going home. It's his first trip abroad in many

More Foreign News on Page 15

### Mono Stakes Half of New \$8,000,000 Prod.-Distrib Deal With Assoc. British

### British Pick 'La. Story' As Best Documentary

London, March 1.

British Film Academy has voted "Hamlet" (Rank) the best pic in 1948 "from .nny source." "Fallen Idol" (Lion) topped the poll as the best British picture, and "Loulslana Story" (Lopert) was chosen as the best documentary.

the best documentary.

Because none of the pix nominated secured sufficient votes, the Academy has decided to withhold the United Nations Award, created at the special request of UNO for the film best illustrating the basic principles of the UN Charter.

Bresentiation of the enumber of the surveyer of

Presentation of the awards bronze statues by Henry Moore, will be made in May.

# Further Rank

London. March 8.
Concentration of production by
the Rank Organization, which was
amounced following the closing of
the Galuborough Shepherds Bush
and the Caluborough Shepherds Bush
graining to close his Denham outfit
and concentrate his restricted outplanning to close his Denham outfit
and concentrate his restricted outtiand the concentrate his restricted
wood studios, using Independent
Frame as far as possible. Denham
closing is not expected for some
weeks but is already being disas a practical and urgent proposition.

'Denham, with its seven stages, is

as a proceed and urgent proposition.

Denham with its seven stages, is
the biggest British studio and was
for some time it has been linked
with Pinewood by joint owners, but
for some time it has been linked
with Pinewood by joint owners,
mov reached a new low level and
the forthcoming closure of Denham
will definitely rock labor. It
now rankly sdmitted that the mament will have to seek work elsewhere and there is little prospect
of any mass reabsorption for at
least the seek of the seek of the
lin an endeavor to restablish
confidence in British production,
Tom O'Brien, M.P., is as king
Harrod Wilson to convene a meet
least, such as Lord Nuffield and
Lord McGowan, to advise them of
the plight of the industry.

Prub-4d Dept. Slankers

Pub-Ad Dept. Slashes
Retreichment policy, within the
Retreichment policy, within the
Retreich a step ruther with the dismissal of some 78 employees in its
entral publicity, advertising and
public relations department. Further widespread sackings in these
divisions are viewed as certain
his current-activities in the near
future.
Personnel released includes

haund.

Personnel released includes every grade from executives to stengapahers, and eventually the executive store of the control of the con

### Crest Films Starts Off

With Italian Release Newest firm to enter the foreign picture distribution field is Crest Films, Inc., headed by Jack Eilis, Films, Inc., headed by Jack Ellis, who formerly was metropollian district manager in New York for United Artists. Other officers are Arthur H. Canton, veepee, Sanford Weiner, veepee, while attorneys and Arthur Stang are directors, Companys initial release is an Italian import "Outcry." Directed by Aido Vergano, it start Lea Padovani. Firm is also handling arreisue of "Pygmallon", Stipminade version of the George Bernard Show play.

An \$8,000.000 deal calling for production and distribution of control of the production and distribution of control of the production and distribution of the production and the product

be made at either ABPC's Elstreeordering SelLondon Maich 8.
London Maich 8

### Australian 1949 Film Remittances Seen Same As '48; Reps Dickering

As '48; Reps Dickering
Australian pix remittances in 1949 will little by the the same as 1948, according to RKO's Australian by the same as 1948, according to RKO's Australian to RKO's RKO's RKO's Australian to RKO's R

### The Longhair Menace!

performed at a concert.



MOTION PICTURE DAILY

## Insider's Outlook

By RED KANN

THE grapevine has been busy with reports about things to bloom at 20th Century-Fox these days.

Calculations on "The Snake Pit" are interesting. One claim staked for it One claim staked for it maintains this attraction hasset new records for move-overs and holdovers since entering general release in January. Another, that its average run in the 174 key cities so far played is three-and-one-half weeks.

When they discuss picture values these days, circuit operators and diof other exhibitors reading for other exhibitors reading the content of the content of

had he in this classification: "Apartment for Peggy," "Road House," "When My Baby Smiles at Me." "Yel-low Sky," and "The Snake Pit," It is interesting that no

other distributor has more,

In Hollywood recently, competitive studio heads offered with the product of the p were not confining their appraisal to musicals or semi-documentaries.

There has been, and even today is, assortment of viewpis, an assortment of viewpis, as about "The Snake Pit." about "The Snake Pit." about "The Snake Pit." about the subject matter designed for mass a udi ences. But in Hollywood, where there is occasional appreciation, at least, of new avenues in dramatic content, the conditional content, the conditional state of the There has been, and even least, of new avenues in dramatic content, the conviction is quite widespread that Zanuck certainly was not lacking in courage when he decided to proceed. The rest of the story draw that the film is don'ng a smash business and may turn our business and may turn out to be Twentieth's top at-traction of the season if the pace demonstrated thus far

pace demonstrated thus far is maintained. The point is no disserta-tion on 20th-Fox's production performance, past, tion performance, past, present of future, can be complete without full recognition of the part Zanuck plays. He is responsible for the "A" product, plus and minus as the case may be. When he ends up with more plus than minus, he ande up. when he ends up with more plus than minus, he ends up precisely on the beam. So far, he's heavily plus and Twentieth is heavy with

There's No Business Like

CENTURY-FOX

### **Amsterdam Night Life Hits All-Time** Low; Films, Legit Setup Is Better

Amsterdam, March 8.

Night life in this city has reached a new all-time low, with the Amsterdam (and the control of the contro

Both the cheaper, popular places Both the cheaper, popular places and the ritry clubs make a feature of foreign bands, usually from Bel-gium or France, and in the following properties of the contract of the better-class spots are now import-ing well known acts. This polley seems to be paying off to a certain extent, though what's left over after everyone has been paid is Business in cinemas and theafres

after everyone has been paid is another stery. Business in cinemas and theatres. Business in charles the second paid in the pa

Although the summer months will undoubtedly bring a pick up in big, It's difficult to see how things will eventually shape up. The coming Benelux union which is set for Jan. 1, '50, will have casting its shadow before I. Generally speaking, most things are cheaper in Holland than in the other two "partner" countries Belgium and Lusemburgh; although wages there are higher. Unless ments, it looks as if the average Dutchman will have even less loose change to speed on amusing himchange to spend on amusing him-self then, than the little he has

### U.S., British Cooperation Needed to Aid Anglo Pix Slump, Sez Sir Alex King

London, March 8.

Industry problems won't be solved by working parties or committed by working the working working the working to the clinematograph Exhibitors!

Cataloging the events leading up to the current crisis which began began to the current crisis which began began working to the current crisis which began began to the current crisis which began to the current crisis which began began to the current crisis which was a committed to the current crisis with a current crisis which was a committed to the current crisis which began the current crisis which was a committed to the

bea, one concrete with the control of the control o

Gross in 1948 of U. S. pix in Mexico is figured at around \$11.-000,000 (U. S.), which yielded Hollywood some \$4,000,000. But the net shrank, both for Hollywood and Mexican cinemamen, as taxes took 34,23% and wages 17%.

Film Made in Calcutta
Madras, Feb. 28.
French film director Jean Renoir
is in Calcutta to present. He plans
direction a picture in English.
He chequered existence of a Britlah family in Calcutta. To impart
lead to the chequered existence of a Britlah family in Calcutta. To impart
lead atmosphere, Renoir intends to
use most of his cast from among
actress to play the herbine.
After fixing on studio and focadirects. To plans to go back to
France and return to Calcutta in
France and return to Calcutta in
Color, is to be produced by Orient
International Pictures.

### Full Ban on English Pix Is Rumored in India As Censor Grip Tightens

Censors UTIP ISINEERS
Madras, March 1.
Censorship is being tightened
further. Two pictures that came
under the axe of the Bombay Censor Board recently were "Loves of
Carmen" and "Lady Ermine."
Loves of Carmen" did swell busiLoves of Carmen" did swell busithough the control of the control
both these pictures have been
totally banned. Drinks, king
and balthing costumes are the main
targets.

and bathing costumes are the main largets. Incidentally, public opinion is more properties and the combined of the public of the public of the public ground that combined of dian moral stature, and develops false slant in the younger generally. In the younger generally, public against the central govern-ment to set up a committee to go public against the central govern-ment to set up a committee to go thoroughly into the question of al-lowing English pictures to be sevened at all india,

### Rank's N.Y. to Fla. to D.C. And Home Within 1 Month

And Home Within 1 Month
J. Arthur Bank, who arvives
starch 23, will remain in New York
starch 23, will remain in New York
eight days before trekking to Hill
Beach to guest with Robert R.
Young, railroad magnate who controis Pathe Industries. Britisher
to visit their daughter, Mrs. Fred
Packard for 10 days.
They will attend the U. S. preen
of the Rank-made "Scott of the
start of the Anglo-American council meet in D. C. April 2122 and
sail for England April 23. While
in X. Bank anglo-American council meet in D. C. April 2122
and Start of the Anglo-American council meet in D. C. April 2122
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and Start of the Anglo-American council meet in D. C. April 2122
and 312
and 31

#### Dan Topping

continued from page 1

was recently named assistant asless
Dubtont spokesmen diclaimed
any knowledge of Topping's stocktuying activities this week, and
pointed out that, under present Sertuying activities this week, and
pointed out that, under present Sertuying activities this week, and
pointed out that, under present Sertuping to the present Sersible to check the report. In addition, they declared, there is nottion, they declared, there is nottion. Topping to gain more
than a small minority interest. With
Paramount alroady having consentthan a small minority interest. With
Paramount alroady having consentdivest inself of its considerable
holdings in Dubfont, however, it is
believed that Topping might
Par now owns the entite block
of 560,000 B shares, plus 43,200
A shares. The B stock gives it the
pany's eight directors. Par reportedity wants \$10,000,000 for its holdings and, it's pointed out, Topping
could swing a deal of that size.

Cliff Alway in Hogs.

#### Cliff Almy in Hosp

Cliff Almy in Hosp Cliff E. Almy, Warner Bros. man-ager in the Philippines until re-cently, hospitalized at Pottengor cently, hospitalized at Pottengor malnutrition suffered in a Japan-see prison camp during the war. His wife, who also spent three years in the Sauta Tomas-prison, died shortly after their liberation by the U. S. Army.

### No 'Gloomy' Pic

· Paris. March 7. Laszlo Javor, composer of the song, "Gloomy Sunday," has begun legal action to halt the distribution of a film bearing the same

He contended that the pic, in Film Made in Calcutta which he and his song are used, was unauthorized.

### Col Pix Sued On French Distrib

To Aid Native Industry
A Joint production program with
American film-makers might well
be the solution to the current woes
ording to producer-distributorFerrucio Caramelli, who arrived in
New York recently. To offset the
almost complete domination of
the complete domination whereby
his own organizations would coperate with American companies
in Italian production ventures.
As outlined by Caramelli preducers to contribute stars, equipment,
writers and partial dollar financing
while he would supply studio space,
administration K no w ho w and
infinish that contemplate production
in Italy would benefit financially
through an association with him in
view of his long experience with
Caramelli, who has produced After paying \$40,000 in advance, American European asserts it made a May, 1948, deal with Films Orage a May, 1948, deal with Films Orage of Paris whereby the latter was granted exclusive rights in French territories to distribute and ex-hibit the 10 pictures. Subsequent-y, according to the complaint, Col-lumbia allegedly refused to permit the Paris firm to release the sertials branch to prevent such distribu-tion.

In answering the suit, Columbia temporary injunction. However the court added, it appears the action should have an early trial and tentatively set March 14 as the

### SWITCH ON PIX DUB TAX

Rome, March 1. | 1946 and also releases Selznick Negotiations to switch dubbing product. tax on pix imports into a retunddale reserve for subsidizing local [Caramellil has just completed a film production are currently being carbon local companies of the compan

equivalent to the tax payment. In talks with American distribs, Trade Minister Andreotti has in-sisted that America participate in the Venice Film Festival this year as a gesture of friendliness. Fol-lowing squawks of discrimination against U. S. film at last year's festival, many American producers indicated they wouldn't participate

London Film Notes

London, March B.

Marc Allegret, director of "Maria, Chapdelaine." produced by Rudolph Cartier for Everest Pilms, and the Cartier for Street Pilms, and the Cartier for Street Pilms, on the Cartier for Associated British Line Films, on the Cartier for Associated British Pictures, film producer Marie Zampi now Then starts on Italian remake for Associated British Pictures, film producer Marie Zampi now Learn's director of the Cartier for Associated British Pictures, films, and the Cartier for J. Arthur Rank and starring Margaret Lockwood, with singular the Cartier for J. Arthur Rank and starring Margaret Lockwood, with the Cartier for J. Arthur Rank and starring Margaret Lockwood, with the Cartier for J. Arthur Rank and starring Margaret Lockwood, with the Cartier for J. Arthur Rank and starring Margaret Lockwood, with the Cartier for J. Arthur Rank and starring Margaret Lockwood, with the Cartier for J. Arthur Rank and starring for the Cartier for J. Street for J. Arthur Rank and starring for McCartier for J. Arthur Rank and Starring for McCartier for J. Arthur Rank and William for J. Weeks as skedded and well within bude in cutting stage, and will be trade-shown early May. J. James Minter, head of Renown Pictures, has red with the Cartier for J. Arthur Rank and McShane. Kay Harrison moving his wife and family to Hollywood permanenty and will make periodic visits to England from there. London March 8.

"Annie Get Gun," Col'sm (92).
"Bless the Bride," Adelphi (98).
"Bless the Bride," Adelphi (98).
"Bob's Yaru Inde," Sav. (44).
"Breach Marriage," York's (6).
"Gare Feacowic," Cambridge (48).
"Care Peacowic," Cambridge (48).
"Carlesima," Palace (52).
"Carlesima," Palace (52).
"Carlesima," Palace (52).
"Carlesima," St. Jas. (27).
"Both Listen," St. Jas. (27).
"Both Listen," St. Jas. (27).
"Both Listen," St. Jas. (27).
"Happiest Days," Apollo (50).
"Happiest Days," Apollo (50).
"Haptess," Haymarket (6).
"Ideress," Haymarket (6).
"Kild from Strat.," Wint. (23).
"Kild from Strat.," Wint. (23).
"Kild from Strat.," Wint. (23). London, March 8.

### Butlin's \$56,000,000 Village Empire **Keeps Growing; Mexico May Be Next**

nado Productions, Inc.
First production skedded by
Rose is budgeted to cost \$1,000,000,
and will star Robert Montgomery,
who has also been Inked to direct.
Rose will limself act as exec producer and he is bringing over Joan
Harrison as his associate.

Italo Producer Suggests

Joint U.S. Production Pgm.

view of his long experience with native industry. Caramelli, who has produced some United in Halp, baseds the some United in Halp, baseds the some United in Halp, based in e Teatrall) studio in Milan as well as Ardea Productions in Turin, Former has two stages while the reates Artisti Associati and Atlan-us Film, both distributing firms. Through Ah ehas handied United Through Ah ehas handied United Miland Stages and the stages of the stages of the product.

London Film Notes

Harry Zeitels, formerly with layer - Burstyn and RKO, joined distinguished Films as sales di-

To Aid Native Industry

London March 1

Rose Finalizing New Brit. London, March 1.

Starting with one holiday village, at Skegness, millionaire W. E. Builin has in less than five years built up the biggest resort circuit in the world. His 'holiday villages' ofter a complete vacation setup of entertainment, food, lodging, sports, etc., aimed at the working class nockethook. Pic Co.; Harrison as Aide David E. Rose, in London, March 8.
David E. Rose, in London of March 8.
David E. Rose, in London for March 8.
New York, is finaltizing plans for New York, is finaltizing plans for new York. The Property of the Property of

pocketiolock.

His spots cover the entire British Isles, and comprise Skegness, (5.500 .capacity). Filey (5.500), both in England; Pwilheli, Wales, (5.500); Clacton, England (2.500); Any, Scotland (2.500), and Mosney, Ireland (2.500).

Ireland (2,500).

It's now a \$56,000,000 concern, and with his latest acquisitions in Bermuda and the Bahamas (the latter is skedded to have a Butlin village early in 1950), concern will have an added capital of around \$10,000,000.

\$10,000,000. But Builin does not intend to stop there. He has aspirations to ring the entire Caribbean with his villages in the next five years. He will then concentrate on Mexico, and already he and his scouts are eveing suitable Mex properties. This should bring the company into the \$100,000,000 class.

Company now caters to 500,000 per season of six months, and is already spending in entertainment well over \$1,200,000.

already spending in entertainment well over \$1,200,000.

200,000.

201 to \$33 per week with some of the inducements comprising wreetling, boxing, tennis, billerds, skating, musical and vaude-librards, skating, musical skating, and particular skating, musical skating, skating,

al.

Although Butlin is reticent about some of his other promotions, it is understood he is contemplating spreading further in Europe, with property in Holland practically acquired already for two vitiages.

### Top Films Among 48 U.S. Pix to Be Released In Germany Through 1949

Germany Through 1949

Frankfurt, March 1,
Some 48 American films will be released here, dubbed into Gerbelle and the control of the Motion Picture Branch of Information Services Division amonneed. All the pictures will be released through Motion amonneed. The pictures will be released through Motion of the past 10 years by the major studies united within MFEA. Among the pictures are "FeA. Among the pictures are "FeA. The 48 pictures are "FeA. The 48 pictures are "FeA. The Moderate of the Stera March." "Bond Town." "Feasure of the Stera March." "The Mark. of Captain Kidd." "The Mark. of Targan pix. All the films will be developed the Captain Captain

Studio.

MPEA's chief competitor, Rank's studio.

MPEA's chief competitor, Rank's Eagle Lion, is handling British film releases and reportedly is also planning a stepped up release program as compared with last year.

#### Marian Anderson Opens European Tour May 5

Marian Anderson will make her

Marian Anderson will make her first European appearance in 11 years when she sings at the Chail-lot in Paris May 5.

This will be opener of a summer concert tour of 22 recitals in Scandinavia, Switzerland. Belgium, France and England. S. Hurok Is booking the tour.

# Of Serials

Whether serials may be exhibited as "features," is the basis of a \$650,000 N. Y. supreme court suit brought by American European Pilm Industries against Columbia Pilm Industries against Columbia Pilm Industries against Columbia Pilm Industries against Columbia Pilm Industries Anonyme Franciss. Plaintiff seeks an injunction restraining the defendants from interfering with a 1947 centract which gave it exclusive distribution and exhibition size distribution and exhibition french territories.

### BEING MULLED IN ROME Rome, March 1.

### **Current London Shows**

"Kild from Strat." Wint. 23).
"Lilac Time," Waj. 33.
"Miss Mabel." Strand (1s. 97).
"One Wild Oat." Garrick 141,...
"Worklabonat" Druy Lane 197.
"September Tide." Ald. (13).
"September Tide.



House record business in Oklahoma City set the pace for better than "THE EGG AND I" in a fifty-city territorial premiere.

Top business and holding-over in Washington, D. C.

Holding-over with record-breaking business in Columbus, Ohio.

Terrific in Dallas and holding-over.

Outgrossing "EGG AND I" in Nashville, Chattanooga, Tulsa, Norfolk.

— it's the kind of Honeymoon everybody wants to get onto.

# JUST BEGINNING!



Claudatte COLBERT Fra MacMURRAY

Those Grand EGG and I share "FAMILY HONEYMOON"

WIT RITA JOHNSON HATTIE McDANIEL GENERALS OF DANE CONTRACTOR OF THE CONTRACTOR OF TH

# Stay on the Honeymoon Special with U-I Get wed to these hits coming up

THE LIFE OF RILEY—Teed off in Cincinnati over the weekend in 150 theatres day-and-date Midwest Premiere to absolute top record-breaking business the territory has ever known, for exhibitors who want to live "THE LIFE OF RILEY," this is it!

"RED CANYON"—March 17th "RED CANYON" week starts in Utah under Governor's proclamation with Hollywood stars and two national network shows in Salt Lake City to mark the territorial premiere. It's as hot as a firecracker!

"MA AND PA KETTLE" — The laugh successor to "THE EGG AND. I" premieres in Kansas City and territory with Marjorie Main and Percy Kilbride heading a Hollywood troupe to give the city a great show and a great picture!

and watch for

CITY ACROSS THE RIVER

The natural successor to "THE NAKED CITY" in box-office impact.

and Big plans coming for

"THE LADY GAMBLES" and ...
"CALAMITY JANE and SAM BASS"

RIDE HIGH with U-1!

### 5 Majors OK Flat Rentals in Poll By Allied; One Sez Mebbe, 2 Nix 'Em

Col. I.A. Cole Allied committee which recently made a round-robin of district hopers in a plea for flat rentals, garnered five favorable anywers, one maybe and two refusals from the eight majors. While "must" percentage pix will still go to the biggen-grossing and still go to the biggen-grossing and extension of flats said the policy would go for the smaller houses. Glving the find (o. Allied were Columbia, Me tr. p. Parämount, United Artists and Warner Brotholder ("must" films. Twentiether-for refused to be committed one, way or the other.

refused to be committed one, way or the other.

Abe Montague, Col's sales topper.

Abe Montague, Col's sales topper.

Abe Montague, Col's sales topper, to the company was not only willing but a company was not only willing but a collection of the collection of the

is taking flat renitals where per-centage formerly returned \$200 or. in some cases, even more. In some cases, even more cases, even more former distrib veepe, told Cole. His stand is backed by his success. Cradwell Sears declared no objection to the request and cited "Red Hiper" as a top film sodd on that basis where so only film sodd on that basis where so only film sodd on that basis where so only film some cases. As Below that figure, flats will be sided to save checking charges. Ben Kalmenson, sates head, and. As Below that figure, flats will be sided to save checking charges. Ben Kalmenson, sates head, and. When the same cases of the cases of the same cases. The indicate of the cases of the same cases of the cases of must "percentagers. He indicated down to expend flat sales but did be set. HKO's Robert Mochard desired to respect the right to resource precentage terms in all attu-tions. As a support of saider elimination of percentagers. He was backed by his chief, William A. Scully.

### **Schine Decree**

and, as it the case of the Para

Continue from page 3
and, as in the case of the Paramount, et al, action, was sent back to the Federal district court districts and the second district and the second districts and districts and districts and districts and districts and districts

"This request is solely the result of the pending discussions between Messrs. Bergson and Kaufman, and is not made for the purpose of delay."

to be 'llegal if it has the potentiality for stifing competition."

Also contended is that the manner in which theatres were acquired and the reason for acquiring them is vital in determing whether their being in a circuit is BOT head, will make an early annigate and an accordance of the state of the st

### Film Appreciation

Detroit, March 8. Wayne University and Jim Handy, commercial film producer, have cooperatively launched a mo-tion picture appreciation program at the college's 500-seater audi-

Hollywood classics are given four showings every Tuesday with no admissions charged. Lectures are delivered by local drama and film critics and visiting producers.

#### Sears Balks

Continued from page 3 = kee for which it had been bought. It was in on a flat-rental deal, which, theoretically, at least, gave the circuit the option of playing it as it desired.

Sue for Delivery

sue for Delivery
Hewitt informed Sears he will
sue for delivery of the film under
the terms of the contract and for
losses incurred by UA's refusat to
service him. He added that he
would never play another UA film.
Sears replied that he'd chance ail those contingencies

those contingencies.
"The booking of Red River and Paleface' on the same bill in Mil-watkee is in my mind the most flagrant, dangerous and downright stupid abuse of exhibitor power in my recoilection," Seara declared. "To chew up top product and spit it out like so many meton seeds that of thinking is precisely what's wrong with the motion picture business.

ousiness.

"Mr. Balaban (Barney Balaban, Paramount prea) naturally can sell his pletures as he chooses, but I for one will not folerate 'Red River' being ruined in any territory by being billed with the season's other big pleture.

being billed with the season's other big pleture.

"The exhibitor's threats of a freezeout, direct and implied, do not deter me for one moment from service this booking under any circumstances. Every producer, distributor and every fair-minded exhibitor will recognize the Justice of my position."

of my position."

Sears' balk results from fear
that other exhibs, seeing the pic
dualled by Fox-Wisconsin, will refuse to pay the top them UA is
asking. It has been getting excellent terms everywhere on the basis
of strong biz. It has been one of
strong biz. It has been one of
will probably earn shout \$4,20,000
in film rentals. Paramount's
bid Hope starrer is likewise strong.

### **British Quota**

Continued from page 3 =

tonnause rrom sage a matograph Exhibitors Asan, which has been a lone wolf in the British industry in its agitation against the 45%. Ever since the figure was announced last summer, it has been plotding away in its campaign, and in its annual report, and in its annual report, the same of the s

In its evidence to the Portal Committee of exhibition and dis-tribution the CEA, apart from urg-ing a quota revision, also advocated joint production with American in-terests using frozen coln for the

pinal, and is not make for the purpose of delays, along with the action against the Griffith circuit of bottom and the Griffith circuit of bottom against the Griffith circuit of bottom against the Griffith circuit of the Associated British preme Court at the same time, is Pictures Corp., feels the present because of a number of points made by the Government. Do I.J. termed the Griffith and Control of the Griffith and the Griffith Quota Not High Enough?

### **BIG BALLYHOO IN CINCY** FOR 'RILEY' PREMIERE

Cincinnati, March 8.

Universal exploiters tossed in the present price of the present p

ing.

Besides, Brecher and Benmembers of both casts on hand the double-barreled program cluded Meg Randall, Richard Le Rosemary De Camp, Ken Ni Rosemary De Camp, Ken N John Brown, Paula Winslow, mie Cook and Barbara Eiler,

### Theatre Tele High On SMPE Agenda

Un SMPŁ Agenda

Demonstration of the latest developments in theatre television of the latest developments in theatre television of the latest developments in theatre television of the latest description of the latest descripti

quirements placed on TV fim production.

The control of the control of the conducted by ICA's Barton Kreuier, who will reportedly unveil a new RCA film pickup system for large-screen whole. RCA until now large-screen whole. RCA until now large-screen projection. Other cet large-screen projection. Other clude video recording, problems of clude video recording, problems of many large screen projection. The clude video recording problems of the proposed Phonevision, to be conducted by Zenith Redio's proposed Phonevision. The conduction of the most significant papers to be presented, according to SMPE, will be Otto careful to SMPE, will be Choparative image quality or TV and motion picture systems.

### Inside Stuff—Pictures

Twentieth-Fox's Snake Pit's draw up with its 5th eliation this weck when the Foreign Language Press Film Critics Circle voted it the best picture of 1948. Film got practically a clean sweep of the awards, with star Olivia de Havilland cited as the best actress of the year and Anatole Litrak, director and co-producer of "Pit" with 20th production veepee Darryl F. Zanuck, named best producer. Which comprises 85 editors of foreign language daily newspapers throughout the country, included Sir Laurence Olivier, named best actor for "Hamlet", Roberto Rossellini, best foreign producer for "Pilsain," which copped the best foreign-language film award, and J. Arthur Hank's "Red Shoes" as the best Christian-made film. Best picture to Zanuck, with his "Gentleman's Agreement" having won out in 1947.

In the water of international protests over J. Arthur Rank's film version of 'Oliver Twist,' parent and teacher groups in the U. S. are opening at the control of the contr

Flock of show his friends of Orson Welles are awaiting opening of "Outery," Italian film import, at the Avenue Playbouse, N. Y., Saturdy (12) for their initial gander at Welles' latest femme companion, Lea Padovani. She's starred in the fine, the first to be seen in America. The past six months, is said to be so taken with Miss Padovani's talents that he has written special roles for her in Italian films in which she appeared.

Metro's foreign ad-pub dept., headed by Dave Blum, has moved back to the company's homeoffices in the Loew building. Wing was forced into the Capitot theatre building over three years ago in the course of Metro's expansion.

Also returning to the ho.s is the dubbing and tilting dept. previously located in the Mayfair theatre building, where M-G-M Records is quartered.

Cincoior and Flin Classics are planning no expansion, Joe Bern-hard revery of both companies, add in New York hits week. Bernhard stated that reports be planned to seek financing for such a deal were take. PC is a wholly-womed subsid of Cincoior. They combined forces several years ago and Bernhard took over as chief exec of both outsits a few weeks ago.

### Fabian-Gamble's UA Bid

Fabian. Salar's talks with Kelly have been mainly for the purpose of getting 45-day written option on the total outstanding shares of the fability of the position to complete arrangements with their backers and with other circuit operators who are going in with them on the deal.

Among exhibs, who have shares

erators who are going in win tiem. Among exhibs, who have shown an interest in their venture and whom Fabian and Gamble will attempt to be down once they have the option are Bob O'Donnell, Sam tempt to be down once they have Boo. Their see, and James E. Coston, Warner Bros. theatre see. It is expected that Serge Semenselo, v.p. of the First Naglonal Bank of Boston, Ele was but the command. The was but the command they can be seen the service of the ser

be in 0n the manning, are man suscepted with Fabians efforts to be the temporary the temporary that the company the temporary that the company group has been awaiting that day before attempting actually to close

B. F. McDonald and John R. McMonald Competer the Competence of the most significant papers to be presented, accompeted from the Competence of the Competence

talks with other participants in the company. Chaplin and Miss Pick-deal during the past couple weeks, ford may be handed notes or other will head for New York over the paper, but Fablan and Gamble will go for no deal in which either-of Fablan. the present owners retain any say in operation of the company.

in operation of the company.

The \$3,400,000 price grows out of the tag of \$2,700,000 agreed on for either partner to buy out the formal of the partner to buy out the declared that whether it was agreed to pay the \$5,600,000 or a smaller sum, price would not joon agreed to pay the \$5,600,000 or a smaller sum, price would not joon agreed to pay the \$5,600,000 or a smaller sum, price would not joon want it and you think you want it and you think you want it and you think you make it profitable, if makes no difference whether the price is \$100,000 or \$100,000 or \$100,000.

#### 'Joan' Grosses Continued from page 4 m

soded strength. via a batch of new bookings, shot up to fifth position, a big climb from 12th slot, where it was in January. "Don Juan" (WB), also in top nine of previous month, won sixth money, while "Hamlet" (U) finished seventh, the

"Hamilet" (U) finished seventh, the same as in January.
"Command Decision" (M-C) wound up eighth, being on full wound up eighth, being on full fell back after one big session. Whispering Smith" (Pat), in much the same category, landed nint position strictiy on its' two-week showing.
Trade was owidely apilit up last.
Trade was owidely apilit up last.

UNITED ARTISTS NOW
HAS THE BOXOFFICE
SUCCESSOR TO
"BODY AND SOUL"...

"GHAMPION"

presented by SCREEN PLAYS CORP

### 'Competitive Bidding' vs. 'Negotiations' Fine Point of Distinction in Biz Now

Continued reliance of most of the major film (morpanies on bidding sales has brought up a fine the major film (morpanies on bidding sales has brought up a fine different methods.—"competitive bidding," and "competitive network of the matter of mere definition and one which sales chiefs are convinced can only be settled by the final control of the control of the convinced can only be settled by the final control of the control of the convinced can only be settled by the final control of the control of the convinced can only be settled by the final major the convinced by the convinced can only be settled by the final major that the supreme Courts interpreted the Supreme Courts in the convince of the convince of

following this system offer a pic-ture for bidding in the same way. Once the bids are mailed in, how-ever, they judge each one on such points as the admission prices, the exhibitors' advertising and ex-ploitation records, seating capaci-ties, etc. Decision is then made but the amount of the winning bid according to its proponents, is more equitable both to the exhibi-tor and distributor and, through not disclosing the bid, also protects both. Old Customer' Angle

not usecusing us no, as processing to the both old Customer' Angle Second system naturally gives distribution an opportunity to favor distribution and opportunity to favor to its backers, the courts have never arbitrarily ruled out the "old customer" policy. By taking all factors into consideration in they can see to it that they don't take a loss through accepting a bid from an exhibitor who cannot Those who favor selling arbi-

aron an exhibitor who cannot afford it. More afford it was a first a f

### **Century Circuit**

Continued from page 3 z

determined to do something about it, and has counsel working on papers. It is not known whether on papers. It is not known whether many the papers of the pa

#### A&C AD CAMPAIGN SET

Hollywood, March 8.
William Kester & Co. has been named by Nassour studios to handle national ad campaign for "Africa Screams," Abbott & Cos-

tello vehicle.

Walter Blake of the Kester agency is account exec, working with Weiss & Geller which is handling the eastern end.

### Pasadena Exhib Files \$1,050,000 Anti-Trust Suit

\$1,650,000 Anti-Trus Suit.

Crown theatre, Psandena, filed anati-trus suit demanding triple damages of \$1,050,000 from 13 demanding triple damages of \$1,050,000 from 13 demands. The suit demanding triple damages of \$1,050,000 from 13 demands. The suit of the suit damages of \$1,050,000 from 13 demands of \$

### WEEDING-OUT AT CENTRAL CASTING

LATINAL CADING
Howard Philbrick, Central Casing veepee, is running through the bureau's list of 3,000 registrants to eliminate all whose records show the industry is not their main source of income. He also planned to remove all who are unavailable or unusable.

or unusable.

Notices of cancellation will be mailed within a few days. Current list won't have bearing on new registrations, which will be added as availability may re-register later if they wish to resume work. Extrastow wishing to accept cancellation may submit a written petition for reconsideration within 10 days.

#### 'Nevermore' First Rank Pic Via U in 9 Months

After staying off general re-leases of J. Arthur Rank's British plx for nine months, Universal has tapped "Nevermore," adaptation of stapped "Nevermore," adaptation of Friends" for general assionate the Striends of general assionate the Striends of general assionate and the Striends of general assionate the Todd and Claude Rains will hit the theatres within the next couple of months.

theatres within the next couple of months.

Last Robert in the given read the state of the state

house distribution

#### 2 PASS STATE FILM EXAM

2 PASS STATE FILM EXAM
Thomas C. Stowell, of Albany,
March 8.
assistant director of the division of
public health education. State
Health Dept., and Kenneth Abeel,
cessful candidates in the recent ceessful candidates in the recent ceamination for director of motion
picture unit in State departments,
at starting salary of \$8,700 per annum. Six failed.
Commerce will be filled from the
list within 30 days.

#### SEATTLE

SEATTLE

(Continued from page 10)
wk). Neat \$7,000 after big \$10,000
like big \$10,000
Liberty. Und) (1,650; 50-84)
— "Godfathers" (M-G) and "Henry,
Rainmaker" (Mono) (2d wk). Good
\$8,000. Last week, \$7,000
\$8,000. Last week, \$7,000
Pashioned Gil". (EL) (3d wk).
Nice \$6,000. Last week, \$3,400.
Nice \$6,000. Last week, \$3,400.
Nice \$6,000. Last week, \$3,400.
"Canadian Pacific" (20th) and "Pilg
Fight" (Mono). Soild \$11,000. Last
week, "John Loves Mary" (W3)
wk). \$6,300. Manhattan" (UA) (2d
wk). \$6,300. Manhattan" (UA) (2d
wk). \$6,000. Soild \$11,000. Last
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### 13 M-G Pix Being Cut

Hollywood, March 8, Metro's film editors, busier than at any time since last spring, have 13 films in the shearing process. Six are completed as far as shooting is concerned, and seven

#### **Picture Grosses**

#### TORONTO

(Continued from page 10) ners" (M-G) (2d wk), okay

fathers" (M-G) (2d wk), oksy 31,000. (Ran) (2390; 35-51.20)—
31,00.00 (Ran) (2390; 35-51.20)—
"Look Before You Love" (EL). Fair \$11,000. Last week, Ted Shoes" (EL) (6th wk), big \$10,000 at days. P. (2016). Fine \$95.00. Last week, Technatment" (Mol. 2d wk), \$6,000. Twol (2d wk), \$6,000. The last week's \$5,500. \$3,500. after last week's \$5,500.

Still heft \$4,500 after last week's \$5,500.

Uptown (Loew) (2,743; 36-66)—
"Sun Comes Up" (M-G) (2d wk).
Trim \$9,000 after last week's heft \$11,000.

### No Tram Passes, St. Loo Biz Slowed: 'Violence' Mild 15G, 'Criss' Ditto

St. Louis, March 8.
Exhibitors are blaming upped
unemployment, abolition of streetcar and bus bargain rates plus mild
product for slow biz this week.
"Letter to Three Wives" shapes as
top newcomer, "Act of Violence"
being next best Technicolor photography of a glorious South Sea setting provides appropriate romantic background for this picturization of H. de Vere Stacpoole's novel. For British audiences the title and star are virbustiness, but the picture has few other attractions to interest Yank exhibs.

car and outs bargain rates plus mild product for siw With this week top newcomer, "Act of Violence" being next best for This Week.

Ambassador (F&M) (3,500; 50-75)

"Letter Three Wives" (20th), and "The Wives" (20th), and "William Back (20th), and "William Week-End" (EL), \$16,500; 50-75)—"Criss (21th), and "Strike H Rich" (Mono). Mild \$15,600. Last week (Mono). Mild \$15,000. Last week (20th), and "Strike H Rich" (Mono). Mild \$15,000. Last week (20th), and "Strike H Rich" (Mono). Mild \$15,000. Last week, "Gommand Declared of Violence", (Mono). Mild \$15,000. Last week, "Gommand Declared (20th), and "Jin Money" (Mono). Mild \$15,000. Last week, "Gommand Declared (20th), and "Jin Money" (Mono) (20th), and (20th), and "Jin Money" (Mono) (20th), and (

\$8,000. Shady Oak (FM) (676; \$1,20-\$2,40) — "Hamlet" (U) (5th wk). Good \$4,000 after \$55,000 in fourth. Shubert (Ind) (1,500; 75-\$1,20)— "Joan of Arc" (3d wk). Fast \$10,-000 after \$13,000 on second.

### Bandit' Slim at \$17,500 In Prov.; 'Wives' 15G, 2d

In Prov., 'Wives' 156, 2d

Providence, March 8.

Host of holdovers hereabouts with nice bit in most spots. State state of the providence o

### **Film Reviews**

### The Wench **Bad Men of Tombstone** shot down as a common horse-thief. Marjorie Reynolds is the blonde, and quite artificial for a western film. Broderick Crawford per usual is effective as the outlaw chief while. Fortunio Bonanova does well as his righthand man. Well-picked supporting cast is headed by Guinn Williams.

The Blue Lagoon (BRITISH—COLOR

GRITISH—COLOR

GRY selected of J. Arthur Enab. Individual Color of London, March 1.

GTB selecte of J. Arthur Enab. Individual Color of London, March 1.

GTB selected of J. Arthur Enab. Individual Color of London, London London

exhinos.

There is very little plot to the film and the story of the two children, who are shipwrecked on a South Sea Island, is developed by a series of incidents rather than by a woven theme.

The story opens just before the ship on which they are sailing catches fire and they drift for days with an old sallor until they sight land. They find themselves mained. They find themselves mained. They find themselves mained. They find themselves mained. They find themselves mained they are the sailor than they will be sighted by rescuers any day. But also the days pass into months the sailor is the days pass into months the sailor is sailor to the sailor than the sailor

THE WENCH

(PERNCII)
Spalier International Pictures release
of George Legand production. Stars
for George Legand production. Stars
Jana Murat, Jean Brochard, Direct div.
Bana Murat, Jean Brochard, Direct div.
Bana Murat, Jean Brochard, Direct div.
Carrielle. Militar Caprese
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Legand headed by Guinn Williams.

Kurt Neumann's direction is
nicely gaited with action stressed.

Russell Harlan's photography is
topflight as is Dick Heermance's
editing. Film has nice production
values for such type western,
passably good song, "Gir on Flying Trapeze" is acceptably sung an unidentified femme. Weer.

### Rapture (ITALIAN)

(ITALIAN)

Rome, March 1.

Goldridge Curvid M. Felbum) producing the production of the production of

preham. Some Superinger, made. Glusseps and the present careful carefu

that the artist actually saw the strike artist actually saw the strike and strike and strike and strike artist and strike artist and strike artist as complete except for face, the girl agreed country are also as the strike artist as man she once had affair with. Girls covery are ruined by sister. And although the artist plans to marry the girl over protest of her faither the girl over protest of her faither the girl over protest of the faither than the strike artist plans to marry the girl over protest of her faither than the strike artist plans to marry the girl over protest of her faither than the strike artist plans are striked as the strike artist plans are striked as the strike artist plant artist plans are striked as the strike artist plant artist plant artist ar

# stined to pass many years aware to the island. As the production relies for its appeal mainly on its eye-filling viron the cast. Jean Slmmons displays on the cast. Jean Slmmons displays a sarong to advantage and Donald Houston has little more to do than slow off his manly torso. Noel Purcell gives a warm study as the insectible of salice and other memission of the problem of th All Over the Town

(BRITISH)
London, March 2.
GFD release of J. Arthur Rank, Wessey
(Ian Dalrymple) production Features
Norman Wooland, Sarah Churchill, Cyril
Cusack. Directed by Derek Twist. Screen-
play by Twist and Michael Gordon from
play by R. F. Delderfield; camera, C. Pen-
nington-Richards, Nigel C. Huke. At Tiv- oli, London. Running time, 88 MINS.
Nat Hearn Norman Wooland
Sally Thorpe Sarsh Churchill
Gerald Vane Cyril Cusack
Sain Vane
Trumble Bryon Forbas
Miss Gelding Fabia Drake
Sleek John Salew
Grimmett Edward Rigby
Burton Patric Doonan Beryl Hopper Eleanor Summerfield
Tenor Trefor Jones
Marlene

"All Over the Town" is a light piece of entertalnment, centering around local politics, which has obviously been designed for the home market with little value to American exhibitors.

erman's Whart" (Indie) retessue hain Bobby Breen heading state as man and Bobby Breen heading state as man and Bobby Breen heading state and the state of the sta

Knock On Any Door opens to outstanding business at extended-run Astor Theatre

on Broadway!

Dated in 146 keys starting March 17th!



Humphrey - - - BOGART

COLUMBIA PICTURES presents HUMPHREY BOGART in KNOCK ON ANY DOOR

introducing JOHN DEREK + with GEORGE MACREADY + ALLENE ROBERTS + SUSAN PERRY - Screen play by Daried Taradash and John Monks, Jr. a SANTANA PRODUCTION OF THE NOVEL BY WILLARD MOTLEY + Directed by NICHOLAS RAY + Produced by ROBERT LORD

### Metro and WB

tinued from page 5

The Little Three aired another perce which hinted of future these tree-shopping on their part. Parent Paren

ment.
SIMPP's future line of attack

menty proper feture line of states, against big circuits was tipped off by Robert J. Rubin, outfits attorage and the state of the state of the state of the state of the state markets, and that large characteristic of the state markets, and that large Rubin assuited the decree as creating another tremendous circuit "whose very size and buying power represents a Volation of the Suppression of eratre, Los Angeles, and the operator of the Ambridge theatre Ambridge, Pa.

#### Lichtman

ued from page 3 =

consisted ron page?

out of 20th and concentrate forout of 20th and concentrate forLichtman originally was said to
Lichtman originally was said to
have been joining 20th as a liaison
between the studio and sales denamager And W. Sming of sales
manager And W. Sming of sales
tribution branch. Lichtman resigntop position in the company's distribution branch. Lichtman resignresignation was not effective until
March 1 to permit him to take advariate of M-67 pension planautage of M-67 pension planbut now with no corporate title as
but now with no corporate t out of 20th and concentrate ex-

#### Brit. Coin

Continued from page 5
take drastic action on the problem,
the AFI. council agreed to cooperate fully with the producers in
the the continued agreed to cooperate fully with the producers in
to the vexing situation. Meanwhile
the group appointed Freeman to
the vexing situation with the council, it's
cause of the property of the labor group which repe some
20,000 film workers, will contact
Government authorities in an attempt to have overseas countries
tempt to have overseas countries
Repping the AFI. Film Council
Repping the AFI. Film Council
were committee chairman John.

Repping the AFL Film Council were committee chairman John Lehners, Roy Brewer, John Dales, Jr., Rajph Clare, Ben A. Martinez, B. C. Duval, A. T. Denison, Aufrey Blair and Buck Harris, Also attending were John McGovan for the Screen Directors Guild, while Allee Penninan sat in for the Screen Writers Guild.

#### Par, RKO Can Roadshow

One peculiar result of both the RKO and Paramount antist settlements is this-these trust settlements is this—these two companies, along with Columbia, United Artists and Universal, can roadsbow pix while 20th-Fox, Metro and Warner Bros. cannot. None of the companies, of course, can set advance admissions on booking pix in louses since that comes within the price-fixing han.

that comes within the 'price-tion's beautiful that the control of the con-trol of the control of the control of the con-man against them as about the control of the con-trol of the control of the control of the control of the con-trol of the control of th

#### U's Salaries

Continued from page-7; None collected a slice, however,

None collected a slice, however, during '48 since the company showed a loss for the year.

Top-bracketers on salar slice and the slice and the

that sum.

William A. Scully, distribution veepee, was paid \$91,000 while Charles D. Prutzman, veepee and general counsel, received \$75,400. Both have deals for ½% on the first \$2,500,000 and 1% in excess.

in move needs for ½% on the first \$2,500,000 and 1% in excess first \$2,500,000 and 1% in excess veepee, but the first \$2,500,000 and 1% in excess veepee, has the same arrangement as Frutzman.

John J. O'Connor, veepee, who the first \$1,000 and \$1,000 an

### New Par Cos.

Continued from page 5 might very well "mangle the the-atre circuit and cut it up so that the value of the theatres would be destroyed."

the value of the theatres would be destroyed." We wind up with the biggest "We wind up with the biggest financially of any in the business." The big disadvantage in The big disadvantage in the biggest with the disadvantage with the disadvantage with the disadvantage with the biggest with the bi

merers, but we compromised at Coldenson does not anticipate difficulties in working out deals with Par's partners. He will not negotiate until the stockholders aprove the compromise. According prove the compromise concludes a conclude the conclude of the

### **Ed Weisl**

tinued from page 4 : entire value of these interests are set at the \$6,941,362 figure,

Theatres

Theatre net took a sharp plunge Theatre net took a sharp plunge in the past two years, Par's prospectus discloses, but minimum annual earnings of \$12,000,000 is much plunger of \$1,000,000 in the part of \$10,000 in the part of \$10,000 in the part of \$8 against \$20,498,000 in the \$1,7505,000 in the \$1,7505,000 in the part of \$1,7505,000 in the part of \$1,7505,000 in the \$1,7505,000 in t

of '48 against \$20,498,000 in '46 and \$7,555,000 in '47.05 referred to the first time, Paramount of the first time, Paramount of the first time and tim take from sale of theatres.

Fancy Arithmetic

Division Aritimette

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Division Aritimette
two companies is rether tricky. Any
proceeds companies is rether tricky. Any
proceeds companies is rether tricky. Any
proceeds companies unit of divorcement, will be equally
shared between two companies unproceeds over that total go to the
theatre chain. Liquidation cash
after Jan. 1. 1550 lands exclusively
in the theatre treasury. the theatre
treasury the theatre treasury
will give the company \$2,000,000 in
cash. In the event Barney Balaban
does not convert his \$2,000,000 in
or the company does not pre-pay
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or the company, these notes—as it has the right to do—theatre unit receives \$3,000,000 then \$2,000,600. Added \$1,

do—theatre unit receives \$3.000,000 rather than \$2.000,000. Added \$1,000,000 would be used to pay half balaban's claim. Other half would be beder the distrib unit. Balaban's claim. Other half would be beder the distrib unit. Balaban has the right to stock warnis for \$0,000 shares of the production company and a certificate on \$0,000 shares of the theatre unit at \$12.50 per share. If would, thereup per share the would, there do not the production company. New \$17.000,000 Lean \$1.000. The production company.

New \$17.000,000 Lean \$1.000.

New \$17,500,000 Loan

those of the production company.

The West 13:00,000 Loss further and the division of assets goes further the division of assets goes the control of the division of assets goes the division of assets goes the division of t

Feb. 1, 1958. Bank loan agreement limits the theatre company to \$10,000,000 on mortgages or funded debts exclusive of the loan in question. Total cash must not be less than \$1,000,000 and current assets not less than \$7,000,000. Dividends cannot be paid to the paid of carnings garnered subsequent less to regardization and not then unless to regardization and not then unless to regardization and the paid to the pa Bank loan agreement limits the not then unless there is sufficient cash at hand to pay all notes matur-ing during the very

cash at hand to pay all notes matur-ing during the year.

All liabilities such as outcome of anti-trust suits and other future obligations are to be divided equally between the two new com-panies.

### McCarthy, RKO Talk

Hollywood, March 8. Glenn McCarthy and Howard Hughes are cooking a deal whereby

#### Prod. Co. Gets TV

All television patents now held by Paramount go to the new production company in-cluding the rights to large-sereen projection, Austin C. Keough, Par's general counsel, declared. The new theatre company, however, will have large-screen privileges avail-able to it

As for the 560,000 shares of Class B common of DuMont Laboratories and 43,200 shares Laboratories and 43,200 shares of Class A stock now held by Par, Barney Balaban, company prez, believes a fair valuation on sale would be \$10,000,000. Company will not sell unless it gets a "fair price." This stock, originally acquired for \$164,000 and still on the books at that figure, lands with the distribution-production unit.

### Tom Clark

ntinued from page 5

dicated last week that the group would request the D of J to send out the request for an all-industry gathering. That plea will probably be made after the next TOA exec committee meeting slated within several weeks. TOA has announced its public dissatisfaction with the little progress made so far for an arbitration system and warned against the llkelihood of a flood of exhib-distrib litigation.

a flood of exhib-distrib litigation. While TOA has started a conciliation system in a half-dozen test spots, exhibs are staying away from these boards in droves. It is felt the main reason for the lack of business is the fact that rulings are not legally enforceable. Arbitration, on the other hand, results in awards on which both sults in awards on which sides can be held.

sides can be held.

Advantage of the Government calling the huddle is the fact that it is a neutral party and all branches of the industry would undoubtedly recognize the summons. If TOA made the gesture, it is unlikely that Allied would participate. Under Government supervision a system could be participate. Under Government supervision, a system could be worked out without it being tagged as an exhib or distrib proposal.

Showcase Theatres Continued from page 5 theatres now tighter than a Pov-

erty Row producer to a buck. That leaves only the alternative of building, and there the decentralization angle comes in. There's very little urge now to erect a big first-class theatre in the central section of any city. Population move is toward the suburbs, and adequate car parking facilities are almost a necessity for any new simost an excessity for any new erty Row producer to a buck move is toward the suburbs, and adequate car parking facilities are almost a necessity for any new house. Tendency to build, therefore, is entirely in outlying areas which can be reached easily by car and where ground is cheap enough to make an adjoining parking lot practical.

practical.

There is a slight possibility, therefore, of the slowcase continuing, but in a different form from the present. It might eventually take on the aspect of three or four key houses strategically located in various areas of a city and playing a pick day-and-date first run. This key nouses strategically located in various areas of a city and playing a plck day-and-date first run. This has already occurred in the Los Angles area, although the houses there are not operated in the conventional pattern of a showcase.

20th Oils

Continued from page 7

Continued from page 7

Continued Yard to be lensed in England: "Far East Story," which Otto Preminger will direct and for which he's now on his way to Hong Kong for background material; "Methinks the Lady," which follows on Preminger's schedule, and "Pinky," production veepee Darryl or the year, co-stair lag william for the year, co-stair lag william Lundigan and Jeanne Crain Pointing us goth's antimen for

Lundigan and Jeanne Crain.

Pointing up 20th's optimism for the production-distrib branch, in addition, are the recent story buys at the studio. Company last week bought "Cheaper by the Dozen," the Texas oil tycoon will release bought. Cheaptr by the Dozen,"
his future pictures through RKO, lot follow a one-picture commitment for the distribution of "The Green Promise".

"In Green Promise" of the distribution of "The Interest ood McCarthy will more into RKO within two weeks to start work on "My Sweetheart Was a Kangaroo." Sweetheart Was a Kangaroo."

### Fla. Cafes

Continued from page 1 throughout the country. There's been fair dinner business, but late

been fair dinner business is sparse. Probably the only spot that came out ahead this season is Harold Minsky's Colonial Inn, Hallendale, Fla., which had an admission and moderate priced food

Monky the only spot that came with a control of the control of the

ness.

Next year's polt for Miami and
Miami Beach cafes hasn't been
graphed as yet. They're all talking graphed as yet. They're all talking about pering costs, forcing talent prices gownward, and lowering prices generally. Whether the they are the are they are

### **United Par**

Continued from page 4 ;

will be known as United Paramount Theatres.

The employees Investment company plan, intended to give bonuses to top Paramounters through stock issuances, has been abandoned. Stockholder actions prevented the plan from ever going into effect.

plan from ever going into effect.

Among the facts disclosed by the prospectus is that the film backlog which will be handed to the new which will be handed to the new studio company was reduced \$6,-000,000 in the course of nine months ending Oct. 2, 1948. It now stands at \$45,000,000, and will be approximately that figure when the new production outfit takes

the new production outht Lakes Over.
Of the 16 pix, completed but unreleased on the Oct. 2 date, three cost less than \$250,000. Six were between \$1,000,000-\$1,500,000: four between \$1,500,000-\$2,500,000; two between \$2,000,000-\$2,500,000, and one over \$3,000,000.

### Selznick's Yen

Continued from page 3

Lion for domestic distribution. Producer retained rights to have them sold by his own organization abroad.

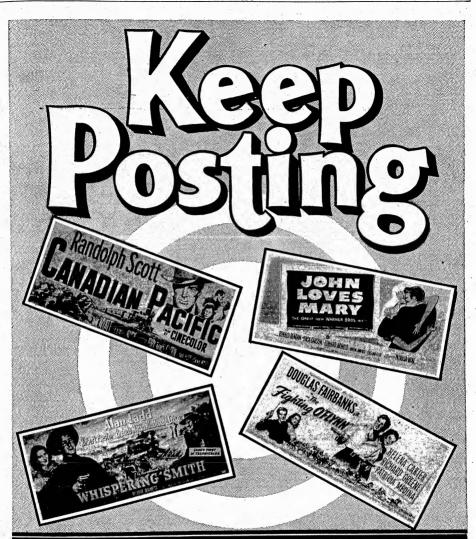
In strengthening the staff, DOS has switched Fred Gulbrensen from his San Francisco office to

Far Eastern salesmanager. Gul-brenscn had held that post prior to being placed in the S.F. job.

to being placed in the S.F. job. Manny Reiner, Latin American sales chief, will leave New York in about a week for the Caribbean control of the Caribbean state of the Caribbean state

#### Louis Lewis Exiting Selznick

Louis Lewis is leaving the Schrick
Louis Lewis is leaving the Schrick organization at the end of
this month to join Warner Bros.
here as a director and saccretary
succeeding William Turner.
Lewis joined Schnick in 1947
Hollywood.
Hollywood.



The motion picture good enough to sell itself has not yet been made"

Martin Quigley

NATIONAL SCIECT SERVICE

### Theatres Corp., at Miami Beach for Clips from Film Row

#### **NEW YORK**

NEW YORK.
Joseph Samartano, Loew's State,
Providence, appointed city manger of Loew's Baltimore Theatres
(Century, Valencia and Parkway),
succeeding William K. Saxton, resigned to enter non-theatrical busicost, by Michael Challet,
succeeding William K. Saxton, resigned to enter non-theatrical busicost, by Michael Challet,
pull Roder Balana food

Paul Broder, Realart head, on extended tour of midwest ex-

extended tour of midwest ex-changes.
William Howard, assistant gen-eral manager of RKO Theatres, left Friday (4) on an inspection junket through Boston, Lowell, Providence and Washington. He's due back early this week.

due back early this week.

New Europe, which featured
Hungarian and Irish films, sold last
week by Gilbert Josephson to Ida
Levay and Morris Kelter, co-owners of Noble Films, Inc. A new
policy showcasing pictures from
all foreign countries will be put
into effect in the near future.

#### ALBANY

ALBANY
Albany TOA unit warned exhibitors that State Education Department inspectors have been checking theatres in this district about state lecenses for motion about state lecenses for motion stances which brought to its attention, exchanges had circuited out-of-state prints which did not earry lecenses and control of the Crandellin Chatham, plans to switch from films to stage rept of the Crandellin in Chatham, plans to switch from films to stage rept the control of the Crandellin in Chatham, plans to switch from films to stage rept the control of the Crandellin Chatham, plans to switch from films to stage rept the control of the Crandellin Chatham, plans to switch from films to stage rept the control of the Crandellin Chatham, plans to switch from films to stage rept the control of the Crandellin Chatham, plans to switch from films to stage rept the control of the control of the Crandellin Chatham, plans to switch from films to switch the control of the control of

summer. Remainder of your the Goo-seat house will show pictures. The Community, 900-seater, in Catskill, reverted to W. W. Farley, K. Catskill, reverted to W. W. Farley, W. Far

#### DALLAS

DALLAS
City Council here reversed itself and defield zaning for a drivenia South Oak Cilif. Two weeks
in South Oak Cilif. Two weeks
in South Oak Cilif. Two weeks
proval for this drive-in but wenresidents of the area protested, the
council banned the operation.
Sull Robinson sold, his Morrardicomes here from Lueders where
he operated the Texas.
Over 450 Chl exchange workers
were articated by mey pay hike.

Robbers escaped with safe containing \$1,600 from Louis theatre last week. Picture was "Here Comes Nauble." On the same containing the same contained to the same contained to the same contained to the same contained to the same contained fair this summer. Denver and Rio Grande Railway is importing large boulders to use as front of theatre.

#### PITTSBURGH

Jim Velde, former SRO manager here who joined Eagle Lion sales staff when Selznick folded its Des Moines exchange. Dave Leff, UA salesman in Buffaio, new UA branch manager in New Haven, succeeding Jack Meadow, who used to sell for that the sales of the sales with BRO.

company in Pittsburgh.
Al Glaubinger, who quit RKO
sales berth here to take one with
Eagle Lion in Cleveland, siated to
head EL office in Cincinnati.
Ted Laskev, partner of the late
Ted Laskev, partner of the late
Corp., which has houses in Connellsville, Republic, Brownsyille
and Uniontown.

#### LOS ANGELES

LUS ANGELLES.

Two films houses changed hands
in a swap between Robert L. Lippert and August Panero, involving
two small California towns. Panero
takes over ownership and operation of the Pix, in Pixley, and Lippert gets the Sanger, Sanger,
Shawill Corwin and Sol Lesser

Sherrill Corwin and Sol Lesser officially took over operation of the Forum, long a neighborhood show-case for Warners.

case for Warners.

No longer will film fans squirm
in overstuffed seats, whether the
picture on the screen is hot or cold.
R. H. McCollough, National Theatres executive, has patented AirCooled Opera Chair, designed to
keep customer's sacrolliae at an
even temperature.

### PHILADELPHIA

Earle W. Sweigert, Paramount district manager in Philadelphia, resigned, but continues on job until successor is picked. unui successor is picked.
Mike Weiss, recently with 20th-Fox, named company manager for "Red Shoes" on road-showing at Trans-Lux; succeeds Feter Bayes, who has gone to Hartford, Conn., for Eagle Lion.

Ted Schlanger, Warner Thea-tres zone chief, named entertain-ment committee chairman for 1949 Cancer Crusade.

Charles Judge, assistant mana-ger of Trans-Lux, upped to man-agership, replacing Tom Speck, re-signed.

### BOSTON

While here on a business trip to see Lew Breyer, head of Madi-sof Pictures, Ben Levine of Film Rights International of N. Y., was stricken and rushed to Mount Au-burn Hospital. Sam Pinanski, head of American

THE RED PONY

### VARIETY

Theatres Corp., at Miami Beach for two weeks.
Managerial changes for Warner circuit in Lawrence include a manager of Palace, sent to Warner office in Newari, N. J., as booker, with John H. Melincott, manager of Palace, sent to Warner the Manager of Palace, and the property of the Manager of Manager of Warner of Modern, while relief manager and panes McGrathy as Morray Howard installed as manager of Warner, transferring from Art, Springfield to replace John Matthews, who is sick.

#### YOUNGSTOWN

TOUNGS IOWN
The 1200-seat Belimont on the north side here is the 10th indoor house operated by Peter M. Welling the 10th indoor house operated by Peter M. Welling the 10th indoor house on the 10th indoor house cont \$200,000.

Robert Gale purchased the Peoples, Alron, which was reopened by him following redecoration.

#### 'Pacific'

- Continued from page 1 = Rodgers & Hammerstein hits which have already closed lengthy runs on the Stem and are now on the road. They are "Oklahoma". Hollywood is holding out very sweet bait for either of them, preably, of course, "Oklahoma".

Paramount, Warner Bros., 20th-fox and Metro had all scouted "South Pacific" in script form be-

#### Cautious on Kingsley

Sidney Kingsley, whose "Detective Story" legiter opens out of town this week, offered to sell screen rights to the play on a pre-production deal be-fore its Broadway preem, but found major studios hurriedly backing away at the fancy fee he asked.

ne asked.

Price set by the author was \$200,000 down against 15% of the picture's gross, with a celling of \$500,000. Consensus was that the play would make a good film—but not at that price.

from it even hit the boards and foomed out the authors on sellintiodizing it. Following the opening in New Haven interest got even toter; and another spurt is exboard to the selling in the selling any of their properties ago that they are not interested in selling any of their properties, they are already in top tax brackets and would get very little out of the film money, and (2) picturization when the selling in the

anticipate will go on for years.
Other authors have these and
other reasons for not letting their
properties go to major studios. In
the case of "Salesman," "Roberts"
and "Fancy" it is because the authors and producers have an idea
they'd like to produce the film versions themselves. In the case of they a like to produce the nim ver-sions themselves. In the case of "Streetcar," feeling is that it would be more profitable to wait awhile and sell it when the present Holly-wood economy wave has worn off somewhat.

somewhat.

"Kiss Me, Kate," the street's second leading musical currently, is for sale, but the price is close to fabulous—somewhere in excess of \$550,000. Nevertheless, Par Is interested in it as a Betty Hutton-Bing Crosby vehicle; and Metro is also in the bidding.

sing Lrossy Vedicie; and Metro is a Metro is a Mike of olding.

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#### N.Y. News' Idea

N.Y. News' Idea
Latest panaes for alling
boxofices, offered by the N. Y.
Daily News, calls for a whipin
out of all films with "propaganda, social significants" ("Propaganda, social significants" ("Propaganda, social significants" ("Propavolves returning" pretty largevolves returning" pretty largestuff, some slapstick comedy,
plenty of human interest and
generous doses of melodrama," along the lines of
returna," along the lines of
returna, along the lines of
returnation of the lines of the lines of
returnation of

Beautiful Cloak Model."
Taking its cue from the recent Allied poll, the editorial
siams the sophisticated and
psychological pix which are algegdly almed at the criticlegedly almed at the critical failed
to point out, however, that this
picture has hit top grossing
levels.)

#### **Adult Pix** - Continued from nove 1 -

Continued from part 1

The low-lay at which the average
tilm is aimed.
Johnston's main point has been
that the level of education in the
U.S. surged sharply upwards in
meeting he cited figures showing
the rise as evidenced by tremesdous increase in the number of
since 1829. he said, total enrollment has been boosted over 100%.
His argument is that the lost
failure of film content to keep up
with the change. Johnston asserted that the producers are not playrather still playing down to its audiences.
At the same time, Johnston fre-

lences. At the same time, Johnston fre-nently reassured his listeners that At the same time, Johnston frequently reassured his listeners that he was not telling them how to make pictures. Moreover, he have to make more money, the series of charts and statistics, aired at all the meetings, were intended to demonstrate what is happening to the entertainment oloilar and how well the films are currently doing.

#### Statistics

Statistics
To show the shocking failure of films to earn their own way in the domestic market, one of Johnston's domestic market, one of Johnston's open their states, one of Johnston's open their states, only one film in 10 paid its way on U.S. Johnston's Tils point is even stronger beer Zifs point is even stronger beer Zifs point is even stronger beer dispersion of the same time, Johnston stressed that business is below 1946, but not the "normal years."

Other graphs showed where the entertainment dollar goes in an analysis of its division among all amusement fields. Rise of the cost amusement fields. Kise of the cost of living and a reciprocal rise in national income were also demonstrated by slides projected on a

screen.

Johnston has also given an account of his recent European trip besides summing the foreign situation. He said that Premier Josef Stain and former Foreign Minister Vyacheslov Molotov wanted to show American films but only those which were chosen by the Russians,

Russians.

Apparently Johnston had a master speech which he made to top studio heads at some of the meets and abbreviated forms which he delivered to larger gatherings. Indicating the number of talks made, four were given at the Paramount studio alone.

#### 'Hamlet'-'Shoes' Continued from page 4

Costhued from page support of the past of

### Theatre Splitup

Continued from page 1 =

continued from page 1

uniber of pix released, the bigger
the total grosses.
That sort of thinking is expected
to spill over to the other majors.
That sort of majors, is now
negotiating for terms with the
theatres as in the IKO and Parymount instances or even partial
divorcement—a development now
considered inevitable—will mean
a drastic upping of thim producsticed by the loss of theatre
revenues.

stort schedules to mind product stort schedules to mind product stilled by the loss of theatre revenues.

The majors have been gradually whitting the number of pix tunned in 1937 to the precent all-time low. Paramount's decision is already revening the tide of figure for Perincipular and the precent all-time low. Paramount's decision is already revening the tide of figure for Perincipular at to by Pine-Thomas, it four to six more than originally reported by Henry Ginsberg, studies of the precent and the p

#### 'Mr. & Mrs.' Continued from pare 1

umnist for the World-Telegram, and Monica Lewis. Format would be a half-hour cross-the-board series, featuring Broadway chatter and Miss Lewis' records.

series, featuring Broadway chatter and Miss Lewis' records.

From Abroad, Too Hollywood, March 8. All and Jones and Irene Hereye are being packaged by Mitchell Mr. and Mrs. alrehow. Tagged Keeping Up with the Joneses, it will cover the forthcoming European tourn of the husband-and-wife the management of the manage

#### Rep. Readies 10 Hollywood, March 8.

Hollywood, March 8.
Republic is starting five features in March and five more in Agril, starting with "Eathons Deep," a preachment against Communes to the Commune of the C



### New York Theatres



18th WEEK! VICTORIA

Richard Lienel Boom DOWN TO THE SEA IN SHIPS A 20th Century-Fox Picture Variety Stage—RUDY VALLEE ce Rocco - MOREY AMSTERDAM

ROXY 7th Ave. 4 =





MAYFAIR

RADIO CITY MUSIC HALL "LITTLE WOMEN" June ALLYSON - Pater LAWFORD Margaret O'BRIEN - Elizabeth TAYLOR Unet LEIGH - Rostano BRAZZI - Mary ASTO

A MERVIN LERGY PRODUCTION
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Pleture CTACULAR STAGE PRESENTATION



# ME AND MY SHADOW

### They Are Expendable

This is the era in rolio when, to lose a sponsor, is transmount to toding up your show for keeps. There are a handful of top personalities capable of commanding Top 13 audiences who are the exception and would have little difficulty romancing new sponsible supplies. But it is generally conceded that four out of five pendable, as the transitional AM-to-TV era finds more and more handrollers everigif the video pastures.

Until this past year, such shows as 'Commanding when the commander of the co

### NBC Plans To Send Out Shows On Tour **In New Overall Promotion Scheme**

As part of its overall promotion scheme for "Operations: 1949" and STERLING MAY NOW NIX NBC is setting up elaborate ma-chinery for sending a number of shows out on tour.

Pointing to the \$660,000 gross chalked up by Bob Hope in his recent swing of key cities, NBC is now mulling a series of such tours for one-night appearances. Network figures the payoff will not only lie in the additional coin for the taient, but in the promotional publicity values inherent in such tours and in the goodwill engen-dered by "giving the talent back to the people."

NBC affillate stations will be enlisted for local promotion and the network will set deals with talent agencies for additional acts with which to surround the touring radio talent.

As one NBC cose with the control of the control o

As one NBC exec put lt: "Just as CBS has gone into the doll business, we're going into the show promotion business."

### Gen. Foods Axes **Burns & Allen**

General Foods, becoming in-creasingly video-minded, as is its to agencies, Young & Rubicam and Benton & Bowles, gave fur-and the second of t

Lambs Gambol on NBC-TV.

GF figures today that \$17.500 for
a radio show is a lot of coin, depiles of the ability of B & A to
bit the higher Hooper brackets
NBC Thursday rating. Food comPany first gave evidence of its
trend toward lower-budgeted programming when, a couple of seasons back; it dropped Famine Fallow
Show Show of the Completed for
the complete of the complete of the complete of the
"Complete of the Complete of the Complete

There's now a strong possibility that Sterling Drugs will not only sencel its Sunday night at 9 "Manhattan Merry-Go-Round" show on NBC, but the 330 "Album of Familiar Music" program as well. Move is cued to the drug company's decision to tighten its purse strings on radio expenditures.

ITS 'ALBUM' AS WELL

### **NBC Perks With** Its Double-Bill Coup on Steel

Things began looking up at NBC this week, with the network grabbing off the U. S. Steel "Theatre Guild of the Air" from ABC with its lucrative hunk of billings. arte Gull of the Air\* from ABC with its lucrative hunk of billings. Actually, NBC engineered a double-billings oup in romancing the U. S. Steel biz, The company the U. S. Steel biz, The company the Back of the

### CBS Sets Two-City Pull out on Hooper; FC&B in Cancellation

FCCB in Cancellation

### SUBSIDS NOW BIG BUSINESS

By GEORGE ROSEN

By GEORGE ROSEN

CBS is becoming subsidiary-conscious in a big way these days and
the gag around the network is to
the effect "we've got some shows,
to be effect "we've got some shows,
to kight now on the distribution of the standard on the standard of the standard on the standard on the standard on the main, stemming from William
S, Paley's capital gains acquisition
scheme Columba finds itself today
dabbling in films, legit, a projected
newspaper syndicate column, etc.
ensuring enterprises as program
packaging, its own sales rep or
sanization and the corporate setups
specially and the corporate setups

Bergen, Bing Crosby, et al, continue.

The CBS-built program package operation is probably the most successful setup of its kind to date, but the continue of the continue of the million and of the continue of the million and of the continue of the contin

nanza in coin through the Goast-Goast HPL radio programming activities now may be used to the control of the co

It's estimated that there will be a six-figure net income from the dolls alone. Amos 'n' Andy jigsaw puzzles are being set up for nationwide distribution. Columbia Records is bringing out an album of A & A fairy tales and Amos' (Continued on page 42)

### **CBS Nixes Plans For** Bill Lawrence Segue To Lucky's Hit Parade

To Lucky's Hi Parade

Plain for Bill Lawree to
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### **NBC-Affiliates' 500G Promotion Binge Set: Hassle Rises On Coin Spending With Anti-Radio Dailies**

His Master's Voice

His Master's Voice
Despile overtures initiated
to move Eversharp's "Take it
or Leave it' from NBC to
CBS is a move which would
to CBS is a move which would
to CBS is move which would
forsee Heidl program, out of
the same Milton Blow agency
stable, also to make the
clided over the weekend to
keep "Take it' entrenched as
an NBC fixture. Heidl is now
cylock period and return to
his 10.30 NBC niche as the
companion show to "Take it."
one little hurdle standing in
the way. Frank Folsom, prexy
of the NBC parent company
of the NBC parent company
RCA-YICOL, happens to be a
ROA-YICOL, happens to be
boarder of the Evers harp

### **NBC Dangling Coin To Stations** In Bid For Talent

IN JULY TO TAILS.

NBC has embraced on a policy of "going back to the local status of the local status of

artists:

As pointed out by Royal, just as the Mills Bros., the Boswell Sisters, Dinah Shore, Garry Moore, the Shore of More, and the Shore of More, and the Shore of Shore of

### Singleton Not The 'Blondie' Type, Sez Colgate After 10 Yrs.

Hollywood, March 8.
For going on 11 years Penny
Singleton and "Biondle" have been
as synonymous as any pairing of
flesh to character. In the air and
on the screen her mindig of
flesh to character. In the air and
on the screen her mindig of
flesh to character. In the air and
the screen her mindig of
flesh to character.

I that week Columnia to the cartoon
itself.

Last week Columnia

with the show to have a New York origination.

Pillsbury Pours All Its

Flour in Burnett Bag

Elishury Flour which had previously divided its products of the time of the product of the time of the product of the time of the product of the product

\*\* NBC and its affiliates are blueprinting a promotional drive which
sprinting a promotional drive which
seed to be a seed of the seed of the seed of the
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but with a shorter the web.

If, as it presently being talked up, the NBC-affillate expenditure adds up to \$500,000, it would be the largest chunk of coin ever plunked down in radio history on a single concentrated effort.

### **Colgate to NBC: Love That Policy**

Apparently NBC need not be disturbed about any Colgate-Palmoire-Pet descritions from the web's programming many of the networks annual billings, including the Dennis Day and Judy Canova Saturday night is how, Bill Stern Friday night program and Wednesday night is foot of Super-New Stern Stern

night "Blondie" show for Super-Suds.
It's known that web prexy Niles
Trammell has received a congratu-latory letter from E. H. Little, Col-gate prez, commending him for the web's stand in opposition to capital gains deals, with the int-mation that Colgate wants no part of such maneuvering.

#### **Boy Grows Older**

Basch Badlo-TV Productions ran into a snag transcribing a new series of the "Little Nick" jingles for Nedick's. When Dick Leone, the original "Little Nick" turned up at the Basch office it was dis-soprano in the three years since the first waxing. So Basch auditioned dozens of youngsters to find one who wouldn't quickly turn into a basso protundo and who had the same protundo and who had the same that the same was a superior of the was Liyear-old Alan Shay, The jingles will hit the air in a week, via Weiss and Geller. Basch Radio-TV Productions ran

### SCHISM WITHIN MUTUAL BOARD SEEN PRELUDE TO ERUPTION IN JUNE

Resignation of Phillips Carlin as program veepee of Mutual, several days after network preys discovered to the days after network preys discovered to the days of the many discovered to the face of an attempt to oust him agree the minority but influentiat stockholder interests the satisfaction of having accomplished with an eye toward possible attention of having accomplished having the days of the d

gave the minority but influential stockholder interests in satisfactories are accomplated half their mission.

Kobak himself refused to resign, asserting "you'll have to fire me factories asserting by the stockholders are all their mission.

Kobak himself refused to resign, asserting "you'll have to fire me factories are all their mission.

Kobak himself refused to call it quite the last, he decided to call it quite the factories are all their me factories.

Carlins bowout marks the second within recent months among the stage now with WDSU. New for the ways with Kobak after the latter with the factories are all their missions and the stage of the ways with Kobak after the latter evealed his intention of the ways with Kobak after the latter evealed his intention of the ways with Kobak after the latter evealed his intention of the ministrator. Latter post remains milled, although Kobak has intention of the ministrator. Latter post remains milled, although Kobak has intentioned the milled of the stockholders and benefit of the stockholders and Levis Mutual Board and Don Lees No. I work of the stockholders, including the Checago Tribune-Work and Ben Climbel (WT). All the control of the latter of the stockholders including the Checago Tribune-Work and Ben Climbel (WT). All the middlers are the stockholders including the Checago Tribune-Work and Ben Climbel (WT). How he was the stockholders now Kobak are tied stockholder

It's known that neither the ockholders nor Kobak are tied (Continued on page 40)

### Minn. Gets Bill To Ban 'Lurid' Airers

Broadcast of "intel" crime storles would be barred by bill introduced in state senate and referred
to committee. Bill is suthored by
Solidation of the committee of the committee.

It would outlaw local or
network shows dealing with murder, bloodshed, rape or attempted
ing to make "heroes or heroines"
of criminals. Similar bill is now
sefore Wisconsin state legislature.

Right of stations to broadcast
"legitimate" crime news, however,
is protected, measure providing
"legitimate" crime news, however,
is protected, measure providing
tutal crime "within a reasonable
period" after it has been committed, or news of developments
to solution of the crime. Exempted
are radio stations operated by
law enforcement agencies.

### Chevalier Disks First 'This Is Paris' Program From Cafe de la Paix

Paris, March 1.

The premiere performance of the "This Is Paris" show was taped from the Cafe de la Paik alst week. The half-hour program is slated for a Thursday evening 10 o'clock slot over the Mutual Broadcasting system.

over the Mutual Broadcasting system.

Maurice Chevalier starred, with Claude Dauphin, French film star, show was a musical variety deal, with Paris fashions thrown in to catch the feminine ear. Guest stars on the first program were Yves Montand; Line Renaud, French results of the Start of t

MARTIN-LEWIS SHOW

Scaltest is talking with NBC with an eye toward possible sponsorship of the new Dean Martin-Jerry Lewis comedy show. Network is grooming the comedy duo for Sunday night showcasing as part of its new programming pattern.

part of its new programming pat-tern.
Sealter this season has been sponsoring the NBC Thursday sponsoring the NBC Thursday AFRA tiefn, but the client re-portedly hasn't been too happy with the payoff. Present show has a \$10,000 weekly nut. N. W. Ayer is agency on the Sealtest account.

### N.Y. Mgrs. Group **Mulls Tackling Of** Mutual Problems

Malagers and top executives of all stations in New York—including both Indies and network admiliates—laid plans for the formation of a managere group to work out unified policies on mutual problems on the walker of the property of the pro

owned indic.

One proposal aired at the meeting was that the new orzanization, when formed, should make a concerted pitch for simultaneous expiration dates, for all labor contracts, so that new pacts could be negotiated along the same general lines. Some toppers feel, however, that in the complex New York that in the complex New York and the same that is "a pipe dream." In addition to servive see a clean.

tion dates is "a pipe dream."
In addition to serving as a clearing house for information, the proposed group would work on coordinating requests for cutfo public
service time. The problem of multiple and conflicting appeals has
long been a beef of the station
biggles.

In a Nutshell

In a Nutsneii
World's smallest mike was
used for the first time on the
air by Lyle Van on his "News
on the Human Side" over
WOR, N. Y., last week.
The mike, which weighs less
than a quarter of an ounce,
fits into a half'a walnut shell.

### Canadian Clergy Blast Disk Jockey Airer: M.P. Calls It 'Ravings, Tripe

Calls It 'Ravings, Tripe'
Ottawa, March 8.

Latest blast directed against a morning disk fock airer, "After tom House of Commons, where Douglas Ross, Toronto M.P., last from House of Commons, where Douglas Ross, Toronto M.P., last the Common of Commons, where Douglas Ross, Toronto M.P., last common of the Common of Common of

### P&G NIGHT ROSTER ON NBC DUE FOR CHANGE

NBL JULE FUR LITARIUS.
With Protects & Gamble moving its Red Skelton short from NBC to SB in the fall, P. & Clie remaining to Red Skelton short from SBC to SB in the fall of the fall of the state of the fall of



ED SCOTT

Personable Ed Scott has been show-wise since he was 13; does a brisk job as/KLZ's platter-master and handles a number of KLZ's top local programs. KLZ. Denver.

'Soap Queen's' **AM-TV** Shuttle On 'Playhouse'

Elaine Carrington, whose author-Einne Carrington, whose author-ship of the Procter & Gamble-General Foods-sponsored "When A Girl Marries," "Rosemary" and "Pepper Young's Family" daytime serials fetches her an annual in-

serials fetches her an annual income of nearly \$300,000 a year, has negotiated a deal with NBC for her bow into television.

Despite the daily grind of scripting there soapers and keeping children weeks in advance), Miss Carlon Playhouse' for a once-weithy half-hour NBC-TV showses in which she'll adapt her published short stories for video. Series is scheduled for a late April preem, when hiss faul made returned also emece the program, introducing the characters, etc.

Several years back the soaper

some the characters, etc.

Several years back the soaper scripter did a "Carrington Playhouse" radio series on Mutual, but in that instance it was designed to give new writers an airing.

### RICHARDS HEARING AGAIN SHOVED BACK

Washington, March 8. Hearings on the George A. Richards stations in Los Angeles. Detroit and Cleveland were post-poned for the second time last poned for the second time last week by the Federal Communications Commission to give the agency more time to prepare for the proceedings. The schedule is now set for March 23, with the first phase of the investigation to begin in L. A. in the Federal building. Commissioner E. M. Webster will preside.

will preside.

Commission recently turned down a request from Richards to be heard in person before the full membership. In advance of the membership in advance of the commission of the second of th

### WMIN AFRA Pay Hike

Chicago, March 8.

American Federation of Radio
Artists midwest activities resulted
in a 12-17% pay increase for
WMIN, St. Paul, staff announcers,
in the face of a strike threat.

AFRA will attend NLRB hearings at Rock Island, Ill., centering around WHBF refusal to exclude station supervisors from union voting.

R&R'S NEW CHI BIZ

Consolidated Royal Chemical has appointed Ruthrauff & Ryan to han-dle Krank's shave cream and Mar-

### **Thursday Night NBC Show Poser**

Considerable instructs is situated to the "Thursday Night to the "A by Drodcasting season. In contrast to its present state of July. Lime was when NBC to the state of July. Lime was when NBC to the state of July. Lime was when NBC to the state of July. Lime was when NBC to the state of July. Lime was when NBC to compete. But a lot has happened since then, notably CBS dominant since then, notably CBS dominant season from the state of July. Lime Photographer, "Mr. Keen," "FBI Burns & Allen have been cancelled by General Foods, with a Burns & Allen have been cancelled by General Foods, with a Gutt, which was the state of the cancellation heap, with the client now eyeing the Dean Marthurday promoter the state of the cancellation heap, with the client now eyeing the Dean Marthurday promoter the state of the cancellation heap, with the client now eyeing the Dean Marthurday promoter the state of the cancellation heap, with the client now eyeing the Dean Marthurday promoter the state of the cancel state of

General Electric's Fred Waring program is in the doubtful columns, now that GE has bought Sunday night CBS-TV for a Waring video show. However, it's considered likely that GE will cancel out on the Thursday night cel out on the NBC radio time,

### **B'casters Alert** Selves Vs. Labor

Washington, March 8.
Protection for the broadcaster against abusive labor practices was asked by the NAB last week in recommendations to the Senate Committee on Labor and Public Welfare considering legislation to displace the Taft-Harrley Act.

displace the Taft-Hartley Act.

NAB urged that the new labor law include a provision against freatherbedding. Few people,

NAB said, "will disagree with the proposition that an employer should not be compelled to pay for services which are not required or to pay exactions for services not performed."

The Association stressed the obligation of both labor and manobligation of both labor and man-agement to "bargain collectively in good faith" and suggested that labor organizations be given parallel responsibility with em-perative properties of the parallel responsibility with em-perative properties of the parallel responsibility of A statement by Don Petty Albageneral counsel, a ske d that abusive practices by either a handful of labor leaders or a small the parallel responsibility of the bargain state of the parallel responsibility december of the parallel responsibility adequate laws in this field.

### **HUB'S WHDH IN BLACK** FOR 1ST YEAR IN '48

FUR IST YEAR IN '48
WHDH, Hub Indie, operated by
the Herald-Traveler, reported its
first year in the black this week
than are profit of \$38,610. Size
than the black this week
than the profit of \$38,610. Size
claim for refund of \$38,800 in feel
reful taxes. Herald-Traveler itself
netted just under a million, down
Net sales of station time in 1948
exclusive of talent and lines was
822,199, an increase of 47% over
1947. This resulted both from an
Sez\_199, an increase of 47% over
1947. This resulted both from the
1

dle Krank's shave cream and Mar-row Oil.

Both products will continue their present radio lineup, but plans call for changes in other media.

### Top 20 and the Opposition

		Sponsored Network	•	ompet
Program 1	Hooperating			tion
Walter Winchell	28.1	Electric Theatre	8.6	19.9
man a local and man " and		Man. Merry-Go-Round	8.6	
Fibber & Molly	26.6	Edwin D. Canham	1.7	8.3
		Johns-Manville	2.1	1
Lux Radio Theatre		Gabriel Heatter	6.5	14.1
		Fishing & Hunting Club	1.8	
		Johns-Manville	2.1	
		Telephone Hour	7.5	
		Dr. I. O.	9.4	
Jack Benny	25.0	Horace Heidt	9.7	17.3
Bob Hope	21.0	We, the People	0.4	17.8
			4.4	
Godfrey's Talent Sco		Railroad Hour	7.4	16.8
and the second second		Henry J. Taylor	3.6	
		Sherlock Holmes	5.3	- 13.
	4. 1	Voice of Firestone	6.0	
Duffy's Tavern	19.7	Milton Berle 1	0.0	20.5
			6.9	
			4.4	
My Friend Irma	19.6	Arthur Gaeth	1.2	12.6
		American Forum	3.4	7-10
	and the state of		7.2	
Amos 'n' Andy	18.9		2.4	21.1
A CONTRACTOR			4.7	
			4.0	
Stop the Music	18.8		1.6	23.1
			8.0	40.1
			1.3	
Mr. District Attorney	18.6		2.1	17.9
	199 -		3.6	-1.0
		Johns-Manville	21	
People Are Funny	18.0	No spons'd network prog	ram	0 9 15
Mr. Keen	16.9	Theatre U.S.A.	30	20.8
	A 100-11	Burns & Allen 1	5 0	20.0
Big Town	16.5	Hit the Jacknot	0.3	14.8
Crime Photographer	16.3	Burns & Aften 1 Hit the Jackpot 1 Jo Stafford	2.2	14.9
W		Johns-Manville	21	14,9
			9.7	
	1.2		***	

# AM-TV INTEGRATION-WHEN?

### **Bringing 'Em Back From Above**

For years the guy in the commercial film department of advertising agencies was operating out of the "tumor-division." He was always the "fellow on the floor above," while all the creative program braintrusting was going on downstairs. If an agency wanted or "kick someone upstairs" because he had fallen out of grace, he But now that these selfsame agencies have been smitten with the video bug, with clients today putting the major accent on television, it's the boys with the knowhow on commercial film techniques who are in demand. They re being treated with a new respect. What they learned upstairs is just what the client needs today for proper teactment of commercials on video.

### Job Situation Plenty Tough For Radio Actors, Singers, Survey Finds

Aguilor Acturity, DisOne out of every four radio actors in the major either of the country was totally unemployed in the
Spring of 1948, which was eight or
nine times the unemployment rate
for the working population as
whole, according on report just
Based on a survey made by the
Bureau of Labor Statistics in coporation with the American Pederation of Radio Artists, the report
showed that they unemployment
also but less than among actors.
However, most amounters and
sound effects men were regularly
employed.

However, most announcers and sound effects men were regularly employed.

If the second of the second \$3,400 was one-fourth.

L. A. Idle Peak

L. A. Idle Peak
During the period in sarly 1948
when the survey was made Los
Angeles had the highest proportion
of unemployed radio artists,
with one-third of the actors and
one-fifth of the singers out of
work. In New York the proportion
work in New York the proportion
and other cities that in Chicago
and other cities that we will be a complete the
unployment was much lower.
Various factors were found to
(Continued on page 40)

(Continued on page 40)

### 'Overlap' Stalls WHAS Transfer

Washington, March 8. Federal Communications Commission hearings in the WHAS. Washington with the WHAS cossed today (Tues, and the WHAS cossed to the WHAS cossed t

(Continued on page 42)

### Philly's Longhair Station

Philly's Longhair Station
Philadelphia, basch 8
WPLN, first all-PM broadcasting
station in this area, goes on the
air Monday (14). New station's announced policy is expressed by the
slogan 'Good Music and Good Inslogan 'Good Music and Good Inslogan's Good Music and Good
How Station's Angeles, and
WQQW, Washington, D. C.
Entire air time will be devoted
to playing recorded and tive claston playing recorded and tive clasand debates, discussions of imporant foreign and domestic issues,
news broadcasts and other educafioral and cultural programs. In
suburban Roxborough, highest sention in city area. Central studies
are on the immediate future plans.

### Corwin to UN Radio Division **Global Projects**

Norman Corwin has Joined the Radio Division of the United Natural Program of the World Natural Natur

world citizenship slated for a June presentation.

As part to the UN project to As part to here from foreign countries to aid in planning and execution of special programs based on major themes of interna-tional concern, Louis MacNicec. Eritain's top radio writer, is due here soon, and is scheduled to col-project.

project.
Corwin checked off radio a couple of years ago following his CBS series based on his Willkie "One World Award" global flight. He has returned to N. Y. after living on the Coast.

### 'Music Please' Goes Net

"Music Please" Goes Net
"Music Please" goes on CBS net
"Rusic Please" goes on CBS net
[11.30 slot, after several months of
WBBM mail pulling, Musical features 26-piece oreh under direction,
of Caesar Petrillo backing Vocals
by Connie Russell, Louise King
Show continues on S5 minute
basis for WBBM local airing.

### **CONFUSION HIGH** IN THE INTERIM

More and more trade observers are coming to the conclusion that he sooner the sales-administrative-program echelon within the framework of networks, stations and spencies subscribe to a policy of a conclusion integration, the rate observation integration, the rate observation integration, the rate observation integration, the rate observation in the pacting of deals for personal results and properties, inevitability of the pacting of deals for personal results and properties, inevitability of the pacting of deals for personal results of the pacting of deals for personal results of the pacting of deals for personal results of the pacting of the pacting of deals for personal results of the pacting of the

more pronounced. Right now there are collisions and conflicts all over the trade and conflicts all over the conflict of the co

contingent is baffied as to where they'll come of.

Serious Morale Problem
The solution, it's pointed out, does not lie in the present formality of bringing the AM-TV crews for the continuing and general discussion of problems but, from a creative point of view, there must be a continuing and permanent'-integration networks, there's a serious morale problem shaping up because of a non-integration policy. TV presonnel increases day by day, the strictly-creases day by day, the strictly-creases are considered to the first that inevitably televisor will be the big noise in the era of diminishing radio returns, are asking themselves: "Will there of the first that inevitably televisor in the continuity of the first that inevitably televisor in the continuity of the first that inevitably televisor in the continuity of the first that inevitably televisor did not be continued to the continuity of the continu

### **Hoover Commission's Task Force Report to Congress Takes Some Jabs at FCC, But Is Vague on Cures**

Taking a Chance Lever Bros. and J. Walter Thompson agency are going out on a limb on its "Lux Radio Theatre" presentation for April 4. Attraction that night will be the newly-released Claudette Colbert-Fred MacMurray "Family Honeymoon" pic.

Murray "Family Honeymoon"
yie.
"Lux, practice in the past
has been to hold off on properties until their bo. values
have been established in film
houses around the country,
"Honeymoon" was set without
any bo. figures, strictly on the
basis of past Colbert-MacMurray audience pull.

### WMCA 'Realistic' Shakedown Under 'Operations Boggs'

does not lie in the present formality of bringing the AM/TV covery logether for once-weekly briefing and general discussion of problems and general discussion of problems and general discussion of problems and there must be a continuing and permanent-integration.

Menawhile, around the networks, there's a serious morale problems and preplaying a new release day by day, the striction policy. TV personnel increases day by day, the striction of the continuity o

### Feltis Bowout Cues Conjecture On Ultimate Fate of Strife-torn BMB

Measurement Bureau was a topic for industry discussion this past week as Hugh Feltis officially re-

or industry assession this past week as Hunt Petits officially reweek as Hunt Petits officially resecret the general managership of a secret the general managership of a secret the general managership of a string attending BMDs administeral string attending BMDs administeral ing generally deplored by the indus-ity as a whole. He initially re-stored als weeks ago, but deferred in the secret of the secret of the secret in the secret of the secret of the secret in the secret of the secret of the secret himself a new yob and went on a sales hinge to wrap up a lot of new stations, including WLW. Cincin-ever, the radio industry will need ever, the radio industry will need as BMD or something better, par-ticularly in the coming era when vertisers questioning whether ra-dio can deliver. As a matter of self-preservation, the industry must osf-preservation, the industry must

out of it emerge a stronger administration, the industry will support it. That's why CBS, for one. The properties of the stronger administration was a support it. That's why CBS, for one. The support it. That's why CBS, for one. The support is the support it. That is the support in the walk of the support in the support

It Is Vague on Cures

Washington, March 8.

Both by mpileation and specific critician.

Both by mpileation and specific critician with the property of gress. That part of the report on gress. That part of the report on gress. That part of the report on the independent regulatory agencies dealing with FCO operations stapped hard at Serious weak-commendations for improvement stapped hard at Serious weak-commendations for improvement of the property of the prop

engineers and lawyers among its members, the report didn't say, Too Many Turnovers

The report criticized the regula-tory agencies for too much turn-over of members, pointing out that (Continued on page 40)

### Lever Bros. May **Reverse Trend**

Reversing the trend of top bank-rollers who are beginning to siphon coin off from radio budgets to en-ter the commercial video arena, Lever Bros. is mulling an addi-tional half-hour of AM program-ming in a bid to hypo its Tuesday night spread on NBC.

night spread on NBC.
For a while Lever was considering cancelling out "Big Town" for Lifebuoy and slotting Jerry Lewis and Dean Martin in the 10-10:30 Tuesday slot, but permitted its option on the L & M duo to lapse. Company now wants to move "Big Company and wants to move "Big of the Town of the Tuesday ride as a companion stanza to the Bob Hope Show. An additional half-hour of Lever

An additional half-hour of Lever programming, coming on top of the U. S. Steel biz acquisition, would represent a sizeable hypo on the NBC morale-billings front.

### WHDH's Grapefruit Repeat

WHDH, Hub Indie, is set to carry direct overage of Grapefruit league baseball games of Boston Braves and Red Sox. India broadcast is set for March 12. This work of March 12. This work of March 12. This work of March 12. The March 12. The March 12. This work of March 12. The March 12. This work of March 12. The March 12. This work of March 12.

Programs are under the joint sponsorship of the Atlantic Refining Co., Narragansett Brewing Co. and the Boston Herald-Traveler.

### Church Steeple Looms as Tomorrow's Radio Station, in Baptist Activity

Kadio Station,

Washington, March 8.

The church steeple of today may be the radio station of tomorrow. It may also be a godend today may be the radio station of tomorrow. Through the development of the component of the stations of the stations every 10 miles on a single FM channel, housands of churches may soon be able to broadcast services and congregations. The little stations, which can be established for approximately \$2.000, would serve to project community life back to congregations. The little stations, which can be established for approximately \$2.000, would serve to project community life back to engrey the stations of the stations, which can be established for approximately \$2.000, would serve to project community life back to engrey the stations of the station of the stations of the stations of the stations of the stations. The Baptists of the 10 wast stations. The Baptists have a membership in greater use of the 10 wast stations. The Baptists have a membership in greater use of the 10 wast stations. The Baptists have a membership in greater use of the 10 wast stations. The Baptists have a membership in the station of the stations of the stations of the stations of the stations of the stations. The Baptists is any indication of the rest of the country, there may be 700 stations operated by this desired the stations of the stations. The Baptists is any indication of the protein of the stations of the stations. The Baptists is any indication of the protein of the stations of the stat

2,000, and possibly many more, low powered FM outlets, FCC per-

### **TV-FM Set Sales** Show AM's Slip. Sez FMA Prexv

Washington, March 8.

Production by major manufacturers of medium-poriced television by major manufacturers of medium-poriced television by the FM A8s.n. last week a definite acceptance by the industry and the listening public of the acceptance by the industry and the listening public of the A8s.n. last week as definite acceptance by the industry and the listening public of the A8s. The

### SILLERMAN IN EXIT AS KEYSTONE PREXY

AS ALISJUNE FRAM.
Michael M. Sillerman, president
and director of Keystone Broadactsing System, has resigned both
offices, effective March 15. Sillerman indicated that he is exiting
was not adopting his plans for expansion in coverage, promotion
and research. Sillerman, who has served as
president silnee the wax web
started in 1840, retains his stock
started in 1840, retains his stock
not yet announced his future plans.
No replacement for the presiden-

not yet announced his future plans. No replacement for the presidential post has been made yet, but Naylor Rogers, former manager of KNX and Keystone veepee, has been named executive veepee with headquarters in Chicago. Noel Rhys, account executive, will head up the net's New York office.

### ABC Sets Seattle Fiesta

Seattle, March 8. The 20th Annual Fisherman's Fes-tival here, set for March 20, will be broadcast over the entire ABC network from KJR, local ABC out-

let.
It marks the ninth consecutive year that KJR has broadcast the affair, which is the highlight of the readying of Seattle's large fishing fleet for departure to the halibut fishing grounds in Alaskan waters.

#### Legislative Hearings In Mass. to Be Aired If New Bill Is Enacted Boston, March 8.

eral court last week by Sen. Sum-ner G. Whittier calls for the enactment of a permissive law allow-

actment of a permissive law allowing radio stations to cover all legislative hearings either on a live basis or, with lapse for rebroadcast law hittier, who conducts 'a top-ranking local show called "This Week at the State House," a show the state of the state of the state flows, and the state of the state flows in the state of the state of

good deal of the aimless chichat and foolishness that often characterizes hearings.

It has long been cuistomary for it has long been cuistomary for it has long been cuistomary for it has been prohibited from actual hearings. Sen. Whittier claims that reporters, by the very selection of profess, by the very selection of celting the news while radio would offer legislative talk straight from the horse's mouth. Some opposition has been shown to the bill on the the

### SPORTS R'CASTERS ELECT

SPORTS E/OASTERS ELEVT
Marty Glickman, of wMcM,
N.Y., was elected prexy of the N.Y.
Sports Broadcasters Asan, succeeding Bill Stern, at a luncheon
meeting Monday (7).
Other officers voled in are:
Jimmy Dolan, NBC, executive section, the state of the second of the

### Dinah Shore Thumbs MBS Disk Jock Offer; Sinatra May Spin Platters

Hollywood, March 8.
Frank Sinatra may turn disk

Frank Smarta may utra utas 1-x shortly, but Dinah Shore had decided to stick to making Diara 1-x shortly, but Dinah Shore had the two singers for a back-to-back the two singers for a back-to-back network dealy setup. and the tell the state of the state of the tell the state of the state of the tell th nterested in be-out disk jockey.

### **Balto Outlets Band to Fight** TV Challenge

Seven of the nine radio outlets here have formed a committee to meet the challenge of Tallenge of the comment o Baltimore, March 8.

in every room to suit everyone's, taste."
Two of the three local TV outlets are newspaper affiliates and AM is are newspaper affiliates and AM is even to the season of th

### **Webs Deny as 'Absurd' Domination In Spot Field: See No FCC Violations**

Cut the networks out of the statlon rep business and you stifle rather than stimulate competition the Federal Communications Com mission was told last week by NBC, CBS, and ABC, who are opposing any regulation to restrict their representation of affiliates in the sale of national spot advertising. The webs filed briefs on their arguments before the Commission at hearings last December and

January.

NBC called monopoly complaints
of the major reps "absurd" and
said there is no danger of domination of the national spot field by
he nets. On the contrary, said
the web, regulation of network
spot operations would restrict the
independent station's freedom of
choice.

CBS said the reps failed to prove any violation of FCC chain regula-tions. The "safety valve" in the whole situation, asserted the net-work, is the station itself., which would be quick to fire its net's spot

sales division II it tried to rob the affiliate of its independence.

affiliate of its independence.

ments were also filled by WRVA.
Richmond and KSL. Salt Lake
City, affiliates represented by the web's Radio Sales Division.

For the sales of the sale

### From the Production Centres

IN NEW YORK CITY . .

IN NEW YORK CITY

Dick Switt officially appointed gen. mgr. of WCBS as Art Hayee' spacessor... Robert Freitheries, director of the Radio Recording Divisionessor in Robert Freitheries, director of the Radio Recording Divisiones of the Radio Recording Divisiones and the Robert Lewis Shayon (CBS) father casting System as sales manager.... Robert Lewis Shayon (CBS) father of a daughter, Shella Russell, Monday (7)... John Gambling celebrated 24th year at WOR yesterday (8)... A committee of the Radio Directors that a national contract covering freelance directors. Ted Coralyschalaran of the RDG committee.

Jack Beall subbing for Elmer Davis while the ABC news analyst is on two-week vacation. Davis was cited for "best foreign news Interpretion" for radio from this country and NBC's Bent Casselly for reporting free of the RDG committee.

Jack Beall subbing for Elmer Davis while the ABC news analyst is on two-week vacation. Davis was cited for "best foreign news Interpretion" for radio from this country and NBC's Bent Casselly for reporting free free free free free properties from celebs. Show's ABC's Martin Agronsky commended by Heywood Broun Awards committee for his payroll kitchacks expose... "Stop the Music' (ABC) to mark first anni March 20 with recorded greetings from celebs. Show's quest with Bed Benssion on WMGM Fritagy 11.0... Richard Route, who we's TV sales staff... Mel London, ex-program director of WGRR-FM, New that's "Mondance" of Richard Swift, ass't gen, mgr. at WGBs, to Pineburst, N. C., for vacation... Morey Amsterdam's mother died in Indlywood Wednesday, 2)... Robert Hudson, CBS education and opinion programs director to a smaller for Midhingan. Radio Conference and the programs of the programs of the Radio Conference was a stage of the Radio Conference was a stage of the Radio Conference of the Radio Conference

### IN HOLLYWOOD .

IN HOLLYWOOD

Margaret Whiting drops off Campbell's Club 15 next month to set up housekeeping and do the wifely chores for Hubbell Robinson in New Toncuskeeping and do the wifely chores for Hubbell Robinson in New Toncuskeeping and do the wifely chores for Hubbell Robinson in New Toncuskeeping and do the wifely program going. Let Buckelew, CBS western division station relations mgr, swinging through his territory after officialing at linking of Freeno's KFEE with the network. Frank Ostarra Pulled stakes at CBS, where he was manager of network sales for the western area, to join Hunt Foods as ad and merchandising manager. Harry Ackerman off for New York showing off he ordered both the New York Schemen of the New York Showing of the CBS summer pattern. Before showing off he ordered both Hollywood. Heetor Chevinny's new book, "Woman of the Rock," carries a dedication to many of his old writing friends in Hollywood—Hubbert Den Hubbert Showing of the control of the CBS summer pattern. Before showing the house of the Hubbert Showing of the CBS summer pattern. Before showing of the ordered both Hollywood. Heetor Chevinny's new book, "Woman of the Rock," carries a dedication to many of his old writing friends in Hollywood—Lub Den Quint Prime Board-of the top writers in His Boore and Clenhall Taylor. Chevinny was one of the top writers in His Boore and Clenhall Taylor. Chevinny was one of the Hubbert of Harry Engel and Hich Mergan of the Romundon Morgan mounter convoy of Harry Engel and Hich Mergan of the Romundon Morgan which will include Artile Phillips as his head writer. He wants to get back in reads to prove that the unkind things said about him are untrue. Not March Case of the Charles which will include Artile Phillips as his head writer. He wants to get back in reads to prove that the unkind things said about him are untrue. Not March Case of the Case of the

IN CHICAGO

Singer Andy Russell and planist Ray Sinatra guesting over WGN's

"Teens and Tunes" abow March. 12.

Yew Fix static WMGN better

Gleat press at party touting March 26 for 18 and 10 the 10

(Continued on page 40)

# AUTOMOTIVES RACE INTO 7

### Take Me Out to the Kine Ballgame

Plans to take kinescope recordings of baseball games for transmission of the games highlights late at night has become one of the hottest things in TV, with sponsors in most of the key city market of the content of t

sponsor turns down the mantime rights, he must give very to-mother bidder.

In the control of the provided provided by the J. Walter Thompson ad agency for its Ford dealers account, which hopes that the provided provide

### WPIX, In Bullish Trend, Hopes To Hit Break-Even Point During '50

N. Y. Daily News' WPIX, which has had an extremely rough road to travel as one of two indie television stations competing with four major network outlets in N. Y., is now on the upward path. Latest more than holding its own against to opposition and, according to veepe and station mager than the composition of the c

veepec and station manager Robert L. Coe, WPLK should hit the breakLog, wPLK should hit the breakLog, wPLK should hit the breakTVP point some the control of the conTVP point some the control of the control of

CBS' 'Morey,

## We're Sorry'

CBS, in a change of heart, would like to have it otherwise, but Morey Amsterdam's video show last Monday (T) was his last on present contract. CBS served notice on Amsterdam a month ago with the was through, both AM and TV. But last week week exces got buy trying to enforce a 30-day buy trying to enforce a 30-day the Amsterdam wideo zinow, attli-

the Amsterdam video show stur-rolling.
CBS huddled with Music Corp-of America, which controls the Amsterdam package, but MCA sexes stood firm with the comic in retusing to continue.

The continue of the control of the retusing to continue clients, in-cluding DuMont Labs and Admiral, have options on the Aussterdam program.

### Chi's Paree Show

Chicago, March 8.
Paris fashions will be flown
direct to Chicago for a March 13
showing over WENR-TV in a
special telecast.
Morris B. Sachs will sponsor
through Ruthrauff & Ryan agency.

# 'Pigmy' NABET

### Arrayed Vs. **IATSE. IBEW**

Threat of a hot jurisdictional fight for control of television technicians within the next couple of months home over the fast-growing medium as three unions opened battle last we have a fast-growing medium as three unions opened beattle as we have a fast-growing the state of the fast state of the fast should be a fast-growing threat which is the fast should be a fast-growing three fast should be a fast-growing threat should be a fast-growing (Continued on page 38)

Rehearsal Time Snafus

### Take 'Dimension' Off Air in KFI-Boyd Tiff

Ani ili Arr-Doyu I III
"Hollywood, March 8,
sions," teleesas which debuted two
weeks ago on KPE-TV, fallet io,
weeks ago on KPE-TV, fallet io,
sions, would be back next week, but,
Mal Boyd, who owns and packages,
show, wouldn't confirm show's return. Packager said he won't put
show back on station until
show back on station until
show back on station and in
personnel regarding rehearsal time
are cleared up.

Meanwhile, several clients, intelling Duffont Labs and Admiss and
presented regarding released limits
program.

Leahy's TV Film Shorts

Notre Dame fotball coach Frank
Leahy was significant to the company of the cancelled performance. Show is sustaining, with
Leahy was significant to the company of the cancelled performance. Show is sustaining, with
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look of the cancelled performance. All were making culfo
station would have had to
make the cancel and the
make the cancel and the

# THAT-GETS 'EM

Automotive industry, which has never fully meshed gears with radio, is now rading into television on all cylinders. Latest to join the dio, is now rading into television on all cylinders. Latest to join the latest control of the co

Bulck's 20G Show Plan

J. Walter 'thompson agency has being the parent company, being the parent company. Chevry, through Campbelle Ewild, now halfroils 'Chevry, through Campbelle Ewild, now halfroils 'Chevro on Broadway,' a half-hour drama-plus 'Winner Take All' on CRS-TV. In addition, the outfit runs intensive spot campaign on most upon the probability of the Prooking Dodgers' four-ball games last fall, plus the voltage and the probability of the Prooking Dodgers' four-ball games last fall, plus the voltage and the probability of the Prooking Dodgers' four-ball games last fall, plus the voltage and the probability of the Prooking Dodgers' four-ball games last fall, plus the public ball games last fall plus the public ball games last fall plus the public ball games last fall games and public games and games and

### SILVERS BOWING OUT OF ARROW TV SHOW: NO SUB

ARKOW I Y SHUW, NU SUB hatsus for this year. Sponsor picked phil Slivers will leave the Ar us its option this week for an adrow video show March 17 or 24, dittonal 26 weeks (and also revolved to the state of the show will stay with the state of the show will stay with the show will stay with the show will stay with the show not show the show t

### IT'S THE PICTURE All-Out NBC-CBS Program Slugfest Shaping Up in TV as Well as AM

Too Much Chesterfield

With Chesterfield elgarets slated to sponsor Bing Crosby's radio show Wednesday nights on CBS, next season, the ciggle outfit plans to move the "Arthur Godfrey and Friends" television show from its present Wednesday night at 8 slot to Thursday night.

Idea, of course, is that keeping both shows on the same

ing both shows on the same evening would dissipate the value of the commercial plugs

day nights from 7 until 10:30 before the start of the summer.

New bankrollers necessitate a
complete revening of the web's
Sunday night schedule. Waring
Sunday night schedule. Waring
17 or 24, tlasse over the 9 to 10
slot, which will be vacated by
Thos. 12 the schedule of the schedule
schedule of the schedule of the schedule
schedule of the schedule
with the web's "Film Theatre of
the Air." "Ford Television Theatre." which now occupies the 7:30
to 30 Sunday night slot once a
twice a month in that period, with
feature film filling in the fourth
Sunday), moves to the Monday
sight 9 to 10 time, still on a oncesing the schedule of the schedule
"Cipytal Bail" show taking the
Monday night 9 to 9:30 still
checked the schedule of the
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(Continued on page 38)

### Admiral Show, Off For the Summer, Set for 26 Wks. More

"Admiral Broadway Revue" is the first major television program to announce definitely a summer hiatus for this year. Sponsor picked

• Number of new sponsors tagged by CBS television during the last few weeks is conceted to presage few weeks is conceted to presage few weeks is conceted to presage position in TV between CBS and NBC, similar to the one now raging in the radio industry. NBC, at the noment, still holds the upper hand noment, still holds the upper hand noment, still holds the upper hand of a few half-hour segments, in practically sold out on its nighttime TV. And, according to a top NBC spokesmah, it is concentrating all spokesmah, it is concentrating all the future importance of TV.

Idea, of course, is that keeping both shows on the same eventing would dissipate the strength of the future importance of TV.

Correct whereas moving the Godfrey opus will give Chesterfield two separate nights of accertainty. Godfrey show, in the TV ratings for February and, with Crosby also expected to pull down a hefty Hopparan, and, with Crosby also expected to pull down a hefty Hopparan, and, with Crosby also expected to pull down a hefty Hopparan, and, with Crosby also expected to pull down a hefty Hopparan, and with Crosby also expected to pull down a hefty Hopparan, and with Crosby also expected to pull down a hefty Hopparan, and the Camel News Carbon (part of the Common and the Lincoin and Mercury dealers pacted to pick, up sponsor drive, snagged two of its biggest last veck when Godfred Waring in a full-hour Staturday night sponsor drive, snagged two of its biggest last veck when common and the Lincoin and Mercury dealers and the Lincoin an

### Films Only' For TV Avers Vallee

Rudy Vallee heads back to the Coast Friday (111 after, a couple of months in New York, during which he appeared both at the Latin way Roxy, guested on several television and radio shows and auditoned his Vallee Video films for TV to networks and ad agencies. Los Angeles, March 29, and starts work next week in 20th-Fo'sin 2 sequel to 20th's "Nother 1s a sequel to 20th's "Nother 1s a sequel to 20th's "Nother 1s a he Roxy and in which Vallee side is featured, will star Fred Mac-Murray." Murray.

is featured, will star Fred Machuray.

On the basis of the live TV show.

On the basis of the live TV show.

Allow this tweek researched his conviction that film is the only logical answer to thele current programming difficulties. Only film, orbital research of the converse of the con

ABC'S PICK & PAT CO-OP

If the deal goes through, "Min-strel Show" would be shaved to a half hour.

ABC-TV is mulling a co-op tele-casting of the Pick & Pat minstrel show, now booked on Thursday from 8 to 9 p.m.

### ABC's Saudek Preps First Major Videomentary—On Marshall Plan WON-TY announced spots well related to the Technical Solution to receive the control of the Company of the Com

own documentary technique, going beyond the patterns of radio, film legit documentaries, are being explored by Robert Saudek, ABC's public affairs veepee, in the pro-duction of a full scale teleshow on the Marshall Plan. The TV show which may run for an hour or more, is tentatively scheduled for June 7, the second anniversary of former State Secretary George C. Marshall's epochal speech at Har-

Work started last summer, when Work started last summer, when saudek retained Jullan Bryan, exdirector of the International Film Foundation, to shoot footage in Austria, Germany, Poland, Italy and France. In addition, Saudek has footage from a European Coperation Administration cameramin in France and from the British and U. S. governments.

man in France and from the Britsia and U. S. governments.
Second step was conferences
Second step was conferences
Second step was conferences
at the time of Saudeck trip to get
facts for his AM documentary on
'The Berlin Story.' W. Averill
Harriman told the ABC exec why
reconsidered for the considered of the try project.

Third step was the drawing up
of specific plans. As originally
80%, thus and 20% live scenes.

Now, however, he expects to reverse
the ratio. Reason for the switch,
explains, is that film fails to
convey the wast scope of the reconvey the wast scope of the
reconceas "the first time in history
that countries habitually jealous of
each other have decided upon a
common destury."

"Tale of a Bollar "

#### "Tale of a Dollar "

"Take of a Dollar"
The videomentary theme will be
"The Tale of a Dollar". It will
show what happens to U. S. monetary grants for economic reconstruction and physical, spiritual
structions will include some five scenes
that dramatize problems and devlopments in human terms. One
scene will show a farm family's
difficulties before BCAId and its
ific afterwards. Another will deal
formation of freeted with U. S. halp
formation of freeted with U. S. halp
formation of freeted with U. S. halp
formation of the bow planning is

formation effected with U. S. help. One scene, to show planning at the governmental level, will be the state of the state and Combined the state and Combined the state and Combined the state of the st

summer and fall.

"Our experience with this project is teaching us a lot about creating a purely TV documentary."

Saudek says. "We've got to get monthing that has an emotional something that has an emotional and topical, and that will come arcoss on a small TV screen. We expect to use the 'llving newspar' technique developed in paper' technique developed monthing that the comparies of the comparison of t

"Actually, we're just feeling our way in this uncharted field," Sauway in this uncharted field," Saudes explains. "We don't want to 
describe the same of the same of the same of the 
trightness was to be frightness we're facing. We in public affairs 
have the luxury of being able to 
experiment with new video techniques."

### NBC SLATES COSTLY PIC FOR EASTERN SPONSORS

Hollywood, March 8.

Tost expensive teleshow ever together for sale here will be ed Friday (11) at NBC for presentation to eastern sponsors. Titled "On With the Show," it stars

Titled "On With the Show," it stars.

Bill. Goodwin as emcee.

This may be first variety program to be kinescoped for eastern chains. On test recording, talent includes Ginny Simms, Anna Triola, Robert Lamoret, "The Duck Man," Aubrey, kid magician, and Billy Mills and his 15-piece orch. Grant Garrett is scripting.

### New Tele Packages

Regency Productions, indie N.Y. package agency, has wrapped up a series of authentic film programs on various folk dances, ranging from Korea to Israel and the American Indians. Each film is to be introduced by a simple dramatized episode or narration, and stations are also given the opportunity to are also given the opportunity to keep the pictures for a dance film library. Regency has also pack-aged a series of kids' shows on film, titled "Penny in Your Pock-ett," each running 13½ minutes, and a group of films dramatizing personal problems sent to Emily Post, in which she will appear.

Post, in which she will appear. Series of live programs on interior decoration has been packaged by indle producer Henri Leiser. Leopold Kleiner, prec of Kleiner & Rotter, N. Ye, interior decorators, is to act as technical expert, with the project calling for actors and actresses to wander about the set, furnishing explanations and also their own ideas for furniture arrangement.

### TV Spot Policy **Baffles Clients**

Hollywood March 8

Hollywood, Marcu e.
Television's one minute spot
commercial regulations are a conrousing issue with local popusors.
As opposed to radio, which is
pretty much standardized, video
outlets each have their own distinet policy regarding the placement of spots.
MBC's KNBH has ruled that
spot buyers eannot purchase time

NBC's KNBH has ruled that spot buyers cannot purchase time at the beginning and end of a sustaining program. Practice would give the appearance of sponsoring the program and thus riding on the benefits of the telecast. The case that is not a size at KTTV but Frank King, sales manager of the contract o

chase of spots at end of a show either.

KFI-TV has no polley against any type of spot buying at the present time. Station is making a consensual content of the content of

### Whiteman Reverting To Teenagers for New Tele Show From Philly's WFIL

Philadelphia, March 8. Philadelphia, March 8, Television stepped into the teer-agers picture here Saturday night (5) when Paul Whiteman begin organishing his "TV-Teen Club" at the 100d Engineers Armory. The 100d Engineers Armory are present to the television audience over the ABC network, talented entertainers between the ages of 13 and 13. A chorus of 200 and a and 15. A chorus of 200 and a contrainer of the permanent factures of the television of the permanent factures of

Programs are expected to get under way early in April and will be staged at the Armory and sent from WFIL-TV to stations in the east and midwest.

### **New Tele Business**

and once weekly for Admiral Corp., netweeks. "The weeks." While was been amounted new spot amounted new spot amounted the spot amounted the spot amounted the spot amounted the spot amounted new spot amounted the spot amounted new spot amounted ne

icalkins & Holden of K.C.

WEWS-TV. Cleveland. Dress &
Guess, half-hour Thursday night,
renewal Van Heusen Shirts, Gray
Adv; weestling, from Chiego, 13
Co., Ohlo Adv't; boxing, from Chie
Ohlo Adv't; boxing, from Chie
Ohlo Adv't; A. Polsky, spots,
Kaase Baking Co., participation;
Jack & Jill Shose, participation;
Jack & Jill Shose, participation;
Jack & Jill Shope, and Immerman
Koblitz, Inc.

### Word-Slinging Renewed By WDEL, Tri-State On Wilmington Permit

Washington, March 8.

Un Wilmington Permit

Washington, March 8.

The backween the parillecated to Wilmington, Del., and asseeker for his permit, broke out
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Wilmington Tri-State Broadcasting
reduced for hearing.
Tri-State told the measurement
contains to postpone their statul construction until such time as they
indus to commence such constructions. The permit permit permit permit
thous to commence such constructions. Regardless of its previous
answers to charges of stalling. TriState said WDELT Thas yet to
for its publicity releases." even
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to rist publicity releases, "even
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#### TV RUNS TO BOOKS AS PLAY SOURCE DRIES UP

PLAY SOURCE DRIES UP
Indicating that the well of
Broadway plays for television adaptations is already running dry, both
NBC-TV's "Philor Television Plays",
have scheduled adaptations of
hooks during the next few weeks.
Philoc, for the first time since
it started its dramatic series, will
tastred its dramatic series, will
to the state of the state of the state of
the state of the state of the state
novel—Francis Parkinon Koyes'
Tollmer at Antoine's." for which
Sam Taylor will script the dramatic
version. Philoc neverofore has
Broadway plays.
"Studio One" producer Worthington Miner has scheduled Storm
its show Arment of Truth for
state of the state of the
st

### **Inside Television**

Television marked up another impressive achievement in on-the-spot special events programming with NBC's coverage of the consecration of three Roman Catholic bishops in Holy Name Cathedral, Chicago, Monday (7). In a three-hour segment which spread over the full ceremony, the video cameras succeeded in projecting the solemnity and gerandry, the vitor came as accessed in projection as we solidining and speciarcian awasineness of the historic churce event. Liefly respon-toring the project of the project of the project of the project of the Carthy, who has been associated with NBC special events crew in cor-ering other religious events in the Chicago area. Rev. McCarthy pre-sented a lucid, and at times, poetic translation of the Latin prayers and explained the meaning of each step in the rich as

explained the meaning of seal step in the troos.

The video cameras, located at several stratege points in the enhancement of the several stratege points in the enhancement of the several strategy and several strategy and the several strategy and several several strategy and several strategy and several several strategy and several seve

Ashton Stevens, Chicago's dean of American drama critics, who has been watching television for the first time while convalescing from his frecent illness, declared this week that (elevising a legit show in its original stage production will never be the answer to good TV. "Television in its present state," Stevens said, "would seem to demand groupings as close as those of the early silent motion pictures. An entry in the control of the control of the development was evident tin a recent TV legiter), but for putting drama over, television must discover its own D. W. Griffth."

Stevens left Chi's Passavant hospital last week after a lengthy illness

Ray Morgan, emcee of "Td Like to See" on NBC-TV, pulled the show out of a hole last Thursday evening (1). Morgan introduced a film clip on the eruption of Mt. Vessurius, at which point the projector jammed. The emcee, who happens to know something about volcances, spouted ad lib on the subject for four minutes.

### **Tele Chatter**

#### New York

Jacks New June Veters and Administration of the CBS-TV staff as director of production facilities. Other additions to the staff and the control of the contr

"Studio One" producer Worthington Miner has scheduled Stomy Jameson's "Moment of Truth" for his show April 3. Novel, with for this show April 3. Novel, with the Television Enterprises, planed to dense the film "fied Sheer" and the "Clindra Sheet and the Sheet and the Television Enterprises, planed to describe the film "fied Sheet" and the "Clindra Sheet at Covent Garden all and in World War III, was been sheet and the World War III, was been sheet and the shee

ylsion commercials being made by Jerry Fairbanks Productions... Screen Plays is making two video many services and the production of the product of the prod

#### Chicago

Chicago

WBKB preem of "Telefashioms"
postponed one week to March 6.
with slow after biz tiff. Quina
Ryan, longtime Chi radio an
nouncer, is new guest columnist
Ryan longtime Chi radio an
nouncer, is new guest columnist
Ryan longtime (The Ryan Columnist
Ryan Longtime (The Ryan Columnist
Ryan Longtime (The Ryan Columnist

#### London

# HOUSTON TV SHOWS 'EM HOW

### Show Biz History Repeating Itself

Television, in its search for new televis de fill the steadily-expand-ing programming structure and to satisfy the unit states on viewers, throughout the country, is no different in that with the vaudeville, filling and all other older forms of show biz. Viewers have already voiced a desire to see new faces on their screens and the possibilities in the medium for new talent have been noted by

have already voiced a desire to see new faces on their screens and the possibilities in the medium for new talent have been noted by many the possibilities in the medium for new talent have been noted by many the possibilities of the the following letter, penned in 1923 to the late Keith-Albee prez E. F. Albee by John F. Royal, then a exce with the vaude circuit and now an NBC verspeet. Letter was discovered in Valiet's flies: belief the possibilities of the possibil

and if he picked out the makings of five good acks a year, he would be earning his salary,
"This is just a thought or suggestion that comes to my mind in view of the fact that I personally notice an apparent shortage of talent, especially novelties, that can be boomed. There are plenty of singers and danerers, but somewhere in this country of 100-000, there must be real novelties of the sort that make good control of the control of the control of the sort that make good control of the control of the sort that make good control of the control of the sort that make good control of the control of the sort that make good control of the control of the sort that make good control of the control of the sort that make good control of the c

exploitation stunts.

Albee never acknowledged the letter

### **Daytime Tele Programming Gets** Setback As DuMont Curtails Sked

Television daytime programming took a severe folt on the chin this week with revelation that Du-Mont's WABD (N.Y. flagship) was the control of the control o

station's 'early hitch in its am.
DuMoul's daytime retrenchment
is considered especially signifito considered especially signifithe country to institute full dawn
to closing programming, having
embarked on that schedule early
ly changed its sign-on time from
Under the new schedule effective
Monday (7), it comes on at 10 am.
(Continued on age 42)

(Continued on page 42)

# **WAGA-TV** Gala

### KTLA on 35-Hour Sked

Hollywood, March 8.
Paramount's KTLA has expanded its television schedule to 35 hours weekly. Station has added an extra half-hour to its lineup daily.

daily.

KTLA which has been telensing entertainment sho ws starting at 6:30 nightly, now signs on at 6 daily except Friday when time is upped to 5.

### Still Too Early For Video Code. **Despite Censors**

Television industry, despite the rash of demands cropping up for local and state censorship, feels the time is still too early to estab-lish a programming code. Accord-Hoopla for Preem ing to a spokesman for the Television Broadcasters Assn., it took

Atlanta, March 8.

Fort Industry's WAGA-TV bowed formally tonight (Tues) at 7 o'clock without customary fanfare with the stations elsewhere and in marked contrast to ceremonies that personified dedication of WSB-TV, Atlanta to ceremonies that personified dedication of WSB-TV, Atlanta to ceremonies that personified dedication of WSB-TV, Atlanta to the contrast to ceremonies that personified dedication of WSB-TV, Atlanta to the contrast to communications Pagenta, "divided between fish and film and straing one hour, Written and production director, and John Bar-Continued on page 42.

Mowrey, Moore to Coast To Aid ABC Operations

Paul Mowrey, ABC's national TV divided the metal to the next type, as special counsel of the pagent that way. The programs are in the web's video operations in Loss and the metal type and market the personic to the pagent to the pagent the more type and the production divided to the pagent type of the pagent

# INTO HIGH GEAR

Biggest bombshell tossed into the National Television Conference was the announcement by Sidney Balkin, general manager of KLEE-TV. Houston, that his video station made over \$5,000 last month, sec-ond month of operation, after breaking even first month.

ond month of operation, after breaking even first month.

KLEE-TV had over \$15,000 in in contracts before first pattern was contracted before first pattern was total of \$340,000 in biz. Galveston and Houston breweries, through Ruthrauff and Ryan, were by far tracts totaling \$110,000 for baseball and boxling for the year.

Balkin claims to have the answer to low-cost tele construction. The state of the sta

ger and no sales staff. Balkin and his national rep. Adam Young, do the entire job.

of the job.

of the entire job.

of the j

ence participation shows over all TV nets.

NBC veepes I. S. Showerman IV nets.

NBC veepes I. S. Showerman indid delegates that television would improve radio standards through competition. CBS veepes Jack Van Volkenburg predicted bigger crowds at houself the provided the property of the provided the p

#### Mardi Gras Makes Preem Bow on New Orleans TV New Orleans, March 8.

New Orleans, Manch 8.
This year's Mand Graw was televised for the first time in its history by WDSU-TV. Both night and day pageants were telecast from a special platform at City Hall. where the carrival kings paused to greet their queens and lights were set up on the stand for the telecasts of the nighttime parades.

The WDSU-TV mobile unit roamed the city and downlown the companion of the comp

### OPERATION BLACK Zenith 'Obsolete' Ads Spark Fight, As Competitors Charge 'Em 'Unfair'

RCA, cracking back at disparagers of its new 16-inch metal viewing tube for television sets, its week announced plans for the rich was a consumer of the ric

### Canadian Govt. Loan Of \$6,000,000 Seen to Aid **CBC Launch TV Stations**

CBC Launch TV Stations
Ottawa. March 8.

Informed sources on Pariament
Hill predict formal announcement
soon by the federal governed Produces
ting Carp. In Inaugurating television in Canada. Assistance will
be in the form of a loan to lauhor
vision in Canada. Assistance will
be in the form of a loan to lauhor
TV stations in Toronto and Montstations in Toronto and Montstations in Toronto and Montstations. The stations of the stations
on the station of the stations of the stations
can transfer and the stations of the stations of the stations
operation, returns from license fees and commercial airers will
help progress and provide revenue
from repayment of the government
designs for TV outlets in Toronto
and Montreal, latter eig to have
one French-language and one English-language station. Privatelydel in video outside CBC have been
consulted on possibility of linking
with CBC in vidéo work, but nothlug definite has come of the conlaultations.

Not Even With Mirrors

Eliminating any possibility of Arnold Stang's being able to double on two television shows, lad RC-TY has ablotted the comediants and the control of the transparent in Dillhont's "School-valued with a specially designed built-in turred turne with provisions for receiving turney channels on the present turne with provisions for receiving turney channels on the present turney with provisions for receiving turney channels on the present turney with provisions for receiving turney channels on the present turney with provisions for receiving turney channels on the present turney with provisions for receiving turney channels on the present turney with provisions for receiving turney channels on the present turney with provisions for receiving turney channels on the pre

### Chi February Picture Bright

Chicago March 8

Chicago tole showed a bright Pebriary, with VENET V alone average of the showed a bright Pebriary with VENET V alone average of the veneral period veneral v

scope for big commercial percentiWGN-versita 180% communiWGN-versita 180% communiWGN-versita 180% communiWGN-versita 180% communiWGN-versita 180% communiWeedlecraft News."

WNBQ, rounding out six weeks

WRING, rounding out six weeks

WRING,

### Sylvie St. Clair Exits DuMont Over Budgets-

JUINONI UVET BUIGERS.
Svivie St. Clair, French chanteuse who has had her own halfhour show on the Duxfont web
three times weekly for the last six
weeks, has bowde off the network
following Duxfont's daytime prowanted to give her a half-hour
show spotted o pposite Milton
Felle's "Texaco Star Theatre" on
NBC-TV and Miss St. Clair would
have accepted it with a sufficient
budget hike to permit her to match
was turned down, she nixed the
lofter.

that Household Finance Corp. has picked up the tab, the show has been moved up to a more advan-tageous spot, Wood has replaced his former sport shirt with a jacket his former sport shirt with a jacket and tie and his femme assistants have changed their sweaters for however, the program has also taken on a more austere air with a consequent loss in the informality if formerly the consultation of the informality if formerly the consultation of the program would be much better if the cast reverted to their previous ease of presentation.

reverted to their previous case of presentation.

With Wood the role of role of the role of role of the role of role of role of the role of role of the role of role o

ality.
Plugs for HFC, in addition to
Wood's elosing announcement, were
on film. They represented a good
production job and should sell the
sponsor's service adequately to
short-on-ready-cash viewers.
Stal.

I.ADY OF THE MOUNTAIN

With Barbry Ellen Rogers, Tommy
Sands; John Dunham, announcer
Producer: Johnny Graff
Director: Fred Freeland
15 Mins., Tues.-Thurs., 5:40 p.m.

Sustaining WBKB, Chicago

WBBB, Chicago.

Ten-year-old Tommy Sands with guitar and a clear sweet voice eams up with Barbry Ellen Rogers n a show that will please kids and rownups alike. Format uses oountain cabin, rustic setting and estern songs in mellow combina-on.

tion.

Opening note is good: camera sweeps mountain range seems shouly while voice of Miss Rogers is heard hauntingly in background. Sands is shown scrambling up slope to come upon cabln of mountain lady. Pair becomes acquainted and sit down outside cabln to structure of the st

turn visit.

Young Sands looks like a natural. His acting is trife eager beaverish, however, ever for kid audience. Costar Miss Rogers does creditable job of matching youngster in song the cost of t

THE STORY LADY 15 Mins.; Mon., 4:45 p.m.

THE STORY LADY
IS Mins: Mon. 4:45 p.m.
WRGB-TY, Schenectady
General Electric Co. television
station has reported excellent
was introduced has fall: It curries
more of the highly desirable-homearticipation appeal than most
the studio being asked to draw a
picture of the yam spun by
the studio being asked to draw a
picture of the yam spun by
dedutified and the three best receiving an invitation to setch at
WRGB the following week.
WRGB the following week.
WRGB the following week
when the story Lady to the
fidea of the central theme. Cameras
ove from the Story Lady to the
juveniles listening. Several youngstress also stand around the narrator. At the end of the telecast,
comments on each drawing; she
also gives them a prize and a club

S2 ACKSTAGE WITH BARRY WITH BARRY WITH BUSINESS ACKSTAGE WITH BARRY WITH BARRY WITH BARRY WITH BARRY WITH BARRY WOOD PROPERTY (TOWN BARRY) WITH BARRY WOOD TOWN BARRY WITH BARRY WITH BARRY WOOD TOWN BARRY WITH BA

the N. Y. Dally News, tossing the questions.

Mayor O'Dwyer was the initial guest, answering in a couple minutes flat the 20-volume questions.

Mayor O'Dwyer was the initial guest, answering in a couple minutes flat the 20-volume questions are proposed to the couple of the camera had just begun to set its sights on the Mayor when the couple of the camera had just begun to set its sights on the Mayor when short off-time' and a quickle thankyou-come-again.

There were a couple minutes to spare for Rhodes Pharmacal's open for Rhodes Pharmacal's many of the couple of the co

BYRON WADE AT HOME With Wade, Sherry Speeth, guest Producer-director; Saunders Thomas 15 Mins; Thurs, 6:45 p.m. Sustaining WNBK-TV, Cleveland

WNBK-TV. Cleveland
People with unique hobbles
make good video performers. In
his stamas, Byron Wade brings before the camera a guest with an
eller to bring betone the work of the comment of the comment
of the camera a guest with an
an effort to bring into the interview
bits of news and oddities, Wade
uses a "next door" boy. At times
the gimmick approaches the obvigram's effectlveness.
Stanga reviewed (2) dealt with

gram's effectiveness.

Stamz reviewed (2) dealt with
the doll-collecting hobby of Mrs. J.
Dustman. Program developed moments of drag when Mrs. Dustman
lad to reach off-camera for doll.
In-so-doing-she-also-was-off-mike.
A third camera would have eased
the production problem.

Set-wike, slage crew has an impressive fire-side library seem.

Mark.

LINN SHELDON With Linn Sheldon, Vivian Rattray, Ann Morrie Producer-Director: Jim Breslin 15 Mins; Wed and Fri., 7:45 p.m. ROGERS, JEWELRY CO. WEWS-TV, Cleveland

WEWS-TV, Cleveland
Linn Sheldon, comic, songster
and pantomimist, takes off with 15
minutes of fast programming, featuring a guest performer and
series of pantomimes that constitute one of the better video

serious one of the better video stanzas.

His pantomimes of Eddic Cantor stanzas.

His pantomimes of Eddic Cantor and Johnny Mercer in program for the stanzas of the stanz

CARL BONNER
15 Mins. Mon. 15 p.m.
16 Mins. Mon. 15 p.m.
16 Mins. Mon. 16 p.m.
17 Mins. Mon. 16 p.m.
17 Mins. Mon. 17

comments on each drawing; she also gives them a prize and a club pin.

"Omaha — W O W - T V broke pin.

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WILLIAM

With Molly Pieces, tun Williams
Director: Babette sury

With Molly Pieces, tun Williams
Director: Babette sury

Molly Been, long a staple on the
Videliam's stage, who has foundard

Molly Been, long a staple on the
Videliam's stage, who has foundard

waters and has appeared in such
spots as the Growenor House, Lond

such an tracture of the such spots as the Growenor House, Lond

containt and the supplementary of the supplementary

waters and her special material is

the calibre that can please vir
tually every type of audience, But

that the supplementary of the supplementary

that the supplementary of the supplementary

that the supplementary of the supplementary

correct in prohability makes little difference whether he gets other types

in corning Passover tradets for

ladding Miss Piecon is Alum Wil
liams, who can splet the dilect

Chines in with song and alds the

commercial pitches.

The segon sont an ingentous

The stop sist an ingentous

adequate, but the state of the show isn't an ingenious presentation, appearing naive in projection. Miss Picon's abilities transcend language barriers, but it isn't fully brought out here. Jose.

SPORTS SLANTS
With Bernie Bracher, Albert Wolff
15 Mins.; Mon., 8 p.m.
Producer-director: Walter K.
Witherbee
WAYE-TV, Louisville

Witherbee
WAVE-TV, Louisville
This sports interview stains
demonstrates that video is several
demonstrates that video is several
comes to dimension, for the sports
gures who are quizzed about their
to give a demonstration right there
there was a demonstration right there
there was a demonstration right there
than merely hearing a discussion.
Week before, Bernie Bracher
had hockey players from the local
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had hockey players from the local
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### OHIO STATE U. PREPS SECOND TV SEMINAR

Columbus, March 8.
Ohio State Univ. second television seminar dedicated to promoting second s Columbus, March 8.

vertising organizations in Ohlo.

The Kenneth Dameron is conDr. Kenneth Dameron is conRichard A. Borel, general manager of WBNs, will preside at a
program which will include the
following speakers: Thomas Gettelman, vice-president of the Astelman, vice-president of the Astelman, vice-president of the Astelman, vice-president of the Astertising director, General Electric
Co.; George L. Moskovics, manager of sales development for
Co.; George L. Moskovics, manager of sales development for
Assar of Broadcasters.

Seminar is held in conjunction,
with the Advertising and Sales
with the Advertising and Sales
with the Advertising and Sales
is "Advertising in a Buyer's
Market."

Tele Follow-un Commont Tele Follow-up Comment I.....

when this one.

"Lambs Gambel," as seen in its second edition Sunday (6) over NBC, is still far from a professional production, in fact, it was smooth edition to the seen and the whole show didn't prime tele fare. Best part of the faithour was Joan-Bewards, whose personality and showmanhip stood routine was dressed up nicely in a flavorsome, sentimental sketch of the seen and the

Texaco Star Theatre atom became the Palace of the vandee of return after a four-weck absence. A series of topnotch sets combined with two for ponches accombined with two burly fans for miney pears combined to give the show pace and sparkle. Berle made audience constant and the star of the star

ledo, and president of the Ohio
Assn: of Broadcasters.
Seminar is held in onlinettion
Seminar is held in onlinettion
Promotion Conference, March 17
and 18.—Theme-of-the conference
is "Advertising in a Burst 17
and 18.—Theme-of-the conference
is "Advertising in a Burst 17
and 18.—Theme-of-the conference
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Tele Follow-up Comment

"The Druid Circle," on Philoc much easier to take than when the Television Playhouse Sunday (6) also presented, to the Circle and th

"Toast of the Town" unfolded another one of its standardized another one of its standardized might (6). Several turns were topnotch, but the format of this session has become too right to spark soon has become too right to spark contained to the difficult and unfamiliar prolog of Shakespeare's "Henry V" was a type of show. Frank Fontaine, in a return booking, seored with a rareak impression of Ld Sullivan's rareak impression of Ld Sullivan's ter picked up for a nice laugh, and his carriestare-of-a-sweepstake. winner. Latter half of the show its Satisfaction of the show the standard of the show by Sulf Graves, Negron Sulfaction of the show by Bill Graves, Negron and the show by Bill Graves, Negron the show by Bill Graves, Negron and the show the show the show the show the sulfaction of the show by Bill Graves, Negron the show the

"Ted Stecle Show" Sunday nights, via Duldont, has been trans-formed from a half-hour musical program into another vaudeo of-better. On the night caught (6), sufficient play was given to stecle's di-plece oroch, but elimi-tended to the steel of the steel of the side-routines on the part of the side-men left more time for Steele demonstrate his own planistics and structure. The steele of the side-strate, and for three guests to

singing, and for three guess we struct.

scorping the property of the structure of the stru

### Bankroller Signs For 'DuMont Kindergarten'

MARY KAY AND JOHNNY With Mary Kay, John A. Stears MARY RAY AND JOHN A. S With Mary Kay, John A. S Writer: Stearns Producer: Show Productions 30 Mins., Wed., 9 p.m. WHITEHALL PHARMACAL CBS, from N. Y.

(Dancer-Fitzgerald-Sample)

"Mary Kay and Johnny," which originally debuted on WABD, N. Y. and then transferred to the NNC network before landing on Charles and the control of the control of the dies. Allegedly paralleling the ac-tual experiences of its stars, the dies. Allegedly paralleling the ac-tual experiences of its stars, the production which is its greatest asset. Both Steams and wife Mary better the control of the control of the completed situation within the household. Miss Kay mack a perp. The control of the control of the star of comedy the sping. Story on the preem program (2). NBC network before landing on

also services developed as a service of the control of the control

### MYSTERY CHEF Director: Desmond Marquette 15 Mins.; Tues. and Thurs., 3 p.m.

18 Mins., Tees. and Thurs., 3 p.m., Sustaining WNBT-NBC, N. Y.

"My seed Chef" is one of the "My seed Chef" is one of the mins of the mins

brushny dirst.

The chef is the same man 'for some reason unidentified who has been conducting a similar program the 'Ty version, he seemed a like-able, ablet is glightly nerrous charknowing way about the kitchen It seemed slightly informerous, though with messay condiments while dressed fully in a business suit French cuffa, etc. He could at seleves.

On the show eaughf (3), he pre-pared a coffee ring. He was ob-viously presed for time in the short 15 minutes allotted the show and barely managed to get his pas-and barely managed to get his pas-wire. That apparently was a lack of dequate preparation. Director Des-mond Marquette, whose work seems mainly to know when to cut in for the necessary closeups, hard-field this lenses, 682y. Seef.

were recurred and the rest to interviewing film relebs who may be the proper to be in N. X. at the time, the proper to be in N. X. at the time, the proper to be in N. X. at the time, the proper to be in N. X. at the time, the proper to be in N. X. at the time, the proper to be in N. X. at the time, the proper to be in N. X. at the time, the proper to be in N. X. at the time, the proper to be in N. X. at the time, the proper to be in N. X. at the time to be in the proper to be in the time to the time to be in the proper to be in the time to the time time to the time to t

SUSPENSE
With Eddie Albert, Margo, Rex
O'Malley, Stefan Schnabel, Ralph
Camargo, Mary Staart, Joseph
de Santis, Gilbert Mack,
Froducer-director: Robert Stevens
30 Mins., Tax.
Guideling Control of the Control
ELECTRIC AUTO-LITE
CRS-TV, from New York
(Newell-Emmett)
For its television counterpart.

(Newell-Emmett)

For its television counterpart,
Suspense" made an inauspicious "Suspense" made an inaspicious debut. It was said Auto-Lite, the soul of the control of the cont

gendammes after the trumped-up killing.
Producer-director Robert Stevens are the state of the state of the state of the state fault was in the script itself. And what "Suspense" needs also is more bling for the players. Only Albert and "Suspense" is being presented independently of the radio series of the same name although there may occasionally be an interchange the radio series. "Suspense" is a good TV pressure the radio series. "Suspense" is a good TV pressented in the suspense of the same name although the radio series. "Suspense" is a good TV pressented in the suspense of the same radio series, and the radio series are suspenses. "Suspense" is a good TV pressented in the radio series of the suspense of

49, MAGAZINE OF TELEVISION With Rita Hackett, Bob Duane, Nancy Wright, Jack Jellison ords, guests reducer-Director: Don Faust Producer-Director: Don Faust Producer-Director: Don Faust Harden Comment of the Comment of

short 13 minute and tied the show and barely managed to the short of the oven and in under the viry out of the oven and in under the viry. Out of the oven and in under the viry. The short of the content of the content of the viry. The short of adoquate preparation. Director Deep short of the content of th

JULIUS CAESAR

("Studio One")
With William Post, Jr., Robert
Keith, John O'Shaughnessy,
Ruth Ford, Philip Bourneuf,
others
Producer: Worthington Miner

Ruth Ford, Philip Bourneuf, others Tothers Worthinston Miner Director: Faul Nickel Director: Faul Nickel Director: Faul Nickel Director: Faul Nickel State of the State of the

range, Inte anapy, combicompared to the controversal point as to.
The entiroversal point as to.
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Shakespeare more polatable is to the controversal point as to.
Shakespeare in any form is till a controversal point as to the controversal point as to the controversal point as the controversal

Countrymen" ran away with use show.

The treatment of the Sollioquies, by utilizing the disembodied voice by utilizing the disembodied voice the state of the sta

### WOMEN'S MAGAZINE OF THE

WOMEN'S MAGAZINE OF THE

ARR
WIGH Hughes, Rub Crowley,
Mary Shyvesink, Peezg, von
ulnipham, Garline Upehurch, Eta
Haley

MANHATTAN SHOWCASE With Johnny Downs, Helen Gal-lagher; others Producer: Barry Wood Directors: Kingman T. Moore, Rob-

ert Stevens Writer: Chas. Speer 15 Mins., Mon.-Wed.-Fri., 7:15 p.m.

BELIEVE IT OR NOT
With Robert L. Ripley, Peggy Corday, Ming & Ling, Fritz De
Wilde, Bob Stanton
Producer; Vie McLeod
Director: Joe Cavalier
30 Mins, 39 D.m., Tens.
MOTOROLA

(Gourfain-Cobb) Widespread interest in Bob Rip-ley's "Believe It Or Not," which has been good b.o. in various forms for years, runs true to form in television. But not in the form pre sented on the first show last week (1). It was a tribute to the uniquely interesting data that Ripley has gathered from all parts of the world that his first video program, sponsored by Motorola, held atten-tion in spite of the obvious opening night jitters of all concerned.

night littlers of all concerned.

Criticism must start with Ripley himself. He's pretty wooden, plus which he was pienty spacenfortable the first show. Beyond that the first show. Beyond that the first show. Beyond that the first show are presented to the first show and the first show. Beyond that the first show a start show a s Criticism must start with Ripley himself. He's pretty wooden, plus

INDIVIDUALLY YOURS With Celeste Carlyle Director: Barbara Corning 30 Mins., Fri., 1:30 p.m. BLAIR CORSET CO. WGN-TV, Chicago

Junes, Frankel)

Jones, Frankel)

Fashion consultant Celeste Carible conducts a one-woman style show, using drawing board technique in a half-hour program aimed at housewires, and featuring showing of undergarments in a commercial.

Miss Caryle straightens out the fashion problems of studie gueets. Miss Caryle straightens out the fashion problems of studie gueets, which was defected to be made into a new spring suit; a last year's hat ion an Easter ceution; a veil can a ready of the straight of the straight of the state of the stat

ing of undergarments in a commercial.

Miss Carlyle straightens out the commercial controlled on the commercial controlled controlled on the commercial controlle

PREVIEW
With Tex McCrary, Jinx Fall
burg, guests
Producer: David E. Scherman
Director: Ellis Marcus:
30 Mins., Mon., 8 p.m.
PHILIP MORRIS
CBS-TV, N.Y.
(Riom) Tex McCrary, Jinx Falken-

This was a fantatically bad show—at loss as it unfolded in its CBS-TV premiere Monday (7). The show—at loss as it unfolded in its CBS-TV premiere Monday (7). The show—at loss as a show as a show a show at loss as a show a sho

diverting was dull and contissing. First 12 minutes was a sort of "Life and Times of Mary Martin." First 12 minutes was a wort of "Life and Times of Mary Martin." In the continuation of the "Life of South Packing" musical. This parlayed an "—and continuation of the continuation of the

helped rectite the story of manna's rise to stardom.

Next came a quickle fashion laynout with the first of a series of 
active the first of a series of 
the stardom of the stardom of 
Ferris, understudy to Patricia 
Morison in "Kiss Me, Kate," in 
the wrong place, with the latter 
renditions of "Soo In Love" and 
True. Too You in My Pashion: for 
creditions of "Soo In Love" and 
True. Too You in My Pashion: for 
practice of the week" soment. 
In botton the week" soment. 
The Morison of 
practice of the stardom of 
practice of 
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(called, Nicnoias w.)
burg!.
"Stant of the Week" for the
winding was tabbed "Billion Dollar
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winding was tabbed "Billion Dollar
trial and commonsteed of individual
trial and commonsteed of the
Fred Warins. If the energies expended in getting such top cehelon
together went tabe the Ty production of the trial was the product
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together went to the tr

JACQUES FRAY MUSIC ROOM With Fray; Charies Stark, an-nomner Producer: Jack Munhall Director: Babette Henry 30 Mins; Sal, 8 p.m.

Sustaining ABC-TV, from New York

EXPERIENCE SPEAKS
With Bill Adams, emece: Lanny
Ross, other guests; Emerson
Buckley and oreh; John St.
Leger, announcer
Producer: Hendrik Booream
Writer: Richard Dana
30 Mins., Fri., 8 p.m.
Sustaining

Sustaining Mutual, from N. Y.

Mutual's now show, in which over WEOA. Schenectady, for people tell their own life adventures, is an interesting program fast-hours opposite tell their own life adventures, is an interesting program fast-hours opposite the program fast-hours of the street level, with its true and the street level, with its true and the street level, with its true sensational side. It makes good it tends to be talky, and the street level with the street level with street level, with its true and the street level, with the street level, with its true and the street level, with its after with have lots of dra-min to the street level, with its true and the street level, with the street level, with its true and the street level, with the street level, with its true and the street level, with the street level, which it is the street level, which is the street level, with the stree

sounded unaffected and real.

Bill Adams, who is an amiable
rather than an over effervescent
host, gently but cleverly draws out
the salient point in a person's life
atory. On Friday's program be had
a Brooklyn chiropodist and his
wife, the doe with a hobby of getting out of straitjackets.

Adams also presented a Scars-dale, N. Y., bus driver with a pen-chant for entertaining his passen-gers with singing welcomes and song departures.

gers with singing welcomes and song departures. A woman who was so poor that January and the second of the second

THE WALRATH FAMILY
With Glenn Walrath
15 Mins., Mon. to Fri., 5 p.m.
Sustaining
WPTR, Albany

A mildly amusing multi-cha ter creation is this program by WPTR's assistant program director, Glenn Walrath. He presented it over WBCA, Schenectady, for ter creation is this program by

It tends to be talky.

Three characters are usually projected by Walrath on each stanza: Ma, Boob and Susie Jean. He plays himself as the fourth, Ma is the fullest blown, most lifelike and most rib-tickling. Walrath concluses of burlesque, an emotional, contantic, middle-aged widow.

Program holds

romanue, middle-aged widow.

Program holds a number of
chuckies and a homey appeal,
which should snare a quota of listeners. Walrath handles the story
and character creations well.
Sound effects are nicely handled.

Jaco.

HI-SCHOOL REVUE
With Len Hathaway, Lubo Zell,
Joanne Morgan, Bill Doty; Bebby
Breen, Guest
Producer: Fran Di Rocco
25 Mins.; Sat., 11:30 am.
FOWLER'S DEPT. STORE

mervice in New Gulnes, gave some high school.

amusing impersonations. Ross was on season caught (12), program opened with a fashion and up quite an entertaining program. The program opened with a fashion and set of the column by Joanne Morgan, who pointed out that noise the column by Joanne Morgan, who pointed out that noise the column by Joanne Morgan, who pointed out that noise the column by Joanne Morgan, who pointed out that noise the column by Joanne Morgan, who was the column between the column by Joanne Morgan, which save him a pretext for a signed.

As originally introduced, "Movie

Screen Guild Players' transcribed version of William Wister Haines' Command Decision' as a fuel field to the command of the co

In the supper name of the Association of the State of the

Henry Morgan, in the second of two successive guest abots on the Fred Allen show via NBC Sunday night 161, helped Allen ride to one Purpose of Morgan's guesting, of course, was to trailerize the preem of his own NBC half-hour, which 'starts next Sunday (133, and Allen is slated, to reciprocate a Morgan's

is slated to reciprocate as Morgan's first guest.

Duo participated in some neat kidding on how Allen could protect ing over to TV—and it sounded like kidding on the square. Morgan's remedy: for Allen to buy a proceeding the start of his AM airer and beam two spotlights directly into the canera eye. That, of course, would blind the viewers, course, would blind the viewers, radios.

Followup Comment RED BENSON'S MOVIE MATINEE With Benson: Carl Warren, announced Producers: Party Layton, Wilbur Stark

Stark Writer: Nat Eisenberg 30 Mins.; Mon. thru Fri., 3 p.m. Sustaining Mutual from New York

Matinee" was a quiz on questions the average fan might be expected to know. Present format, however, to know. Present format, however, leans more on the audience participation side, with two contestants competing for the championship and the winner defending his title against the next challenger. In addition to straight questions, participants are asked to sing or act, all of which adds up to good-natured fun.

up to good-natured tun.

Benson is a personable emcee
who hypoes the show and garners
plenty of laughs in his banter with
participants, always keeping the
audience with him. He also adilbs
snatches of a vocal or two, where
it figs in with the business at hand.

it fits in with the business at hand.
"Matinee" is taped at might, to
get a "fresher audience" and to
get a "fresher audience" and to
four minutes and insert local commercials. The arrangement seems
a happy one, avoiding the psychological drop which often follows
tional iteup there are allows a
tional iteup there are allows a
graine.

Brit.

### WLIB's Spanish Disk Jock

Miguellto Valdes, rhumba maes-ro, started a dick jockey show in spanish on WLIB, New York, Mon-

day (7).

Valdes will be heard from 3 to 4
p.m. Monday through Saturday,
according to Herman Bess, station
prexy, in keeping with the Indie's
drive for predominance in the
Spanish language field. Bess has
boosted WLIB's Spanish time six
hours dally. He says it's 80%

forcing them to tune in the radios. Forcing them to tune in the radios. In the radios in the radios

### PM EXITING 'KATE' RUT LIKELY TO STAY ON MRS

Philip Morris is exiting "Kate Smith Sings" on Mutual when its current contract is up April 22. It's reported that the ciggie outfit is smoking because Miss Smith and Ted Collins didn't give them "full cooperation."

cooperation."

The agency Ceell and Preabyey, hasn't set further plans yet, but it will keep Philip Morris in tit will keep Philip Morris in the paradisc C&P have a two-brand rate on MBS, getting as discount on time for "Kate" because of the sponsor's bankre'bling of "Queen for a Day," it's likely, therefore, that Philip Morris will have been considered to the property of the pro

Miss Smith's other MBS show, "Kate Smith Speaks," is co-op.

#### WMCA Continued from page 27

put, has been shifted to the trans mitter and use of master control setup is now held to a minimum, being used only on big shows. Operations have been rerouted that on routine shows, which comthat of routine snows, when com-prise the bulk of the station's pro-grams, master control is not in-volved. This means that the disk jockeys themselves must keep the log of records, transcriptions and live spots.

live spots.

According to a station spokesman, the payroll has been cut from
125 to about 100, but some Insiders
say that the staff was actually
management's policy is to pattern
WMCA after WIND, Chicago,
which operates with a staff of
about 70. It has also been reported
that station toppers are planning
of announcing personner.
To boost all-night ratings, Syn-

To boost all-night ratings. Symphony Sld is starting his show a half hour earlier five nights a week, going on the air at 11:30 pm.—The early start was fried out on Saturdays during the past two months, with higher ratings reported.





### No. 1-foreign reporting...

"Best consistent radio reporting on foreign affairs during the last year." That was the citation for Henry Cassidy, NBC's European news director, by the 700 members of the Overseas Press Club-the professional newsmen appraising themselves.

A reporter for eighteen years, foreign correspondent for thirteen, Cassidy joined NBC in 1945, and has covered every major post-war event and development in Europe—from the Moscow four-power conference to the British royal wedding ... from black market raids in Berlin to the 1948 Italian elections. Astute, experienced, able, he is typical of the men who staff NBC news.

He and his colleagues, backed by the news-gathering and news-broadcasting facilities of NBC, assure repeated audience response to news on the air: when national or international news events provide the same programming for all networks, listeners turn to NBC-for accuracy, for timeliness, for thoroughness, for the all-round "best consistent radio reporting."



America's No. 1 Network and television

THE NATIONAL BROADCASTING COMPANY

### CIRCLING THE KILOCYCLES

Baltimore — Management of WCAO announces the appointment of Robert M Richmond as assistant manager in charge of national sales and promotion. He'll join WCAO on Monday (14). He comes to the station from The May Co. In Bultimore, where for the past letter is the station of the past letter in the state of publicity.

Boston — Lydia Perera, w.k.
"Story to Order" lady, returning
to WBZ and WBZA to take over
moppet show "Chimney Corner"
next Sat. 129. In addition, she will
be featured on Tues. a.m. show
beamed to schools, the education
series, "Listen and Learn."

Boston—Charles B. H. Vaill has been appointed Director of Sales Promotion for Hub's CBS outlet, WEEL Fomerly with WMBC, he will replace Guy Cunningham, who has been upped to head of National Sales Dept.

Kausas City—Sally Baker is the new director of the KMBC-KFRM home economics department. She conducts two daily home service programs—"Happy, Kitchem" and "Food Scout"—as well as other assignments of the department.

Kansas City—Herb Bush is new announcer at WHB. He was with KOAT, Albuquerque. This fills the vacancy created when Sid Smith recently left the announcing staff.

Regina, Sask.—New manager of CKRM here is Norman A. Bot-terill, of CFBC, St. John, N. B. He succeeds Stuart MacKay, frans-ferred to Toronto.

Albany—Leo Rosen, former mo-tion picture theatre manager and for the past eight months promo-tion manager of WROW, has been appointed sales manager of the station.

Odessa, Tex.—Bruce Mack, program director for KOSA here, has resigned his post to join the staff of KPHO, Phoenix.

Uvalde, Tex.—FCC has approved ne sale of KVOU to the Uvalde troadcasters, composed of Edward

J. Harpole and W. J. Harpole William T. Kemp, a third partner sells his one-third interest to the Harpole brothers for \$7,000. He is manager of KVER, Albuquerque, N. M.

San Antonio — Jack Foster has rejoined WOAI announcing staff. He left here to become program director of KSIX, Corpus Christi and then went to KOGT, Orange as program and production man-ager.

Dallas—Ted Straus has been appointed commercial manager for KIKL and KIKL-FM. Straus is a former account executive for the outlet and will now, handle both local and national sales.

Chicago — WEEK, Peoria, an WEMP, Milwaukee, have appointe Headley-Reed Co. as national sale

Chicago — John Hopkinson was appointed national sales rep with offices in Chicago for XERF, Villa Acuna, Mexico. He is former sales-man for Chi stations WJJD and WIND.

Columbus — Mrs. Luella Engel, former farm director of WMOH, Hamilton, O, has taken wer as he new "Polly" on the "Kitchen Kettle" program over WRFD. Ohio's rural radio station. She will also conduct the daily "To the Ladies" show.

Philadelphia—Philadelphia Daily News, in a 52-week campaign over KYW, has purchased a quarter hour cross-the-board using William R. Wilson, station news analyst.

Minneapolis — Paul Wann, WCO announcer, has left the station to seek a balmier elime. Reasons of health prompted Wann's resignation and he returned to Chattanooga to resume radio

St. Louis—H. V. Calhoun, public service director for WBND, Bellewille, III., News-Democrat station, has filed as a candidate for Mayor of the town at the April 5 election. Calhou is one of four seeking the

#### D.C. Men Elect Davis

Washington, March 8.
The Radio Correspondents Assn.
held its annual election here today,
naming Elmer Davis, ABC commentator, its new president, suc-ceeding Albert Warner, of Mutual. William R. McAndrew, chief of ceeding Albert Warner, of Mutual. William R. McAndrew, chlef of NBC news activities here, was betted vice-president and the control of the co

### Femmes May Lead Fight On 'Unfit' Shows: 4-Day Session in Chi This Wk

Possibility of women broadcasters spearheading the fight against by George Jennings, president ob y George Jennings, president of Assn. for Education by Radio, Femmes can reflect boycott of women's groups across the nation in pressuring against shows worder the state of the presented continuing challenge to women airers because of premature emphasis on television, giving personnel still in radio "a defeatist connel still in radio "a defeatist women airers because of premature emphasis on television, giving personnel still in radio "a defeatist women Broadcasters convention here March 10-13.

Better than 400 members are expected at four-day session. Ses-Chicago March 8.

nere March 1013, implies are coperated at four-day session. Sessions will include advertising, education, public relations, rural work and public interest. Gals will tour main Chi stations between meet-Speakers lined up are Robert Richards, National Assn. of Berodcasters public relations director; A. D. Willard. ANB veepee; and Assn. for Education by Radio. Assn. for Education by Radio. Panel discussion leaders are Anne Hayes, KCMO, Kansax City, Mo.: Decidal Karney, ABC, Chi; and Bagency, Chis. Rathrauff & Ryan agency, Chis. Rathrauff & Ryan agency, Chis.

### WRAL CONVICTED IN CRIME NEWS CASE

Baltimore, March 8. WBAL, Hearst-owned 50-kw, sta WBAL. Hearst-owned 50-kw, sta-tion here was convicted yesterday (Mon.) of vlolating the city's court rule restricting crime news that may be carried by the local press and radio. The station was fined \$200 and counsel for the defense immediately announced that the decision will be appealed.

decision will be appealed.
Other Baltimore stations were previously convicted on the same charge and are appealing with NAB and American Civit Liberties Union support. The case followed the airing of newscasts concerning the arrest of a jaintier who was later convicted of the knife-slaying of an 11-year-old chiling of an 11-year

ing of an 11-year-old child.

Purpose of the court rule is to bar publication or broadcast of facts which may prejudice jurors.

Defendants, however, term the rule a gag on freedom of the press and add that newspapers and radio stallons in Washington. only 35 miles away, may flout the Baltimore rule with impunity.

### Gibson-Wiley Break Sets New WBBM Show

Chicago, March 8.
WBBM-CBS has bought out
Fletcher Wiley's remaining interest in Housewive's Protective League in Housewive's Protective League and will air Cit commentator Paul Gibon under a new handle as the Gibon under a new handle as the year contract will supersede the present pact, which had three and half years to run.

Continuing "friction and discounting the properties of the present pact, which had three and half years to run.

Contention revolved about difference in rates and handling of shows between Cibons and other Two Gibons shows will be af-

League Oroadcasts.

Two Gibson shows will be affected: a one-hour airing at 6 a.m. and 30 minutes at 4 p.m. both participating. Gibson is also on a 15-minute program—at—10:15-p.m.—under First Federal Bank sponsorship. All three shows are six-a-week.

### Frigidaire In 50-50 Disk Deal

programming more flexible, Frigidaire has picked up 50% of the tab on 24 transcribed program packages from which dealprogram packages from which dealers in different localities can take their choice. Shows approved by the General Medical Shows approved by the General Medical Shows approved by the General Medical Shows a show the General Medical Shows a show the General Medical Shows a show the General Medical Shows and include the gamut of program types from soap opera to visit press from soap opera to visit press from soap opera to with the cost for station time under half the cost for station time under its cooperative advertising plan. The McFeelv Co. in Columbus The McFeelv Co. in Columbus

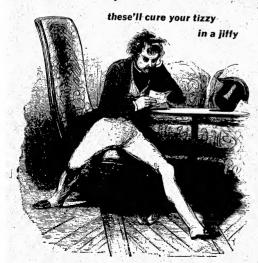
The McFeelv Co. in Columbus, O., is handling distribution of the various packages which were bought from five producers, including NBC, Harry S. Goodman, Monogram Radio Programs, Ford Bond and Hopkins Syndicate. McFeely, mattoral road ogram Radio Programs, Ford Bond and Hopkins Syndicate. McFeely, national rep for et. producers will also line up auditions for the shows for any dealer or station requesting

for any dealer or station requesting it.

The 24 available shows include "A Blouse in the Country," "PlayA Blouse in the Country," "PlayA Blouse in the Country, "PlayBerry "Welvel Circle," Manning the Country "Welvel Circle," "Manning the Country "The Wife Saver," "And Mary," "Betty and Bob," "Carson Mary, "Bob," "Carson Mary, "Bob," "From Godman, there have been and "Time to Sing" from the Secret Mary, "In the Editor's Daughter, "In Editor's Daughter, "The Editor's Daughter, "The Editor's Daughter, "The Editor's Daughter, "The Park Stript The Stript Mary, "Plantation of the Stript Mary," "Plantation of the Bipe Ridge," while Bond is delivering "Plant at Developed and "Plant at Developed and "Plantation of the Stript Mary," "Plantation is delivering "Plant at Developed and "Plantation is delivering the plantation is delivering the plantation is delivering the plantation in the Bipe Mary and "Plantation is delivering the plantation in the Bipe Mary and "Plantation is delivering the plantation in the Bipe Mary and "Plantation" is delivering the plantation in the Bipe Mary and "Plantation is delivering the plantation in the Bipe Mary and "Plantation is delivering the plantation in the Bipe Mary and "Plantation is delivering the plantation in the Bipe Mary and "Plantation is delivering the Bipe Mary and "Plantation is delivering the Bipe Mary and "Plantation is the Bipe Mary and Ridge," while Bond is delive "Fun at Breakfast" and Hop "Psychology in Action."

Scattle—Al Amundsen, formerly scripter at KOMO and KIRO, is now freclancing: He will offer freelance script services, as well as production, research and inter-viewing.

# come, come Sanderson!



POOR SANDERSON. He's all adrift. He's just received a note from his sales manager, Harry Lock, Hartford sales are down. The Georgia territory's kind of limp. One can hear the dealers hollering in Hoboken. Poor Sanderson.

Well, chin up, Sanderson, WOR's got three cures for you. They're names with proven audiences. They're three of the most merchandisable people in radio. They're priced low. They're timed to attract the majority of 36,000,000 people in 430 counties in 18 states.

GABRIEL HEATTER, "Gabriel Heatter's Mailbag"; Monday thru Friday, 14:30 A.M.: The great commentator in a program as unique and heart-stirring as anything ever aired. Simple, sincere answers to listeners' letters. A bargain, and sure-fire radio for any product.

JOHN NESBITT, "The Passing Parade"; Monday thru Friday, 2:30 P.M.: Packs all the power of this great narrator's four-time Academy Award winning movie shorts. Stirring stories of great and little things in life. Pure dynamite for the man who wants action, fast!

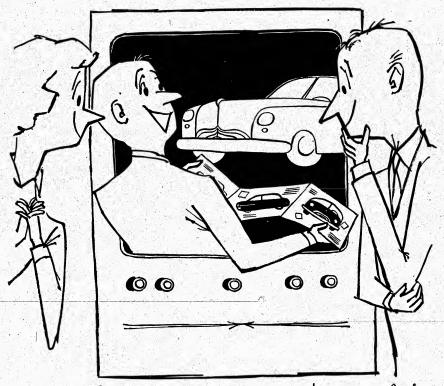
BING CROSBY, "Bing Crosby Sings"; Monday thru Friday, 2:45 P.M.: Need we describe Crosby? A program of the great crooner's past and present melodies, interspersed with quick-selling ad-libs. Especially tailored for a woman's product, but will sell anything.

our address is

mutual

...that power-full station

that power-full station at 1440 Broadway, in New York



On WCAU you're in Philadelphia

WCAU-TV offers 125,000 showrooms in Philadelphia for a gigantic demonstration of the new models. Philadelphia, the nation's third largest city, is *second* in number of TV sets. Use the combination of eye and ear appeal in this very important concentration of buying power. WCAU-TV is a CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

TV AM FM

### Names Amenable

Continued from page 1
Harry Hershfield, Is head of End dizement—this, of course, has most dorsements, Inc. This is the testimonial tieup outfit which couples 
hamses from screen, stage, radio, sports, society, politics and even 
trylty with commercial common 
commercial common 
As such, it's a familiar exploitation operation, but something new 
has been added, notes Alberti, in 
that heretofore unapproachable is they that Given a pitch by some 
are now more amenable to pluglarge tougher, as the names fall easier. But the socialities are 
need extra values for self-aggran—
is real soft touch for the blandish-

ments of certain topflight restau-rants attaches. It's no secret that many a class dinery's headwalter knocks off \$25 per tieup, especially if the snob appeal is the common denominator. This runs the gamut

denomination. This runs the gamult from endorsing vintages to coy although expension of that beverage, smoke, household formination or apparel, and the Cabinet officers, congressmen and the Catholic elergy are the toughest holdouts. The first two they are the dealers of their constituents, and should they endorse a certain razor blade, for example, it may cross facturer. So they play it safe and say nay.

NABET

ployees and the International Brotherhood of Endrew Workers. The Honor of the Honor

MABET-LATSE squabble, which may be intensified when NABET's pact with ABC and NBC explay April 30, stems from Walsh's proposal to "clean up' a situation involving 30 projectionists and 100 electricians belonging to NABEAT BY CONTROLLING TO THE STATE OF risdiction over electronic workers within stations where both unions

within stations where both unions are operating.

"We don't want to put management in the middle of any union dispute," Walsh said, "but if NABET declares war, then IATSE will take every measure to protect liself. Walsh intimated that his union might also claim jurisdiction over electronic workers if union might also claim jurisdic-tion over electronic workers if NABET persisted in carrying on the fight. Walsh stressed the growing importance of video with-in his union setup by disclosing that over 115 stage employees were now employed in New York video operations, as against only 15 a

operations, as against only 15 a year ago.

\*\*MABEJ\*\* jurisdictional claims over members now in its ranks. Clarence Westower, NABET exec seretary, said his independent union would resist all efforts by IATSE and IBEW to queeze it out. Westower also said that NABET will continue to spum repeated attempts by IBEW to absorb his unifor.

#### CBS Sun. SRO

Continued from page 29

Trolled by GE from 9:30 to 10 Survey and the ABCJT web in flow quights via GES-TV, is slated to move over it the ABCJT web in April under Goodrich sponsorship. April under Goodrich sponsorship. April under Goodrich sponsorship with the Lincoln and the following week as a GES-TV sustainer. With the Lincoln and Sullivan, indendatally, stays with "Toast" regardless of the shift. Whether he or CES owns the packward of the shift with the stay of the shift in the stay of the shift in the stay of the shift in the shift of the sh

#### Crosley Swaps Help

Cincinnati, March 8 In latest personnel changes of

the Crosley Broadcasting Corp., Bernard Barth moved up from producer to program director WLW-T and Chester Herman, WLW-T and Chester Herman, who filled the post on loan to the video station, returned to WLW as assistant program director. Ken Sastiant switched from WLW assistant program director. Such as the station of the station

Buffalo—Chuck Healy, former sports director of WKIP, Pougli-keepsie, is new assistant to Ralph Hubbell, sports director of WBEN and WBEN-TV, Buffalo, Healy does TV sports play-by-play and a new weekly television news quiz.

### Disparity in Ratings Points Up Need For Complete Mfr. Lists

Pointing up the television rating services' needs for more complete manufacturers' lists of set owners, Pulse and Hooperatings on the "Admiral Broadway Revue" February showed a wide disparity

Pulse and Hooperatings on the "Admiral Rroadway Revue" for February showed a wide disparity in the share of audience snagged by MNBT MNBC. N. Y. Do and the share of audience share of the share of the

### 964,200 TV Set Shipment Since War, RMA Reveals

Jince Wat, Kim Keveals
Shipments of television sets during the fourth quarter of 1948 increased 88% over the third quarter, Radio Manufeturers Assa. retr., Radio Manufeturers, Assa. retr., Radio Manufeturers, State S

ing 866,832 sets in 1948. Total limited at 975,000 units.

A breakdown of RMA shipments since the war showed that 564,200 in 104. The shipment of the shipment altogether.

altogether,
Shipments were largest to New
York, followed by Philadelphia,
Newark, Los Angeles, Chicago,
Washington, Boston, Baltimore and
Detroit



Every Friday Nite, 8:30 E.S.T. Mat.: LOU CLAYTON

#### OFFICE SPACE FOR RENT 1 Block from Radio City

Several furnished offices with privocatis for rent. Telephone switchbound eleuning service. HOTEL ABBEY, NEW YORK



# DENNIS KING OF TELEVISION



"Particularly fine"

New York Times

\*

"Splendid characterization"
New York Sun

\*

"Terrific... broke all screen limitations"

Variety

\*

"Philco, starring Dennis King, hit the highest Hooper in its history"

Television Guide

\*

### THEATRE

- "Medea"
- "Pygmalion"
- "Three Sisters"
- "Doll's House"
- "Petticoat Fever"
- "I Married An Angel"
- "Searching Wind," Etc.

PHILCO TELEVISION PLAYHOUSE "DINNER AT EIGHT" NBC-TV
PHILCO TELEVISION PLAYHOUSE "CHRISTMAS CAROL" NBC-TV
PHILCO TELEVISION PLAYHOUSE "ST. HELENA" NBC-TV

CHEVROLET "EXPERT OPINION" NBC-TV

ACTOR'S STUDIO "INEXPERIENCED GHOST" WIZ-TV

ABC-TV "CRITIC AT LARGE" WJZ-TV

Exclusive Management For Radio and Television

WILLIAM MORRIS AGENCY, Inc.

New York

Chicago

Beverly Hills

London

### Radio Lux on Rebound With Annual \$1,000,000 Gross: French Time Sold

Radio Luxembourg, world's largest commercial station, has rethe Cerman occupation and is now grossing \$1,000,000 a year, acording to Louis Merlin, head of informations of Publicite, exclumerlin, in the U.S. to look over video setups, said that all French language time is sold but that because of sterling export difficulties.

ties, Technical quality of French TV is superior to ours, Merlin believes, but programmise there is no comparison. The government has only a small budget for video and high set prices restrict the number of viewers. A further complication is lack of an intercomplication is lack of an inter-

complication is lack of an inter-national standard on the continent, with the British telecasting on a and French on 815. American tele uses 825 lines. Last week Merlin completed a percentage deal with Ray Morgan to air "Queen for a Day" for Euro-phon Listener, or a Day" for Euro-phon Listener, or the British of the most popular programs, produced most popular programs, produced "Reline d'un Jour," One of RL's most popular programs, produced by his company, Les Programmes de France, is "Ploum-Ploum-Tra-Les-La", a talent hum thour that Les-La", a talent hum thour that can be seen town every day. Police estimate that "Ploum-Ploum" played in six months to a live audience of 1,250,000 who sang the bank-roller's commercial and cheered the coronation of "la plus chie. The sponsor, Monsavon perfume,

the coronation or 'la pius chic
The sponsor, Monsavon perfume,
will launch a new program, 'Radio
Circus,' March 26, to play under
canvas in 210 cities in the next
seven months. Using a traditional
circus, the program will also stage
a treasure hunt in each covenattended to the control of the color
find the ballerina's jewels or the
ringmaster's whip.
Besides the razzle-dazzle, Merilin
produces shows of cultural value.
One is 'Exceptional Destinies,'
world's great, including P. D.
and P. T. Barmum in the American
propresentation. This series is tape-

and P. T. Barnum in the American representation. This series is taper-recorded and produced on location, a la Hollywood, Merlin says. Scenes in church are taped in actual catherdas and rural scenes done on farms with live animals for sound effects. On the series of th

### Wash. State B'casters Nix Tournament Fee Offer

Washington state broadcasters have nixed proposed fee of \$15 per g am e per station for broadcast rights on state championship high school basketball tournament, to be played here beginning March 12

school basketball tournament. 10 be played here beginning March 16. Stations will broadcast scores by quarters only and are protesting loudly to board of the state high school athletic association. School school athletic association. School outfit also had asked \$1,000 for television rights to the tournament.

#### Hoover

Continued from page 27 FCC has lost 17 commissioners in 14 years, with 15 having had an average tenure of less than four years. Six of the present seven members have had an average of

members have had an average of only one year's service. Low salaries were blamed for this turnove of the control of the top of the control of the control therefore recommended that salary scales for members and top states be "sharply increased" to attract them. Insequency of commission salaries has been primary factor in FCC membership losses and has prompted many runor of linged-ing resignation of Chairman Worte

oy. Hoover report did not go into Hoover report and not go into various controversial policy matters for which FCC has been severely criticized in some quarters or pass judgment upon regulations adopted.

or pas Judgment upon regulations adopted or pas judgment upon regulations adopted. Instead, Hoover Commission concentrated its studies on the personal concentrated to other branches of the government, and how they called the concentration of the properties of the government, and how they effectively. FOC, the Hoover Investigators found, has gotten out of killer advantage of applications for radio and television stations, which, together with the turnover in its requirement of applications for radio and television stations, which, together with the turnover in its for "relatively inexperienced Commissioners" to cope with an abnormal volume of work to the properties of the personal contraction of the problems and the report, should be instituted to relieve the Commission, said the report, should problems except for major policy matters.

As for the panel system which FCC was reportedly planning to invoke until a recent Senate reinvoke until state of the senate of the s

St. Louis—The broadcast of Charles Stookey, KXOK's Farm Editor, on efforts to nationalize Editor, on efforts to nationalize in St. Louis in 1947, were entered in the Congressional Record by Congressman Melvin Price of East Louis. Stookey's remarks and Price's opinion of the subject were inserted in the congressional

### NAGEL SET TO STAR IN MBS PSYCHO-SOAPER

Mutual has a new co-op show, 'Secret Lives," starring Conrad Nagel as Dr. Roberts, an analyst.

A psycho-soaper, "Lives" will be a quarter-hour afternoon cross-the-board airer directed at women and dramatizing on each broadcast

the-board airer directed at women and dramatiring on each broadcast an actual case of a mental or emotional problem.

The show was created for WOR, N. Y. by Sherman H. Dryer, Starting date is not set, but MBS outlets auditioned the show via closed circuit.

### Mutual

d from page 26 g

Continued from page 28

La contract. And it is generally felt that the Kobak reelection, far from putting, a quietus on the situation, has only resolved another criess. It is no secret that there's a schism within the framework of the Mutual directorate, and that by uncertainties. Comes the end of the 13-week cycle and the next meeting of the Mutual board in June, and as one broadcaster close and the contract of the contract o

can pop.

Carlin is one of the pioneers in radio and only recently he received high industry tribute at a banquet tossed in N. Y. upon occasion of his 25th anni. in radio. He helped establish many of the program pat-terns for radio while the industry was growing up and has been close-ly associated with Kobak for a

number of years.
It is conceded that Kobak has pariayed Mutual into a sound business operation, but on the programming end he's been up against some tough obstacles frequently beyond his control. Too often the programming and the property of the programming the programm

#### Job Situation

affect the regularity with which artists are employed, said the Department, outstanding being talent, personality, "and just plain luck." In addition, the findings indicated that "in each occupation unemployment generally tended to be more frequent among young people than along tive in the next older age among the property of the pr groups, who are likely to be bet ter established and more widely

### From the Production Centers

tions, Inc., off to New York to sell network show....WBBM visitors were Guy Cunningham, WEEI, Boston, and Jim Clark, WAPI, Birmingham ... AFRA's Ray Jones in Rock Island at NLRB hearing ... NBC

#### IN WASHINGTON ...

Bryson Rash, ABC director of special events here, named public re-lations division chairman of local Cancer drive. Other radio names on Bryson Mass, ABC unrecof or special events sere, names pouner schizon division chairman of local Cancer drive. Other radio names on committee Include WWDC's Ben Strosse and DaMont's Watter Cansport of the Canada of the Canada

have only a fragmentary knowledge of it, gathered largely from glamotzied accounts of the careers glamotzied accounts of the careers. The study included 3,742 artist in 18 metropolitan areas and relate only to AFRA members. However, said the Department, since ever, said the Department, since ever, size the Department of the group and also to a large majority of singers and sound effects men. But take into every size presentative for this group and size of the department of the departm take into account many employe outside the unionized centers,

#### Salt Lake's 2d Outlet Plans to Preem in June

ter established and more widely known.

"Among actors in the age groups above 50, however, the rate of unsomewhat higher again. Few announcers and singers aged 50 or over were included in the survey; ployment."

The report, the first of a series on the survey, was designed by the ployment from the survey, was designed by the bullet of the properties of the survey, was designed by the test basis since last April when Digital the properties of the survey, and the properties of the survey and the su

#### **ABC Barn Dance Airing** To Kudo WLS on Anni Chicago, March 8.

Farm station WLS is flexing its 25-year-old muscles this spring with the ABC net airling of National Barn Dance, March 19 and special anni celebration broadcast April 23, date when Barn Dance first was aired to a local audience. Committee is lining up the Chi amphitheatre for a giant show in which Uncle Ezra, Gene Autry and other headliners who got their start here, will appear.

start here, will appear.

ABC airing will extend the local
broadcast to west and midwest.
Phillips Petroleum will sponsor
through Lambert & Feasley
agency, N. V. April 23 feativities
will include special programs and
25 year highlights, including first
ship-to-shore and international luck
expectation broadcasts.

Anniversary committee members are Glenn Snyder, George Cook, Harold Safford, George Bigger and Al Boyd. The Prairie Farmer newspaper will collaborate with special editions April 2 and 16.

### ON MUTUAL—Fridays at 8:00 p.m., EST

### LISTEN W

A picture producer tells how he is paying for his first picture with his own blood!

> A preacher demonstrates how he uses a Charlie McCarthy dummy in the pulpit!

A cab driver tells that he has made a deal with the Stork!



### **EXPERIENCE** SPEAKS!

"THE LAUGHTER AND TEARS OF THE WORLD"





Quiz Kids & In the fourth annual "Best Teachers Contest," Quiz Kids piled up another mountain of mail. Our thanks to the N.B.C. affiliates for helping make this another great Quiz Kids' milestone in their nine-year record for the Miles Laboratories through Wade Advertising Agency.

LOUIS G. COWAN, INC. 161 (1416)

### Zenith 'Obsolete' Ads

FCC and the Federal Trade Commission to check Zenith's claims. Admiral prez also phoned Zenith commission to check Zenith's claims. Admiral prez also phoned Zenith commission to check Zenith's claim and upper band to achieve comparation with the commission of the

requency signal. Zenith process of the process of t

. . . . .

Redio-Video Commercials will more COLOR when delivered and MUSICALLY by the

TELEGENIC

LANNY & GINGER GREY

(2 voices and a p

YOUR Jingle Sung or Written and produced. Some of our clients: ADAM HATS, MARLIN BLADES, SUCHARD, COCILANA, etc.

Write for Complete List
Listen Doily: WMGM-8:00-8:30 A.M.

LANNY & GINGER GREY Radio-Video Productions & Jingles 1350 Modison Ave., New York 28 • • ATwater 9-4020 • •

1705,000 in 1948 after taxes.

1705,000 in 1948 after taxes.

Shouse said that Crodey know-how gained from its Cincinnati TV experience, its plans to hook up Louisville with its Ohio video stations and the accelerating growth tions and the accelerating growth tions and the accelerating growth of the control of the contr COLOR TELEVISION .

at \$15,000 to \$200,000.

Shouse testified that the reason for buying WHAS is that it fits into the radio expansion plans of AVCO, the WHAS properties were "a good investment."

Shouse said Crosley planned to wise small the reason of the reason with the reason of the r

Philadelphia — Tom Moorehead, WFIL sports director, supplies the narration and does the blow-by-blow description of fights at the Philadelphia Arena for the TV "Sports Caravan" now being tele-cast over the DuMont network.

N. Y. Dally News' WPIX, with its new emphasis on sports and other events of particular interest to N. Y. audiences, has lined up 31 different remote pickups for March, which will cover more than 80 hours on the âir.

which was the control of the control

### WPIX

Playhouse" and "Comics on Pa-

Playhouse", and "Comies on Pa-According to Oce, those rating-show a Annue and the control of the show a Annue and the control of the show a Company of the Company of the tion's original reception problem, "if it ever actually existed," has been cleared up, "UPIX operates on channel 11, and many setown-ers had complained when the sta-ability to pick up its signal, "Coe said the new sets being installed are attuned to both the lower and higher frequency stations in the current band, in addition, he said, servicemen called in to read-cent of the company of the company of the enough about the problem to bring in the WPIX signal without diffi-culty. culty.

Complete the blg problem still the in keeping operating coats within reason, but asserted WPIX is now in a better position than its ever been. Situation indicates, he said, the position of an indie TV which means tailoring everything to the small advertisers' budget. WPIX is pointing all its forces at the N. Y. audience exclusively, as evidence when it addition, the station is concentrating on sports covery and the complete of the control of the contro Coe noted the big problem still

Because the web stations have net-work commitments to worry about, WPIX might pick up some of the night ball games scheduled by them, if there is no conflict with its own schedule. In addition, Coe indicated the possibility of WPIX covering both the Yankees and Glants in 1950, since the two teams never pla; at home on the same

#### CBS 'Shadow' Continued from name 25

(Freeman Gosden) "Lord's Prayer" (annually reprised on the A & A Christmas broadcast) is being recorded for Easter release.
Edgar Bergen: CBS deal involves a flock of subsidiary Char-

WPIX' Remote Binge

"My Friend Irma": This CBS-uilt top Hooper show has been ild to Hai Wallis Productions for "The Whistler": This longtime

ane wastier": This longtime CBS whodunit package has been the basis for a series of films by Columbia Pictures, with CBS cashing in on each:

Commons Fetures, with Cashing in on each.
"Crime Photographer": CBS-developed show which will get comic book distribution.
"You Are There": This CBS Sunday afternoon prestige s how dramatizing too events in history is getting a Columbia Recording the burg" and "Magna Carta" stanzas the initial ones to be waxed.

the initial ones to be waxed.

Arthur Godfrey Productions: In
itself a one-man industry, with
CBS now channeling his talents
into non-radio-television channels
with tour in g vaude units built
around "Talent Scouts" finds.

Edward R. Murrow: CBS is planning a three-times-a-week syn-dicated newspaper column based on Murrow's analysis of the news.

CBS Symphony Orchestra: Re-cording of this CBS-house band marks one of the initial ventures into subsid activity. It's paid off with sales of several hundred thousand albums.

thousand albums.

"Let's Pretend": More than 250,000 Columbia albums of fairy tales from this CBS Saturday sold; the "Jack and the Beanstalk" album alone hit 75,000 sales mark. "Suspense": Another CBS top audience pulling whodunft was the couple years back. However, CBS is planning to revive it, with the show now more solidly entrenched in radio than every.

now more soutily entrenched in radio than ever.

CBS' finital excursion into films as co-owner with Jack Benny of Amusement Enterprises' "Lucky says its capital gains negotiations for Bing Crosby's show biz enterprises also embraces an interest call his Paramount Pictures deal. Also, because of its recent acquisition of the corporate setups of new permit in two of the current Streadway legit hits.

### **Davtime Tele**

daily, runs its studio shows until 2:15, and then, with the exception of basefall when it starts, will shutter until 6 p.m. Some station operators, who had not yet gone in for daytime logging, have already begun to wonder whether TV actually has the power necessary to support morning and afternoon studio programs.

noon studio programs.
DaMont attributed the basic reason for the change to the fact that the baseball season "will soon open." But, it is pointed out, the first game sheduled is April 15, a good five weeks away. Station AV. Yankee baseball games levely but continue with its studio programming for the benefit of other outlets on the network. It has since learned that most of those stations are committed to carry their local been no reason for a continuation of daytime shows during the summer.

of oxyume shows during the summercually it is believed, WABD's
devilue alses have faller of conaverage and the sum of the sum of

out. To compensate for the daytime cutback, WABD will move some of its Monday-through-Friday afternoon programs replaced by afternoon programs replaced to a saddition, the station takers on an extra hour-and-a-quarter of Sunday shows. Station announced it is currently planning new programs for afternoons when the Yanks are on the road, but details aren't yet available.

### WAGA-TV

lie McCarthy products, including dolls, with Bergen sharing in the royalties. Subsid products is now in the blueprint stage. lett, Quitman, Ga., radio station lett, Quitman, Ga., radio station owner, the 60-minute program traced history of communication of all types and climaxed with... "and now we come to WAGA." It is show were personnel from WAGA. the circ." Live participants in control of the common of the

of show.

15 Stown and Special Special

From 9 to 9:30, Gulf Oil's "We, The People," Kinefilm, was tele-

cast.
WAGA-TV will sign on each
evening at 7 o'clock and will be an
air 21 hours per week, seven days
per week, broadcasting on Channel 5. "Test patterns will run 28
hours, per week. In addition to
CBS-TV sfillation, station has a
tieup with DuMont.

tieup with DuMont.

G. B. Storer, Jr., son of prez of
Fort Industry, is manager of
MAGA-TV. Claude H. Frazier is
commercial manager and Arch
Ragan is promotion manager.
Aforementioned James Loren is
production director, Ernest L.
Elsner, film director, and Paul
Cram is chilef engineer.

#### Two New Chi Packagers Chicago, March 8.

Two new Chi tele packagers have hung out shingles. Ted Materna and Nellene Smith, radio writers, have formed American Television, Inc., with comedy and quiz shows packaged.

Jane Ashman, former NBC and Mutual writer-producer, has joined with Ralph Ferrin of Hollywood in Ashman-Ferrin Productions, Chi.



-REGISTER, Des Moi

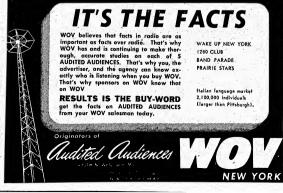
# "WHAT MAKES YOU TICK?"

, Mon. thru Fri. 2:45-3 P.M.

With JOHN K. M. McCAFFERY altten and Directed

### TV Production Assistant

Young man, 34, desires position with television station, or agency TV de-pariment. Television, films, radio, and Broadway show experience. Samples of my work available on film.



#### 6-Man Committee as ASCAP Coast Rep Part of Plan to Ease East-West Friction

Stankey Adams and A. Waiter Kramer, who conducted the semi-annual meeting with the 500 or so ASGAP writers here last week [1], advanced a plan under whith the control of t

ves. Six-man committee is to be s "Six man committee is to be spected by a nonmining group of 12 writers. It's quite possible that the group named will, in the final naming, include a publisher or two who is headquartered in the Hollywood area. It's figured that any committee that will be a liaised to be a special property of the special property of

members of both factions here.

N. Y. Bees in Error

Pian submitted last week to the
Hollywood contingent of writer
members of the American Society
of Composers, Authors and Pubsmoother and closer relationship
will be established between the
western group and New York headmoved by the Society's director
board. Plan, which calls for the
celetion of a six-man committee
of the board. It was explained to the
Society's descutive committee in
Society's descutive committee in
vorable.

Entite ideas was hiperprinted with

N. Y. and the reaction was favorable.

Bottle was a husprified with broader in the control of th

#### Norman Shouts 'Petrillo' As Jordan Ouits H'wood Spot Over Exploitation

Spot Over Exploitation

Hollywood, March 8.

Gene. Norman's hassle with
Louis does a second of the control of t

Hi-Tone Records, Inc., chartered two publishing to conduct a records and electrical in their worth transcriptions business in New too many have york, with a capital stock of \$20.

For London Return

FOR LONGON REGUITS
Denny, Dennis, English singer
who has been working with Tommy
Dorsey's band for almost a year,
will quit that outfit and return to
England within a few weeks. He is
still under contract to London Records, British Decca-owned company which circulates London
pressings on in the U.S., and he il resume recording for that outfit He has done no new disks for Lon don since he came here to join Dorsey (London didn't argue with his recording for RCA-Victor with T.D.).

T.D.J.

Dennis' stay in England will be for only eight weeks, after which he'll apply for a new visa (second is now expiring) and return here. Whether he will rejoin Dorsey's band upon his reentry into the U.S. isn't disclosed.

#### Studio Sidemen Sour on Tele Pay

New York radio studio musiclams aren't too happy about the recent extension by the American Pederare attention by the American Pederare at the American Studies of the Pederare at the American Studies of the Pederare at the American Studies at the American Studi

#### Ventura-RCA to Plug **Bop Style With Special** 'Lessons' for Jocks

RCA-Victor is doing a unique routine with maestro Charlie Ven-tura, in its efforts to help push bop recording Ventura in a series of five lessons about the style, which will be pressed on one 16-inch will the pressed on one 16-inch will the pressed on one 18-inch will the pressed on one 18-inch will be pressed on the pressed on

country. It will not be sold.

To make the platter, Victor paid
Ventura and his men transcription
rates as against the American Federation of Musicians recording
scale. Regular disk pay is \$41.25
for three hours, overtime extra;
transcription rates are \$55 an hour
for leader and \$27 an hour for

for leader and \$27 an hour ror sidemen. Ventura's lessons begin with the origin of the word "hop" and pro-ceed through verbal and musical explanations. For example, he plays a metody and then it and the control of the plays of the con-trol of the control of the con-trol of the con-trol of the control of the con-trol of the con-trol

#### ASCAP DEFERS ACTION ON PUB RE-EVALUATION

ON PUB RE-EVALUATION.

Efforts of the publishers' classification committee of the American Society of Composers, Authors and Publishers to reevaluate the availability worth of the catalogs of pub members dipped to a fact that the committee and the committee and the committee of the catalogs of the catalogs of the catalogs of the catalogs and the committee and the catalogs of the catalogs are seen for the committee stempt to be catalogs. Gus Schimmer is chairman.

Basic reason for the committee stempt to place new evaluation on each catalogs stemmed from one catalogs stemmed from the catalogs attempt to place the committee with the catalogs attempt to the committee of the catalogs attempt to the catalogs attempt to the catalogs attempt to the committee of the catalogs attempt to the catal

#### Varnum Dies At 36

Wayne Varnum, former head of Columbia Records publicity and promotion in New York and later head of his own agency, died of cancer last week (1) at the Nava Medical Center, Bethesda, Md. He was 36.

was 36.
Originally a member of Columbia's advertising division, Varmun became N. V. publicity director in 1940. He went into the Nayv when war broke out and rejoined Columbia in 1946. A year later he set up his own publicity agency, which was sold out to Marvin Drager only a few months are ubbecamen. was sold out to Marvin Drager only a few months ago, when varnum went into a hospital. Survived by a 10-year-old daugh-ter, his parents, of Butler, Pa.; a sister and brother.

### ASCAP-Video **Confabs Facing**

White the television-rate negotiations between the American Society of Composers, Authors and present new theorem of the Coral To greening monthly and anically in New York, the problems both committees are facing make it appear that the terms of a deal work be most fail for the 30-day extension on the \$14-year blanket license granted by ASCAP has passed, And three months of the two-year from its publisher members to more time and talent into the ropical ratheir members to more time and talent into the ropical ratheir members to more time and talent into the ropical ratheir members to more time and talent into the coral table. The standard the standard the coral table it debuted as for the standard transitier and the two proposed to the standard transitier and the standard transitier and the standard transitier and the standard transitier states, ASCAP, this size, the standard transitier states, ASCAP, the standard transitier states and the standard transitier states, ASCAP, the standard transitier states are standard transitier

of songs done in such a way as to demand "dramatic" rights. ASCAF, donand "contained" rights. ASCAF, then since such rights must be obtained direct from the publisher and writer owning the copyright of a tune. It does not come under the blanket license heading, and the contained of the containe manding the securing of such rights are as a rule network shows demanding clearance at the source.

#### RCA Sets 45s For March 31 Debut

Philadelphia, March 8. RCA-Victor is issuing its 45 rpm RCA-Victor is issuing its 45 rpm disks so they will be available on dealer counters on March 31. Un-weiling of the disks to the public originally had been predicted for "early in April" by Victor. In all probability it will precede the de-by Victor for sale by Capitol Rec-ticulation of the company's own

order must consider the consideration of the consid

#### Percy Faith, RCA

Near Pact-Signing Percy Faith and RCA-Victor are close to signing a contract.
Faith was with the Musicraft label before it folded and was taken over by Mercury Records.

#### **Capitol Names Continental Artists To** Be Available Via Tele-Funken Deal

Columbia Begins Oberstein Pressings Hollywood, March 8

D. He went into the Navy when broke out and rejoined Columbin 1946. A year later he set up to 1946. The columbia secords Corp. will be sent out to 1946. The columbia second corp. will be sent out to 1946. The columbia second corp. will be sent out to 1946. The columbia second corp. Will be sent out to 1946. The columbia set is east to 1946. The

# Be Major Label

Dec Recodits planning to put more time and talent into the new Coral label it debuted a few months are, and make of it a full-fleded major time on a par with fleded major time on a par with fleded major time on a par with recommendation of the second coral and, if possible, shifting good new talent for use on Coral and, if possible, shifting good new talent for use on Coral and, if possible, shifting good new talent for use on Coral and, if possible, shifting good new talent to the latter's companion series.

For example, Connie Haines, who recently signed with Decca after bowing off the Signature who recently signed with Decca artist, may move, which may be advantageous to him since on the and pick Haymes to buck for populses. Ames Box, new quartet, is on Coral and they've been doing the control of the c

#### Seek to Force Musicraft To Record Vaughan Or Release Her From Contract

Nettexbe first river to save the save the save that save tack to secure the release of the singer from her Musicraft Records contract and enable her to move over to Columbia Records. 'Petition was filed in N. Y. dedral district court, which has jurisdiction over Musicraft's Chapmake the company either release the singer or record her and distribute pressings.

make the company either release the singer or record her and distribute pressings. The pression of the pressing of the pressing of the pression of the pressing the pression of the pression of the pression of the pression o

#### ART FORD CONTRACTED FOR 3 YRS. BY WNEW

Hollywood, March 8. Capitol Records has compiled an impressive list of European artists available to it through the recent arrangement with Tele-Tunken German recording giant. A complete list of singers, instrumental research of the capitol label has been compiled all will be malveted on 78 to the Capitol label has been compiled All will be malveted on 78 mill inake them available on 45 mp platters, The list follows: Singers: Erna Berger, Peter Answers

rpm platters, The list follows:
Singers: Erna Berger, Peter Anders, Martha Fuchs, Elizabeth
Hoengen, Gerhard Huesch, Max
Heinz Niessen, Auflich Raufawasra, Maria Feining, Hans Reitmar,
Helge Roswaenge, Erna Sack, Wilheins Schity, Rauf Schmitt-Walter,
Heins Schity, Rauf Schmitt-Walter,
Heins Schity, Rauf Schmitt-Walter,
Heins Schitz, Rauf Schmitt-Walter,
Tag, Pranz Veolker, Marcel, Wilriach, Josef von Maropareta Klose,
Josef von Maropareta Klose,
Josef Problashan, Margareta Klose,
Josep Problashan, Jaro Prohaska.

Jaro Probaska.

Instrumentalists: Claudio Arrau,
planist; Erik Then Bergh, planist:
Calvet String Quartet, Gaspar Cassado, cello; Eduard Erdmann, planist; Conrad Hansen, planist; Georg
Kulenhampff, violin; Mitja Nikisch,
planist; Tibor von Machula, cello;
Arturo Benedetti Michelangel, pianist; Stross Quintet, Trit: Relication, planist; Tibors, Quintet, Trit: Relication, proposed pr

anist; Stross Quintet, Fritz Heit-mann, organis-Rusurd van Beinum, Fritz Andre Wilhelm Futwange-Fritz Andre Wilhelm Futwange-Fritz Andre Wilhelm Futwange-fritz Andrews Wilhelm Fall van mith, Eugen Jochum, Paul van Kempen, Erich Kleiber, Clemens Krauss, Tor Mann, Gino Marinuzzi, Willem Mengelberg, Hans Schmidt-lusserstedt, Carl Schuricht, Antonio Vitto, Heinz Tetlem, 1gor Stravin-

lsserstedt, Carl Schuricht, Antonio Votto, Heinz Tielden, Jgos Stravinsky, miphonies: Berlin Philliarmonia, St. Miphonies: Berlin Philliarmonia, G. Concertpiebouw Orchestra (Amsterdam): Prague Philliarmonia, G. Concertpiebouw Orchestra (Amsterdam): Prague Philliarmonia, Grentaria of German Opera House Contestra of Maggio Musicales Florentino, Sinfonietta Musicum of Wiesbarden, Bayveuth, Festival Orchestra, Goteborg, Radio, Symphony, Contestra of Maggio Musicales Florentino, Sinfonietta Musicum of Wiesbarden, Bayveuth, Petival Orchestra of the Bavarian State Opera Menin, Choria of German Opera House, Gerlin, Chorus of Academy of Music (Berlin), Chorus of Charlemy of Music (B

of Bayreuth Music Festivals, I Cossacks Choir, Regensburg Do Choir, Wiener Saengerknaben.

#### Ad Twist Ups Varsity Biz in Key Cities For His Low-Price Label

Eli Oberstein's 39c Varsity re-

His Low-Trice Label
Eli Obsertains 28e Varity recordings have encountered an unusual twist which gathers new distribution for the label. It has received bias to, landle the Varsity
extended the stores having the
company, the stores having been
put which had never heard of the
company, the stores having been
put which had never heard of the
company, the stores having been
put which had never heard of the
company, the stores having been
put which had never heard of the
company, the stores having been
put which had never heard of the
same thing, All told, it's estimated that the various stores combined place between \$50,000 and
daily newspapers every 10 days in
behalf of the label.

This ad lineage came to the atretion of newspaper associations
up. In some cities, no Yarsity ads
appeared. When this happened, the
syndicates advised the local papers
after the local store that carried
Varsity and show its exces what
stores in other parts of the country were doing and the results
the store excess so approached
never heard of Varsity, but, on the
basis of what the newspaper adsolicitors had to say, applied the
of recordings. And the papers
thereafter got their advertising. Art Ford signed a new contract it were doing and the result with WNEW. New York, for three years. Pact covers Ford han, ding of the station's "Milkman's never heard of Varsity, but, on it makes weekly from midnight to the part of the

HOH42 A0-ZHO III Guums-Kor

> rea Perkins-KFEL Melson King-WCKY

puries Belu-KYFM ISTACA HINGROU-MIEE WEWW-nelled 11

OMUW-HabnaW but

HII STANGE-RAND ofek Bruce-WDSU at Bradley-KXLW ddie Gallaher-WTOP on Curis-WFBL

> ran Petay-Win tob Elliott-WHDH

GNIW-norms and

WEEK ENDING MAR. 5

528-55

# op Record Talen

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

Det

Bost

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	Probly though other of the recent of night before programs, most requested as the removal of the recent of the result of the re	ı
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-	15 1	Les Brown	Columbia	I've Got My Love to Keen Me	Rorlin	ASCAD		2	2	1 2 8	10	8 5	7 4	:	1.5	8	16
67	10	Evelyn Knight	Decca	Powder Face With Sunshine Lombardo	Lombardo	ASCAP		3 9		3 4		4	4	4		6 1 5	81
0	14	Russ Morgan	Decca	So Tired	Glenmore	ASCAP	9		6	3 5	3 8	3 1	6	9			82
0	16	Evelyn Knight	Decca	A Little Bird Told Me	Bourne	ASCAP		3	1	2		7 A	3			3 5	48
١		Vaughn Monroe	Victor	lue Lady	Mills	ASCAP				i.		2	2	2			47
10	4	Margaret Whiting	Capitol	Far Away Places	Laurel	ASCAP			3 2		6			8 01 8		4	47
1	0	Lorry Kaine	Decca	Can't Sleep	Lutz Bros	BMI	6	2			1					2	30
10	0 0	Mills, Bros.	Decca	. I Love You So Much It Hurts	Melody Lane BM	e BMI			9		1		10	10		•	24
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26	9	Commer Design	Coral	You. You You Are the One		ASCAP	1						6 9	9			22
		Samuel Raye	4	. Careless Hands	Melrose	ASCAP	Acres of the case of			110			7		Section .	2	22
14	0 1	Tommy Dorsey		Down By the Station	Am. Acad	ASCAP		10 5		4		9	01				8
	11	Paris United		Far Away Places	Laurel	ASCAP		4	5			01	8			8	8
	2 6	Poins's Osch	Supreme	A Little Bird Told Me	Bourne	ASCAP				:	2			2			22
. 31	2 6	Moreorat Whiting	Victor	Sicilian Tarantella	BVC	ASCAP			1		1	2			2		18
43	4	Day Noble	Capitol	. My Dream is Yours	Witmark	ASCAP								•	5		11
46	2 8	Robert Clory	Victor	Lady of Spain	Sam Fox	ASCAP		4	No.					1			5
1	4	Dennie Dow	N.Ing.	Fut Your Shoes On, Lucy	- 31	ASCAP .		-		9							19
06	10	Prother Done	TOTOL	Clancy Lowered the Boom	انو	BMI				1		6 1					16
7	9 6	Drouter Dones	Tempo	Sweet Georgia Brown	Remick	ASCAP		7			10	6	2		** 1 **		12
-		Joris Day-R. Clark.	를	With Sunshine	Lombardo	ASCAP			2						9		12
	q d	Bing Crosby	Decca	So in Love	T. B. Harms. ASCAP	ASCAP		9	8							8	ĭ
1	27	Bing Crosby		Galway Bay	reeds	ASCAP			10	6 6			8		:	9	14
27	13	Reggie Goff		I Loye You So Much It Hurts.	Melody Lane BMI	e BMI				1		2		9			7
20	S I	Sammy Kaye	Victor	Lavender Blue	Santly-Joy. ASCA	ASCAP		:					5	6			1
:	5	Guy Lombardo	Decca	Everywhere You Go	Lombardo ASCAP	ASCAP		:									1
24	19 36	Jo Stafford-G. MacRae	Capitel	My Darling, My Darling	Morris	ASCAP										6	=
	ă	Doris Day-B. Clark	Columbia	You Was	Crystal	ASCAP	8										-
	1 So	Sokach-Habat Orch	Decca	Blue Skirt Waltz	Wills ASCAP	ASCAP											1
	1 Sa	Sammy Kaye	Victor	Powder Face With Sunshine	Lombardo	ASCAP											1
41	2 Pr	Primo Scala	London	Cruising Down the River	Spitzer	ASCAP											
46	8	Frankie Laine	Mercury	It Only Happens Once	BVC	ASCAP											1
	1	Lennie Hayton	Victor	Slaughter On 10th Ave.	Chappell	ASCAP	2										
	N.	Nick Lucas	Capitol	. Tea Time on the Thames	Unpub	ASCAP	2										,
	9	Gracie Fields	London	Forever and Ever	Robbins	ASCAP	8										
18	4 To	Tony Pastor		Grieving for You.	Feist	ASCAP	9	8		:		;					
	1	Dorns Day	Columbia	tomanee.	Jewel	ASCAP	4				10					:	
	5	Cuy Lombardo	Decca	-:		ASCAP			3								1
1	T Per	Prontio Vontorio	Capitol	I'll String Along With You.	Witmark	ASCAP	the care									3	
146	1	Tack Pulton	Columbia	Dide Skirt Waitz		ASCAP						A	3				
5	Dag	Dagge I on	Tower	Suntlower	Famous	ASCAP		6		8				and the same			-
96	100	Par Capitol		Someone Like You	T. B. Harms. ASCAI	ASCAP									*		•
00	a DC	Don Crospy-P. Andrews		The Pussy-Cat Song.	Leeds ASCA	ASCAP			10		4				. 10		9
				A Rosewood Spinet.	Shapiro	ASCAP	9							** ***		:	100
8	D.	Dinan Shore	Columbia		T. B. Harms. ASCAP	ASCAP	7						9	117			10
	I D	Dania Wotcom		:	· · · Feeds	ASCAP									9		9
-	9 45	Art Mooner	Supreme	You Broke Your Promise	. Pic	ASCAP	4			10.1					10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		*
	Pa	Paul Weston	TA TO	Doo Dee Doo On An Old Kazoo . Pic	Pic	ASCAP	The second second			100			100		. 8		
31	2 R.	Russ Morgan	Deces	Craicing Daws the Direct	Capitol	ASCAP	6									: : : :	2
			Decea	Cruising Down one myer	Spitzer	ASCAP	:										2

#### **Expect New Contract Soon as Pubs And Pluggers Resume Negotiating**

Guite a tustle developed lastweek at the resumption of metings between the Music Publishers
Contact Employees and the Music
Publishers Protective Assn. over
terms Meeting was the first was
defined and the publishers
Council Employees and the Music
Publishers Protective Assn. over
terms Meeting was the first was
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cold deal expired Dec. 31, but the
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cold deal expired Dec. 31, but he
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Then, it was suggested that the MPCE buy the daily service of Accurate Reporting, which supplies for the pubs to buy it from the MPCE, which would remove the boycott and enable the MPCE who the theorem of the MPCE which would remove the boycott and enable the MPCE to the theorem of the MPCE which would remove the boycott and enable the MPCE to the theorem of the theorem of the most first which was the pointed out that a union couldn't be in-business in any way. It now appear all payobs-curbing idees are out, except the case when the same way in cash-

ani. payoia-curring uceas are out, excepting the rules now in excepting the rules now in extended back to excepting the rules now in extended to the set of the second of the rules of the second of the rules of the

# Henry Miller Named V.P.

nenry inliner Named v.F.
Tomily llywood, March 8.
Tomily Rockwell, General
Aritists Corp. prexy, didn't lure
Duke Ellington into the fold duntibute Ellington into the fold dunbut be well back east with a new
ylce-president for his outfit. Henry
Miller.-who, has been band-booking
for GAC's Coast office for years,
was elevated by Rockwell before
was elevated by Rockwell before
his New York beadquarters after a
10-week stay.

#### Tops of the Tops

Retail Disk Seller
"Powder Face With Sunshine"
Retail Sheet Music Seller
"Far Away Places"
"Far Away Places" "Most Requested" Disk

'Cruising Down the River' Seller on Coin Machines "Far Away Places" Best British Seller "Slow Boat to China"

#### **Fox Meets With** RCA Over 81/3% 'Breakage' Tiff

Harry Fox, music publishers' agent and trustee, indided with RCA-Victor men at the company's Camden, N. J., headquatrers last week over Victor's attempts to secure a flat 85% "breakage" dedictions from puble quarterly ductions from publes quarterly control of the published for the publis

to have offered to throw open its bobars. Developing the bobars of the b

not be countenanced.
Attorneys and accountants base their arguments on the theory that the arguments on the theory that the content of the co Attorneys and accountants base

#### Berlin's 'Warm' Real Hot Revival on Lone Record

ReyIVal on Lone Record
Irving Berlin points to his oldie,
"I've Got My Love to Keep Me
Warm", as evidence of what one
recording can do to snowbill a recommand to the state of the state Bands at Hotel B.O.'s

Berlin points to "What'll I Do?" as proof positive you can't force a revival into hidom. Last year he felt that this song, coupled with a Meto film interpolation, was sure-stored and all the other top diskers waxed it, but instead his "Say It lan't So." asserted itself even more strongly, from amongst the old Berlin calalog. However, the real surprise hit is "Warm."

#### Len Joy Rejoins Decca

Leonard Joy rejoined Decca Records Monday (8) In New York. He'll work in the company's N. Y. studios to some extent, but plans as to how he will be fully used aren't definite, according to presi-dent leok Kanp

aren't definite, according to president Jack Kap Decea as head of its Coast offices for a couple years, its Coast offices for a couple years, director chores only in the Hollywood office. He dropped off the Decea payroll rate year. Joy makes Decea's renewing of Joy makes. Gordon Jenkins and Sy Olliver are the others.

#### Lower Royalty Rate OK'd by Pubs For Prompt Payments, Otherwise 2c

BMI Opens Offices In Mpls., New Orleans

In Mpls., New Orleans
Broadcast Music, Inc, has
opened Minneapolis and New Orleans offices. Frank J. Collins,
heding Minneapolis layout, will
cover upper Michigan, upper WisSouth Dakota. Bill Kimmell, ofNew York BMI office, will open
New Orleans setup.
BMI has inked Tred Lipstit's and
Joe Bathey's in Detroit, Danny's
Musical Bar, Cincinnati, and
Caruso's Club, Chi.

#### Castle-Kincaid Combo Set Dixieland Style Band in Face of Bop

Band in Face of Bop

Le castle, trumpeter-meetry,
and Descarded, trumpeter-meetry,
and t ing costs to prewar figures. Music Corp. of America will book the Corp. of A new combo.

Major music publishers have re-fented a bit in the royalty situation evolving from the recent moves by the Signature and Spotlight record-ing a bear in the Sec and Sec re-ing on the full statutory rate of 2c per side for disks sold within the price range, as against the 1½ ca side the music industry has ac-cepted for years for disks priced to the state of the second of the sec-torated slightly, but only under certain conditions.

treated slightly. But only under certain conditions:

Harry Fox, publishere's agent and insistee, has or will adule all competences of the condition of the con

Decca Records last week declar-ed a regular dividend of 12½c a share on capital stock for the first quarter of this year. Payable March 29 to stockholders of rec-ord March 15.

## Songs With Largest Radio Audience

The top 32 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Mu-sic Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Pealman, Director.

	Survey Week of Feb. 25-March 3, 1949
	A Bluebird Singling In My Heart
	A Rosewood Spinet Shaniro-B
	Always True To You In Fashion-*"Kiss Me Kate". T. B. Harms
ŀ	Brush Those Tears From Your EyesLeeds
	Candy Kisses
	Cruising Down the River
	Down By the Station
	Far Away Places
	Galway BayLeeds
	Here I'll Stay-*"Love Life"
	I Got Lucky In the Rain—""As the Girls Go" Fox
	I Love You So Much It Hurts
	It's a Blg Wide Wonderful World
	I've Got My Love To Keep Me Warm
	Lavender Blue—†"So Dear To My Heart"Santly-Joy
	Look Up
	On a Slow Boat to China
	Once In Love With Amy—*"Where's Charley" Morris
	Powder Your Face With Sunshine Lombardo
	Red Roses For a Blue Lady Mills
	So In Love-"Kiss Me Kate"
	Someone Like You— "My Dream Is Yours" Harms
	Sunflower
	Tara Talara TalaOxford
	These Will Be the Best Years Of Our Lives Robbins
	Underneath the Linden Tree La Salle
	While the Angelus Was Ringing
	You Was
	You Were Only Fooling
	You, You, You Are the One
	21 songs of the week (more in case of ties), based on the copy-

21 songs of the week (more in case of ties), 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. Peulman, Director.

All Right Louie Drop That Gun
As You Desire Me
Buttons and Bows—"Paleface"
By the Way—1"When My Baby Smiles At Me"
Coca Roca
Dreamer With a Fenny—""All For Love" Feist
Words & M
Famous
BVC
United
Simon
Robbins
Johnstone-M
Remblie Do tale and the second of the

#### | Band | Hotel | Played | Emil Coleman\* | Waldorf (400; §2) | 12 | Gardner Benedict\* | New Yorker (400; §1-\$1.50) | 13 | Guy Lombardo | Roosevelt (400; §1-\$1.50) | 18 | Tony Pastor | Statler (450; §1-\$1.50) | 4 Waldorf, Carl Brisson; New Yorker, ice revue.

#### Chicago

Barelay Allen (Empire Room, Palmer House, 550; \$3.50 min.\$1 cover). Evelyn Knight closed (2), Victor Borge followed. Fine 3.400 covers. Henry Brandon (Marine Room, Edgewater, 700; \$1,20 cover). Nicked, 2,000 covers

2,000 covers.

Joe DeSalvo (Swiss Chalet, Bismarck, 200; \$2.00 min.\$1.05 cover).

Lent effected family spot; 1,300 covers.

Dick LaSalte (Mayfair Room, Blackstone, 350; \$3.50 min.\$1 cover).

Andy and Della Russell and LaSalte, Okay 2,000 covers.

Trankle Masters (Boulevard Room, Stevens, 560; \$3.50 min.\$1 cover).

to Show and Masters consistent; 2,500 covers.

Joe Show and Masters consistent; 2,500 covers.

Supplementary (College Inn. Sterman, 300; \$2.50-\$3.50 min.). Steady

#### Los Angeles

Curnes cavaltere (Ambassades, 900, \$1.50-\$2). With Modernaires. The week caker, 3.500 covers, \$1.51.50. Steady 3.400 covers. Jan Gardines (Heavy Hills, 500; 44 min.). Sloping 1.300 covers. Location Jobs, Not in Hotels

Cre Davidson (Chez Parce, 500; \$3.50 mln.). Jack Cole Dancers, Mary Small, Joey Bishop. Okay 4,500 tabs. Rddy Howard (Aragon; \$1.\$1.15 adm.). Upped 14,000 admissions. 2,500 tabs. Clackhawk, 500; \$2.30 mlm.). Art Kassel out (I). Snappy Griff Williams (Trianon; \$1.\$1.15 adm.). Slow 12,300 admissions.

Benny Goodman (Palladium B., Hollywood; 1st wk.), Solid 15,400

#### London Label Boosts Use of Brit. Songs Via Pub. Writer Pressure

Recent shipments of London Records to the U. S. indicates that the British Decca-owned diskery is bowing to considerable pressure brought by English publishers and

songwriters.

Lately, the percentage of British-owned and written songs occupying London's disks has risen sharply, in comparison to the original groove London followed in competing in the U. S. with RCA-Victor, Columbia, Decca and other research mountagements.

Victor, Calumbia, Decea and other major manufacturers.

During the American Federation of Musicians recording ban, London gathered tunes from U.S. pubsection of the property major manufacturers.

tunes.
British pubs obviously hope by securing wider use of English songs by London to increase the U. and oldiar flow in their directions of the control of their directions of their corn metodies. The dollar flow to England was the basic idea for the formation of London in this country.

#### Camarata's Scouting Trip London, March 1.

Camarata's Seeuting Trip
Tutti Camarata, U. S. conductor,
Tutti Camarata, U. S. conductor,
and transger, and transger,
and transger, after a seven-week
trip during which he conducted
trip during which he conducted
and Switzerland seeking insternial.
U. S. sub sid of British Decca.
Camarata made a deal with Morris
Rocenzatren, Swiss disker, via
Rocenzatren, Swiss disker, via
D. S. foreign-language disks cut
U. S. foreign-language disks cut
U. S. foreign-language disks
the smagged Will Galhe, Lys Asia. Billy Toffel, Lale Andersen,
Los Clippers Orchestre, Hans Aflas Billy Toffel, Lale Andersen,
Los Clippers Orchestre, Hans Aflas Billy Toffel, Lale Andersen,
Los Clippers Orchestre, Hans Aflas Billy Toffel, Lale Andersen,
Los Clippers Orchestre, Hans AfLos Clippers Orchestre,

#### Ingle-Stint Tele Axed by AFM

New York local 802 of the American Federation of Musicians has decided that first rules applying to AM radio, which bar a travelling band from doing suitaining broad-apply to television. As a result, 802 has knocked out the coupling of Red Ingle's orchestra with comic Henry Morgan on a Svettimes with a start March 22. Raling also eliminated the new-

start March 22.
Ruling also eliminated the performance of the Page Cavanaugh Trio on a test show of its own on NBC Monday (7) evening. Trio could have worked as a guest, but the program was designed to feature it.

ture it.

Barring of Ingle from the NBC
program brought up the question
of why 802 let Ingle do weekly NBC
show from the Village Barn, N. Y.,
which he played for weeks, starting
those shows were looked upon as
'remotes' akin to the AM broadcasts any travelling band is allowed
to do from a location job in N. Y.,
subject, of course, to the \$3 per
man broadcast tax.

Col. Signs Julie Wilson Julie Wilson has been signed to a term recording contract by Co-lumbia Records.

Singer is now at the Maisonette, St. Regis hotel, New York.

#### Art Jarrett a Jock

Cincinnati, March 8. Cincinnati, March 8.

Art Jarrett, vocallst and former bandleader, joined WCPO as a disk jockey. Starts spinning his own show tomorrow (Wednesday). He landed in town Saturday (5) and guest bowed that day with Paul Dixon, the station's premier turntable man.

#### BAND BIZ BULLISH IN DET. SECTOR, SEZ AGCY.

DET. SECTOR, SEZ AGCY.

Detroit, March 1.

Despite a reported lection of of club and party bookings on both the east and west coasts there's been no "drastic letdown in bushes the continuous production," and the continuous production of club and party bookings on both the east and west coasts there's been no "drastic letdown in bushes the continuous production," and the continuous production of the continuous production, he said, can be attributed to the fact that as long as high, embedding the continuous production of the continuou



LORRY RAINE

#### Jocks, Jukes and Disks

By Bernie Woods

Perry Come "Ball H!"-"Some Tric vocal. "Square" is obsynched the property of t

fair. Another likely tune is "I'm Wearing Last Night's Smile Tonight," cut by Dick James (London). Guy Lombardo's Kenny Gardner hits the spot with his vocal of "Be Mine" and "When You're In Love," both good sides.

#### Platter Pointers

Love," both good sides.

Platter Pointers
Freddy Martin Is hot on the ball
with his "Humphrey Bogard
with his "Humphrey Bogard
with his "Humphrey Bogard
lis of far. ", Michael Douglas' cullis of the cullis of the culgood side, with organ accompaniment. . "Peter Lind Hayes provehis farst vocallings for Decea were
his farst vocallings for Decea were
called the culagood side, with organ accompaniment. . "Peter Lind Hayes provehis farst vocallings for Decea were
his farst vocallings for the far

(Mercury), presents unique ma-terial, dut western, hilblilly, ecun-try, lazz, race: "Park Your Pistok; Benny Lee, Keynoics (London): "I Cover the Waterfront "Peter (Savey), Series (Park Your Big Month Shut, "Bull Moses Jackson Mod-Shut, "Bull Moses Jackson Mod-McG-Mn, "Carcless Hands and McG-Mn, "Carcless Hands and Columbia R. "Series (Park Jackson Mod-man, "Parile Rambon Mod-Diet (Park Jackson Mod-Pornise, "Tex Williams (Capitol) "I Got the Milk Zen in Gallon," (Capitol) "I Got the Milk Zen in Gallon, and Capitol) "I Got the Milk Zen in Gallon," (Capitol) "Tomas Blues." Tennessee Ente (Capitol)

Merge St. L. Wired Music Two local wired music services. Wired Music, Inc., and Music Service Co., were merged last week. The surviving company wired Music, Inc., will continue to be managed by Robertson J. Richardson, Jr.

ardson, Jr. Robert T. Convey, prez of KWE Robert T. Convey, prez of KWK and the surviving company, said three types of professional music service will be supplied: one specially programmed for offices and retail stores; the second for manufacturing and industrial ocerns, and the third for restairrants, clubs and similar establishments.

#### ARIETY 10 Best Sellers on Coin-Machines Week of March 5

.1. FAR AWAY PLACES (12) Laurel)	Perry ComoVictor Margaret WhitingCapitol
2. LITTLE BIRD TOLD ME (16) (Bourne)	Evelyn KnightDecca Paula WatsonSupreme
2 CATWAY DAY (0) (Loods)	Bing Crosby Decca Anne Shelton London
4. CRUISING DOWN THE PIVER (4) (Spitzer)	Blue Barron M-G-M (Keymoters London
5 DOWNER PACE WITH CUNCHING (6) (I	Evelyn Knight Decca Primo ScalaLondon
6. LAVENDER BLUE (5) (Santiy-Joy)	Dinah Shore Columbia Sammy Kaye Victor
7 PUSSY CAT SONG (7) (Londo)	Patti Andrews-B. Crosby . Decca Perry Como Victor
	Vaughn MonroeVictor Guy Lombardo Decca
9. I'VE GOT MY LOVE TO KEEP ME WARM (10) (Berlin)	Les BrownColumbia Mills BrosDecca
10. I LOVE YOU SO MUCH IT HURTS (1) (Melody Lane)	Mills Bros Decca Buddy Clark Columbia
Coming Up	2.00
SO TIRED (Glenmore)	Russ MorganDecca
YOU, YOU, YOU ARE THE ONE (Campbell) YOU BROKE YOUR PROMISE (Pic) AGAIN (Robbins)	Kay Starr         Capitol           Amcs Bros         Coral           Paula Watson         Supreme           Vera Lynn         London
SO IN LOVE (T. R. Horms)	Bing Crosby Decen
SWEET GEORGIA BROWN (Pamiak)	Dinah Shore Columbia Brother Boncs Tempo
DOWN AMONG SHELTERING PALMS (Millor)	Guy Lombardo Decca Sammy Kaye Victor Al Jolson-Mills Bros Decca
NO ORCHIDS FOR MY LADY (Loads)	Billy Eckstine M-G-M Ink Spots Decca
BEWILDERED (Miller)	Billy Eckstine M.G.M.
BEAUTIFUL EYES (Leeds)	Ink SpotsDecca Art MooneyM-G-M Al Jolson-Mills Bros:Decca
SOMEONE LIKE YOU (Remick)	Peggu Lee Capitol
SWEET SUE (Shapiro-Bernstein)	Doris DayColumbia Johnny LongSignature
SUNFLOWER (Famous)	Russ Morgan Dagge
UP ABOVE MY HEAD (Taps)	Frank SinatraColumbia Sister Rosetta TharpeDecca
BRUSH THOSE TEARS (Peter Maurice)	Evelyn Knight Dogg
Figures in parenthases indicate number of saude	Barry Green Rainbow

[Figures in parentheses indicate number of weeks song has been in the Top 10.1



COLUMBIA ARTHUR GODFREY



CORAL SIMMY ATKINS

DECCA CASS DALEY



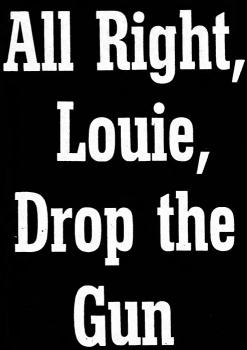
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MERCURY
TWO-TON BAKER



WESSON BROS.

VICTOR
DENNIS DAY



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UNIVERSAL

JOHNNY DAVIS

MORE TO FOLLOW

#### On the Upbeat

New York

Elliat Lawrence, Tommy Dorsey, and Sammy Kaye to take part in law and the law and t on same bill with Charlie Barnet.

White and the Records, Canada, will distribute Apollo disks in that area.

Bourne mustic has taken "it's Too Late Now," recorded by Lerry distribute Apollo disks in that area of the Records recorded a tune called the Pryamid Song," by Elian Russ, Fryamid Song, by Elian Russ, mid elub craze. Arthur Michael in October 1988, 1

John Hallon Sam Armold to 0a 100 wayne Gregg and George Winslow Lawrences or orchestax E ve 1 yn Knight and Vie Damone pacted to Lawrences or orchestax E ve 1 yn Knight and Vie Damone pacted to Roman Charles and Charles an

#### **Best British Sheet Sellers**

(Week Ending March 3) London, March 4.

London, March 4.
Slow Boat to China ... Morris
Buttons and Bows . Victoris
When You're in Love ... Wood
Heart of Lorch London ... Wood
Heart of Lorch London ... Leeds
My Happiness ... Leeds
My Happiness ... Leeds
My Happiness ... Chappell
Cunnto le Gusta ... Southern
On 5-45 ... Strauss-Miller
Dream of Olwen ... Wright
I's Meg Berond 12 Onnelly

Second 12 Second 12
Little Bird Told Me. Gay
For You Feldman
Pethaps Southern
Little Girl Connelly
Suvla Bay Box & Countly
Little Girl Kassner
Anything I Dream Reid
Cool Water Feldman
Cigarcets & Whusky Clappell
Crystal Gazer Dash Crystal Gazer ... Dash All Comes Back .. Cinephonic Gloria ... Sun

#### Barnet's 'Rhansody' Arrangement Ordered Destroyed by Harms

George Gershwin estate last eek advised maestro Charlie arnet that his jazz arrangement the composer's "Rhapsody in George Gershwin estate last week advised maestro Charlie Barnet that his jazz arrangement of the composer's "Thiapsody in admired from their way of thinking and to stop playing it. Barnet, was also requested to turn the parts of the writing over to the executors to the writing over to the executors. The work of the writing over the executors are the writer of the Warner Bros, publishing group. Harms music sent the wire. At the same time, operators of which Barnet is now playing, were asked to be certain Barnet halted his use of the tune. Subsequently, the leader changed the title of the music he is playing, were the work of the work o

Now and the control of the control o

#### Fire Detroit Symph

Detroit, March 8.
All 90 members of the Detroit symphony orch have been fired.
This climaxed a season of conflict between management and musicians

DAVIS' VENEZUELA TREK Meyer 'Davis is leaving for Venezuela Friday (11) via Grace Line to book orchestras for next winter's season. He'll return March 30.

#### which the disc-jox will go for"

"LORRY RAINE has a potential"



WALTER WINCHEL

in his famous world-syndicated column (Feb. 25, '49)

On Decca Records: "CAN'T SLEEP" backed "Lonely Cafe"

Now these sides going out to the deejays by TIM GAYLE

Publicity-Personal Management c/o Sheraton Hotel, Detroit 2, Mich.

"HEARTBROKEN" \* \* \*

"YOUR LOVE IS ONE THAT WILL REMAIN"

"IT'S TOO LATE NOW"

"JUST A RECORD ON A PHONOGRAPH"

#### Inside Orchestras—Music

Recording companies are having a ball with the new "Humphrey Bogart Rhumba," published by George Simon Music. Construction of the time calls for the use of a lot of film and other star names. Simon has a set lyric, but in some cases the diskers are having fun inserting their own. Mc-GM last week, for example, released a version of Betty Garrett, Betto of the star of the star

Ignoring the usual promoters, Josef Marais and Miranda, balladuo, have carved out a notable concert career by acting as their own entrepreneurs on the Coast. In the last I8 months, path has given I8 concerts handle all details the control of the Coast. In the last I8 months, path has given I8 concerts handle all details themselves, from leasing the auditorium, printing teckets, paying for house staffs and programs and arranging publicity and advertising. Leaving nothing to chance, they insist even on the final okay on and copy. Miranda, working with a staff of secretaries, final okay on and copy. Miranda, working with a staff of secretaries, with Mercedith Willson, and as a result of the Decca albums. They've found their greatest audiences among girls' clubs, university students and recreation centers. And they benefit both ways since they plug their disks at each concert.

Effect of a single disclick on a band's popularity is graphically illustrated by Les Brown, currently on the Coast. His Columbia platter, "I've Got My Love To Keep Me Warm," has been zooming, and so has attendance at one-nighters. He took a smash \$2,800, for example, as his end of a pair of stands in Bakersfield and Pomona and notched a two-night attendance record of 11,000. He's got a four-weeker coming up at the Hollywood Palladium beginning May 3, at \$3,000 plus an undisclosed percentage, and then goes to Salt Lake City for a four-day stand June 13-1.

Frank De Vol is awaiting a rulling from London on his pitch to swish the stick over the Palladium's pit crew when Jack Smith appears there for two weeks this summer. De Vol and Smith were pencilled in as a package for a stand starting July 11 but British union must clear hefore the deal is finalized. James C. Petrillo's rulling that no British band could come here and work resulted in a similar barrier being erected by the British several years ago. It was relaxed hast year to permit Duke Ellington to work as a "guest name" leader with a British crew, and De Vol hopes to get a green light under the same derms.

Capitol's first salesman, Lee Palmer, has shifted to Mercury as Southern California distrib chief as a result of a wage bassle. Palmer, who handled distribution for Cap in Southern California, had been with the firm since it was inaugurated and had set up its first distrib office. Recently, he asked for a raise, and when he couldn't get it. checked out. Cap has pulled Frisco rep Voyle Gilmore south to fill the void and shitted Ed Melsen, Fortland office manager, down to Frisco to replace

Wide Winderful Write 's even the neight years, BMI's ''(1's a Big Wide Wonderful Write'' is even the shape up as a hit une. Written by John Rox, song was introduced on Broadway in 1940 in the short-lived musical revue, "All In Pair" (three performances), but was favored by intime cafe performers, Rox is married to Alice Pearce, legit and nitery connections.

"Blue Skirt Walte." Caceh import, is creating an increasing furry of interest in the recording trade. Frank Yankowicz swizing for Columbia is already up among that company's best sellers and last week other disk firms turned out 11 cuttings of the number. Written by Czech composer Václav Blaha, with English lyrics by Mitchell Parish, the tune was acquired last year by Mills Music.

Current issue of Life mag has an unusual tribute to Jack Kapp in an editorial devode to the Deca pracy's slant on new frontiers in the U.S. Kapp recently made a lecture swing around the college circuit where students have been asking him: "What chances have I got in this economic system?" Life's editorial suggests that Kapp, on the basis of his own experience, reply: "What's stopping you?" .

Hazel Scott is "no longer available" for vaudates. That's the answer given Sherrill Corwin, operator, of the L. A. Million Dollar theather. She's confining her gints now to highbow alies and hat a repetoire to suit that clientele, Her two recent recitals at the L. A. Philharmonic netted heity takes.

"Heart of Loch Lomond," published by the Unit Music Co., was inadvertently omitted from the list of Best British Sheet Sellers for the week ending Feb. 10. It should have appeared fourth on the list, a position it still holds.

La Salle Music's "Underneath the Linden Tree" uses the original Swiss melody, as composed by Artur Beul, with an English lyric by Dick Manning.

#### VARIED STARS AS LURE FOR PHILLY'S DELL

Philadelphia, March 8. Philadelphia, March 8.
Symphony tickets priced as low
as 50c, an informal atmosphere in
which the customer can whistle if
he feels so inclined, and varied sotickets and the feel of the customer can
stein and Hefen Traubel to Bullington and Lena Horne are
among the devices planned to lure
the Philadelphia summer concertgeers back to Robin Hood Dell.
Philly's noted al freezo symphony
and the strength of the customer of the customer and the cu

spot in Fairmount Park Tolded last. Summer after a combination of rainy weather, too many political conventions and the general busi-conventions and the general busi-away in droyes;

A group of business and civic léaders heagled by Fredric B. Mann, paper box Company president and a member of Local 77, American the outdoor Business and Civic Manufacture of the previous management gave up the losing struggle.

#### RCA Chi Jock Show

RCA-Victor Distributing Corp. and 10 dealers in the Chi area have inked for a disk jockey show, teeing off April 4 (9:05-9:30 p.m.), via WIND.

Bob Bodine, of distrib's record promotion staff, will jockey the layout, a 13-weeker, with options.

DISC JOCKEYS IT'S A HIT ALL-WAYS

#### YOU'RE A **SWEETHEART**

Music by . . . JIMMY McHUGH PORRINS



PALING AROUND WITH YO

Wing around "
With You"

Decca's sensational parade of 8 of the country's 10 current best-sellers...

coupled with

"The Little Old Church in The Valley"

Both Fox Trots with Vocal Chorus by TED LEWIS and The Novelty Aces

Orchestra

**DECCA 24564** 

Published by PICKWICK MUSIC CORPORATION

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Sole Selling Agent LEEDS MUSIC CORPORATION

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City, adelphia, Music

Capitol

neapolis,

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Grossman

veland,

Music

Coast

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#### .....

#### VARIETY SONG CAVALCADE

(Musical-Historical Review: 1800-1948) \*\*\*\*\*\*\*

Compiled for VARIETY

By JULIUS MATTFELD (Copyright, Variety, Inc. All Rights Res

Legends and other basic background information, and ended to the complation and presentation, appeared in the Oct. and appeared in the Oct. When the other basic background in the Oct. When Song disposal and link of the superior song the superior

Continued from Lett Week)

1898

Baby's Prayer, w., R. A. Mullen, B. B. Belley, W. F. Tretibar; and others, B. B. Lafle, Stullen Music Co., 1898.
Because, w., Charles Horwitz, B. Fred'k V. Mowers, M. Witten, Fred'k V. M.

lacy. 189

Come Fell Me Want 3 stull Dec Ser Howley, Haviland & Co., 2009, 1898. The Co., 2009,

#### 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 MARCH 5

National Rating

wk.	wk.	Title and Publisher	Ne	3	Los	Bos	3	Sal	Ind	l s	1 E	문	ğ	Sea	S
1	1	"Far Away Places" (Laurel)	2	2	1	2	3	3	2	2	1	3	2	2	107
2	5	"Crulsing Down River" (Spitzer).	1	1	10	1	2	1	1	5	10	1	4	1	94
3	2	"Powder Your Face" (Lombardo).	4	3	7	4	1	4		4	4	5	10	4	71
4	3	"Galway Bay" (Leeds)	3	7.	5	3	9	2	,	9	2	2	3	8	68
5	4	"Lavender Blue" (Santly-Joy)	8	-5	8	7	- 5	٠	3	3	5	10	1	5	61
6	8	"Buttons and Bows" (Famous)		8	4	٠.	6	6		7	6		٠	6	34
7A	14	"Sunflower" (Famous)	7	4		٠	10	5	9		3		7		32
7B	6	"A Little Bird Told Me" (Bourne)		9	4.5	8	4	8	6	1			9		32
8	7	"I've Got My Love" (Berlin)		6	- 6	.5	- 8	7	10	٠.	_ 7			9	29
9	13	"So in Love" (T. B. Harms)	10	.:	2		100	10	4		8				21
10	12	"Slow Boat to China" (Melrose)			3			9	٠.	6					15
11		"Red Roses for Blue Lady" (Mills)	5			10					9	6			14
12	10	"I Love You So Much" (Melody L)		٠.				٠			4.5	7		3	12
13	11	"Down By the Station" (Am. Acad)	9					٠.	10				5		9
14	9	"So Tired" (Glenmore)	٠.		٠,,	٠.,	7		7		• •				8.

Carl ż Ingeles,

the year, and the U. S. acquired the Philippines and Puerto Rico. Harms & Co., esp. 1899. Also in this year laward was a recommendation of the property of the season included. Decrey of the season included. Decrey of the season included. Decrey of the heline, "cit. Two other laws." I. B. Harms & Co., cop. the property of the season included. Decrey of the bringer of the property of t

m., Sidney Jones, London; Keith Prowse & Co., Ltd., cop. 1899 by Sidney Jones. Smoky Mokes. Cake Walk. m., Abe Holzmans, Felst & Franken-thaler, cop. 1899. Stay In Your Own Back Yard, w., Karl Kennett, m., Lyn Udali, M. Witmark & Sons, cop. 1899.

**EVERYBODY IS GETTING A GREAT** BIG BANG OUT OF!

THE MOST SENSATIONAL NOVELTY IN A DECADE!

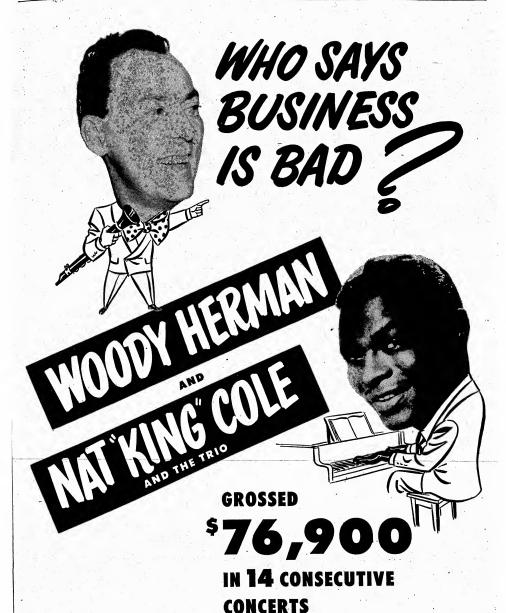
# I DIDN'T KNOW THE GUN WAS LOADED

BEING RECORDED BY ALL RECORD COMPANIES LEWIS MUSIC PUB. CO., Inc.

1600 Broadway New York 19, N. Y

(Material Available)

HERB LEVENTHAL Prof Mar



PERSONAL MANAGEMENT:
CARLOS GASTEL

PUBLIC RELATIONS:
GENE HOWARD



#### **B.G. Signs With ABC**; Eyes Paris

Joe Glaser's Associated Booking Corp. snagged Benny Goodman last week from the various agencies for the Glaser's deal with B.G. is identical with the one he recently cancelled with Music Corp. of America—based on a 30-day cancert of the Corp. of the Co

tive April 18.

After Goodman quit MCA he had a number of people, such as Billy Shaw, who recently set up his own agency, and Willard Alexander, also head of his own selling outfit, after him. Goodman prefers much more personal attention than that which talent usually gets from vast organizations such as MCA.

organizations such as MCA.
Glaser also took on Dick Contino,
accordionist formerly with Horace
Heidt. Contino is signed to ABC
and no longer is under contract to
Heidt.

Head was somer is under contract to the edit, dim. incidentally, has been unwited to participate in features and the edit of t

#### TORONTO TO GET 55G IN AFM DISK FUND COIN

IN AT III DISIN FUND CUID.

Toronto, March 8.

The American Federation of Musicians local here wil spend \$55.000 for free entertainment to hospital shul-ins and schools during 1949, according to Samuel Rosenbaum, trustee of the Music Performance Trust Fund.

Me caid here that this cum will

Performance Trust Fund.

He said here that this sum will be paid to musicians for the free concerts they will be directed to give; that \$22,000 of the sum will come from Canadian manufacturers of records and the other \$35,000 from U. S. platter-makers.



FRANKIE LAINE
ADVENTURE

ADVENTION

ADVENTURE

ADVENTUR

#### RETAIL DISK BEST SELLERS

Stores

-CDavega

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 12 cities and showing com-parative sales rating for this and last week.

**Week Ending** 

National Rating

ttat		MARCH 5	X.	Chicago	Ang	Boston	Loui	Fra	Indiana	Clevelar	Kansas	Omaha	Minnes	119	N
	Last wk.	Artist, Label, Title	New	8	13	Bos	8	San	Ind	5	Kar	8	Mis	Sea	S
1	2	EVELYN KNIGHT (Decca) "Powder Face With Sunshine"	1	5	1	2		5	3	3	1	7			61
2	3	BING CROSBY (Decca) "Galway Bay"	3	6		10		8	4		4	2	2	3	57
3	2	BLUE BARRON (M-G-M) "Cruising Down the River"	9	. 9		1	2		1	7		4	1		54
4	5	EVELYN KNIGHT (Decca) "A Little Bird Told Me"	10	3			1	7		1	3		- 3	2	50
5	9	VAUGHN MONROE (Victor) "Red Roses for a Blue Lady"	4			3	7.		6	8	10	1	6		39
6	1	LES BROWN (Columbia) "I've Got My Love to Keep Me"	8	8	1	5		1.	9	9	9	1			38
7	6	BING CROSBY (Decca) "Far Away Places"		di.	ė	4	7	2		10	2	9	1.	6	36
8	6	"Down By the Station"					5	.,	7	4		3			33
9	4	RUSS MORGAN (Decca) "So Tired"	7			10	4		10	10	5	5	7		30
0	7	MILLS BROS. (Decca) "I Love You So Much It Hurts"	6	4		9		1/2			6	6			24
1	13	MILLS BROS. (Decca) "I've Got My Love to Keep Me"					3					8		1	21
2	12	RUSS MORGAN (Decca)			10	1.		6			7			4	17
3	8	MARGARET WHITING (Capitol) "Far Away Places"	5	7			2						5		. 16
4	15	DINAH SHORE (Columbia). "So in Love".		2		. 7				٧.					13
5		VERA LYNN (London) "Again"			6		-0.0	-4	*						12
6		AMES BROS. (Coral) "You, You, You Are the One"		1											10
7A	11	PATTI PAGE (Mercury) "So in Love"	2												•
7B	14	KAY STARR (Capitol) "So Tired"			-				14						
17C		EVELYN KNIGHT (Decca) "Far Away Places"							2				٠		
17E	15	BROTHER BONES (Tempo) "Sweet Georgia Brown"			٠.					2		1			-
184	12	DINAH SHORE (Columbia)		_		-	1-1	4/1	1	1	1111	-1	7		7

FIVE TOP ALBUMS

18A 13

18C 15

19R

KISS ME, KATE dway Cost Columbia

BOB CROSBY-P. ANDREWS (D)
"The Pussy-Cat Song"

JACK FULTON (Tower)

DINAH SHORE (Columbia SAMMY KAYE (Victor)

> 2 WORDS AND MUSIC Varied Artist M-G-M

2 STAN KENTON ENCORES Ston Kentor Capitol

4 JAZZ AT THE PHILHARMONIC Valume 9 Mercury

Music Co.

Sity-(Jenkins

-(Hospe

oolis-(Don Leary)

-(Sherman-Clay)

TOTAL

Shop) 3

14-(Burroughs Musie

neisco-(Sherman-Clay)

3

S

Music

-(Boston S.S.

VAUGHN MONRO

**Band Review** 

LEIGHTON NOBLE ORCH (14)
Muchlebach Hotel
Kansas City, Mo.
One of the infrequent bands
which come in here from the
Coast, Leighton Noble crew holds Coast, Leignton Nobie crew holds the Terrace Grill bandstand in the Muchlebach hotel for a month or so. It's part of a swing which Nobie is making through the east and midwest before returning to the L. A. Ambassador April 26.

and midwest before returning to the L. A. Andessedor April 26.

If the L. Andessedor April 26.

If the L. A. Andessedor A

advantage.

Vocally Noble takes the lead himself. Mac McGraw steps down from the stand to chirp out the rhythm tunes, and both Noble and McGraw are joined by Paul Maged for trio work on novelty and sprightly tunes.

#### Wesson Bros. Ask Share in Louie

gotten into the Feist Music act re the latter's new novelty tune, "Alright, Louie, Drop That Gun." Claiming the tune is based on an Claiming the tune is based on an expression that they have used in their act for several years, the pair want something done about the situation. Their manager, Bullest Durgom, in N. Y. from the Coast, has a date to discuss it with Harry Link of Felst.

Link of Feist, who, incidentally, re-corded the song for the National label last week, base their argu-label last week, base their argu-label last week, base their argu-poor, Richard," novelty published by Leeds a couple years ago. Dusty Fletcher, Negro vaude comic, had used the line in a skit, and he suc-ceeded in having himself named as ceeded in having himself named.

ceeded in naving himself named as cowriter of the time.

Meanwalle, Felst are rushing distribution of the market. It naving a final final

#### RADIO SCALE STYMIES MOONEY'S AIR PROGRAM

INDUNIAL 5 AIM I NOUGHAIN
Insisting that the sidemen in
Art Mooney's orchestra be paid
full radio rates, the American
Federation of Musicians has so far
federation of Musicians has so far
new amateur talent program on
ABC. AFM's stance forced ABC
to pass the salary buck to Mooney,
and Mooney can't handle it himself.
Unless there's a changle in the
show will be aired.
Idea of the new show was to sit

Idea of the new show was to air Mooney from various cities in which he may be working, each Tuesday at 8-8:30 p.m. He would use amateur talent dug up through local contests, with prizes to wincers. It was a 13-week deal that originally was to have started last night (Tuesday).

LAUREL MUSIC CO.. 1619 Broadway, New York

Performance PYRAMIDS CARMEN LOMBARDO'S

MAYFAIR MUSIC

RED ROSES FOR A BLUE LADY SUSY BLUE SKIRT

WALTZ MILLS MUSIC, INC.

#### Miami Hotels Relaxed Curfew **Looms as Opposish for Niteries**

Miami Beach, March 8.

The Miami and Miami Beach
niteries expect to face the added
competition of hotels next season.

The miaming and the face of the

seting at midnight as now obtains. Most objectives research to a stable scale which will permit them to use names and name most nine are running small rhumans. Under present curfew laws, most lins are running small rhumans are running small rhumans to the stable stable small research to the stable stable stable stable small research to the small research to the stable small research to the stable small research to the stable small research to the small researc

niteries the greater play.
Movement was started by a
group of the larger hotels, who
have been negotiating with the
city administration as well as
state officials set inlineasee to
a started officials of the started officials
proposed that their quest has been
concessful and go-sign will be given
for full-scale operation next season.

Son.

Florida cafemen, ordinarily
might continue the present policy
of three headliners to combat the
added hotel competition. However,
the multiple attraction policy
hasn't paid too much dividends
this year, and the top spots may be
forced to drop that format next

**JACK PARKER** 

NICK LUCAS

KEN MURRAY'S BLACKOUTS

Manny Opper

95th Week

Pers. Mgt.: IRV LEVIN

"THE JACK

HENRY GRADY HOTEL Atlanta WM. MORRIS

season. This would put the cafes and hotels on the same competitive plane.

The probable opening of lavis entertainment rooms in the top Beach hotels puts the talent agencies in a favored position. The cies in a favored position. The order of the capt of the

#### Delfont Plans To Resume Vaude Shows: Pacts Ink Spots

Pacts Ink Spots

Bernard befored is planning to resume London, March 8.

Bernard befored is planning to resume London is planning to resume London in the London in London, will obtain a house the clecks to continue vade operations in London, will obtain a house the leters to continue vade operations in London, will obtain a house the London in London, will obtain a house the leters to continue vade operations in London, will obtain a house the leters to continue vade operations in London, will obtain a house the London in London

available. Delfont operated the Casino theatre last year, but was forced to give up the house because of an insufficient of the control of th

#### WALTER JACOBS' 0.0. OF WEST COAST HOTELS

Walter Jacobs, the Minni Beach and Pike, N. H. hoteller, is here and Pike, N. H. hoteller, is here in Palm Springs and Tucson. Since leasing his Lord Tarleton, in the Florida resort, for \$250,000 annually net—it's been renamed the Hyde Park for the duration—the hotel and the hyde has the state of the duration—the hotel and the hyde springs of the state of the duration—the hotel and the hyde springs of the state of the hyde springs of the hydrogen springs of

man has had sundry west coast offered in here with his wife. His closeup on the town is that the hoteliers have a natural resort and are making a mistake in pitching too much accent on the gambling. He feels Las Vegas could be a more substantial town if the natural country of the country of the property of the proper

Paul Benson opens at the Olym-pia theatre, Miami, March 16.

# AGENC SOLM SAILDING WHEN J. H. LUBIN SIDNEY H. PIERMONT

#### Mass. Solons Nix Repeal Of Performer Registry Law

Ut Performer Registry Law
Repeal of the so-called True
Mane statute in Massachusetts,
which requires all entertainers,
which requires all entertainers,
which requires all entertainers,
which requires all entertainers,
which requires all entertainers
which requires all entertainers
which requires all entertainers
which was rejected by a vote of 121 to 90 by
the Mass. Legislature, tyen, caffs
for a line of \$100 for any one appearing in public under a stage
name who has not registered with
the state. Repeal was asked by
Rep. Daniel hudden of Boston,
than 700 entertainers ind so registered in the last year without complaint.

#### New. Fresh Talent Needed to Hypo Nitery Grosses

Nitery operators are finding that established attractions aren't doing top business anymore. Diminishing returns has set in with names who have previously played the circuit and demand has changed for fresh and upcoming talent — the scarcest commodity in showbusiness.

ness. Several top names are currently laying bombs in quite a few cates. Operators claim that at the present state of the business, its tough to make a profit on a \$5.00 or upward talent investment. The decline isn't attributable to Lent in-asmuch as the dip started prior to that.

samuch as the dip started prior to that:

According to the bonifaces, the same names have been repeating:

Unfortunately, talent agencies are in no position to supply the demand for new names, simply because the same part of th

#### SLOPPY JOE'S, N.O., FOLDS AS MORTGAGEE TAKES

New Orleans, March 8.
Sloppy Joe's, which suffered suspension of its liquor license for allowing "lewd and immoral entertainment," has gone out of busi-

tainment," has gone out or ous-trans. The club was closed after a seizure order was served on Joe and Oll Segreto, its owners. The order was obtained against. The order was obtained against. Martin Burke, who formerly op-erated a night club at the spot. Burke, former heavyweight boxer, said he sold the Done to the Se-sime of the Section of the Se-t mortgage for \$15,000 to be paid in three installments. The section of the The first installments of \$5,000 The first installments of \$5,000 In a civil district court petition, it was not paid it was not paid.

in a civil district court petition, it was not paid.

The Louisiana board of alcohol control ordered the liquor license of the Segretos suspended for 15 days because of the show they had presented there.

#### Sophie Tucker's June

Date at Riviera, N. J. For the first time in some years, Sophie Hucker, will play a New York date away from the Latin Quarter. She's set for the Riviera, Ft. Lee, N. J., sometime in June. She'll follow the run of Jane Fromer.

man.
Riviera, so far, has lined up
Danny Thomas, Miss Froman and
Miss Tucker. Wesson Bros. will
play on show with the latter.
Miss Tucker's switch from the
Latin Quarter surprised the trade
insamuch as LQ operator Lou
Water gitted her with a Cadilact
January Candon of date there last

#### AGVA Bd. Wants More Say on Benefits, Also Mulls Bypass of Chi Confab

benefit clearances.

Resolution passed during the first day's preceedings calls for stricter control of all free shows. It was pointed up that since AGVA contributes most performers to contributes most performers to ruled by the rest of the Associated Actors and Artists of America unions. The e was some talk of AGVA getting a larger cut of the TA meton, but no action was taken.

AGVA agenting the staken to the AGVA and the staken to the AGVA acting the staken to the AGVA acting the staken to the stake

AGVA's action is taken to n AGVA's action is taken to mean that the number of benefits will be cut drastically if the gratis affairs are to get vaude and cate performance of the state of TA, but were prevailed upon by the 4A's to stay in the setup. This stronger because of , the board's time, vaude union's position is stronger because of , the board's NETER of the STATE of the stat

First day's business was spent nainly on organization. Little First day's business was spent mainly on organization. Little action was taken. Gus Van, AGVA president, is chairman of the meeting. Board members attending are: Jerry Baker, Alan Cross, Henry Dunn, Jimmy Lyons, Georgie Price, all New York; Lois Donn, Pitts-

First quarterly meeting of the burgh: Don r-ancisco, representing American Guild of Variety Artists the outdoor field; Jack Gwynne, antional board, which started McC. Chicago: Unabelle Howard, Philaday (7) at the Park Sheraton hotel, N. Y., has subtorized the AGVA Rid. Hollywood. Other board reps representatives to withdraw from are expected to come in later in the the TA boan; overrules them on benefit clearances, Resolution passed during the fart day's preceedings calls for holding the national convention for the company of the convention of th

holding the national convention stated for June.

No fight 1 ant-dipated on the three profiles the property of the property of

Jackie Miles inked for the Copa-



# STOR

2 WEEKS

**COPLEY PLAZA. Boston** 

4 WEEKS

**BLACKSTONE.** Chicago

4 WEEKS - Just Completed

PIERRE HOTEL, New York

Thanks to STANLEY MELBA for a Wonderful Engagement

Currently MARCH 9

NEW YORK
Personal Mgt.: WILLIAM MORRIS AGENCY

#### Agcys. Flirting With Pix, Radio Names To Head Package Shows for Vaudates

The Hollywood talent offices and to much of what they need at the N. Y. agencies with Coast branches are now in a key spot since the control of the control

film and radio names are available to head up bill to the did up to the name will see the name will see the name will see the name will see the name of the name o

asked to get busy on headline pacts so that they can move some of the lesser acts and orchestras So far the bookers haven't found



BILLY BISHOP.

to Variety composing n: Please underline above ten words, if no addi-al charge. Thanks. Bish.



PARAMOUNT New York

#### CLINTON HOTEL 10th BELOW

200 OUTSIDE ROOMS

SPECIAL WEEKLY RATES

#### Former Owner to Reclaim Garden Pier, A. C., For **Operation Next Summer**

Operation Next Summer
Atlantic City, March 8.
The uptown Garden pier may give Hamid's Sisel and the Cognitive Commercial Commercial

summer.

Pier has a series of stores extending out over the ocean for a
city block. On pier's end is a large
dance hall and a theatre.

#### SALLY RAND FANS OUT

BOP AT CLIOUE, N. Y.

DUT AI LUAULS, N. I.

The Cilque, N. Y., will be the
first bop spot in New York to drop
the be-bop policy. Spot has signed
Sally Rand to open there with a
girl show, March I?. Miss Rand
is set on a guarantee and percentThe Cilque management had
been finding it difficult to get bop
attractions, majority having been
tled up by the competitive Royal
Roost.

Roost.

In changing to girl shows, Broadway is now following the trend established on 52d street. When le jazz hot and bop policies failed to draw on Swing street, majority of cafes changed to strippers.

#### WELKES WITH MCA Music Corp. of America has added Danny Welkes to its thea-tre dept., to work with Harry Romm and Mickey Aldrich. It's Welkes first showbusiness

#### VARIETY Midwest Dates

Midwest Dates

Chicago, March 8.

Dolores Hurtig has left the David P, O'Malley office to open and the control of the control

#### SPIKE JONES UNIT SET FOR LEGIT STANDS

A VALUAL JAINUM.

Spike Jones, currently on a tour of one-night concerts, will do a series of stands in legit houses. He's cite of stands in legit houses. He's cite Los Angeles. May 15, for three weeks, and will follow with the Curran theatre, San Francisco, June 6.

Jones' cast will include the personnel of his radio show and several outside area.

#### Small's H'wood Unit Set for Loew Houses

DEI 107 LOCK TOURSES
First all-Billywood star unit in several years has been assembled for vauders by agent Paul Small.
Unit will comprise Marie McDonald. With all Bilaine, Martha George O'Hantlon.
Outlit labeled "Bollywood Girls on Parade" has been set for a series of dates for Loew's, Orette of John and will follow with Cleveland, St. Louis and will follow with Cleveland, St. Louis and will follow with Cleveland. St. and will follow and will follow are on a guarantee and percentage.

#### Tishman Joins Wilson

Max Tishman joined the Al Wilson agency this week. He had been operating as an indie agent, but previously was with the theatre dept. of General Artists Corp. He'll handle theatres at the Wilson office.

#### Saranac Lake

NATABLA LARC
By Happy Benway
Saranae, N. Y., March 8.
Local merchants so enthused
over vaude's comeback at the Pontace thaten, here, they took full
page ad in local paper to offer conpage ad in local paper to offer concess of the new venture.

Mary Lou Weaver (Warners
Cleveland Office) into the general
hospital for the thoracoplasty opteration.

hospital for the thoracoplasty op-eration. William Chenier, Rogers me-chanic, hospitalized after a heart at the control of the control of the Birthday greetings are in order to Joe Phillips and Mable Burns, both Rogerites, Louis (Lew) Stantzer, all agog over top medical report that up

him for all meals and mild exer-ise. Many (Waish Meal) & Mon-Sis Deving many proper con-sistence of the control of the con-sistence of the control of the con-Allos Tarles intervention. Allos Tarles of the George Sheppard, of Grand the-attern of Torton, and Grand Con-ent of Torton, and Con-ent of Torton of the Con-cent of Control of the Con-cent of Control of the Con-cent of Control of the Con-cent of Constant to head the Red Cross Drives the Will Boggers. Write to those who are III.

Trampoliningly Yours Paul & Paulette Trio THUNDERBIRD HOTEL
Las Vogas, Nevada

#### MONTAND'S U.S. DEBUT STALLED, SABLON SUBS

Jean Sablon opens at the Ver-illes, N. Y., next Wednesday (16) Jean Sabion opens, at the Versailles, N. Y., next Wednesday (16) as emergency replacement to the same property of the same property of

#### Chorine's Mother Filing 25G Suit Vs. Detroit Cops On False Arrest Charge

On False Arrest Charge

Chicago, March 8,

Mother Chicago, March 8,

And Chicago, March 8,

Chicago, March 8,

And Chicago, March 8,

Septime Chicago, March 9,

Septime Chicago, March 8,

Septime Chicago, March

#### PETERS SISTERS GET REPEAT ROME BOOKING

Rome, March 1. The Peters Sisters, U. S. colored The Peters Sisters, U. S. colored trio of singers, were engaged by Rome's Jockey club for seven days. This is the second time they've been in Rome within a year's time. In last two years they've played England, France, Sweden, Denmark, Norway, Holland and Jalakstone, the girle expect to go to Paris where they will be in a local revue for the next six months.

N.Y. Cafe Society Sold

Louls I. Louis and Max Mansch have taken over operation of Cafe Society Downtown, N. Y. Spot was sold by Barney Joseph-son, owner, subject-to-transfer of liquor license, which was approved March 2.

TED LEWIS' PHILLY DATE Ted Lewis band and revue has been booked into Palumbo's, Phil-adelphia, starting March 21 for two

weeks. He'll follow into the Vogue Ter race, McKeesport, Pa., April 17.

Joe E. Lewis pacted for the Chez Paree, Chicago, April 1.

T

#### Miami's Crackdown On **Bookmaker Concessions**

As Hotel Stymie Next Yr. As flotel bytmic Next IT.

Maimi Beach, March 8.

Maimi Beach harch 8.

Maimi Beach 18.

Maimi Beach Maimi 18.

Maimi Beach Maimi 18.

Maimi Beach 18.

Mai Miami Beach, March 8.

COMEDY MATERIAL

#### FUN-MASTER

o ORIGINAL Show-Biz Gag File" Nas. 1 to 22 @ \$1.00 each (Order in Sequence Only)

SPECIAL: The First 13 Files for \$8.00 ! !!
3 DIFFERENT BOOKS OF PARODIES (10 in Each Book) \$10 per Book Send 250 for lists of other comedy material, songs, paredles, minstrel patter, black-outs, etc. NO C.O.D.'S. PAULA SMITH 200 W. 54 St., N. Y. 19. Circle 7-1130 —Every Day Including Sundays—

# KOV AND EMILY

Sparkling Musical Comedy Dancers

CUPPENTIV Leon and Eddie's NEW YORK

JOE MANN REP. VIDORAY PROD., INC. 1650 Breadway, N. Y. C.

WORLD RENOWNED MENTALISTS

"A PYRAMID IN MENTAL FEATS"

JULES ZIEGLER

MIL 2-2080

#### TRRM

**Everything New But The Name** Sensational Comedy Pantomimist-Instrumentalist

Duke Ellington, Hal McIntyre, Sonny Dunham

March 11 until 24, Jefferson Hotel, St. Louis



#### Night Club Reviews

corillion Rooms, N. V. (ROTEL PIERRE)

Cardini, Florence & Frederic; Stanley Melba and Ralph Lane words; 33 and 45 winnimum.

The Catillion Room is filtring with the idea of tackling a name in a strip routines well.

The cotillion Room is filtring with the idea of tackling a name in a strip routines well. The company of the strip routines well. The company of the strip routines well. The strip routines well are the company of the strip routines well. The strip routines well are the company of the strip routines well. The strip routines well are the company of the strip routines well. The strip routines well are the company of the strip routines well. The strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well. The strip routines well are the strip routines well are the strip routines well are the strip routines well. The strip routines well are t orchs; \$3 and \$4 minimum.

The Cotillion Room is flirting with the idea of tackling a name, like Evelyn Knight, Morton Downey or Jean Sablon, rather than its convention of the convention of the best values in town with its modest \$3 and \$4 minimum tariffs, and menu and drink prices to make the convention of the times (back to normal-cy, hence more conservative spending as is being evidenced all over) as to the seasonal pre-income Tax.

With the Congradures were the congradure of the congradure

ing, as is being evidenced all over) at to the seasonal pre-income Tax.

With the Copacabana around the corner and the Peralan Room pierrey Cotillion Room recognizes that attractions more than every are the compelling element for the peralange of the compelling element for the peralange of the compelling element for the compelling element

tion the songpungers who many the control of the songpungers who many the song the song to the name idea. Meaning to the name idea. Meaning to the song the

#### Colonial Inn, Miami

Cotonial Inn, Miami
Rose Mani Beach, March S.
Rose Main Beach, March S.
Fater, Steec Condos, Corinne &
Fater, Steec Condos, Corinne &
Fater, Steec Condos, Corinne &
Fater Condos, Corinne &
Fater Condos, Corinne &
Fater Condos, Corinne Condos
Frincis Condos, Condos
Frincis Con

One of the niftiest revues in the area, production, costume an unsic wise, is this "buriesque" show at the night of the ni

deen order what he and medicare.

It is typical burly, dressed and cleaned up. Rose La Rose is the top stripper. Her conception of the undressing art, comboed with grind and bumps, is okay though somewhat edged by the goings on before she comes on, in the featured stock.

standard burlesque bits. It doesn't go too well.

Overall, the value presented for the dough is drawing them in; Minsky adding up one of the more successful operations of the season in this area.

Lary.

Delmonico Room, N. Y.

(HOTEL DELMONICO)

Paula Laurence, Helene Arthur,
Joel Shaw Quartet; \$3 minimum.

Paula Laurence, Helene Arthur, Joel Shine Questics, Sa ministum.

When the Delimonico Room ultimately complete lits refurbishing. It should be an interesting apot for question of putting it on a business-like basis, namely the right of the particular of the partic

#### Clover Club, Miami

Miami, March 6.
The Vagabonds (4), Copsey &
Ayres, Beth Challis, Roche-Carlyle Dancers, Dave Tyle orch; \$2.50

The Vagabonds, who clicked in this showcase four seasons, are back after a stay at the Beach comber, on the Beach, as featured

comber, on the Beach, as featured act.

Following an in and out supporting show, they pick up the proceedings show, they pick up the proceeding show, they pick up the proceeding show they are the supporting to the supporting show they are the supporting to the sup

ments in their Indo-Javanese routimes. In-their-silve B-at an berhowever, they click,
the state of the state of the state
however, they click of the state
however, they click of the state
however, they click of the state
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however the state
however
ho

imaginative routines. Lary.

Village Vanguard, N. Y.

Max GOOLLOWUP,
Max GOOLLOWUP,
Max Gordon with a show have
ing the name law with a show law
ing the name law with a show
ing the name law law law
in the show law
i

top stripper. Her conception of the buddensing art, comboed with rain discussions are compared to the compared

#### Mayfair Room, Chi (BLACKSTONE HOTEL)

Chicago, March 3.
Andy & Della Russell, Ray
Sinatra, Dick LaSalle Orch (10);
cover \$1, \$3.50 minimum.

Snatra, Dick LaSalle Orch (10); cover \$1, \$3.50 minimum.

Usual disk personalities mean nothing in this swank room, but Andy Russell and his frau, Delia Russell, register in their stint.

Russell, register in their stint.

Russell, register in their stint.

Sind of the stint of the stint.

Sind of the stint of a stint of a popular sti

#### Cire's, Hollywood

Hollywood March 2.
Savannah Churchill & King
Odom Four, Jack Nye's Orch (7),
Chty Alfredo Rhumband (5); minimum \$3.\$3.50.

Chiu, Affredo Rhumbend (1); minimum \$3-35.0.

Pairing of Savannah Churchill and the Kine Godon Four was a happy decision. The combined act, and the combined act of \$1.75.

There are only a few minor the combined act of \$1.75.

There are only a few minor combined act of \$1.75.

There are only a few minor combined act of \$1.75.

There are only a few minor the combined act of \$1.75.

There are only a few minor combined act of \$1.75.

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There are only a few minor the combined act of \$1.75.

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There are only a few minor disconting the second act of \$1.75.

There are only a few minor disconting the second act of \$1.75.

There are only a few minor disconting the second ac

Empire Room, Chi
(PALMER HOUSE)
Chicago, March 4.
Victor Borge, Jimmy Carroll,
Roulettes (3), Merriel Abbott
Dancers (10), Barclay Allen Orch
(121; \$3.50 minimum, \$1 cover.

Victor Basson minimum, St. concr.

Phouse's Empire Room Connectianplanist does 50 minimum in an enent-stacked show.

The concrete shows a state of the conproductions, Irish tenoring dance productions, Irish tenoring dance productions, Irish tenoring to a concrete shows the plaudits, His humorous banter, the state of the s

photonic cores in musicomedy and populmes.

The Roulettes are a classy trio and populmes.

The Roulettes are a classy trio that maneuver gracefully on noise-teen control of the control o

#### **New Acts**

DEA CARROLL Songs 12 Mins. Bagatelle, N. Y.

Bagatelle, N. Y.

Dea Carroll has apparently been rushed into the big time prematurely. In her present state of development, Miss Carroll is in no position to hold down an assignment in the majors and should get further seasoning in the lesser spots.

ment in the majors and should get further sessioning in the lesser? Miss Carroll, a personable less, attempts a comparatively difficult style of singing—one that relies than styling. Show caught indi-cated that she needs more groom-ing in breath centrol and phrac-ing in breath centrol and phrac-ing in the state of the control and phra-ing in the control and phrac-lottes are control and phrac-lottes in a manner which might in-notes in a manner which might in-dicate she could do a Bea Lillie todge of comedy fellivers, a knowl-tedge of comedy fellivers, a knowl-todge of comedy fellivers, a knowl-todge of comedy fellivers. A knowl-tedge of comedy fellivers, a Another major mistake by Miss Carroll is the annoying habit of Another major mistake by Miss Carroll is the annoying habit of time of comedy fellivers, a comparative the comparative of comparative of the cus-tomers to get quiet. A seasoned, waits for long periods for the cus-tomers to get quiet. A seasoned attention on the strength of her pipes.

LEO DE LYON Comedy 12 Mins. Strand, N. Y.

128 Mins. X.
Strand. X

during his turn that paine inhouse.

De tyon is by no means a polished performer. There are som
majorbowes aspects to his demeanor, but his the particle of the
majorbowes aspects to his demajorbowes aspects to his demajorbowes aspects to his demajorbowes are some
the some of the control
values. He originally gained at
tention as a winner on an Arthu
Godfrey Talent Scouts show. Jose.

MARTHA WRIGHT

Songs

On Fifth Wright, musical comedy
ongstress currently doubling on
the Lanny Ross "Swift's Show", on
NC televion, is making an apNC televion, is making an apvia this intimate lower Fifth Avenue talent, showcase. A come talent, showcase is
not along the showcase of the come talent, showcase is
been showned to be come to be the come of the c

Classical enert of the popsing ings.

Her repertory is also on the popside, including "Wunderbar" (from "Kiss Me Kate"), "What Is There To Say?" and a Tchaikowsky tune from "Music In My Heart," Switching from the romantic bal-

an effective biz-getter at this

an effective blegetter at this chrowmentery.

Petter Chan is the nominal headliner, and he gives out with accordian and gass. And to borrow

any similarity between Chan and
Phil Baker, it's strictly Occidental.

Chan sins, soo, in addition to the congradient of the control of the conwest show. "Diamond Lil" (closed pending Miss West's recovery from
a broken ankle).

West show. "Diamond Lil" closed
pending Miss West's recovery from
a broken ankle).

Better the control of the conline who gets by, and Florence
Ann is a diminutive soprano who
list the large crown with her voice
His the large crown with her voice
His the condition of the contraction of the control of the contraction of the control of the contraction of the control of the conThey're entertaining with their
and strictly in the Oriental tradiThe line is comprised of six

The line is comprised of six

oren, with leader at the keyboard, does neat job of backing show and for costomer danning, Greg.

\*\*Chinas Doll, N. Y.

Line (6), Paddy Wing, Florence Ahn, Peter Chan, Dak Chan, Peter Chan

lads, she also essays one risque novelty, "Always True To You In My Fashion" (also from "Kate") which earns nice laugh response. Herm.

HAYES GORDON

Source of the second of the se

CHARLES CARTS

CHARLES CARTS
Magic
13 Minarch, N. Y.
Charlet Carts, Is a young, goodlooking magico who specializes in card stuff, and he clicks with an intime type of audience because of None of his stuff is beyond the standard tricks, but Carts, a French import, has considerable charm, one of the standard tricks, but Carts, a French only card stunts, but would do better to stress other types of presentation. The has any, because of presentation, to limited he has poor of presentation.

REGGIE RYMAL

REGGIE RYMAL
Novelty
9 Mins.
Strand, N. Y.
S

#### Unit Review

#### Polack Bros. Circus (Majestic, B'klyn)

Polack Bross. Circus (Malesiel, Brkyn)
In line with a policy of weekend yandeville, the Majestic booked an inhold began Friday (48). The Majestic booked an inhold began Friday (48). Billed as the world's largest indoor circus, Folack Bross, presented 30 acts. Folack Bross, presented the production numbers, atmosphere and hopel hat he just particus (48). The Polack's presentation probabow. The Polack's presentation probabow The Polack's presentation countries, followed by a tiger act, bats, trapeze artists and other access of circus performers. Show opens with the conventional clown routines, followed by a tiger act, bats, trapeze artists and other standard circus features. Standard circus features. Standard circus features. Standard circus et al. Standard Standard circus et al.

#### 'Ice Follies' Hitting High Grosses, Sez Johnson, Citing 400G Hub Take

Citing 400c Hub Take
Minnepolis March &
Oscar Johnson of Shipstad &
Johnson "Lee Follies" says the
show is not feeling any effects of
a supposed business recession. The
attraction, he assers went inhe
sales. \$400,000, in the city's history
and that attendance ran ahead of
last year in Cieveland, Burfalo,
Montreel and Boston, which last
"Ice Follies" comes to Minnear
John State of the best
"for Follies" comes to Minnear
John State of the State of
John State of the State
"To Come of the best
"ce Could advance
April 20, and the local advance
excepting 1946, which set an alltime high.

#### House Reviews

#### Chicago, Chi

Chicago, Chi Chicago, March 4. Lawrence Welk orch (13) with Helen Ramsay, Lloyd & Susan Wil-lis, Borrah Minevitch's Harmonica Rascals (5) with Johnny Puleo; "John Loves Mary" (WB).

Ist, 1957ray, much, "Johnny Pulco," "John Lows Mary" (WB).

Lawrince Welk arch toplines new layout tree. Basically he combo follows usual line of bands with the exception of the addition, and the second of the se

turns,
Welk band returns for series of
polka tunes for slick finale.
Zabe.

Apollo, N. Y.
Machito Orch (11) with Cruziel.
Symphony, Sirk's Bobo, Festion
with Kai Winding Band (6). Herry
Bellafonte, Stewart & Lambert,
Peck & Peck, Henry LeTang's
Frounskin (Chorus (11). Spider
Bruce & Co., 'Fear in the Night'
(Par).

Bruce & Co.; "Fear in the Night" | Johnny Univen, harmonicist, but | Identifiers best in the laugh delivery of the property of

Capitol, N. Y.

Sommy Kage Orch with Don Cormell, Laura Leslie, Chubby Dan Amary Kayer's arch in the meant and spice of the current God and spice of the spice of the current God and spice of the spic

Lyon. Aeggle trymat. Soldt of Vanitty Feb. 16. 39. Stageshows Telia rod to the Vanitty Feb. 16. 39. Stageshows Telia rod to the Vanitty Feb. 16. 39. Stageshows Telia rod to the Vanitty Feb. 16. 39. Stageshows Telia rod to the Vanitty Feb. 16. Stageshows Telia rod the Vanit

#### National, L'ville

Louisville, Mar. 4.

Gene Krupa Orch (17) with Roy
Eldridge, Dolores Hawkins, Bill
Black, Johnny O'Brien, The Barretts (2); "Sword of Avenger"
(EL).

Gene Krupa, his band and supporting acts, are delivering bangup stage fare for the customers. Krupa band gives out with a pleasant mixture of the soft melodious stuff, mixing it with bebop and boogie.

stuff, mixing it with bebop and boogie. Boboes Hawkins tees off with a bop version of "I'm Goid" tup On a Mountain," segues into a blues and "Gene's Boogie" for ince returns. The segues in the segues in the control of the segues in the s

trombone, singing and playing "Pennies From Heaven." Johnny Beilo, another high blowing trumpet man, figures prominently in the band tunes.

Biz moderate at opening.

Hold.

#### Earle, Philly

Barle, Philly

Philadelphia, March 5.

Jack Carson, Robert Alda, Ysette,
Jack Cornel, "Grif

from Manhatant" (UA).

Philly got its second vaude bill in

some time with the arrival of Jack
Carsons unit at the Earle. Crowe

paid by solid entertainment.

Carson keeps things rollings at a

paid by solid entertainment.

Carson keeps things rollings at a

lapatick, playing the buit of the

gags and mixing in with most of

the acts. His Melanchoiy Baby,

long underwear gyrate behind him

socks for laughs, For finale he's

dought of the Melanchoi Baby,

long underwear gyrate behind him

socks for laughs, For finale he's

dought of the Melanchoi Baby,

long the Melanchoi Baby,

long the Melanchoi Baby,

sock of laughs, For finale he's

dought of the Melanchoi Baby,

socks for laughs, For finale he's

dought of the Melanchoi Baby,

long the Melanchoi Baby,

socks for laughs, For finale he's

dought of the Melanchoi Baby,

socks for laughs, For finale he's

dought of the Melanchoi Baby,

socks for laughs, For finale he's

dought of the Melanchoi

Straightman tasks fall to Robert

Straight

#### Capitol, Wash.

Washington, March 6.
Bobby Brandt, June Lorraine,
Angle Bond Trio, Stan Kavanaugh,
Mitt Slosser, house organist; "The
Bribe" (M-G).

This layout is run of the mill, except for smash finale of Stan Kavanaugh and his standout juggling act, and organ playing of Milt Slosser.

Ravinaugh and his standout juggling act, and organ playing of MitSavanaugh rites the all-out repages of the standard of

#### Circle, Indpls.

Indianapolis, March 5.
Frankie Carle Orch., with Marjorie Hughes, Bob Loeken; The Albins (2), Benson & Mann, "Alaska
Patrol" (FC).

bins (2), Benson & Mann; "Alaska Prank Formby Patrol" (FC).

Frankle Carle is keeping the wickest turning at the Circle with another good combo of band and the Carle stand side is up to the Carle stand side is up to

#### VARIETY BILLS

WEEK OF MARCH 9

Numerals in connection with bills below indicate opening day of show witcher full or spilt week Letter in parentheses indicates circuit: (I) Independent; (L) Locw; (M) Moss (P) Paramount; (R) RKC; (S) Stoll; (W) Warner; (WR) Walter Reader

NEW YORK CITY
Capitol (L) 10
Sammy Kaye Oro
Harvey Stone
Olsen & Joy (l) 10
Petricle Bewman
Paul Hackon
Paul Sydell
Richert Milliac
Richert Milliac
Rockettes
Sym Ore
Paremount (P) 9
Paremount Bd Andre & Delphine Holes & Delphin

Sym Ore
Paremount (P) 9
E Lawrence Bd
King Cole 3
Larry Store
Larry Store
Larry Store
Larry Store
Larry Store
Roxy (I)
Phil Baker
Cab Celioway
Joan Hyldoft
Strend (W) 7
Dest Arnaz Ore
Leo DeLyon
Garcies

Desi Arnaz Orc
Locale Desiration

BALTIMORE
Hippodrome (I) 1

Coco, Steve & Edd
Eddie Manson Co
Pat Henning
Locale Bal
Lo

2 Jacka 13-14 Arthur LaFleur Nicnols & Haley Dick Shawn Jeck Bennon 3

Jack Bannons 3

Bertine (10) 16

Art Mooney Ore
To Candish

To Can

Jack Norton
Radio Ramblers
Ade Duvai Co
The Reddington

ASTON
Hispodrome (I)
McGodrome (I)
McGodrome (I)
McMassian
Mustclans
Jenny Hayes
Jee Freedman
Senny Hayes
Jee Freedman
Madrigel & Joyce
Ivan & Yvonne
BIRMINGHAM
Hispodrome (IA)
Ralph Stater
Rosinas
Lesie Strange
Giptys 3
SOSCOMBE
Hispodrome (II)
Les BOSCOMBE
Les BOSCOMBE
Hispodrome (II)
Les BOSCOMBE

Hippodrome (I)
Lee Brooklyn
Frank Formby
4 O'Keefe Sis
N & V Munroe
Mike Howe
Bityn Lovites
BRIGHTON
Hippodrome (M:
2 Sophisticates

Traines (I) UEI
Life\*\*

Mary Montoy
Fred Smipor 11

Werner (W) 11

Careon Unit
Marion Hutton
Marton Hutton
Marton
Marton
Marton
Fell (U) 5-16

Tommy Dersey Ore
Fast Hampron
Granede (I) 7

Dynamic 4

R Marchary &
Saitos
Jo Ortnes
TVA TW

#### BRITAIN

Alme Fostoney
S & M Harrivos
S & M H

Dorothy Gray Co
Adeie

NEWCASTLE
Empire 6th 7
Adeie

NewCASTLE
Empire

Rex & Bessie Dick Henderson Jr 4 Kentons Les Raymer & Betty

Les Kaymer & Betty Elberty Elb

Tanner Sis
Stella Marie & Paul
WOOD GREEN
Empire (5) 7
Empire (5) 7
Empire (5) 7
Hard O'Connor
Hard

YORK
Empire (1) 7
Fogel
Lionei King
Gioria Mayne
2 Pirates
Reggie Dennia
Sensationai Denvers
Morecambe & Wise
Sylvia

#### Cabaret Bills

#### NEW YORK CITY

Begetelle Derethy Ross Deite Rhythm Dea Cerroil Jeck Corlies

Jack Cortles

Kay Balantan

Chris Alcoender

Chris Alcoen

Domiron &

The Domiron &

The Chapter of the Chapte

Crootenan

Crootenan

Old Resumaning

Old Resumaning

Old Resumaning

Old Resumaning

Jan Bart

Decolary Decring

Old Resumaning

Decolary Decring

Decolary Decring

Decolary Decring

Decolary Decring

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Result

#### CHICAGO

Ed Prentiss
Bill Snyder Ore
Charles Tate
Honey Dreamers
Hotal Stevens
Frankle Maeters Or
Tromins Traymor
Neil Rose
Jean Arien
Meryl Boxtor
Jean Arien
Hotal Sook
Landle
Charles
Gentle Sook
Charles
Gentle Sook
Charles
Gentle Sook
Charles
Gentle Gentle
Menuel Del Toro
Elwood Carl
Palmer Mosa Biackhewk Al Trace Ore Bob Vincent Jackle Van Red Maddock Deve DeVore Lee Pines Lee Pines
Hotel Bismerk
The Maximes (2)
Charies & Janet
Joe Labeli
Joe DeSaivo Oro

Joe Beel State Over Helding Saving on the Helding Saving Sa Paimer House
Barciay Alien O
Victor Borge
M Abbott Ders (10)
The Roulettes
Jimmy Carroll

Jimmy Carroll

Blecksfone
A & D Russell
La Salie Ore G49
Vine Gardans
Bobby Shelton
June Burnett
Bob Norris
W & J Brown
Nelson & O'Ds7
Silver Froits
Sylvie Froot
Jimmy Ame
Froite Lovelles 68
Bud Prentice Ore

#### 3-Day N.Y. Parley Names Committee To Deal with Problems of the Theatre

The only tangible result of the three-day theatre conference at the Astor hotel, N.Y., last week was a decision to appoint a standing committee to deal with legit problems. From a broader viewpoint, however, the meeting was regarded as a time that all elements in the theatre had ever been able to agree on a united program of action to meet a common need.

Among the numerous pronoaste

agree no meet a common need.

Among the numerous proposals
advanced by various groups represented were plans for cutting
production and operating costs,
to be considered by the control of the contraction of plans for cutting
to the control of plans in the control
to the control of the control of the control
to the control of the control of the control
to the control of the control of the control
to the control of the control of the control of the control
to the control of the cont welopment of new playwrights, organizing new audiences or ex-tending playing routes.

tending playing routes. Under the brisk chairmanship of Morion Baum, of the N.Y. City Center, the sessions were free of long-winded, irrelevant speeches, and there was a free exchange of the control of the suggestion of the suggestions offered were original suggestions offered were original solved the effect of hard, practical plannillar, but of the long of the suggestion of the suggesti

Equity, which originally proposed the conference, was the only interested group or organization represented by a full delegation. Its spokesmen generally sat together and acted in unison, on one occasion holding an intermission cancer and subsequently carrying caucus and subsequentiy carrying its resolution by an overwhelming

its resolution by an overwemming to the solution by an overwemming as that inatance the seemingly annexous issue was the method of procedure for setting up the committee or committees to carry out the conference. The possible of the conference of the conference of the composition of which was to be decided on the spot, to have the power of appointing an approximation of which was to be decided on the spot, to have the power of appointing and the composition of which was to be decided in the spot of the conference to a produce the spot of the conference to name the standing committee of the conference to name the standing committee.

In the long, involved and occa-

standing committee.

In the long, involved and occasionally vigorous discussion on the question, a smouldering suspicion of the control of th rather gingerly and in nearly all cases the union reps were united.

cases the union reps were united. Those who made provocative talks during the sessions included lettlen Hayes. Robert Morley, ellen Hayes, Robert Morley, Alline MacMahon, John Effrat, Mady Christians, Rep, Jacob J, Javits, Marjorie Gateson and Law Charles, Maryorie Gateson and Charles and Char Yurka, Peggy Wood, Brock Pemberton, Lucia Chase, Agnes De-mille, Lawton Campbell, Alfred deLigre, Jr., Philip Loeb, Sawyer Falk, Gilbert Miller, Sol Hurok and Nat Karson.

#### HELEN HAYES INTENDS JOINING REPERTORY

JUNING KETKIUKI
Helen Hayes intends to join the repetrory company being formed in New York by Jose Ferrer, Sam Wanamaker and Richard Aldrich. See the state of the season 

#### Arbitration Awards On Conley Won by San Carlo

Collety Won By 23h Lario The San Cario Opera Co. has been awarded \$1,500 damages from tenor Eugene Conley for breach of contract, and Conley has also been other \$1.500, with the Cario another \$1.500, with the Cario and the Cario an

Arthur Garfield Hayes acted as the umpire, and the other two ar-bitrators were Charles Stewart, for the opera company, and William Phillips, for Conley. Max Schoen-gold represented the opera com-pany, Gins & Massler represented Conley.

#### N. H. Legit Special A R.R. B.O. Click

By HAROLD M. BONE

By HAROLD M. BONE
Financially, the New York, New
Haven & Hartford Raircoad's first
show trai:, "The Silver Whisch
Special," which took off last Tuesday (1) as a feeler for a series of
similar excursions, wrote 'success'
in lower case: publicity-wise, toventure shifted into capitals.

History making, in that it was the first time that Broadway hit seats were sold by railroad ticket agents at regular boxoffice prices, the experiment was gratifying to r.r. and b.o. factions alike.

r.r. and b.o. factions alike.

On the money end, an original allotment of 500 theatre tickets was about 50% taken up. An advance sale of 209 ducats was augmented by last-minute purchases which boosted the total to an approximate 209. For a first, this provides the control of the control of

response was optimistic enough to collow through with a second book-collow through with a second book-collow through with a second book-collow through the condense of the collow through the condense with the co

Originating here, stops were made at Bridgeport, Southport, (Continued on page 60)

#### GILBERT MILLER MAY FORM LONDON REP. CO.

Gilbert Miller may form a repertory company in London next season. His plans are vague at the moment, but he's tentatively figuring on housing the troupe at his St. James theatre in the West End. No other details have been re-

vealed.

Project was revealed last week by Robert Morley, star of the Miller-Henry Sherek production of "Edward, My Son," at the Martin Beck, N. Y.

#### **British Equity Rift**

Tallu-Lillian Reprise

Tallu-Lillian Reprise
Feud between Tallutah.
Bankhead and Lillian Hellman,
dating from the former's appearance in the latter's "The
Little Foxes" several years
ago.
In the latter's "The ago.
In the latter's "ANTA Album"
Last Sunday night (6) at the
Legfeld, N. Y. Only the pleas
of various ANTA representato permit the play to be used,
as she had long ago sworn
shed never again, permit Miss
Bankhead to appear in anything she o'uritem. incident
was that in the introduction
of the scene Sunday night,
Miss Hellman's name was not
mentioned:

#### ATPAM Drops Case vs. Lotito

president of City Playhouses, Inc., and manager of the Martin Beck and manager of the Martin Beck theatre, N. 7, has been dropped by his union, the Assn. of Theatri-cal Press Agents & Managers, At an extended hearing before the or-sanization's board of governors last Thursday (3), he denied a recoverpaid. His explanation was accepted by the board.

accepted by the board.
Matter arose several weeks ago
when Lottio, in an interview with
ward Morehouse, in the N.Y. Sun,
was quoted as having expressed the
board of the several several several
board of the several several
board of the sever members. Lotito was summoned to appear before the board, but meantime he had gone to Florida for a vacation.

for a vacation.

Multiplicity of employment has been an issue in the p.a. chapter of the union for some time, so the of the union for some time, so the case stirred a controversy within the board. There was a particular uproar because that and other "unauthorized" stories of ATPAM affairs had appeared in VARIETY.

#### **Gateway Guild Drops** Founder - Director

In Reorganization

Gateway Repertory Guild, young actor group which recently actorized Equity status in preparaments of the state of the stat

and the "Canary."

There's a question whether the group can continue to use the Gateway name. The founder-director, John Richards, claims the Gateway tag is his property, as Gateway tag is his property, as originally used it for a strawhat venture at Gatlinburg, in the Great Smokey mountains of Tennessee, He threatens legal action to prevent the use of the name.

With the decision to do "Cat and Canary" instead of the former plan to tour a repertory of three revivals, most of the original mem-bers of the Gateway company were fired.

best of the Gateway Company, who had been with it in Tennessee, complained to Equity when they were fired mere and the company, who had been with it in Tennessee, complained to Equity when they were fired, but nothing could be done, as the dismissals were within the five-day limit after the actors who had joined the union so they could tour with the union so they could tour with the tunion so they could tour with the tunion so they could four with the tunion to the part of the part of the tunion of tunion of the tunion of tu

"Show Boat" is next for Newark (N. J.) Opera House, March 28.

company manager.

#### Legit Interests May Seek Rider To Fed Educ'l Bill, Asking Theatre Aid

#### Sabinson Compromises On 7½% for Parties

Uil 17/6 100 T ACHUES

Les Sabinson has reached a compromise with the Assn. of Thetare Benefit Agents on the commission for theatre parties for his 
production of "The Biggest Thief 
in Town" (formerly "The Emerald 
Saliricas"), which is due the week 
of March 21 at the Mansfeld, N.T. 
producer reclused to pay more than 
5% and the agents wanted 10%. 
Because many of the narty bookBecause many of the narty book-

5% and the agents wanted 10%.
Because many of the party bookings are only tentative, dependent on the ability of the agents to sell them to groups and institutions, the exact number there will be is still uncertain. However, there will probably be about a dozen set before the preem, involving a total of around \$30,000.

Several of the agents saw the play during its New Haven break-

#### **Kid Matinees As** Aid to Theatre

With an awareness of the legit-mate theater's current problems, Herbert Mayes, editor of both Cos-mopolitan and Good Housekeeping, comes up with a proposal for the sure to build additional good will as well as extra trade. It's the dies of a midweck children's mati-nee, possibly more than one in the case of certain shows, where the case of certain shows, where the parents to bring their children. This differs from the hobbits of

parents to bring their children. This differs from the habitual Wednesday or Saturday mats because, as Mayes has found it, that's for the matrons and the regular to the children of the state of the harsed by children. Mayes has seen how it works, from his own children on Sat. mats when they bark out embarrassing questions, sit perched on seats for better part of the state of the kiddy.

ance of adults sitting back of the kids). hess posicil mats he sites from the control of the con

cation.

He knows from the manner in which certain juvenile programs at the Barbizon-Plaza, the Heckscher Auditorium, Carnegie Hall (but chiefly that's around the Xmas-New (Continued on page 61)

#### LUNT ILLNESS FORCES 30G M'W'KEE REFUND

Chicago, March 8. Chicago, March 8.
Alfred Lunt entered Passavanthospital here over the weekend for
treatment of an "acute ulcer." His
illness has caused cancellation of
this week's engegement of "K now
star's physician has indicated he
star's physician has indicated he
will be able to play next week's
scheduled appearance at the
American, St. Louis.
An advance of about \$50,000 hea
to be retfunded in Miliwaukee.

#### Musical 'Kiki'

John Latouche, lyric writer, and Michel Emer, French composer re-John Latouche, lyric writer, and Michel Emer, French composer re-cently in the U. S., will collaborate on a modern musical version of "Kiki," a comedy by Andre Picard. Emer has bought the musical rights. "Kiki" was originally adapted for the U. S. by David Belasco in 1921 with Leonce Ulric in the title

Instead of backing the Javita-Ives resolution for the establish-nent of a national theatre, legit in-terests may seek a \$1,000,000 rider to the Truman administra-orider to the Truman administra-tors of Federal and to a pro-gram of Federal and to a pro-posage, whereas the education legislation is likely to be adopted, to a tatch a rider to a pending bill than to obtain passage of a new measure. measure.

Also, it would probably be easier than to obtain passage of a new than to obtain of working for the passage of a new than the obtain of the passage of a new than the passage of a new than the passage of a new than the passage of the passage

ernment.

Among the other legislative proposals advanced during the three-day meeting were the abolition or reduction of admission taxes, support of the Celler bill authorizing the Government to renovate the Belasco theatre in Washington. port of the Celler bill authorizing the Government to renovate the Belasco theatre in Washington for use as a legit house, revision of income tax-laws to enable talent to average their earnings over sev-eral seasons, and revision of the New York City building regulations covering legit construction.

#### LONDON MAY SEE 'LIBERTY' IN THE FALL

"Miss Liberty," the forthcoming Robert E. Sherwood-Irving Berlin musical comedy, may be produced in London early in the fall. Emile Littler and Louis Dreyfus, presenters of the composer's "Annie Get Your Gun" in the West End, are negotiating for the English rights to the new show, with the idea of spotting it in the Palace or His Majesty's.

spotting it in the Palace or. His Majesty's.

Allyn McLerie, Mary McCarty, Eddie Albert and Ethel Griffies are set for leading parts in the musical control of the set of the se

Juvenile Theatre of America, Albany, organized for kid shows.

#### **Having Small Investors Allows More** Freedom to Producers—Bloomgarden

Having set some sort of record by having 80 backers for his Kenth Booms and the sound that the set of the set

he believes it is fairer to the backets.

Bioomgarden point to "Salesman" as an illustration of many as an illustration of many as an illustration of the Cincinnal yeast family. Plesemann, who made his first play investment with \$10,000 in the current hit, "Goodbye, My backing in large amounts, he says, he might have had considered the consideration of the play in the play in the production that he had a new play in the consideration of the consideration of the consideration of the play the play in the play in the play in the play. Now he's slated to produce of the production of the cincinnal types of the play in the

duties as producer and interest contributed to the success of the street of the success of the s

#### Fleischmann, \$100,000 Ballet Patron, In Legit

Among some of the recent, new investors coming into legit, inter-est is centering on Julius Fleisch-mann, of the Cincinnati yeast fam-ily. Fleschmann, who made his first play investment with \$10,000 in the current hit, "Goodbye, My Fany." got, the hug to, produce

pauset venture in America since the apearances of the Serge Daightlev. troupe in 1915 and '18 will be the coming of the Sadler's Wells Ballet, of Covent Garden, London, to X. in October. Not even Soil Salver Salv

well as rentals, publicity and other contents, the English troupe's first, is being sponsored by the Covent is being sponsored by the Covent of Carden Opera Trust, in association with the semi-government British Arts Council, with the latter guaranteeing the visit, Tour, however, more specially services. Company of the Company of the

having many beautiful production but the theater as a whole.

Frompt on Returns with the state as a whole.

As his investors know. Bloom-silke operation in the accounting end of his production. He is noted in the trade as being exceptionally from his shows and in submitting clear, complete financial statements. He believes that, is noted in the trade as being exceptionally from his shows and in submitting clear, complete financial statements. He believes that, is as the believes that is as the believes that is as as the believes that is as the believes that it is believed to the believes that it is that the believes that it is believed that it is believed that the believes that it is believed that it is believed that the believes that it is believed to be the believe that it is believed that the believes that it is believed that the believes that it is believed that the believes that the believes that it is believed that the believes the believes that the believes that the believes that the believes that the believes the believes that the believes that the believes the believes that the believes the believes that the believes that the believes that the believes the believes that the b

#### Guild P.A.'s 'Paper Moon' For June Strawhat Bow

ror June Strawmat Dow "Paper Moon." new comedy about a married couple, both writers, will be the opening pro-writers, will be the opening pro-son the property of the pro-graph of the pro-ley. The pro-tion of the pro-professor!" was done on Bread-way in 1943. If strawhat tryout clicks, Rob-ert O'Byrne, Old Town's producer, the fall.

#### ANTA Album' Clicks On Stage and at B.O.: Benefit Groses 321G

The second "ANTA Album," the gallery of great moments of theatre history, was another sentimen tal and boxoffice click Sunday peating its success of last year it drew cheers from the capacitypius audience of more than 1,700 that had paid up to \$100 a seat to see top stars of the stage in memorable scenes from the past and present. Not since the previous present. Not since the previous "Album" have so many celebrated names been onstage and out front

names been onstage and out front at a performance.

Among the standouts of Broadway musicals sang "There's No Business Like Show Business' and "This Was a Real Nice Clam-bake."

No Business Like Show Business' and "This Was a Real Nice Clamade "This Was "This Was

Houseman.

Gross for the show was about \$32,500, including \$24,500 admissions, and \$8,000 from program advertising and sales. Production cost of around \$13,000 was approximately \$5,000 more than last year. Froitis go to the American National Theatre & Academy.

Hobe.

#### Shows in Rehearsal

"Cat and Canary" (road)—Gate-vay Repertory Guild.
"Magnolia Alley"—Lester Cuiter.
"Sun and I"—New Stages.
"The Traitor"—Jed Harris.

#### Inside Stuff-Legit

Postponement of "Miss Liberty," the new Robert E. Sherwood-laving Berlin musical, to a July 4 New York opening was necessitated by the refusal of Ernest Martin, Cy Feuer and Gwen Rickard, Producers of "Wheer Sherwight of the Policy of the P

"High Button Shoes," playing to a \$4.80 top through the week and \$6 Priday and Saturday nights, at the Broadway, N. Y., will probably \$6 Priday and Saturday nights, at the Broadway, N. Y., will probably Kipiness is to try to keep the musical running through the stack seeps by charging \$3.60 top. H. will probably be necessary to pare the show'running cost to do this. He figures by doing that to keep the productions of the production of the productin of the production of the production of the production of the pr

Reviews of "Two Blind Mice," which opened last week at the Cort, N. Y., covered virtually the whole range of reaction, including "no opinion." On one extreme, Robert Coleman (Mirror) called it a "laugh riot" and on the other Brooks Atkinson (Times) thought it "more lively than funny." Three of the notices were favorable and four unfavorable, with William Hawkins (World-Telegram) on the fence. Only viewers with-alarm was Robert Garfand Gournal-American, who thought "this isn't the best of times for the farcical belittlement of most things Washingtonian."

The theatrical columns of the Weldpresse, British Sector daily, in Vienna, recently carried a story-heartily panning "Oklahoma" as a thoroughly disappointing show, excording to Italian reviewers. Since the color of the state o

To supplement the exploitation in the dulles, David Nederlander, manager of the Shubet-Lalequette, Detroit, is going in benuly on radio manager of the Shubet-Lalequette, Detroit, is going in benuly on radio promotion. For the current (repeat) engagement, it will be promotion. For the current (repeat) engagement of "Prank Fay, he has lined up 12 interviews, two contests and 20 spots on disk jockey programs. William Cornell, radio director of the Wayne Univ., is handling the radio and television promotion for Nederlander,

#### Legit Bits

Alfred de Liagre, Jr., vacation ing in British West Indies, with

Alfred de Liagre. Jr., vacationing in British West Indies, with
his wife . . . Harold Gordon, who
has appeared in both "Annie Get
Your Gun" and "Oklabomai."
Sailed for Europe Monday (7) on
sailed for Europe Monday (7) on
Haly for a film, he moves to South
Africa in mid-summer for a stint
in "Annie" there.

Margaret Sullevan to star in his fall
production of "To Tell the Truth'
Joseph Harris has completed his

with herself again in a leading part. All the bucking is set, they add, in Mark and the control of the state of the state of the state week in "Carousel," goes to Switzerland about April 10, join and the state of the state week in "Carousel," goes to Switzerland about April 10, join and the state of the state week for a film assignment. They'l both be both signed the state of relax week for a film assignment. They'l both be both signed the state of relax between the state of the state of relax between the state of relax between

#### Canada Ballet Festival SRO In 6 at Toronto: Pix. Radio Tie In on Event

Toronto, March 8. Toronto, March 8.

Second annual Canaddan Ballet
Festival, held at the Royal Alexandra last week (1-5), for six performances, proved a huge success,
with all six shows SRO. Ten conproper from Winnipes, Vancouver,
Toron Vinnipes, Va

Canadian National Film Board photographed the festival for a short in the "Canada Carrles On" series. And for the first time in short in the "Canada Carries On-series. And for the first time in Canadian broacasting, the CBS broadcast two hours of ballet music and backstage interviews over the Trans-Canada net. Fee-tival was the biggest event in Canadian ballet history, with the Lieut Governor of Ontario, Roy Lieut Governor of Ontario, Roy Canadian ballet the story with the Lieut Governor of Ontario, Roy Canadian ballet the story of the story of the control of t

#### WANT A HOT TICKET? WHY NOT ADVERTISE

#### **Total Broadway Grosses**

The following are the comparative figures based on VARIETY

last season:	Ц
This Last	1
Season Season	ı
Number of shows current	J
m tel weeks played so far by all shows	d
matal gross for all current shows last week. \$629.800 \$651.000	1
m. 1-1 *cocon's gross so far for all shows \$21.764.800 \$21.343.500	1
Number of new productions so far 54 52	1

#### 'Finian' Sweet \$39,000. 'Harvey' Quits at Nice \$17,500, 'Roberts' 27G. Chi

Chicago, March 8
Advent of Lent clipped legit
bo. here last week. Unusually fair
weather on weekend upped grosses
sometate, but not enough to couns
sometate, but not enough to couns

dvances. "Drunkard," Studebaker (1st "Drunkard," Studebaker (1st yeek) (1,246; \$3.10), Ash Wednes-lay affected first week at \$7.300; nay fold here this Saturday (12). "Finlan's Rainbow," Shubert 5th week (2,100; \$4.94). Expected trop from last week. Still. sweet \$39.000.

crop from last week Sill sweet \$35,000. "Harvey," Blackstone (5th week) (7.368; \$3.50), Last week plus big afs in papers. Dobed combat. "Make Mine Manhattam," Great Northern (1,500; \$4.94). Opened Monday (7) with advance sale not dependent of the control of the "Maker Robertis," Erlanger (25th week) (1,348; 43.3). Slightly af-fected this week, but still sock \$27,000.

#### 'Harvey' OK 12G For 7, Philly

Philadelphia, March 8.
Phill is still cital with the cital without will be somewhat rectified Thursday (i) with the preem of "Detective Story," in ew Sidney Kingsiev (ii) with the preem of "Detective Story," in ew Sidney Kingsiev (ii) with the preem of "Detective Story," in ew Sidney Kingsiev (ii) with the preem of the preem of

#### Francis-'Stranger' NSG \$7,500 in Kansas City

\$7,500 in Kansas City Karsas City Afrach 8. 
Kansas City March 8. 
Stranger, Played to light trade in 
bree-day stand at the Music Hall 
bree-day stand at the Music Hall 
urday. Four shows very light \$7,-500. 
though weater, was favorable, 
competition was the many attention 
major attractions going in same 
building concurrently. Electrical 
Exposition in the downstairs exhidays while Police Circuit and 
nan floor areas likewise played to heavy 
trade.

#### Canadian Ballet 161/2G

Canadian Ballet 10/2U
Toronto, March 8.
Indicating the town's interest in
the dance, the Canadian Ballet
Festival, embracing teams from
across Canada, sold out at all performances at the Royal Alexandra
matter for the right sand one
matter of the canada of the the control
House (1,525) was scaled at \$2.50
House (1,525) was scaled at \$2.50

weather on weekend upped grosses somewhat, but not enough to countered the state of the state of

"Annie Get Your Gun"-Victory, ayton (7-12); Center, Norfolk

"Biggest Thief in Town"— Plymouth, Bost. (7-12); Walnut, Philly (14-19).

"Blackouts of 1948"—El Capitan, A. (7-19).

L. A. (7-19). — Depting,
"Born Yesterday"—Geary, Frisco
(7-12); Aud, San Jose (13); Mayfair, Fortland (15-17); Temple, Taeman (18-19); Temple, Ta"Brigadoon"—Hartman, Col. (713); Hanna, Cleve. (14-19).
"Desert Song"—Blackstone, Chi
(7-19).

"Detective Story" — Locust, Philly (14-19). "Prunkard" — Studebaker, Chi (7-12).

(7-12).

"Favorite Stranger"—Worth, Ft.
Worth (7-8); Majestic, Dallas (910); Par., Austin (11); Music Hall,
S. Antonio (12); Aud., Shreveport
(15); Poche, N. Orleans (16-19).

"Finian's Rainbow" — Shubert,
Chi (7-19).

"Harvey" (Fay Co.)—Shub.-Laf., Det. (7-19).

"Harvey" (Brown Co.)—Walnut, hilly (7-12); Radio, Richmond

"Heiress"—Ford's, Balto (7-12); Playhouse, Wilmington (14-17); Community, Hershey (18-19).

Community, Hershey (18-19),
"High Button Shoes" — Taft,
Cincy (7-12); Murat, Indpis, (14-17);
dud, Lafayete (18-19),
"I Know My Love"—American,
St. Louis (14-19), "American,
"Inside U. S. A."—Shubert, Bost,
(7-12); Shubert, Philly (14-19),
"Tay Green"—Royal Alex, To"toy Green"—Royal Alex, Tonoto (7-12); Plymouth, Bost. (14-

"try Green"—a.v.a.
ronto (7-12): Plymouth, Bost. (14-19)
"glabe Mine Manhattan"—Gt.
Northern, Chi. (7-19).
"Man and Superman"—Aud.,
Denver (28): Aud., Boulder (1):
Chief., Col. Springs (2): Capitol.
Sait Lake (4-5): Geary, Frisco (12):
Bill. Green (1-5): Green, Frisco (12):
Bill. Green (1-5): Green, Frisco (12):
Bill. Green (1-5): Green, Pitt.
Forrest, Philly (14-19).
"Mr. Adams"—Curran, Prisco
(14-19).
"Mr. Roberts"—Erlanger, Chi.
"(7-19).
"Min-"—Colonial.

144-19.
"Mr. Roberts"—Erlanger, Chi.
"O. Mistress Mine".—Colonial,
Akron (7). Aud., Youngstown (8).
Shea's, Ashiabula (10). Shea's,
Sandaria (10). Shea's,
Sandaria (10). Shea's,
Shea's, Shea's, Shea's,
Monthale (10). Shea

#### 'Allegro' \$36,500, L.A.; 'Blackouts' Usual 17G

Los Angeles, March 8. "Allegro" picked up speed last week to hit virtual capacity in its Show finals Thursday (10) after 18 days, to be followed Saturday (12) by "Man and Superman." Nothing else is due this week

esse is due this week.

Estimates for Last Week

"Allegro," Biltmore (2d wk)
(1,636; \$4.20). Good \$36,500 for nine performances.

"Rlackouts of 1949," El Capitan (350th wk) (1,142; \$2,40). As usual,

"Out of Order," Las Palmas (3d wk) (388: \$3). Finaled Tuesday (1) with a total of \$9,000 for 15 days. So-so for the tiny house. Company went back to Frisco.

#### **'U.S.A.'** Cracks Record In Hub. Tops \$38,700

"Inside U. S. A." is proving big-gest grosser Illub has had in years, second week and remains SRO for infiale, now current. "Oklahoma" also stepped into hig business on its firth wist, while "At War With the final week. "Emeraid Staircase," which opened against "Oklahoma", which was a second of the control of the control

way, with \$15,000. Moved out Sat.

(5), Haddel S. A. S. Suber Control of the Cont

#### **LUNTS HOT \$42.000** IN MPLS., ST. PAUL

IN MILD., 31. FAUL
Grossing a smash \$25,000, Lunt
& Fontame in their new play, "I
Know My Love," at \$4,000 to 10,000
for four nights and a matinee, with
hundreds turned away. Fact that
did the subscription series held
down takings. Completing the
week in St. Paul, offering added
approximately \$42,000 for the six
nights and two matinees.
Local critics showered praise on
the strength of the six of the six of the six
because of the six of

#### 'Heiress' NG \$12,200 In Week at Cleveland

Basil Rathbone and "Heires," found themselves squeezed befound themselves squeezed beat the Hanna last week and ended with a losing \$12.200 for eight performances at \$3 fop.
Apparently the preceding "Medea" took the edge off the rather heavy Rathbone drama.

#### 'Ivy Green' \$5,100 Ontario Opening

Competing with basketball finale and subscription concerts series, Hall Shetion's production of "The Iry Green" did healthy biz in three performances at the Grand Heater (1,210, \$3 top) Friday and Saturday (4-5).

Gross was an estimated \$5,100.

#### Grosses Sag as Lent Hits B'way:

#### Knife' \$23,600 First Wk., 'Ear' 311/5G, 'Mice' \$12,800 in 5, 'Kate' 47G Again

Mice bl., 50W m 5, Kate 4/G Again

Combination of several factors brought a sharp drop in Broadway clean all performances; \$24.400.

In the start of Lent. Also, the snow-starm of shooday, with he start of Lent. Also, the snow-starm of shooday, with he start of Lent. Also, the snow-starm of shooday, with he start of Lent. Also, the snow-starm of shooday, with he start of Lent. Also, the snow-starm of shooday, with he start of Lent. Also, the snow-starm of shooday, with he start of Lent. Also, the snow-starm of shooday, with the starm of the start of the start of Lent. Also, the snow-starm of shooday, with the start of Lent. Also, the snow-starm of shooday, with the start of Lent. Also, the snow-star of the start of Lent. Also, the snow-start of the snow-start

the sealest of the sealest of the sealest of \$4.80 top; \$8.000 last week. The sealest of \$4.80 top; \$8.000 last week. The sealest of \$4.80 top; \$8.000 last week. The sealest of \$4.200. The sealest of \$4.200

conditions, but is holding up well, with the dof of two-for-ones; almost 9"Carousel," Majestle (6th wk) 0"Carousel," Majestle (6th wk) 0"Carousel," Majestle (6th wk) 0"Carousel," Majestle (6th wk) 0"Carousel, "Majestle (6th wk) 0"Carousel, "Majestl

"Howdy, Mr. Ice," Center (37th with (182,048; 3.20). Also skilded; 32 (182

#### 'Streetcar' Rides To New Record In M'waukee. \$28.155

All wdulnCC, gluU,164.

A Siretear Named Desire Youteen the state of the state of

#### 'Manhattan' NSG 191G In 2d Week, Pittsburgh

"M Act Work, I III SOUNG II.
"Make Mine Manhattan" wound the Nixon with around \$19.500 to \$2.000 feet and \$19.500 to \$2.000 feet and \$19.500 f

#### Brigadoon' \$27,000 In Final St. Louis Week

FIIIdd Jt. LOUIS WEEK.

Brigadoon" wound up its third
and final week at the American theatre Saturday 55 with a gross that
captulate the second stama (\$27,000)
aggement to \$81,500. This was below management expectation.
House dark currently but relights
bunday 114 with a week of the
Lunta but the second stama (\$27,000)
the second stama (\$2

#### 'Show Boat' Disappoints

At \$30,000 in Atlanta

At \$30,000 in Atlanta, March 8. 
"Show Boat" grossed a disspointing \$30,000 in seven performpointing \$30,000 in seven performweek, despite fact that last three
shows were sellouts. Rave reviews
and word of mouth brough strong
Tower, ne Erlanger, will light
up its foots again this week when
Thurday (10) for three-day, fiveshow engagement. Demand for
ducats was so great that larvey
special matines for Friday (11).

#### Plays Out of Town

South Pacific

South Pacific

Nichas de Haven, March 7,

Richas de Haven, March 7,

Richas de Louis and toest libaneria

Lahad libaves and toest libaneria

Lahad libaves and toest libaneria

Marchan de Louis de Louis de Louis de Louis

Marchan de Pinna features Myron McGrant

Marchan State de Louis de Louis de Louis

Marchan State de Louis de Louis de Louis

Le Company State de Louis de

opened at Shubert theatre, New Haven,	
Spened at Shubert tacanto	F
darch 7, 45, 44,50 top. Rarbara Luna	
Michael Deleon	t
Michael Debeon	Ť
ferome	
Henry Richard Suvera	*
nsign Nellie Forbush mary platein	×
Emile de Becque Ezio Pinza	
poened at Shubert theatre. New Naven, March 7, 49, \$4,00 top.  Stana (Michael DeLeon informe Noel DeLeon informe Richard Silvers fraisin Nellie Forbush Mary Marcha Brille de Becque Enlo Plana Bloody Mary Musa Williams	t
Her Assistant Musa Williams	*
Lil' Abner Archie Savage	×
Stewpot Henry State	
Stewpot Henry Siate Luther Billis Myron McCormick	r
Professor Fred Sadon	
A. Cable Bill Tabbert	١.
Lather Bills Brode Sadoff Professor Bill Tabbert Lt. Cable Bill Tabbert Capt. Brackett Martin Wolfson Capt. Brackett Martin Wolfson	I
	t
Veoman Quayle Alan Gilbert	i
Yeoman Quavie Alan Gilbert Sgt. Johnson Thomas Gleason	ı.
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Stant Sg. Hasanger Beau Tilden Scamman Hayes Beau Tilden Lt. Marshall Jacqueline Fisher	
Lt Marshall Jacqueline Fisher	1
	t
Engign MacGregor Sandra Deel	ì
Ensign MacGregor Sandra Deel Ensign MacRae Bernlee Saunders	ŀ
	i
Preign Minelli Gloria Meli	0
Ensign Yacger Ensign Minelli Gloria Mell Ensign Walewska Mardi Bayne Ensign Whitmore Evelyn Colby Ensign Noonan Helena Schurgot Ensign Noonan Batts Striegler	3
Engign Whitmore Evelyn Colby	1
Engign Noonan Helena Schurgot	1
	ľ
	3
Telenders, Sailors, Marines, Mary Ann	t

er ores.

An otherworthy asset of this production is its tremendous entertainment values from a variety standpoint. There isn't enough of any one element to glut the onlooker. As a matter of fact, there is just enough of each component

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who turns down the planter's marriage proposal, group asignment and a suppose the fact of the planter's and a suppose the supp

Bourney Street Beering Stands and the cholocy, and does it all itertification where the series are present to be soles, from humor to soles where the soles are present to be soles, from humor to soles where the soles are present to be soles, from humor to soles where the soles are present to the soles are the

March 7, '49; \$3.60 top.	
March 7, '49; \$3.60 top. Mary Hogarth Joy Re	088
Martha Tripham Ruth Wh	iite
Daniel MacLise Oliver C	110
Baroness Burdette-Coutts Neva Patters	CAN
John Dickens Ernest Coss	SULL.
John Dickens Ernest Coss	arı
John Forster Hurd Hatfi	eid
Charles Dickens Daniel O'Herl	ihy
Georgina Hogarth Carmen Mathe	tW8
Maria Beadnell Leta Bony	nge
Martin	has
Harriet Mary Lou Tay	3
Elien Ternan June Day	10L
Enen Ternan	ton
Charles Dickens, Jr Don Wi	nte
*	
Long on authenticated b	10~
deaphical detail accoming Chan	line

HYDE

# VARIETY

population (this wife bore him 10 population (this wife bore him 10 population (this wife bore him 10 population) weepstake). According tryy," all the women who came in contact with Dickens were in contact with Dickens are not possible to the bag, Maryyn Nelson in his first play depicts Dickens as a story of the bag, Maryyn Nelson in his first play depicts Dickens as a subject of the bag, Maryyn Nelson in his first play depicts Dickens as a subject of the bag, Maryyn Nelson in his first play depicts Dickens as a subject of the bag, Maryyn Nelson in his first play depicts Dickens as a the Carolina. Green been he has hennad his hair and whiskers and sudden the subject of the bag, Maryyn Nelson in his first play depicts of the bag, Maryyn Nelson in his first play and the play depicts of the bag, Maryyn Nels

we appeal aplenty. There, now it is an outside possibility to pay by the paying the paying the paying the paying the paying the paying times via lighting.

The lay Green

The lay I want to control the lay on the lay of the

parking room outside.

A prankish newspaper correspondent discovers the situation and bamboolese representatives of the Army, Navy, Air Forces and the Army, Navy, Air Forces and the office in the bellef that it's engaged in top-secret preparations or "herbalogical warfare." After some elaborate dramatic invention he blackmalls an economy-happy back into existence.

Maybe such a situation is pos-

Challes Dickens, it — Do with the control of the co

The author has staged the performance energetically, and there is a passable setting by Albert Johnson.

Hobe.

Fred E. Hand, oldtime legit actor, producer and theatre manager, retired last week as managing director of Washington's Constitution Hall, He is 62.

#### In Southern Split Week

Augusta, Ga., March 8.

Augusta, Ga., March 8.
The No. 1 company of "Oklahoma!" piled up a total gross of over \$55,200 iast week in cross sents at a satisfacture of the company of

Legit Special

Westport - Saugatuck, NorwalkSouth Norwalk and Darien.

Althouse 's special,' settudity it wann't exclusively so. In short, sense and sense ond stanza strikes virgin territory with "Where's Charley?"

#### Plays Abroad

Les Enfants D'Edouard

Les Enfants B'Edenard
(Edward's Children)
Madeline greenstation of county in
Management of the County
Management of the Manageme

issees bouchemin. Brights Mars.
Mars-Gilbert Sauvajon's daphation of "Love and Learn," by
Frederick Jackson and R. Bottomley, is one of the outstanding hits
Frederick Jackson and Reture, Denise
Darvey-Stuart, has had three children by three different men.
The position, she invites the three
three to then home, with the
intention of maryping one of
that his or her father should be
the husband, but she decides
against the three of them, returnfather.
This slight comedy has a wealth
This slight comedy has a wealth

father.)
This slight comedy has a wealth of funny lines, and is expertly played by an excellent east. At the liead is Denise Grey, who manages to convey both the intelligent and the feather-brained qualities

of the authoress, Robert Pizani gives an amusing characterization of one of the husbands, a renowned Polish planist, and Roger Treville is excellent as the first "tather," a somewhat stuffy. Member of Par-liament. The single setting, of a comfortable English living-room, is pleasant and tasterul. Fred.

#### Questi Fantasmi!

Mome, March 3.

Bionardo de Pilopo presentation of C. Santopoello. At Testro Biologo. General Annio C. Santopoello. At Testro Biologo. General Annio C. Santopoello. At Testro Biologo. General Annio Company and Company and

#### 'Shoes' Fair \$27,800 In Final Det. Week

"High Button Shoes" grossed a very good \$27,800 in its third and final week at the Cass.
"A Streetear Named Desire" opened three-week rim at Gamdondy (7). "Harvey" opened a fortulgin's booking Monday at the Stubert-Lafayette.

#### N. Y. OPERA PACTS 7

N. Y. OFERA PAULS I Robert Byrn (Bernauer), of "Love Life" (46th st., N. Y.); Helena Bliss, lead in "Song of Nor-way", Richard Charles, from Los Angeles Cive Light Opera: Lioyd Thomas Leech, of St. Paul Cive Tambrana, and David Gares, Joined N. Y. City Opera Co.

#### SUMMER THEATRE FOR SALE OR LEASE

Born Ployhouse, 40 ft. by 80 ft. norn Floyhouse, 40 ft. by 80 ft. with compiler equipment. Commodious form house, other buildings. Electricity, gas, worker, load-scaped grounds, ample parking spoce, main proved road in large prosperous summer resort as Lefe react of Cleveland. Ideal free theories school or "strow hor" theore, C. C. Fliedner, R. 3, Madison, Ohio.

#### LLAN WILLIAMS Welsh American Tenor

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CURRENTLY Emile Littler's "HUMPTY DUMPTY"

CASINO THEATRE, LONDON

LONDON: HARRY FOSTER'S AGENCY

#### Literati

Story Market Up
The story markets among
periodicals is up.
Hollywood writers are returning to writing, say the magazine
editors, and they in turn are doing
their part by upping their prices
the service of the service of the service of the
generates would "dash off
tomething," now they are taking
these chores more seriously, and
their values are proportionately

up.

With the war sufficiently behind,
and with the Hollywood film market also a contributory factor because of its eib-tide, the magazine
editors note that many more writers are story-minded, as a prolific
output in recent months attests.

output in recent months attests.

"Dear St. You Cur."

We show Styler does a closeyou home! and his fan mail,
in a soon-due Cosmopoiltan magine article, which he titles "Dear
Sir, You Cur." He goes into deSir, You Cur." He goes into deyou che most attention. The champtetr-getter was one on asparatailed his gardening difficulties he
got hundreds of teleters on how to
do it, recipes for saparagus, etc.

Problip in bean Edde Cuntor's
profile on Jack Benny titled 'The
Jack in Benny, "which deflates
the ratio legend of the latter's
show bit short story upcoming in
the same monthly."

Chi Sun. Trib. Hikes Price
Chicago Sunday Tribune, following in the wake of the Chicago
Herald-American, which hiked its
Sunday edition to 15c, March 6,
will also raise its price to 15c.
Usual mounting costs in printing
and labor are given as the cause.
Out at present but it is likely hat
it, too, will follow the others.

It, too, will follow the others.

Auction-Bidding by Mags
Not a first-time, but unusual
water auction-bidding for Robert
Water auction-bidding for Robert
Fleds, which Doubleday will pub-lish in book form next fall. The
Saterepost paid \$55,000 for the
magazines competed excepting
Editor Rerbert Mayers took be
Editor Rerbert Mayers took
Bid to Become a vogue "time let's
go to the Parke-Bernet galleries
and at least we'll see who's
and at least we'll see who's
Doubleday to make the award to
the highest bidder, didn't appeal

Doubleus, the highest bidder, diunt to him. Incidentally, SEP must have a soft spot for Fieldsiana because some years ago it published a two-parter on the comedian while he was still alive.

Som rest Maugham's Signoff
Som rest Maugham's valedictory
will the rest Maugham's valedictory
will be rest to the solid solid

Clapper Award to Edson
Peter Edson, NEA columnis,
won the 5th annual Raymond Clapper Memorial Award in Washingper Memorial Award in Washingper Memorial Award in Washingman and Washing Washing Washing Made Washing Made Washing Made Washington Made Washington
plague and \$500.

prizes to be awarded Washington
propriers for outstanding news
stories of 1982. He will announce
stories of 1984. He will announce
with the washing washing with the washing with washing with the washing with the washing with the washing with washing with the washing with the washing with the washing with washing with the washing with the washing with the washing with washing with the washing with the washing with the washing with washing with the washing with the washing with the washing with washing with the washing with the washing with the washing with washing with the washing with the washing with the washing with washing with the washing with the washing with the washing with w

Clapper Award to Edson
Peter Edson, NEA columnist,
won the 5th annual Raymond Clay
and the Standard Award to Manage of the Work of the Standard Award to Manage of the Work of Windows, and the Eagle-Tribune Publishing Conference of the Work of Windows, and the Eagle-Tribune Publishing Conference of the Work of Windows (Lawrence, Mass, and the Eagle-Tribune Publishing Conference, has bought the Consolidated Fress to the Willred Mass (and the Stophur and Standard Marketter) and the Work of the Wo

Story Market Up story markets among cals is up. and the story markets cals is up. and the story markets among cals is up. and the in turn are doing art by upping their prices, herefolore, the well-needed priveners would "dash off the story which well needed priveners would "dash off the story which well needed priveners would "dash off the story which was made to be story to the call before the work of the story which was the story which was the story which was the story for the story which was the st

Recipes-With a Byline

Recipes—With a Byline
Few Broadway or Hollywood
mares are missed in the "Favorite
Recipes of Parous Mer" conkbook
Most of the recipes run to form
until you get Robert Ryan giving
getuille fails and Harry Herafield
offering "Herafield's Corned Beel
getuille fails and Harry Herafield
offering "Herafield's Corned Beel
getuille fails and Harry Herafield
offering "Herafield's Corned Beel
ing the making of cheese bilintees
while papafelt in one form or anwhile papafelt in one form or anthur of the making of these bilintees
ing the making of cheese bilintees, in,
phil Harris and Jack Benny.

Book was confected by Roy Ald,
massage parlor in New York and
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massage parlor in New York and
got interested in the recipe business through recommending the
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#### CHATTER

Bennett Cerf and wife due back from Coast holiday next week.

Paul Denis collabing with Al Wilde on book about practical

jokers.

Archibald MacLeish, poet and author, planed to Nassau last week for a month's stay at the resort.

Gertrude Walker is novelizing the 175-page screem script she wrote for "The Victim" at Warners.

wrote for "The Victim" at Warners. Chicago Journal of Commerce is the Windy City's affiliate of the N. Y. Journal of Commerce, not of the Wall St. Journal, as erratumed. Pete Smith's "What I Want Next" is getting a plug through counter cards and posters sent out to all mag distributors by the McGraw-Hill publishing house.

Llewelpn White, author of "The American Radio," is managing edi-tor. David Wills, former D. C. radio commentator, heads mag's D. C. offices. Headquarters are in N.-Y.

March issue of The Writer features piece by Martin Field, 'How My Story Was Edited' giv-'How My Story Was Edited' giv-Woman's Home Companion on short story penned by him. Martin Field, screen scribe, if set the word of the word of the How My Story Was Edited,' de-cribing how his brainchild and changed by the Woman's Home Living E. Rogers, president and

#### WINTERS IN FLORENCE **PORGY AND BESS' DATES**

Lawrence Winters, last seen on Broadway in "Call Me Mister," and more recently with the N. Y. City Opera Co., has signed to singthe lead in Gershwin's "Porgy and Bess," for five or six performances, at the Florence Festival. In Italy next June.

Mill follow this engagement with a concert tour in Europe.

#### **Kid Matinees**

Continued from page 57

Continued from past of the continued to the continued to

#### **House Reviews**

Circle, Indpls.

vocalist, does equally well on brace of ballads.
Irving Bracon draws some load irving Bracon draws some load from the same of humor presented in fresh style, with an able assist from stooge Jack Mann. Hefty laughs also are registered by the Ablins, a dance duo, in satires on ballroom stuff. Bliz was oke opening day. Corb.

Olympia, Miami Marilyn Maxwell, Maria Neglia, Pat Rooney, Jr., Raye Motte & Pedro, Wilfred Mae Trio, Freddie Carlone Orch; "Fighter Squadron" (WB).

One of the better playing layouts in recent weeks is on tap here in the control of the control o

#### SCULLY'S SCRAPBOOK

By Frank Scully

Walker's Point, Wis., March 4. Shortly after moveable type began adding eyestrain to man's many infirmities it became known that labor pains went with babies and also the making of books. I suspect that Gene Fowlers' Feau James, the Jimmy Walker story, caused him more grief than the launching of many babies, his own included.

many bables, his own included.

Seems to me he has been years on it. I was, too, and gave it up.

So merely to complete a task in this day of anger, anxiety and a world at loose ends calls for congratulations.

I'm glad to get that intro over because this book has built an embarassing spite fence between Gene Fowler and me, with nether of us contributing so much as a picket. Fifteen years ago I had a priority to Jimmy Walker's life-story, but nobody, not ever Fowler, quite boxed him until it was up to the dead man's heirs and assigns. In act the kind of publishers I dealt with didgt want any part of Walker. Genes obviously did.

They Followed Protocol

Once assigned the labor of giving hierarchical untarnate to confi

Once assigned the labor of giving biographical substance to a song-and-dance man who had taken a terrific pratfall on the political level, Fowler felt he should make some overtures to see what he could savage if I want going to use the crated material anyway. He ex-pressed this through several intermediaries of standing and well-versed in protocol.

in protocol.

But sickness and the strain of writing a story that would satisfy a reading public, a picture producer, the Breen cleaning establishment and the late mayors heirs had worn Gene to a frazzle, and he didn't get around to me till quite late in the production.

get around to me till quite late in the production.

Nevertheless, before he left Bewerly Hills he called up to explain the whole humilisting thing, confessing that he was dreadfully broke and the confession of the state of th

either been published or couldn't be.

And now a condenstation of "Beau James" appears in March issue of Hearst's Cosmopolitan. "Beau James" described by the Cosmo editors of the state of

ashing.

Curiously, this condensation does not come to life until "Beau
ames" is dying. I suspect the explanation of this is that nobody will
e hurt by telling the truth about a man's last days.

Repeat "Supposedly"

Gene records that "newwared clip released New York in January, 1531, showed lines to seewered clip released of New York in January, 1531, showed lines to seewered clip released of the Bethy Compton supposedly taking dictation from him and the suthor Frank Scully present as adviser. Scully had been chosen by Jim to ghostwrite the proposed Walker sutholography."

The exiled Mayor, Gene further explained, 'badly needed the \$50,000 and for them. Too many lives would be hurt."

Well, that's pretty good reporting. Actually it was \$60,000, and or working six months while Walker worked off his spleen it turned out I picked up all the tabs and nothing else. It would have been nice but it wouldn't have been true, we first met on a driziling afternoon as an Italian ship anchored in the harbor of Villefranche. It was late in the autumn of 1932. For the next several months there was hardly a day we didn't spend far from home, it is ease to understand that that the day.

the next several monits there was hardly a day we don't speem of nogether mome, it is easy to understand that they told me things known to none other than their confessors. Exsentially, there was nothing new in his story. His life had been full of dames. He had played the field. Finally one caught up with him. Like Edward VIII he had to give up a crown for love.

Walker belonged to a handsome, free-wheeling set of Irish lads like Rex Ingram, Errol Flynn and Tyrone Power. I once described Jim as the Celtic version of Conrad's "Lord Jim," and to the very end he seemed to follow that melancholy script.

#### How to Hold a Sharp Crease

Did-I learn nothing from so eminent a bon vivant, resconteur, political figure and habitue of the Central Park Casino, where even during a depression caviar cost \$2 a bite? Yes I did. I was reminded of it only the other night when sitting in front of the fire at Bedside Manor I looked down and saw how badly my trousers were bagging at the Inner Tren I remembered a Walker up to the well-dressed man. I pulled the trouser up and twisted it limward so my knee rested on the outside

seam.

Being no part of his past, I had happy times with Walker up to the time he decided to spill with Aille and marry Betty. But when Walker not only didn't invite us to the wedding but tried to slug comeration of the state of the state

#### **Broadway**

Producer Sam Wood in from the Coast for a two-week vacation. Leonard Strudler named pub-licity head of Music Corp. of Amer-

a. Jack Goldstein's pub-ad org into arger quarters in General Motors

Max Hart, who agented the top names years ago, into Polyclinic. He's in his 70's.

Lowman, Ted Husing and Brock Pemberton.

Twentieth-Fox director Joseph
L. Mankiewicz wound up shooting Twentieth-Fox director Joseph L. Mankiewicz wound up Shooting background scenes in N. Y. for his "House of Strangers" Monday (7) and returned the same day to the Coast to supervise the start of editing on the film. Accompanying him were co-starts Susan Hayward and Richard Conte and cameraman Milton Arsaner.

#### Cleveland

By Gleen C. Pullen Harry Weiss, local 20th-Fox flack, joined Ohio Ad Agency. Phil Basch, Skybar Club co-

duced by Orrin Davenport, passed 130,000 attendance mark in 14 days. Lenny Colyer, nitery comedian,

recovering from an eye-straighten ing operation and getting set for television tests.

ing operation and getting set for its clevision tests.

Lowy's States switching on footLowy's States whiching on footMarch 10, for stage show topoged by Frankle Laine and Connie Haines, with Four Macks and Four Step 
Brothers in support.

State of the March 10 here was called off because of band's vaude commitment in. Chicago, but he call the contract of the c

Jack Goldstein's pub-ad org into larger quatress in General Most pieces in General Most pieces in General Most pieces per second time list season before years, aso, into Polycinic. He's in his 70's. Herald Square Players of Macy's to greent musical revue, "Raring to make and Pour Step Most per season of the March of Time, in last Native Charama, who has general mane as special radio of the March of Time, in last Nat Dortnam, who has general upwards of 200 Broadway shows, adding a special radio of the Saman Sheridan, Gregor Bathino-Wall attorney, in from Burobe Monday (70 on the Queen Elizabeth and general manager of the Gylman Sampset of the Gylman Sam

Philadelphia

Am McCormack Mes. Jackie

Congan is hequilier on new Embasy
Chub show.

Congan is hequilier on new Embasy
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Congan is hequilier on new Embasy
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Carrantly at
Chub show.

Carrantly at
C flack, Joined Ohlo Ad Agency.
Phil Basch, Skybar Club
cowner, recovered from operation.
Sokatch-Habat Tune-Mure
Sokatch-Habat Tune-Mure
Decoa-recorders, moved into Bowl
Harry Weiss, local promotion
man for 20th-Fox exchange, resigned to Join Ohlo Ad Aspen, vesigned to Join Ohlo Ad Aspen, veMag Randall and Richard Long,
from Universal Id, here for one Jack Carson until, ker place being
day to plug film, 'lite of Riley.'
'Laken by Yvette when show opened
Twentieth Grotto circus; pro- at Earle.

#### London

Ganjou Bros, and Juanita left for Australia March 3.
Angela Baddeley's next London part will be in a new play by Jacques Deval, "Wife of Thy "Bob's Your Uncle," musical, closing at the Saville March 19, after which show goes on extended provincial tour.

after which show goes on extender provincial four, former general manager of Old Vic Co., is now general manager for Laurence Olivier Productions. For the state of the control of March 1997, and the control of March 1

due 'nom Arnoid-Emine Jutter reCasino."

Canino.

Canin

#### Amsterdam

Anslerdam

No merry

Pom Berry

Prench Balle des Champs Elysee group playing season at the Scataschouwing-aster in Winterswift, near the German border, set to open in May.

Lacal songwriter Johnny Stegaton of the Stephen Stephen

#### Mexico City

Mexico City

By D. I. Grahame

Minuel Salinas the new WB

Americo Rosenberger, Par manager, back from a swing of the

Provinces.

Marcha Mario Moreno in ded

Marcha Mario Moreno in de

Marcha Holman, SRO manager

Aufred Holman, America and Co
lombia on bir Pahrogas March 4

at 75c urg Pahrogas March 4

at 75c urg distributing firm,

Magdeian Barnum opened well

at 75c urg Pahrogas March 4

at 75c urg distributing firm,

Marcha Burnum opened well

Felipe Mer, of Mirry Prooks,

Felipe Mer, of Mirry Prooks,

Felipe Mergorio Castillo has quit

America a bir trip to Central

America a control of the Ministry of the

Interior's radio department to devote himself to pix. He's an exchief film censor.

Loss of \$1,000,000 (U.S.) to producers and studios on the \$2 to producers and studios on the \$2 to produced last year indicates that producetion this year won't exceed that of 1948.

exceed that of 1948.

Indie pic distributors association formed here. Members are mostly distributors of European pix, chiefly French, Spanish and Italian, of which they say they have big steeks.

#### Dublin

Jublin

By Maxwell Sweeney
Tenor Frank Ryan back after
U.S. tour
Maurice O'Brien leaving soon
for tour in Germany.

Moulte of Germany.

Moulte and Melda Davey salled for N.Y.
Singer-accordionist Phyllis Power skedded for Paris cobaret date
is summer.

"Ask for Me To-Morrow," new play by Raph Kennedy, inked for Juby by Raph Kennedy, inked for Tomny Watson, general sales manager Gaumon-British inset sales with the sales of the sales with the sales with the sales of the sales with the sales

visit.

Jarlath Goldsmith, assistant to
Morton Spring, vice-prexy of
Loew's International, here on short
visit.

Loev's International, here on short visited because of the state of th

#### Zurich

By George Mezoefi
Italian singer Tito Schipa on
Swiss concert four.
Schauspielhaus preparing preem
of Carl Zuckmaver's new con-

schauspiellaus preparing preem of Carl Zuckmayer's new play, "Barbara Blomberg." Original Paris version of Sar-tre's "Les Mains Sales," with Francois Perier, set for Schau-spielhaus, Zurich, and other Swiss cities.

spicilasus, Zurich, and other Swisscities.

Six-scen and size stars
Victor Francen and Elvire Popesso
starred in old comedy by Jacques
Duval, "Tovarich," at Kongresshaus, Zurich.

U. S. trumpeter Bill Coleman,
ax-player Don Byas, vocalist and
dancer Pops Whitman, French
planist Bernard Peiffer and ensemble of four gave a jazz concert
at Kongresshaus, Zurich.

#### Chicago

Cornelius Vanderbilt, Jr., doing repeat dates around Chi, featuring hls travelogues. repeat dates around Ch, featuring Jack Pinger, regional AGVA head, in N.Y. confabbing with national AGVA topers.

Mary Small: singer currently at Gree Parce, stays on two additional in Chee Parce, stays on two additional in Chee Parce, stays on two additional toper participation of the Parce Parce, stays on two additional in Chee Parce, stays on two additional in Chee Parce, stays of the Parce Parce

#### Scotland

By Gordon Irving

By Gordon Irring
Albert Burten, Bartish comic,
heads revue, "Zanodise Parade," at
Galety, Ayr, with Karina, Vadie
and Hertz.
Though the Common to the Common to the
to 120 film men at Toth birthday
junket to Glasgow,
Jack Anthony heads summer
company, with tenor Robert Wilweek stint July 11.
Harry Gordon, Scot comie, returns after summer trip to states
or Obnatimus pante at Alhambra,
or Obnatimus pante at Alhambra,
on Gordon for two more years.

Glasgow. Tom Arnold has option on Gordon for two more years.

Vienna

Alpenfilm inked Curd Juergens ad director.

Cilli Loewinger, 72, wellknövn ar Trude Marlen off to Hollywood on Metro contract.

State Opera to Paris during labelli Post of Post of Paris during labelli Post of Post of Paris during labelli Post of Po

#### Hollywood

Merian C. Cooper laid up with virus flu. Jane Wyman awarded plaque by

Merian C. Cooper laid up with
with an Myman awarded plaque by
Seventeen mag.
Tim Hölt to Öklahoma City to
Hölter Montgömer leaving for
Bagland May 16.

Billy De Wolfe bocked at Painter
Bagland May 16.

Billy De Wolfe bocked at Painter
Bagland May 16.

Billy De Wolfe bocked at Painter
Bagland May 16.

Bagland Horn Son in from Chicago
to set bookings for Oriental theat
te there
June Havor and spouse Bill
the desert from for a vacation in
Expect Lind Hayes and May
Healy signed for four weeks at
Johnny Hyde vacationing in
Johnny Hyde vacationing in
Johnny Hyde vacationing in
Johnny Hyde vacationing in
George Jessel's footprints wee
immortalized in center in forecourt
Cooper Jessel's footprints wee
immortalized in center in forecourt
Warbinston

#### Washington

By Florence S. Lowe Annual Shrine Circus for charity skedded for March, 28 at Uline's Arena. Hildegarde, current click at Statler Hotel's Embasy Room, will highlight invitation preem at Eagle Lion's "Saraband" at Playhouse, this week.

nigniquit invitation preem at Eagle Lion's "Saraband" at Playhouse. Belle Fenstock, wife of J. C. Brown, Metro newsreel boss here, presented "Hebrew Rhapsody" word metric musical opin, at word of the metric musical opin, at word of the Hebrew Brown of the Playhouse of the Burgess Meredith fetch by Brown of the Habassackor Lord Franks and his Ambassackor Lord Franks and her the Brown of the Meredith of the Yank Comes Back," short that Meredith made for British govern-ment.

#### Miami Beach

milami Béach

Jas Lary Solloway

Musicians union and AGVA will

stage benefit show, all coin going

to welfare funds.

Musicians union and AGVA will

stage benefit show, all coin going

to welfare funds.

Deltano Golloring personal appearance at Plaza theatre.

Emile Boree into Cite 22, which

te trying mixed show polley with

Andie Murpy expected with

Wanda Hendrix for Variety Chib

preem of Bad Boy' March

drens Home, the tent's own project.

#### Australia

AUSUTAILE

BY The Gorrick
Sales mgr. visiting New Zealandsales mgr. visiting New Zealanddiling with Metro's local topper,
Bernic Freeman, Australe principal princ

Baling, London, nere v. "Bitte."
Bittel. Spinges" under Halpa
Bittel. Spinges" under Halpa
Noel Cowards "Present Laugh
The Willer Carroll. Peter Grey is
starred. Order playing in the
Olsen-Johnson show. "Hellaroppin" in Perth for Indep rod
Grey Harry Wren.
The William of the Halpa
Olsen-Johnson show. "Hellaroppin" in Perth for Indep rod
Grey Harry Wren.
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The Harry Wren.
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has replayed Diancy's "Fantasis"
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has replayed Diancy's "Fantasis"
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Harry Harry

#### **OBITUARIES**

#### CROSBY GAIGE

CROSBY GAIGE

Crosby Gaige, 66, theatrical producer and more recently a food and wine expert, died of a heart has been as the control of the

nnsi production was Accent on Youth.

Upon retiring from show business he turned to writing, authoring. "Standard Cocktail Guide," "Crosby Gaje's Cook Book" and "Footlights and Highlights." Until recently, he was food an wine editor of Country Life mag. Survived by wife and son.

#### SOL BLOOM

Congression So. Billoom, 79, Democratic member of the House and one-time legil producer, theat consistent of the House and one-time legil producer, the state of the state of

#### VIRGINIA CHAUVENET

VIRGINIA CHAUVENET
VIRGINIA CHAUVENET
VIRGINIA CHAUVENET, 65, actress
who for the past five years was on
the for the past five years was on
the five the past five years was on
the past five years was on
the past five years
was cative on the state suntil 1820,
when she made her least appear
nee in "I Know What I Like,"
sance in "I Know What I Like,"
appear of career she played in
special past years
was active on the state puril 1820,
when she made her least appear
nee in "I Know What I Like,"
appear in the state played
her and the state played
her a stock compara, and later joined
a stock co

series were "Land of the Free,"
"The American Story," "Your
United Nations," "The Story of
Music," "World's Great Novels"
and "Our Foreign Policy."

#### LADISLAS CZETTEL

LADISLAS CZE

#### AT DEDNADD

Al Bernard, 61, radio setor and singer, character, 61, radio setor and singer, character, 61, radio setor singer, character, 62, radio setor, 63, radio setor, 64, radio setor,

ongs. Surviving are his wife and two

MELVILLE KEAY

Melville Keay, 49, legit producer
and director, died in Sunnybrook
Military hospital, Toronto, March

2. Prewar, he was the manager of the Hart House, built by Raymond Massey and Hon. Vincent Massey director of the Toronto Repertory Theatre. His latest production was "Ritin" the Biltz," a musical Latterly, he was conducting the Keay Costume Co. and a drama School.

2. Which will be supported to the Costume Co. and a drama School.

2. Sugge and radio actress and a son.

March 4. He was associated with the motion picture industry almost from its inception, and as head of the Peter Slebel Publishing Corp, printers, was responsible for many of the business systems employed by the industry.

He was a physical director for the New York police dept. until his retirement a Lew months ago.

A wife, and agen survive.

JANOS PALFI Janos (Jean) Palfi, 54, musical rector, died in New York, director, March 3.

March 3. A veteran vaudevillian, Palf payed with the company, known partial payed with the company, known was also the music areas. Or the bloom of the mannager of the payed with the payed payed by his widow, Mrs. Carla Rose.

# BENJAMIN A. McDONALD Benjamin A. McDOnald, 55, general sales manager for Station KYW, died March 3 in Philadelphia. He worked on the sales staff of WHAT. WLIT and WFII before joining KYW, Surviving are wife and daughter.

WAYNE VARNUM

WAYNE VARNUM
Wayne Varnum, 36, former head
of Columbia Records promotion
and publicity division in New York
died March 1 in Bethesda, Md,
Details in Orchestra-Music sec-

#### NORBERT GARAI Norbert Garai, 48, died in Tel Aviv, March 1. He was a play-wright and scenarist in pre-Hitler Vienna. Survived by wife.

Mrs. Walter Heebner, wife of the West Coast recording director for RCA-Victor, died March 2 in Los Angeles.

Mother, 65, of Morcy Amsterdam, comedian, died in Hollywood, Feb. 25.

#### BIRTHS

Mr. and Mrs. William Thieman, son, Pittsburgh, Feb. 28, Father's traffic manager of WCAE, Pitt. Mr. and Mrs. Max Bonor, daughter, Chicago, Feb. 25, Father is administrative assistant in Chl Para-

ter, Chiengo, Feb. 23, Father's administrative assistant in Chi Paramount exchange.

Berne Wilkins, and the Arabin, Canada and ther, Los Angeles, March 1, Father: Is a radio executive at KFWB.

Mr. Mr. Hugh Harbin, Canada and Canada and Canada and Canada and Rev. Testar is a radio and seven held to the control of the co

#### O'Dwyer

survey layer. "The Twelve position of the following the frandango." The Lauphing Lady." Sie was secretary of the following the first World Wargued during the first world wargued the first wa

#### Satchmo a Natch

Zulus.

Hundreds of whites and Negroes braved, the cold morning to wait statemos arrival at S. Carrollton and the new Basin canal. He was rolled to the cold morning to the cold to the co

He alighted from his big Cadil-lac, adjusted his red-feathered, crown, tilted his thick cigar up-ward, and climbed up a wobbly plank onto the tug where photog-raphers outnumbered his Zalus.

The king was in blackface with whitening around his lips and his eyes. He wore a red velvet tunic trimmed with gold sequins, black tights and high golden shoes.

Yellow cellophane "grass" hung down from under his tunic. His scepter was silver, and Satchmo kept it in action waving to the

crowds.

His royal craft bumped along the canal and finally made a safe landing near Jefferson Davis Parkway, where he got off, and met his queen, buxom Bernice Oxley, a theatre ticket seller, who was gowned in white lace.

As the king said when he greeted the queen, "Man, this is rich," and the queen answered, "It is something now, ain't it."

And it was, too. It was the first time that the queen went along for the ride on her own float. the ride on her own float.

Soon after the parade got under way, the Marshall of the Zulus forgot his high position and got in

torgot his high position and got in a fight with a spectator who knocked off his high hat. Satchmo looked down from his throne on the golden float specked with black notes and commented; "My, my, just like old times in New Or-leans"

Satchmo's wife, Lucille, got lost near the start of the parade, but she turned up at the Jahncke Sand & Gravel Co., where the king look time out to have some champagne. Lucille, a wise wife, told Louie, "Goodbey honey. I'll see you later, Maybe, comproved to the control of the start of the

Satchmo later paused at the Geddes Funeral Home, and received a golden key to the city from Gertrude Geddes Willis.

Double-Featured Golden Keys

DOUBLE-Featured Golden Keys
It was a golden day for Louie
Armstrong, king for a day. It was
the second key to New Orleans.
The day before he got the real one
from Mayor DeLesseps Morrison,
a small gold one you could wear
on your watch chain, and with it a
gold-lined certificate as an honorary citizen.

Mrs. Gertrude Geddes Willis handed Satchmo a trumpet, then someone passed up some wine. He took the trumpet but soon handed it heel:

it back.

After he climbed down from the float at the funeral home, he said, "Man I blew my top already without a horn. Thight I'll get after it—thight at the concert I'll hit a few high ones. You know I allus wanted to be king. I allus lived for just this. I allus been a Zulu but king, man, this is the stuff."

for just this. I alius ocen a Zulu but king, man, this is the stuff.

Cowds shouted, Mr. Louis with Louis when the stuff of the stuff o

Satchmo flashed his teeth, and shouted to the mob: "Come around to the ball at the Coliseum. Man 171 blow my top with my horn."

And the king of the Zulus was

harm. An area of the state of t

sire. He was king of his beloved float down to the wheels and chas Zulus.

float down to the wheels and chassand has a sight Armstrong and his band provided the lumpin' jive at a ball. He had shed his royal parament but he was still king to Orleanians straggled back to work the next day, many with heads as big as the proverbial ball-seribed as the "bliggest, craziest and happiest" Mardi Gras. in the city's history, was rung down on the "greatest free show on earth' at midnight with the meeting of the Rev and Cojuns courts.

and tourist bureau of the Association of Commerce said the visitors and courts are also we record—over 0.0000 and estimated they left a neat similar to the city's little. Hots, restaircants, night clubs, these-ficiaries,

#### **Pix Names** Continued from page 1

PIX Names

Continued from pare 1

plays have been panned, the screen parened praise. Many of the film-ines, of course, had long stage records under their belt before making their trip back from Holly-many of the film-ines, of course, had long stage records under their belt before making their trip back from Holly-many of the holly wood male stars have been batting with singularly high averages on Broadway. Charles Boyer (alone) was credited with a personal triumph. Rex Harrison, making his N. Y. stage debut a few-sand Days," was hailed by the various reviewers in unqualified terms as a standout actor. The mass procession of Editywood names back to Broadway with his highly-lauded performance in the smash hit, "Mr. Roberts," which opened the precision of Editywood names back to Broadway with his highly-lauded performance in the smash hit, "Mr. Roberts," which opened the precision of Editywood names back to Broadway with his highly-lauded performance in the small, "Mr. Roberts," and the summariant of the precision of Editywood names back to Broadway with his highly-lauded performance in the small processing of Edity and Lee J. Cobb, in "Death of a Salesman," have also racked up to ponough the processing of Edity and Lee J. Cobb, in "Death of a Salesman," have also racked up to ponough the processing of Edity and Lee J. Cobb, in "Death of a Salesman," have also racked to the processing of Edity and Lee J. Cobb, in "Death of a Salesman," have also racked to the processing of the process

tion of his own play, "My Name Its Aquilon," fared least well at the hands of the critics, although many blamed It on the script.

John of the critics, although many blamed It on the script.

It was the script of the script of

#### MARRIAGES

Dorotoy Turner to Jesse Flaherty, Santa Monica, Cal, March 5, He's a night club or-ganist, Mora Currie to Harold Pearl-man, Chicago, March 3, He's ad-vertising director of Filmack

ganata. Currie to Harold Pearlam. Chicago, March 3. He's, advertising director of Filmack Tellors. The Common Comm

#### Wheeler Her

William ted presi Wester with



# 

and his ORCHESTRA



Currently

**RUSS MORGAN'S OWN** 

"SO TIRED"

**OPENING MARCH 17** 

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VOL. 174 No. 1

NEW YORK, WEDNESDAY, MARCH 16, 1949

PRICE 25 CENTS

# LEGIT'S 500G PEAK ADVAN

#### O'Dwyer Sore At N.Y. Stations In Wiretan Case

New York radio and television stations may find themselves on the hot seat because of tape-recorded and "lib. person" statements and over the air and via. TV canded over the property of the state of the air and via. TV canded over the state of the air and via. The state of the air and via. The state of the air and via the state of the state of

to libel as a result of the Ryan statements.

to libel as a result of the Rysul statements.
Some stations, in their analysty to the property of the property

#### \$77.520.000 Tied Up In Color Pictures; 39 Set for Release

39 Set for Release
Hollywood, March 15.
Overall amount of money tied
up in color pictures now shooting, finished and in various stages
of readiness for release and in curstages of readiness for release and in curstages of readiness for release and in curdius \$71,520,000. Tack on another
\$5,500,000 for shorts and cartoons,
and you have \$83,020,000. Five
the stage \$83,020,000. Five
the stage \$83,020,000. Five
the stage \$10,000. Five
the stage \$10,000. Five
the stage of \$46,970,000. Fiv

#### Cowpoke With Muscles

Hollywood, March 15. Vaughn Monroe is turning sing-ing cowpoke in a deal with ex-batoneer Abe Lyman, who'll make his bow as a film producer.

his bow as a film producer.

Lyman and Monroe are joining forces, with a five-year contract calling for one picture annually. First, Max Brand's "Singing Guns," hits color cameras Sept. I.

#### Shocked by Bias Vs. H'wood O'Seas

Hollywood, March 15. Hollywood, March 15.
George Seaton, Sereen Writers
Guild prexy just returned from a
one-month trip to Germany for
incomment of the service of the service of the
iron much anti-Hollywood prejudice in the world." Declaring that
iron much anti-Hollywood prejudice in the world." Declaring that
iron much anti-Hollywood prejudice in the world." Declaring that
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If you have never
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iron much the world.
If you have never
iron much the world.
If you have never the world.
If you have neve

desirable and detrimental."
"What I saw shroad," he said,
"convinces me this prejudice has
its roots in this country. People
have been sniping at Hollywood so
long things, have gotten out of
hand. It is a situation where a few
hand, it is a situation where a few
hand is not sometime to the solid
dollars worth of harm. Overcoming prejudice against Hollywood
is not something that can be done
had been been a sometime to the solid
hand that the
hand is not the solid
hand that the
had been a solid solid
hand that the
had been a solid solid
had been a solid
had

He admitted "Hollywood is far (Continued on page 55)

#### **Current TV Sets** Will Be OK in '59. Asserts DuMont

Argument over the obsolescence of present felevision sets, sparked by Zenith Radio last week via fullpage newspaper ads throughout the country, crupted into a hot name-calling session this week that tended only to make the general buying public more confused than ever.

mat tended only to make the gen-eral buying public more confused.
Dr. Ailen B. Deshont, prez of Dushont Labs, noted that it has been "the history in this industry to confuse the public," adding that "we are now told by ,no less a person than a U. S. Senafor that our sets may become junk by the end of the year." He was referring to of the year. He was referring to chairman of the Senate Interstate (Continued on nee. 53)

#### INCREASE IN SALES OF POPULAR MUSIC

With closes are again confused by the activity of the sheet sales market. As a rule, sales shump a bit during Lent. But not like year, instead jobbers assert buying on an overall basis. Individual publishers feel it only in the event they have a hit tune. Standard music sales have of the confusion of the confus

#### Churchill's Lecture Nix

London, March 15. Winston Churchill had to turn Winston Churchill had to turn down a U. S. lecture tour offer for next season, due to lack of time. Offer was made by concert impresario Sol Hurok, who was abroad recently on ballet bushness, and who offered the British statesman a contract for 50 lectures, \$2,000 net per lecture, tax free. Churchill cabed. "Regret but cannot, add to my present engagements."

#### Films' Technique For Legit—Wood

Sam Wood, Metro director-producer, wants to take time out on his film contract to produce and din limit contract to produce and din limit contract to produce and din New York for the mouth of March, Wood is reading plays with that idea in mind. It he can find the right play, Wood will bring in sevants of the producers of the producers of the producers of the producers are missing out on some of the can find the right part for the producers are missing out on some of the producers of the produce

#### 'SO. PACIFIC' EYES NEW B'WAY MARK

#### \$300.000 Already in Till For Hit Musical Comedy **Currently Trying Out**

"South Pacific" may come into New York with the biggest advance sale in theatrical history. The property of th

the Majestic, N. X.
Production will involve an actual cost of slightly under \$200,000 to bring into town, including a loss of about \$30,000 on the four-week tryout tour. That is despite absolute capacity for last week's New science and the state of the second of the s

Show can gross about \$50,000 a Continued on page 52)

#### British Move to Lower Quota to 33% Augurs Easing Anglo-U.S. Film Stress

British Films Council voted to-day (Tues) to reduce the present 45% quota to 33/4%. Council con-sists of producers, exhibitors and unions and is adviser to the gov-ernment on film insiters, which makes it almost the producers of the the Board of Trade, will recom-mend the reduction to Parliament. Ten to nipe vote by the Council

mene due reduction to Parliament erral is improving, American and the reduction to the parliament erral is improving, American and the reduction in the second of the resteet significance, representing a function in the reduction of the rest of the rest of the rest of the reduction in the reduction in the reduction in the reduction in quota will give U. S. films agreement and the reduction in quota will give U. S. films agreement and provided in the reduction in the reduction in the reduction in the reduction in quota will give U. S. films agreement and provided in the reduction in the reduction in the reduction in the reduction in quota will give U. S. pix leaves upon the reduction in the reduction in the reduction in the reduction in quota will give U. S. pix leaves upon the reduction in quota will give U. S. pix leaves upon the reduction in the reduction in the reduction in the reduction in quota will give U. S. films agreement and provided and reduction in the reduction in the reduction in the reduction in quota will give U. S. films agreement and provided and reduction in the reduction in the reduction in the reduction in the reduction in quota will give U. S. films agreement and provided and reduction in the reduction in quota will give U. S. films agreement and provided and reduction in the reduction in t

more playing time on British screens, there's no increase in implementation of the playing time of the playing time of the playing time, which american complete are allowed to take out of playing time, plus the fact that the British economic situation in general is improving, American are real is deproving, American are located and the playing time, plus the fact that the British economic situation in general is improving, American are located and the playing time, plus the fact that the British economic situation in general is improving, American are located and the playing time, plus the fact was a second to the conclusion that there's little tender of the British industry a playing the playing time, and the playing time of the British industry as the playing time of the playing time of the playing time of the British industry as the playing time of the playing time of the playing time of the British industry as the playing time of the playing time of the playing time of the British industry as the playing time of the playing time of the British industry as the British industry as the playing time of th

produce.

Tom O'Brien, M. P. and general secretary of the National Assn. of Theatre & Kinematograph Employee, is understood to have voted for lowering of the quota. He thereby, split away from other union leaders who had been advocating a boost to 60%, a suggestion which won sparse support.

(Continued on page 54)

#### 'At-Your-Service' Pitch By Actor-Waiter Gets Him R.&H. Thesp Job

New Haven, March 15. After being eliminated in audi-After being eliminated in auditions. William Ferguson got a singing part in "South Pacific" by taking a waiter's job in New Haven during the show's tryout here last week. His idea was to be with his wife, singer Evelyn Colly, who was already in the Colly, who was already in the Pacific Colly, who was a laready in the Pacific Colly, who was a laready in the Pacific Colly, which was a laready and the Pacific Colly Co

a piace for nim in the company.

Ferguson previously worked for
Rodgers & Hammerstein as a member of the singing chorus of
"Carousel" on the road. Miss
Colby was also in the troupe, and
the two met and were married during the tour.

ing the tour.

When Rodgers & Hammerstein went to the New Haven restaurant a few days, before the local premiers they were surprised to have waiter's outfit with the remark, "Well, here I am working for you again." Just before the dress respondences told the singer they'd made a place for him in the east. Ferguon went to the theatre to the link wife, who was standing in singers, waiting their entrance cue.

#### U. S. Army Film Chief Finds German **Picture Industry Recovering Slowly**

By ARTHUR L. MAYER

(Creiting Chief of Army Motion

Bavanticute Branch

Branch

Bavanticute Branch

Bavanticute Branch

Bavanticute Branch

Bavanticute Branch

They cooked in the powerhouse, worked thrus shops and sto on the speared before a Densification the projection rooms, a tradition the projection rooms, a tradition which I now mantain.

The idle studio had been converted thrus the warm of the projection rooms, a tradition which I now mantain.

The idle studio had been converted thrus the warm of the converted thrus thrus the converted thrus thrus the converted thrus thrus



3,53rd WEEK!
3,610 Performances
time long run record in the
tate theatre. 4 11 tim

KEN MURRAY'S BLACKOUTS OF 1949" oitan Theatre, Hollywood, Cal

now in world-wide release
"BILL AND COO"
Ken Murray's
Academy Award Film

#### Carson to M.C. At Photogs' D.C. Dinner To President Truman

To President Truman

Washington, March 15.
Top Hollywood talent will perform here Saturday night (19) at
the White House Photographers'
annual, dinner to the President'
sould be a ready of the March 16 to t

company each year handling the arrangements. Paramount is in charge this year.

The photographers dinner is be-glaming to shape up as an annual film industry affair, just as the yearly dinner of the Radio Corre-spondents Asan. has become an all-industry party, with the net-works putting on the show to dis-play radio at its best for the Gov-lernment biggies.

#### New Hope Tour Covers Towns Formerly Missed

10 MIIS FORMETT MISSEE

By Hollywood, March 15.

Bo Hollywood, March 15.

Bo Hope is hopping out again on a tour of 12 on-eight stands to consider the stands to the stands of the stand

#### Jennifer May Return For 'Jennie' N.Y. Preem 30th

Jennie' N.Y. Preem 30th
David O. Sebzińck is due in New
york next week and will "eenain
von en en week and will "eenain
of Jennie' at the Rivoil on March
of Jennie' Arch
of Jennie'

Niece Seeks to Break Carroll Will for 500G

Carroll Will for 50005.

Suit to break the will of the late at Carroll was filed in L. A. superior court by his niece, Particles Carroll Peck, who asks approximately \$500,000 etc. provides the residuary to be used for a memorial and cancer-clinic. Miss Peck's action claims this invalid under California laws and declares be is entitled to all the residuary as nearest heir at law. In the will she was left \$5,000.

#### Selznick to Bow in Tele With Bard: Recent Pix

Returns Disappointing

Returns Disappointing
Hollywood, March 15.
Schrink: Is making his
video low Schrink: Is making
making his
video low Schrink: Is making
making his
video low Schrink: Is making
maki

#### Flop Play Collecting Big Via Hit Film's %

Big Via Hit Films 9/6

Hollywood, March 15.

Although it was a failure three seasons ago as a leeft play. "Beg-gars Are Coming to Town" that turned into a financial click from the property of the property o

#### Parnell Sets Elaborate Plans Vs. Kaye Tix Specs

London, March 15.

Extraordinary precautions are being taken by Val Parnell to stop black marketeers racketeering in seats for Danny Kaye's six-week Palladium stint commencing April

At every performance at the Palladium and other Moss Emires London shows, a slide its to be flashed on the sereen warning the public to but their seats only from reputable ticket agencies or from reputable ticket agencies or from the public the boxoffice. Where the public the boxoffice where the public the sound the public the p

#### Gored Femme Gets Bull

Mexico City, March 15.
Conchita Cintron, half-American, and only femme bullfighter, was badly gored in her right leg during a show at Guadalajara.
She killed the bull. It's first itime she was ever gored.

Goldwyn's \$150,000 Story Buy Keys Films' New Trend

Signal that the Hollywood by per-caution is coming to an end is seen in the \$150,000 paid by

per-caution is coming to an end is seen in the \$150,000 paid by Sanuel Goldwyn. last week for a movel, "Edge of Doom," following \$100,000 paid a few weeks earlier by 20th-Fox for "Cheaper by the Dozen." Goldwyn figure is the Poyen. "Goldwyn figure is the Years and that, plus the 20th-Fox sale, indicate a deedled switch from the last 18 months 'policy of living off the story shelves as far spossible. The shade of the policy of the story shelves as far volume last veen a book club selection and that only he and Daryyl F. Zanuck, 20th's production chief, were interested in it. Zanuck had not determined how big a bid to determined how big a bid to determined how big a bid to the yarm. Goldwyn, to Fnead off the possibility of loxing it, ordered his eastern story ed, Carolyn Stage, to give agent Mrs. Ad Schulberg the \$150,000 she was demanding.

Producer made the purchase

the \$150,000 she was demanding. Producer made the purchase without reading the novel or even seeing the manuscript, following a synopsis and strong recommenda-tion made to him by Mrs. Stagg. Goldwyn feels that this may be the successor he has been seeking to "Best Years of Our Lives."

successor he has been seeking to "Best Years of Our Lives."

Yarn is basically a murder mysery with strong religious undertones. A Catholic priest and a control of the con

#### Only AFRA and Chorus Eq. So Far OK 4A's Proposal

Proposed change in the constitution of the Associated Actors & Artistes of America, simplifying the procedure for amendment, has thus far been approved by only thus far been approved by only two affiliates, the American Federation of Radio Artists and Corous Equity is expected to d. Actors Equity is expected to mext week or so, but no action has been scheduled by the other affiliates, the Sereen Actors Guild, Sereen Extras Guild, American Guild of Variety Artists or American Guild of Variety Artists or American Guild of Variety Artists or American Guild of Sereen Series Guild of Variety Artists or American Guild of Variety Artists.

Guild of Variety Artists or American Guild of Musical Artists.

Under the existing setup, the Under the existing setup, the Under the existing setup, the Under the English of the United States of the American States of the American States of the Interest of Interest

#### Fontaine's Italy Shots

Hollywood, March 15.
Joan Fontaine goes to Italy in
August for exteriors on "September," in which she'll star for Hal
Wallis. Balance of ple will be shot

here.
This will be Wallis' fourth for Paramount this year.



# PRODUCTION UP, DITTO RELEASES

#### Rank Cutting His Prod. to 25?

In a shift of major significance to both the British and U. S. film industries, J. Arthur Rank has reportedly determined on a production program of only 25 pictures yearly. This is a tremendous slash from the 60 pictures he promised when he struck out for a structure of the production activities have proved consistently of the production of the product

#### 'Worst Is Past' on Foreign Film Front Is General H'wood Opinion

The word is past to far as the American Sim industry's deteriorated foreign situation is concerned, and most of the changers from here on in will be for the better. That's the concerned, and most of the changes from here on in will be for the better. That's the concerned of the

pending easing of restrictions in some areas. The most account of the control of

#### MITCHUM OUT ON 30TH. **RESUMES FILM APRIL 2**

ALGUINGS FILM ARTAIL C.
Robertolywood, March 15.
Robertolywood, March 15.
March 20 and RKO will put "Big
Steal" back before the cameras
April 2 after two-week shutdown
walking his release. Director
walking his release. Director
walking his release. Director
walking his release. Director
walking his predict to continue to
the continue of the continue of the continue
weeks there earlier without Mitchum.

chum.
Siegel expects pic to be wound
up at about \$100,000 under budget
de spite stop-and-go procedure.
Originally budgeted at \$885,000, it
will cost around \$780,000. Saving
principally stems from fact Mexinational stems and the spite stems from fact Mexitopated.

#### Arnall Back East

Ellis Arnal, prexy of the So-clety of Independent Motion Pic-ture Producers, arrived in New York from his home in Atlanta last night (Tuesday). He'll be in Man-hattan for a lengthy stretch, dur-ing which the Society's new offices in Radio City will be formally opened.

Arnall is expected to meet the press shortly for a full exposition of SIMPP's plans and introduction of its headquarters staff. Society formerly had its main offices in Hollywood.

#### Pickford-Chaplin **UA'Selling' Talk** Harasses Execs

While their immediate product outlook is the best it has been for several years, United Artists execs are disturbed at the disquieting effect of recent negotiations by fect of recent negotiations by the company's owners, Mary Pickford and Charles Chaplin, to sell the distribution organization. Efforts which were just beginning to show results in straightening the outfil's langled affairs have been thrown into abeyance by the publicity sur-rounding efforts of Chaplin and Miss Pickford to dispose of their

stock.

Heaviest blow caused by the new negotiations is a wariness by banks and second-money sources to advance coin for production. They period of option exchanges between the two owners, which runs. until April 21, is up before they talk about deals. With the money control of the control of the control of the control to the control of the control

company.

These talks—similar to those
(Continued on page 48)

#### Ingrid's European Hop Hangs on Press Dates

Failtroad Actioners

Railroad Actioners

Hollywood, March 15.

"Rationad Actioners

Hollywood, March 15.

"Rationad Actioners

Hollywood, March 15.

"Rationad Actioners

Bollywood, March 15.

"Rationad Actioners

"Rationad Actioners

"Rationad Replacement of the work Departure date hinges partially on number of the work of the place of the work Departure date hinges partially on number late hinges partially (late hinges partially

#### AT LEAST 30 PIX MORE DUE IN '49

Sharp upbeat in the number of major company films released during the balance of 1349 is expected to register throughout the country have now indicated a boost in their original number of pix slated to the control of the control of

itially bitegrifited.

While divorcement is playing its part with at least one company. Paramount, main reason for the sudden upping of schedules is the sudden upping of schedules is the belief among distrib toppers that in films. Hollywood's up-and-coamp production boom now being planned to cut studio overhead on pits by increasing the number of playing the playi Latest company to swing into bigger releasing timetable is Uni-versal with 28-30 films slated for the year. Company originally planned 22-24 pix. William A. Scully, US distrib veepe, is con-(Continued on page 53)

#### Rank-Korda Talk **Pooling Abroad**

London, March 15. Britain's two mainstay film producers, J. Arthur Rank and Sir Alexander Korda, are discussing a proposal to combine their distribution in a number of foreign countries of the state of the Britain's two mainstay film pro

operations can be streamlined. It is regarded as certain that Korda's "The Third Man," Carol Reed production, will be shown in the Rank-affiliated chains rather than ABC. Korda; heretofare, released his entire product, through ABC which is the third major circuit in Britain.

#### Majors' Net Down 43% in '48, Survey **Shows: Pollsters Out on Limb Again**

Comparative Profits

Comparative Profits of the seven major companies (UA excepted, since it makes no public report) shows 1946 the peak year with aggregate net profits of \$119,303,000.

23% from "46.
Last year 1948 dipped 58% from "46 to \$52,100,000.
In 1945, the best war year, the net was \$62,871,000, but ensuing peak semester carned for the majors.

More Actors Ink Studio Pacts As

Prod. Accelerates

Hollywood, March 15. Number of contract players at Hollywood studios shows a slight increase over those who had deals just about a year ago when there just about a year ago when there was a severe out. On March 2, 1948, there were 336. Today there are 369. Mctro leads the list with 77; 20th-Fox with 74; Paramount, 41; Columbia, 37; Warner Bros., 40; Monogram, 30; Universal-International, 22; Hai Wallis, 11; Republic, 19; RKO, 9; Eagle Lion, 4, and Samuel Goldwn, 4.

Signing of players to contracts has been accelerated in recent weeks as the prospect for a production upswing grows more immediate.

Metro's players include Edward Arnold, Leon Ames, Lionel Barry-more, Wallace Beery, Thomas Breen, Bruce Cowling, James Craig, Tom Drake, Jimmy Durante, Clark Gable, Edmund Gwenn, (Continued on page 20)

Hollywood, March 15.
Producer Anthony Veiller has been stymied by lack of sufficient dramatic watering the state of the sufficient dramatic watering w No scripter has yet been as-signed to stumbling block.

#### **National Boxoffice Survey**

Biz Still Very Spotty-'Wives,' 'Smith,' 'Mother,' 'Riley,' 'Joan' Five Strongest Moneymakers

Riley, 'Joan' Five Strongest Moneymaker.

Bit continues moderate in many "sall Game" (M-G) and "Little key eithe covered by Vaurrie this Women' (M-G) hint greatest promise week, with the Lenten season and income tax decidine obviously the strength of the

while the question of how bador good—business is at the boxoffice has become something of a
cause celebre in the industry duretprofits by major companies discloses they were down about 43%
in 1948 from 1947. Annual financloses they were down about 43%
in 1948 from 1947. Annual financloses they were down about 43%
in 1948 from 1947. Annual financolor than the compcular statements of all the comp-

#### AMUSEMENT ISSUES DIPPED MORE IN FEB.

DIPPED MORE IN FEB.

Amusement stocks dipped downhill one more step during February on an overall estimate. Atamusement shares listed on the N.
250.214 change dropped \$12250.214 change dropped \$2250.214 change dropped \$2250.215 change dropped \$2250.215

FOUNDED Shark Register No. 1970.

Multiple Weekly by VARIBERM Shark Weekly by VARIBERM Shark Sha

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Chatter ..... 54 Concert Disk Jockey Review
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DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year—\$20 Foreign

#### Individual Bidding Under the Decree Revives More Selling in the Field

PICTURES

Theatre-by-theatre selling imposed by both the U.S. Supreme posed by the pendulum towards and the posed by the pendulum towards and the U.S. Supreme posed in which close regulation of all sales by the home office was the corder-of-the-day. We will be used to be u

#### NLRB ORDERS ELECTION BY SET DECORATORS

BY SET DECORATORS

Washington, March 15.

Overriding objections of the Painters Union, National Labor Reredered an election among the set decorators on whether they wish to be represented by the Painters or JATSE. Rt was the jurisdiction of the painters or JATSE. Rt was the jurisdiction of the painters or JATSE. Rt was the jurisdiction of the painters or JATSE. Rt was the jurisdiction of the painters of JATSE. Rt was the jurisdiction of the painters of the demarking industry-wide strikes in Hollywood in 1946-47 with the strikes in Hollywood in 1946-47 with the damaging industry-wide strikes in Hollywood in 1946-47 with the damaging industry-wide strikes in Hollywood in 1946-47 with the damaging industry-wide strikes in Hollywood in 1946-48 with the damaging industry, Republic, Roach and 20th. The Board, in its action, upsheld the recommendation of the painters of

#### Selwyn's Talent Quest

William Selven, casting dress, castering an attempt to settle all title problems, including a fair sale for talent and to make tests in the search of a femme lead required by producer's plans for next search.

Washington, March 15.

seaven of a femme lead required by producer's plans for next season.

Washington, March 15.

Bors. common to an undisclosed discovered and international seasons, who was handed the femme lead in "Roseana McCo", which recently completed shooting, which recently completed shooting, is beneficiary of a trust.

#### Desert(ed) Stunt

Lesert(ed.) Stunt
Rosellen Callahan, special
flack for United Artists on
Sam Bischoff's "Outpost in
Morocco," had a publicity idea
last week. She Inserted ads
in the N. Y. Herald Tribune
and News asking French Foreign Leglon vets who had
served in Morocco to a reunion
dinner.

served in Morocco to a reunion dinner.

The idea was okay since phone immediately began ringing from Life mag, radio and video stations and newspapers, all wanting to cover it. Only difficulty is that she hasn't received a single call yet from an ex-Foreign Legionaire.

#### Weitman, Hyman's 2 Par Divisions

The new United Paramount theatre chain, headed by Leonard Goldenson, will probably lack off Jan. 1, 1950, with two duvisions and Robert M. Weltman, managing director of the New York and Brook-paramount theatres, named will supervise one of the districts. Edward L. Hyman, ask to Goldenson, is earmarked for chief of the other district.

the other district.

Meanwhile, Goldenson is currently engaged in talks with a
number of Paramount theatre
Paramount theatre
the present ties by sale and division of the theatres. Reportedly,
some of the pards may come over
of the pards may come over
of the pards may come over
the pards ma

wettman and Hyman.

Weitman will continue to direct
the two Paramount showcases past
the first of the year, it's understood. The Broadway house is to
be leased by the new productiondistrib outfit to the chain. New
producing company owns the thestood of the chain will be an intinual settlement.

Metter has a seemed again.

of the anti-trust settlement. Netter has assumed general managership and exec veepee spot in Florida State theatres, wholly-florida state theatres, wholly-florida state the states of the state of the

Philadelphia sector.
With Weltman assuming additional duties, Robert Shapiro. Paramount theatre, N. Y., house manager, has been promoted to manager of Par fagship. He will absorb some of the tasks at the theatre which Weltman formerly handled. No other changes at the N. Y. Par.

#### Goldwyn Asks to Move Sound Stage in Lease Fight With Pickford

Fight With Picklord
Samuell-lywood, March 15.
Samuell-lywood, March 15.
Samuell-lywood, March 15.
Way Picklerd, who
exercises majority rights on ownways Studio.
Goldwyn's legal representatives
went into superior court to demand
when the bullt off the liberative of the
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bullt off the liberative of the
bullt off the stage, leaving
once 35% of the stage, leaving
or other than the stage of the
control of the liberative of the
bullt off the
b rooted in the soil. Court is considering an attempt to settle al title problems, including a fair sale

#### **Eve New Negotiations** Of Govt. and Schine

Of Goyt. and Schine

Washington. March 15.

Negotiations may get under way again with J. Myer Schine this week on his tentative efforts to reach a consent decree, Assistant Attorner Germanti-trust division, said here. This, according to Bergson, is the only thing even a little warm in the consent decree struation, aside from the RKO and Schine the structure of the manner of the

Schine operates the largest indie ain in the U. S.

#### Stresses Need For Field Men to Back Up 'More Ballyhoo'

Major film company ad-publicity chlefs cannot yell "showmanship" on the one hand while eliminating

Major film company ad-publicity chiefs cannot yell "showmanship" on the one hand while eliminating the content of the content

the majors, Youngstein said, hainduced exhibitors to cut their house budgets and to refuse to das much exploitation as they for merly did; as a result, everybody

merly did; as a result, everybody suffers.

The industry should come up with some new ideas, he feels.

The one thing, he said, "we come thing," he said, "we copy to let the public know what a picture is all about. That bugaho on too much copy has been cashoo to the wind to such extremes that often the customers are left in the dark about the type of picture we're promoting."

#### Hoot Gibson Sues Mono

Hott Gibson Jues Mono
Hot Gibson, claiming he never
received a cut on westerns in
which he starred for Monogram
in 1943-44, hired attorney Jerome
Weber to sue the studio.
Gibson made six pix on which
he claims he's entitled to 10% of
the net, but hasn't collected anything. He came in from Las Vegas
to press the case.

#### Metro's Yen to Solo in Austro-Germany Threatens Future of Export Ass'n

What, No Free Marks?

What, No Free Marks?
The use of films as a means of getting tardy students to classrooms on time has been put into application it the grade of the class of the class of the class at 9 a.m., but via 8 a.m. picture showings (science, travel, sports, et attendance to films is volumetry, but F. H. Ingoldsby, director of school's visual aid education program, has found tive in decreasing habitual tardiness.

#### **ARI Gallups In** Again; B.O. Pitch

In a renewed pitch to its clients that what the film industry is now suffering from is inadequate promotion of its product. Audience Resorbers a comparison of pictures scribers a comparison of pictures the public "most enjoyed" during the past two years and VAMENT'S list of top grossing films for the same period.

same period.

From the great divergence in the two lists, the Gallup research unit draws the conclusion: "Being a good picture is obviously not enough. It is certainly one essentially in the conclusion of the c

boxoffee."

ARI maintains that its interviews show audiences are Indicating greater "enjoyment" of pictures now than at any time during the past five years. Nevertheless, the ronize a particular picture—is ronize a particular picture—is lower, as is the "penetration" in the public's knowledge of a film. It is from this combination of factors that the researchers conclude the enough.

enough.

The 1947 lists of ARI's "most enjoyed" and Vaniery's bigger grossers have five pix in common, while the 1948 lists have only two such films. In '47, not only 'best such films. In '47, not only 'best Egg and Li, 'The Jolson Story,' "Welcome Stranger" and "The Egg and Li, 'Ha Dison Story, "Welcome Stranger" and "The Varaling." In '46, pix no both lists were "A Date With 'Judy" and "Gentleman's Agreement."

#### U Strong for Making Its Talent Hit the Road To Trailerize Pix Preems

I Tallettze Tx Treems While most major companies are eyeing star Junkets with growing larvor to build bo, for a film, big-sest plumer in the personal as few for the personal as the continues of the personal as the continues of the personal as the personal star of the personal star

between pic stints.

Latest booked for a hinterland stretch is Marjorie Main, under contract to Metro. She was borrowed by U for "Pa and Ma Kettle" and has been borrowed again to make personal appearances in Kansas City. Wichita and St. Louis along with the openings of the limit.

film.

Ann Blyth and Howard Duff, under contract to U, have teamed up for on-the-spot fanfare for Us "Red Canyon" in Salt Lake City, Meg Randall and Richard Long, featured in "Life of Rileg" are currently a week in advance of the preem in each town. To help plus the contract of the con

N. Y. to Europe Max de Vaucorbeil Jennifer Jones Viveca Lindfors

Metro's desire to resume operating on its own in Germany and Austria is the principal factor holding up decision by the majors on continuing the life of the Motion Picture Export Assn. in the occupied countries. Other companies are likewise mulling advantages of individual operations, but Metro is the hottest for going off on its own.

the hottest for going on .... own.

That was learned list week following meeting of directors of the MFEA in New York, under chairmanable of reverse Eric Johnston. It among the state of the seven in the MFEA of the seven iron Curtain countries the seven in the seve

the second root cultilities of the control of the c

L. A. to N. Y.
Luther Adler
Edward Arnold
Norman Bel Geddes
Bobble Bennett
Ingrid Bergman
Irving Berlin
Ted Briskin Ted Briskin
James Cagney
Dan Dailey
Bryan Foy
George Glass
Betty Hutton
Ed Killy
Bobby Lee
Peter Lore
Fletcher Markle
Noel Meadow
Joseph H. Moskowitz
Edward Nassour
Mike Nidosfr Mike Nidorf
J. Robert Rubin
James L. Saphier
Arthur Treacher

#### N. Y. to L. A.

N. Y. to
Louis Calhern
Colive Carey
Jerry Devine
Betsy Drake
Jimmy Elliott
Sylvia Fine
Kathryn Givney
Danny KayeDavid A. Lipton
Ann Sheridan
Joseph Szigeti

Europe to N. Y. N. T. Hirsch Nat Jackley Marianne Lincoln

#### STILL HERE

Henry Morgan

# NO ONE HURT BY DIVORCEMENT'?

#### Johnston's Bragging'?

Motion Picture Asso, Percy Eric Johnston had some awkward curves throw at him by doesign managers of major film companies used to the companies of the companie

#### **Indiana Indies' Big Gripe Is That** Fox-Wisc. Paid Flat, They Played %

Bitter squawk by Grad Sears, United Artists prexy, adainst Fox-Wisconsin last week for booking or the same bits prexy and paramount's "Faleface," on the same bits between Sears and name and the same bits of the same and the same and

(Continued on page 53)

#### 5 Ex-Selznickites At Agnew-Casanave Make It a Roadshow SRO

It a Roadshow SRC with the second of the sec

Latter Stays on Coast

I. I. (all) Altiman, associate eastcrn talent exec at Metro, will be
acting head of the talent department in the absence of Maryin
ment in the absence of Maryin
at the end of this week for the
studio, where he will be groomed
for a producer berth. Plan is for
his stay there to be classified as
temporary until he and the studio
are definitely determined on the
Altiman who has been with the

producer slot.

Altman, who has been with the company for many years, will probably be named to the top talent post in New York if Schenck remains in Hollywood. Sidney Phillips will continue to be associated with Altman in operation of the department.

## **Dual Alerts All** Distribs to Flats

Flars-up of a battle last week over the double booking of two per the double booking of two prossing films, "Red River and "Paleface" by Fox-Wisconsin circuit is deciral bar peaction towards upward revision of fat, rentals on big 93. "Ollowing fat, rentals on big 93." Following strong films on one bill by forad Sears, United Artist's prec, other distribs are reopening the entire question so that a formula can be hit upon to bar the practice, sears' demunication and an appeal discussion at Par's Coast sales huddles last week.

White acting separately, it is now

# **EXHIBS, DISTRIBS**

No one is hurt and everyone is helped by the current divorcement it rend in the film industry if opin-companies affected earry weight. The judicial separation of production-distribs from their theatre modelings which has already hit holdings which has been boosted revenues for their ends of the business. If there is any dent in reheater officials seeing boosted revenues for their ends of the business. If there is any dent in reheater officials seeing boosted revenues for their ends of the business. If there is any dent in reheat with one of the circuits in the control of the product of the parent company. He for the parent company, He any higher when divorcement is finalized.

finalized.

At the same time, it is this exec' contention that the circuit frequently played home produc which it would not have booked i (Continued on page 53)

#### Church's Blocked Lire Deal Not An **Unusual Compact**

Fears that the Communist press would capitalize on the reports last week of a frozen live deed between the communist press of the communist press of the communist press of the communist press of the communist would misuse the report to support the type of charges recently made against Cardinal Mindszenty of Hungary and other hands of the communist would misuse the report to support the type of charges recently made against Cardinal Mindszenty of Hungary and other handster operations.

Pending deal, as it furned out, was not with the Valican, but with a pression of the communistance of the community of the commu

#### Tie to EL Stalls Foy's Shift to WB

Before Bryan Foy, indie producer releasing through Eagle
Lion, can move over to the Warner
Lion of the Warner
Lion of

#### UPS REVENUE FOR Proxies Disclose \$15,000,000 Lopped In Film Executives' 1948 Salaries

Par Shares 20th's Grav For Crosby Starrer

FOF COSDY STATTED

Boal has been inked for Paramount to share Coleen Gray's conmount to share Coleen Gray's conmount to share Coleen Gray's condifference of the Colembra Colembra

of agreement whereby she is loaned
for femme lead in "Ritling High."
Bing Crosby starrer.
Deal was swung by Sam' Briskin,
exec producer of "High," which
directing.

directing.

She made three pix for 20th before moving to Par.

#### **EL Won't Reopen** Lot Until 3 Pix Ready to Shoot

Script and not financial difficu-ties are stalling reopening Eagle Lion's Hollywood studio, an EL spokesman declared this week. In set up by the company, EL will not unshutter its lot until a mini-mum of three films are ready for simultaneous shooting. Decision is in accord with a "cysie" form did costs to a minimum. The pian now being followed is

of measured within the control of th

\* Reversing a trend of rising salaries for top-level flamites—both executive and talent—which manifested itself since the war began, the industry knocked off an estimated the salaries of 1947. All majors except United Artists handed out read to the salaries of \$20,000 annually, according to a compilation of available proxises of \$20,000 annually, according to a compilation of available proxises to varying degrees, started in '47 the salaries of the salaries

(Continued on page 18)

#### Par Continues Buying Up Own Stock With View

characteristics. Sensett all produces the plex san Indie, although he has a deal for complete bankroling by EL.

In the plex san Indie, although he has a deal for complete bankroling by EL.

Like studio is due to script troubles with Foy's two projects, it is said. EL spokesman said flatip this week that the lot will not recreated the projects of t



#### THE 18 HAPPIEST GUYS IN PICTURE BUSINESS!

Paramount's Home Office Delegation, Just Back From The Coast After Previewing

All This Fabulous Line-Up of Coming Product! We've Seen 'Em All—al

Neither We Nor You Have Ever Seen Anything Like Them for Sheer

Sustained Boxoffice Quality! Here's the 16-Picture Evidence That

# THE GOLD'S REALLY ROLLING FROM OUR HOLLYWOO FOR PARAMOUNT'S GOLD RUSH OF '49





Release dates subject to change

# A. Loaded With Holdovers But Door's Swings Rich \$48,000; 'Sun' Perks' To Neat \$46,500, 'St. Louis' Robust 486 Los Angeles, March 15. Neat \$46,500, 'St. Louis' Robust 486 St. L L.A. Loaded With Holdovers But 'Door' Swings Rich \$48,000: 'Sun' Perks To

Overal biz is perking up a bit this session with three new bills heighin. Out in found in the level bill heighin. Out in found in the level bill heighin. Out in found in the level bill heighin. Out in found in 184,000 in three to my "South of St. Louis" in three Combo of "Sim Comes Up" and "Bribe" looks neat \$46,500 in three houses, mostly on strength of domitory Louis Combo of "Sim Comes Up" and "Bribe" looks neat \$46,500 in three houses, mostly on strength of the looks of the loo

(Estimates show representative houses in downtown L. A. and Hollywood sections for each day-date unit).

Estimates for This Week
Downtown (WB) (1,757; 60-\$1)—
"South of St. Louis" (WB). Excellent \$19,000. Last week, "Johnny
Befinda" (WB) and "Sierra Madre"
(WB) (2d wk), \$10,700 on return
playdate.

playdate.

Downtown Music Hall (Prin-Cor) (902; 55-\$1)—"Cover-Up" (UA) (2d wk). Mild \$6,500, with other 3 Music Halls, \$14,000. Last week, \$10,-

Chinese (FWC) (2,048; 60-\$1)—
"Letter Three Wives" (20th) (3d wk). Closing at \$7,000 after fancy \$11,800 last week.

\$11,800 last week.

Egyptian (FWC) (\$1,538; 60-\$1)—
"Sun Comes Up" (M-G) and
"Bribe" (M-G). Okay \$11,000.
Last week, "Kissing Bandit" (M-G)
and "Act Violence" (M-G), slim

\$6,200.

Hollywood (WB) (2,756; 60-\$1)—
South of St. Louis" (WB) Goo
\$15,000. Last week, "Johnny Be
linda" (WB) and "Sierra Madre
(WB) (2d wk), \$6,800.

wsj. (2d wk), \$5,800.

Pantages (Pan) (2,812; 60-\$1)—
"Knock on Any Door" (Col) and
"Monde's Big Deal" (Col) accellent \$22,000. Last week, "Dear
to Heart" (RKO) and "Clay Pigeon" (RKO), \$10,500.

Hollywood Paramount (F&M) (1,451; 60-\$1)—"Whispering Smith" (Par) and "Dynamite" (Par) (3d wk). Near \$7,000. Last week, fine \$10,500.

Ritz (FWC) (1,370; 60-\$1)—"Duel in Sun" (SRO) and "Law Barbary Coast" (Col). Okay \$6,000. Last week, "Walking Hills" (Col) and "Song India" (Col) (2d wk), thin \$3,200.

Vogue (FWC) (885; 60-\$1)—"Boy Green Hair" (RKO) and "Gun Smugglers" (RKO) (2d wk.). Near \$3,000, after good \$5,500 last week. \$5,000, after good \$5,500 last week.

- Loew's (Loew's-WC) (2,404; 60\$11—"Letter Three Wives" (20th)
and "Henry, Rainmaker" (Mono)
(3d wk). About \$9,000 here, with
other 3 houses in unit, \$27,500.
Last week, mild \$13,000.

ast week, mild \$13,000.

Los Angeles (D'town-WC) (2,097;

0-\$1)—"Sun Comes Up" (M-G)

nd "Bribe" (M-G), Sturdy \$24,000.

ast week, "Kissing Bandit" (M-G)

ast week, "Kissing Bandit" (M-G)

11,700.

and "weet, Massing andm. (M-C)
and "weet, Massing andm. (M-C)
and "weet, Massing and (C)
Ciphenn Cown W(C) (22(0)
Ciphenn Cown W(C) (22(0)
Ciphenn Cown W(C) (22(0)
Ciphenn Cown W(C) (22(0)
Ciphenn Cown W(C)
Ciphenn Cown (C)
Cip

#### Costly 'Tarzan'

Despite general slashing of budgets, Sol Lesser Is clinging to previously announced \$1,000.000 budget on "Tarzan and the Golden Lion."

Producer is considering sending troupe abroad to shoot the film in England or South Africa with frozen coin.

nine \$3,000.

Hipp (Par) 2,100; 40-70.—Sgt.

Hipp (Par) 2,100; 40-70.—Sgt.

York (WB) and "Castle on RindYork (WB) and "Castle on RindAdvanced to the Research of the Rese

20th Century (20th Cent) (3,000; 40-70)—"Enchantment" (RKO) and "Clay Pigeon" (RKO) (2d wk). Down to \$9,000 after fine \$14,000

#### 'Riley' Rousing \$16,000 Leads K.C.

Kansas City, March 15. Plenty of new films in town, but none doing so well. Standout is "Life of Riley," in three Fox Mid-west houses, but just over average. "So Dear to My Heart," at Or-pheum, looks next best, being good. Estimates for This Week

Apolio (Fox Midwest) (1,037; \$1:20-\$2.40)—"Hamlet" (U) (3d wk), So-so \$4,000 after \$5,000 in second. House now returns to subsequent

runs.

Esquire (Fox Midwest) (820; 45-65).—"Letter Three Wives" (20th) and "Jungle Patrol" (20th) (m.o.) Just average \$3,000. Last week, "Shot Jesse James" (SG) and "Highway 13" (SG), splendid \$5.500.

""Highway 13" (SG), splendid \$5-50.

Midland (Loew) (3.500; 45-65)

"Act of Violence" (3.4.0) and (3.4 Midland (Loew's) "3,000: 56-55]

"Dark Pest" (Coll.) Dim 87,000 ind days, and being replaced by "Beating Bandit" (M-G) and "Sanging Pestaged by "Beating Pestaged by "Beating Bandit" (M-G) and "Sanging Pestaged by "Beating Pestaged by "Beati

#### VARIETY 'Happy' Hot \$10,000, Port.

#### Fury'-Hampton Hep \$40,000 Det.

Hep \$44,900 Detail. March 15.
Long lines of be-boppers shuf-fling into Fox to hear Llonel Hampler on band here this week. Lonels soils 480,000 with "Blanche Fury lone of the best of the

#### 'Stop Music' Lifts 'Feudin'.' Rousing \$36,000 Philly; 'St. Louis' Fine 24G

#### Key City Grosses

Estimated Total Gross
This Week \$2,769,000
(Based on 24 cities, 198
theatres, chiefty pres runs, including N Y.)
Total Gross Same Week
Last Year \$2,899,000
(Based on 20 cities, 221
(Bestree)

**Carson Pushes Up** 'Flaxy' 32G. D.C.

Haxy 524, D.L.

Washington, March 15,
Bir is well and the second of the

#### Skelton Tilts 'Pigeon' Giant \$52,000, Frisco: Pacific' Bangup 2216

Philadelphia, March 15, Combination of Lent and generally dull product is sloughing business here this week. "South of St. 2nd "Family Honeyme at Stanley and "Family Honeyme at Stanley and "Family Honeyme at Stanley good at Masthaum.

Standout is Earle with Stop the Stop of the Masthaum.

Standout is Earle with Stop the Freudin, "Fusin" and a-Fightin" to smash assion. "Faisan" still is lig 121 Newes at Princess.

Addine (WB). (1,303; 50-99—18, 1900). The March 1900 of the Mar

"Northwest Stampede" (EL), \$9,-000. Trans-Lux (T-L) (500; \$1.20-.\$2.40) — "Red Shoes" (EL) (12th wk). Socko \$9,000. Last week, \$9,-200.

#### Pitt Sluggish; 'Bribe' No Treat at \$14,000, 'Dear to Heart' 15G

Dear to Heart' 156

Pittsburgh, March 15.

Biz here is a little sluggish, with the spring-like weather over weekend sending folks out on open and the second Harris week. Only two new pix in town, "Bribe" at Penn and second Harris week. Only two new pix in town, "Bribe" at Penn and ley, running neck-and-neck but both are only fair.

Estimates for This Week

"Enchantment" (RKO) (2d w/s). All the second Harris on the second Harris of the second Harris of 1200; 45-80)—
"Enchantment" (RKO) (2d w/s). All the second Harris (1,200; 45-80)—
"Letter Three Wives" (20th) (2d w/s). All week, \$9,500, on disappoint—Barris (Harris) (1,200; 45-80)—
"Letter Three Wives" (20th) (2d w/s). Support of the second harris (Harris) (1,200; 45-80)—
"Letter Three Wives" (20th) (2d w/s). Support of 11 to 11

#### 'CHEATED LAW'-KRUPA TALL \$18,000, ST. LOO

TALL \$18,000, ST. LUU
Lenten season in this heavily
opulated Cat ho lie city, and last night
opulated Cat ho lie city, and last night
near zero is slowing up trade to
a walk currently, "Family Honey
bassaglor, Gene Krupa hand
boosting "Cheated Law" to solid
gure at the St. Louis Week
Ambassador (F&M) (2,000; 50753-mil' Money Money (10,000; 50753-mil' Money Money (10,000; 50753-mil' Money Money (10,000; 50753-mil' Money Money (10,000; 50753-mil' Stripting Back" (2001),
\$17,500, 100,000; 50-751.—"Station Week" (KRO) and Ctaram's
(Continued on page 18)

#### Lent. Income Tax Bop Chi; 'St. Louis' Okay \$13,000, 'Honeymoon' Dull \$15,000

Chicago, March 15.
Chicago exhibitors are shuddering under the impact of the lowest grosses in the characteristic control of the weeking are not so bad. The weather also has not helped much. Trouble stems from the income tax and heavy Lenter affects.

New product is only fair, with "Family Honeymoon" doing slow \$15,000 at the Palace. "South of St. Louis" at Roosevelt shapes better but not sock with \$13,000.

Chicago, United Artists, the tate-Lake and Garrick all are off a second weeks.

in accord weeks.

Estimates for This Week

Apalla (B&K) (1,400; 1,20-2,40)

"Hamlet" (I) (16th wk). Excelent \$8,000. Last week, \$10,000.

Chicago (B&K) (3,900; 50-98).

"John Loves Mary" (WB) with
Lawrence Welk orch and Harmonica Rascals. Light week, \$50,000, under

monica Rascalia, Light Ca Wr., adjou. Last week, \$50,000, under book and the control of the cont

#### 'Sea in Ships' Sturdy \$19,000. Best in Prov.: Pony' \$15,000, 'Boy' 8G

Providence, March 15.
Fairly strong biz is in offing.
Joan of Arc" in third week at
RKO Aibee still is good. Majestic
shapes as leader with "Down To
Sea in Ships." State's "Red Pony"
Is fair.

See its Stips." State's 'Red Fony's Editions for Take Week and the (RKO) (2.00), 74-81.25 |
131.500. Holds. Last week, "Act of Murder" (Coll 100 Mes. 130 Murder (March 120 Mes. 131.500 Mes. 130 Murder (March 120 Mes. 131.500 M Estimates for This Week

#### Broadway Grosses

Estimated Total Gross

This Week \$577,500 (Based on 16 theatres) Last Year \$719,500 (Based on 23 theatres)

#### 'Riley' Robust \$20,000 in Cleve.

Cleveland, March 15.
Vaude bill topped by Frankie
Laine and Connie Haines is hetty
magnet at Loew's State, uppir
Sun Comes Up' to husky figure.
All entries were nipped by a trafsc-stopping anowstorm last ThursGestopping anowstorm last Thursflowless extra sharp at Hipp Reck
Feilmates for This Reck

Estimates for This Week
Allen (WB) (3,057; 55-70)—
"Mother is Freshman" (20th).
Brisk \$15,000. Last week, "Dark
Past" (Col), \$13,000.
Esquire (Community) (700; 75\$2.40)—"Red Shoes" (EL) (12th
wk). Neat \$7,000 after \$8,000 last
week.

wki. Neat \$7,000 after \$8,000 last veice, Warner (3,66: 55-70)—"Ho of Riller" (U. Swaggering \$20,000. Last week. "He Walked By Night" (EL). \$16,500 (2,94; 55-70)—"Letter Three Wives" (20th). (23 ki). (20th). (20th)

#### DUCHIN-M. MAXWELL UP 'DEAR SEC' 28G, CINCY

DEAR SEC 250, UNLY

I's Cinclimati, March 15.
Biz generally is several jumps, and of last week, with being product and stageshow at the Alface of the several several product and stageshow at the Alface of the several product and stageshow at the Alface of the several product of the several product

\$17,500. Capitol (RKO) (2,000; 55-75)—
"Don Juan" (WB) (2d wk). So-so
\$6,000 after moderate \$10,000
bow.

bow. Grand (RKO) (1,400; 55-75)— "Life of Riley" (U) (2d wk). Okay \$7,000 on heels of sock \$16,000

\$7,000 on heels of sock \$18,000 preem.
—Guild Indié (278; \$1,20-\$2.40).
—Thed Shoes' (EL) (24 w8; Mayland are briss \$3,000 incheof.
—The state of the state of th

#### 'Wives' Sweet \$14,000, Balto; 'Heart' \$15,000

Baitimore, March 15.
Trade remains fairly steady here, with best action being recorded by "A Letter to Three Wives" at the New, and "So Dear to My Heart," at the Town. Others are consistent if unspectacular.

Estimates for This Week
Century (Loew's-UA) (3,000; 20-60)—"Family Honeymoon" (U) (2d wk). Holding nicely at \$11,000 after good \$16,300 opener.

Hippodrome (Rappaport) (2,240; 20-70)—"Walking Hills" (Col) plus vaude. Not getting too far at \$13,-000. Last week. "Dark Past" (Col) with Peter Lorre in p.a., building to strong \$15,900

to strong \$15,900. Left's (Schanberger) (2,460; 20-60)—"Life of Riley" (U) (2d wk). All right \$8,000 after nice \$11,200 opener.

opener.

Mayfair (Hicks) (980): 20-65)—
"Cover-Up" (UA). Average \$4,000.
Last week, "Countess Monte Cristo", (U), \$4,400.

New (Mechanic) (1,800; 20-66)—
"Letter Three Wives" (20th). Stout 14,000. Last week, "Chicken Every Sunday" (20th), mild \$11,400.

Sunday" (20th), mild \$11,400.

Stanley (WB) (3,290; 25-75)—
"South of St. Louis" (WB). Modest
\$13,000 Last week, "Sgt. York"
(WB) (reissue), mild \$7,800.
Town (Rapapapor)\* (1,500; 35-65)
—"Dear to Fleart" (RKO). Sturdy
\$15,000. Last week, "Enchantment"
(RKO) (2d wk). \$8,200.

#### 'Riley' Lively \$13,000, Indpls.

Indianapolis, March 15.
March cold wave plus continuing interest in state high school basketball tournament, is putting a crimp in firstrum biz here this week. But "Life of Rilley," drawing heavily from radio fans, is going big at the Circle, Rogues, as Regiment," at Indiana, looks fair.

Regiment," at Indiana, looks fair.

Estimates for This Week
Circle (Gambie-Dolle) (2,800; 44-65)—"Life of Riley" (U) and "So
This Is New York" (UA). Nifty
\$13,000. Last week, "Alaska Patrol" (PC) with Frankle Carle orch
onstage, hot \$24,000 at 60-90c.

scate.
Indiana (G-D) (3,300; 44-65)—
"Rogues' Regiment" (U) and "Saxon Charm" (U). Moderate \$12,000.
Last week, "Wake Red Witch"
(Rep), \$13,000.

(Nep), \$13,000.

Loew's (Loew's) (2,450; 44-65)—
"Act of Violence", (M-G) and
"Dark Past" (Col). Tepid \$8,000 in
5, days. Last week, "Sun Comes
Up" (M-G) and "High Fury" (UA),
good \$12,000.

Lytic (C. D.) (Col. 1)

Lyric (G-D) (1,600; 44-65)— Tarzan's Magic Fountain" (RKO) and "The Pearl" (RKO). Modest \$6,000. Last week, "Let's Live Lit-tie" (EL) and "Parole, Inc." (EL), \$5,000.

#### B'way Spotty But 'Little Women' Big \$126,000; 'Game' Socko 56G, 'Mother' Not Too Fresh 88G With Baker-Cab

Recent mild tone is continuing this week at Broadway firstrun the-atres, with Lent, income tax deadline and springlike weather over the past weekend all biamed. However, weakness of product probably is a high contributing factor since seven new bills will not help ma-terially on overall business total

seven new bills, will not nep masterialty on overall business total

Outstanding exceptions to downbest are the Music Hall and State,
and even they are not smash. "Likreloyed lines at the Hall over the
weekend and will be near \$125,000,
the heart of the heart

Aster (City Inv.) (1,300; 70-\$1:50)

—"Knock On Any Door" (Col.) (4th wk). Slipping down to okay \$18,-000 or near after \$21,500 for third round.

round.

Bijon (City Inv.) (589; \$1.20; \$2.40) — "Red Shoes" (EL) (21st wk). This week holding well at \$15,500 after big \$16,000 last week. House putting in air conditioning. Capitol (Loew's) (4,820; 80-81,50)

"3 Godfathers" (M-G) with
Sammy Kaye orch, Harvey Stone,
others, onstage (2d wk). Down to
mid \$48,000 after nice \$64,000 first
week albeit below hopes. Goes a
third.

Criterion (Loew's) (1,700; 70-\$1.85)—"Criss Cross" (U). Just good at \$25,000. Holds. Second week (6 days) of "Fighting O'Flynn" (U) feli to slight \$14,000.

Globe (Brandt) (1,500; 90-\$1:50).
—"Moonrise" (Rep) (2d-final wk.).
First holdover round off to thin
\$10,000, after okay \$17,000 opener. \$10,000, after okay \$17,000 opener. Mayfair (Brandt) (1,736; 60-\$1.25) "Red Pony" (Rep) (2d wk.4-days). This session started yester-day (Tues.). First week was dull \$16,000. Last week, "Return of October" (Col) (2d wk.), \$10,300.

October" (Col) (2d wk.), \$10,500.

Palace (RKÖ) (1,700; 40-\$1)—
"Back to Bataan" (RKO) and
"Marine Raiders" (RKO) (reissues
(2d wk). First week went to \$16,000; staying over this week before

23.

"Armanust (Pa.) (2,954)

\$1.50, Tarmanust (Pa.) (2,954)

\$1.50, Tarmanust (Pa.) (Pa.) (Pa.)

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\$1.50, Tarmanust (Pa.) (Pa.) (Pa.) (Pa.) (Pa.)

\$1.50, Tarmanust (Pa.) (Pa.)

#### 'Hamlet' Hefty \$10,000. L'ville Leader; Witch Brisk 17G, 'Bribe' 12G

Louisville, March 15. Downtown film trade is holding fairly steady this week, with plenty of wicket activity at the Scoop where "Hamlet" shapes solid at upped scale. "Wake Red Witch" at the Rialto had lines over weekend, and will land a brisk week. Other houses are not too perky.

Estimates for This Week
Brown (Fourth Avenue) (1,200;
45-65)—"Snake Pit" (20th). Offsomewhat at \$5,000 for third downtown week after \$7,500 last

Mary Anderson (People's) (1,000; 45-65)—"John Loves Mary" (WB) (2d wk). Good \$4,500 after first week's neat \$6,000.

week's neat \$8,000. Xistonal (Standard) (2,400; 45-65)—"Corvette K-225" (U) and "Wings Over Honolulu" (U) (reissues) with Minnie Pearl and Grandson (Three-day Showing of live talent should hypo to brisk \$8,000. Last week, "Sword of Avenge" (EL) and Gene Krupa orch, others, on-sige, dair \$10,000.

Rlaito (Fourth Ave.) (3,000; 45-65—"Wake Red Witch" (Rep.) Brisk \$17,000. Last week, "Blood On Moon" (RKO) and "The Pearl" (RKO), \$13,000.

(RKO), \$13,000.

Scoop (L'ville Theatres) (700;
\$1,20+22-40)—"Hamlet" (IV), Teed
foff to special showing for school
students and teachers, and looks
solid \$10,000. Last week, "Vojpone (Indie), moderate \$2,000.

The Bribe" (M-G) and "Pieradilly
Incident" (M-G), Moderate \$12,000.

Last week, "Sun Comes sun,"
(M-G) and "High Fury" (Col) about
same.

#### Mooney, Lex Barker Boost 'Fountain' Trim \$30,000, Hub; 'Bribe' Okay 36**G**

Boston, March 15, house, this stanza is not shaping up too, Biddon stage. Paired with "Tarzans" Ma gle Fountain" it shapes trim, "The Bribe" at Ornarian and the shapes trim, "The Bribe" at Ornarian and the shapes trim, "The Bribe" at Ornarian and the shapes trim, "The Bribe" at Ornarian and Sandarian and Sandarian and Sandarian and Sandarian and Sandarian and Magie Fountain" (ROLD). The Barter, others, onits of the Sandarian and Magie Fountain" (ROLD) and Let Barter, others, onits of the Sandarian and Sandarian and

days.
Esquire (ATC) (960; \$1.25)—
"Portrait of Jennie" (SRO) (4th
wki. Mild \$5,000 after \$6,500 third.
Fenway (NET) (1,373; 40-85)
"Whispering Smith" (Par) and
"Kidnapped" (SG) (2d wk). Hold-

#### Estimates Are Net

Film gross estimates as reported herewith from the various key cities, are net, i.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices however, as indicated include the U. S. amusement

ing to about \$7,000 after nice \$8,500 first. Majestic (Shubert) (1,500; \$2,40) —"Red Shoes" (EL) (17th wk). Still amazing at \$5,000 after \$6,000 last.

Mayflower (ATC) (700; \$1,25)—
"Portrait of Jennie" (SRO) (4th
wk). Good \$6,000 after \$7,000 in
last.

nast.

Memorial (RKO) (3,000; 40-35)—
"Letter Three Wives" (20th) and
"Strange Mrs. Crane" (EL) (3d
wk). Fairly good \$17,000 after
\$22,500 for second.

\$22,500 for second.

Metropolitan (NET) (4,367: 40-85)

"John Loves Mary". (WB) and
"Plunderers" (Rep). Fair \$22,000.

Last week, "Bad Boy" (Mono) and
"Big Flight" (Indie), \$17,000. DIG FURD (Undle), \$17,000.

Orpheum (Loew) (3,000; 40-85)—
"The Bribe" (M-G) and "Bad Men of Tombstone" (Col). Okay \$22,000.
Last week. "Act of Violence" (M-G) and "Dark Past" (Col), \$19,000.

and "Dark Past" (Col), \$219,000.

Paramount (NET) II,700; 40-85;

wki, \$5.500.

State (Loew) (3,500; 40-85)—"The Bribe" (M-G) and "Bad Men of Tombstone" (Col) Okay 34000 (EL) Moderate \$4,500. Last week. "Act of Violence" (M-G) "Unknown Island" (FC) and "The and "Dark Past" (Col), \$2.100.



We're grateful for the opportunity to launch our "25th Year of Motion Picture Leadership" in the true tradition of M-G-M. Encouraged by the trade press, complimented by exhibitors, we're leading this cheering industry out of the gloom, into the sunlight. "M-G-M's Prosperity Plan" is in high gear. Our Studio is clicking with hit after hit. Stick close to the company that's sparking the entire business with optimism. Yes, indeed, "The Future is M-G-M."



Direct from Two Big Months on Broadway, Smash Hit Everywhere. Tell the girls it's Gable!

MG-M present GLARK GABLE - WALTER PIDGEON VAN JOHNSON - BRIAN DONLEYY - CHARLES BICKFORD - JOHN HODIAK - EDWARD ANNOLD in "COMMAND DECISION" with Marshall Thompson Richard Quine - Cameron Mitchell - Clinton Sundberg Ray Collins - A SAM WOOD Production - Screen Play by the Play by William Wister Hantes - Directed by SAM WOOD - Produced by SIDNEY FRANKLIN - In Association with GOTTREID BERNHARDT



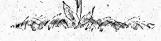
Gala World Premiere, Radio City Music Hall now! Trade critics forecast sensational M-G-M Hit!

M. G. M pessens "LITTLE WOMEN" starring JUNE ALLYSON-PETER LAWFOND-MARGARET O BRIEN ELIZABETH TAYLOR - JANTH LEIGH. ROSSANO BRAZZI - MARY ASTOR with Lucie Watson - Sin C. Ashey Smith. Harry Davengor - A MENYN LAKOY Production - Color by TECHINCOLOR'S - Screen Play by Andrew Soft, Sarah Y. Mason and Victor Hereman - From the Novel by Louis May Microt. Produced and Directed by MERVYN LEROY



Off to a rousing start at World Premiere, Loew's State, N.Y. Greater Musical than "Anchors Aweigh"!

M-G-M presents FRANK SINATRA - BETHER WILLIAMS - GENE KELLY in "TAKE ME OUT TO THE BALL GAME" with BETTY GARRIT - Edward Arnold - Jules Munshin - Color by TECHNICOLOR Sceen Play by Harry Tugend and George Wells - Story by Gene Kelly and Stanley Donen - Directed by BUSSY BERKELEY - Produced by ARTHUR FREED



	Marilyn Maxwe
Emma Pauce	Ruth Roma
Mys Villyce	Ruth Roma
divine Harris.	Luis Van Roote
onnny Dunne	Luis Van Roote
Lew Bryce	Harry Shanne
	Harry Stantag
	-

#### Miniature Reviews "My Dream is Yours" (Songs) (Color) (WB), Familiar but pleasantly entertaining melange of comedy and songs on Cinderella theme.

on Cinderella theme.

"Champion" (UA-SP). Stark,
realistic study of the boxing
racket, strong b.o.

"Impact" (UA). Sturdy meiler will good cast for neat b.o.
"Baughter of the Jungle"
(Rep). Modest femme "Jarzan actioner; okay supporting
fare.

Mae Marsh, as Miss Raines' mother.
Settings and lensing are firstrate with good musical background
contributing to pic's dramatic
values.

Herm.

#### Daughter of the Jungle Republic release of Frankin Agreen production. Feature's Lois Hall, James Cardwell, William Wright, Sheldon Leon-ard. Directed by George Blair, Screen-play, William Lively, from Griginal story by Sol Shor; camera, John MacBurnic; editor, Harold Minter; music, Harold Wil-

son. At New York theatre, N. Y., wee
of March 8, '49. Running time, 69 MINS
TicooraLois Ha
Paul CooperJames Cardwe
Carl Easton William Wrigh
Dalton Kruik Sheldon Leonar
Lamser Jim Nola
Mahorib
Vincent Walker George Carleto
Montu Francis McDonal
Kenneth Richards Jim Banno
Liongo Charles Soldar
Tougo Alex Montoy
Native Al Klkum
Porters Leo C. Richmond, George Pili

Protest. Lee C. Richmond. George Filia.
While "Daugster of the Jungge", leaps broadly outside the realm of toge, the filia" action-packed footloop, the filia" action-packed footloop, the filia" action-packed footfootgrant of the filia of the second of the seco

daughter. Lois Hall.

Before leading pitot James Cardwell out of the jungle, Miss Hall
dides an elephant, confront as
gorilla and triumphs in several
cashes with warlike natives. Shelclashes with warlike natives, Shelthe leading heavy. Miss Hall comthis a convincing performance
while Cardwell is forthright in
folling native which doctor Frank
folling native which doctor Frank
port.

George Blair capable AlmostGeorge Blair capable Almost-

49. Running time, 66 MINS.	
Blondie Penny Singleto	m
Dagwood Arthur Lal	ke
Alexander Larry Simm	ne
Cookie Mariorie Ke	nt
RadcliffeJerome Cown	'n
Norma	ne
Dillon Wilton Gra	66
Slack Ray Wallo	011
Forsythe Stanley Andrey	
Porsythe Stanley Andrew	**
Rollo Alan Dinehart,	<b>%</b>
Mallman Eddle Acu	HI.
Ollie Jack Ri	re.
Mayor Chester Clu	ιę
Fire Chief George Lloy	/a
Mary Alvn Lockwoo	341
Alvin Danny Munnme	rt,

Young heart displays are the street of the catch Graff and his pai, Ray Walker, S. Dagwood was never better. Brade homely humor is provided him by Lucile Watson Henley's script and he watson Henley's script and he story situations are solid. Miss Strugeton handles had less are good to be story situations are solid. Miss Strugeton handles had less are good to be solid to be solidated to be solid to b

Eddie Actin, Chesses
Daisy.
Ted Richmond's competent production guidance is evident throughout. This is his first "Blondie" and his work augurs well for the series. Edward Bernds' direction is excellent.

Dag.

#### Law of the Barbary

Law of the Barbary

Counst 1

Hollwood, March 11

Counst 1

Following Civil Benry,
Production, Festive Girds Benry,
Shayne, Stefan, Schmidt, Directed by

Shayne, Stefan, Schmidt, Directed by

Frank Birth, Schmidt, Directed by

Frank Birth, Stefan, Stefan, Schmidt,
Jan Birth, Stefan, Stefan, Schmidt,
Jan Birth, Stefan, Stefan, Stefan,
Jan Birth, Stefan,
Jan Bir

"Law of the Barbary Coast" concerns itself mildly with the cleanup
days along San Francisco's Bowerytions—the lower slot on twin bills
in the more general situations. It
is a formula melodrama, backete
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it concerns efforts of da. Robert
Shayne to clean up the Barbary,
it concerns efforts of da. Robert
Shayne to clean up the Barbary,
nesses and big money gambling,
ited together with a light romance.
Stefan Schanbel is the big fun who
controls the gambling and Dunne
is his naive partner. Some stande
before the finger is put on Schnabel
and Miss Henry and Shayne go
into their melodrama schools
in their melodrama schools
fight in the stemper of the schools
fight in the stemper of the schools
fight in the schools
fi

#### Red Stallion in the

waren with pythol Balan minds with the Baster Eve dream of little Durage and Evaluation on the well-worked conceiled crooners and Adoptive Mental ingredients for near hot-great feet of a man playing dead in government on the well-worked control of the section o

demonstration Lake's paint is and the competent work by Ray switched by Wilton Graff and Collins Wallace Ford and Leatrice Coward fishing cabin burns to the Joy help. The Coward control of the Coward Coward Competent with the Coward Coward

THE Clipper

Monogram Edilyrot 9,
Monogram Edilyrot 19,
Monogram E

Deleter Access to the control of the

Silver Trails
(SONGS)

Menagram relaces of Louis Gray proframe of Louis Gray pro
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messes and the second s



She's the no. 1 name in record-sales — and the singing star of the Bob Hope Radio Show

MICHAEL CURTIZ



Dozens of hit tunes including the Sensational MY. DREAM IS YOURS, SOMEONE LIKE YOU, LOVE FINDS A WAY, I'LL STRING ALONG WITH YOU

#### Arg. Pix Prod. Situation Worsens: No Import Permits, San Miguel Shut

Buenos Aires, March 8.
San Miguel, one of Argenna's leading film studios, in which

Buenos Aires, March 8.

Sam Mignell once of Argentina's leading time of a frequentina's leading time of the control of the con

tivities has caused considerable consternation in the industry.

#### Vienna Red Press Blasts Sharin in TV Pix Setup: Claims 'Deal' on U. S. Films

Vienna, Marclı 10.

The Communist press lost no time in making hay over the arrival of Eugen Sharin to produce shorts. Der Abend came out with a blast charging that Austria had pelegde itself not to restrict imports of American pix jinto Austria. Starin was said to have made the death of the Austria had to the Austria had to have made the can be also the Austria control of the Austria had to have made the control of the Austria had to have made the control of the Austria had to have made the control of the Austria had th

Sharin was said to have made the statement at a news conference of statement at a news conference of statement at a news conference of which he manages.

According to the Communist, version of Sharin's remarks, he said that the promise not to intersting the said that the promise may be said that the promise make the said that the promise make the said that the promise make the said that the promise of Economic Planning. "The American Millitary Government handed millitary Government handed films, total mill 24,000,000 settillines. In the Millitary Government handed films, total millitary Government handed films, total millitary Government handed films, total millitary Government films, total millitary Government films, total millitary Government for a prouise of unrestricted American in Austria. "Sharin statement of the statemen

able to "unfreeze" some of the blocked proceeds from U. S. films for his firm. For an amount of for his firm. For an amount of 600,000 schillings, needed for the production of Ambassador short musicals, Sharin, according to the Communists, paid only \$24,000 at the free market rate—Instead of the official rate of \$60,000—to Motion Picture Export Assn. distributing American pix in Austria.

distributing American pix in Austria. Sharin's first group of musical illm shorts, made by Ambassador, were bought by CBS in N. Y. His next group is intended for Inde-pendent sale.

#### London Film Notes

London Film Motes
Analode of Commonate next place
ture, titled "World Premiere," will
sar Marlene Dietrieh, and goes
late production some time in April
u. Warners." Teddington studies.
U. Warners." Teddington studies.
Gabridhensy Asquith directing.
Gabridhensy Asquith directing.
Gabridhensy Asquith directing.
Gabridhensy Teddington studies.
Gabridhensy Teddington Start on his
ministant on Shaw's. "The Devil's
Disciple."
Frank Launder &
Secret. "Gillat's picture. "State
Secret." Gillat's picture. "State
Secret." The state of the state o

#### Irish lago for Welles

Dublin, March 8. Michael MacLiammolr has inked to play Iago to Orson Welles, "Othello" in the coming Welles pic, to be filmed on location in Nice, Venice and Rome this summer.
Pic will be MacLiammoir's first

Fic will be MacLiammoir's first, and also first time he's played lago. He has had the title role in Dublin Gate theatre productions. Welles spent a couple of seasons with MacLiammoir at Gate theatre here before the war.

#### **Mex Banks Mulling** Studios Takeover

Mexico City, March 15.
Top banks of Mexico, including
the government's Bank of Mexico,
to get tough with all the sk pic
to get tough with all the sk pic
studios here, as they are all in
hock, more or less, to the credit
institutions. Topper in this predicament is, reportedly, the Churubusassociatos, once KO and Mexican
associatos, once KO and Mexican

ment is, reportedly, the Churubusco studio, which RKO and Mexican
construction in the control of the control
control of the control
control of the control
control of the control
co any better. The studios are in a cut-rate war, each offering produ-cers lower and lower prices, which the trade sees as adding up to ruin

the trade sees as adding up to run
of the plants.
Excess spending, overenthusiasm
during the lush war boom, and
general unbusinesslike methods
are cited in banking circles as the
causes of the situation.

#### BELGIAN FILM DEAL IN 40G SUIT VS. GRINIEFF

40(5 SUIT VS. GRINLEY
U. S. Finn Export Corp. and its
prex. Jacques Grinleff. have been
amed defendants in a N. Y. supreme court suit brought by
Raphael Van der Voort, operator of
Almo Films. Action to the conwhich the plaintiff contends be
paid on a deal involving the distribution and exhibition of four
films to be delivered in Brussels.
Tribution and exhibition of four
films to be delivered in Brussels.
To be compaint, that in event Van der
Voort rejected the films the advance was to be returned. Suit
came to light last week when the
came to light last veek when the
forthelf and officer-director. Nat
Wachsberger before trial.

#### 'Boniour' Says Goodbye After Smash Mex Run

Mexico City, March 15. "Bonjour Mexico," Paris revue impresarioed by Cantinflas (Mario Moreno), closed at the Teatro Iris

Movemen), closed at the Testro Iris to the Sture today (15) after one of the longest runs a show of its kind has ever had here. It did better financially than any show that has played Mcxico in recent itmes.

37 Honjour' opened Dec. 22 and 18 Pen. 3 at 3 s. 223 top. which was 18 recently dropped to \$1.50. Canting as the backdrop. He's reportedly as the backdrop. He's reportedly No. 18 had to the state of the state of

#### 'Joan's' Irish Cuts

Josen S. Irish Euls

Dublin, March 8.

Lish sline censor Richard Hayes
has made three minor cuts in

"Joan and the printing cuts in

"Joan and the printing cuts in

"Joan and the printing cuts in

"Joan and Metropole here April 18. Seenes
cut are soldiers romping with
women before attack on Orleans,
spoken line "A pox on the
Dauphin," and attempted rape of
Joan in her cell by a Jaller.

Tetture was also viewed by

Tetture was also viewed by

Tetture was also viewed by

CK.

#### U.S. Film Distribs See Possibility of Cut In Aussie Freeze to 30%

Aussie Freeze to 30%
With Australias foline positionreportedly implies foline positiontributors here are optimiste that
government officials will scale
down the current 50% freeze on
remittances to perhaps only 30%.
companies, currently huddling with
the finance ministry, base their
hopes on a Labor government announcement this week that it was
mouncement this week that it was
mouncement this week that it was
cover dollar lunports in the year
ending March \$31, 1949.
Sum set aside represents a boost
of \$416,000,000 over the previous
facal period. The links, according
facal period. The links, according
facal period and the second of t

are mouth, nowever, a governmenta-appointed committee will draft blueprints for a dollar budget covering the 12-month span ahead, Just how the U.S. distribs will tare under the blueprint remains to be seen.

#### S. Africa Import Snag Seen Setback to TV

Seen Setback to TV
Cape Toom, March 8.
Plans for introduction of television here have been dealt as severe blow by new import controls imposed this week by the severe blow by new import controls imposed this week by the severe blow by new import controls in the severe blow by the severe blow by the severe blow the severe blow in the s

David D. Horne, Film Classies' foreign chief, planed to Lisbon over the weekend. In a two-month junkct abroad, he'll also visit Italy, France and the Scandinavian coun-

#### Current London Shows

Current London Shows

London, March 15.

"Annie Gef Gun," Col's'm 689, 1899, 1

direct.
Other plays for the Belfast season include John Dighton's "The Happiest Days of Your Life," Noel Langlev's "Little Lambs Eat Ivy" and "Traveler's Joy," by Arthur Macrea. Company will also play

# **Producers, Unions Pull in Opposite Directions to Ease Brit. Pix Plight** London, March 15. While the Films Council voted today (Tuesday) to cut the quota to 334% other efforts to solve the British induced to the council voted to the council voted to the council of the coun

#### De Vaucorbeil's Footage

Paris, March 15. After three months in Haiti, on After-three months in Haiti, on official French government film mission, director Max de Vaucorian, director Max de Vaucorian, director Max de Vaucorian of the Marchael of the Agfacolor, and half in 16m Agadecian, and half in 16m French director is making three French director is making three French director is making three French director in Haiting sovernment; three for the Haiting sovernment via the French Foreign Office, and in addition has enough footage for a feature with a Haitlan background.

rench, Italo.

Producers in Pact

Genos. March 8.

A visit to Rome by a group of French producers and film reps has resulted in the signing of a significant control of the product of the producer system, in which is opticures would be produced draft cast (and partial French financing), udget in France with correspondance of the producer of the prod

#### AT PIX SALES TO VIDEO

London, March 8.

Exhib concern at the increasing:
use of motion pictures as part of
the BBC's video program, was expressed at the-General Council of
the Cinematograph Exhibitors
Assn. Immediate decision was
taken recommending members not
to book for exhibition two pix.
"Wrangler's Roost" and "Trailing
the control of the control of the control
to book for exhibition two pix.

Wrangler's Roost" and "Trailing
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Pleading for a firm CEA policy, H. P. E. Mears wanted the associa-tion to advise distributors that extion to advise distributors that ex-hibs would not do business with companies which allowed their product to be televised. He was not advocating a complete break-away trom video, but didn't want the situation to drift until someone

#### 'Born Yesterday' · Preems in Belfast

Preems in Belfast
Dobin March 8.
Opener for the Stanley IllegaLeo McCabe season in Ireland this
year will be Garson Kanin's
Bonn Yesterday," which gets its
Irish preem in Belfast Monday
Idl with Tucker McGuire in the
femme lead. Jehane Ingram, who
was associated with the London
production of the play, is here to
direct.

'Love' Is a Short Thing "Love is a Snort Ining "Love is a Funny Thing," an innocuous comedy adapted from the French, opened, at the Ambassadors Thurgday (10).
Politely received by an indugent audience, the play closed 
Saturday (12) to register the shortest West End run in a decade.

# Active With 3 Plays Added Tel Aviv, March 8. Three legits, which include a habman production, a Georgea of the production of the production of the local scene recently. Habimah, which didn't go on after returning from the U.S. tour after premier last month, presenting "In The Negev Steppes," a topical play by Jig'al Mosainon. I will be the premier of the premier of the premier of the control of the control of the premier of the premier of the premier of the premier of the control of the premier of the premie

at \$296.

As a means of drawing public attention to the serious plight of the Industry, the unions are contemplating a mass demonstration of the Matter and the Marchael secretary of the National Assn. of Theatrical and Kine Employees, whose members have suffered more than those of any other union, is advising his own of the property of the property of the property of the Matter and the Marchael Secretary of the Marchael Secretary

Habimah in 1st '49 Preem. As Tel Aviv Legit Becomes

Active With 3 Plays Added

#### London, March 8.

the situation to drift until someone had a complete monopoly and dis-tributors had broken away from custom and rented their pix to the BBC.

Proposals were put forward for a new clause in distributors' con-tracts banning the use of pix for television until industry consent bed been obtained

#### Arthur Mayer

vulsed with laughter. I argue estaints maximum film rentals of prove. One said: "In Germany 43% which are now enforced by law in Germany; and exhibits of prove. One said: "In Germany 43% which are now enforced by law in Germany; and exhibits of prove. One said: "In Germany 43% which are now enforced by law in Germany; and exhibits of the control of

I also plead with local Bucrger-meisters for more town meetings and public discussions in connec-tion with the showing of documen-taries. Some Buergermeisters

In the best West Coest Traditions, had fallen in love with the country side and with his job of teaching the Buyarians by precept and example, by town meetings, lessons in civics and sportmanship, parents of the control of the cont other said: "What we need in Germany, is leadership, not discussion."

Bad Booking

Bad Booking

Bad Booking

Care must however be taken in the sense of the said of the said

smalest communities.

A few weeks ago, I drove to a small Bavarian village snuggled among the snowblanketed must be a provided to the movie medium, in which we are privileged to work, could, it officer existed in such a first translating our way of life to this tant, lonely spot. He proved to the sale fath, but not hopelessbe a big Galifornian boy, who father than the proved to the sale fath, but not hopelessbe a big Galifornian boy, who father than the proved to the sale fath that the sale father than the s

**Inside Stuff—Pictures** 

The despening crisis within the British film industry continues to rank as top front-page material for all of the London dally newspapers. Despite the shortness of newspapers, an unusual amount of space is being reserved for diagnosis by producers, exhibs and trade union leaders on industrys aliments. Following articles by British enhibs pleading strongly worded defense of the producers in the Dally Express as part of the growing verbal battle.

Declaring that "the grand slap-up funerial of the British film industry is not groung to take place," Korda said the root of critish lies in according to Korda, are the lack of showmanship throughout the circuits and excessive taxation. Sharply rapping the industry's internal enemies, Korda describes them as "Some misguided owners of small and would like to see again the times when they could play only American films—as cheaply as they could get them."

New March of Time short on problems of old age security was run every day last week in one of the committee rooms of the House Office bldg. Washington, for the benefit of members of Congress and their staffs. Congress is shortly to be asked to act upon legislation broad-ening the base of social security.

In a brief speech in the House, Rep. John A. Blatnik (D., Minn.) urged his colleagues to be sure and see the MOT. In the plug for the documentary, Blatnik declared:

occumentary, seeming we care to the control of the general properties of the control of the cont

Reviewing the state of the pix industry during 1948, Life's current issue selected "Treasure of the Sierra Madre" (WB), "Johnny Belludi" (WB) and "Shake Pli" (201b) as the three outstanding Hollywood achievements of last year. Among the foreign plx, Sir Laurence Oliviers "Hanlet" and Roberto Rossellinis" "Palsan" are given top

ratings.

Life, after devoting 10 color pages to Walter Wanger's "Joan of Arc" before its release date, now reneges on its original opinion. "Joan" is tagged as "a movie that Life liked too much." On the other hand, the mag concedes that it slighted "Sitting Pretty" and "Apartment For Peggy," both from the 20th-Fox lot. Nods for the year's biggest personal triumphs go to Florence Eldridge in "Act of Murder" (Universal) and Jose Perrer in "Joan."

With Warner Bros. signaturing last week of Carl Foreman as a criter, studio has tossed a lariat around a quartet of people involved Stanley Karaner's indie production, "Champion," to be reliefased northy by United Artists. Others inked by WB since "Champ" was mapleted are Kirk Douglas, who stars; Ruth Roman, featured player, and Mark Robson, the director.

and mark Ausson, the duction.

Kramer's unit, Screen Plays, Inc., has commitments on all four of
the WB signees for further pix. Foreman has been assigned by the
studio to work on "Young Man With a Born," the Dorothy Baker novel
of 1833, which the Warner lot has owned for 10 years. Jerry Wald
now has it on his production slate and Douglas is reported set as the

Increase during the past 10 years in audicnee acceptance of foreign pletures is seen in the strong biz now being racked up by "Pygnalion". The strong biz now being racked up by "Pygnalion" than when originally released by Metro in 1938. Current relessee of the Leslie Howard-Wendy Hiller starrer is being handled by Jack Ellis, former metropolitan district manager for United Artists. His deal with Gabriel Pascal calls for a hefty guarantee, plus 50% of Ellis' profit. Author George Eernard Shaw's divey comes out of Pascal's Share:

#### Majors' Net Down 43%

great as in 1946, but great, nevertheless—MPAA flacks were taking 
unbrage right and left with gossis | RKO, in their recent proxy statecolumnists, radio commentators, 
editorial writers. Wall street and 
in rends. |

Elma Rope, research chief of Fystime mag.e., research chie

tune mag.

Wrong-Way Roper-Again Dr. Roper, making another minus score for the polisiers, went minus score for the pollsters, went on the air to tell what was wrong with films and got his statistics confused to the point of stating things were bid because the bo-take was down to \$70,000,000 week-ly from \$78,000,000 in '47 and \$81,000,000 in '46.

\$81,000,000 in '46. Were Roper's conclusions right, this would be the joillest day life no doubt mixed up dollars with numerous mixed up dollars with numerous that altendance was down to 70,000,000 tlekets sold weekly the MPAA lott to time in moving into the dispute and, on the basis of this carelessings or lack of clusions Roper drew that biz was bad.

Chambers Basis
Chambers this week, nevertheless, stuck to his guns on the B16%, claiming it was based on reports by the MPAA member companies and reflected domestic rentals from features only. Researcher declared they had been decided on as the most sensitive barometer. Some industryitos objected, in that rentals are based on terms under which pix are sold to terms under which pix are sold to theatres and might reflect a better theatres and might reflect a better sales job rather than attendance. Likewise brought up is the in-crease in admission prices during the three-year period, which would be reflected in rentals.

be reflected in rentals.

In any ease, while the MPAA
public relations operatives were
yelling themselves hoarse with the
815% figure, the columnists, commentations, article and editorial
writers continued their casual
mentions of the fact that "mobody
is going to the movies any longer."

clusions toper arew that toz was lised to the movies any longer, so the wy orks bally News, was lised to the movies any longer feeting the control of eet the MPAA's left hook as recearch chief, had stated in like the terrelation to the state of the matter, the News was informed in a host letter from the Jointon of the matter, the News was informed in a host letter from the Jointon of the matter, the News was informed in a host letter from the Jointon of the matter, the News was informed in a Joint letter from the Jointon of the matter, the News was informed in a Joint letter from the Jointon of the MPAA's and 56% calculations are well as the matter of the matter, the News was informed in a Joint letter from the Jointon of the MPAA's and 56% calculations are well as the matter of the matter, the News was informed in a Joint letter from the Jointon of the MPAA's and 56% calculations are well as the matter of the MPAA's and 56% calculations are well as the matter of the matter, the News was informed in a Joint letter from the Jointon of the MPAA's and 56% calculations are well as the matter of the matter, the News was informed in a Joint letter from the Joint letter from the MPAA's and 56% calculations are well as the matter of the matter, the News was informed in a Joint letter from the MPAA's and 56% calculations are well as the matter of the matter, the News was informed in a Joint letter from the MPAA's and 56% calculations are well as the matter of the matter, which is the matter of the matter, the News was informed in a Joint letter from the MPAA's and 56% calculations are well as the matter of the matter, which is the matter of the matter, which is the matter of t

#### Western Electric's "300" Recording System Gets Rugged Workout in Venezuela

Faced with the problem of making films on location in the mountainous terrain of Venezuela, The Princeton Film Center, Princeton, N. J., is using a Type 300 Recording System mounted in a small truck.

Gordon Knox, Executive Director of The Princeton Film Center, says "we have given the '300' System a rugged workout in Venezuela and it has performed faultlessly."

Wherever Western Electric recording equipment is used, it has earned an unequalled reputation for ruggedness, versatility and high quality. The "300". System is an honored member of the line which includes the Deluxe "100" System and the smaller "200" Newsreel System. Write today for full information.



ixer of the "300" System on location high in the Venezuelan mountains

This small truck contains the complete "300" Recording System, plus all the power generating equipment needed on location

Electrical Research Products Division Western Electric Company

120 BROADWAY, NEW YORK 5, N.Y. Hollywood office -- bool Romaine St.



RONY, N. Y.

Phil Baker uith Stubby Kaye,
Marion Harris, Jr., Cab Callouay
Cavaliers (5), McKellem Bros.
(2), Gotesthe (4), Load Bud Soliday Chorus, House Orch conductdby Bob Boucher; "Mother Is a
Freshman" (20th), reviewed in
VARIETY MARCH 2, 49.

One of the poorest shows the Roxy has staged in some time. It is the property of the property a group of college standard tunes, into this post the McKellems, of the content o

union anti-film star tirrdes.
March s these along the line are
deserve the appreciation they get.
Robert Alda, playing straight to
Carron's clowning, register to
Carron's clowning, register
Carron's clowning,

part of show's comies—March and all Bob Sweeney.

Sweeney.

Hutton, looking fit after and the state of the state of the state her share of top billing with "tises her share of top billing with "tises her share of top billing with "tises and the state her share of top billing with "tises and the state her share of the share after winning an Arthur Godfrey talent contest, displays the share of the share after winning an Arthur Godfrey talent contest, displays the share of the share after winning and Arthur Godfrey talent contest, displays the share of the share after the share after winning and the share of the share of

Paramount, N. Y.

Elliot Laurence Orch. (14) with
Roslyn Patton, Jack Hunter, Helene & Howard, Larry Storch, King
Cole & Trio, "Alias Nick Beal"
(Par), reviewed in Variety Jan.
18, '49.

Paramount's new stage show in compact and entertaining from an angles. And Trib. both recording names are ricely backed by the angles. And trib. both recording names are ricely backed by the angles. And trib. both recording names are ricely backed by the angles. And trib. both recording names are ricely backed by the property of the angles. And the angles of the a

## RKO, Boston

Boston, March 12.
Art Mooney Orch. (15), Henny
Youngman, Lex Barker, Manuel
Viera's Monkeys; "Tarzan's Magic
Fountain" (RKO).

Return of stage shows for a couple of weeks after a skweek layoff restures Art Mooney orch ind
and group singing style, which skyrocketed him to the top, was a
little overdone and opening show
payees were not loo impressed.
Illied overdone and opening show
payees were mot loo impressed,
little overdone and opening show
payers were mot loo impressed,
lowing with "Doodle De Doo," his
latest platter. Eddie Collins, bass
player who doubles on banjo, takes
solo on the stage of the stage of the stage
layer who doubles on banjo, takes
solo on the stage of the stage of the stage
Manuel. Yiers and his monkey
and the stage of the stage of the stage
Manuel. Yiers and his monkey
pokes. Act winds up with one
monk playing tunes on electric
bellis.

yocks. Act wants of more provided to the confidence of the confide

ter. He also tosses in a couple of novelty ditties for additional salvos.

ner. In also tosses in a coulding movelity ditties for additional activities for additional activities for additional activities for additional activities for a formal formal formal formal for a formal formal formal for a formal for

Hippodrome, Balto.
Baltimore, March 12.
Pat Henning, Gloria Villar, Coco,
Steve & Eddy, Eddie Manson, Ben
Klasmer House Orth (12); "The
Walking Hills" (RKO).

Klasmer Hoise Orch (12); "The Walking Hills" (IKCO).

Nice layout heavy on comedy and a refreshing switch. Pat Henning is all over the place, opening, closing and pitching in through the place of the

Olympia, Miami Miami, March 12. Vivian Blaine, Guy Rennie, Bob Bromley, Andre & Delphine, Har-vey, Freddie Carlone Orch; "Every Girl Should Be Married."

Mixture of acts here this week

Mixture of acts here this week adds up to interesting vaude. In Wvina Baine the aud and In Wvina Baine the aud and In Wvina Baine the aud and the short of the state of the st

Fox, Detroit
Detroit, March 12.
Lionel Hampton Orch (19) with
the Hamptones, Lurleam Harris,
Lorene Carter, Sonny Freeman;
Mantan Moreland & Kitty Murray;
"Blanche Fury" (EL).

Music Hall, N. Y.

Music Hall, N. Y.
Leon Leonidof, Russell Markert
production of "Curtain Time,"
with Paul Sydell, Patrical Bound,
Paul Hadron, Robert Mills, Frank
Scabolt, Dordby Berger, Anna
Dorn, Grace Thomas, Corpa de Baitet (Florence Rogge, chereorganer). Glec Club (Key Holley,
Greecher). Glec Club (Key Holley).
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Glec Club (Key Holley).

Another outside act would put just the right amount of the right a

tumult.

The Glee club's blues potpourri, with Richard Wallace as soloist, gets its quota of applause, and the finale is, as always, sock with the Rockettes providing applause-winning formations.

Jose.

## Sam Wood --- Continued from page 1 :

Consisted from page 1

Labelout and shift to a smaller section of the scene which would be enlarged and swung to the center of the stage. It's the same technique as we use for closenpa."

Wood said that many follywood taking legit parts. "They should like to stay in New York on an extended visit and, at the same time, work," he declared. Playwrights the page 10 th

## 'School for Acting'

'School for Acting'
Vet director-producer' would like
to see the industry establish a
school for acting in Hollywood.
The school for acting in Hollywood.
The school for th

side of the state Brightest spot on till is contributed by Billy Dee, band tendenty whose deadpan singing, danding whose data of the stable of the state of the



"FAMILY HONEYMOON" . "CRISS CROSS" . "THE FIGHTING O'FLYNN" -doing "NAKED CITY" business! -out-grossing "THE EGG AND I!" -hitting new highs everywhere!

And don't forget, coming up soon:

"RED CANYON" color by technicolor . "MA AND PA KETTLE" . "CITY ACROSS THE RIVER"

# **Picture Grosses**

# Cold Boosts Mpls. Biz; 'Command' Lusty 16G. 'Chicken' No Dish 17G

Lincken vo JISIA 1/4.

'Minnespolis, March 15.

'Command Decision' at State leads the alim parade of major newcomers here this week. 'Chicken Every Sundy' is fairly factor to long, the spoulistic. It's the third week for roadshowing of "Red Shoes" at the timy World. 'Wake of Red Witch.' also ja suidake of Red Witch.' also ja suidake of Red Witch.' also ja suidake the spoulistic state of the spoulistic state of the week for roadshowing of "Red Witch.' also ja suidake of Red Witch.' also ja suidake the spoulistic spoulistic state of the week for t

Lyceum (Nederlander) (1,90 50-70)—"Dark Past" (Col). Ligi \$4,000. Last week, "Lost Horizon (Col). (reissue), big \$6,500. (Col). (reissue), 75 Radio City (Par) (4,000; 50-70) "Chicken Every Sunday" (20th). Fairly good \$17,000. Last week, "John Loves Mary" (WB), same.

nonn: Loves Mary (WB), same.

RKO-Orpheum (RKO) (2,300;
50-70)—"Woman's Secret" (RKO).

Slim \$9,000. Last week, "Fighting O'Flynn" (U), \$8,500.

\$6,000. State (Par) (2,300; 50-70)—"Command Decision" (M-G). Powerful "State (Par) (2,300; 50-70)—"Command Decision" (M-G.) Powerful \$16,000. Last week, "Wake Red Witch" (Rep), big \$14,000. "World (Mann) (400; \$1.20-\$2.40) —"Red Shoes" (EL) (3d wkl. Word-of-mouth raves helping this. Big \$5,500 after boff \$6,000 pre-

# 'SMITH' SOCK \$15,000, -OMAHA, 'HAIR' \$8,000

Omaha, March 15.

"Whispering Smith" is far ahead
of anything in town with smash
session at the Paramount. Night
Has a Thousand Eyes" looks only
so-so at the Orpheum.

Estimates for This Week
Resembant (Trictates) (2 800: 16.

so-so at the Orpheum.

Estimates for Table (2,200; 16-65)—"Whispering Smith" (Par),
Smash \$15,000; Last week, "Dank Loves Mary" (WB), obe \$11,500;
Loves Mary (WB), \$11,500;
Loves Ma

# MINNEAPOLIS

(Continued from page 8)
Magic Fountain" (RKO). Modest
\$18,500. Last week, "Criss Cross"
(U) and "Strike it Rich" (Mono),
\$15,500.

\$15,500.
Loew's (Loew) (3,172; 50-75)—
"The Bribe" (M-G) and "The
Search" (M-G) Solid \$19,000. Last
week, "Act of Violence" (M-G)
and "No Minor Vices" (M-G),

week, No. Minor Vices" (M-G), \$13,000.

\$13,000.

\$1,000 (M-G), \$13,000.

\$1,0

"Jinx Money" (Mono) (III.A.J., ew. 100. Shady Oak (F&M) (676; \$1.20. \$2.40)—"Hamlet" (II) (61b wk). Down to \$3,000 after okay \$3,500 Shubert (Ind) (1,500; 78-1,20)— "Joan of Arc" (RKO) (4th wk). Off to \$7,000 following nice \$10,000 last stanza.

## DENVER

(Continued from page 9)
"Letter Three Wives" (20th) and
"Parole Inc." (EL), fine \$15,500.
Esquire (Fox) (742; 35-74)—
"John Loves Mary" (WB) and "Parole Inc." (EL), fine \$15,500.
Esquire (Fox) (742; 35-74)—
"John Loves Mary" (WB) and
"Harpoon" (SG), also Denver. Fair
\$2,500. Last week, "Hamlet" (U)
(4th wk), \$2,000.

Orpheum (RKO) (2,600; 35-74)— than 20,6 "Boy With Green Hair" (RKO) and bers in "Sword of Avenger" (EL). Nice industry.

\$15,000. Last week, "Joan of Arc" (RKO) (2d wk), \$13,500. Paramout (Pox) (2,000, 35-74)—"Canadian Pacida" (2010). Smash (2010).

## SEATTLE

SEATTLE
Continued from page 8)
Fine \$3,000. Last week, "7 Godmarker \$4,000. Last week, "8 GodMustle Hall (H-E) (2,200; 50-84)
—"Youn of Arc (IRKO). Huge \$15,000. Last week, "9 Hall (H-E) (2,00); 50-84)
—"Youn of Arc (IRKO). Huge \$15,000. Last week, "1000. Last week, "1000.

## ATLAS UNLOADS 50.000 OF RKO COMMON

OF RKO COMMON

Washington, March 15.

In sweapards sales in the month of the month

snares, as some small trading in Republic pix during the period prederick R. Ryan, a director, purchased 500 shares of the 50c. common; that gave him a total of 500 mon; that g

100 shares.
Albert Warner picked up another 200 shares of Warner Scommon; he now holds 444,500, plus, an additional 21,000 in a trust plus an additional 21,000 in a trust account. Harry Warner made a gift of 4,200 shares, but still kept 278,350 for himself. He has another 16,000 in his trust account. Harry Cohn gave away 1,400 shares of his no par Columbia Common, but still had 141,327 at common, but still had 141,327 at 1,326 Cohn bought 500 shares, and now has 48,366, plus an extra 16,957 in a trust account which unloaded 1,200 shares during the in a trust account which ded 1,200 shares during

# Film Council Votes To Join Pic Council

10 Join Pic Council
Hollywood, March 15.
Hollywood ARL Film Council
Hollywood ARL Film Council
Hollywood ARL Film Council
ARL Structure Industry Council
ARL Structure Industry Council
Film Council
Film Council
Hollywood ARL Film Council above
Hollywood Hollywood ARL Film Council
Holly Hollywood Hollywood
Hollywood Hollywood
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# **Delay Charlotte Suit**

Charlotte, N. C., March 15.
Judge Wilson Warlick has postponed the suit of H. B., Meselman,
theattrowner, angles, two theatre
chains and one individual, until
defense and counsel for plaintiff
have their arguments ready.

meiselman charges that the de-fendants conspired to send most of their first-run films to downtown theatres, thereby restraining the operation of his new Center thea-tre, which is not in the downtown

# Worst Is Past

may yet be plagued by new re-strictions in some minor countries— there's talk of limiting remit-tances in Guba, for instance—but grow better. The compromise reached with the Italian govern-ment by the U.S. industry is seen as an important sign. as more than the reprincipally focused on Britain, which at one time provided about 00% of all U.S. earnings from ment in the English situation—and there are some promising signs—

there are some promising signs— would counteract the restrictions imposed by a dozen minor coun-tries together.

Britain Very Important

tries together.

Britain Very Important
Faltering of the British industry's own production plans appears
likely to lead to a reduction of the
would open the way for more earnings by U. S. product, and unddependent of the control of the control
would open the way for more earnings by U. S. product, and unddependent of the control
would open the way for more earnings by U. S. product, and unddoubtedly greater remitteness as
Baksian Mollar patition important
government the lesson that quictas,
taxes and other hardships imposed
on Hollywood's output are not the
other domestic producers.
Italy is expected to pass a new
compromise measure worked out
the domestic producers.
It will abolish the
rep of the Molfor Producers
of America. It will abolish the
taxes and quotas which were
threatened against U.S. films. The
taxes and quotas which were
threatened against U.S. films. The
a small percentage of their income
at the legal rate of exchange, and
any continue to attempt to get out
deals, as they have done in the
past. In return they pay into a
special rund about \$4.500 for each
past. In current with the pays into a
special rund about \$4.500 for each
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past. In return they pay into a
special rund about \$4.500 for each
past. In germany, Austria and Japan.

In Germany, Austria and Japan.

urnable in 10 years without in-erest. In Germany, Austria and Japan-he U. S. companies are getting in the Cermany, Austria and Japan the U. S. companies are getting their out-of-pocket expenses back out of Economic Cooperation Addresses and the Cooperation of the

Aussle and Brazil Better

Austie and Brail Better Australians, it is reported, may ease it; "c'me on the 50% of American earnings they are now holding. Along with the rest of the United Kingdom countries, Australians of the American Countries, and the Country of the Countries, and the Countries of the Countries

Hollywood, March 15.

Hollywood, Arb. Film: Coulcil have been partially besten off, and has voted to participate in Motion and the property of the property of

# \$15,000,000 Salary Cuts

continued from page 5 creases in contracts. WBP pays unchanged Cheatre toppers pulled during the past fascal year.

Paramount's 1949 nut is set 1. Chas. F. Skuuras (2014) S610,900 (2014) Chapter 1940 (M.G.) 1564,320 (M.G.)

a slash of about \$1,300,000 yearly.
Columbia's payroll is lowest of
the majors. Company dished out
\$4,906,589 to 93 employees and 17
officers. Payments represent a
climb over 1947's \$4,510,800 total,

Production

While salaries of some studio heads were shaved, production maintained its time-honored spot of being the most lucrative end of the business. On this score, pro-duction chiefs held their lead ver-

cuction chiefs held their lead over company presidents or any other position available in the industry. Louis B. Mayer, Metro's studio head, again led the field with \$417,263. On the basis of receipts, all production toppers are listed as follows:

as follows:
1. L. B. Mayer (Metro) \$417,263
2. Darryl F. Zanuck (20th). 260,000
3. Henry Ginsberg (Par). 241,000
4. Harry Cohn (Col) ... 137,600
5. Jack Warner (WB) ... 132,100
6. William Goetz (U) ... 136,000
Dore Schary, Metro's production veeps who went out to the conveyer who went over 10 the conveyer who went out to the conveyer who went out of the conveyer who went out of the conveyed well un front with \$260,000 and the conveyer of the conveyed to the conveyer of the

veepee, who went over to the company from RKO in mid-year, is well up front with \$260,000 annually. Goetz dropped from third spot to sixth because he took a voluntary cut from his previous salary of \$254,000. RKO, without an overall head since Schary stepped out, is not listed.

Presidents
Compared to production paychecks, company presidents took the following salaries:

7. N. Peter Rathvon (RKO) 104,540 Blumberg's pay represents a voluntary cut from \$183,785 which he took in the preceding year. Rathvon was RKO prez only for part of the year but his contract carried out for the entire 12 months. Other salaries held from the year before without-substantial changes.

Distribution So far as the distribution wing of the business was concerned, the take was traditionally lower than production. Based at the New York h.o.s., the pay was roughly 50% less than the studios gave their chiefs. Distrib toppers were paid as follow:

pand as follows:

1. Wm. F. Rodgers (M-G) \$135,000

2. A. Montague (Col) ... 130,000

3. Benj. Kalmenson (WB) ... 12,200

4. Ned E. Depinet (RKO) ... 105,000

5. William A. Seully (U) ... \$5,000

6. Charles M. Reagan (Par) ... 86,233

6. Charles M. Bearn (Par) 88,23.

Economies took their toll in this category and several shifts in the payroll derby were registered. Scully, for instance, sild from No. Sculled from 2126,606. Rodgers, is collecting \$1,700 monthly on a share of profits which is figured in loop spill. Kalienton to climb a share of profits which is figured in the payrone of the profit of the payrone. The profit is now IRKO prez, probably with a pay boost. Reagen stepped out of lected until the end of the year.

Exhibition

S. M. H. Kinsphere (RKO) 75,000
Legal
With litigation still at epidemic proportions, position of general counsel is both important and incrative. Salaries of those listed incrative. Salaries of those listed literative. Salaries of the Sal "4" to cut the total to 185.

Universal closed its 1948 fiscal books in fifth place with total payments of \$3.397,741. U saved \$1,033,165 during the year by pinkelipping 24 of its high-bracket help. If now pays 119 in excess of \$20,000 annually. Still in sixth spot is RKO which is paying out a stimated \$3,000,000 yearly to a slash of about \$1,250,000 yearly to clumbin's hor about \$1,500,000 yearly (Columbin's harm).

\$111,006 in the prior year.

Poreign
Data on foreign dept. heads is incomplete because most of these execs are officers of subsids but not of the parent company. Arthur M. Loew, head of Metro's wing, is figured as the top-paid, Joseph H. Scidelman, 1's cutlent, took \$75,400 Murray Silverstone, 20th's chief, was paid \$96,850.

Murray Silverstone, 20th's chief, was paid \$96,500.

Charles Publicid veepee in Charles Charles Publicid veepee in Charles Cha

# Claim on PRC Involves EL in \$250,000 Suit

EL III \$\frac{1}{2}\to\text{J}\to\text{U}\to

absorbed PRC several years ago.
Action claims EL failed to render accurate reports on earning and accurate reports on earning the render accurate reports on the render accurate renders and renders accurate renders renders accurate renders re

Another EL Sult Hollywood, March 15. Manning J. Post has filed a \$75,000 damage sult against Eagle Lion, Prudential Pictures, Bank of America and National Trust & Sayings. ica and National Trust & Savings.
Post, who was associate producer
on "Northwest Stampede" with Al
Rogell, charges misrepresentation
by EL officers, overcharging in studio operating costs and improper
distribution of the film.

Springer's Own Sextet

Joseph R. Springer, general manager for the Century Circuit, N. La sersience, effect of six of the circuit's houses. Theatres involved are the Vogice, Triangle, Twoil, Quentin in Brooklyn; 43d Street, Long Island City; and Town, Flushing, Springer assumes peraction some time in the summer of the circuit's more discountered to the control of the circuit's house of the circuit of Exhibition
Despite the settlement of a stockholder action brought against I, hi and 20th for alleged excessive the circuit's houses. Theatres incompensation, Charles P. Skouras, head of National Theatres, will un'twoil, guentin in Brooklyn; 43d exce in the theatre end. Celling Town, Fushing, Springer assumes exce in the theatre end. Celling Town, Fushing, Springer assumes to Skouras, when the state of the

"One of the adult movie treats of the season!"

HOLDO HOLD (SAN FRANCISCO HOLDCHICAGO

MYRNA LOY · ROBERT MITCHUM

JOHN STEINBECK'S

The Red Pony

LOUIS CALHERN

'ECHNICOLOR

And now opening in America's finest Deluxe Theatres including: ALDINE, PHILADELPHIA • MALCO, MEMPHIS • ORPHEUM, SEATTLE • CIRCLE, INDIANAPOLIS • PARAMOUNT, NEW HAVEN WARNER and AMBASSADOR, WASHINGTON • PARAMOUNTS, LOS ANGELES, HOLLYWOOD • FULTON, PITTSBURGH • FOX, ATLANTA

# Clips from Film Row for WB and Loew's in tri-state area, joined Jim Alexander-Sam Finneberg theatre supply company as a salesman. Harve Hendel and Charles Blatt Clips from Film Row

## NEW YORK

John Hughes, formerly in charge of contract liquidations at UA home office, named assistant to Fred Jack, western general sales manager, filling spot vacated by Jack Wrege, who moves over as exe assistant to Edward Schnitzer, UA's eastern general sales manager.

## PHOENIX

Largest drive-in in Arizona being constructed here on a 12-acre tract by Fred Crockett, who is overseeing the building operations for Phoenix investor group. Estimated cost is \$200,000.

cost is \$200,000.

Construction will start this spring on a new Harry L. Nace theatre in Holbrook. Town's only present house, the Roxy, is 14 years old.

## NEW HAVEN

## ST. LOUIS

J. R. Minton and I. A. (Jack)
Palmer, West Frankfort, Ill., mistall television at drive-in for
which they have let contracts. The
500-car operation will be one mile
from West Frankfort.
Frank J. Gienn, Southern Illmist

town. Orpheum, Springfield, Ill., dis-continued its Saturday night bingo

continued its Saturaay fight offigo games, sold weekly theatre pass, good after 6 p.m. for 75c and theatres benefited. New 500-car drive-in near Sand-oval, III., will be ready this spring. Operators of blg cinemas here fear the worst since St. Louis Public Service Co., operator of all street cars and buses, decided to

# **New York Theatres**



MOTHER IS A FRESHMAN

PHIL BAKER . CAB CALLOWAY

ROXY 7th Aw. 4 =



RADIO CITY MUSIC HALL "LITTLE WOMEN"

June ALLYSON - Peter LAWFORO Margaret O'BRIEN - Elizabeth TAYLOR Inet LEIGH - Rostono BRAZZI - Mary ASTOR A MERVIN LORDY PRODUCTION
Color by TECHNICOLOR
A Metro-Geldwin Mayor Picture

SPECTACULAR STAGE PRESENTATION



abolish all passes. It was allowed to exercise option on withdrawal of weekly passes. Owners of motion picture thea-tres are opposing a state daylight saying bill introduced in the state

tres are opposing a state daylight saving bill Introduced in the state legislature. Franklin Franklin

## SEATTLE

SEATTLE
Sign Goodnan, former manager
for three houses for John Danz,
Wisconsin to enter new business.
Evergreen and Hamrick-Ever
Skouras meet in LA. without Wan.
Hendford. He was stricten with
stomach aliment and the po

## KANSAS CITY

KANSAS CITY
Carl Fiorella bought Bijon, subsequent-run on Missouri side, from
the Linde, has been facellited.
Glen Beckett is new manager of
the Home, Commonwealth circuit
formerly was with Fox Midwest.
Frank Meyers is back on job as
mad two long hospital sieges in
the last four months. Rudy Vinzant, assistant manager at the
last four months. Rudy Vinzant, assistant manager at the
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fegent, has heiped in house's oper-Durwood Chreuit moved Tom Wolf to Leavenworth, Kans., to be manager of Lyceum, and assistant of Roxy, firstrun here. The state of the Earl Brown maned manager of where he was with the Golden State-circuit. The state of the con-trained with the contract of the con-traction of the Kimo, foreign-tilm firstrun. Recently Meyer had been supervising all the circuit's houses Kimo manager, stays on to handle

here. Bob Scott, who has been Kimo manager, stays on to handle ad-publicity.

## MINNEAPOLIS

Paramount host at luncheon for exhibs as well as newspaper and radio people during visit of Bill Pine.

radio people during visit of Bill Pine.
Louis Orlove, Metro exploiteer, Louis Grieve, we wild clearly recovered from major sufficiently recovered from major Northwest Variety club gave an Appreciation. Night for Minneapolis Lakers pro basketball team. North Central Aliled and Minnesota Amus, Co. officials appeared before state legislative committee to the control of the control

os expere against bill which would admission as mad cities to impose admission as considered by the consideration of the boss Harry B. Prench, Minter vacations in Pfordat, the vacations in Pfordat, present the play local State, "wake of Red Witch, Light for second downtown week. Played two weeks in St. Paul. Bill Soper, Paramount booking with mumps. On job after tassite with mumps. Bill Musers paramount booking with mumps. Bill Musers per vacationing in Calinanger here, vac

as a salesman.

Harry Hendel and Charles Blatt
named to board of AMPTO at
special meeting of directors following annual convention.

lowing annual convention.

John H. Harris, head of Harris
Enterprises, honored James Balmer, his general manager, with a
dinner at Duquesne Club on latter's 40th anni with company.

Service and office employes of all major companies on Film Row received raise amounting to more than 11c. an hour, retroactive to Dec. 1.

Dec. 1.

ABC Drive-in purchased by MidWest Drive-in theatres of Boston,
headed by Philip Smith and Harold Stoneman of the Interstate circuit of New England. Mid-West is
one of the largest operators of the
open-air theatres in the country,
ABC Drive-in west of the left of the largest operators of the
ABC Drive-in west of the left of the largest openation of the largest openation of the left of the largest openation.

ABC Drive-in west of the left of the largest openation of the largest

## **Ex-Selznickites** Continued from page 5

from those mentioned above, New England will be handled by Ed-ward Ruff, while the western ter-ritory, worked out of Los Angeles, ritory, worked out of Los Au is still open. Agnew expects in actual operation by April operation by April 4, he

Outfit will have a dual function he explained. One group of will be distributed by a majo will be distributed by a major re-leasing organization and MPSC will only supervise sales, for which it gets a 3% cut on the gross. An-other group of films will be dis-tributed by MPSC itself, with Clark Film Distributors' (which also handle the Selzniek product) doing the actual physical handling Regular clarth fee will be collected on these.

ed on these.

Included in the initial category are four pix from the Nassour studios, first of which will be Abbott & Costello's "Africa Screams;" Harry and Edward Danziger's "ijg-saw," and the Franchot Tone-Irving Allein French-made "Man on the Elfiel Tower."

Being distributed by MPSC it-self — under Being distributed by MPSC itself — under a new scheme by
self — under a new scheme by
work on a complistion against a
guarantee—are "Prejudice," made
by the Protestant Film Commission and the Brail Brith; a group
of Harold Lloyd reissues and a few
other pix. In negotiation now and
of the Tathers," a sexer.

Agnew and Casanave will have
still another category of films in
which they hold a financial interest. They may go through a majorseveral pix to be made in Europe
in association with Nat Wacheberger.

Shift to Agnery Casanave

## Shift to Agnew-Casanave Forces SRO Reshuffle

Forces SRO Reshuffle
Resignations have necessisted a
major annual research of the residual re

# More Actors Ink Pacts

Walter Pidgeon, William Powell.
Dick Simmons, Frank Sinatra,
Red Skelton, Richard Stapeley,
Lewis Ston, Robert Taylor, Mel
Torme, Spencer Tracy, Robert
Walker, Keenan Wynn, Jacqueline
Duval, Claude Jarman, Jr., Margaret O'Brien, Mary Jane Smith,
Dean Stockwell and Elizabeth
Taylor.
Zülft's Stable.

## 20th's Stable

Taylor.

20th's Stable
Twentieth-Fox players include
Robert Arthur, Dana Andrews,
Lee Cobb, Richard Conte, William
Andrews, Lee Cobb, Richard Conte, William
Andrews, Lee Cobb, Richard Conte, William
Andrews, Lee Cobb, Richard Conte, William
Andrews, Lee Cobb, Richard Content Cary
Grant, Rex Harrison,
Harry James, Kurl Kreuger, Victor Mature, Millard Mitchell, William
Neff, Gregory Peck, Tyolor
Power, George La, Redward C.
Harry James, Kurl Kreuger, Victor
Work, Raine Corbe, Lee Corbe, Lee
Stone, Jimmie Tyler, Clifton
Annabella, Anne Barker, Valinda
Darnell, Alice Fave, Betty Grable
Annabella, Anne Barker, Valinda
Darnell, Alice Fave, Betty Grable
Lawrence, Betty Ann, Jean Jee
Lawrence, Betty Ann, Jean Jee
Lawrence, Betty Ann, Jenn, Mairon
Jenn, Miller, Miller, Miller
Lawrence, Betty Ann, Sheridan, Randy
Stuart, Jessica Tandy, Gene TiesHobinson, Ann Sheridan, Randy
Stuart, Jessica Tandy, Gene TiesHeen, Melen Wescott, Lortti
Young,
Don Hilcks, Harvey Karels J

lace, Helen Westcott, Loretta Young,
Don Hicks, Harvey Kareis, J. Parrell McDonald, George Mathews, George Meldy, Group Morens, George Meldy, George Mathews, George Meldy, Group Morens, George Meldy, Grand Meldy, Donna Hamilton, Kathleen Hughes, Edna Jackson, Man March, Debra Paget and Barbert Meldy, March Meldy, Grand, March Meldy, Grand, March Meldy, Grand, March Meldy, Grand, March Meldy, March Meldy,

Bill Soper, Paramount booking manager, back on job after table Hell be in charge of the eastern important of the property of t

June Allyson, Mary Astor, Karin prise Roy Acuff, Gene Autry, Warson, Storing, Byington, Teres ner Baster, Lucilie Ball, William Calli, Cyo Charlesse, Galday Moope, and Carler, Jorome Courldand, Jerone Gardner, Judy Gardand, Betty Cowan, John Derek, Stephen Garrett, Greer Garson, Kathyrn Garrett, Greer Garson, Kathyrn Garyson, Katharine Hepburn, Leba Barbaar Hale, Rita Hayworth, Berty Cowan, John Derek, Stephen Horne, Deborah Kert, Marking Hale, Barbaar Hale, Rita Hayworth, Leigh, Marjoric Main, Patricla Hale, Barbaar Hale, Rita Hayworth, John Johnan Reed, Mina Ross, ann Sosti Hind Russell, Fred Sears, Service Lead Turner, Beverly Tyler, Marcia Van Dyke, Esither Williams, but Three Stooges, Richard Lane, Van Heffin, Tom Helmore, John Hodiak, Van Johnson, Bustell, Fred Sears, Larry Keeton, Howards, Called Stories, Reginal Ook Helman, Starrett, Gig Young, Joe Besser, Warter Lawford, Rieards Montaiban, Frank Morgan, George Murphy, Barry Kelon, Reginal Ook Helman, Walter Pidgeon, William Powell, Montaiban, Frigeon, William Powell, Marcia Stolium, Richard Stanefev, Gale Storm, Aude Murphy, Barry Kelon, Reighad Ostanete, Garden, Add Cameron, Walter Pidgeon, William Powell, Bed Skollows, Richard Stanefev, Gale Storm, Aude Murphy, Barry Kenn, Ander Marchalle, Marchalle

the following:
Florence Marley, Rod Cameron,
Gale Slorm, Audle Murphy, Barry
Sullivan, Billy Benedict, Phil Brito,
Johnny Mack Brown, Jimmie
Davis, Gabriel Dell, Leon Errol,
David Gorcey, Leo Gorcey, Alan
Waters, Joe Yule, Company, John
Waters, Joe Yule, Elyse
Knox, Keye Luke, Joel Marston,
Jok Foote, Roddy McDowall, Whip
Wilson, Max Tertune, Johnny
Wilson, Max Tertune, Johnny
Wilson, Max Tertune, Johnny
Reno Browne, Andy Clyde, Theodora
Lynch and Raymond Waiburn.

Universal-International has term contracts with Abbott and Costello, Paul Christian, Mikel Conrad, Anthony Curtis, Richard Long Stephen McNally, Gar Moore, Donaid O'Connor, Patricia Alphin, Ann Blyth, Helena Carter, Yvonne De Carlo, Deanna Durbin, June Rul-ton, Patricia Hall, Dorothy Hart, Donna Martell, Anne Pearce, Meg Randall, Marta Toren and Shel-ley Winters.

Hall Wallis Production players include John Bromfield, Corinne Calvet, Wendell Corey, Robert Cummings, Don DeFore, Burt Lan-caster, Jerry Lewis, Diana Lynn, Dean Martin, Lizabeth Scott and Barbara Stanwyck.

Barbara Stanwyck.

Republic's players are Pat
Brady. George Brent, John Carroll, Bill Elliott, Riders of the
Roy Rogers, Forrest Tucker, Edde Waller, John Wayne, Rex
Allen, Roy Barcroft, Esperanza
Bauer, Adrian Booth, Monte Ilale,
Allen Lane, Adele Mara, Vera
Ralston and Grant Withers.

## RKO Lags

RKO Lags
Of the major studios, RKO has
the least number under contract;
Robert Bray, Dan Foster, Gloria
Grahame, Jack Paar, Tim Holt,
Robert Ryan, Robert Mitchum,
Jane Greer and Betsy Drake.
These last three are also under
contract to Selznick.

Samuel Goldwyn has pared down his contract list considerably and has only four at the present time. These are David Niven, Farley Granger, Joan Evans and Gigi

Eagle Lion also has four, in-cluding Richard Basehart, Scott Brady, June Lockhart and Lois Bütler.

There are approximately 50 players with one-picture deals with various lots, but these haven't been included in a round-up of those actually under term contract.

# Always --THE SHOWMAN'S FRIEND

in Los Angeles

500 Modern Rooms with bath and radio

# ALEXANDRIA HOTEL

Fifth at Spring • Los Angeles FRANK WALKER, General Manager Formerly at Olmsted, Clevoland, O.



SPORTSERVICE, Inc. JACOBS BEOTHURST BLDG BUFFALO, N. Y.





Adele JERGENS Screenplay by WILLARD YAKKEK

Jeanne MANET Directed by DOUGLAS SIRM Produced by IRVING STARR FAMOUS SONG HITS!

"Let's Fall In Love" "Fifi From The Folies Bergere" "I Want To Learn About Love" "Might (Sings A Lovely Serenade)"

# **NBC's Bid to Transcribe Sustaining** Shows Runs Into AFRA Snag on Pay

Shows Kuns Into a ATRA was with his plan in produce several with his plan in produce several was a substantial programs, a lass ling Crosby, for sustainer network airing. Hitch is that the company sought to do the stanzas at sustaining rate und that transcribed fees must be paid. Difference is estimated to Involve around \$500 per half-hour program.

Matter is a not work code. Rates for both sustaining and transcribed shows are stipulated, but there is no real definition of the two cates gories. So the substaining and transcribed shows are stipulated, but there is no real definition of the two cates gories. So to be a single date (mostly at the same time spot) the company claims they should involve regular sustaining method involve regular sustaining were the union takes the stand that the circumstances of broadcast are irrelevant, as the shows are to be via reconfluer. Understood to be a difference of opinion within AFRA as to the appropriate attitude on the question. One group believes that the union but the company claims of the company c

pay the ET rate for the shows or to demand arbitration of the dispute.

# WABF's King-Size **Program Pavoff**

A unique plan of selling evening time in six-hour packages is paying off for WABF, New York FM indie, which is now operating in the black for the first time in eight

years.

Bankrollers sponsoring abs-hour segments are Phileo, Columbia Records and Stromberg Cardun Deca Records certain expension of the Columbia State Quality Stores share a six-hour period, as do Emerson and Dynamic Radio Stores.

and Dynamic Radio Stores.

The king-size shows fit into WABF's program pattern, according to station manager Ira Hirschnann. The indie's policy calls for no interruptions of the music, and no interruptions of the music, and only compiler selections are played. "The clock must be sub-ordinated to the program." Hirschordinated to the program. Hirschordinate selections are proposed to the program of the p

# Tally Objects to Being 'Squeezed' (At Least Via A 'Tube') Sues on Jingle

Because she feels her given name "unique" and indelibly identified with her, Tallulah Bankhead has brought suit against Procter & Gamble, NBC, CBS and the Benton & Bowles ad agency for \$1,000,000 damages because of her "humiliation" over a singing commercial. Prell Shampou uses it as "Tallulah the Tube."

The jingle complained about follows:

"I'm Tallulah the tube of Prell, And I've got a little something to tell.

Your hair can be radiant oh so easy

All you've got to do is take me home and squeeze me."

me home and squeeze me."
The papers add, "The offensive and humilating use of the plainting are in the manner continuation in the manner continuation of the plainting a "tube" as the plainting to the public to 'take me hold of me." As a result, the document states, Miss Bankhead has been "distressed and humillated, and has been exposed to public relictive and contempt."

# Racket-Bustin' Series

Carl Jampel is writing and di-recting a transcribed racket-bust-ing series for Banner Productions. Show will be aired on local sta-tions under the aegis of Chambers of Commerce, with 75 citles al-ready lined up.

Raymond Edward Johnson has the lead.

# 'Stop Music' Game Not Up to Par

The "Stop the Music" impre-sarios are sorry it ever happened. Not to mention Paramount Pic-

tures.

Just when it looked like ABC's

"Music" giveaway had parlayed itself into one of its top exploitation
breaks to date (with Paramount
all set to move in the cameras for
some elaborate newsree! footage!
the film company gave up in disgust and called the whole thing
off.

Par wanted to capitalize on "Music's" use of the newsreel's theme song as the jackpot tune. But when Par became inundated But when Par became inumdated with telephone calls last week asking for the name of the tune, it got more than it bargained for. Par tipped the title to all and sundry and in disgust called off the camera boys.

camera boys.

"Music" producers were getting a little nervous, as well, for
the show came as close to a lottery as it will ever get. In view of
the attendant coast-to-coast publicizing of the title, it was just a
case of who got first crack at the
telephone call.

# Wain-Baruch Team Exit WMCA; 'Operations Boggs' Cues Wholesale Shifts

Luces wholesale Smits
Bea Wain and Andre Saruch,
who.for two and a half years have
been conducting the "Mr. and Mrs.
Name of the Mrs. and Mrs.
Name of the Mrs. and Mrs.
Name of the Mrs. and Mrs.
Name of the Name of th

sical tele package.

Boggs' new program pitch is to pick up peak spring and summer sports audiences, snagging additional fans by surrounding its New York Glants diamond broadcasts with live instrumental groups, variety shows and a musical scoreboard.

board.

With approval of the musicians union, station is dropping its 13-plece house orch, subbing small name" combos to total the same number of men. Policy, Boggs feels, will make every instrumentatist count, garnering listeners because of their name value. First, mind the control of the same value for the same value for the same value. First, which will take over a portion of the "Mr. and Mrs." strip.

strip.

Ted Steele will continue in his 10-11:45 a.m. spot, but when the baseball season starts April 16 his baseball season starts April 16 his season star

Advertisers who have been on the Wain-Baruch show since its in-ception include Robert Hall. Ca-nadian Fur and National Shoes. The title "Mr. and Mrs. Music" is owned by the station.

Indianapolis, March 15.

Bill extending to radio and tele
newscasters immunity against revealing their sources of information in legal proceedings was
signed last week [9].



ELLIOT WAGER

Carrying a background of department store advertising and free lance national scripting into his Job, Wager is a member of KLZ's top writing staff.

# **CBS** to Spot Reps: 'Come Out of That Fantasy Tower

Washington, March 15.
Interference by the Federal
Communications Commission with
network operations in national
spot sales prepasentation would
risk serious injury to the 'tender
infant itself which is, now television.' CBS said in rep, with
the nest ruled out of their territory.

The web contended that the arguments of the National Assn. of Radio Station Reps and of Edward Petry & Co, veer away from facts "into a world of hypothesis, theory."

netry & Co. veer away from facts "into a world of hypothesis, theory, assumptions, predictions and dancy," As the case before the fact, and the case here the fact, and the fact of the fact, and the fact of the fact, and the fa

tion is great as the right formulae for successful operations are sought. No one can now predict with assurance what will be the pattern of television operation a year from now."

"It is at this critical juncture, CBS said, that television "needs every possible freedom from arti-

(Continued on page 34)

Barry Gray Repacted

# For Another 12-Month Miami 2-Airer Deal

Barry Gray, who will complete his second year of broadcasting his second year of broadcasting his second year of broadcasting his on WHAT from Copa City here, April 30, was sigmed today (15) to another 12-month deal for his services by Murray Weinger, owner of the swank night spot. Program will remain with the Mutual system

Advertisers who have been on the Wain-Baruch show since its inception include Robert Hall. Gashield and the State of the S

# BMB: Broke, Muddled, Bewildered

After hurdling a major financial crisis last week, but still in a state of confusion and bewilderment, Broadcast Measurement Bureau saw its tuture placed in the hands of a five-man committee of the confusion of the confusion of the confusion of the confusion to the confusion to

bers—more than necessary—had agreed. All three network subscribers—ABC, NEC and CBS—back the bureau, as did the AAAA and several national radio bankrollers. Petits reports that 50,000 of the 650,000 ballots have aircesty. Petits reports that 50,000 of the 650,000 ballots have aircesty. Meanwhile advertisers, agencies and broadcasters are weighing the future of BMB. Many of them feel that a cooperative measurement bureau—one in which the seller of broadcast time, the buyer and the agent are all represented—is necessaryed with the group for five years. BMB should have power to act on its own, without being hamstrung by differences among the various reps. They point to last week's emergency meeting, at which opposing points of view almost brought about BMF semise. They add that control should lie, with those who put up the dough—the stations and networks, a top level voice in its policles, and won't lose a dollar if the bureau should fold.)

The NAB committee funt appointed has been instructed to come up with a plan for BMFs tuture by the Chicago convention, April present at the meet and may be called not make a presentation of his recommendations for BMFs continuation. As another industrient it put it. "BMF is going into the cocoon stage, but whether a butterfly will ever emerge is yet to be seen."

chuckled at the Madio Executives Club luncheon in New York last Thursday (10) as Harry Von Zell retold by transcription the story of his famous fluff—introducing the President on the air as "Hoobert Heever."

A few minutes later the former chief executive himself pulled a Von Zell. He referred to FCC Commissioner Wayne Coy as "Mr.

# Set N. Y. Clinic To 'Sell' FM

Complete agenda for the FM
Assn's sales clinic to be held April
1 at the Commodore hele. New
Commodore hele. New
Edgar Kobak, prexy of Mutual,
whose topic will. be "FM—Why
Not?" Linnea Nelson, chief time
buyer for J. Walter Thompson, will
discuss "FM From the Agency
Point of View."

Point of View."

William E. Ware, FMA prez, said
the primary purpose of the clinic
is to bring people in the agency
and advertising fields abreast of
the current status and development
of FM in View of the present "conrusion" over FM, AM and TW, "and
the probable future of each medium."

ddum."

Clinie will also hear Everett L.
Dillard, prexy of Continental FM
Network; Mai, E. H. Armstrong,
Inventor of FM; Ted Leitzell, Zenith public relations director; William H. Ensign, eastern manager of
Faught of the Faught Co, and Edward Sellers, FMA executive dirrector.

# Ex-President Herbert Hoover chuckled at the Radio Executives Club lunchen in New York **WMOB Purchase**

Mobile, Ala, March 15.
It was learned from an authentic source that Fred Weber, of New Orleans, formerly of WDSU in that city, has purchased at least 50% interest in WMOB, Mobile, and had obtained an option to buy the re-

While these figures were without confirmation, it was understood that Weber had paid \$50,000 to the Nunn Broadcasting Co, owner of the station, and had issued notes for an additional \$150,000. Nunn Co, of which Gilbert N. Nunn is the president, owns four other stations.

Num Co., of which Gilbert N.
other stations.
It is reported that the Num interests are planning to dispose of three stations under their control with stations in Lexington, Ky, and Amarillo, Tex.
An estimated \$90,000 was said to An estimated \$90,000 was said to the station of FM equipment.
Weber is former exec veepee of Mutual.
Weber is former exec veepee of Mutual.
Weber is former exec veepee of mutual to the station of FM equipment.
Weber is former exec veepee of mutual.
Weber is former execution of FM execution in Mutual web with the web with the web web with the web web with the web web with the web with th

# Jordan Named Radio-TV Head of Morris Agency As Murray Dies at 59

Transit Radio: Dr. Millard C. Faught of the Faught Co., and Edward C. Faught of the Faught Co., and Edward C. Faught of the Faught Co., and Edward C. Faught Co., and Edward Co., an

# NBC BARES SOUL-AND FIGURES

# **Loyalty Counts at ABC**

Circumstances under which U. S. Steel finally succumbed to NBCs determined pitch to win over from ABC the hour-long effective Gulid of the Air' show, with its incrative billings, has alreaded by ABC sexes.

Officials of ABC admit that they might have clinched their own bid to retain the show had they agreed to the terms haid down by U. S. Steel—at the expense of another and long-standing client. On the control of the control when the show had they agreed to the terms haid down by U. S. Steel—at the expense of another and long-standing client. On the control woodbruty's Louella Parsons #15 show. U. S. Steel to provide Woodbruty's Louell

# 'Security' Provision Seen as Clue To Paley's Burns & Allen Graboff

Variations on a Theme

With CBS' acquisition of Burns & Allen, here's how the web's new (ex-NBC-ABC) talent array will go to the post when Columbia preems its '49-50 broadcasting season in the fall;

Jack Benny,
Amos 'n' Andy,
Edgar Bergen,
Bing Crosby,
Burns & Allen,
Red Skelton,
Ozzie & Harriet,

CBS, Riggio In Tug-of-War On **Bill Lawrence** 

Vincent Riggio, American Tobacco prexy, wants Bill Lawrence, of the Arthur Godfrey Show on CBS, for his Saturday night Hit Parade program on NBC, as suc-

cessor to Frank Sinatra. CBS has Lawrence under contract and doesn't want to let him go.

tries.

Trade talk is that if Lawrence moves to Hit Parade, Lucky Strike will remain an atternon CBS commercial (Riggio, Jr., and CBS board chairman William S. Paley lunched together last Thursday, presumably on the Lawrence matter).

Circumstances under which William S. Paley grabbed off Burns,
and Allen as a CBS radio-TV extissive within 48 hours after Genteal Foods officially announced
eancellation of their NBC Thursday night show, has occasioned
considerable trade comment and
energiation.

speculation.

While CBS accents the fact that he B & A acquisition does not involve a capital gains arrangement, it's reported that there is from the proposed that there is the proposed but whether it is in the form of a pension isn't known, As usual in its wrapup, of ex-NBC talent, Columbia is keeping the contractual ramifications under wraps.

ramifications under wraps.

One angle that has particularly
cued eyebrow raising within the
tude is the manner in which
Music Oorp, of America stepped in
and negotiated the entire CBS deal
on behalf of a vet talent team that
has been agented by the rival Willlam Morris office for years. The
Morris office claims that the CBS
beat cannot affect its contract with
Negotiates the fact that WM's.

pean cannor attect its contract with MAE.

Neverthan the agency fled moved machinery for the CBS switchover, and and set up the involved machinery for the CBS switchover, flee, has occasioned much contract the contract of the case of

doesn't want to let him go.
On the other side of the ledger, CBS would like to convince Riggio.
American Tobaco's advantage to retain the half-hour, cross -the-board daytime period which it relinquished by cancelling out the Don Anether Your Lucky Strike. American the control of the control

# Davis' 'Ad Cantata' matter, In a new bid to regain the account, CBS last week auditioned a new half-low riew for presentation to American Tobacco. This emced by Robert Q. Lewis, with Agy Block's oreh and a variety of component parts involving top tunes, componer and amattely advectables. **As Sponsor Bait**

Something new in talent presentations to agencies and advertisers has just been whipped together by Pall Davis, the orch leader, in a but to wrap up a sponsorship deal for his orchestral-choir ensemble, but the state of the new part of th

Personant integration in sauerpersonant integration in sauerpersonant integration in the sauerpersonant integration in the sauerstation is strictly in the majorstation is strictly in the majorstation in the sauer in the sauerstrictly in the sauerstrictly in the majorstrictly in the majorstrictly in the sauerstrictly in the sauer

# 10-YEAR STORY OF COMPETITION

Over the past 10 years, the NBC C. CBS battle for billings has been strictly a nip and tack affair. NBC 148, racked up a total gross revenue of \$545,399,599, while CBS schieved gross time sales of \$537. CBS the strength of \$7,580,485 covering the 10-year stretch. When, a few months back, CBS was not seen to the strength of \$7,580,485 covering the 10-year stretch. When, a few months back, CBS was not seen to the seen to the

engaging in some letting-lis-halr-down statistics and revealing its billings.

While the 10-year financial picture adds up to practically an average results of the state of t

in front the past three years and IT's more 'than likely that the nip and tuck situation on gross revenues will continue through '49 and even '30, the assumption because the continue through '49 and even '30, the assumption solve the problem of reselling vacant time segments as they open but it is on the programming turn in CBS' favor unless, it's conceded, NBC buckles down and comes up with some qualitative replacements for the shows look to

# Heavy Legal Guns Rolling Into L.A. For Richards Case

For Kichards Case

Hollywood, March Lis

Thollywood, March Lis

The big legal guns are being

drawn up for the PCC hearing of

charges of slanting the news

standing and a stations in Detroit

and Cleveland, set for March 23.

Benedict Cottone heads up the

commission counsel, added by

and John Edgerton.

In the defense battery will be

Burton K. Wheeler and his son,

Calforell, Clair Stout and R. Russell Egan. Hearing expected

or un for two weeks, will be held

or un for two weeks, will be held

in a downtown Pederal courtroom

section anticipated.

# Ed Kobak's Successor Due by May. **But Does It Solve Mutual's Problems?**

Perils of Paul

CBS is kicking around two alternate titles for its upcom-ing documentary on Paul G. Hoffman's ECA (Economic Cooperation Administration.

Some of the boys lean to
ECAces. Others prefer "Tales
of Hoffman."

# **CBS Woos Allen** With 100G During '49-'50 Siesta?

Despite the multiplying offers he has received to "stick around" next season, Fred Allen says he is making no commitments for the '49-'50 broadcasting cycle. When he winds up for Ford Dealers in June he is taking a vacation, and right how he's not interested in any deals—radio or television.

radio or television.

Latest web to join in the "get Allen" sweepstakes appears to be CBS, and although there has been no official Columbia confirmation, the deal under which it is inviting Allen to join the William S. Paley roster is said to be precedental in character.

roster is said to be precedental in character.
Report is that Columbia is will inte to pay the comedian \$100,000 protective guarantee that he'll be committed to CISs when he does return the following season, and to CISs for the '50-51 season, he is to precive \$22,000 a week for his to precive \$22,000 a week for his it's reported CISs is willing to pay of the five top TV artists on Columbia at that time.

# CROSBY SHOW TO COST CH'FIELD 35G A WK.

Un FIELD JOJU A WA.
Bing Crosby's hidr-how CBS
program, to tee off in September,
will coat Chesterfield from \$80,00
that CBS, which owns and sold that
CBS, which owns and sold that
can be compared to the compact of t

# Dorothy Lewis Named **UN Radio Coordinator**

UN KAGIO COOPMINATO
Dorothy Lewis has been appointed coordinator of U. S. station relations for the United Nation relations for the United Nation relations for the United NaKean, supervisor of the English
language radio service.
Mrs. Lewis has served as coordinator for women's broadcast slince
radio education department and
recently completed a transcribed
interview series with 25 of the
world's outstanding women.

\$36,601,000

39,955,000 41,654,000 44,023,000 53,837,000 63,012,000 64,429,000 66,434,000 65,757,000 69,697,590

\$545,399,590

Gross Revenue CBS

CBS \$34,540,000 41,026,000 44,332,000 45,593,000 57,952,000 65,725,000 65,725,000 60,064,000 59,251,000 62,265,105

The Mutual Broadcasting System time table has been geared for the time table has been geared for the ments. A successor to Ed Kobok as prexy of the WOR-WOR-DO-Do-Lee-Yankee-dictated network is now sheduled for official release on or dent, in turn, will name the programming veepe as successor to Philips Carlin, who resigned a bast meeting of the Mutual board of directors in Chicago. Out of the Chi meet came the announcement that Kobak won a more considered to the control of the Mutual board with the Jack Straus-Theodore Streibert (WOR, N.Y.) and Mutual board chairman Leed dissent, and Mutual stock, losing out in favored a Kobak reprieve—but a reprieve of a Kobak reprieve—but a reprieve analogous to a client picking up a 13-week canceliable option on a 13-week canceliable option on a 18-week work.

a Kobak reprieve—but a reprieve—analogous to a client picking up a 13-week cancellable option on a program.

It is a construction of the construct

# **Hicks Ponders** Web Switch

Web Switch

Rather than give up his lucrative berth on "Theatre Gulld of the Air," George Hicks may take the same route as the U. S. Steelsponsored dramatic show and switch from ABC to NBC. Hicks the "Gulld" sirer and reportedly draws down \$500 a week for the institutional commercal spiels.

His moveover to NBC along with a whether he can get a release from his ABC contract. He's been on the ABC staff for a number of years, chalking up quite a record broadcast of the Normandy invasion won him critical kudos and top awards). Hicks currently has a cross-the-board morning co-op across-the-board morning co-op on its staff for Hicks.

It's likely, too, that during the summer, when U. S. Steel also bankrouls the ABC Symphony October 100 of the Hicks situation is somewhat anatogous (though in reverse) to go time, Hicks will take over Ben Grauer's amouncer beth.

Hicks situation is somewhat anatogous (though in reverse) to of identification, with the ABC Jergens Walter Winchell program. When ABC put Ww under contract and sold him to Kaiser-Frazer, cand sold him to Kaiser-Frazer, and sold him to Kaiser-Fraze

# 10 Years of NBC vs. CBS Competition: 1939-48

1	Spo	nsored Eve	ber Average ning Rating	No. of Spo Quarter NBC	Hours CBS	
ear	NBC	CBS N	BC % Advanta			
939	14.1	12.5	11	86	91	
		11.7	4	89	98	
940		10.9	15	94	100	
941			31	93	97	
942		10.2		95	105	
943	14.1	10.0	29	98	105	
944	13.2	9.7	27		117	
945		9.5	26	112		
946		9.9	23	112	113	
		8.6	30	110	106	
947		9.2	14	110	101	
948	10.7	3.4				

THE HENRY MORGAN SHOW
WITH Lies Kirk's Amode Stane,
Million Radiums spech, Ben Grauer,
Million Radiums spech speck spech speck speck spech speck s

MID AMERICA SINGS
With St. Mary's College Chorus
Froducer-Emee: Ken Heady
30 Mins, Sun, 230 p.m.

KOMO, Kansas City
Choral music as performed by
colleges in the KCMO listening
Komo, St. Mary College in the KCMO listening
Komo, St. Mary Colleges in the KCMO listening
Komo, St. Mary Colleges in the KCMO listening
Komo, St. Mary Colleges in the KCMO listening
Anternoon series recently begun
here. Station is doing it up in
regulation style, carrying full refferent college in the area each
sunday. This one featured the
chorus and Ceclian Choir of St.
Kayvier, Kan, about 40 miles from
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writer: Miss Ferera is Mina: Sun, 9:15 am. Sundaining New York Lydia Perera has been doing this show, which she created, for more timan a year. The idea is that she related subjects, the listener sending in the group used winning as prize. On the show caught the observation of the show caught the show can be shown to show the show can be shown to show the show

motion- presize undertaking with the promotion- presize undertaking with the profit he station, and a virtual half-hour commercial for each college, for the station, and a virtual half-hour commercial for each college, which will be a station and a virtual half-hour commercial for each college, but program thus farmed the coverage area. Heady's motion of each college, but program thus farmed the profit of each college, but program thus farmed the profit of each college, but program thus farmed the profit of each college, but program thus farmed the profit of each college, but program thus farmed the profit of each college, but program thus farmed the profit of each college, but program thus farmed the profit of each college, but program that farmed the profit of each college, but program that farmed the profit of each college to the profit of each college to the profit of each college. The profit of each college to the pro

CURTAIN AT TEN
With Leo Shull; Sam Wanamaker,
Alfred Dell, guests; announcer,
Paul Brentson
Producer: Ted Cott

Paul Brentson
Producer: Ted Cott
Director: Jack Grogan
15 Mins.; Mon.-thru-Fri., 10 p.m. Sustaining WNEW, N. Y. Assertedly due to the "enthusi-

"Asserted to be the "enthusiant response" provided by "The Lively Arts" with Gilbert Seles and the Lee Shull "Show Business" series, WNEW has evolved, "Curan at Ten," an across-the-boarder which will probe the amusement ridustry's wroter facets," Childred to the series of the serie

sirer was built around Shull's "Show Business" stanza, which was moved from 1st usual 10 p.m. Sunsmoved from 1st usual news from

PETE BERTASSÖ . 15 Mins., Tue.-Thurs.-Sat., .10:45

155 Mins. The Thurs.-Sal., 19:ab p.m.
White Mins. The Thurs.-Sal., 19:ab p.m.
Word Alban, 19:ab p.m.
Word Mins.-Sal. 19:ab p.m.
Word Mins.-Sal. 19:ab p.m.
Word Mins.-Sal. 19:ab p.m.
Word Mins.-Sal. 19:ab p.m.
Sal. 19:ab p.

# Followup Comment

Meredith Willson, in a change of character from his batoning or announcing, was an actor-author in Thursday's (10) edition of the almounteng, was an eston-stuncture.

In Turned year and the control of the contro

achieved. "Plekwick Papers." on "NBC University Theatre of the Air-gs" hour-long presentation last Sunday (13), was one of the top freats of the Air-gs" on the Air-gs" of the Air-gs" of

# From the Production Centres

IN NEW YORK CITY . . .

Warren McAlpine, London chief of BBC's North American Service, arrived Monday (14) to check on operations here, in Canada and on the Coast... Producer Martin Sitone in Bermuda for 10-day slests...

Pauline Frederick, ABC news correspondent, lectured to N. Y. Adventing Women's club yesterday (Tues)... Vince Dempsey, ABC news 

job on NBC directing staff. He has just completed work on an audition record of new program, "Left's Tell a Sons."

Addison Smith's "What Makes You Tick" airer coming out in book form this spring. Doubleday is the publisher. ... Art. Takum, Mitual's new vespee legal exec, in from the Coast. ... Bugh Terry in from Beneric Justice and the control of the staff of the control of the control of the staff of the control of the

Mart to doned: Yatt.As. Vacationing in foulywood, Fla. The Marting to reprise "Five Mysteries," this time with each Cost Myster Mysteries, and the Marting Mysteries, the five Myster Mysteries and Myster Mysteries and Myster Mysteries and Myster Mysteries. The Myster Mysteries and Mysteries and Myster Mysteries and Mysterie

Rocco Tito handled directorial chores on "Arthur Godfrey's Talent Scouts" broadcast Monday (14) during Jack Carney's absence... Archie Bleyer, musical conductor on "Talent Scouts," in Miami (14) for a week's vacation.

# IN HOLLYWOOD . . .

Now that James Rooseveit has been signed for a sponsored com-mentary series on ABC (three Coast stations) the wags will be referring to it as the Rooseveit network. Already on the skein are Eleanor and Anna Rooseveit... NBC's Screen Director Guild show becomes Screen Directors Playhouse to avoid conflict with Screen Players Guild, the industries and health show. Winstan Chyshill's address March 31. industry's own charity show connect with Screen Players Guild, the industry's own charity show connect with Schurchill's address March 31 cancels out Al Jolson and Dotty Lamour... The Bob Hussers (Y&R) regaled on their 12th anni... Neal Reagan of McCann-Erickson setting up two broadcasts from here for Harvest of Stars to coincide with ting up two broadcasts from here for Harvest of Stars to coincide with James Mellon's concert dates. ... Andy Potter of the Esty agency has been auditioning potential Blondies for the past two weeks. Tom Leckenbill is around to sift the leading candidates. ... NBC is not only gratising parking for its stars but holding their space with a big star with Heir hame across it. ... Beddy Clark went to the hospital for show-and a diet. ... ilmmy Durante will take over the tavern for a show-and a diet. ... ilmmy Durante will take over the tavern for a week while Ed Gardner rests up at Miami from the Shammock holel shindy in Houston. ... Andy Devine is now a regular with Lum and Abner. ... Lynn Castille, formerly of the Broadway stage and now airing daily over KHJ, is framing a turn for tele.... Tom Luckenbill is after MEC to clear time following Theatre Culid next season for Screen following Lux.

Univ. of Chicago chancellor Robert M. Hutchins will spark a nation-wide alumni raily via NBC March 20...Don Baisamo new WIND sales-man...ABC legal eagle Watt Emerson back at desk after sickness... Chi restaurant owner Dario Toffenetti one of angels for new FM sis-

# NBC'S 'EAST COAST REPEAT'

# NBC: 'Now Beat Columbia'

Principal topic around NBC headquarters in N Y, the past week were the "Royal-isms" expounded by network weepes John F. Royal at last Thursday's (10) inter-oganizations meeting to acquaint the full personnel with the new policies formulated by the web. Royal, who duplicated his recent Chicago focal when he literally become the property of the North Control of the Property of the North Control of the Property of

cepted as a second of the control of

NBC can blame its smug feeling for its inactivity the past few years. It was the same old stars in the same top spots, with the same old gags, until it looked like they'd be running around the studio halls in wheelchairs and on crutches.

Out of despiration CBS, which had hat a number of shows to NBC, was forced to take a tremendious business gamble. The odds NBC, was forced to take a tremendious business gamble. The odds ness may warrant. They rate an "A" for courage, but you don't ness may warrant. They rate an "A" for courage, but you don't ness may warrant. They rate an "A" for courage, but you don't come than in show business. So they grabbed off some of NBC's big name acts. So what? There's no business where change is more well-come than in show business. That's our business—show business on a grand, colossal, stupendous scale. Change is usually good, and this is one of the times. Talent comes and goes, and we're and the study of the coming our way. NBC, racing a challenge, is meeting it head on.

Everybody in NBC should become show-conscious, talent con-scious and service conscious. They'll have to think up new ideas. Nobody can afford to be timid.

There are 178 NBC stations throughout the country and they're all going to be NBC talent scouts, for among the 148,000,000 people in the U. St. there are potential stars and it's up to NBC to find them. They may be in the amateur and semi-professional dramatic groups. They can be anywhere and everywhere. Just as baseball has its planned scouting and minor league training; just as the prizefight racket and the 'holier-than-thou' coolege football industry have scattered scouts; just as the film companies are now making a concerted search for latent—it's equality important for

Most of the hits in the theatre today are without old stars. They're mostly fresh talent. NBC isn't advocating talent kindergarten, but a continuous flow of new features. Sam Goldwyn is coming up with a completely unknown girl in his forthcoming "Roseana McCoy." But the Hathelds-McCoys feed was only a creampuift to the one now starting. There'il be plenty of feudit and fusish it his new fracas. True, Hollywood is still featuring many of their old stars, but some are creaking in created in the control of the con

In Hollywood, New York, Chicago, Denver, Washington, Cleve-land, San Francisco—all the MPC stairs are setting on the band-land of the Chicago of the Chicago of the Compensation for everyone that's submitted and used.

Talent also means writers. Without material, the actor would by up and die. It's particularly applicable to television. The day up and die. It's particularly applicable to television. The ing I'v set, but let's not kid ourselves—the show's the thing, now and always.

# **Pre-Air Tempers** Kill St. Loo Show

St. Louis, March 15.
Pre-broadcast verbal fireworks forced cancellation of an established radio program broadcast weekly over KKOK, St. Louis. More than 100 broadcasts have been aired in the series of discussion programs, titled "Wake Up, Louis" but the program scheduler of the series of the program scheduler of the series of general disagreement among the participants. St. Louis, March 15. Pre-broadcast verbal firewor

# Ed Gruskin's ECA Paris Radio Post

Ed Gruskin, head of the North American Service of the French Broadcasting Service, has been ap-pointed chief radio officer of the Economic Cooperation Administra-tion. He will have headquarters tion. H

tion. He will have headquarters in Paris.

The appointment is expected to use In a big public relations proting the property of the proting of the proting of the large-scale efforts by the U. S. to help Europe and will also tell the American public of the importance of ECA and to this country. Feeling is that the importance of ECA and to this country. Feeling is the proting to the importance of ECA and to this country. Feeling is the proting the importance of ECA and to this country. Feeling is the importance of ECA and to the importance of ECA and the importance of ECA and

April 3.

will's Talent Pay Hike Mill's Talent Pay Hike

# GETS 'PLAYBACK'

NBC last Thursday (10) staged a one-day homeoffice clinic for all employees which, in effect, was an "east coast" repeat of the web execs' talks that highlighted the re-cent NBC-affiliates meet in Chi-

excest talks that highlighted the recent McGarfillates meet in ChiThe. network echelon reasoned that the combined story of "Operations: 1948" has such singular importance of the control of the contro petition, with exec veepee Charles R. Denny, Carleton Smith, George Frey and Norman Blackburn among the others carrying the NBC ball.

# **Battle Looms For** Mex-Held 540kc.

Washington, March 15: A battle for the 540kc frequency, which is now being used in Mexico with superpower, began developing before the Federal Communication. with superpower, began developing before the Federal Communications Commission yesterday (14) as the resuit of a petition field by the lowest stations of the petition field by the lowest stations in Kansas City, Mo. (KMBC), and Concordia, Kan. (KFRM). Midland served notice it is preparing to file an application in the preparing to file an application of the preparing to file an application of the preparing to file an application of the preparing the preparing to file and provided measures are taken to operating in the 510-530c the frequency provided measures are taken to operating in the 510-530c band. Midland said that 540kc it being used with 50kw power in Sankathowan, Can. under an agreement try has not insisted on a requirement that directional antenna bused. A year ago, the petition said. Mexico notified the U. S. it 150kw power in San Luis Potosi, employing directional antenna at night. The U. S. protested this action last December, said Midland, but, notwithstanding, "there is a Continued on page 351: (Continued on page 34)-

# Samuels Named Head Of ABC Western Div.

UI ABL Western DIV.
Frank Samuels, acting manager of the division by the same ager of the division by Exec V.P. Robert Kintner. With net since 1945. Samuels was samed general manager of the division by Exec V.P. Robert Kintner. With net since 1945. Samuels was easies atmoger down from Prisco. Other ABC promotions elevated John Edwards to program director. Other ABC permotions elevated John Edwards to program director manager.

# CHI 'PEP SHOW' | Gal B'casters Lose Independent Status: 1.500 Put Under NAB Wing

She Keeps Trying

She Keeps Trying
Chicago March 15.
One district chairman of the
Assn. of Women Broadcasters
told the convention she had
been "inspired" by the work
Planning her area convention, she got the governor,
mayor and other prominent
tion, she got the governor,
mayor and other prominent
ton, she got the governor,
mayor and other prominent
ton, she got the convention.
"However," she concluded,
"However," she concluded,
"However," she concluded,
unwhered one. 'So I am here
to get inspired all over again,"

# **General Foods** Mixing Up Its **AM-TV Batter**

Trade nomination as the most turbulent multiple-programming account of the season is General Foods. Right now it appears to be manybed's guess as to how the GP amphed's purpose as to how the GP amphed's purpose and more and more with television) cheeks in for the '49-50 ride. On top of last week's cancellance of the complex of the com

Willson broadcast (for Jello) is March 30.

There are two other Jello shows, March 30.

There are two other Jello shows, McCs "Adrich Family", even with the shows a state of the state of

# TAYLOR, WLS, KLZ COP DU PONT AWARDS

CUP DU PUNT AWAKUS
Henry J. Taylor, ABC news commentator, W.S., Chicago, and KLZ,
Denvey, received \$1,000 and the
annual Aifred I. Dulyon awards,
Cl2) on an ABC broadcast.
Taylor got the annual commentator award for "expert, informed
news." The station awards, divided
into two categories on the basis
of power, went to KLZ, CBS affilitio VWLS, ABC outlet, in the over
5-kw. class. Stations are cited for
votstanding meritorious public
votstanding meritorious public
votstanding meritorious public
ideals.

# Novik Repping NAEB At **UNESCO Cleve. Confab**

It may be a case of the canary swallowing the eat with femme broadcasters joining the NAB as a separate department. Assn. of Women Broadcasters joining the NAB as a separate department, Assn. of Women Broadcasters lost its independent satus last week here at unanimously to put its 1,500 members under the NAB wing.

Trade talk hinted that NAB had sold a silke deal, but the femmes aren't having any. AWB officers made it plain that they were going into deal with eyes wide open and if the care size of the care with the with the care with the care

attempted.

Schedule calls for elimination of AWB national officers, with Pat Griffith, NAB's director of women's

Griffith, NAB's director of women's activities, as exce secretary of new femme department.

An 11-member committee will represent 17 AWB districts, with the chairwoman to be pleked by the NAB president. District AWB meetings will be held only with approval of district NAB directors.

meetings will be held only with approvals of district ANB directors, as a proposal of district ANB directors, gale under complete NAB control, but in the light of AWBs terrile expansion it may be question of who's doing what to whom. Some who's doing what to whom. Some who's doing what to whom, Some borship ower past year, and AWB bership ower past year, and along officers are looking for a national 3,000 figure in two years.

Maurice Mitchell, NAB broadcast ad director, scolded femme alrers and commercial chiselers." He alid women broadcasters were frustrated radio salesmen by given the standard of the standard of

# Seebach's Return **Boosts WOR's TV**

Appointment of Julius F. See bach, Jr., as veepee in charge of programs at WOR, N. Y., is seen as a big plus for the station's video operations, skedded to start this summer. Seebach, for the last this summer. Seebach, for the last two years administrative secretary of the Metropolitan Opera, will be given full charge of both TV and AM programming, but it's felt at the Bamberger station that the new topper will concentrate on the visual medium.

visual medium.

Opera, it's pointed out, is a sight-and-sound medium and See-bach's experience at 1417 Broadway opera house will be valuable in the tele department at 1440 Broadway, across the street. In addition, Seebach handled labor relations for the opera and will be familiar with practices of many of the unions involved in the tele picture.

Seebach will return to WOR as a member of the board of direc-tors. He was on the board for sev-eral years, until he resigned in De-cember, 1946, to go to the Met.

# Russells Set For Comedy Show on NBC

Lomedy Show on NBC.

Andy and Della Russell. currently appearing at the swank Mayfair Room, Blackstone hotel, here, are being set for a five-a-week. 15-minute NBC stint, problemed to the swank Mayfair Room, Blackstone for the William Morris agency, will not be on the Mr. & Mrs. slant but on situation cornedy, similar to be cut flared. Quarter hour to be such as the swallable on tell.

Duo goes back to the Courter of the swallable on tell. CBS' Young Love

CBS is prepping a new 30-min.

Morris S. Novik, radio con, we will not made executive secretary of the National Assh. of Educational Proadcasters: Harold Engel, direct that of husband and wife attending college will be played by Jamet Will and the National Assh. of Educational Francisco and the National Assh. of Educational of the William Morris agency, will be will be played by Jamet William and the Cornel of the C

# Film Cos. Stymied Till FCC Rules Whether They're Anti-Trust Violators Washington, March 15. Washington, March 15.

Washington, March 15.

The Federal Communications Commission will soon hand down and the season of the season will soon hand down as the season of the season will soon hand down as feding it—whether motion picture company violators of the nutritude at are to be barred from the television station field.

"The work of the season of the se

and Schine Chain Theatres, Inc., which operates a radio station in Archive or the control of the

motion picture companies, and the motion picture companies when the three three motion is the three motion in the three motion in the three motion in the motion picture industry. Fox declared, have only in the motion picture industry. Fox declared, have only in the motion picture industry. Fox declared, have only in the motion picture industry. Fox declared, have only in the motion picture industry. Fox declared, have only in the motion picture industry. Fox declared, have only in the motion picture industry. Fox declared, have only in the motion in the mo ing that such investments might be forever lost "by one swoop of a Commission decision."

# WXYZ Crews Readies Timely Film on Tiger Pitcher After Accident

Detroit, March 15.

Detroit, March 15.
The on-their-toes crew at WXYZTV did some fast: cutting and
splicing and came up with a timely
film Friday (11) on Tiger pitcher
Art Houtteman just a few hours
after he was critically injured in
an auto accident near the Tiger's
spring training camp in Lakeland,
Fla.

Scenes of Houtteman in action were taken from film shot only two days before the accident. The camera had caught enough of the popular young hurler so that a complete reel could be pleced together.

complete reel could be pleed together.

The 'Tilger's in Training'' flim
series began Wednesday '9). The
series began Wednesday '8). The
flim to Le shown Wednesday's
flim to Le shown Wednesday
flim
flim to Le shown Wednesday
flim
flim to Le shown
flim to Le

## JOE ANSEN INTO VIDEO

Hollywood, March 15.

Joe Ansen, for eight years story
editor and writer in Pete Smith's
shorts division, ankled Metro for
video.

video.

He and John L. Greene, author of "Blondie" airshows, formed a narthership to produce vidpix, first of which goes after Ansen winds documentary short for Herb Morgan of Fact Films.

# Copa Line for 'Toast'?

Copa Line for Toast?

CBS: "Toast of the Town" is a common to the Copa girls of the Straight vaudeo classification and give it more of a rever flavor. Jack Wray, CBS director and choreographer of "Call Me Affister," will create the Copa girls of the Copa girls of

# Philly Liquor Dealers Win First Two Moves In Fight vs. Taproom Tax

Philadelphia, March 15.

Philadelphia, March 15.
Litura dealers won, initial
moves of the property of t

sets that they are tax.

The State Liquor Control Board, which has already imposed a \$120 annual tax on saloons with television, agreed not to attempt to collect the levy, pending the outcome of a suit in the Dauphin county whirts.

lect the levy, pending the outcome of a suit in the Dauphin county commend for the Philly I liquor dealers filled an equity suit at the state capitol, charging that the tax is excessive. Arguments on this suit are to be heard by the end of Board will be absect to show cause why its \$120 annual tax order should not be restrained.

The legal impasse had one impaired to the commendation of the commendation that was putting out coin-operated tele sets for bars and hotels. The matter is the commendation tele rewards the commendation teles rewards th

# MONOGRAM'S SPECIAL UNIT FOR TV FILMS

Chicago, March 15.

Steve Broddy, president of Monogram Pictures, announced the formation of the Monogram Pictures, announced the formation of the Monogram Pictures, and the Monogram Pictures, and the Monogram Pictures, and the Monogram Pictures, and the Monogram Monogram Pictures, and the Monogram Pictures, and the Monogram Pictures, and the Monogram will use the Monog

# ABC-TV's 5 New Outlets

ABC's video network has added five more stations. KRSC-TV, Seattle, and KLEE-TV, Houston, are

attle, and KLEE-TV, Houston, are already on the air, and bring the humber of stations operating in the ABC-TV net to 21.

TV, Indian polits, scheduled to start operations June 1; WCPO-TV, Cincinnati, to start May 1, and WSNS-TV, Columbus, to start Aug. 1.

# P&G's 'Fireside Theatre'

starting April 5. Tentatively titled "Pireside Theater," program will be handled by Compton agency. Packagers and talent agencies talking with Compton include MCA, William Morris office, General Amusenent Corp., Harry Omerie, Lawrence White, Frank Cooper and Dwight Welst. Program will defrager of the agency's realio-TV division.

# TV City Shaping Up On West 66th St., With WOR Joining ABC in Studios

A TV City may be shaping up on New York's West 66th street. WOR-TV, scheduled to start commercial operations this summer, is negotiating with ABC-TV to sublet 10,000 square feet of space in the net's video studios. Lease, which would run for two and a half years and cover rental of two studios, may be signed this week. Possibility of 66th street's developing as a tele center is raised be cause the St. Nick Arena, which cause the St. Nick Arena, which could be converted into a video lot, is on the same block, and nearby houses could be torn down or turned into video headquarters. It's also pointed out that NBC-TV programmers find their 103d street studios far from the center of activities.

studios far from the center of ac-tivities.

WOR-TV will take over the 67th street side of the ABC building and will have offices in an adja-cent building. The Bamberger outcent building. The Bamberger out-lett is also negotiating for one-or two theatres from which to origi-nate teleshows. Among other the-bands of the control of the Shuberts. Wolfs talking to the Shuberts. ABC-TV has five studios in the 66th street building—one 100 feet by 200 feet, another 50 feet by 75 feet, and three smaller studios in the basement.

# WICU, Erie, Makes Bow: Pacts All 4 Networks

Erie, Pa., March 15.
With WICU, Erie Dispatch television station, scheduled to make its commercial bow today (Tues.), was revealed that the Telen it was revealed that the Telenews-International News Service daily newsreel is the first sponsored show sold by the outlet. Bankroll-er is the Erie Brewing Co. Station exces, meanwhile, dis-closed they have inked affiliation contracts with all four TV net-works. Programs will be fed via kinescope recordings until about June, when Erie is expected to be connected with the webs by coaxial

cable. Station plans also a full schedule of local programming. Publicity attendant to the station's opening, which had been given full opening, which had been given full play in the Dispatch for the last several months, was climaxed last week with an Open House, with the public taken on conducted tours through the station.

# Chrysler to Sponsor Det. Flower Show on TV

Detroit, March 15.
Chrysler Corp., through Charles
Adams Productions, has purchased
a half-hour television showing
March 31 of the annual Detroit
Flower Slow on WXIZ-TV. NeFlower Slow on WXIZ-TV. Slow
the program of the way feed
the program of the way feed
the program described on the control
and eastern-midwestern networks.
Arlien Francis is being considered as emece.

# Cleve, Bullish on TV

A bullian Video market exists in Greater client, where \$\)5,802 sets were sold sets of the set of the set of February, a new monthly high. Of the sets sold, \$\)5,622 went into private homes, Total sets in this area now is over 30,402, of which 27,279 are in private homes. Feb-poly increase is 147% over Janua-

# CBS' Television Today' Film

CBS yesterday (Tues.) previewed to an audience of newspaper and magazine writers its initial excursion into film production—a Seminate documentary called "Television Today." Produced by Vic Statier, CBS verse in charge of promotion, at a cost of \$60,000, vic states, CBS verse in the contract of the co

civilitate to poliustics, almong in month of the general public.

As a vehicle of entertainment, the three-and-shalf-reel rear public.

As a vehicle of entertainment, the three-and-shalf-reel visual investigation of all major aspects of video comes off with some striking results, certains and read to the intermediate of the properties of the control of the striking results, certains and the striking results, certains of the striking results, certains and the striking results and striking and the striking and th

# European Tele Hobbled by Supply Shortage; French Eye Stratovision

# Swift's Kennel Club Coin

WBKB will telecast two hours of the International Kennel Club show at Amphitheatre March 26. Video will show field and water trials, with Russ Davis commen-tating. ting. Swift & Co. sponsors through J. alter Thompson agency.

## Wometco-Owned WTVJ Set for Miami Premiere In 2-Hr. Test March 21 Miami, March 15.

Following monthly series of test patterns, first television station south of Atlanta will premlere with a two hour minimum programming plan on March 21, when WTVJ takes over Channel 4 in the Miami

takes over Channel 4 in the Miami area.

Controlling stock in the new video outlet is held by Mitchell Wolfson and Sidney Meyer, cover of the control of the

# HARTFORD TWIDDLES ITS VIDEO THUMBS

ITS VIDEO THUMES
Despite assurances that coaxial
tele cable will be run into Harford in very near future, all indiscations are that in the capital
cations are that in the capital
cations are that in the capital
twill run cable here, tying in with
New York-Boston line within six
Well York-Boston line within six
New York-Boston line within six
However, this city and rest of
state will have to depend on New
Hovers, those-powered station,
However, this city and rest of
state will have to depend on New
Hovers, those-powered station,
However, this city and rest of
state will have to depend on New
times of the FCC freeze on tele
une of the FCC freeze on tele
pupilcants for two channels here.
No hearings that been badd,

Radio Luxembourg, Europargest commercial broadcasti Radio Luxembourg, Europe's largest commercial broadcasting outfit, is currently setting plans for television operations, accord-ing to Louis Merlin, head of In-formation et Publicite, RL station

Among the technical schemes being eyed, Merlin disclosed, is Westinghouse's Stratovision sys-tem of networking TV programs through the use of planes.

Television operations on the rest of the European continent, meanof the European continent, meanthe experimental stage. Merlin said, Handicapped by postwar building restrictions and material shortages, the western European countries are finding it difficult to supply a mass market with reasonably-prieded ably-brieded ably-brieded ablyprieded ably-brieded ably-brieded ablyprieded ably-brieded ably-brieded ablyprieded ably-brieded ablyprieded ably-

ably-priced sets.

In contrast to Britain, where set sales are rapidly approaching the sales are rapidly approaching the sales are rapidly approaching the sales are rapidly approaching these, moreover, are installed in government bureaus interested in government bureaus interested in two developments. Video programming from the government per properties of the sales are properties. The sales are sales a

newsreels predominating.

Holland has a firstrate experimental station now in operation with the Phillips Co., manufacturers of electrical equipment, tooling for mass production of sets. Beiglum is close behind in clearing the way for regular programming. Spain and western Germany, however, have not taken any steps as yet towards TV.

Merlin, visiting the U. S.-ta-o.o.

Merlin, visiting the U. S. 4000. video developments and to contact RL sponsors, leaves for Paris Saturday (19).

# Crosley Fellowship For Educ'l.-TV Study Awarded to Kentuckian

Cincinnati, March 15.

AWATGGG tO A CHILLICKIEM

Russell Helmick, Northern Kentucky, educator, Inst week was
awarded the Crosley Brondcosting

Chichinati for the study of the relationabily between education and
elevision. Helmick is now to
cation and tele can be joined for
the best public interest.

In announcing the award the
university a Din Career for
the best public interest.

The announcing the award the
university and the study:
tanalysis of Trdio education to discover mistakes to be avoided;
tanalysis of TrV programs available
cover in the study of the school and
home facilities for utilizing video
programs; study of teacher atticourses with editection programs
of TV studys with editection programs
of TV studys with editection programs
of TV studios; investigation of
pupil attitudes towards the corretation of TV shows with the
educational levels at which tele can
be made most effective.

# SPOTLIGHT DUE ON SAT. NIGH

# 4A's Blueprint on Jurisdiction

Pollowing is a minmary of the proposed plan, formulated by the Associated Actors & Artistes of America special committee, for the organization and regulation of performer jurisdiction of television. Without any union elihopulabing its claim to jurisdiction, the governite and the proposed proposed to the proposed prop

ers themselves.

The property of the property

Actors (GIII).
NTEC to be empowered to employ a chief. TV
NTEC to be empowered to employ a chief. TV
NTEC to be saight nepositation sent administration except and
assemblination of branches of the 4A% (subject to say branch
among available excess of local member unions: At the end of a
year, local TV berformers to determine their own elective proc-

year, local TV performers to determine their own elective processes.

Also, to draw up a provisional code for national and local administration, including provisions for local membership meetings, all subject to approval of local performers; to approve or reject the strice of the processes of the processes of the processes of the processes of the strice of the str

During the last quarter of the first year there is to be a conven-tion of TV performers to choose a form of government for the field, the decision to be binding on the 4A's.

# **Talent Unions May Bypass AGVA On Program for Joint Control of TV**

The American Guild of Variety Artists, which upset the recent plan to merge the performer unions, may also stymie the move for joint regulation of television. New split has occurred between the various actor unions and, if a settlement is not reached soon, the other groups may proceed with steps to regulate the video field without AGVA.

without AGVA.

The new program for joint control of TV is being considered by the boards of the various unions.

The Actors Equity council had a preliminary meeting on the subject last week, with indications that the legit organization will favor it. However, at a meeting of the (Continued on page 30)

# Slate O&J For **Buick 1-Hr. Show**

Ole Olsen and Chic Johnson are tentatively set to make their tele-vision debuts June 29 in a new Vision debuts June 29 in a new hour-long show sponsored by Buick through the Kudner agency. Show is expected to follow O.&J.'s "Hell-tapoppin" format, but no other cast members will be signed until the deal with the stars is definite. Dealick last week optioned the Manual Company and the star of the area. The star of the area of the star of

# Mitzi Green Package

MILI Green is starred in a once-weekly half-hour TV situation comedy called "Manhattan Mary." which has been packaged by San Taylor and Norman and Irving Pincus. Flexible format permits for song and dance sequences. MCA is handling the package.

In a Few Words
Tex McCrary, whose new
TV show, "Preview," got recritical going-over, observer
critical soling-over, observer
last Monday 17 might be
boiled down to 'Death of a
Salesman."

# Jersevites Prefer Their TV at Home

Popularity of television in New Jersey taverns is fading, according to reports in Newark, N. J., this week. Taproom owners having no TV are jamming their barrooms with paying patrons while others with television sets are jerking them out as bad investments; ac-cording to Alcoholic Beverage Control officers.

Control officers.

They explain the anti-television trend in many New Jersey barroons mainly from a business conomy viewpoint. Bar operators have learned to their sorrow that the control of the control

Grans.

One tavern owner pointed out that the novelty of TV has worn out, and that non-paying barflies evening a TV show keep each customers from the bar. He also cited that patrons fail tagged which programs they am no look at, with noisy deep resulting from such disagreement.

# NETS SEE ERROR ON SLUFF-OFF

Salurday night. long the loneliest night in the week for television viewers, is soon to come into its own. Besieged by demands from viewers for better Saturday night viewers for better Saturday night to seek the state of the s

be the hottest night in video. Thousands of letter's have been received from viewers complaining that they're getting a Saturday night runaround because of the second-tale films and sports events fed them until now. They point out that Saturday is a big party night and that, while radio never night and that, while radio never meant much as party entertain-ment, they had counted heavily on TV. With viewers thus clamoring for better Saturdas night program-ing the properties of the station because of what station operators now admit was their mistake, it's expected that prospective sponsors will soon start bidding as heavily for cream time franchises on Saturday as they control the station of sinday.

tormerly did on Sunday.

Situation has already reached a minor impasse on NBC-TV. Cross they division of AVCO has optioned the web's house package quizzer. Letter a proper success the property of the proper

WPIX In Lead

ming.

WPIX In Lead

N. Y. Daily News' WPIX. among
the N. Y. TV oullets, is the only
one until recently to stress Saturd
by nights, and as a recentry stress
that the best Saturday night ratings.
According to WPIX veryer Robert
L. Coc, the Saturday night ratings.
The control of the week. To take advantage of
that fact, the News' outlet, operatschedule because of union overtime regulations, has switehed its
dark mights to Tuesday and Wedmercally to give full attention to
the Pulse figures prove the Saturday night emphasis has paid on
the Pulse figures prove the Saturday night emphasis has paid on
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the Pulse figures prove the Saturday night emphasis has paid on
the Pulse figures prove the Saturday night emphasis has paid on
the Pulse figures prove the Saturday night developterms of the Pulse figures of the the National Invitation Basketball. Tournament, has been forced to de-lay its new Saturduy night develop-ment but is expected to embark on a new live studio emphasis his slotting films on the studies of the slotting films on the programming plans ready for the time when it can line up bankrollers to pick up the tab.

# **Dudley Pacts 13-Pic** Deal with UA TV Dept.

# Coast, N.Y. Seen Maintaining Separate **Talent Setups and Interchange Flow**

**Ouiz Fizz** 

"Fun With Arts." Jo Ranson-Dick Pack package, has been dropped by WNBT, N. Y., after a one-shot tryout last Thursday night (30). Haif-hour slot will be filled by a film program. It's likely, however, that the quit show will however, that the property of the control of the con-trol of the control of the con-pected opening of Sunday after-noon TV programming.

# **WNBQ Balks On** '30-Min. Com 1.

JU-IIIII. CUIII I.

Chicago, March 15.

After signing Magna Electric Co., San Francisco, for a weekly made to the control of t

# CBS, WPIX Set Pix Deals, Rounding Up 88 British Films for Syndication

CBS-TV and the N. Y. Daily News' WPIX both put through large-scale feature films deal this week, together rounding up 88 pic-tures for syndication to other sta-tions. Outlets using them are to be charged a standard price, based on a percentage of their individual rate cards.

be charged a standard price, based in a parels and a parels and a parels and a parel and a

Deal with UA IV DCPL.

Are Hollwood, March 15,
Carl Dudley has closed deal with
United Artists new television distribution department for release of
Samularedy completed.

Dudley trains to New York Friday (18) for okay on remainder.

He will also discuss his deal with
NBC for series of a with the with the will also discuss his deal with
NBC for series of a were are scriptton Teles "Execution" and Milton Teles "Execution" a

Controversy among television broadcasters over whether N. Y. or as the most important programming centre is just so much talk, as the most important programming centre is just so much talk, as the most important programming centre is just so much talk, as the most important programming centre is just so much talk as the most important programming as blend of all forms of entertainment, resolving itself into a happy marriage of tult programming, as a blend of all programming the programming the most interchanged, either via kinescope.

MRC-TY, meanwhile, is now concentrating on making use of folly-wood for the benefit of easterners as soon as possible. We by ill have the coast within a mouth to help speed the process. In addition, Blackburn pointed out, NBC has seen as the programming to the programming the programming to programming the programming to programming the programming to programming the programming to programming the programming the programming the programming the programming the programming the programming to programming the programming to the programming the programming to the pr

# Name Menkin In **DuMont Shuffle**

Larry Mahin, former esistant program director of WMCA, NY, Nha Solmed the Dulloton network as manager of program planning and development in one of a sories of order of the program chief James L. Caddigm in his efforts to hypo the quality of Duldont shows. In the program chief James L. Caddigm chework of the programming up to a point where it network chief, has already revealed the web plans to hypo both its budget and facilities to boost programming up to a point where it CES, NBC and the other webs. In line with that, Caddigan disclosed has a series of new shows in the has a series of new shows in the has a series of new shows in the characteristic of the point of the programment of the programment of the programment of the program personnel.

subequent submission to advertisAmong other program personnel
shifts, Jack Hayel, originally, an
announcer and more recently in
charge of Dublout's daytime procomments of the program of the procee assistant to Caddigan. Technical director Frank Bunetta has
been upped to the post of productocee assistant to Caddigan. Technical director Frank Bunetta has
been upped to the post of productocharge of station - facilities,
training of new cameramen and
t.d.s., as well as of the props and
pecial effects department. Les
special effects department. Les
both producers, have been lumded
uppervision of Dublont studios, and
Sam Fairchild has been named suMenkin assumes his new job
Monday (21).





# it takes all kinds

People love variety shows . . . best of all they love THE TEXACO STAR THEATRE. But that shining hour is just one type of program. In drama, sports, news, forum, juvenile and nearly every other category that comes to mind, you'll find that NBC has the toprated show, seen by the biggest audience.



THE NATIONAL

Each in its class, the following are the top regularlyscheduled programs according to latest available Hooperatings:

Variety, Texaco Star Theatre ... NBC
Drama, Kraft Television Theatre ... NBC
Sports, Gillette Fights ... NBC
News, Camel News ... NBC
Forum, Author Meets The Critics—
General Foods ... NBC

 $\textit{Feature Film}, \ \mathsf{Lucky Strike's Your Show Time.NBC}$ 

Juvenile, Howdy Doody-Mason-Unique . NBC

No. 1 in programs . . .

No. 1 in advertisers . . .

No. 1 in sponsored hours . . .

America's No. 1 Network

# **NBC** Television

A Service of Radio Corporation of America



# **Talent Unions**

favors the joint plan, is reportedly paired moving to assume practical distinct plan particular par

Continued from pare 7:

AGVA board, with several repre-start argued that the Associated sentatives of the other unions present, it appeared that the vaule contit would turn down the proposal.

Screen Actors Cuild, which favors the joint plan, is reportedly arready moving to assume practical jurisdiction over the telf falling distribution of the proposal continued to the proposal

Artist-Agent Pacts

Artist-Agent Pacts
All artist-agent contracts in
television are being made to
conform to regulations of the
television committee of the
Associated Actors & Artistes
of America, parent organization of the various performer
to the parent organization of the
action has been taken by
Action has been taken by

ering the matter,
Action has been taken by
the American Federation of
Radio Artists and will be followed shortly by the other affiliates, including Actors
Equity, Screen Actors Guild,
American Guild of Varicty
Artists, etc.

support. However, with the elec-tion of officers and executives at the end of the year, the video or-ganization would be virtually (and probably soon actually) autono-

mous.

Under those circumstances,
AGVA, as well as the other actor
unions, would cease to have any
direct say in tele matters. And,
as television is expected to become
some control of the control of the control
portant show big field, its unions
will doubless correspondingly
overshadow those in the other
fields. Thus, unless it retains a direct hand in video affairs, AGVA
stands to shink in power in show
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# **Inside Television**

Wednesday, March 16, 1949

Plan for captive tele audiences, via video sets in supermarkets, in part of ABC-IV's project for "Market Melodies." Arrangements have been made by the web with the Grand Union chain for installation of four receivers apiece in each of 25 supermarkets, with store tieups to extended within the cahain and to other chains in the future. "Market Melodies," which will star Anne Bussell and Walter Berlin, "Market Melodies," which will star Anne Bussell and Walter Berlin, and to noon on Saturdays. It is being built to attract shoppers at home as well as at the point of sale. Hill Brothers, makers of Dromedary Cake Mix, have already signed a 13-week contract for one-minute spots five days a week, the minimum have been inched. Goal is an April 1-15 starting date, according to Murray Grabhorn, v.p. in charge of ABC-owned stations.

Despite the 50% increase in time rates slated for WCBS-TV (CBS, N.Y.) April 1 (from \$1,000 to \$1,500 per nighttime hour), the cost per housand television sets is expected to be the lowest ever amounced—\$2.73. That is the pitch being made to ad agencies and clients by CBS-Figure is based on an estimated 550,000 sets expected to be installed in the N. Y. metropolitan area by April 1. And, Sutton points out, every WCBS-TV show rated by the C. S. Hooper organization reveals two or more families represented for every set in use. Thus, the cost-per-thousand circulation signer is actually even lower.

Major factor in freezing VHF band last fall, and present FCC consideration of UHF for commercial use, is that the lower band exhibited "remarkable capabilities" with were unsuspected when band was first assigned to private operation, according to an unofficial statement of a top military spokesman. Status now is that the military wants VHF for its own use, and Dept. of National Defense is slated to exert "every effort" to get commercial video pushed updata.

One of the biggest returns ever received from a television program has been chalked up by Jon Gnasy on NBC-TV: "You Are An Artist" (aired Thursdays at 7:30 p.m.). Several weeks ago Gnasy invited viewers to duplicate a sketch he had drawn on his show and, as an added inducement, offered his book on art instruction, bearing the same title as the program, to any viewer sending in \$\frac{1}{2}\$ with the duplicated sketch, On the basis of three 40-second announcements, more than 6,000 letters were sent in, 60% of which included the dollar bills. Cnagy's, and the continuous runs of TV, having been on the air for several years now.

Elimination of the so-called venetian blind type of interference seen on TV sets which simultaneously pick up signals from two stations in different cities operating on the same channel has been worked out by RCA engineer R. D. Keil. He has succeeded in bringing the transmitter requencies of the two stations to exact syndronizations on that there is NBC veepee O. B. Hanson to exact syndronization so that there is NBC veepee O. B. Hanson revealed the web has recently installed the synchronizing equipment for WNBT (N.Y.) and WNBW (Washington), both of which operate on Channel 4. Hanson said also that WNBK (Cleveland) has been equipped so that it is synchronized with WWJ-TV (Detroit). NBC, in addition, is now working with General Electric and Clerching of the Computer of the

# wins • faces • facts • figures • wins • faces • facts • figures

# Don Goddard

For twelve years, newspaper feature writer, staff editor and reporter. Now in his 13th year of broadcost-ing news to the New York audience. Goddard's terse reports are heard on WINS twice daily. His evening newscast at 6:30 is currently

This Goddard newscast is the low cost of \$1.58 per 1000



# Carroll Alcott



For 16 years Alcatt covered Far Eastern news fronts for radio and newspapers. He has made outstand-ing ratings as newscoster on XMHA, nghai, WLW, WCAU & CBS Pacific Coast network. Naw broadcasting the news twice nightly over WINS Alcott's early evening newscast (7:30-7:45 Mon.-Sat.) is available

> Alcott is a real buy at the low cost of \$1.58 per 1000 radio homes.

# 'Author,' 'Gambol' In Switch, Due to 'Toast'

"Lambs Gambol" and "Author Meets the Critics." both General Foods-sponsored shows aired Sunday nights on NBC-TV, will swap their time slots starting Sunday their time slots starting Sunday 120 because of the switch In time for Ed Sullivan's "Toast of the Town" on CBS-TV. With the latter program moving into the 8 to 9 p.m. period, "Gambol" will henceforth be sired from 8 to 8:30, on the assumption that the show will have a much better chouge to crare. the assumption that the show will have a much better chance to snare some of the vaudeo audience if it comes on the same time as "Toast," instead of coming in halfway through.

through.

"Author," on the other hand, is believed to draw from a different type audience, so the switch to the new 8:30 to 9 p.m. slot won't mater much one way or the other. "Gambol" is bankrolled by Maxwell House through Benton & Bowles and "Author" by Jell-O through Young & Rublean

## Hub Railroaded

Roston March 15 series of television programs designed to take viewers behind the scenes of modern railroading preemed fast Thursday night (10) over WBZ-TV here under sponsorship of the Boston & Maine R.R. Shows are emceed by Carl deSuce, with a different angle of railroading featured each week on the half-hour series.

B.&M. bankrolled the first railthe "Boston & Maine Winter Sports Special," which wound up a 10-week run March 3.

## 'Ebony's' Client Nibbles

Louisville, March 15, Louisville, Marca 10, "Club Ebony," all-Negro tele show produced and directed by Gene Starbecker and Fred Mullen at WAVE-TV here, is reported subject of hot bidding by N. Y. package houses for national sponsor-

"Ebony" stars Lionel Hampton, and uses top Negro talent as guests, in weekly cliange of lineup."

# CONN. EMPLOYEES AIR PROBLEMS ON TV

Ann I HODLEIBS UIT HARTORY March 15.
Connecticut State Employees, is conducting a 10 weeks interview series on state employees problems over WDRC. Jack Zalman, political writer for the Hartford Courant and flack for the station, is conducting the

# 6.132**BOFFS!**

is the actual number of laffs garnered by Harlan Stone as "Jughead" on NBC's "Archie Andrews" in the past 4 years, not counting suickers, titters or hiccups.

For an equally lovable teen-ager for your show, comedy or straight, AM

CALL

# HARLAN STONE

RECISTRY

faces . facts . figures

faces • facts • figures

# **MUTUAL NETWORK ANNOUNCES** NEW MAURICE CHEVALIER SHOW



Maurice Chevalier, Mr. Paris himself, who has been signed to star in This Is Paris, gives a typical Chevalier tip of the hat to his American listeners

# WELL KNOWN CONDUCTOR WRITES SPECIAL MUSIC

Paul Baron, who will be remem bered by radio listeners as th musical director of the Chesterfield, Coca Cola and Campbell Soup programs, found himself rehearsing his 33-piece orchestra for THIS IS PARIS ten minutes after his arrival in the French capital.

Paul nodded to his musicians thumbed through his music, tapped his baton twice and started his first rchearsal while his sea legs still kept time to the rhythm of the

Since that first wavering re hearsal. Paul has introduced his boys to the current American hits and, at the same time, written special music for the show.

Some day Paul hones to get time off to tour the city. He'd like to se the Eiffel Tower close up. He hears it's a wonderful place for musicians and lovers.



eer Bill Robson (left) Orch tra Leader Paul Baron and Direc

# LOCAL ADVERTISERS HAIL UNUSUAL OPPORTUNITY TO BUILD SALES IN OWN CITY

Prestige, Low Cost cited

THIS IS PARIS is available no n an individual city basis in each of the 500 markets where there are Mutual stations.

This means that one advertiser ...a department or specialty store, a bank, a public utility, a dairy, etc...can sponsor THIS IS PARIS exclusively in his own city, at a small fraction of the overall cost his own market.

How does this plan work? Very simply.THIS IS PARIS is fed over the regular Mutual lines, just like any other network program, But at cue points throughout each halfhour broadcast, the local advertiser's message is broadcast by the local announcer.

## Special for Department Stores

Featured on THIS IS PARIS is complete plan of fashion promotion for Department and Specialty stores. Sponsors will receive a veekly comprehensive booklet, four wecks in advance of broadcast, giving material and suggestions for newspaper ads, displays, mailings, publicity and product promo as well as suggestions for local commercials. These local com mercials can be tied in with the recommendations of the guest Parisian couturiere of the week on THIS IS PARIS. This will add to the merchandise all ready on sale the stamp of fashion authenticity.

# PARIS-PRODUCED VARIETY SERIES STARTS MARCH 31st

## PARIS INVADED

BY AMERICAN RADIO

Dear Boss:

Just got a letter from Ray
Morgan. You will remember that
along about last Summer, Ray got
the idea that a half hour nightalong about last Summer, Ray
the idea that a half hour nightin English, and released on a network in America could be sensar,
brain, Now he's in Paris, Paris
than in He says he's words
Paris He says there's very little
electricity and they are rehearsing
he show by candlelight. Dear boss,
candlelighe to the in Paris by
candlelighe.

candlelight.

As you has brought to Europe the first year to conding coulding could be to the first the has being a notice of could be the fact of the first that looks just like Cafe de la Paix that looks just like America and is perhaps the only one in Europe. He tapes the show, hands the veel to an Air France captain who delivers it to America the following morning. Dear boss, on the could be followed the could be followed the could be followed the following the could travel that quiedly.

Ray pening was of week of the first that the following the could travel that quiedly.

quickly?

Ray reminds me of my Unde
John, my ploneething nucle. He's
never satisfied with what we have,
never satisfied with what we have,
where the satisfied with the satisfied with the satisfied with the satisfied and first with a breakfast
and first with a give-sawy, Youen
for a Day, Now he is first with a
needly radio show prepared right
in the heart of Paris itself. Will
in the part of Paris the satisfied with
But Bay's not done This is Paris
But Bay's not done This is Paris

he never settle down?
But Ray's not doing This is Paris all by hinself. Naturally not. He's brought with him Bill Robson, the producer who's won the Peabody three times, and who did Big Town and Radio Reador's Digest. And Sam Pieres, the director, who did the Bob Burns show and Mayor of Sam Pieres, the director, who did the Bob Burns show and Mayor of Cambia sand Chesterfields and.
And they all brought hier wives

And they all brought their wives and families and have settled in

and families and have settled in Paris for a long stay, Dear boss, come to think of it, you can reach me care of the American Express Company, Paris, France. I figured I might just as well go to Paris too. Your loving ex-secretary, Angela Meridian

P. S. Oscar Wilde said the good go to Paris when they die; the bad while they are still alive. You can draw your own conclusions. A. M.



of This Is Parisand of many



Jacqueline Francois, Grand Prix winner for recordings, and Yver Montand, called the 'Bing Crosby of France"

## A "NATURAL" FOR SPOT AND LOCAL ADVERTISERS

The network cooperative idea started by the Mutual Broadcasting System some dozen years ago now goes outside the United States for its inspiration.

In THIS IS PARIS, Mutual will bring to American listeners the top talent of Europe. Many of these French artists have had successful engagements in top American nightclubs, have mastered English. and look upon THIS IS PARIS as a showcase for future American appearances.

They join one of the most exclusive clubs in America-a club whose only requirement for membership is talent and whose members in-clude Kate Smith, Fulton Lewis, John Nesbitt, Gabriel Heatter, Cecil Brown, Cedric Foster, Bill Cunningham, Bill Slater, Bert Pearl and others.

## 1900 Spot and Local Sponsors

Spot advertisers and local busiessmen have discovered that their alliance with top talent at pro rated cost can pay off in prestige, good will and increased sales. Throughout the nation, 1900 spot advertisers, department stores banks, dairies, auto dealers, furniture stores and other local advertisers sponsor Mutual co-ops some cases, there is a waiting list, and one sponsor, recently ren a co-op program for the 11th

Now with inventories mounting, with the return of the buyer's man ket and with increased competition the local businessman insists, more than ever, on proven returns for every promotional dollar spent. He finds just that, and more. . in a Mutual Co-op, which makes net-work radio available to him at

# LEADING FRENCH TALENT FEATURED ON PROGRAM

PARIUKEU ON PROGRAM

Paris, France, Mar. 4 (MBS) —

Pransporting American engineers, producers, and directors to the very heart of Paris Itaelf, gan, and the Mutual Brandcasting and the Mutual Brand

Chevalier and Buttons and Bows Chevalier and Buttons and Bows Head man on This Is Paris is Maurice Chevalier, Mr. Paris himself, the last of the great troubsdors things the sand song like Louise and Valentina and Place Pigalle, He also sings, in his own Chevalier manier, top American tunes, On the first broadcast, he is adding his own brand of Galife is adding his own brand of Galife and Bows.

Top Stars from Stage and Screen Top Stars from Stage and Screen This Is Paris has recruited the top stars of Europe for appearances on the program. From the movies comes Claude Dauphin, France's Number One Motion Picture Star. He speake prefed Englary weekly appearance. Guest stars will change from week to week and will include Eith Piaff and Lucienne Boyer. Both of these leading American following for both made successful appearances here only last year.

last year.

Nita Raya, leading lady of the Folies Bergere i Yves Montand, the Folies Bergery i Yves Montand, the Filing Crosby of France' Jacqueline Francois, winner of the Grand Prix for the best phonograph recording of 1948; Henri Salvador, comie from the West Indies... these and many other international stars will entertain American audiences each week on This Is Paris.



Ben Smith at the French mike for

JACK CARTER & CO.
With Elaine Stritch, Rowena Roilins, Sonny King, Jack Albertson, Paul Castle
Producer: Kenny Lyons
Director: Saen Dillion
Writers: Mel Diamond, Mark Lawrence, Dick Mauny, Ruth Arrons
30 Mins.; Sat., 8:30 p.m.

Sustaining ABC-TV, from N. Y.

ABC-TV, from N. Y.
This n. whatf-hour vaudeo presentation comes the closest yet to approximating the sparkle and, verve of Milton Beries "Texaco" and yet on the comment of the comment of

a nest starting point around which program the rest of the evening. Preem edition (12) resembled closely the Beele format but then closely the Beele format but then closely the Beele format but then Mildred Featon, is wise in profitting from Texaco's experience. Carter has his opening monolog, much of which was from kilded action of the control of t

a well-written, well-spoken narrative stint.
"Kaleidoscope" covers nature
topies—the moon and meteors.
The stopies—the moon and meteors,
the stopies—with charles to
was not. On the series opener the
subject was "Cra Anianals Think";
and several intriguing experiments;
were performed. In one a guines
involved crayfish, dogs, chickens
and monteys. All performed well,
dramatically and without inhibit
ton. Photography was good odthough the stopies of the stopies of the
good family tele series.

Brid.

QUADRANGLE
With Beverly Fite, Frank Sievens,
Burt Taylor, Dean Campbell, Bob
Burkhardt, Ray Kirschner, Claire
Granville
Granville:
Granville
Granv

Commiss, and, Fr., 1789 p.m.

COSS-TV. from Not. in COSS-TV:
This is another in COSS-TV:
This is another for young
Roadway talent feers for young
Roadway talent but doesn't quite come up to the standards set by
Make Mine Minic, etc. FroubleMake Mine Minic, etc. Froubleulated college drugstore, which
calls for the characters to go
through the comfed anties usually
attributed to the rah-rab hows detalons have been seen so often in
films that they have long been trite
and that factor nullifies the brightness which the performers might
Thus, on the norm (14), the en-

Thus, on the prem (14), the en-tire program revolved about an austere dean of women who finally got hep. Number of clines tossed amazing, indetentia a good script-ing lob might overcome the diffi-cuty. Otherwise, the talent and all right. College setting could be a natural for these youthful per-formers, but it should be brought to the control of the control of the college.

Spoiling the Show

cycling turns and the control of the cycling of the cycling and cy

KTTV DEDICATION
With Jack Benny, Robelster, Lum
and Abner, Andrews Sisters,
Margaret Wailur. Bob Crosby,
Margaret Wailur. Bob Bob Crosby,
Producer: Murtay Bolen
Director: Frank Woodruff
Writers: Rugh Wedlock,
Howard Syder, Beity Boyle, Roz Rogers
18 Mins; Tres., 8 p.m.

...... **Tele Follow-up Comment** 

Perry Como's Friday evening televising of the Chesterfield Sussible State of 182 below the Chesterfield State of 182 below the State of 182 below the Chesterfield State of 18

"Your Show Time." series of half-hour Marshall Grant-Realm films sponsored by American To-bacco on NBC-TV, has still to come up with a winner. Episode from Henry Janes "The Real Ting," was overcome by a lack of script cohesion, with the actors mable to hurdle a dully-written half hour to get nowhere. It was supposedly the story of an liustrator and his problems but the problems were never delineated admittently to create necessary conflict.

conflict.

Preducer-director Max Liehmun
of "Admiral Broadway Revue" is
apparently already running short
on material, based on the houtnon starnax was NSC-TV Friday
appear until the halfway mark and
appealing at the work of the
by the fine interpretative dancing
of Marge and Gower Champion in
an appealing number. Caesar
thus (first seen in the recent Broadway revue, "Make Mine Manhaltthus the state of the seen of the seen of the
appearance of the seen of the seen of the
wasted, as the former did a skit
spoofing radio commercial skit
spoofing radio comme

the latter did a simulated strip.

Ford Television Theatre's piesentation on Sunday (13), of Cemeration on Sunday (13), of Cemeration on Sunday (13), of Cemeration Control of the Sunday (14), of Cemeratic Television (14), of Cemeratic Television (14), of Cemeratic C

Sayden, Belty Boyle, Roy Rogers 18 Miles Trues. 8 p.m. and the street of the performer, either individually or collectively, consorting the method of the performer, either individually or collectively, consorting the method of the performer, either individually or collectively, consorting the method of the performer, either individually or collectively, consorting the method of the play or helped create the consorting the method of the play or helped create the necessary element of extendent of the play or helped create the necessary element of externment of the play or helped create the necessary element of externment of the play or helped create the necessary element of externment of the play or helped create the necessary element of externment of the play or helped create the necessary element of externment of the play or helped create the necessary element of externment of the play or helped create the necessary element of externment of the play or helped create the necessary element of externment of the play or helped create the necessary element of exteriment. It could well be, too, that 'Out of the play or helped create the necessary element of exteriment of the play or helped create the necessary element of exteriment. It could well be, too, that 'Out of the play or helped create the necessary element of exteriment. It could well be, too, that 'Out of the play or helped create the necessary element of exteriment. It could well be, too, that 'Out of the play or helped create the necessary element of extendent of the play or helped create the necessary element of extendent of the play or helped create the necessary element of extendent of the play or helped create the necessary element of extendent of the play or helped create the necessary element of the play of the play of the play or helped create the necessary element of the play of the

"Tour deep pung, was untiely and "Tour deep pung of epartures from the usual. One was a bop session by Woody Herman's Woodchoppers. It's still hard to dig the stuff, even when delivercan appreciate the freedom which op gives individual musicians, but to the majority of living room viewers it's just too much noise, which was not better with special material. Contrast between his parody of "Buttons and Bows" and a straight rendition of "It's and a straight rendition of "It's filled," only on the fact sufficiently only on the fact sufficiently only on the fact was the sufficiently only on the fact sufficiently on the fact sufficiently only on the fact sufficiently on the fact suff

ficiently.

Anne Jeffreys didn't photograph
as well as she looks, but calibre of
her tunes was top. The Rudells did
some excellent trampoline work.
Interview with fiver William Odom
missed punch.

Second edition of "Preview," the Tex. McCrary-Jinx Falkenburg Living Magazine" a how aired as good technically as the previous week's preem was bad. Camera cuts were on the nose and the numerous with the previous management of the management of t

hind the lenses.

Script and format were also considerably tightened over the fiasco on the preem, with no "feature" of the mag held on screen too long. Harold Russell, the handless vet of "Best Years of Our Lives," carried most of the load with his pitch for the present years. (Continued on page 34)

# Loverage!

# For The Kansas City Trade Area!

The KMBC-KFRM Team is the only single broadcaster to completely cover the actual Kansas City trade area. This comprehensive coverage is specifically designed to give the advertiser an economical means of reaching those millions of consumers who look to Kansas City as their trade capital.



# IN TV FILMS . . at Video Varieties it's Undivided

RESPONSIBILITY

IS HERE

# from script to finished print That's why we have

directors, script

signers and construc-

tors, cameramen, sound and studio

technicians, and edi-

THE most needed element in television film production is the responsibility of the producer.

That's why Video Varieties puts such emphasis on respon-sibility. We have made sure that there is adequate experimanpower, sufficient capital, and the modern facilities neces-sary to provide undivided responsibility for every detail of any film you may re-quire, from script to finished print.

That's why we own and operate 17-year-old West Coast Sound Studios with its experienced manpower and complete facili-

ties. From this background, we solicit your inquiry regard-ing any film production you may have in

**Video Varieties Corporation** 

41 East 50th St., New York 22, N. Y.

tors on our own payperson. Responsibility Means Better Films

On Estimates and On Script and Costing VV

mind. Our executive

and sales offices are

and our studios at 510 West 57th St., New

York. Please phone MUrray Hili 8-1162, write, wire or call in

at 41 East 50th St

On Editing and Print

VV Double Checks Responsibility STREET, SE



# Sen. Johnson's Call on FCC for Full **Agency Data May Snarl Operations**

Washington, March 15. With its administration machinery thrown out of gear by an un-precedented radio work load, for which it received a hard slap by the Hoover Commission on governthe Hoover Commission on govern-ment reorganization, the Federal Communications Commission was handed another headache last week, this time from Capitol Hill. A request from the Senate Com-A request from the Senate Com-merce Committee, for comprehen-sive data to weigh the need for leg-islation to assure free competition in television just about had the Commission groggy.

in television just about had the Commission große.

FCC'ers, Variety and the Commission große.

FCC'ers, Variety and the Commission große.

FCC'ers, Variety and the Commission of Calorido, the Calor

jar business.
dohnson told FCC Chairman Coy
his committee wants to be sure the
Commission does not permit or pronote monopoly control of television "and does not fail to take decitive action which would tend to
restrain monopoly control or break
it up."

restrain monopoly control or break it up."

He said was alarmed that 10 or more an entire that 10 or more than 10 or more than

Data Needed Promptly
Johnson said his committee
wants information as soon as possible so it can formulate decisions
during the television freeze and
while video broadcasting is confined to relatively few of the areas
where allocations in the present
very high frequency (VHF) band
have been made.

have been made.

From the questions asked of the FCC, it appeared the committee intends to look into commission policy with respect to licensing television stations to Radio Corp. of America through its subsidiary, NBC, and to motion picture companies.

## Fast Fade

Fast Fade
Henry Morgan, apprised by NBC last week prior to preeming his new Sunday night seems of the head of the

# Kudner Agcy., WMAQ, WEEI Cop Top Awards In CCNY Annual Judging

In CCNY Annual Judging
To award from the City Coolege or award from the City Coolege or award from the City Coolege or award from the Will go to WMAQ. Chicago, the Kudner and the Melling of the WMAQ. Chicago, the Kudner the Molel Roosevelt, N. V., March 30.

WMAQ was cited for 'Th's Your work of the WMAP was cited for 'Th's Your the highest effectiveness, educations over aircr which framulties with the highest effectiveness, education at value and public information the problems presented by major discovered aircr which framulties with the problems presented by major discovered aircr which framulties with the problems presented by major discovered aircr which framulties with the problems presented by major discovered the which the problems presented by major discovered the which is the problems of the problems of the work of the control of the problems of the work of th

was touted for a promotional brochure. In addition to the plaques, awards of merit will be presented to 16 advertisers, agencies and sta-tions in 11 categories.

# TOP-STAR CANCER SHOW BUILT FOR INDIE OUTFITS

BUILT FOR INDIE OUTFITS

A half-hour transcribed Hollywood broadcast, exclusively for the
work of the control of the control of the control

NAB, has been produced by the
solid of the control of the control

Walter King, ACS radio direct,
re, said that the indies have given
the organization full cooperation
in the past and the caneer group
with a network quality show

Through the NAB's Un-affiliated
Stations Committee, 400 stations

Are included to the proper and

Stations Committee, 400 stations

House the control of the control

Stations Committee, 400 stations

House the control

Stations Committee, 400 stations

House the control

Stations Committee, 400 stations

Through the NAB's Un-affiliated

Stations Committee, 400 stations

House the control

House the c

# Colby Rehiring Sparks KLIF-AFRA Talks Again

ALII-ATNA 1 dlms Rgdiii
Jack Colby, announcer at KLIF
here, has been rehired by the station after being fired two weeks
go. The firing followed an elecwhich the American Federation of
Radio Artists won.
AFRA made rehiring of Colby a
condition for start of negotiations.
Now that Colby is back on the Job.
contract talks are under way.

## WTAM's New AFRA Pact

WIAIN 5 NEW AFRA 7aCl
WTAM, local NBC outlet, has
renewed the content of the content of the content of Radio Arts, giving rates up to 74-96total members retroactive to Jan. 1.
John McCormick represente
the station and Al Henderson, local
president, handled negotiations for
the union.

Seattle-Jim Chapman, KIRO engineer, has left the station to go into business for himself, installing television receivers, etc. Job Berry replaces.

# Gets Parent Institute Kudo

Hartford, March 15. Bronze plaque has been awarded

WTIC, 50,000-watter here, by Parents' Institute. Award was for the Saturday morning "Mind Your Manners" show fed to an approxi-mate 80 stations of NBC.

mate 80 stations of NBC.

Program is one informing and
advising youngsters on matters of
social behavior and is emceed by
Allen Ludden. Award was made
for station's effort "in bringing to
the youth of this country an
test." Program of the control of
the station of the control of
the control of the control
the control of the control of the control of the control
the control of the c

# WTIC's Web-Fed 'Manners' U.S. Radio News Directors Launch Study of All Major Wire Services

The National Assn. of Radio ance of different categories of News Directors is surveying all news

News Directors is surveying all copy filed by the four major wires services between March 6 and 12 is more services between March 6 and 12 is more services between March 6 and 12 is more services associations are serving radio stations. The study is under the direction of Richard Oberlin, Research of the March 12 is serving radio stations. The study is under the direction of Richard Oberlin, Research (U.P.) follows March 12 is more research of the more research of th





(C. P. 155,000 watts)

Boston—WBMS says "count us in" on the listings of stations air-ing classical music. Station top-pers point out its call letters stand for "World's Beautiful Music Sta-tion."

# **Television Reviews**

and off without being awkward in dedicating the station so what about it. As for the others the results were not so positive. The matter? The matter? Andrews clowned and same but the station of the sta

He's much better on the other end a stelephone of a stelephone of a stelephone of the stelephone of th

years in front of microphones.
Why CBS and its tele partner,
L. A. Times, picked Tuesday night
from 8 to 9 for the festive comfrom 8 to 9 for the festive comsecret. That's, the hour when
rexace Star Theatre, one of the
most popular on these channels,
unrecis over the NBC station, Still
fighting the Radio City crowd, aff
They were already hine weeks late

They were already nine weeks later they were already nine were

WILMINGTON

THAT'S O'TOOLE With Arthur Peterson, Norma Ran-some, Pat Dunlap, Sid Breese; Ed Prentiss, announcer Producer-Director: Ed Skotch Writers: Ray Winsor, Nancy Good-

win
15 Mins.; Sun., 3:45 p.m.
DELTA MFG.
ABC-TV, from Chleago

This is a fairly harmless quarter-hour, but in its present format it's doubtful if male viewers will get the woodworking hobby urge strongly enough to beat a path to Delta's door.

strongly enough to beat a path to belta's door. Initial episode has Thace Thought and the strong of the strong of

Only one price mention is on the commercials, ably handled by Ed Prentiss. Main ad pitch was tailend offer of free catalogue of Delta's power tools. Camera work was good although more long shots could have been used. Don.

## Tele Followup Continued from page 32 =

tolerance, with the Tex and Jinx tolerance, with the Tex and Jinx Text Control of the Text Control of the Text Control of the Text Control of Text Control of

"Chevrolet on Broadway" made a pleasant seasonal nod to St. Pat-rick's Day with presentation of Rachel Field's one-acter. London-the Proceedings of the Proceedings of (44). Although the play was slightly weak, two solid performances by Nanette Fabray and John Conte William of the Proceedings of the Proceedings of the Rachel Proceedings of the Proceedings of the Pro-sent Proceedings of the Proceedings of the Pro-sent Proceedings of the Proceedings of the Pro-tage level for this series, Yarn was

WGAL

READING

STATIONS

Los Anne

ugh, Monoging Direct \*\*\* ROBERT MEEKER ASSOCIATES

New York

For Profitable Selling-Investigate

Clair R. McColla

San Franci

Chicago

a poetic flight of fancy concerning the wooling of a New England ser-vant by a wandering Irish tinker. Cut-in of filmed backgrounds and the settings were executed with finesse.

It was static and too-talky for perhaps the first 20 minutes, but "Quality Street," for Philo, assumed entertaining proportions fare that Airferd Drake, doubling from the Broadway musical hit, Miss Me Kate," was the common denominator who assumed companiator who assumed condition of the century but the century but the century but the century but the century of the

Here was a job of excellent lighting, and the background sets of this show, consistently among the best in TV, again revealed careful attention to little details.

# Jordan

- Continued from page 23 : talent agent and artist representa-tive was stricken.

tive was stricken.

Abe Lastfogel, g.m. of the agency, flew in for the services Saturday morning and flew back to Hollywood Sunday night. In the interin, at his Essex House apartment resetting, setting to Jordan at the helm, with ira Steinert, Billy Joyce, Sol Radam and Sol Leon as Jordan's aides in the radio-TV division, and working, naturally, more closely with flartry treasurer of the office, et al, twiew of the growing integration of variety talent into video.

George Gruskin, head of the

George Gruskin, head of the radio-TV department in the Bev-erly. Hills office, returns to the Coast tomorrow (Thurs.) but will continue commuting more fre-Coast tomorrow (Thurs.) but will continue commuting more fre-quently between both coasts as he has been doing the last four months. Closer application of Hollywood personalities in rela-tion to their New York visits for TV guest-shots makes the com-muting idea necessary.

muting idea necessary.
Services at Tinity Church, the
second oldest church in New York,
Saturday morning drew scores of
showfolk and executives, among
liban Chase to former Mrs. Murliba Chase to former Mrs. Murray was a cholt boy at that church
as a youngster. Interment was in
Staten Island. Survivors are his
widow and their infant twin sons,
born about a year ago, its 80-yearold mother; another son, Bill Murlitaly and a half-brother. The
former agent was 59.

## CBS, Reps Continued from page 22

ficial restriction in order that it may reach, as soon as possible, the sturdy maturity for which it is destined."

destined."

ABC told the commission that
NARSR fears of network domination of the spot field have not been
borne out by experience and that
both affiliates and the public have
benefited as much by web representation as by the independent
reps.

benefited as much by web representation as by the independent region as the control of the big of t

Cicveland—Ralph M. Wallace has resigned his executive post with WEW-SFM in Cleveland to discuss the control of the new second of the new second of the control of the contr

# CIRCLING THE KILOCYCLES

Detroit — H. J. Helnz Co., announced by James H. Ottaway, through Maxon agency, has purprez, of the companies operating chased four one-minute announces the three stations. Stephen W. ments and four participations Ryder continues as manager of the continues are manager of the continues and four participations Ryder continues as manager of the railwo over WXYZ. Contract is Demining as manager of WDOS and for 13 weeks, effective April 4. WDOS-FM and Elton Hall of Bleyce Institute, through Wilbur WYPO. No changes in personnel Ellis agency, has purchased four are contemplated.

Detroit — E. Wilson Wardell, sales manager of CKLW, announces appointment of Henry Averill to station's sales staff, Averill formerly was radio sales director of the W. B. Doner agency and for the past seven months was sales manager of WSNY, Schenectaky.

Reading, Pa.— At the annual Board of Directors meeting of the Eastern Radio Corporation (WHUM), Richard G. Fitchorn, commercial manager of the station, was elected assistant to the executive veepee and general manager, Robert G. Magee.

Philadelphia — Jack A. Nolan, former assistant art director of the Richard A. Foley agency, has been named art director of WHIL J. J. Dash, former commercial manager of WKAP, Allentown, has joined the WIP sales staff.

Cleveland—After an absence of six years, Spang Baking Co. re-turns to fullscale radio program by taking "Charming Children," across the board over WHK, and relayed to WHKK for half-hour each morning at 10.

Kansas City—Larry Ray, KCKN sports announcer, go es south March 21, for three weeks with the Kansas City Blues and American material will be recorded via long distance phone, and broadcast un-der sponsorship of Brown -Davis Motor Co. Regular Asan, play-bay-play reports begin with sesson pour three properties of the pro-ting of the properties of the pro-ting of the pro-ting

Kansas City—Phil Evans, director of farm service for KMBC and KFRM, has returned to the mike after an extended vacation tour of the southwest, Before going on vacation Dec. 12 Evans had 8,480 successive broadcasts to his credit.

Boston — American Federation of Radio Artists has signed a contract with station WSKI, Montpelier, Vt. Deal involves raises for the staff and provides for AFRA

Albany—Eugene P. Weil, for the past seven months sales manager of WABY in Albany, left that sta-tion Monday (14) to become super-visor of sales for WGY and WRGB, General Electric-owned radio and television stations.

Fort Worth—WBAP here went on the air Wednesday (9) with FM. I Station's program policy, as announced, calls for nearly all of the AM programs to be carried over the FM band during the 18 hours of daily broadcast.

Wilmington, Del.—Appointment of Francis II. Brinkley, formerty of Francis II. Brinkley, formerty of Francis II. Brinkley, formerty of Francis III. Brinkley,

## **Battle Looms**

Continued from page 25 Mexican station now operating on this frequency."

Despite the fact that Mexico and Despite the fact that Mexico and Canada have sought to establish priority on 540kc, said Midland, the U. S. is just now considering use of the frequency. Prior to 1947, when the 583-1605kc was al-located on a world-wice basts, it offers to the said said, after 540kc available and again, after the Mexican action, it urged that the allocation be expedited to in-sure U. S. priority rights on the Midland said it wants the fre-

channel.

Midland said it wants the frequency to expand its coverage to include western Missouri, all of Kansas, and portions of Oklahoma and Nebraska. A large portion of the area, it said, doesn't get sai-isfactory nightlime service "from any broadcast station."



WHAT MAKES DAM

For Ivery Flakes CBS, Mon. thru Fri. 2:45-3 P.M.

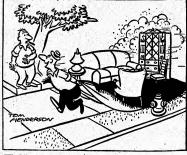
With JOHN K. M. McCAFFERY ADDISON SMITH

妞



"On an Island with You" Mgt.: LOU CLAYTON

# PERSONAL



"The Rileys promised me a bowl of Wheaties, if I'd help 'em move."

# **ASCAP Mulls Breaking Impasse** On Leibell Theatre Fee Verdict

The possible that within the next month or so there will be some action regarding the inability of the Angelon and the collect theorie exhibition fees for music, solicity has been prevented from doing so by the decision of New York and the collect theorie exhibition fees for music, solicity has been prevented from doing so by the decision of New York and York a

infringement actions, would be grastSCAPs counsel, former Secretary of War Robert P. Patterson, has been talking with the Department of Justice in Washington on problem. He's been discussing a modification of the 1941 consent of the problem of the second of the 1941 consent of the problem o

# Merc's Classics Going 100% LP

Mercury Records is so bullish on the Long-Playing Microgroove vinylite recordings it is marketing with the long-Playing Microgroove vinylite recordings it is marketing Records that all classical recordings and certain other items will be issued only on that type disk. Company will drop all regular shelf-large same than the part of the large state of the

# Decca Deflates Done That It Will Go Both 33, 45 in Disk Battle

J. 43 III JISK BAILLE
Rumors were circulated around New York hast week to the effect that Decca Records had made up its mind about the Long Playing Microgroove 33 rpm records and RCA-Victor's 45 rpm disks, out March 31. Decca was said to have concluded that it would employ only development—the Victor 45x both development—the Pictor 45x both development—the Decca Was said to have for its small classical output and its yest album montherstore.

for its small classical output and its vast album production.

Jack Kapp, Deech prez, hughed at the Tumors. He states that Deeca, which with M4-G-M are the Deeca, which with M4-G-M are the above the state of the s

## Manie Sacks to Coast

# ASCAP Bd. Shifts Meet

ADUAT Bd. Shifts Meet
American Society of Composers,
Authors and Publishers has moved
its regular last Thursday-of-themonth board meeting up to tomoryou (17) in New York. Society's
bylaws demand that a board meet
cour; at least eight days before
cour; at least eight days before
cour; at least eight days before
cour; at least, of the county of the
membership, to go over resolutions
to the bylaws, if any. General
meet occurs March 29.
In the event resolutions of any
importance are introduced at this
week's meet, it's probable another
week's meet, it's probable another
donated the county of the county of the
Monday (21) to discuss them.

# Col. Steps On RCA Toes In L P Ballyhoo

Columbia Records has completed details of a fairly huge advertising and promotion campaign on its 33% rpm Long Playing Merogroove recordings, to be taunched RCA-Victor's rival 48 rpm disa re put on sale. Columbia's purpose obviously is to becloud the debut of the Victor development. There have been whispers that coincident with the campaign, but this is faily denied by Col. The recording business, incident-

Columbia is readying a price slash coincident with the campaign, but this is fiatly denied by Col.

The recording business, incidentally is fooking forward to the call of the color of the

nears, Victor says that the dealer re-action to its development has been far beyond its fondest hopes. There have been rumors to the effect that dealers in Philadelphia and Newark, et al, have flatly refused to accept 45 disks and machines for display, but no concrete evi-dence supports the reports.

# MORRIS GRABS 'GHOST' AIR BY DESERT TUNER

Morris Music has amen the rights to the song, "Ghost Riders in the Sky," written by a U. S. forest ranger stationed in Death Valley, Ariz. Morris made a deat with the ranger, Stan Jones, after Burl yes recorded the tune for Columbia, It is now being cut by Bing Crosby for Decca, Vaughn Monroe for Victor and Gordon MacRae for Capitol.

Manie Sacks to Coats Manie Sacks to Coats Manie Sacks to Coats Manie Sacks to Coats Manie Sacks Columbia Record Coats Manie Sacks Columbia Record Manie Sacks Columbia Record Manie Sacks Coats Manie Sacks Coats Manie Manie

# Daillard Dickers For Coast Aragon

For Coast Aragon

Hollywood, March 18.

New deal is cooking for the Aragon terpery, with Wayne Daillard, former San Diego baliroom operator dickering with brewer Charles is on the Santa Monica waterfront. Aragon still is being operated by Gordon (Pop) Saderup, but he's on a dropped his name-band policy.

Liek plans to spend \$25,000 improving the terpery, and Daillard is trying to make a deal to take the strong of the second of the part of the par

the dickers with Lick.
Saderup, incidentally, apparently has changed his mind about taking over Tommy Dorsey's five-year
lease on the Casino Gardens, adjacent to Aragon, as a result of
TD's \$150,000 price tag on the
lease.

# **Ben Barton Music Gets Second Wind**

Ren Barton secured permission

# Court Cools 'Firebird' Suit, Which Might Have Lit Music Biz Hotfoot

Lit Music Biz Hotfoot
Lis Angeles, March 15
In a sum the best multications, the sum that the sum

# ASCAP Presents Pay Scale to Video, **'Dramatic' Rights Concerns TV-ites**

# Crawford's Takeover

CTAWFORD S LARGOVET
Crawford Music, part of the Max
Dreyfus group, bought a tune last
week, an unusual move by that outfit. It secured the publication
Max Warnow's music firm, headquartered on the Coast. Warnow
Max Warnow's music firm, headquartered on the Coast. Warnow
Mill participate in the earnings of
the "comparison of the Coast."
Comparison of the Coast. Warnow
O. Selmick fine of the same name.
It is "dedicated" to it, and the
notification of the same name.
Russell and Gordon Burdge wrote
the time.

# Loew's Grants TV Rights to ASCAP **After Long Delay**

After Long Delay
Loew's, Inc., last week finally
agreed to allow its mustic publish
agreed to allow its mustic publish
agreed to allow its mustic publish
differ—to grant television, representation rights to the American
Society of Composers, Autors and
ment of rights to the American
ment of rights to ASCAP, which
the Society had unsuccessfully
sought for more than a-year, was
given Wednesday (3). If has not
yMeeting was attended by Fred
Ahlert, ASCAP prex; Max Dreyfrus, Herman Starr, Herman Fingiven Wednesday (3). If has not
yMeeting was attended by Fred
Ahlert, ASCAP prex; Max Dreyfrus, Herman Starr, Herman FinColman, general manager of the
Big Three and an ASCAP board
member, For Loew's there were
eral counsel; Charles Moskowitz
veepee and treasurer; Leopold
Friedman, secretary, and Julian
Belated nod on assigning Big
Three rights to ASCAP was caused
by the fact that committees repreto been meeting several weeks on, al
licensing deal for video, and the
Loew people did not want to be in
the control of the company of the contraction of the company of the company
in t

# ASCAP UNLIKELY TO REVIVE D.C. DISK BILL

Jack Mills and Mills Music pro-filed in March issue of The In-ternational Musician, AFM house

Negotiations between the commission representating the American and Publishers and television people over a scale of pay for the use of ASCAP, music on video have the series of the television people over a scale of pay for the use of ASCAP music on video have the pay for the television of the televi

# **Capitol Setting Brit. Music Firm**

Hollywood, March 15.

Capitol Records is launching a music publishing firm in England to take advantage of any successes in the control of th

# Larry Clinton Resumes Former Type of Band; Signs with Victor

Signs with Victor
Larry Clinton will resume the
type of band that made him the
type of band that the
type of the type and type of type
tentral to the style and instrumentation that was successful for him
EncA-victor, his label at that time.
Clinton drew a release from
Decca and signed a term deal with
Victor late last week. As soon as
the will set about expanding his
orchestra to the 14 men he originally used. The band he organized
last year, and which he has used
When Clinton hit the high spots
many of his recordings stemmed
from material he wrote himself.
He'll try that klea again.

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Phos-

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ø K.C.

Cincy

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z TAAW-15

WEEK

Rd Farron Robin Bright -WKLO

DULL WILL WILL ioe McCauley-Wip

Prank Murphy-WSYR

SCA WHIRING NOS

Norm Bobrow-KING

Bill Brant-KDKA

gop Cockuct-ROW

BILI DAMES-WOKY F TOOW-micolain bia OOK-KEVO

ENDING MAR. 12

DICK CHPCLIPKING Pat Bradley-KXLW 9 10

97

Rights Reserved)

# Top Record Talent and Tunes

"REQUES T" DISK JOCKEYS Ö AS POLLED VIA LEABING U.

Weekly chart of the listeners. This compilar across the ration and is usell as those on top. Remetion, 9 for a No. 2 a week to week to present

0.1			
		1	
-97	å	37.	7.11
	the records on disk lockeys programs, as "most requested" by Jation is Based on information orthogon from disk, continued	indicate those records rising in popularity as imputed on the basis of 10 points for a No. 1 m to one point. Cities and dockers will never	country.
	500	for	16 0
	# F	of arts	of t
	1	0.0	073
	8	of 1	sec
	ams	ord asis	a 11
12	90	re re	6
1	3	thos	ictu
E	ocke	ted	e p
10	38	mpu	ensi
VARIE	0 70	re co	reh
M	sp.	s ar	com
	ou .	is designed to indicate those re Ratings are computed on the and so on down to one noint	sent a comprehensive picture of all sectors of the
	94	25 4	61

24 8 4 8 4 8 4 8 4 8 4 8 4 8 4 8 9 4 8 8 4 8 8 4 8 8 9 4 8 8 8 8	16			South .	1		-	-	-
8 4 0		Les Brown	Columbia	I've Got My Love to Keep Me.	Berlin	ASCAP			
8 4 0	7	Blue Barron	M-G-M	Cruising Down the River	13	ASCAP		5	1
4 9		Evelyn Knight	Decca	Powder Face With Sunshine	Lombardo			4	-
9		Russ Morgan	Decca	So Tired	Glenmore.	113		1	00
ı	1	Margaret Whiting	Capitol	Far Away Places	Laurel	ASCAP		9	:
5B 6	80	Vaughn Monroe	Victor	Red Roses for a Blue Lady	Mills	ASCAP		2 5	9
6	-	Mills Bros	Decca	I Love You So Much It Hurts.	Melody Lane BMI	e BMI			:
2	1	Patti Page	Mercury	So in Love	T. B. Harms	S. ASCAP		1	1
9 14	1	Tommy Dorsey	Victor	Down By the Station:	Am. Acad	ASCAP.		100	:
1		Perry Como	· · Victor · ·	Far Away Places	Laurel	ASCAP		1	:
1	·	Evelyn Knight	Decca	A Little Bird Told Me	Bourne	ASCAP		7	:
4	2	Unnah Shore	. Columbia.	So in Love	T. B. Harms. ASCAP	. ASCAP		:	-
	1	Bing Crosby	Decca	Far Away Places	Laurel	ASCAP	· sange		2
14 24	1	Bing Crosby	Decca	Galway Bay	Leeds	ASCAP			
	200	Brother Bones	. Tempo	Sweet Georgia Brown,	Remick	ASCAP			
J.	0	Jack Funton	Tower	Sunflower	Famous	ASCAP		00	
2		Sашшу Кауе	1	Careless Hands	Melrose	ASCAP			:
1	1	ous Crossy-F. Andrews	3	:	Leeds	ASCAP	* * * * * * * * *		:
10		Reggle Coff	London	Much It Hurts.	Melody Lane BMI	e BMI		1	:
	1	nay Noble	Victor	. Lady of Spain	Sam Fox	ASCAP			
01 01	1	Buddy Clark	Columbia	It's a Big Wide Wonderful World BMI	d BMI	BMI		8	i
JIL JIL		Anna Watson	. Supreme.	. A Little Bird Told Me	. Bourne	ASCAP		:	
and a	T.		London	Galway Bay	reeds	ASCAP			
KA 97 T	6	Somme Word	London	Again	Robbins	ASCAP			:
58	1.	Darie Dow	Victor	Lavender Blue	. Santly-Joy.	1.1			1
8 1/	10	Lorry Roine	Columbia	Someone Like You	T. B. Harms			:	:
1	10	Doris Day	Columbia	Can't Sleep	Lutz Bros.	BMI			4
9A	I	Freemon Clark	Linden	Dill Plobles	Derilli	ASCAP			:
9B 51 2	8	Russ Morgan	Decca	Cruising Down the River	Snifteer	ASCAP			-
9C 18	2 W	Margaret Whiting	Capitol	My Dream Is Yours	Witmorb	ASCAD		1	1
9D	8 K	Kay Starr	Capitol	So Tired	Clemmore	ASCAP		-	-
	3		Mercury	On a Slow Boat to China	Melrose	ASCAP		1	1
4A 51 2	2 P	Paul Weston	Capitol	Etude	Capitol	ASCAP			:
48	2		. King	Johnny Get Your Girl	. Bourne	ASCAP			
4C	2	Doris Day-B. Clark	. Columbia .	If You Will Marry Me		ASCAP			1
at a	V	Art Lund	M-G-M	. I'll Always Be in Love With You		ASCAP		1	:
7	9	Buddy Clark	Columbia	I Love You So Much It Hurts	Melody Lane BMI	BMI			:
NA.	9	Doris Day	. Columbia	My Dream Is Yours	Witmark	ASCAP		1	1
ge		Margaret Whiting	.Capitol	While the Angelus Was Ringing C. K. Harris ASCAP	C. K. Harris	ASCAP .	*******	:	:
	a E	Eddie Howard	Mercury	Love Me, Love Me, Love Me	Miller	ASCAP		10	
2 00 01	١	Donnie Don	Victor		3	ASCAP .	and the last	:	4
9	10	Gracie Fields	London	Forester and Present	00	ASCAP			
2	D	Dinah Shore	Columbia	Ture to Ver in W. P.	Kobbins	ASCAP .			:
3A 2	a a	Paul Weston	Capitol		T. B. Harms ASCAP	ASCAP			
\$B 1	K	King Cole Trio	Canitol	Tenny	Custon	ASCAP			
8A 29 3	P.	Primo Scala	London		Spitzer	ASCAP		:	1
8B 2	A	Art Mooney	M-G-M	Beautiful Eyes	Duchese	RMI		1	1
	Ď		Columbia	My Darling, My Darling	Morris	ASCAP			1
1A 37 5	9	Tony Pastor	. Columbia	or You.	Feist	ASCAP			1
	1	Betty Garrett	M-G-M	Humphrey Bogart Rhumba	Simon	ASCAP		1	

# Inside Orchestras-Music

Recording company executives are convinced that the only way one reason can really get an idea of how songs are to be done in a Broadway musted or film is to see the finished production. Several weeks back, the score of "South Pacific" was uniquely demonstrated to them at an unveiling in the apartment of and by Richard Rodgers, co-author of the tunes with Oscar Hammerstein, 2d, who had a girl and boy singer to perform the tunes to his plana accompaniment. Idea was to give the recorders a clear idea of how the songs were done in the them unopened show. It is also that the source of the constrations and each state of the constraints and each state of the constraints.

Becomis Records will shortly market a platter featuring a new specials—Leon Rene, label's prexy. Rene has heretofore confined his activities to songerwiting, turning out such his as "Sleepy Time Down South," "Dusty Roads" and "Someone's Rocking My Dreamboat." Last week Rene was supervising etching of his newest ditty, "Singing Sweet Melodies To You," by Paul Martin's orch, and both maestro and Rene expressed dissatisfaction with several vocalists who essayed the chore. Finally Rene cleaved his throat and gave out with his idea of how time for the control of the control

Margaret Whiting's Capitol platter of the new pop, "White the Angelus Was Ringing," makes a label error that's unique and which wasn't corrected for a while. While the disk actually carries the melody of the new tune, the label proclaimed the title as "When the Angelus Is Ringing," a completely different tune.

Current song is by the Frenchman Jean Villard, with English lyrics by Dick Manning, Il's published by Las Sile Music, a Raiph Peer subsid. "When the Angelus Is Ringing" is published by Warock Music, now owned by Henry Spitzer. Though the titles were confused by Capitol, the liepase on the recording of Peer's song was issued in the name of the proper publisher.

Decoa's new balladeer, first male ballad singer inked by the waxery in years, will be introduced to the public as Joe Graydon—his third name. He was born Joseph Dosch, and serves with the FB Lunder that Washington, D. C., disk Jockey. Warners brought him to the Coast for a thespact under the Evans cognomen but recently let-him go. Singer had expected to keep the Evans tag under his new Decca pact, but Dave Kapp didn't like the handle and pulled Graydon out of the hat.

After eight years with the label, Lawrence Welk has secured his release from Decca and inked a three-year deal with Mercury at what he considers far superior terms. He's guaranteed one platter release every eight weeks and two albums annually. He gets 3½¢ for each platter sold. At Decca he had only one album in eight years and his single side releases were spasmodic. Welk's manager, Sam Lutz, is a brother-in-law of Jack Kapp, and the spiticup was anicable.

Coiver of sheet music on Edmund Goulding's new 'tune, "Sweetest Moment," page stribute to Mae Marsh, now working in Goulding's 20th-Fox film, "Everybody Does It." Goulding has admired Miss Marsh since he first saw her in "Birth of a Nation." He decided to adom the cover with a sketch of her taken from an early-day still. Three times a grandmother, Miss Marsh was once one of D. W. Griffith's top stars.

Columbia Records promotion department has set up a heavy campaign on Dorothy Shay's "Mr. Sears and Mr. Roebuck" record, in containing the search of the sear

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## M-G-M Renews Pact For Buddy Kaye

Songwriter Buddy Kaye has re-newed his recording contract with M-G-M Records. He sings his own tunes for M-G-M, accompanied by an instrumental group under the

an instrumental group under the name of Buddy Kaye's Quartet. Renewal is for a year. Unusual angle of. Kaye's deal with M-G-M is that it calls for him to record only the material he writes. Under this heading, he re-cently came up with the hii. "A, "You're Adorable," published by Laurel Music.

# Disk Jockey Review

COCKTAILS AT THE DESHLER With Bud Gillis and Rosemary Me

Dowell 15 Mins Dowell
5 Mins., Mon. thru Friday, 10:30
to 10:45 p.m.
ESHLER-WALLICK HOTEL

to 10-25 mm.

To 10-25 mm.

DESHLER-WALLICK HOTEL
WHKC, Columbus, 0. quarter-hour
WHKC, Columbus, 0. quarter-hour
how is recorded at the 5-30 cocktail hour in the Ionian Room of the
Deshler-Wallick hotel. E30 cocktail hour in the Ionian Room of the
Deshler-Wallick hotel. E30 cocktail hour in the Ionian Room of the
WHKC disk jockey, runs the program from all over the room. In
International to the International Columbus
Hotel disk jockey, runs the program from all over the room. In
It was the International to the International
Head of the International Columbus

Gillis is a pleasant, natural and easy-going interviewer.

## LORRY RAINE "Can't Sleep"—Decca Records Disk Jockey Salute:

BILL SAWYER, KWJJ

BILL SAWYER, KWJJ
BIll Sawyer is Fortland and the
Northwest's big-leaguer. By arrangements with AI Jargie he uses,
"Make Delieve Ballrom" format,
He makes frequent trips to.
Hollywood with tape recorder, puts
down intimus "in-persoin" star interviews." A persuadve platterputer, Bill Sawyer also heads hisputer, Bill Sawyer also heads his-

usher, Bill wn ad age

TIM GAYLE Hotel Sheraton, Detroit, Mich.

# Jimmy Atkins Signing With Coral Challenged By Ballard's D. J. Label

Threatened legal action by Pat Ballard against Decca Records, Coral Records and guitarist-vocalist Jimmy Atkins is expected to be settled. Shelved suit grew out of a "misunderstanding" whereby the singer assertedly posed as a free agent to cut "All Right, Louie, Drop That Gun" for Coral.

Ballard, who operates D. J. Rec-ords, said Monday (14) that he had Atkins on an exclusive wax pact. Deal called for the warbler's serv-ices up to May 1, next.

lees up to May 1, next.

Ballard declared that he felt
Decca and its subsid, Coral, were
more or less innocent bystanders
deceived by Atkins. Under the anticipated settlement Decca and
Coral will release "Louie" immediately.

# Jocks. Jukes and Disks

- By Bernie Woods

Fran Warren-Bill Lawrence ("Younger Than Springtime". "Till Do the Same For You" ("Victor). Both tunes from the Richard Kodgers-Sear Hammerstein." 2d more proposed to the search of the Same For Search ("Victor). The Rodgers-Sear Hammerstein." 2d more proposed to the Same For Search ("An Indianal Commercial moledy, is nicely done by this fresh pairing. They do better by this fresh pairing. They do better by this fresh pairing. They do better by the search of th

shows up nicely. Finance and should be the content of the content

# Platter Pointers Larry Fotine's band shows up

exceptionally well on its first Decca disking, pairing "A You're Adorable" and "Beautiful Eyes" ... One of the best raw jazz sides in some time is "Amnesia" by

in some time is "Amnesia" by Marvin Johnson (Capitol). It is the same sort of groove is Ear Mines (Cool library Ruff is Stafford (Cool library Ruff is Stafford "Begin in Beguine" and "On the Alamo" (Capitol), the latter having a good chance at hit status. Jack Klifty (M-G-M) cheel a neat arrangement of "I latter naving a good change as most status . . . Jack Kilty (M-G-M) etched a neat arrangement of "I Got a Gal in Galveston," good new tune by Sammy Kaye (Victor) .

MARIETY 10 Best Sellers on Coin-M	achines Week of March 1
1. FAR AWAY PLACES (13) (Laurel)	Perry Como Victor Margaret Whiting Capitol
2. LITTLE BIRD TOLD ME (17) (Bourne)	Evelyn Knight Decca   Paula Watson Supreme
3. CRUISING DOWN THE RIVER (5) (Spitzer)	

4. POWDER FACE WITH SUNSHINE (7) (Lombardo) ...... Evelyn Knight ..... Decca Primo Scala ...... London 5. GALWAY BAY (10) (Leeds) Bing Crosby Decca
Anne Shelton London Dinah Shore ..... Columbia Victor 6 LAVENDER RIJE (6) (Santly-Joy) ..... 7. RED ROSES FOR BLUE LADY (4) (Mills) ...... (Vaughn Monroe .... Guy Lombardo .... ... Victor 8. I LOVE YOU SO MUCH IT HURTS (2) (Melody Lane) | Mills Bros | Decca | Buddy Clark | Columbia 9. PUSSY CAT SONG (8) (Leeds) ... | Patti Andrews B. Crosby Decca | Perry Como Victor 

Coming Up	
O TIRED (Glenmore)	Russ Morgan Decca   Kay Starr Capitol
GAIN (Robbins)	Vera Lynn London
O IN LOVE (T. B. Harms)	Bing Crosby Decca Dinah Shore Columbia
OU BROKE YOUR PROMISE (Pic) OU, YOU, YOU ARE THE ONE (Campbell)	Paula Watson Supreme Ames Bros Coral
UNFLOWER (Famous)	Russ Morgan Decca Frank Sinatra Columbia
	Billy Eckstine M.G.M.
EWILDERED (Miller)	Ink Spots Deeca
O ORCHIDS FOR MY LADY (Leeds)	Billy Eckstine M.G.M   Ink Spots Decea
EAUTIFUL EYES (Duchess)	Art Mooney
WEET GEORGIA BROWN (Remick)	Guy Lombardo Decca
OWN AMONG SHELTERING PALMS (Miller)	Sammy Kaye Victor Al Jolson-Mills Bros Decca
OMEONE LIKE YOU (Remick)	
WEET SUE (Shapiro-Bernstein)	. Sister Rosetta Tharpe Decca
RUSH THOSE TEARS (Peter Maurice)	Barry Green Rainbow
S IT TRUE ABOUT DIXIE (Caesar)	. Al Jolson Mills Bros Decca
[Figures in parentheses indicate number of weeks song	has been in the Top 10.1

# **Name Band Agencies** Head Off Steeper's AFM Tax Debt Expulsions

Boston, March 15.

Some name band agencies have concluded an agreement with Harry Steeper, new treasurer of the American Federation of Musicians, whereby his campaign to collect back taxes from bandleaders won? embarrass them any

solieth was taxes from handlead-ers won't enhartass them any longer. When Steeper fook over the treasurer's office, he found many name meastross were overtide in paying travelling band taxes. For locking them, by simply expelling the recalcitrant from the union until the coin was paid. In this way, George Olsen, Woody Her-mon, several others lost their cards and several others lost their cards These moves by Steeper oc-

artiefly. These moves by Steeper occasionally were embarrassing to
dates booked, even though the
suspensions lasted no longer than
took a wire to Boston to pay the
money demanded. So, General
arrangement with Steeper's office
that any claims made upon leaders
they handle will be referred to
GAC's N. Y. office, and the latter
will see to it that payment is made
unit see to it that payment is made
ing the culprits involved.

# MILLS, BUZZELL'S SONS JOIN MUSIC CO. IN N. Y.

With Hank Markbreit, former Chappell professional manager, mamed to head Mills Music's reactivated Chicago office, the firm has also added Loring Buzzell and Martin Mills to its New York presional department. Latter is son of Mills' prez. Jack Mills, while Buzzell is the son of attorney Samuell, an officer of Mills Share Markburzell, an officer of Mills Share Markburzell, and officer of Mills Share Markburzell, and white the Loring Mills Markburzell, and Mills Althoure. Methods 100 Mills Markburzell, and Mills Markburzell.

Mills Mussle.

Although Martin is Jack Mills' first heir to enter the business, brother Irving is represented by general professional manager Sidnery Mills, along with Richard and ray Mills, who heads the Coast branch. Meanwhile, Robert Mills this week has been assigned the production activities of the American Academy of Mussc. His American Academy of Mussc. His after, Irving, is the thrus prez.

# Philly Orch, AFM Arbitrate Snarl

Philadelphia, March 15.
The Philadelphia Orchestra and
the Musiclans Union settled the
dispute over the symph's lone tuba
player at an arbitration meeting
before Judge Nochem S. Winnet
which averted a threatened strike
by the longhair tooters.

which averene a turneaver same by the longitude to determine of James Petrillo's 'Chicago' local, and 'Cot list city at the start of the Orch's season, and Local 77, the AFM's Philly unit, refused to accept his transfer, arguing that, a scept his transfer, arguing that, a scept his transfer, arguing that, a scept his transfer, arguing that accept his transfer, arguing that accept his transfer, arguing that accept his transfer, arguing the accept his transfer, and Local to the AFM's Symphony who is a member of Philly's Local 77.

## Kansas Now Has 2 Tunes About Its Sunflowers Kansas City, March 15.

The State of Kansas now has two ongs about it, both inspired by songs about it, both inspired by the state's sunflowers. Latest one is "Sunflower Song," by Edna Becker and Rebecca Welty Dunn. The authors are Kansans, and aver they wrote the song as suitable for schools and conventions, in order they wrote the song as suitable for schools and conventions, in order form are the state, which suffers from a rote state, which they claim it is not. Mrs. Dunn's bushand is

states, which they claim it is not.

state, which they claim it is not.

state, which they claim it is not.

# RETAIL DISK BEST SELLERS

age -(Hudson

Music Co.

sas City—(Jenkins Intonio-(Central

eland—(Burroughs

Leary tle-(Sherman-Clay)

neapolis-(Don

TOTAL

POIN

(Sherman-Clay) Shop)

8

outs-(S. S.

Survey of retail disk best sellers, based on reports obtained from leading stores to 12 cities and showing omparative sales rating for this and last week.	ega Stores	n-Ross)	mel's Mus. Shop)	Music Co.)
Week Ending	k-(Dar	-CHudse	les D	Boston

Week Ending National

Rating MARCH 12

	wk.		ž	f	13	1 8	100	8	Ě	15	E	S	1	S	ŝ
1	12	RUSS MORGAN (Decca) "Cruising Down the River"			8	1	2		1		1		2.7	2	51
2	7	BING CROSBY (Decca) "Far Away Places"	9	10		10	3	2	1		2	2	8	3	50
3	2	BING CROSBY (Decca) "Galway Bay"	1	8		4	8		5	1	8		3	6	40
4	9	RUSS MORGAN (Decca) "So Tired"	8	5			6	3		2		5		7	41
5	5	VAUGHN MONROE (Victor) "Red Roses for a Blue Lady"	7			2	9	2.	6	. 3	9	3			38
6	1	EVELYN KNIGHT (Decca) "Powder Face With Sunshine"	2	4		3	1/10	8			3				35
7	3	BLUE BARRON (M-G-M) "Cruising Down the River"	6	1								1	2		34
		"So In Love"	1		2			1	2						28
8B	10	MILLS BROS. (Decca) "I Love You So Much It Hurts"	5	9	V.			5	10		6		10	4	28
9	6	LES BROWN (Columbia) "I've Got My Love to Keep Me"			1.			6		4	7				26
0	8	TOMMY DORSEY (Victor) "Down By the Station"			4			9	7	5	5				2
1	11	MILLS BROS. (Decca) "I've Got My Love to Keep Me"					7			8		7		1	21
2		RUSS MORGAN (Decca) "Sunflower"					1		9	10	4				20
3	11-21	DENNIS DAY (Victor) "Clancy Lowered the Boom"	1	7		5	4								17
-	-	EVELVN KNIGHT (Decca)				4.45		2.	-		7.3	-	-	110	-1.

1 12 13 "A Little Bird Told Me" "A Little Bird Told Me".

RUSS MORGAN (Decca)

"Forever and Ever".

PATTI PAGE (Mercury)

"So in Love".

ROBERT CLARY (King)

"Johnny, Get Your Gir".

JINAH SHORE (Columbia)

"So in Love".

AMES BROS. (Coral)

"You, You, You Are the One

DINAH SHORE (Columbia)

"You, You, Roy (Fore Mercury)

"You (Fore 16A 17 18A 16 DINAH SHORE (Columbia)
"Far Away Places"

PERRY COMO (Victor) 18B 18

"Far Away Places"...
LORRY RAINE (Decca)
"Can't Sleep"....
MEL TORME (Capitol)
"Careless Hands".... 18R 19B CLARK DENNIS (Capitol)

19C .. "Galway Bay"
SAMMY KAYE (Victor)
"Careless Hands" 19D 18

FIVE TOP ALBUMS

adway Cast Columbia

WORDS AND MUSIC Varied Artist M-G-M

STAN KENTON ENCORES Stan Kenter Capitol

VAUGHN MONROE wahn M Victor '

JAZZ AT THE Volume 9 Varied Artists Mercury

8

7

## **Music Notes**

Maury Cohen, Palladium terpery operator, released from Cedars of Lebanon hospital after a week's checkup. Musical combo, the Four Deals, discovered at Base-line Tavern, Mesa, Ariz., pacted by MCA for five years. Criterion Music acquired the copyright to "Manana" in a deal whereby Criterion relinquishes its interest in

"Manaa" in a deal whereby Criterion relinquishes its interest in
the Barbour-Lee Music Corp...
Clark Dennis linked to make a
three musical short at Crinversale
three musical short at Crinve

... Trenler Twins waxing sides for the Modern label. King Sisters, reteamed with Andy Russell by Capitol on "I'm Beginning to Miss You," will make

Beginning to Miss You," will make eight sides with the crooner this year. Tim Gale and Ed Fishman the control of the control o

# Heidt's 27G, Chi

Arabut 8 Ld 10, Ulli
Chicago, March 15.
Horace Heidt orch, plus amateur talent layout, wound up four-day engagement at Chi Civic Opera House with profitable \$27,000.
Heidt opened Wed. (9) at \$3.71.
top, with the big rush coming Sunday (13) for the Philip Morris by Malant.

broaccas;...
Heidt's four-day stay is the first of its kind for the Opera House, since other similar attractions (Spike Jones, Duke Ellington, Fred Waring), stayed no longer than two days.

Coronado Publishing Co., N. Y., changed name to Downey-Rule Music Publishers, Inc.

# Cavanaugh Trio, Haines In New 15-Min. NBC Series

Singer Connie Haines and the Page Cavanaugh Trio have been signed by NBC-TV for a new 15minute, across-the-board series scheduled to start about mid-April in the 11 to 11:15 p.m. slot. Web plans to use the time as a showcaser for talent around whom other shows might eventually be built. Thus, the Cavanaugh trio will be permanent but the individual performers will rotate, with Fran Warren tentatively set to follow Miss

Haines in the spot. Program, which tees off as a sus Frogram, which tees off as a sus-tainer, will carry a slumberland motif in line with its late airing. It is expected that the show will be followed only by a newsreel be-fore signoff each night.

## Bill Miller Getting Set Benny Davis and Abner Silver have been inked by Bill Miller to

write the spring revue at the latter's Riviera, Fort Lee, N. J.

Spot is due to reopen late in
April, with Danny Thomas to top Jack Kapp as Symbol Of Americanism Plugged In Congressional Record

Washington, March 15.
Plug for Jack Kapp, as a symbol of the American answer to Communism, was placed in the Congressional Record last week by New York.

gressional Record last week by Rep. Arthur G. Klein, of New Y. Chee of the clickes which I am never ashamed to repeat," said Klein, "is that the right way for communism—or of faselsm—is, to communism—or of faselsm—is, to America to avoid the dangers of communism—or of faselsm—is, to communism—or of faselsm—is, to communism—or of faselsm—is, to communism—or of the faselsm—is, to the president of Decka Records, is a living symbol of what I mean.

Hecorus, is a many limean.

"Jack Kapp is the boy Horatio Alger wrote about. He is the hero of the unending America sags of rags to riches. He is the man who have a many lifting free enters." 

# MERCURY'S FIRST OTR. **ROYALTIES DOWN 25%**

ROYALTES DOWN 25%.

Mereury Records districted the state of the first quarter of this year, and they were approximately 25% lower than the final quarter of 48. Mereury the consisted of half cash and half notes, a practice of the firm for the past year or more. It has never defaulted on the 10U/s, however, the consisted of half cash and half notes, a practice of the firm for the before the norte, and the manual than the state of th

cury itself.
Mercury is now looked upon as a "major" company by publishers.

Lawrence Welk Signed
Chicago, March 15.
Lawrence Welk, currently at
Chicago theater at \$7,000 per
Welk, currently at
Chicago theater at \$7,000 per
Welk 19,000 per
Welk 19,000

# **BVC's Finburgh To** N.Y. as Bourne Mgr.

N.1. as Sourme ingr.

Lee Finhuryh, manager of the Hollywood branch of Bregmanvocc-Conn ever since that company went Into business almost a 
decade ago, moves into New York 
acceptable of the Control of the Control of the 
size. Switch takes place this week, 
a deal having been made with Finburgh by Saul Bourne on the latter's recent trip to the Coast. Finburgh is the second Hollywood 
music man movel into N. Y. in remusic man movel into N. Y. in reto be professional manager of Advvanced after years in the west Wish
Shapiro-Bernstein, Buddy Morris, 
etc.

etc.
Finburgh's spot for BVC in
Hollywood has been taken over by
Milton Samuels.

## Terpery Must Pay 54G For Roughing Maestro

Hollywood, March 15.

Lack of professional courtesy to bandleader Joe Norman cost the Palladium ballroom \$54,000 in superior court.

Palladium ballroom \$54,000 in su-perior court.
Norman, who formerly led the intermission combo at the Aragon terpery, sued for damages, claim to bouncer for Adomory on the bouncer for Adomory on the bouncer for Adomory on the bouncer of the superior of the admish as a professional courtes last November. Understood Pal-iadium has insurance that cover \$50,000 of the rap and will appeal the verdict.

Margaret Truman signed for her second concert in Kansas City. Date not yet set, but contract calls for her appearance on 1949-50 con-cert series scheduled by Mrs. Ruth Seufert.

Annals never lower files penned by the control of t



(LESTER)

RECORDED 100%



Music and Lyries MICHAEL CARR KERMIT GOELL

Oxford Music Corporation GEORGE JOY—President

1619 Broadway, New York 19, N. Y

CHICAGO-Jack Perry

HOLLYWOOD-Phil Kahl

# VARIETY SONG CAVALCADE

\*\*\* (Musical-Historical Review: 1800-1948) \*\*\*\*\*\*\* Compiled for VARIETY

By JULIUS MATTFELD

(Capyright, Variety, Inc. All Rights Reserved) Legands and either basic background information, attendent to the compilation of presentation, appeared in the Oct. 6, 1948, issue when the Variety Sangavalcate started publication seriolity. It is "aggressed that these installments be speed and filled for forum reference."

Attention is hereby called to the fact that this material is e reproduced either whally or in part.

(Centinued from Last Week)

1890

Plays of the season included "Ben-Hun." "Sag Harbon." "Becky Sharp," "Barbara Frietchie," and the wight from Maxim's." Fay Interest the way of the wight from Maxim's." Fay Interest the way being the way of the wight from Square Theatre ther favorite song: "So Long, Mary, Mark Harbon, Square Theatre ther favorite song: "So Long, Mary, Mark Harbon, Square Theatre ther favorite song: "So Long, Mary, Mark Harbon, Square Theatre there are the way of th

volume in his vast "Rover Boys"

in Music

CAMPBELL

MUSIC, INC.

1619 Broadway, New York 19

THREE SUNS-Victor

DICK JAMES-London

-MGM

WALTZ FESTIVAL

JACKIE BROWN QUARTET

VARSITY ORCH .- Varsity

SHEP FIELDS-Lang-Worth

BENNY KANTER-Chicage PAUL COLBY-Hollywood SOLLY LOFT-New York

YOU, YOU, YOU ARE THE ONE

Recorded by

Young Nick Campbell, who heads his own publishing firm, was one of the early BMI family members. Back in '41 he brought two tunes, DO YOU CARE and

THE THINGS I LOVE, to the hit parade simultaneously. His ability to pick the hits and his energetic exploitation of them

is chiefly the reason, for the success of

songs like

RUSS MORGAN-Decca

AMES BROTHERS-Coral

JOHNNY EAGER-Grand

LAWRENCE WELK-Standard

DEAN HUDSON-Lang-Worth

KFM GRIFFIN-Ronde

Hemick & Co., com, 1900 by The Lampe Music Co.

Every Race Has a Flag But the Coon, w, m, Will A. Heelan and J. Pred Holler Hose W. Stern & Co., The Fatal Rose of Red. w, m, J. Pred Helf and Ed. Gardenier, F. For Old Times' Sake, w, m, Charles K. Harris, Chas. K. Harris, Co., 1900. Delly Gray, w, m. Barmes and Cobb. The Morse Music Co., cop. 1900; recop. 1900 by Howley, Haviland & Co., Love You, But I Do. w, Will D. Cobb m, Gus Edwards, Howley, Haviland & Co., 1900. The Morse Music Co., 1900. But I Do. w, Will D. Cobb m, Gus Edwards, Howley, Haviland & Co., 1900. The Morse Music Co., 1900. But I Do. w, Will D. Cobb m, Gus Edwards, Howley, Haviland & Co., 1900. The Morse Music Co., 1900. Tree, W, m, Paul Dresser, Howley, Haviland & Co., 1900. The Morse Music Co., 1900. The House of Too Much Trouble, w, m, Will A. Heelan and J. Fred Helf., Jos. W. Stern & Co. Just Because She Made Dem

Administration of the Control of Co., when de Mont Comes Up Behind de Hill. w, m., Paul Dresser. Howley, Haviland & Co., opp. 1900. When the Harvest Days Are Over, Jessile Dear, w, Inoward Grapiro, Bernstein & Von Tilzer Co., opp. 1900.

The Year's at the Spring, w, More H Browning, m, Mrs. H. H. A. Beach. Op. 45, no. 1. Boston Arthur F. Schmidt, cop. 1900.

As the twentieth century dawned, the average American enjoyed his rocking chair, possibly to get the control of the control of

B. B. Johnson as president.

A big department in mall-order houses was the one dispensing dream books, fortune telling para house by the palm-reading guides phernalia, palm-reading g

wait as tightly as possible, had a sill, trailing skirt and pointed sill. Trailing skirt and pointed sill. Trailing skirt and pointed sill. Trailing skirt s

Sons, cop. 1901.

Any Old Place I Can Hang My
Hat Is Home Sweet Home to Me.
w, William Jerome. m., Jean
Schwartz, Shapiro, Bernstein &
Von Tilzer, cop. 1901.

Blaze Away! March. m., Abe
Holzmann, Feist & Frankenthaler,
cop. 1901.

Cond. Cond. Cond.

Coon! Coon! Coon! w., m., Leo Friedman. Sol Bloom, cop. 1901. Davy Jones' Locker. w., m., H. W. Petrie. Jos. W. Stern & Co., cop. 1901.

Don't Put Me Off at Buffalo Any More, w., William Jerome, m., Jean Schwartz. Shapiro, Bernsteln & Von Tilzer, cop. 1901.

1901.
Mr. Volunteer, or, You Don't Be long to the Regulars, You're Just Volunteer. w., m., Paul Dresser Howley, Haviland & Dresser, cop 1001

Howley, Haviland & Dresser, cop. 1901.
My Castle on the Nile, w., J. W. Johnson and Bob Cole, m., Rosamond Johnson, Jos. W. Stern & Co., cop. 1901.
My Heart Still Clings to the Olivier of the Strist Love, w., m., Paul Dresser.

VARIETY

Vednesday, March 16, 1949

Vednesday, M

1901.
There's ne North or South Teday, w., m., Paul Dresser, Howley, Haviland & Dresser, cop. 1901.
Tobermory, w., m., Harry Lauder, Francis, Day & Hunter, cop.

Tobermory, w., m., Harry Lauder, Francis, Day & Hunter, cop. 1901.

1901. To bown in Old Indiana, w., m., paul Dresser, Howley, Haviland & Dresser, cop. 1901.

When the Birds Have Sung Themselves to Sleep. w., m., Paul Dresser, Howley, Haviland & Dresser, 1901.

1901. The Birds Slay Turns to Gold. w., m., Thuriand Chattleway, Howley, Haviland & Dresser, cop. 1902.

1901. The Birds Slay Turns to Gold. w., m., Thuriand Chattleway, Howley, Haviland & Dresser, cop. 1901.

Howley, Haviland & Dicest, Sp. 1901.

Where the Silv'ry Colorado Wends Its Way. w. C. H. Scoggins, m., Charles Avril. Chicago: Will Rossiter, cop. 1901 by C. H. Scoggins and Charles Avril. (Continued next week's issue)

Everyone Agrees Tops for ANY Program

> DOWN BY THE STATION

AMERICAN ACADEMY OF MUSIC 1619 Broadway, New York 19, N. Y.

RED ROSES FOR A BLUE LADY FIDDLE-FADDLE **BLUE SKIRT** 

WALTZ MILLS MUSIC, INC. N. Y. 19. N. Y.

LYRIC WRITER

to Contact Composer who Can Place Song

MARTIN DIAMOND 3467 DeKalb Avenue New York 67, N. Y.

THANKS to my friends

THE DISK JOCKEYS

for Making HITS of Our

Latest MGM Recordings

YOU WERE ONLY FOOLING

CRUISING DOWN THE RIVER

AND NOW

YOU'RE SO **UNDERSTANDING** 

 $\star$   $\star$   $\star$   $\star$   $\star$  Blue Barron

RECORD EXPLOITATION HAL FEIN

## RUSS MORGAN-World -Thesaurus SIMILAU (See-Me-Lo)

The Sensational Afro-Cuban Number

by Harry Coleman and Arden Clar Recorded by

PEGGY LEE-Capital GENE KRUPA-Calumbia KING SAMPSON

JUMPIN' JACKS -NBC Thesaurus LENNY HERMAN

and more to come

Watch for CHASE YOUR TROUBLES AWAY
Palka DatsGOSSIP -Universal

Jahnny Long—Signature SHAKER SHAKE

BROADCAST MUSIC, INC.

580 Fifth Avenue New York 19, N. Y.



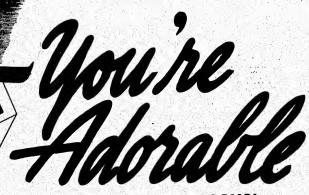
BOUQUET OF ROSES (Hill & Range) DAINTY BRENDA LEE (Lutz)

I COULDN'T STAY AWAY FROM I GOT A GAL IN GALVESTON

LOVE YOU SO MUCH IT HURTS (Melody Lane) WISH SOMEBODY CARED

IT'S A BIG, WIDE, WONDERFUL WORLD (BMI) JUST REMINISCING (Encare) LOOK UP (Patmar) MISSISSIPPI FLYER (Mellin)

WIND IN MY SAILS (Marke) YOU, YOU, YOU ARE THE ONE (Campbell)



Victor PERRY COMO (THE ALPHABET SONG)

Columbia TONY PASTOR

STAFFORD GORDON MCRAE

BUDDY KAYE

> Mercury ANN VINGENT



LARRY FOTINE

Varsity BARBARA BROWN



LAUREL MUSIC CO.

OMMY VALANDO—1619 Broadway, New York 19, N Y New York—Victor Pelle-Gene Piller

# 'RH' Logging System

Richard Himber's new development in logging broadcast performances lists times in the survey, based on four major network schedules. They are compiled on the basis of 1 point for sustaining instrumental, 2 points for sustaining wocal: 3 for commercial instrumental, 4 for commercial coal, respectively, in each of the 3 raigh 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 arge point tallies belo	
Songs Publishers Total P Sunflower—Paramount 2 So In Love—*"Kiss Me Kate"—T. B. Harms 1	t
Sunflower—Paramount	d
So In Love—"Kiss Me Kate"—T. B. Harms	
Powder Your Face With Sunshine Lombardo 1	Š
I've Got My Love To Keep Mc Warm-Berlin 1	t
A Rosewood Spinet-Shapiro	2
A Bluebird Singing In My Heart-Advanced 1	3
A Little Bird Told Mc—Bourne	3
A Little Bird Told Mc—Bourne I'm Beginning To Miss You—Berlin	ł
	u
These Will Be the Best Years of Our Lives-Robbins	٤
I Love You So Much It Hurts-Melody Lanc	8
Far Away Places—Laurel	y
These Will Be the Best Years of Our Lives—noodis Love You So Much It Hurls—Melody Lanc Far Away Places—Lauvel, Someone Like You—""My Dream Is Yours"—Harms Look Up—Patmar Got Lucky In the Rain—""As the Girls Go"—Sam Fox.	9
Look Up-Patmar	U
I Got Lucky In the Rain- "As the Girls Go"-Sam Fox	į
My Dream Is Yours-"My Dream Is Yours"-Witmark	ä
Cruising Down the River-Spitzer	J
It's a Big Wide Wonderful World-BMI	į
Underneath the Linden Tree—LaSalle Here I'll Stay—*"Love Life"—Chappell	
Here I'll Stay-*"Love Life"-Chappell	
While the Angelus Was Ringing-Mclody Lane	
Down By the Station-Amer. Acad.	7
You Was—Crystal Lavender Blue—†"So Dear To My Heart"—Santly	Ę
Lavender Blue-+"So Dear To My Heart"-Santly	Đ
You Broke Your Promise-Pic	
Bouquet of Roses-Hill & Range	
Forever and Ever-Robbins	S
Galway Bay—Leeds When You're In Love—Crawford	Ę
When You're In Love-Crawford	Ş
As You Desire Me-Words & Music	Ę
I Get Up Every Morning—Leeds	
Careless Hands—Melrose	5
Brush Those Tears From Your Eyes—Leeds My Darling, My Darling—e"Where's Charley"—Morris	ŧ
My Darling, My Darling-"Where's Charley"-Morris	ξ
Buttons and Bows "Paleface"-Famous	Š
I'll String Along With You—Witmark I Don't See Me In Your Eyes Any More—Laurel	Š
I Don't See Me In Your Eyes Any More—Laurel	9
Love Me, Love Me, Love Me-Miller	
So Tired—Glenmore The Streets of Laredo—+"Streets of Laredo"—Famous	4
When Is Some Time—†"Connecticut Yankee"—Mayfair	9
when is some Time—T"Connecticut Yankee —Mayiair	1
If You Stub Your Toe On Moon-"Connecticut Yankee"-Mayfair	4
Always True To You In Fashion-*"Kiss Me Kate"-T. B. Harms	5
If I Could Be With You—†"Flamingo Road"—Remick	9
Mississippi Flyer—Mellin No Orehids For My Lady—Leeds	4
No Orenids For My Lady—Leeds	1
"A" You're Adorable—Laurel	:
Clancy Lowered the Boom—Kenmore	:
All Right Louie Drop the Gun—Feist f Filmusical. Legit Musical.	٩
i Funusical. Legit Musical.	

Merc's New Chi Distrib Chicago, March 15. Mercury Records announced a change in its distributorship in Baltimore area this week.

e Corp. of Baltimore has opped, with Schwartz Bros. of distributor in the eastern

## \$1,400,212 Allocated For Free Public Music

For Free Public Music Free public music program in 1949 of the American Federation of Musiclans will be financed by an appropriation of \$1,400,212, ac-tion of \$1,000,212, ac-tion of \$1,000,212, ac-beta \$1,000,212, ac-prez, James C. Petrillo. Third and final allocation from the AFM's re-cording and transcription fund is acid to bring the union's three-year total of public strains three-year total of public \$1,500,000. This wear's expenditures will

bursements to nearty 94.500,000. This year's expenditures will also mark the dissolution of the R T fund inameuch as its method of collections were banned under the Tatd-liardly Act on Dac. 30, the Section of the Tatd-liardly Act on Dac. 30, the Section of the Tatd-liardly Act on Dac. 30, the Tatd bas now yeen supplanted by the Music Personance Trust Pund, with Philadelphia attorney Samuel R. Rosembaum as it administrator.

# Hugo Winterhalter To **CRC Muscial Director** Post Vice Mitch Avres

Hugo Winterhalter has taken over the musical director job vacated by Mitchell Ayres at Columbia Records in New York. He was selected fror a long list of applicants by Manle Sacks, Columbia vecpee in charge of the comyany's pop. artists and repertoire division, and he started work Monday (14).

and he started work Monday (14).
Winterhalter is an arranger and conductor, but this is his intimated and conductor, but this is his intermit a supervising recording dates. He has worked in the past and other name bands as an arranger, and also with Kate Smith I radio. Until recently he was making recordings for MG-MR company of the conduction of the conduction of the conducting for perty Como. He works the suggest that the conducting for Perty Como. He works the singer's "Chesterfield AM and teleshim on RCA-Victor recordings.

# MCA's Brandwynne

Into Hotel N.Y.er

Nat Brandwynne goes into the New Yorker hotel, New York, April 22, following the current Gardner Benedict combo. Brandwynne, a Benedict combo. Brandwynne, a Music Corp. of America property, will use 12 men and a girl. He's down for six weeks with options.

As a rule, the New Yorker adheres fairly consistently to buying General Artists Corp. names.

# Bands at Hotel B.O.'s

Band			Hotel			Weeks Played	Week	Covers On Date
Emil Coleman*						13	1,900	37.975
Gardner Benedict*								15,925
Guy Lombardo								44,875
Tony Pastor	Statler	(450;	\$1-\$1.5	D);,,,	•••	5	1,400	7,900

Walderf, Carl Brisson; New Yor ker, ice revue.

Chicago

Barclay Allen (Empire Room, Palmer House, 550; \$3.50 min. \$1 cover),
Victor Borge drawing hotel conventioners. Fine 3.400 covers,
Comparison of Martine Room, Edgewater, 700; \$1.20 cover). Upped
Joe DeSalvo (Swise Challes Jun.)

2.300 tabs.

Joe DeSalve (Swiss Chalet, Bismarck, 200; \$2.00 min.\$1.05 cover),
Small room getting husky share of family trade. Nice 1,900 covers,
Dick LaSalie (Mayfair Room, Blackstone, \$50; \$3.50 min.\$1 cover),
Frankie Masters (Boulevard Room, Stevens, 773; \$3.50 min.\$1.55
cover). Ice Show and Masters strong at 2,400 covers.
Bill Savder (College Inn. Sherman, 500; \$2.50-\$3.50 min.). "Salute To Cole Porter's atendy 3.400 covers.

## Los Angeles

Carmen Cavallaro (Ambassador, 900; \$1.50-\$2). With Modernaires neadlining. Second week down to 3,050 covers.

Jan Garber (Biltmore, 900; \$1.51.50). Dipped to 3,300 covers.

Ted Fig Rito (Beverly Hills, 300; \$4 min.). Light 1,200 covers.

## Location Jobs, Not in Hotels

Cos Davidson (Cher, Parce, 100, 33.30 min.). Jack Cole, Mary Small and Josy Bishop, Fallen 3.500, 33.30 min.). Jack Cole, Mary Small and Josy Bishop, Fallen 3.500 min.). Vaughn Monroe one-nighter with admish upped to \$2.00 after 7 p.m. Hot 20,000 admissions. All Trace, (Blackhawk, 500, \$2.50 min.). Compiper drawing out-of-core with a contract of the contract of th

(Los Angeles)

Benny Goodman (Palladium B., Hollywood, 2nd wk.). Big 13,000 ad-

# Upbeat

## New York

Prankle Carle piled up second highest gross at Chrefe theatre, in the control of the control of

## Hollywood

Hollywood

Beany Carter, trying to re-form his and Carter, trying to re-form his and Carter, trying to restand the Hollywood Employee and the Hollywood Employee, the Hollywood Employee and two supporting acts and after first 22.00 bit the house after first 22.00 bit the first 22.00 bit the first 22.00 bit the second 22.00 bit the first 22.00

## Pittsburgh

Pittabargh
Sammy Nettace and Tommy
King, trombonists, recloined Baron
Billott orch., Henry Busse band
opens a week's engagement at Bill
Commercial Commerc

(Continued on page 44)

# U. of Minn. Concerts

Minneapolis, March 15.
Annual University Artists' course at the U. of Minnesota Memorial auditorium next season will comprise seven concerts, including an event in recognition of Minnesota's Territorial Centennial, and a return visit of the Chicago Symphony orchestra.

List also includes Ferruccio Tagliavini and Pia Tassinari of the Metropolitan Opera; Guiomar No-vaes, Brazilian planist; Nathan Milstein, violinist; Bldu Sayao Lo-rcuzo Alvary and Leonard Warren, latter three of the Metropolitan



FRANKIE LAINE

LOEW'S

LAUREL MUSIC CO. 1619 Broadway New York

**Popularity Continues** CARMEN LOMBARDO'S

MAYFAIR MUSIC



"LOOK UP"

Tops of the Tops

Retail Disk Seller "Cruising Down the River

Retail Sheet Music Seller "Cruising Down the River" "Most Requested" Disk "I've Got My Love to Keep Me'

Seller on Coin Machines "Far Away Places"

# **MOST WIDELY RECORDED SCORE IN YEARS!!**

FROM BING CROSBY'S.

# A CONNECTICUT YANKEE

in KING ARTHUR'S COURT

Lyrics by JOHNNY BURKE

Music by JAMES VAN HEUSEN

# **ONCE AND FOR ALWAYS**

RECORDED BY

BING CROSBY ALBUM-Deccor

VIC DAMONE .... Associated

TONY MARTIN-Victor ART MOONEY-M.G.M.

TRANSCRIPTIONS BY

EARL SHELDON ..... Muzak

DINAH SHORE—Columbia JO STAFFORD—Capitol

CHARLIE SPIVAK ......Ziv



# IF YOU STUB YOUR TOE ON THE MOON

NAT KING COLE—Capital BING CROSBY ALBUM—Decca RECORDED BY
HORACE HEIDT—Columbia
JOHN LAURENZ—Mercury

TRANSCRIPTIONS BY

TONY MARTIN-Victor FRANK SINATRA-Columbia



VIC DAMONE .... Associated

HORACE HEIDT ..... Standard

EARL SHELDON......Muzak

# WHEN IS SOMETIME?

RECORDED BY

PERRY COMO-Victor BING CROSBY ALBUM-Deccar

CHARLIE SPIVAK .......Ziv

FRANK SINATRA—Columbia MEL TORME—Musicraft MARGARET WHITING—Capitol

TRANSCRIPTIONS BY

DAVID STREET and LUCILLE NORMAN . Standard VIC DAMONE-Mercury JACK FINA-M.G.M.

GEORGE TOWNE . . . Associated



# BUSY DOING NOTHING

JACK EDWARDS-M.G.M. MODERNAIRES-Columbia RECORDED BY
(Crosby Album)
BING CROSBY
SIR CEDRIC HARDWICKE
WM. BENDIX

TRANSCRIPTIONS BY

VAUGHN MONROE-Victor JACK SMITH-Copitol



Copyright by Burke and Van Heusen, Inc.

MELROSE Music Corp. MAYFAIR Music Corp.

1619 Broadway New York 19, N. Y.

## VARIETY

# Morris' New Pubbery To Handle Works Of Late Dick Whiting

Ut Late Dick Whiting
Edwini Planch 13.
Edwini Planch 14.
Edwini Planch 14.
Edwini Planch 15.
Edwini Planch 16.
Edwini Pl

manuscripts left by Whiting. One now tune has emerged, "Sorry." to which Buddy Pepper, Margaret whiting's accompanist, has affixed another Whiting melody with wordage.

The decessed composer one of The decessed composer one of United States of the Whiting melody with another Whiting melody with another Whiting his career, left more than 200 completed electings. The Whiting sites of course, will retain the copyrights on all the material. But still slipply do the market.

# Chase Hotel, St. L., Sued On Song Infringements

Un Song Infringements

The Case Club, west even the the Chile.

The Case Club, west even the the Chile Country of the Chile Club, west even the Chile Club, west even the Chile Country of the Chile Club, west even the Chile Country of the Chile Ch



# RETAIL SHEET BEST SELLERS

Preeman S

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Music

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z Ingeles, vi

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Music

Jenkins Schmidt

City,

Charles 1

8

Music

Capitol

8

Grossman

- 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 National MARCH 12 Rating

This wk.	wk.	Title and Publisher	New	Chie	Los	Bost	St. I	San	India	Clev	Kans	Philip	Minn	Seat	TS
1		"Cruising Down River" (Spitzer)	1	1	2	1	2	2	1	4	. 5	1	1	2	119
2	1.	"Far Away Places" (Laurel):	2	2	1	7	1	1	5	1	1	3	2	1	105
3	4	"Galway Bay" (Leeds)	3	5	4	. 2	5	4	. 7	6	3	2	5	3	83
4	3	"Powder Your Face" (Lombardo).	7	3	3	3	3	3	9	5	4	5	3	7	77
5	5	"Lavender Blue" (Santly-Joy)	8	6	6	8	4	. 9	2	. 2	6	7	4	4	66
6	7	"Sunflower" (Famous)	4	4	-5	. 1	7	6	3		2			6	51
7	9	"So in Love" (T. B. Harms)	9		. 7	9	٠.,	7	. 4		.7	6		5.	. 34
8	8	"I've Got My Love" (Berlin)		8	8	4.	8	5	6	7	10 -			9	27
9	7 '	"A Little Bird Told Me" (Bourne)		7		5	6	8		. 3	,		11		26
10 .	11	"Red Roses for Blue Lady" (Mills)	6	9		4	10	11.0		8	8		. 9		23
11A	1.	"Forever and Ever" (Robbins)	5	7.			10			Sec. 1			10	6	7
11B	6	"Buttons and Bows" (Famous)					9			9				8	7
11C		"Again" (Robbins)	٧,	4.			.,		7.		٠	4		·	7
12	13	"Down By the Station" (Am. Acad.)	10	30.0				40			٠.		. 6	800	6
13		"Rosewood Spinet" (Shapiro-B)	:.			6					· .				-5

# On the Upbeat

Chicago

Pianist Johnny Hyada, at Ciro's
and 485 club here, Joins Felix Medtevin and his Artists Guild theatrical agency . . Andry and Bella
Ressell, currently at Markiar Room
with NBC for a "Mr. and Mrs."
program similar to "Ozzie and
Harriet" . Freddie Naget ore
mainder of 49 . . . . . Local 10 of
for free public concerts this sumfor free public concerts this sumfor free public concerts this summer in Chicago area. Win Stracke, folk singer, concerts at Broadway Interlude last Friday

(11), replacing Art Van Bamme und in Electrice Brulle Fetti Bandson de Bellerive hotel this week. Sanny was a supported a fortigit in the seek of the Bellerive hotel this week. Sanny for the seek of the seek of

## Kansas City

Thanks to the Pittsburgh, New York and New Jersey Disk Jockeys We're On Our Way With The Slap-Happy Folk Novelty

# WHY DID I GO TO MY WEDDING?

SUNG BY JIMMY ATKINS ON REGENT RECORD #14

PAT BALLARD MUSIC CORPORATION—Sole Selling Agent KEYS MUSIC, INC. 146 W. 54th St., New York 19, N.-Y.

Cole, Herman Reteamed For New Concert Series \$76.900 Gross on 14 Dates

\$76,900 Gross on 14 Dates

King Cole Throad March 15,

King Cole Throad March 15,

King Cole Throad March 15,

King Cole Throad March 16,

series of dual concerts along the
series of dual concerts along the
cost in August General Artists
is asking promoters \$3,000 guarantee per night against 60% of goar
for the twin combos
for the recent skein of 14 Joint
concerts in eastern towns. The
total gross was \$75,900. Working
on percentages between 60% and
for the combos reaped \$46,000
for the combos reaped \$46,000
for the combos reaped \$46,000
for capally. They'll do the same on
their swing along the Coast.

# Apollo Grooms Bothwell As Ventura Successor

Apollo Records is making an effort to fill the grooves vacated by Charlie Ventura's shift to RCA-Victor. Indie has signed saxist Johnny Bothwell to perform bop sides with the vocal-instrument angle used so effectively by Ventura.

Ventura.

Bothwell, who headed a big band for sometime on the Signature label, will use six men and Eileen Martin on his Apollo cuttings.

## Artie Wayne Freed

Artie Wayne Freed
Artie Wayne asked for and got
his release from Capitol Records
after a hassle over whether he was
Singer inked with, the watery
during the disk ban after pedding
them four faces he'd made on speculation. Sales reaction to the quarter was slow and Wayne asked out,
promptly inking a single disk release with Mercury.





SANTLY-JOY, INC. Eddie Joy-Gen. Prof. Mgr 1619 Broadway, New York

DISC JOCKEYS IT'S A HIT ALL-WAYS

YOU'RE A

Music by . . . JIMMY McHUGH

## Benny Albert's Shift

**Buddy Rich Singles** 

Benny Albert's Shift
Benny Albert dean of the songpluggers, has been moved from the
Miller Music staff into the reactivated larry Maren music comentity of the song the song the song the
Big Three. Albert will song the
Pete Woolery under Charlie Warren, brother of the songwiter, on
the score of Metro's "Barkleys of
Broadway."

Albert had been with Feist Music for years and only recently was moved to Miller. Warren firm will add other men in N. Y., Chiengo and Los Angeles to handle the

Hunter Music chartered to con-duct music publishing and record sales business in New York.

Another Joe Greene Hit / Sixty Two Ladies in Sea-Green Pajamas

Recorded by The Starlighters with Paul Weston's Orchestra

Capitol Record No. 15389

LEON RENE PUBLICATIONS

New York Office 541-543 SIXTH AVE.

Hollywood Office 6272 SUNSET BLVD.

# Modification of 20% Cabaret Tax Sought at Midwest Hotel Men's Confab

Chicago, March 15,
Mideset Hotel Show at Palmer
House March 91.1, found over 850
men from all parts of the
country in attendance, with its
sponsors, Illinois Hotel Assn., and
ficeater Chicago Hotels, with its
sponsors, Hilmois Hotel Assn., and
ficeater Chicago Hotels, and
temploy cabaret tax, in a closed
session Thurs. (10). Although
meeting of the 200% Cabaret Tax
Committee was sparsely attended,
shairment hotel Chicago, announced
contributions to fund has hit
\$39,150.
Cabaret Tax Committee was

enarman vice St. Leaft in the Bilst mark chole. Chiego, announced contributions to find his nit and chief the state of the

Fred Harvey.

Petrillo In Accord
Eliel read a letter received from
James C. Petrillo, prexy of AmeriJames C. Petrillo, prexy of Ameristating musician's union would
back the hotel men's fight for reduction of the tax. AFM has corrtioned S.Goborg for the fight, according to Eltel. Music Corp. of
America has thrown \$2,000 in the
kitty, with General Amus. Corp.
Halpse stated two bills for reduc-

s stated two bills for reducand the stated two bills for reduction of excise taxes were up for discussion before the Ways and Means committee of the House. Maria the State of the House that the State of the State of

# CANTOR, LANGFORD SET FOR CHI VAUDATES

Chicago theatre booker Nate.

Patt, has line and the state booker of Nate.

Patt, has line and the state booker of Nate.

Patt, has line and the state better bette

# VAF to Crack Down On **Agents Setting Free Acts**

Agents Dettining Free Acts
Variety Artists Federation is proposing to clamp down on agents
who get free acts for nightclubs
and bottle parties by inviting
artists to give auditions in full
view of the audience.
These auditions usually take
place between 8 p.m. and 4 a.m.
and artists are expected to provide
their own transport.

place between 8 p.m. and 4 a.m. and artists are expected to provide their own transport.

VAF has warned its members not to agree to these auditions which they claim are "nothing more than exploitation," and must insist on payment for their services.

# Marlowe Tagged On Non-Support Charge

NOII-Support Uharge
Levaland, March III.
Frank Marlowe, comedian, was
rested on a non-support warrant
fled by his divorced wife in Atron,
week to permit thin to finish his
current engagement at Loew's
State here.
County detective waited until
Marlowe finished his evening pertant. Comic's exwife, a dance
rant. Comic's exwife, a dance
rant. How the many finished his permit and
the had fallen behind in paying the
had fallen behind in paying the
daughter. For their seven-year-old
daughter.

# Sportsmen's Show Nifty 150G, D. C.

Washington, March 15.
Town's second annual Sportsmen's and Outdoors Show shuttered Sunday night (13) with over \$150,000 from booths and b.o. in the till for its nine-day run. Exhibition, which included an hour and-a-half tank and stageshow, is sponsored by the League of Mary-land Sportsmen, a non-commercial outfit headed by aviation's Glenn Martin.

Martin.

Show, which moves on to Baltimore next Saturday (19), where it will repeat its D. C. pattern of claims to be the only one of its kind in the country operating on a non-commercial basis, since all profits go to the Sportimen's League profits go to the Sportimen's League commercial basis, since all control of the sportiment of 11,000 over last year, with a handsome take for the sponsors commercial basis, in the sportiment of 11,000 over last year, with a handsome take for the sponsors make the sport of the sponsors of the sponsor

mercial venture.
Stageshow, chief attraction for ticket holders, was produced on sepalar vaude format, with such standard attractions as a water hallet, animal acts, and outdoor stunts like log rolling, cance tilting, etc. "Film Stars." which were highly touted, consisted of table tennis champs Bellak & Elaine and Beebe's Hollywood Bears.

# Levy Seeks Vaude Policy For Tivoli, San Francisco; \$1.750 Budget Planned

Sam Francisco, March 15.
Ejili Levy, leach theatre and ballroom op, is dickering with the
Blumenfold chain for the Tivoli
Theatre and plans a vaudifilm
policy if the deal elist. Zown ha
believe the deal elist. Zown ha
though Red Sketlon unit, which
winds a one-weeker at the Golden
Gate tonight Tures, theoretically
is the foretrumer of a systemotic
Levy, optimistic about the deal,
already has asked Bert Levy
agency to do the booking for the
or six acts.

1500-seater, Plan is to use five
or six acts.

1705-1705. Levy
plans at three-day routine, grinding (win hills in conjunction, with
a 68c top. San Francisco, March 15.

Exhib already has overcome the stumbling block encountered by Sherill Corvin, operator of the Los Angeles Million Dollar theatre, who optioned the Troul from Block encountered the work of the Corvin ic top. who optioned the Tivoil from Blumenfeld few months ago. Corving the standard of the blumber of the blumber of the standard for the

# Las Vegas for Connee

Connee Boswell goes back into the Flamingo, Las Vegas, for the second time within a year, April 21, when she opens for two weeks. Date will be preceded by a group

of theatres.

Dates set are the Circle theatre,
Indianapolis, week of March 24
and, Orpheum, Omaha, April 1.
Others will fill in.

# Minsky Burley Deal Set For Carnival, N. Y.

The number of New York cafes is returning to normal. The major spots currently shuttered are prespots currently shuttered are pre-paring to resume operations. The Carnival will reopen with Harold Minsky at the heim, Dario will re-peror Room, and the now shut-tered Hargen reopens as Bop City. Of the three reopenings, the Carnival is slated to be the big-carnival is slated to be the big-the Colonial Inn, Hallendale, Fla. Will take over June 1 and will bring in the same burlesque type shows that were successful in the shows that were successful in the sky will have an admission charge, sky will have an admission charge, although amount hasn't yet here.

although amount hasn't yet be determined.

Late start of new tenancy is attributed to the fact that Nicky Blair, former operator of the Carnival, has a lease on the spot until May 31.

Dario's policy in the Emperor

May 31.

Dario's policy in the Emperor Room is still to be set. Former La Martinique operator has obtained a long lease on the site. He sold out last year to Monte Gardner for \$40,000. He was able to recapture the property at a fraction of the salescripte.

sales-price.
Bop City, opening on the site of the Harem in mid-April, will not supplant the Royal Roost. Ralph Watkins will continue to operate both.

## Friars and Bock Beer Brewers' Showmanship In Two Benefit Shows

In Two Benefit Shows

The roater of puglitist who came
thot show business after their
sports careers includes Barney
Hoss, Tony Camonort, Max Baer,
Hoss, Tony Camonort,
Hoss, Tony

was concerned.

The Friars shindig netted \$5,000, while the Red Cross got approximately \$30,000 from the brewery charity. The beer people, however, assumed the entire expense (Continued on page 46)

# 'Ice Follies' 95G. Pitt

# Organizing of Outdoor Field, Group Insurance, Highlights AGVA Confab

# Rubin's Talent Winners To Tour Midwest Nabes

Chicago, March 15.
Considerable rejuvenation of vaude in midwest nabe split-week houses is anticipated if radio and tele can live up to their vaunted.

tele can live up to their vaunted,
winners of "Rubin's Stars of
Tomorrow," simuleast on WGN,
WGNB, and WGN-TV, are being
booked into 35 houses in live midwestern states. Pro acts will be
added to amateurs in theatres.
Lou Cohan books both the radioTV show and the theatres.

# **AGVA Revamping Union Branches**

American Guild of Variety Art-

American Galid of Variety Arietis Strench and regional office are undergoing a revamping. Major changes will take place in New York, Hollywood, Chicago, Boston and Philadelphia, where top personal takes of the personal changes will know York, national board member Jimmy Lyons has been named to replace Vito Mell's as Eastern regional director. Meli Eastern regional director. Meli Eastern Pictorn director. Meli Prome Base Coast regional directors are stranged. Meli will be assigned to another job in the union. Florine Bale, Coast regional directors are stranged. Meli will be assigned to another job in the union. Promise and will be replaced by performer Eddle Rio, Reason for the change hasn't been divulged, but it's regarded that Bale is being upped to a higher land the proper stranger of the pr

In Chicago, Jack Irving has been ministrator with headquarters in that city. He'll also continue as Chi regional head.

Chi regional head.
Most surprising move is the rehiring of Dick Jones as head of the
Philadelphia office, replacing Fred
Nerrit. Jones was dismissed sometime ago by former national directime ago by former national director Matt Shelvey and has since
been a stormy petrel in Philly
AGVA affairs, having set up his
own local at one time.

In Boston, Ralph Morgan will re-lace Cliff Barnes as head of that

# Frankie Laine's \$12,500 Package to Make Round Of Loew's New Vauders

OI LOCK S INCH VALUELES.

Riding the crest of a plater
popularity wave that saw 361,035
of hig disks sold last year, Frankle
sammer—Inflibater for a return
of vaude to a number of key city
Lock houses. He opens a tour
June 16 at the State, St. Louis,
which has been sam fieth for 19
year, at a \$5,000 guarantee and a
year, at a \$5,000 guarantee
Laire size has been set for other

split over a \$22,500 gross.

Laine also has been set for other Loew houses in Butland, Syracuse and Rochesjer which haven't had vaude in years. Laine wants the circuit to let him assemble and package a show for the new flesh outlets. Singer is saking \$12,500 too his projected package of limpartic than the same project package plan is okayed.

is okayed. is okayed.

Laine's wow 1948 wax year brought him \$135,448 under his pare with Mercury Records which calls for a straight five percent of the straight of the percent of the straight of the time of 171,622 copies. During the year too, plattery sold 362,041 disks of "That's My Desire," Laine's biggest hii, on an overlap from 1947 when the biscuit hit just under the 1,090,090 mark.

Carle's Record 30G. Induls. Indianapolis, March 15.
Frankie Carle orch broke Circle theatre house record last week hitting over \$30,000.

Sammy Kaye held previous high mark with \$25,500.

Organization of the outdoor field and group insurance plan for all members will be the major dims of Artists during the coming year. Artists during the coming year. Resolutions to that effect were adopted by the AGVA national incoming year of the AGVA national Executive Board is currently meet-ing to put into motion some of the resolutions adopted by the national The most important is the in-

The most important is the in-stitution of the insurance plan which has been on the agenda for several years. National office will draw up plans for adoption at the AGVA convention in Chicago this June.

June.
The plan for national insurance is closely allied with the resolution passed early in the meeting giving AGVA delegates to Theatre Australia and the second of the second of the second for the second for the second for the welfare and insurance funds in various cities with 25% of the net being retained for the welfare of members in the Benefit plan will still be put into effect even if union remains with TA.

Discussion of tabling the convention to save the \$20,000 expense involved never reached the floor. Informal discussion among board members indicated that it would be howled down, and consequently idea was never introduced.

idea was never introduced:
Organizing of the outdoor field, similarly on the AGVA agenda for a number of years, has already been put into effect. Start was York, Vie Connors, who was instrumental in getting union contacts with the Cole Brus and Pollak Bros. circuses, first that the union has had in several years. Outdoor branch of union will be set up in Chicago.

## Reciprocal Deals

Reciprocal Deals
Board modeling also authorized
the national medical over work out reciprocal agreements with the
Variety Artists Federation, British
performers' union, Mexican Actors
any other country that wants to arange reciprocal agreements with
the union. Board has proceeded to
negotiate with the VAF on a basis
working in the U.S. S12 dues to
the first three monits and 89 for
the next six month period. A
similar reduction would tale
in Britaine.
Board alsay voted to effect a chink

in Britain.

Board also voted to effect a club date scale on a national basis. Also proposed were the greater cooperation of the control of the control of the control of Musicians. Charles Tucci, Local 802 secretary, spoke on the need of inter-union cooperation. Board also voted a plan to help gain support for the repeal of the 20% amusement tax.

Meeting also resolved a vote of thanks to law firm of Silverstone & Rosenthal, AGVA counsel, for their efforts in helping AGVA hurdle its difficulties during several trying

# FLAMINGO CLUB, K.C., **CLOSED ON BOOZE RAP**

Kansas City, March 15. Although Kansas is heavily on the record as going wet, legislation has not yet set it up, and enforce ment officials are upholding the dry laws to the hilt. Enforcement dry laws to the hill. Enforcement can paig an struck. Wyandotte County last week when Harold Harding, county, attorney, slapped a padlock on the Flamingo Club. Police raid Feb. 26 in routine check of beer taverns reported a tray door in the dilning room floor of the upstairs club quarters under and whister, Harding made application for the closing, and Rusell Hardy, Wyandotte County district judge, signed the writ.

A previous infunction was an

A previous injunction was on record against the club, and sec-ond offense brought the padlock-

Clifford Guest into the Cotillion room of the Pierre hotel, N. Y. March 29.

# Night Club Reviews

Murray Weinger introed one of the better shows of his new Cops City's first winter run to bouch a control of the control of th

of pops. Encores with "Begin the Begine" and had, to beg off.

Laster, in a previous date in this area several seasons ago, dion't go so well. It must have been the season seems are several season seems are several season seems are several season seems did any season seems are several season seems are several season seems are several season seems are season see

COMEDY MATERIAL FUN-MASTER

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LOU COHAN, 203 N. WABASH, CHICAGO

Albert Mill I William

Copa City, Minni Bench and Compared to the State of the Copa Minni Beach, March 14.

Jane Froman with Joe Bushkin; Jary Lesten Warra Neigh, Maria Neigh, Toui pandsone set of groupings they aminimums, \$445.

Murray Wenger Introd one of the better shows of his,new Copa City's first winter run for one the state of the better shows of his,new Copa City's first winter run for one of the smartest crowds seen here in weaks, And, Judging from the turn.

Savannah, N. Y.

Savannah, A.

Ida James, Billy Daniels, Teddy
Hale, Pauline Bryant, Manhattan
Paul, Shotsie Davis, Ruth Mason,
Roszetta Davis, Tommy Edwards,
Princess De Paur & Toulae, Estrel
lita, Line (12), Lucille Dixon
Orch with Phyllis Branch; minimums, \$2.50-\$3.50.

Orch with Phyllis Brauch; muns, \$2,0-53.00.

Clarence Robinson, who staged the shows at the old Cotton Club the shows at the old Cotton Club the shows at the old Cotton Club the shows at the show at the show at the show at the same the same the same that the performers are onstage to the same time, there's scarcety room all the performers are onstage at one time, there's scarcety room at the same time, the same time that the same time time, the same time time time, the same time time time time, the same time time time time, the same time time time, the same time time, the same time time time, the same time time time, the same time time, the same time time, the same time, the sa

The Village-Harlem merge is most evident in the production numbers. Several sequences are interested in the production numbers. Several sequences are treated by Princess De Paur and Toulas which leaves little to conjecture, toosing its little to conjecture, toosing its standard, but execution superior. of males in the show provide additional Village flavor. Manhattan Paul, as emcee, handles ing. Shotsie Davis, in femme garb, does a Bette Davis imitation and lends femme grace to production accountements are decorative, with Ruth Mason, Rossetta Davis and Teddy Male are under New Actual Conference on the production accountements are decorative, with Ruth Mason, Rossetta Davis and Teddy Male are under New Actual Conference on the Production accountements are decorative strong medical treatments. It's equally as special of the production and the strong accept on rhythm and interesting melodic treatments. It's equally as special of the production and the strong acceptance and and the s

IT'S A PROBLEM

IT'S A PROBLEM
Mexico City, March 15.
City government's amusements supervision department is huddling over just how to chastise a femme dancer who performed totally nude in the prizefight ring at the Arena Coliseo during a smoker to aid crimpled nues.

aid crippled pugs.

Present statutes can't cover the situation.

Manager S.

VARIETY Havana-Madrid, N. Y. Estelita, Trini Reyes, Raquel & Rolando, Kenneth Buffet, Mildred Ray line (6), Lazaro. Quintero, Pancho Orchs; minimums, \$2.50, \$3.50.

The Havana-Madrid has a pair of headliners who proved their effectiveness here previously. Esteitia and Trini. Reyes have built up a sizable following for this spot and should help Angel Lopex's establishment out of the Lenten doldrums.

drums.

Estelita contribs effective singing and clowning. She has a knack of getting clubby with ringsiders with some okay asides, and her singing easily passes muster in the Espagnol dept. However, her pop ballads arent up to the par of her Latin tunes.

ballads aren't up to use Latin tunes.
Miss Reyes continues to build a rep on her flamenco work. Although comparatively youthful for this Hispanie folk-art, she knows all the fine points. She's energelic and her heel-work is cleaned for excellent applause values.

Long has another pair of Latin Content of the content of

excellent applause values.
Lopex has another pair of Latin
imports in Raquel and Rolando
(New Acts) and Kenneth Buffet
does a brief tap turn for good
free Althred Ray Line does a pair
of decorative routines, and the
Lazaro Quintero and Pancho bands
keep the rhumba dancers interested.
Jose.

### Beachcomber, Miami (FOLLOWUP)

Minni Beech, March 13. Ned Schipter has brought back Jackie Miles to join holdower Tony Martin in one of the click, shows of the waning season. The slim, your fow weeks ago, has returned with some new material stories to butterse his standard connedy routers of the standard control to the standard to make you will be a supposed to the standard to t Miami Beach, March 13.

Martin, on second viewing, im-Martin, on second viewing, impresses as one of the top entertainers to play hereabouts. His impact on the aud is consistently since the control of the contr

Production holds over, with Jack Blair hoofing and singing in highly competent manner and the June Taylor line keeping the zest in their routinings.

Malsonette. N. Y.
(FOLLOWUP)
Julie Wilson, in her 13th week
at the Maisonette, Sl. Regis botel,
New York, is the freshest new taiin a long time. Former band singer
and Copacabana, N. Y., principal
has smoothed the angles of her
delivery and deportment to the
ence thoroughly for 45 minutes or
more.

ence thoroughly for 43 minutes or morphological paps and excellently tallored naughty material in a peculiar, detached stige, which as sort of cross to the control of the

nates with Laszlo and Pepiro's Latin group.

Blue Angel, N. Y.

(POLLOWIP)

The intime entertainment salons are probably in best shape to build new performers. Of the four acts been developed at the Village Vanguard by boniface Max Gordon, and Nype and Cote came to the ago at One Fifth svenue.

Gordon, who along with Herbert Jacoby, operates the Blue Angel.

Gordon, who along with Herbert Jacoby, operates the Blue Angel.

Gordon, who along with Jacoby, operates the Blue Angel.

Gordon, who along with Jacoby, operates the Blue Angel.

Gordon, who along with content of the Content of

of card tricks, being able to pick any card at will no matter where it's concealed. His act generates discussion that continues long after he's finished.

he's finished.

Martha Davis provides the punch of the present show. This Negro singer has a saucy approach to her numbers that generates humor. Her pianistics are similarly laden with laughs and she's off to salvos.

Jose.

Slapsy Maxie's, L. A.

Los Angeles, March 9.
Ice Classics (8), Sammy Cohen,
Franklyn D'Amore & Rita, NTG
(Nils T. Granlund), Mercer Bros.
(2), Sally Whitman's Cover Girls
(5), Chuck Gould's Orch (8), with
Laura Bruce; minimum, \$3.

After being shuttered several weeks because of the paucity of telent, the Devore Freres decided to take a chance on a medium-priced package show sans nariës. It looks like a good gamble. Not that the package is he perfect minimum of smoothing it should provide a good return on the entertainment dollar. Surprise smash is the Ice Classurger of the provide a good return on the entertainment dollar.

minimum of smoothing it should provide a good return on the enSurprise smash is the Ice Classics, unit of eight clever bladesters, which stars Buddy Schroff. A personable young man, Schroff agility and exciting routines earn him plaudits. He staged the show and wisely picked colleagues who and wisely picked colleagues who are supporting standards are Ruloin Supporting, standards are Ruloin Maxine Bland. Entire outfit is attractively and expensively caparisoned and makes an immediate iny provided the supporting standards are represented in the supporting standards are represented in the supporting standards and expensively caparisoned in the supporting standard standards and makes an immediate in good. Humber or greater impact, but overall effect is good. Rumber or greater impact, but overall effect is good. Rumber out of the supporting standard turn, difficult acrobatics being war peed across with a showmanly war of the support of

easy one if he wants to make it.
Mercer Bros. open with some
okay eccentric terping. NTG is
around to emcee and swap chitchat, perticularly with the linethat, perticularly with the linechat, perticularly with the linechat, or a welcome change.
Music, for dancing and to back
acts is provided by Chuck Gould's
orch with occasional vocals by
Laura Bruce.

Laura Bruce.

Package (which covers all but Mercer Bros.), is in for \$3,000 weekly plus an undisclosed percentage. It when the form the preads about the Ice Classics group, which is definitely in its ascendancy.

## Friars' Benefit Continued from page 45

of putting on the show, and the \$1 admission and sales of beer, photographs, ferris wheel rides, food, etc., went to the Red cott any deductions. had no such sponsor.

out any deductions. The Firsts had no such sponsor.

The Friars, with showmanly instinct and with an eye toward expenses, lined up a set of anateur that the line of the shows the set of the shows the set of the shows the shows

comedy value of the turn. Don Dunphy's announcements and Bud Sweeney's conferenciering helped point up the comedy. Phil Re-gan, Jack Carter, Sonny King, Crosby Sisters and Renald & Rudy completed the entertainment pro-

completed the entertainment program.

The Bockanale wasn't as effectively staged. There was boxiety they staged. There was boxiety they staged they are the are they are they are they are they are they are they are they

visibility to each stage from all angles, ent furmout was excellent with many of those working the Frairs show coming to the Book Festival immediately afterward in addition, Rex Harrison, and Madeleine Carroll were crowned rulers of the festival in an awkward ceremony which nearly reached the status of a Basco because of poor status of a Basco because of poor

status of a fiasco because of poor timing.

This was the first such shindig staged by Dave Charnay, head of Allied Syndicate, which handles the brewers' public relations. It was a good show generally. Both events were departures from the same ingenuity could be applied in same ingenuity could be applied in the commercial theatre or cafe which needs some new angics.

# N. Y. Cafe Operators Ask Co-op of Allied Crafts To **Reduce Operating Costs**

Allied Restaurant and Entertainment Industries of Greater New York, organization of cafe and restaurant operators in the area, restaurant operators in the area, will seek more cooperation with craft unions in an effort to cut expenses. Problem was discussed yesterday (Tues.) at a meeting held at the Astor hotel.

Bonifaces also passed a resolu-tion to put greater effort into working for repeal of the 20% tax:

Biliy Eckstine signed for Para-dise theatre, Detroit, April 15.



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# Godfrey's Pitch for More Vaude Houses To Be Kudosed by Scroll from AGVA

Arthur Godfrey's efforts to open in more vanderills than by another than the more vanderills than by another than the more vanderills than the mor

preention to country on one of this shows.

Godfrey has been making the plich for vande for some time. He seal of the development of new intent and has been decrying the tack of playing time from various stages, including that of the Capitol theatre, N. V., where he recently completed a two-week vaulus and control of the capitol theatre, N. V., where he recently completed a two-week vaulus and control of the capitol theatre to the capitol of the capito

Adams theatre, Newark.

Codrey opines that if he can
sell Chesterfield cigarets and Lipton's test to a listening audience
measured at 44,000,000, he can also
sell them on the idea of stageshows. He thinks that if he can
build names that theatrepeers will
recognize, he can open more playing time.

ing time.

According to Godfrey, the majority of those applying for auditions on his show are not suitable theatrical fodder. However, those that can be developed get several auditions. A panel comprising Godfrey, Puck, bandlesder Archie Bleyer, vocal coach Esther Stoil and writers will frequently work

Billy Bishop

"Vaudeo Varieties"

ABC-TV

Network Show March 11 DANNY GRAHAM RILLY RISHOP.

JACK PARKER

NATIONAL

THEATRE Louisville

TOM FITZPATRICK

WM. MORRIS

**Manny Opper** 

96th Week Hollywood Shaw Loung Chicago Pers, Mgt.: IRV LEVIN

RADIO - VIDEO - THEATRES

hle form.

Although nearly all talent used has played professionally, Goffrey spends a good deal of time developing new performers. One of those recently made by Goffrey is Jimmy Dolan, who is appearing with one of the Godfrey units. Dolan has already received picture and disk bids after several appearances on Goffrey's radio show, Dolan has already received picture Siegel, and Goffrey gave him farst radio and theatre job.

Godfrey, within advocating that

first radio and theatre job.

Godfrey, while advocating that
young talent play all types of egagements to gain, the necessary
experience, feels pay in all situations should be high enough so
that the public can respect the
profession. Acts on Godfrey units
get a scale that enables them do
tion, acts are given first class travel
and hotel accommodations.

Godfrey was a vaule performer.

Godfrey was a vaude performer himself at one time and it wasn't until he hit on the radio that he started to command respectable coin in theatre stands. He's hoping con in theatre stands. He's hoping to spare many youing performers the worst aspects of building a career and he's attempting to open more playing time so that a per-former can get steady work even though he isn't a headliner.

# Miami Copa's Deal With Travel Agency To Hypo Summer Biz

Minmi Baech, March 15.
Copa City, in attempting to remain open during the summer, is soing along with plans being formulated by a national travel agency calling for reduced rates in a package deal being set up. Agency deal reduced stranspartation, have been considered to the second of the control of Miami Beach, March 15.

## Vande-Cafe Dates

Tony Martin pacted for the third show at the Riviera, Ft. Lee, N. J. He'll follow run of Sophie Tucker, Connie Haines into Copacabana, N. Y., March 24, on bill with Jackle

Miles.
Mitzl Green into Beverly Hills
Country Club, Newport, Ky., April
15.

Country Usudo, Newport, R.Y., Aprill.

Carmen Miranda set for Latin
Quarter. Boston, April 17 and
Chase hotel, St. Louis, May 6.

Joey Bishop for Beverly Country Club, New Orleans, April 22.

Diamond Horseshoe, N. T.

Martha Short doubling from "Inside USA" into the Celebrity
Rom., Philadelphia.

Rom. Philadelphia.

Carmen Country Development of Country Develop

(22).

Fred Fassler Orch to the Raleigh room of the Warwick hotel, N.Y., March 23.

Cass Franklin and Monica Moore scheduled for the Bismarck, Chicago, May 11.

Three Suns pacted for the Casino, Pittsburgh, May 27.

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GUIDING LIGHT OF 21.0

BERS OF "SWEEP KID CLUB"

Opening "Kid Show" March 19, 10 A.M. Loew's Boulevard Theatre, Bronx, N. Y.

A la the '4 Hawaiians'

1 platina coat for the missus ...

1 new Cadillac with chauffeur for same (plus salary).....

2 new Plymouth convertibles for Hugh and Ernest, Jr. ...

1 big drunk to get over foregoing... 5.000

4.000 750

Total \$19,495 The project was abandoned

# Guild Threatens to Pul Show When Musician Replaces Emcee

Pulling out of talent in the RKO one-night vaude stands in New York is being considered by the American Guild of Variety Artists. Situation is being left in abeyance by the union pending reopening of negotiations with the circuit.

nor use union penuing reopening of a suggestions with the circumsission of Charile Banks as emece at the Regent theater, N. Y., without notice. It was claimed that Banke as the Charile Banks as the Charilla of the Charilla

berships.

AGVA then threatened to pull out all performers, but RKO's Hoo relations lision, Major Lealle bor relations lision, Major Lealle istrator Dewey Barto to hold off for a while. Barto granted the request, but AGVA's national board overruled Barto, who then told Thompson that negotiations will have to be resumed.

# Saranac Lake

By Happy Benway
Saranac, N. Y., March 15.
Len (Loew's) Grotte, skedded for
an observation period at the
Leahy Clinic, Boston.

Trudeau Dramatic Club putting on a minstrel show, directed by Eddie Vogt, with proceeds to go to local TB Society.

Jordan & Paryis and Bobby Pinkus took time out to ogle the Rogers and chat with Ben Schaffer. Shirley LaValle and Helen O'Reilly in to visit Mary (Legit) Mason.

Mason.
Edwin C. Gaiser, IATSE technician, doing nip-ups over his first good clinic report.
Daisy McKenna to N. Y. C. on furlough to see a few Broadway

furlough to see a few Broadway
shows. long of Elix is sponsioning chowings of the film. "The
Birth of Our Freedom." "Freedom's Foundation" and Freedom's Foundation and Freedom's F rogress.
Write to those who are ill.

# Downey Set for Waldorf

Morton Downey has been signed for the Wedgwood Room of the Hotel Waldorf-Astoria, N. X., starting March 31. Eddy Duchin orch will be on same bill.

Downey will be absent from the Waldorf April 24 and 25 when he leaves for Florida to entertain the National Federation of Women's

Clubs on a date arranged by his radio sponsor, Coca-Cola.

# MCA's No % Split Policy Seen On **Wav Out With Manpower Shortage**

Music Corp. of America is ready to drop its no-split-commission policy. Start has already been made by booker Joe Hiller in Pittsburgh, who, is getting his 5% booking fee on acts booked into his spots, and other percenters controlling spots will probably book MCA acts on same basis.

same basis.

Change of stance follows closely the resignation of Eddie Elkort from MCA a few weeks back. There's insufficient manpower to keep all acts going in cafes without help from bookers controlling

MCA's no-commission split pol-

## Midwest Dates

Chicago, March 15.
David O'Malley, Jr., has resigned from the agency field to enter coin machine business. Sid Harris of the Mutual Entertainment agency Feel and the Mutual Entertainment agency Fescock Club, Jacksonville, Fla, and has the Harmonicats and Judy Manner, slated for the March 18 days has the Harmonicate and Judy Manner, slated for the March 18 hospital stay, back at Billboard Aller at 10 ns. All Morgan's Gutta et 10 ns. All Morgan's Gu Chicago, March 15.

booker.

First new show is Barbary Coast
Boys set for April 25. Dorothy
Dorben line opens at the Last
Frontier, Las Vegas, for 12 weeks
and options, March 18. Jack Irving, midwest AGVA head, nominated assistant to exee secretary of
the national body last week, but
Meagher has joined the Louis Cohan agency.

Bill Mack partner in the Al Rick-ard agency, is a former member of the vaude team, Blondell & Mack.

INALIHOWGI DAILOI LOSC

[cy was instituted about tweeters

boo. At that time palley were to

boo. At that time palley were

boo. At that time palley were

boo. At that time palley were

book acts from other ageneries into

the spots MCA controlled without

any booking fee involved, but if

another talent office wanted an

the full 10½ commission. Under

this system acts would be forbidden to pay out more than 10½

commissions despite the fact that
time for the feet of the feet

out indies and other agencies. Plan had been working well for a while despite opposition from other offices because of McA man-power. However, there aren't enough hands currently in the MCA office to enforce the policy and help from other offices is needed to keep their acts moving.

Minstrel Show for D. H., N. Y. Billy Rose will stage a minstrel for his next Diamond Horseshoe, N. Y., show. Opening is expected in May, to follow run of current show which has been in that spot for more than a year. John Murray Anderson will stage



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# New Acts

# BROTHER BONES

BROTHER BONES
Musical
Apollo, N.Y.
Tall Negro lad with an engaging smile, Brother Born by whistling, and bone rattling. Fividently on the strength of his bestedling and bone rattling. Fividently on the strength of his bestedling gla Brown' he's been booked into this Harlem vaude house. For the younger payers' benefit, he exceedings to the bone and men in ministrel shows once played. However, the strength of the property of the

and niteries using a policy similar to the Apollo. Gib.

MARIA NEGLIA
Violinist
19 Minc Violinist
19 M

acts for the better bistros. Lary.

MATHIS DUO
Cycling-Juzgling
8 Mins.
Apollo, N. Y.
Mathis Duo, an ofay male and
femme cycling combo, appears to
ceped the attention of Vantery's
New Act files. While both open in
tandem on a blice, the masculine
partner later bears the brunt of
the work. He rides the two-wheelward somersault from astride the
seat.

er backwards and also does a for-ward somerswill from satride the sevent somerswill from satride the His unleycling with the femme perched on his shoulders is a neat routine that's further heightened juggling. Switching to a higher unicycle, he also balances a ball at the end of a stick held in his at the end of a stick held in his at the end of a stick held in his test when caught but, when successfully executed, it soored well. Duo is a fine sight act for vaude; low-cellinged niteries might avade; low-cellinged niteries might eycle-a-problem.

makes use of ten Gib.

ROY & EMILY

ROY & EMILY

Dancers

Leon & Eddele N. Y.

This is a personable and apparently very youthful dance team

nore work and experience to exclude the personal control of the personal control

# RAQUEL & ROLANDO

THE CROYDONS (2)

IHE CLOUDONS (2)
Dancers 7
Mins
Leon & Eddle's, N. Y.
This ballroom team has a coumonth of the country of the

MARIA LA MONTE
Sincer
Leon & Eddle's, N. Y.
Maria La Monte is an attractive
brunet with a fair voice that rebrunet with a fair voice that rethere with a fair voice that of Eddle Merman. She conturn on plenty of voiume and also
modulate her pipes for the ballato
modulate her pipes for the ballato
and nothing to set her apart from
munerous other troe chantesus.
Gal opens, here with an okay
munerous other troe chantesus.
Gal opens, here with an okay
for the chantesus of the chantesus of the
munerous other troe chantesus.
Gal opens, here with an okay
munerous other troe chantesus.
Gal opens, here with an okay
munerous other
with a mod interpretation of "Screento," in which she
has trouble hitting the low notes
to complete the chantesus of the
winds up only fair. She might do
better by eliminating some of the
special stuff and tossing in a couple of pop tunes.

Sold.

ple of pop tunes.

ROLL & TAPP
Dancha
Apollo, N. Y.
Apollo, N. Y.
Apollo, N. Y.
Apollo, N. Y.
But & Jeffsh colored terp
Mutt & Jeffsh colored sengthem shift to some footwork. Boys
contrib brisk challenge stuff followed by their version of "behop
Done sams musical accompaniment,
this proves to be just an ordinary
routine.
The provest of the provided by their
guence. Their energy in this bit
his fill them vande house. While
Roll & Tapp occasionally show
promise, they need further seasonprovided the provided by the color of the color
provided the provided by the color of the color
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ALAND & ANGELL
Baltivon Dancing
7 Mins,
Apollo, N. Y.
Aland & Angell are a versatile
Aland & Angell are a versatile
and a second of the second

and cafe bookings. Gilb.

BILLY PRICK
Bahneer

Bahneer

S Mins.

Legal & Frick is hilled as an Olympic champ and his work here
shows why. His act is confined
strictly to single bahneing, first
hand heedstand and, for the
climax, anon-hand spin in which he
climax, anon-hand spin in which he
climax, anon-hand spin in which he
climax, anon-hand spin in which
turning in a slot. It's a good novcity act.

Legal works in only a pair of
plenty his well-muscled physique,
and which he contorts in some
balancing, demonstrations. Stal.

SVA.

RAQUEL & ROLAMU
Dance

3 Mina-Madrid, N. Y.

Good pair of terpers, their
rhumba work has some extremely
reflective moments, but team needs
more Yanqui showmanship if
there to be grand beyond the state of the state

she could certainly do as good a job with that balloon. Gal is a looker, with a peaches and-cream c orn p! coll of the collection of the c

PAULINE BRYANT
Dance
Sawamah, N. Y.
Sawamah, N. Y.
Bast Indian
Bryant's East Indian
The line Bryant's East Indian
This light-clored terper sticks
mainly to classic dance-designs
with a few modern licks for variecellently conceived and projection
is good.

cellently conceived and points good.

She's a lithe worker, looks good on the floor, and is tastefully cestumed. Okay for cafe work.

Jose.

# TEDDY HALE

TEDDY HALE
Dance
Savanab, N. Y.
This Negro tapter is an accomplished hooter who combines ended to the same state of the

# Pickford-Chaplin

\_\_ Continued from page 4 \_\_\_

which went on for a lengthy period two years ago—have another strongly disturbing effect of ar as a strongly disturbing effect of a staff. Employees in the ho. and the field get fearsome that a switch in ownership may cost them their is not so serious now, however, as it has been in the past, since the state of disturbance among UAites has come to be virtually normal.

Grad Sears and his staffers are happy over the product lineup. They have a sufficient number of quality films, they are certain, to the staff of the staff o

intended visit to Chaptin on the coast until he has had further talks with Fabian and Gamble.

Sears' Small Huddle Huddle Gray State of Check Mark.

Grad Sears, United Artists prexy, huddled with Eddle State of Check Mark.

For State of Check of State of Check Mark.

Sears, who checked in Monday up other producing death.

"River" - Paleface'

"River" - Paleface'

"River" - Paleface'

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# VARIETY BILLS

WEEK OF MARCH 16

Numerals in connection with hills below indicate opening day of show whether full or split week.

Letter in parentheses indicates circuit: (I) Ladependent; (L) Locw; (M) Moss (P) Porapount: (B) RO(3) Stolit (W) Warner; (WB) Watter Reads

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Harry Savoy Co

## BRITAIN

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Morgan & Royle
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BIRMINGHAM
Hippodrome (M) 14

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Ann Barthis
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Joe LaForte Ore
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## NEW YORK CITY

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Hotel Plaza
Hildegarde
Salvatore Gloe Ore
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Nycola Matthey
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Milecha Berr Ore

# CHICAGO

Ed Prentiss Bill Snyder Orc Charles Tate Honey Dreamers

# 'Ear' Move Boosts Net to \$7,000; Revue Has Earned Back \$38,000

Since its move from the National theatre, N. Y., to the Broadhurst, Tlend an Ear" has upped its operating profit to more than \$7,000 and the national to the profit to move than \$7,000 and the national to th

the Broadhurst is not.

As of March 1, the revue had earned back nearly \$38,000 of the 1017,000 it cost to raise the curtain in New York. There has not yet been any distribution to the backers. First week at the Broadhurst successed over \$32,500, of which the company share was more than \$23,100 and the operating profit better than \$7,800.

322,100 and the operating Front better than \$V 0,000 and \$V 0,000 and

see, \$300 To' counter. \$300 Store \$300 To' counter. \$300 Store \$300 To' counter \$400,000, but an overeal brought of \$870,000, but an overeal brought of \$870,000, but an overeal brought of \$800,000, actual production expense was \$101,280, including \$829,000 for seenery, \$9,400 for percentage \$300,000, actual production stages and \$2,800 for advance advertisage and publicity, \$1,200 for hauling, \$3,800 logal fees, \$4,000 production \$400,000,000, actually \$4,000,000, ac

and copying.
Grosses for the two weeks in
Boston were \$7,500 and \$19,500,
respectively, involving a loss of
\$11,400 on the tryout engagement.
There was a further loss of \$7,500
tional, N. Y., but the musical made
an operating profit of \$1,700 on its
first full week, the brutal preChristmas one. Profit margin at
the National thereafter ranged
the National threader ranged week to \$5,900 for the last week at

that house.

As the final accounting is not available for the "Lend an Ear" engagement in Callfornia, the backers' share of loss or profit involved is not yet known.

# McFADDEN SUCCEEDS RICHARDS ON 'CANARY'

William McFadden has succeeded John Richards as director of the road revival of "The Cat and the Canary," currently in rehearsal with a new east. The show's backer, Robert Sherritt, has droped the name of Gateway Reperbed the country of the count

In place of the company of young beginners, the east now includes Inn Ketth, Donald Buka, Lawrence Rivers, Herbert Evers and, as the Rivers, Herbert Evers and, as the frough, Golden from the prevent of the Rivers, Herbert Evers and the Rivers (Fronce, March 24-25 at the Rialto, Hoboken, with subsequent hookings in Danville, Vas, Hichmond, Norfolk, two weeks in Philadelphila, begin Danville, Cay-Rivers (March 24-25) and the property of the Rivers (March 24-25) at the Rivers In place of the company of young

Management denies claims of the dismissed actors that they paid for costumes, publicity pictures, etc., without being reimbursed.

## 'Pursuit Happiness' Tuner In Late Summer Start

# Sloane Prens Tuner

Michael Sloane arrived in N. Y. Michael Sloane arrived in N. V. Yrom the Coast last week to work on preparations for "Bright and Early," a musical conocdy he will produce on the Coast in July Score is by Harold Adlen. Robert Emmett Dolan, Johnny Green and Harry Warren, with lyrics Harry Warren, with lyrics Harry Warren, with lyrics with the Warth North Coast to Producer will remain east about three weeks. His wife, Paula Sune, remained on the Coast to fulfill and commitments.

# Elliott Seeks Stars For Repertory Troupe Touring So. America

Actor-producer Jimmy Elliott flies to Hollywood next week to try to sign stars for his legit repertory troupe which will make a 12-week tour of Latin America this summer.

toupe which with mase I alweet.

Better the state of the

signed.

Company is to leave late in July and be back early in November after engagements in Buenos Aires, Rlo de Janeiro, Montevideo, Santiago, Havana, Panama City and Mexico City. Performances will be in English.

# Three Road Attractions For Coast Civic Season

For Coast Civic Season

For the Angeles, March 15.

For the Kit time in their histories, so fast time in their histories, the control of the

## Forms Syndicate

For Investments

For Investments
Francis Louris, who formerly
operated the John Drew theatre,
East Hampton, L. I., has formed
an investment syndicate. The
Broodway Fartners Co., to back
plays produced of the production of
the Edwin Knill-Martin
Manulis touring production of
Present Laughter," to star Edward Everett Horton,
agenda Is a
dramatization of a forthcoming
book about Lydia Pinkham. He has
obtained the stage rights and is
negotiating for an unit of the
land strawbard after managing it
for three summers.

# Curran Recuperating

Hollywood, March 15.
Homer Curran is in Good Samaritan hospital here, recuperating from a severe illness.
Producer and theatre owner is expected to be released in another week or so.

Joe Brown Due Back With 'Harvey' Next Wk.

With Harrey Next Ws.
Joe E Brown, although still us.
Joe E, Thou, although still us.
Joe E, Town, although still us reported coming along fine, and
out of bed this week.
"Harrey" is playing Richmond
this week, with James Dunn, who
respect into the lead for Brown in
stepped into the lead for Brown
is expected to resume role when
comedy opens in Norfolk Monday
(21) for a week.

# **Lindsays Would** Tour in 'Mother'

Doreity Steiney and Howard Lindsay feathered Lindsay for the Lindsay for Lindsay f

own.

No date for the "Mother" tour is set, but Serlin and co-authors it. Lindsay and Crouse hope to keep the show running on Broadway well into next winter. Meantime, Serlin has in mind a second company to go on the road in the fall.

Deal for a London production of "Mother" is being sought by Deal for a London production or "Mother" is being sought by Emile Littler. The play's pred-ecessor, "Life With Father," was done in England by the late Firth Chanhard.

# Mgrs. Won't Act Vs. Show-of-Month In Gripe by Brokers

Gripe by Brokers
League of N. Y. Theatres probably will take no action on a comcompany of the company of the

## STURGES BOOK FOR **NEXT PORTER TUNER** Hollywood, March 15.

Preston Sturges has agreed to write the book for Cole Porter's next musical, based on the Greek legend of "Amphytryon." Work starts as soon as Porter winds up casting second company of "Kiss Me Kate," Broadway hit, which bows here.

# 'Love' to Keep Date In M'w'kee; Lunt Recupes

Chicago, March 15. Alfred Lunt left Passavant hor pital here Sunday, after a week's treatment for an acute ulcer, which caused cancellation of the Lunt-Fontanne play, "I Know My Love," in Milwaukee.

in Milwaukee.

Instead of refunding money and taking show to St. Louis on original schedule, cast has been rehearsing in Milwaukee without Lunt, and will present the production there a week later than originally planned. Very few patrons have asked for refunds.

# 'Anne,' 'Fancy' Mail-Order Survey May Be Legit Exploitation Key

## Skinner Exits 'Whistle'

Richard Skinner has resigned as company manager for "The Silver as company manager for "The Silver as rest. Peter Davis, general manager for the Theatre Guild, replaced him. Skinner is saling Friday (18) to Guatemala for a 24-day stay, returning April 11 to make plans for opening of his Olney 22mmer theatre, Athey, Md., May 22mmer theatre, Athey, Md., May

27, Harry Ellerbe has signed as stage director for the summer season at Olney. He'll also take a vacation first, sailing to Europe March 24 for a six-week stay.

# Beefs vs. Theatre Guild In Dallas as Promised Shows Fall Through

Dallas, March 15. Rising volume of beefs is being registered against the Theatre Guild, which this season extended its subscription setup to Dallas and other southwest cities. Squawks are that only two of the promised four shows will be forthcoming, despite liberal subscriber support.

despite liberal subscriber support. Thus far, only "Carousle" has fulfilled the Guild commitment, with the touring version of "O Mistress Mine," ostaring Solvita Storey and John Lodge definition of the support of th

to come through.

In case only the two shows appear, the Gulld will give refunds for the missing pair of bookings, but that won't placate local subscribers, who bought tickets for four attractions and were enthusiastic about the promised resumption of touring legit here after several sim years.

# Janet Blair Slated To 'She' with 'He'

Janet Blair is tentatively set for "He and She," the femme lead in "He and She."
the Kon Englund-Vernon DukeOgden Mash musical comedy which
Englund and Stewart Chaney will
co-produce on Broadway this
spring, David Wayne, currently
featured in "Mister Roberts," at
the Alvin, N. Y., is slated for the
male lead.

Englund Statistical Statistics of the Statistics of the
Englund Statistics of the Statist

Englund returned over the weekend from Baltimore, where he worked with Nash on material for Miss Blair.

## Theatre Guild Gives Aid to U. of Minn.

Minneapolis, March 15. U. of Minnesota will try to fill part of the void created by Broadway's failure to send the spoken drama to the northwest's small drama to the northwest's small towns. It has made deal with the New York Theatre Guild to supply, a director and professional cast for "The Hasty Heart," which the school will send on tour to the small towns of Minnesota and the Dakotas this spring and summer. It will be one of the University Theatre's projects.

Director will be Margalo Gillmore, well-known actress and member of the Gulld production staff. It will mark her debut as a director. The Gulld choise the play and will select the professional

## Call Off Indpls. Series

"Star Under The Stars" series, offered all Buller, bowl here last two summers, was smiled and the stars of the diamapolis Theatre Assn., sponsoring group. Reasons given were lack of a permanent location for the series and "present disturbed with the series and "present disturbed Majesty's theatre after winding and properties, grand opera and concerts, lost about \$50,000 last season."

\*\* Suries of mail-order business for "Anne of the Thousand Days," at the Shubert, N. Y., has seen extended to "Goodbye, My Faney," at the Fullon, N. Y. Michael Kanin, co-producer with Richard Aldrich and Richard Styers of the Made-and Richard Styers of the Made-and Hayward, presenter of "Anne," in trying to discover where mail orders come from and why. An angle of the study, in consection with "Anne," is to determine the company of the study, in consection with "Anne," is to determine the company of the study, in consection with "Anne," is to determine the company of the study, in consection with "Anne," is to determine the company of the study, in constitution of the study of the stud

showings around the country new stimulated man orders for the stimulated man orders for the stimulated man orders for the stimulated man orders and the stimulated man orders with the Mort of the Broadway theatr.

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illumbatton of mall-order business and perhaps be useful in planning theatre advertising and exploitance to the planning theatre advertising and exploitance to the planning theatre advertising and exploitance to the planning theatre advertising the planning the planning to the planning the planning to the planning to the planning the plannin

# INVESTORS GETTING 'SHOES' PROFITS HIKE

SHOES' PROFITS HIKE
With both companies of "High
Button Shoes" now in the black,
with both companies of "High
Button Shoes" now in the black,
for a boat in profits. So far, the
original production, at the Broadway, N. Y., has earned a profit of
\$158,000, of which \$130,000 have
weeks in February were \$15,000.
Road company has repaid \$120,000
of the \$150,000 investment, but the
investment. Profits for the four
weeks in February were \$15,000.
Road company has repaid \$120,000
of the \$150,000 investment, but the
a small margin to spare. Second
troupe had an operating profit of
\$9,000 for February. "York commargin to spare as shade
under \$44,000, of which the company share was \$31,700, company
captions was \$20,800 royalty from
the road edition. Company expense for that week included \$16,
000 for the cast (consedian PhilSilles were \$5,000, and share of advertising was \$1,900.
As of March 1, there was nearly
\$13,900 in secretor for payment to
\$13,000 in secretor for payment to

# Planned for Old N.Y. Hipp Site or the garage building to to the garage to the garag 2 Theatres. Show Business Center

Plans for the garage building to be erected on the site of the particup to a few of the Americas and the particup to the parti

lem such a setup would involve.
George A Horvath, textile manufacturer and realty operator, who bought the old Hipp site for a reported \$3.000,000, will start with a four-story garage, two sories of which are to be underground. Foundation will be suitable for a 20-story structure, but this latter with the start of the start of the start of the suitable for a work of the start of

space requirements.
Various legit producers, including Vinton Freedley and Gilbert Miller, have tentatively agreed to take offices in the building, and any organizations as Equity, the agreed of the control of the co

# State Dept., Army Faces Red at Plight of Korean Dancers Shipped Here

Dancers Shipped Here

The State Dept, U. S. Army and
Gen. Courthey H. Hodges are a
little embarrassed about a group of
Gen. Courthey H. Hodges are a
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# Guild Raises 141G For Metonera: Gifts Unique

Metopeia, Units Omeque Metopeia of Guild has aiready collected \$141.728 in cash, with many pledges not paid yet, towards the \$250.000 fund it's seeking from the public to aid the Metopera next season. With deadline set for April 12, it's assured the Guild will go well over its quota.

Guild will go well over its quoica. Donations have been coming in from unusual sources. Two came from pentientiary immates. A from the control of the contro

## RADIOITE'S MUSICAL

RADIOTE'S MUSICAL

Minneapolis, March 15.

Cli Minneapolis, March 15.

wrote the book, lyrics and music
of a new musical, "Minneady,"
Minneady, "Minneady,"
and having its premier at the
Paramount theatre, St. Cloud, this
week with the cast of 100 entirely
Howard Randall, Sakry's wartime buddy, has directed. Havey
Waugh, department of music head
at St. Cloud Teachers' college,
at St. Cloud Teachers' college,
Show is running three nights
and two matinees.

Bookings for next season, at the present time, are far better than they were last year this time for the current season. Bookings are coming in seasons are coming in the season bookings. Management feels that just year that just year that the feel of the season of the year people are less apprehensive of the future, and are making their commitments. There's no bestancy, anyway, in the way local managers are ligning comments for next seasons.

# Beethoven Still B.O. For Longhairs: Cycle Pulls 4G Jump in Ticket Sale

The N. Y. Phillarmonic has shown an amazing boxoffice draw with its special Beethoven Cycle, some of the control of the contro

certs. with ducats being at a pre-Where single ticket sale has been \$3,000 to \$3,500 on average weeks this season, it's been as much as \$5,700 for the cycle weeks, not counting subscriptions) or an single sales. The Thursday-Friday Philharmonic concerts are 88% subscribed, with the Sunday con-certs less than 35% subscribed. Single sale Jump has thus ma-tion.

# Karson Eyes Elsinore For Special 'Hamlet'

For Special 'Hamlet'

Nat Karson, who produced the
Barler Thesitre revival of "Hammark to inspect the layout of Eisnore castle, near Copenhagen,
where the production will be done
net June, with Robert Breen in
the title part. On his return, two
weeks later, he will design the
will be in the courtyard of the
round to be a superior of the
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round to be the special of the
'Hamlet' will be under the spoisorship of the Demmark State Festival, in association with the Virginia State Theatre.

# Unemployed Clerk Held

In Murder of Actor James McCormack, 26, an unemployed grocery clerk, was arrested and charged with the murder of Harry Chauncey Smith, 66, retired Harry Chauncey Smith, 66, retired actor known professionally as Harry C. Redding, in his N. Y. rooming house, March 9. According to police, McCormack confessed to the killing, saying he strangled the actor with a best after a quarrel. He was arraigmed after a quarrel. He was arraigmed out of the confession of the strangled without bail for the grand lury.

and held without ball for the grand jury.
When Smith's body was found, fully clothed, with a best drawn around his neck, it was believed to be the second of the second of

Cormack.

According to friends, Redding had appeared in stock for many years and had also appeared in several George Arliss productions, including "Disraeli."

## Sarnoff Loaded

# L. A. Grosses **Under Year Ago**

Hollywood, March 19.

Los Angeles' legit take for the first six months of the 1948 - 49 season is an estimated \$273,400 week. But the fally is far from discouraging. A total of \$1,103,100 has poured into the coffers of nine houses since Sept 1, 1948, which represents generally good business all around.

ail around.

There seems to be little chance that the full season's figure will approach last year's record \$8,704.720 though the last six months' tac aways is selled up to the last six to t

Topping the take was El Capitan, with its long-run tenant, "Black-outs," which wound its 349th week as the six-month period ended. But

## Philly Orch 400G Tour Stirs British: Local Subsidies Are Sought London, March 15.

London, March 15.
Trade inlerest is as high here as in the U. S. in the forthcoming wish of the Philadelphia Orchestra of the line of the

give 28 concerts in 27 days.
Fielding states he is putting up \$40,000 for the tour, all of \$40,000 for the \$40,000 for

it's the bare minimum.
Luddon concerts are planned for Albert Hall and the Harringay Arena, with take per concert at former (at hiked prices) probably awarenge take potential as high as a state of the provinces.

Takes of over \$4,000 a night awaren take of the provinces.

Takes of over \$4,000 a night awaren take the provinces and the provinces are the provinc

## Dorfman on Mend

Dorfman on Mend
Broadway pressagent Nat Dorfman was reported much improved
yesterday (Tues) in Mount Sinai
hospital, N. Y., where he is under
inospital, N. Y., where he is under
clains have for pridden the Drys
of the Company of the Company
Dorfman became ill last Saturday (12), abortly after doctors had
been became ill last Saturday (12), abortly after doctors had
bortman became ill last Saturday (12), abortly after doctors had
bortly after the company
to be compan

# Inside Stuff-Legit

Friends of the late humorist, conducting a fund-raising campaign to erect the Robert Benchley thestre at Phillips Exeter Academy, have a \$100,000 goal. The projected 1,200-seater will be used for dramatic productions, films and concerts, etc. Chairmain of the eastern executive committee is Donald Conductions, etc. Chairmain of the eastern executive committee is Donald Conduction of the C

"Make Mine Manhattan," which folds Saturday night (19) in Chicago, has repaid 75% of its \$185,000 investment. Revue had earned backet entire production cost last fall, but lost the balance on the final weeks in New York and its spotty road tour. Show, got good notices everywhere, but producer Joseph M. Hyman figures the "Manhattan" tag was a chaser to out-of-town theatregoers.

# Swede Legit Producers Ponder U. S. Reluctance On Licenses to Plays

On Licenses to Plays
Stockholm, March 8.
Sharp interest is being displayed by Swedish legit producers in several current Broadway place, and the producers in several current Broadway place, and the producers in the producers in the producers of the Englinds Teaterforties agency, are "Where's Charley," are "Where's Charley," In the event a deal is consumated on "Charley," Hammaren said that comedian Nits Poppe Generally American legit imports find a ready audience in Sweden, and "Streeters Named Desire" has bridge presented both in Gothers and "Streeters Named Desire" has bridge presented both in Gothers and "Streeters Named Desire" has bridge presented both in Gothers and "Streeters Named Desire" has bridge presented both in Gothers and "Streeters Named Desire" has bridge presented both in Gothers and "Streeters" has bridge presented both in Gothers and "Streeters" has bridge presented both in Gothers and "Streeters" has bridge presented by the public invariably warm reception for Usa Streeters in the producers, who have the Getalest, and further easerted that local producers, who have tried to land the rights to "Harvey" for the past five years, now feel therest in that play, "RRFNNA FIDERCY III

## BRENDA FORBES' ILL. HAYLOFT: OTHER NEWS Chicago, March 15.

Chicago, March 15.

Brends Pothes, former Bradway actress now married to a local
way actress now married to a local
summer, theatre north act local
summer, theatre north act local
summer way program changes
using star New York and Coast
James Neisson has been named
stage director, and William Riva
James Neisson has been named
stage director, and William Riva
James Neisson has been samed
stage director, and William Riva
have been summer to be former
company will use 625-seat Quonset hut theatre now used by the
Chicago Curling Club during the
Chicago Curling Club during the
Actress believes that first seaso
can be underwritten for \$43,000
and most of the moncy can be reSeason starts June 27.

Season starts June 27.

Long Branch, N. J., March 15.

Strawbat theatre is pleaned for the summer of 159 of Monmouth Beach, about five miles north of the summer of 159 of Monmouth Beach, about five miles north of the summer of 150 of Monmouth Beach, about five miles of the summer o

Schaefer Directs Hilltop
Baltimore, March 15.
George L. Schaefer, who staged
several of the hit shows of Maurice
Evans, including "Macbeth," the
"GI Hamlet," and the currentlycurring "Man and Superman," will
direct the productions this summer
direct the productions this summer
Don Swan, Jr., will again operate the strawhat.

Bamberger's 10th Season
New Hope, Pa., March 15.
The Bucks County playhouse will
open here June 3 for its 10th season under the management of Theron Bamberger. Season of 15
weeks, ending Sept. 17, is planned.
As usual, the strawhat will have
a guest-care policy.

Eleanor Pinkham, general manager of the Los Angeles and San Francisco Civic Light Opera companies, is a patient in California hospital, Hollywood. She has been under treatment for a chronic allment,

# Legit Bits

Otto Hartman temporary company manager of "Where's Charley?" He's subbing for Lee Rose, who is

Richard Barr has succeeded Roy Hargrave as director of "The Ivy Green."

All and the state of the light of the light

## Hardwicke Set

For 'Hanging Judge' For Hanging Jungs
Sir Cedric Hardwicks is tentatively set for the title part in "That
Hanging Jungs" sladeway Raymond Massey will stage the Romney Brent dramatization of Bruce
Hamilton's mystery novel, and will
co-produce with Victor Samrock
and Critic Hanging Samrock
shops by the Market Samrock
shops b

# Shows in Rehearsal

"Cat and Canary" (road)—United Stage Gulld. "Magnolia Alley"—Lester Cut-

ler. "Sun and I"—New Stages.
"The Traitor"—Jed Harris.

## **Total Broadway Grosses**

The following are the comparative figures based on VARIETY's

last season:	This Season	Last Season
Number of show current	. 26 . 935	30 1,019 687 500
Total season's gross so far for all shows \$22,366 Number of new productions so far	1000 \$22	031,000 52

## Chi Slips: 'Manhattan' Weak \$19,700, Folding; 'Finian' \$35,200

Fallen attendence was felt last weeker and convention activity. Lower receipts see being registered in every aspect of entertainment, with two groups and the seed of the seed

week.
Estimates for Last Week
"Besert Sons." Blackstone (1st
week) (1358; \$44.043.80). First
week in the red, despite \$24.000 in
devances. Weekends soid out.
Needs \$21,000 to break even. Did
\$15.000.
"Drunkard." Studebaker
week) (1,246; \$3.10). Closed Sat.
(12) with slight drop in last week,
\$4,000.

\$6,400.
"Finian's Rainbow," Shubert (6th week) (2,100; \$4.94). Profitable even with less piay than last week, \$35,200.

even with less play uran teachers. \$55,200.

"Make Mine Manhattan," Great Northern (1st week) (1,500, \$4,94).

Finaling Sat. (19). First week did with the subsects. First player (28th week) (1,324; \$4,33). Goling strong although affected by legit lull-here. Fine \$26,400.

#### 'Streetcar' \$24,000 In First Detroit Week

Detroit, March 15.
Theatre Guild subscription held
"A Streetcar Named Desire" to
\$24,000 in its first week of a threeweek run at the Cass. Top price
was \$4.20.
"How.""

was \$4.20.
"Harvey" reaped a good \$23.000
in the first week of a fortnight's
stay at Shubert-Lafayette. Top
price was \$3.60. Cot \$21,000 the
previous week to close its Chicago
stand.

## Tvy Green' Fades

To \$6,500, Toronto
Toronto, March 15.
On tryout here, "Ivy Green"
brodied to a mere \$6,500, with
Royal Alexandra (1,520) scaled at
Richard Barr is in as replacement director, with company playing two weeks in Boston prior to
Broadway opening.

## 'Shoes' 40G, Cincy

"High Button Shoes" did a sock \$40,000 last week over eight per-formances in the 2,500-seat Tatt theatre to set season's legit high here. Top was \$4,31. Swort local roadshow is Frank Fact for the season's leave at the Cox theatre at \$3.50 top.

#### Yurka in Topeka

Topeka Topeka, March 15.
Blanche Yurka will make a guest appearance the week of April 26 as femme lead in the Topeka Civic Theatre production of "I Remember Mana."

ber Mama."
While here, the actress will play
engagements in several nearby
towns in a program of scenes from
great plays.

Bowling Green Group Tour Bowling Green, O., March 15. Bowling Green State Univ. thea-the has just completed its first four of schools in the surrounding area. Slow was Maxwell Anderson's University of the Contrainer.

Similar tours are planned as an anual project.

# For Its Top Season

Detroit, March 13.

Detroit Civie Light pressures, which ended March was the most successful in the organization's history. Business totaled about \$471,00 for the 10-week \$48,000 per show. Final weeks \$48,000 per show. Final weeks production of "Carmen Jones" broke the company's record with a continuous of the company's record with a Control of the con Detroit, March 15.

#### **Current Road Shows**

(March 14-26) "Allegre"—(March 14-26); Met. Seattle (14-19); Aud., St. Paul (24-26).

"Biggest Thief in Town"—Wal-ut, Philly (14-19). "Blackouts of 1949"—El Capitan, L. A. (14-26).

L. A. (14-26).

"Born Yesterday" — Mayfair,
Portland (15-17); Temple, Tacoma
(18-19); Met., Seattle (21-26).

"Brigadoon" — Hanna, Cleve.

(14-26) 'Desert Song"—Blackstone, Chi

"Drumbard" — Studebaker, Chi 14-26).
"Favortle Stranger"—Worth, Fr.
"Favortle Stranger"—Worth, Fr.
"Favortle Stranger"—Worth, Fr.
"Favortle Stranger"—Worth, Fr.
"Javarder Stranger"—Worth, Fr.
"Stranger Stranger"—Worth, Fr.
"Stranger Stranger Stra

Richmond (14-19); Center, N'folk (21-26).
"Heiress"—Playhouse, Wilmingm (14-17); Community, Hershey (14-17); Community, Hershey (14-17); Community, Hershey (14-17); Roch. (25-28).
"High Button Shoes" — Warying (14-17); Aud., Lafayette (1819); Amer., St. Louis (21-26); Pig. (14-17); Music Hali, K. G. (12-26); G. (14-17); Music Hali, K. G. (

philly (4-26).

"yy Green" — Plymouth, Bost.

"Magnolia Alley"—Shubert, N.
Haven (24-26).

"Make Minc (4-28).

"Minc (4-2

"Mr. Roberts"—Erlanger, Chi (14-26). Liveres Mini"—Falibanks, "O Michael Haller Zanesville Spid. dd. Newark (16). Hartman, (20). (17-19). Shu-Laf, Det. (21-26). "Oklahomg". (No. 1 Co.)—Al-bany, Albany (14-15); Aud., Macon (16-17). Aud., Savannah (18-19). State, W. Salem (21-22). Carolina, 202-209. Zavil. Carolina, Raletigh 202-209.

Durnam to 2., c. Co.)—Col-(25-26). "Oklahoma!" (No. 2 Co.)—Col-onial, Bost. (14-26). Olsen & Johnson—Geary, Frisco (25-26). "Show Beat" — Ford's, Balto. (14-19). "South Pacific"—Shubert, Bost. (14-26).

"South Facilic City (14-26).
"Streetear Named Desire"—
Cass. Det. (14-26).
"The Traitor" — McCarter,
Princeton (25-26).

#### 'Staircase' 11G. Hub: Inside U.S.A.' \$38,700. 'Oklahoma!' \$25,800

"Inide to Boston, March 13.
"Inide to Boston, March 13.
"Inide to Boston, March 13.
"South Park Continued, on third week to Hold to Bubbert, with "Oklahomers at the Colonial and Emerald Staircase" only fairly good at the Third to Boston Park 19 of the Boston Park

# 'Story' Wow 12G In Four, Philly

Philadelphia, March 15.
Currently Philly has another legit smash htt-seventh of the feather of the control of the control of the future picture is anything but that. The new smash is: "Detective Story." Sidney Kingsley melodred on 15: opening at the Locust in the capacity mark by the middle of this week. Show is here for "Biggest Third in Town" opened a single week's tryout last night (Mon.1 at the Walnut. Also in for a single session beginning last in the capacity mark by the middle of this week. Show is here for "Biggest Third in Town" opened as single week's tryout last night of a single week's tryout last night of a single session beginning last handlerson, a return engage did handerson, a roweks' run at the Shubert. "Inside U.S.A.," another return, began a two weeks' run at the Shubert."

Subbert Week
Estimates for Last Week
"Defective Story" Locust (1st.
Welt (1,50); \$3.90.) Opened to rave
notices and is rapidly building to
capacity. Over \$12,000 in first four
performances plus \$2.000 for paid
"Har wy Mantu (2d wk) (1,540:
\$3.90.) With James Dunn replacing
the ailing Joe E. Brown, return
visitor got satisfactory \$13,000 in
final session.

#### Anderson-'Medea' Smash \$24,000, Pitt

Judith Anderson in "Medea" was a solid smsh at the Nixon last week, doing better than \$24,000 at \$3\$ top. Show played here under Theatre Guild-ATS subscription auspices, which insured a fast start, but picked up plenty of widow sale on its own after rave no-

ces came out. Nixon is dark this week.

#### 'Okla.!' Nearly \$37,000

At Southern Split Wk.
Original companies March 35.
Digital companies of the Splitting this week in eight performances at Author Tower here.
Musical is splitting this week between Albany (Ga.), Macon and Savannah. In Southern Split Wk.

was Gaberman will lagain conduct for the conduction in the conduction of the conduct

# B'way Spotty; 'Army' \$7,800 for 6. 'Mice' \$16,700 in First Full Week. 'Knife' Sharp \$24,800, 'Charley' 36½G

Broadway sitendance vas universe last week following the previous week's stump. Receipts still felt the negative effects of Lend, but the negative effects of Lend, but the negative effects of Lend, but Monday and Tuesday nights (7-8) which have been also a large state of the second half of the week. Managers on the special content of the second half of the week. Managers to be spotly through the Lender effect of the second half of the week. Managers of the second half of the week. Next, week brings. This work is a possible casually this week. Week. Commedial of the second half of the

show still grinding out profits; sli.1.500.

"Death of a Salesman," Morseco on the still grinding out profits; sli.1.500.

"Death of a Salesman," Morseco on the still grinding of the still grinding of the still grinding out grinding of the still grinding out grinding of the still grind

tts pace at the new location; \$31,900. "Life With Mother," Empire (21st wk) (C-1,082; \$4.80). Made a (21st wk) (C-1,082; \$4.80). Made an ince gain, with attendance somewhat better early in the week; bout \$17.00, the Sky". Royale (17th wk) (C-1,035; \$4.80. Slid again to \$16,900. "Love Life," 46th St. (23d wk) (d-1,319; \$6.). In the red again at almost \$20,000. "Modwoman of torte-to-week."

## 'So. Pacific' Smash \$36,500 in N. H.

New Haven, March 18.
Premiere of "South Pacific"
(Material Control of the Control

seater.

Pix this week, then breakin of "Magnolia Alley" Jessie Royce Landis) due March 24-26, following a two-day stand of Menasha Skulnik in "What a Guy" (21-22).

#### HELLZ' TO REPEAT IN FRISCO AFTER SOCK BIZ

I NAUVO ATI ER YVUN DIL.

San Francisco, March 15.

Olsen and Johnson revue, "HellJapoppin" of 1499," will return to
the Bay City March 25 although
the Bay City March 25 although
tranes only two works age, Fred
stand was at the Curran. New enagement, for three weeks, will be
at the Geary. O. & J. reportedly
to 170% of the gross at the Curto 170% of the gross at the Curto 170% of the gross at the Curto 170% of the gross at the CurTroupe now is on a 10-day stint
Troupe now is on a 10-day stint

Troupe now is on a 10-day stint at the San Bernardino Orange Fes-tival ending Saturday (19) at a flat \$35,000. Three one-nighters are slated before the return to Frisco.

#### 'Born' Fine \$21,000 In Final Frisco Wk.

San Francisco, March 15. San Francisco, March 15.

"Bom Yesterday," with Jean
Parker and Lon Chaney, chalked
up a fine \$21,000 for its fourth
and final week at the Gary
(1,550; \$3.60). House will Fernain
dark until March 25, when Oisen
and Johnson bring back "Heilzapoppin of 1849," which recent

"Mr. Adam," with Robert Hut-ton, Elizabeth Fraser and Frank Albertson, preemed Monday (14) at the Curran (1,776; \$3.60).

#### 'Allegro' 29G Finale, L.A.; 'Superman' \$3,300 Preem

Los Angeles, March 15.
Only two houses alight this week, but both are heading for capacity biz. Biltmore has "Man and Superman" while Ken Murray's "Blackouts" roars through another El Capitan week.

"Allegro," which finaled Thursday (10) after 18 days, took a smash \$92,000 for the stand, beat newcomer is "Tongue in Cheek," new revue which world preems at Las Palmas Monday (21).

Estimates for Last We

Estimates for Last Week
"Altegro," Biltmore (3d wk)
(1,836; \$4.20). Final frames five
days a sellout \$29,000 for a great
\$92,000 total on 18 days.
"Blackouts of 1949," El Capitan
(351st wk) (1,142; \$2.40), \$17,000,
"Man and Superman," Biltmore
(1st wk) (1,836; \$4.50). Opened
(1st wk) (1,836; \$4.50). Pres night of the
63th-04; (13,64). First night of the
63th-04; (13,64). First night of the
63th-04; (13,64).

## 'Heiress' 23G, Balto

"The Heires," second of the plays under American Theatre being a play under American Theatre being the plays under American Theatre being the play the play

## Plays Out of Town

#### Detective Story

LEGITIMATE

Philadelphia, March 10. d Lindsay and Russel Crouse pro-of drama in three acts by Sidney Stars Ralph Bellamy and Meg Staged by the author; setting,

Boris Aronson. Opened at Locust St. the-	- 3
atre, Philadelphia, March 10, '49; \$3.90	#I
Detective DakisRobert Strauss	ı,
Detective Gallagher Edward Binns	а
Joe Feinson Lou Gilbert	- 1
Detective Callahan Patrick McVey	a.
Detective O'BrienJohn Boyd	а
Mr. GallantzGarney Wilson	a
Mrs. FarragutJean Adair	1
Detective Brody James Westerfield	а
Mr. SimsLes Tremayne	æ
Detective McLeod Ralph Bellamy	ar.
Arthur Kindred Warren Stevens	33
Patrolman Barnes Earl Sydnor	43
1st BurgiarJoseph Wiseman	ж
ist Burgiar Joseph wiseman	П
2nd Burgiar Michael Strong Mrs. Bagatella Michelette Burani	1
Mrs. Dagatena,	ı.
Dr. Schneider Harry Worth	Э.
Lt. Monoghan	3:
Miss Carmichael Joan Copeland	ж
Patrolman KeoghByron C. Halstead	1
Patrolman Baker Joe Roberts Willy L. Whitalock Griscom	4
Willy L. Whitalock Griscom	41
Miss Hatch Maureen Stapleton	31
Mrs. FeeneyJacqueline Palge	В
Mr. Feeney Jim Flynn Crumb-bum Archie Benson	46
Crumb-bum	11
Mr. PritchettJames Maloney	J.
Mrs. McLeod Meg Mundy	
Mrs. McLeod	
Photographer Michael Lewin	
Gentleman John Alberts	II.
Mr. BagatelleJoseph Ancona	
Indignant CitizenSarah Grable	

Sidney Kingsley's latest play is a taut, hard-hitting melodrama with numerous overtones of philos-ophy and character analysis. And one of the climactic scenes of the second act), "Detective Story" promises to be another hit for its producers, Howard Lindsay and Russel Crouse.

producers, Howard Lindsay and Inseel Crouse. Inseel Crouse Inseel Crouse Inseed Inseed Crouse Inseed of turning the other circuit. A must have do mother being hands and all-but tortured by his sadditic ather have left their stamp on this father have left their stamp on this cather have left their stamp on this tragedy of the man—and the thing has been supported by the stamp of the stamp of

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a couple of her speeches have been streen the author's critical attention site is likely to click more strongly.

Gibbert as a tough reporter, Joseph Wiseman, as a raity burgiar-kiler, less than the speech of the

#### Mr. Adam

San Francisco, March 14.

San Francisco, March 14.

Jack Kirkland production of comedy in two acts adapted by him from novel by, Features Robert Hutton. Features Robert Hutton. Elizabeth. Features Robert Hutton. Elizabeth. Features Robert Hutton. Features Robert Hutton. Features Robert Hutton. Robert Hutt

Mrs. Brundage Essie Laire
Mary Ellen Adam Elisabeth Frases
Homer Adam Robert Huttor
Steve SmithFrank Albertson
Joe George Ramsey
Colonel Phelps-Smythe Howard Freeman
Sergeant Carlson John James
Sergeant Donettl Robert Gray
Nate Gabelman
Percy Klutz Emory Parnel
Jane Zitter Maxine Semon
Obadiah Latch Oliver Blake
the second of the second

Service Servic

or occasional tired gags and forced comedy. Sum total, however, pleased audience. Staging by author-producer Jack Kirkland and single setting by Phil Raiguel are adequate. Ted.

#### Acres of Paradise

Acres of Paradise

North Hollywood, March 3.

Knorth Hollywood, March 3.

Inter-active production of consets in

three active production of consets in

three active production of consets in

Production of the consets of the consets of the

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Policy Conse

In theory, when a novelist of the stature of Louis Bromfield turns his talents to the stage, a polished product can be expected. Unfortunately, in the case of "Acres of Paradise," the theory just doesn't hold water. On this script Bromfield shares writing onus with Laslo Vadnay.

his talents to the stage, a polished product can be expected. Unfor bries. The case of "Acres of Informatic," in the case of "Acres of Informatic, and Informati

"Mittel-Europa." Despite this handicap—and the words thrust into their mouths by Vadnay and Bromfeld—the cast is uniformly good field—the cast is uniformly shoot although some times it in an atthough and the continuation of the contin

#### Play on Broadway

## At War With the Army

Henry May & Jerome E. Rosenfeld production (in association with Charles Ray McCallum) of farce in three acts (four scenes) by James B. Allardice. Staged by Erra Stone; setting. Donald Oenslager. At Booth. N. Y., March A. '49; \$4,80 top (38) Booth, N., Walkert & Wa. 1840 to G. Booth, S., Walkert & Walkert &

"At War with the Army is a Yale drama school contribution to Proodway. It was written by a student of Marc Connelly's play-student of Marc Connelly's play to the recent graduates, with several student actors appearing in it on leave from the campus. The play is a farce in which the and which wears thin as the evening proceeds. It is only an outside bet to pay off at the bo. But theatre, particularly for service audiences.

ing proceeds. It is only an outside bet to pay off at the bo. But it at ansural for stock and little at ansural for stock and little at ansural for stock and little and the stock and little and the stock and the

#### College Show

#### Mind the Music (YALE DRAMATIC ASSN.)

New Haven, March 10, the Music," turns out

be a pretty good musical that will no doubt please onlookers in its tour, now hitting other collegiate spots on weekends.

spots on weekends.
Script, by David McCord Lipplincott, was winner in a competition of 13 entries. It satirizes the
Revolutionary War period, with
on behalf of the American Army,
Idea lends itself to humorous possibilities, a fair share of which
are capitalized in dialog and

#### Plays Abroad

by Marcelle Turpin. Seemal by R. Fost. At the Bobino, from designs by R. Fost. At the Bobino, from designs by R. Fost. At the Bobino, from designs by R. Fost. At the Bobino, from the Record of the R rerdinand Nicolas Hyacinthe Simone Clementina Amboise Amps

Zeasde. Francis Lopez, young composer who made his first big success with "La Belle & Cadix," which was bottle to the control of the control

London, March 1.

This is a lightweight but thoroughly entertaining comedy by novelist Margery Sharp, It's likely to attract on marqueer names and aged admirers of stars and writer. A widow in prosperous surroundings attempts to salve her conscience by recompensing her the star of the st spinster cousin mancially for hav-ing cheated her of marriage 30 years before. The visiting cousin has been abroad for many years and her appearance and arch old-girllshness infuriates the family, whose household she disrupts. She

girlishness infuriates the family, whose household she disrupts. She refuses any monetary rewards with the widow, to be part and parcel of the family.

Sybil Thorndike, in the title save as a declarate expension of the same as a declarate expension, and the same as a declarate expension, and the same as a solution of the same as a poished sincerity to the character of a lawyer. Mary Meracurious mixture of dash and humility, but brings real pathos to the final scene of pleading to behoug. Nigel Green and Isabett and the same and Eleanore Bryan displays an and Eleanore Bryan displays an and Eleanore Bryan displays and called the same and the same an

#### 'Pacific' Advance

Continued from page 1 ==

In nine princett week at the Majesitc, which will and provide an operating profit of and provide and provide an operating profit of an operating profit of a provide and East of the provide and East

Quaire Jours a Paris
(Four Days In Paris)

Paris, Feb. 15.

Operative in two acts (six seems) by Stard by Maurice Gattens. Orchestre tion by C. M. Rys., Ballets and dances at the Maurice Ballets. Conjume by Marcelle Turpin. Scenery by Pelegry Paris, Start by K. Fost. At the Soline, Paris, Paris,

lan Hyunta teacher.

There isn't much to be said for the operata itself. It's one of those things that begins in a try inn and returns to the shop where everyone pairs off as expected. The control of the shop where everyone pairs off as expected. The shop where everyone pairs off as expected in the shop water and in all the show adds up to a good evening's fun and entertainment, especially xince the girts are ment, especially xince the girts are and the shop with the shop w memory, such tremendous interest in a show as that which greeted the preem here.

Gross of approximately \$36,500 the preem here.

Gross of approximately \$85,500
easily romped off with top money
in theatre's history. Within hours
after sale was announced, several
weeks ahead, practically every
show was a complete sellout. House
finally ran adds advising no seats
available and adding a plug to
suggest mail orders for New York

## Foolish Gentlewoman

available and adding a ping to suggest mail orders for New York engagement.

Suggest mail orders for New York engagement.

For the season of t

Smash in New Haven New Haven, March 15. Local legit circles are still ga-ga over the week's stand of "South Pacific" at the Shubert last week (7-12). There has not been, within

ness.

Joshua Logan's staging is getting considerable favorable comment. His handling of the muititudinous facets of the musical being in addition to co-authorship of the book and associate presentation of the

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## Literati

Lifer's First Novel
Robert Wernick, who head Life
se motion picture section, had
see that novel published Monday
16. Labeled "The Freebooters,"
is tale of three GI's in Europe.
Wernick completed the book just
before he went to work for Life
set summer. Seribner published

The summan of the second of th

Dale Harrison's Weekly
Dale Harrison, former Chicago
out Times columnist, is putting
out Times columnist, is columnist,
out Times columnist,
out

Cost coulmns.

Chi Strike Nears End
Chicago newspaper strike that
has been on for the past 16 months
has been on for the past 16 months
weeks. Contract carrying \$10 raise
was approved by heads of the
tional Typographical Union headuniters for approval after which
membership of the Chicago local
membership of the Chicago local
Papers have been vari-typed
during the layoff, with amusement
space being subtoned.

CHATTER

Barie Stavis new i "Home, Swet Home," due via Sheridan Bouse.

Philip Hamburger, New Yorker mag writer-critic, authored "Home, with the state of the

Covering the multiple facets of metropolitan life, the issue contains pieces by Louis Kronenberger on Broadway show business. Earl Wilson on night life, John Lardner on sports and S. J. Perelman on Radio City, among other articles.

man on Radio City, among other articles.
Richard H. McCrone of the Hair-risburg (Pa.) Patriot & Evening News and Variery mugg in that town, leaves the sheet April 1 to join the Associated Petroleum Industries of Pennsylvania. He's been a newspaperman for 20 years.

#### **Indiana** Indies

- Continued from page 5

Continued from page s
outlibuting factor in that is the
fact that United to the would not
service the bedeate.
"I have, despite Mr. Fitzgreald's
impassioned denial, incontrovertible proof of the original double
bill, both from Mr. Fitzgreald's
own personnel and from Parabooked in the theatres on the
days as Red River. The only
stronger proof would be a signed
admission of the facts of the case.
"There is no point in turning
this into a pier six brawl. Fox has
have accomplished our end. The
matter is closed."

Favoring Chains?

matter is closed. Our end. The matter is closed. Our end is closed to the close the close to the close

#### No One Hurt

Continued from page 5

the manager for Street & Smith. Bell handle and promotion is an interest of the continued from page 3 and the continued from the continued from the continued from page 3 and the continued from the continued from the continued from page 3 and the continued from the continued from page 3 and the continued from the continued from page 3 and the continued from the continued from page 3 and the continued from the continued from page 3 and the continued from the company's own houses 3 and the continued from the company's own houses 4 and the continued from the company's own houses 4 and the continued from the continued from the company's own houses 4 and the continued from the continued from the continued from the continue

will have more customers to han-

Touching on present conditions, Par's topper asserted that the belief that business is bad is a "myth." "I say business, is good. The grosses are up, I believe, over the grosses are up, I believe, over good that the present that the second that the second part of the stockholders, vote on the splitupiouring those bundless, but will occus the new-type decree selling with his field staff.

#### Church's Lire Continued from page 5

end of the war with Catholic and Jewish charities. These are large-ly supported by American dollars, and the deals are advantageous to all concerned. They are approved by the Italian government.

all concerned. They are approved by the Halian government.

Coin collected in the U. S. is paid to the Yank companies in return for their line frozen in Haly they are the they are they are they are they are they are the

and to get them to ports of ein-barkation.
Italian government, in okayling these deals, takes the attitude that above the legal rate is in the nature of a charitable contribution. Government also feels it is advantageous to liquidate these funds against the treasury that will eventually have to be paid off or renounced. Italian credit would be hurt by a remundation. It is also helpful to the internal economy to country. get the

#### **Production Up** Continued from page 3 :

vinced that theatres can absorb the greater total, mainly because of generally shorter runs. His decision, however, followed a speedup in the studio's turnout of films which is a direct result of U's drive to cut production costs. One of to cut production costs. One of the reasons for the speedup is the ability to slice the per-picture over-bead by greater volume. Par and Metro

ability to sice the per-picture overbeard by grand Metro
Paramount's hig post-divorcement studio huddes this monthbrought ton fast-geared production
of some 20 pix for the next 12closure, Aifred W. Schwalberg,
Par's sales chief, has indicated a
desire for release as many as 26
desire for release as the second of the second

Columbia has fixed a total of 32 features and eight westerns for the calendar year. United Artists has 19 more films planned for release in the last nine months of the current semester. Total represents a considerable gain over last year.

'Decision' for St. L. Groups St. Louis, March 15. William W. Haines' "Command Decision" will be presented by the St. Louis Community Playhouse starting Saturday (19).

## SCULLY'S SCRAPBOOK

To a funnel inspector I suspect funnels become more important than aptiling older. This may be the reason become more important than aptiling older. This may be the reason become more important than aptiling older. This may be the reason become more important than Sherwood's "Roosevelt and Hopking" and Adule Murphy's "To Hell and Back" out of my sight for weeks. Both authors have passed through the Hollywood funnel at some time or other, and as an old funnel inspector I remember them quite well.

"Inspect of the war we have survived—but not quite won—as is likely to pour from the presess of the world in our time. Sherywood siyes the picture of the war we have survived—but not quite won—as is likely to pour from the presess of the world in our time. Sherywood siyes the picture of those who were dying in their own human juices in the kitchen below, we have the survived—but in the drawing room, upstairs, Murphy of those who were dying in their own human juices in the kitchen below, shaded and labeled by Sherywood. But the Murphy story as published by Henry Holt & Co. does not indicate anywhere that a fellow GI, David Speci McClure, really put "To Hell and Back" together.

Catch Pictures And Climb

McClure, like Sherwood, has also caught pictures in his time. People

McClure, like Shervaked Pictures And Clumbures in his time. People lately arrived in the Shervaked his country of the lately arrived in the Shervaked his lately arrived in the Shervaked his lately arrived in the Shervaked his lately different way find it hard to believe that 29 years ago this long drink of genius was reviewing pictures for the New York Post. They were good reviews, too.

McClure, on the other hand, came out of the fillis of North Carolina to Hollywood direct about 12 years ago. He became my secretary. It to Hcdda Hopper. In time he moved up to being her right-hand man and as such had to do a lot of writing. I wouldn't say his picture reviews were also good as Sherwood's but they were adequate.

Then one day he appeared in uniform and told me he was about to Them to the properties of the share of the share of the work of the commander-in-chief to get in there and pitch he hadn't the slightest fear about the future stiff we might loss the var because there was far too much pigiron in our top brass.

From Yorke To Murphy To Victory

of the Onlied Solies, but after six moditis in the Ariy ne was series of the order of the place of the order of the place of the order of the place of the order of the order

never be the same again.

There's a palpitating piece of writing which begins on page 173 that tops anything done so far by a returned warrior, Alexander, Hannibal, Napoleon included. It begins: "I am alone now, and the Germans have discovered me." For the next four pages the fate of America was determined, as far as I'm concerned. Murphy's one-man war became once plausible and unbelievable. It became packed with terror and

once plausible and unbelievable. It became packed with terror and current of the control of the

him in his first starring picture, I suspect he will fare far better than Sergeant York did. How to Mod Billing His first picture, "Bad Boy," produced by Paul Small for Allied His first picture, "Bad Boy," produced by Paul Small for Allied Artists to help the Variety Clube counterpart in Peass of Father Flanesan's. Boys Town in Nebraska, grossed \$125,000 in its farst week around Dalas, meaning the kid is in. He acts as if he learned how not to act from Jimmy Cagney (which, as a matter of fact, he tidd), and as long at Before he grows too did to run to cover or toss a hand grenade even in play, I hope his story is made into pictures and I believe I can suggest to Murphy how any producer who turns him down because he's not the heroic type should be handled. You'll find it on Page 10 of "Coming up the Italian hoot, Murphy and some scouts flushed out a couple of Italian officers. The officers should have surrendered. Instead they mounted two magnificent white horses and galloped away, Murphy's act was instinctive. Dropping to one knee he fired twice. "Now why did you do that" asked and mercan lieutenant. "What should I have done? Stood there with egg on my face and waved them goodbye?" asked Murphy. "To hell with it," replied the officer. "I guess you did the right suggested Murphy.

thing I suggest that Murphy remember this when somebody objects to casting him to play his own part in "To Hell And Back."

## Broadway

Margaret Phelan back after trip

Margaret Phelan back after trip to Havana and Atlanta. Stephen Levitz, production head of Robbins Music Corp., celebrat-ing his 30th anni with firm. Signs of the times: N.Y. Athletic

Club sollciting "company outings for its Travers Island summer spot Latin Quarter boniface Lou Wal-ers taking his family to Europe une 10 for an extended vacation. Paramount's newsreel editor A.
J. Richard to elairman newsreel
Committee on the Bond Drive May
15-June 30.

Clubrooms of new Variety Club to be located on 10th floor of Hotel Astor, with an outdoor roof gar-den adjacent,

Miguel Contreras Torres, Mexican producer-director, and his actress-wife Medea de Novara in town for a short stay.

Marianne Lincoln, British stage and film player, and comedian Nat Jackley in Iron London Monday (14) on the Queen, former Selznick Alleen Brenn, former Selznick Alleen Brenn, former Selznick Chemistry (1997) (199 Eddie Cantor, Jimmy Durante, Rudy Vallee and Jimmy Fidler sponsoring National Cancer Hos-pital's fund-raising appeal.

Equitable Life Assurance look-ing for George Le Soir. Last known to have been an actor and author. If alive he'd be over 80. aumor. If anye ne'd be over 80.

Jack Eigen, WINS disk jockey,
turning columnist for the N. Y.
Enquirer. He's already doing a
weekly stint for the Florida Sun. weekly stint for the Florida Sun, Joseph H. Moskowitz, 20th-Fox veepee and eastern studio rep, back at homeoffice after several weeks production huddles at the studio.

studio.

L'Aiglon celebrated its 30th anni
Monday with presentation of a gold
watch to headwaiter Rudolph
Cobbi, with restaurant since its in-

Ruth and Leopold Friedman (Loew's, Inc. veepee and counsel) to Europe end-April on business and pleasure, their first trip abroad.

Dimitri Shostakovitch, Russian Dimitri Shostakovitch, Russian composer, scheduled to appear at the National Council of Arts, Sci-ences & Professions dinner at the Waldorf March 25.

waigori March 25.

Hildegarde and Anna Sosenko, her manager, exhibiting their collection of canvases at Associated American Artists Gallery for two weeks starting April 9.

weeks starting April 9.

Monroe Greenthal Co., ad agency specializing in films, retained by Blum's of San Francisco, candy manufacturer to be a substantial of the starting of

Roles played by press, radio and flickers in alding traffic accident reduction to be discussed at Hotel Statler, April 1, at meeting spon-sored by Greater N. Y. Safety

The Pennsylvania Rallroad's new Broadway Ltd., the all - room streamlined luxury train in the Ghicago-New York service, was previewed yesterday (Tues.) for the press

the press.

Enid Ree Levy, who arranges
auditions for Ted Mack's "Original
Amateur Hour" AM-TV shows, engaged to George R. Pager. She's
daughter of Nat Levy, RKO eastern sales manager.

commented in a state of the co

Relier Sings," March 21.

Monty, Banks and Gracie-Fields sail for Britain April 2 after the comedienne completes a sort Canadian tour. She closes her Plaza Hotel stint today (Wed.), succeeded Thursday by Hildegarde.

ceeded Thursday by Hildegarde.
Dr. Carlos Davila, former president of Chile and author of recent book, "We of the Americas," guest speaker tonight (Wed.) at a Hotel Taft meeting of the Motion Picture chapter, Amercan Veterans Committee.

Lack Benny and Wet. S.

Committee.

Jack Benny and Kate Smith guests of honor at N. Y. Heart Campaign's coin-raising benefit at the Copacabana April 1. Ed Sulivan is chairmaning affair, with price tab on tables running from \$500 to \$5,000.

Minnesota, North Dakota and Wis-consin, via her station-wagon, with her harp. Patricia Connors, lyric soprano, is guest artist.

soprano, is guest artist.
Jewish Theatrical Gulld holding
memorial, services in its chapel for
Barney Bernard, one of the Gulld's
founders, on the 25th anniversary
of his death, Monday (1). Bernard
and Alexander Carr, created the
Potash & Perimutter characters.

#### Dublin

By Maxwell Sweeney
Comedian Noel Purcell back to
Theatre Royal for vaude season.
Rank exec G.F.R. Marshall-in
on two-day visit to local interests.
Hilton Edwards out of "The
Father" with laryngitis; geinald
Jarman flew in from London to

Jarman flew in from London to take over.

Eamon Blattlin's firsh holiday compound to conEamon Blattlin's firsh holiday compound to the compo

#### Miami Beach

By Lary Solloway Walter Winchell and Paul Schef-fels head for N. Y. this week. William Bendix and his wife at the Roney Plaza for vacation. Joe E. Lewis will return to the Beachcomber March 18 with Gracie Farrie

Barton Brothers and Adelaine Barton Brothers and Adelaine Neice playing return date at Little Roumania.

Barry Gray leaves his mike-nights at Copa City for fwe-day-rest this week. He's signed for an-rest this week. He's signed for and Tony Martin signed pact for a Broadway missell next fail. Ben Oakland already working on the music.

#### San Francisco

By Ted Friend Jan Peerce at Opera House Charles Trenet inked for Palace tel, March 18.

hotel, March 18.
Victor Lombardo orch at Mark
Hopkins Peacock Court.

HOPKINS Peacock Court.
Philip G. Caldwell, ABC western
manager, in for KGO-TV tests.
Arthur Hull Hayes moves in as
veepee in charge of CBS office

Abe Burrows and Peggy Lee in for Crosby waxing; ditto Phil Harris.

## **British Ouota**

Producers plumped for continuance of the 45%, while exhibitors have been demanding a slice to 25%. The 45% proposal lost by only one vote. Because of the closeness of the tally, details of the balloting are

#### Costly 'If' Money

Costly 'IF Money
Somerset Maugham, who
was in New York recently, disclosed to frends that J. Arthe Cost of the Cost of the Cost of the Cost
his planned production of Maugham's book, "Then and
Now." Author received \$200,000 for the rights, while Arnoid Pressburger, who was to produce, received the entire
produce, received the entire tract and George Sanders, who tract and George Sanders, wh was to have starred, \$80,000.

was to hest starred, \$80,000. In addition to these fees, considerable or the starred, so the starred to the

guests or nonor as in the control of the control of

#### Rome

By Helen McGill Tubbs Alan Curtis visited Capri this

eek. Gregory Ratoff expected in from ondon. M-G's Ben Goetz left Rome for

London.

MG's Ben Goetz left Rome for London. Washl, German picture actrees, is living in Capril.

J. P. McEvoy, the writer, in Some for a few dupty vacation. He was a street of the control of the cont

#### Australia

By Eric Gorrick

By Eric Gorrick
Williamsons reviving "White
Horse Inn" in Brisbane for short
span.
Toppe continues boffo in New
Zealand.
Morton Spring, Loew exec looking over the Metro setup, is preswith in Perth.

Zealand. Spring Loew exac lookMonton the Metro setup, is presently in Perth.
George Griffith, of Hoyts' einena loop, Turnbull, planes to the
U.S. in couple weeks,
Messpearen
troupe playing "Othello" in Adeladie for Fuller-Carroll.
Here McIntyre, head of the
extra the control of the City
of the Control
of t

eat.

commy Trinder, British comic,
late this month to begin work
Ealing's new pic, "Bitter

due late unon Ealing's new plc, Ditter
Springs."
The Fullers have sold their holdings in the Capitol theatre, Perth,
including commercial stores, and
will quit the zone.

#### South Africa

South Africa

By Joe Hanson

Theatre Royal in Durban now

The Missing Health of the Solido

Easy Bonn, English Yiddish comedian, paying second visit to

Isay Bonn, English Yiddish comedian, paying second visit to

"Three Mussiceters" (McJ) big

draw at Cape Town, Durban and

Rank Oryanization to produce a

children's film in Transval and

Souther Rhodsaltio stations also

planned for South Africa to be

parened for South Africa to be

parened for South Africa to per
tend its services shortly to South

West Africa, an area at present

Mabel Constanduros. Britis

radio comedienne and imperson
ator, visiting here for broadcasts

Harry Watt, British producer of

Australian picture. "The Overland
ers," now in South Afric for per
ator, visiting here for broadcasts

Harry Watt, British producer of

Australian picture. "The Overland
ers," now in South Afric for per
dustralian picture. "The Overland
ers," now in South Afric for per
dustralian picture. "The Overland
ers, "Town within next three

years, at estimated cost of £40
000 (3261,600).

## Pittsburgh

By Hal Cohen
Ken Barry heading show at
Carousel; Wanda and Bell on same
bell on the bell on same
bell on the bell on same
bell on the bell on same
team, have moved over to Cleveland,
Polly Rowles into "Anne of the
Thousand Days," replacing Louise
Platt,
Platt

Plati.
Cully Richards rejoined Slapsie
Maxie Rosenbloom for Carousel
engagement.
Sportscaster Bob Prince laid up
in hospital for several days with
other threat

talny laid up at home of daughter in Indianapolis.

Ton Hall accompanied his wife, come and the second of the second companied his wife, cross engagement.

Ted Blake playing return date at Heising's in Chicaco and another at active Wilsom quit Georgie Claire agency to become an AGVA rep under Nat Nazarro, Jr. and the second companied of the second companied companied of the second compan

#### Washington

Washington

By Florence S. Lowe
Batter Large "Hamlet" due
the Control of the Control of the Control of the Control
March 24 Plohn, Marcus Heiman
rep, back at his desk after a SouthCouldoor season debuted by opening of Sidney Lust's drive-in at
Belsville, Mon. Loew topper in
this area, off to Florida Keys for
thing and watetioning.
Eugene S. Thomas, general mantender of the Control of the Control
Speak to Hotel Sales Management
group here on television and the
hotel industry March 22
drawn and the Control
art group, and scripter for Broad
of the Control of Productions, Inc., local theatre and
art group, and scripter for Broad
of the Control of Productions, Inc., local theatre and
art group, and scripter for Broad
of Conference at Kanasz City University beginning June 2.

#### Detroit

Beatrice Kay introduced name policy this week at the Elmwood, Windsor, Ont. Frank Fay, at Shubert-Lafayette in "Harvey," visiting old vaude man. ray, at Snubert-Lafayette
m "Harvey," visiting old yaude
partner, Detroiter John Dyer,
Mrs. Irene M. Selznick, producer
of "A Streetcar Named Desire,"
few from N. Y. to catch play's
opening of three-week stay at the
Cass,

flew from opening of three-week stay at use Cass.

First public performance of localite Clark Eastham's Sonatina presented by planist Evelyn Gurvitch as part of her recital at Art

#### Vienna

Pienna

By But W. Massis
One Straus celebrated his 70th
birched in Bad Gastein.
All Khan and Rita Hayworth expected in Kitsubeich, "1790; in
Frans Steek got an reason for mebrans Steek got an reason for meper steek got an reason for meper steek got an reason for film,
"Fourth Commandment," to be directed by Jakob Fleck.
Elffe Mayerhofer inked for
Elffe

#### Dallas

Jalias
Gene Auty here for confabs
with business associates Lloyd
Rust and Ed Bumenthal.
New bill opening at Pappy's
and Cycling Kirles. Rubby Ring
and Cycling Kirles.
Charles Meeker, managing direct
or of State Fair Casinon, negotiaing with Max Coberman for musiting the Rafael Drulan, concertmaster of
Dallas Symphony, goes to England
this summer as member of Philadynala. Orchestra under Eugene
Ormanity.

#### Philadelphia

Maxie Rosenblom for Carousel Rosert Alda pulled a vertebra Sportscaster Bob Prince Iaid up in hospital for several days with in the Jack Caron vauder at the Phil Davis, WGAE continuity chief, convalescing at home after an operation. WJ booker, show the week with Woody Herman in for first week for late winter vacation in Florida, and Maurice Spilars and the Princy and Saturday draw.

## Hollywood

Ben Wurtzel laid up with virus

Ben Wurtzel laid up with virus
flu.

David Loew to Honolulu for a
month of vacationing.

Walter Lantz back in fown after
three weeks in Honolulu.

Self and Honolulu.

Self and Honolulu.

Self and Honolulu.

Self Grauman will be guest of
back Carson invited to the White
House Press Photogs Party March
House Press Photogs Party March
House Press Photogs Party March
19.

Benedit Bogeaus to Palm

19.

Benedict Bogeaus to Palm Springs to bake out eastern flu Robert Douglas joined the La Jolla Playhouse group for series of

Robert Douglas joined the La Jalla Playhous group for series of successful and a successful plant of the successful plant of t

#### Chicago

Cast from "Finian's Rainbow" entertained vets at Chicago State

Cast from "Kinlan's Rainbow" cinetratined vest at Chicago State Hospital. Guzzo, conner of Singers Rendevous, to N. Y. on talent quest for his bistro.

Sam Borowitz, formarly with Sam Borowitz, formarly with New York and Sam Rowells of the Hospital Sam Borowitz, formarly with Particles of Neil Agnew Films. Vivian Bialan and her husband vivian Bialan and her husband critical state of "Knock On Any Door," Chicago novellet Willard Moticy, author of "Knock On Any Door," United Driven in Theatres will break ground this week for other of "Knock On Any Door," United Driven in Theatres will break ground this week for other of the province of the province

#### Portland, Ore.

Tortiann, Urc.
Zarats and Pacquita inked into
Amato's Supper Club.
Frankle Laine set for Jantzen
Beach Ballroom in April.
Beach Ballroom in April.
Brandles Room, Nortonia Hotel.
George Oliman opens the Sports
and Club with floor-show polley.
Illona Massey here to do concert
with: Fortland Symphony Orches-

tra Jack McCoy, The Barretts, and Zarata & Paquita at Amato's Sup-

track McCoy. The Barreits and Zarata & Poquita at Amato's Super Club.

Zarata & Poquita at Amato's Super Club.

Phil Downing (Downing and Robinctte) named to AGVA named t

## Minneapolis

Minneapouls

Vivian Blaine underlined for
Club Carnival.

Ralph Edwards and his NBC radio
Bow to headline annual Builder'
April 8. Auditorium March 24

April 8. Frankie Laine, here enroute from
Winnipeg to Youngstown, comcatedro local disk jockies and nitery

tacted local disk jockles ann nues-poperators.

Harry Hirsch, veteran showman, stagling polleemen's annual benefit show at Auditorium for 22d suc-cessive year.

Shriners Circus at Auditorium for complete capacity at every promance, including an extra Schurday morning show.

## **OBITUARIES**

WHILMARE MUREAY
WILLIAME B. MUREAY
WILLIAME B. MUREAY
WILLIAME B. MUREAY
WILLIAME B. MUREAY
MORTS agency radio
dept, died in New York, March 10,
after a heart attack, et
after a heart attack, et
to fire in 1932, started the agency
on the upgrade in radio packaging
by building shows around its
by the started from the started
by attack aller and the started
by attack aller and the started
by attack aller and the started
in radio billings.
Murray had married three times,
his first being to Natalia Daneel, as
opera times the started
billings.
Murray had married three times,
his first being to Natalia Daneel, as
opera times the started
billings.
With a started
billings.

Murray had married three times,
his first being to Natalia Daneel,
as opera times.
Both
ended in divorce. He's survived by
wife and twin sons born last year;
wife and twin sons born last year;
wife and twin sons born last year;
in its currently studying voice in
Fir is currently studying voice in
Further details in radio section.

Butther details in radio section.

urther details in radio section

ISADORE W. SCHLESINGER

ISADORE W. SCHLESINGER Isadore W. Schlesinger, 78 founder of African Consolidated Theatres, 12d, and business leaded burg, March Jl. He had suffered burg, March Jl. He had suffered the work of the sun and the suffered burg, March Jl. He had suffered burg, March Jl. He had suffered burg, March Jl. He had suffered burg, which was a superior of the sun of the sun of the sun of the suffered burg, was president of his own insurance company in John creburg. He always retained his american citienship, but in reformed to the sun of the sun o

eye. With his younger brother, M. A.

#### In Memory of **EDDIE MILNE**

Who Passed March 19, 1943
he world may change from
year to year
And friends, from day to day,
lut never will the one I love
From my heart pass away,
MONA MILNE

Schlesinger, he was probably best known for his wide-fung theater ratios and film activities in Section and the ratio and film activities in Section and the ratio and film activities in Section and a section and

big distrib arrangement with the Schlesingers.

I. W., as he was best-known, also was a pioneer of radio broadcasting in that country. He business, banking, ching is the substiness, banking, ching is the substiness of the sub

one time he was director or some ro corporations. Recently his son, John Schles-inger, represented him on nearly all public occasions. A Harvard all public occasions. A Harvard Adr. Forc. Son was a U. S. Army Adr. Forc. Besides his son and brother, he lesides his son and brother, he is survived by his wife.

Besides his son and brother, he is survived by his wite.

HARRY EDDINGTON
HATP. Eddington, 62, artists manager and former production executive, edic March 10 at March 13 in the Brunswick Home secutive, edic March 10 at March 13 in the Brunswick Home secutive, edic March 10 at March 13 in the Brunswick Home secutive, edic March 10 at March 13 in the Brunswick Home secutive, edic March 10 at March 13 in the Brunswick Home secutive, edic March 10 at March 13 in the Brunswick Home secutive, edic March 10 at M

shifted in 1941 to RKO as executive production chief. He resumed his agency work in 1942, but was comparatively inactive during the last few years because of illness

Isst few years because of illness.

ISADORE LINCER
Isadore Lincer, 68, transportation manager for 20th Century-Fox, died March 10 in St. Peters-Fox, died March 10 in St. Peters-Fox 10

CLARE WOODBURY

CLARE WOODBURY
Clare Woodbury, 69, an actress
who had appeared in many Broadway productions, died in New
York, March 13,
Of her early roles probably the

way productions, died in New York, March 13.

Of her early roles probably the York, March 13.

Of her early roles probably the State of the State of

ROBERT C. CLUSTER
Robert C. Cluster, a pioneer in
the motion picture exhibition field
in Southern Illinois, died at his
cluster's considered with the considered of the considered of the first thesize owners in
Southern Illinois to adopt sound
owned theatres in Johnson City,
Benton and Metropolis, III. Atte
me of his death he and two son
owned theatres in Johnson City,
Benton and Metropolis, III. Atte
me of his death he and two son
owned theatres in Johnson City,
Benton and Metropolis, III. Autous
in the consideration of the cons

JOHN MAURICE SULLIVAN John Maurice Sullivan, 73, stage and screen actor, died at his home in Hollywood, March 8. His wife, the former Emma Berger Price, is

the former Emma Berger Price, is an actress, Sullivan began his stage career in 1901, appeared with Robert Mantell and Chaumary Olect, and Sothern and Julia Marlowe in their Shakespearean 'productions. He went to Biollywood to live in 1930. Since then he had acted in the motion pictures, "The Buccaneer," "Walking on All." "Down to Earth" and "Blue Sking".

ACK CHARASH
Jack Langash 60, former presspent anniber 10, former presspent anniber 10, former presspent anniber 10, former presspent anniber 10, former presment pres-

RONN as JOFIS ROSERIAL.

ROBERT WILLIAMSON
Robert Williamson, 64, retree
Anracter actor, who last appeared
on the stage in "She Had to Say
March 13 in the Brunswick Home
at Amityville, L. I.
Born in Glasgow. Williamson
migrated to this Grown of the Company
Miller's company and later was in
"A Tailor Made Man." "Captain
"A Tailor Made Man." "Captain
and Cleopatra." and "Antony
and Cleopatra."

America and, in partnership with Capitain Chaeves, organized and operated shows for three years through that continues the continues of the co

Survived by wife,

WHILIAM MANCUSO
WHILIAM MANCUSO
WHILIAM MANCUSO
WHILIAM MANCUSO
WHILIAM MANCUSO
WHILIAM
WHILIA

ioneers. He leaves a son.

MIS. MARY Mel. HYND
MIS. Mary McRedres. Hynd
mother of Alan Hynd, writer, Hynd
di Trenton, N. J. recently. Native
of Scotland, Mrs. Hynd was elose
friend of Sir Harry Lauder and before marriage sang on Europeaconcert stage, and did industrial
designing. Son often uses pen
designing son often uses pen
alone.

GHERARDO GHERARDI GHERARDO GHERARDI
Gherardo Gherardi S7, Italian
novellst and playwright, died in
Rome, March 10 hs novels, he had
written many plays, probably the
best known of the latter being
'questi Ragazz'. "Ti Filig del Marchese Luccra" and "Lettare
D'Amore."

DON NICHOL

Don Nichol, one of Australia's youngest concellans, died in MelNichol had been featured in Williamson-Tait productions. His last show was "Follow the Girls." He had planned to go to the U. S. before being stricken.
Survived by wite.

MRS. ALLAN DWAN
Mrs. Allan Dwan, one-time Ziegfeld Follies girl and stage beauty
of the 1920's, died in Hollywood,
March 13. She was the wife
of the film director, but on the
stage was known as Betty Marie
Sheiton.

She was married to Dwan in 1927.

Leigh Hunt, of Paramount exchange staff, died in Pittsburgh on March 5.

A weteran in the motion picture industry he started with the old died in the control of the contro

CHARLES M. KAPLAN
Charles M. Kaplan, 75, account
executive at WIP died March 9 in
his apartment in the Warwick
Hotel, Philadelphia. Kaplan was in
the shoe business for 35 years before entering radio.
Survived by wife and two daugh-

MARRIAGES

Alice Hanuncratein to Philip Mathias, Santa Barbara, March 9. Bride is daughter of Oscar Ham-merstein II; he's a screen story

Bride is daughter of Oscar Hammerstein II, he's a screen story
analyst.

The state of the state of the state of the state
as the state of the state of the state
as the state of the state of the state
as the state of the state of the state
balterina with Radio City Music
Ball ballet, he's a high wire performer.

She a those of the state of the state
as the state
a

#### **Current TV Sets**

Continued from page 1

consistent from pars 1

and Foreign Commerce Committee, who went on record earlier in the week in defense of governmental efforts to inform the public of the property of the public department of the public threshold that manufacturers should tag all sets to tell the public they may soon become obsolete. This is sets to tell the public they may soon become obsolete. This is sets to tell the public they may soon become obsolete. This is that additional channels may be opened up sometime in the future." He suggested tronically that the Radio Manufacturers should the public three. The suggested tronically that the Radio Manufacturers that additional channels may be opened up sometime in the future." He suggested tronically that the Radio Manufacturers to be used on the new channels. Industrial that the Radio Manufacturers and where; what standards are to be used on the new channels. Industrial that the compact of the public tures are to be specified, etc.

No Frequency Changes will be made in 1803 are still in use, so settle of the public formost in mind."

Sen. Johnson, referring to an anticipated move by the ECC into

and will be made with the protection of the public foremost in mind." Johnson, referring to ain mitigated move by the RCC into the ultra-high frequencies, declared. 'I am well aware that manufacturers believe they will be declared. 'I am well aware that manufacturers believe they will be usable in the UHF. If those converters will afford satisfactory reverters will not become obsolete as applifty as they otherwise might. But manufacturers today are not will not be the satisfactory reverse will not become obsolete as applifty as they otherwise might. But manufacturers today are not will have to have such converters, and neither are they telling the buying public, that there may be buying public that the public public

## Bias O'seas

= Continued from page 1

Continued from page 1

Trom perfect and many things cannot be defended," but he felt there
is far too little understanding of
honest work, artistic integrity and
honest work, artistic integrity and
and would not try to prevent public criticism of industry from writers or anyone else, but the business of taking a poke at Hollyers or anyone else, but the business of taking a poke at Hollyers or anyone else, but the business of taking a poke at Hollyers or taking a Hollywood is always good for a surefire piece, and
intere is so mouch of it that the
other, side of the picture is lost
from view.

#### **Color Pictures**

Continued from page 1

to go out in distribution includes
"Neptune's Daughter," "Take Me
Out to the Ball Game," "The
Barkleys of Broadway," "The Good
Old Summertime," "Highland
Lassie," "Little Women," in front
of cameras are "That Midnight
Kiss' and "The Yonyte Saga." in
The Statistic Bartley

Kiss' and "The Yonyte Saga." in
The Control of the Control

Codfathers," "Words and Music,"

Warners, Sicho production nester

Godfathers," "Words and Music,"
Warners Golor production noster
is composed of, awaiting release,
'Under Capricon," "Look for the
Silver Lining," "Montana," "My
Forem Is Yours," Traits Force,"
'You us ger, Brothers," "Happy
'You us ger, Brothers," "Happy
'It's a Great Feeling," All films
of both studios are in Technicolor,
Warners current releases include
'United the Company of the Company of the Company of the Company
'It's a Great Feeling," All films
'United the Company of the Company of the Company
'It's and the Company of the Company
'It's the Company of the Company of the Company
'It's the Company of the Company of the Company
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Sunday Afternoon." South of St. Louis." Fighter Squadro 3000 tied up in six pictures, and RKOO closely follows with \$8,500,000 for four. Paramount's outlay is remained to the state of the

nuying outright.

Awalting release at 20th-Fox are
"Oh, You Beautiful Doll," "Sand,"
"You're My Everything," "Mother
Is a Freshman," "The Beautiful
Blonde from Bashful Bend," In
production is "Father Was a Full-back."

back."

RKO's lineup is composed of one awaiting release, "Argosy's "She Wore a Yellow Ribbon," actually financed by Argosy but to be released by RKO. In release are "Joan of Arc," "So Dear to My Heart," "Boy With Green Hair."

\*\*Paramounit\*\* list is, in backlog, in backlog, in backlog.

Paramount's list is, in backlog, "Samson and Delliah," "Streets of Laredo," "Connecticut Yankee at King Arthur's Court." Released, "Whispering Smith."

Winspering Smith."

U-I--awalting release, "Red
Canyon," "Calamity Jane and Sam
Bass," "Yes, Sir, That's My Baby,"
In production, "Curtain Call at
Cactus Creck," "The Western
Story."

Season States, 110 Western States of the States of State

#### BIRTHS

Mr. and Mrs. Frederick P. Laf-fey, daughter. Lawrence, Mass., March 5. Father is an announcer with station WLAW in that city. Mr. and Mrs. Joseph Wallace, daughter, Pittsburgh, March 4. Father's with Pittsburgh Sym-phony. hony.

phony.

Mr. and Mrs. James Shannon,
son, Pittsburgh, March 9. Father's
an announcer at KQV, Pitt.

Mr. and Mrs. Fred Briskin, daughter, Hollywood, March 10. Father
is an assistant director at Columis an assistant director at Colum-

Mr. and Mrs. Charles L. Casa-mr. and Mrs. Charles L. Casa-nave, Jr., daughter, Englewood, N. J., March 14. Father is asso-ciated with his father and Nell Agnew in Motion Picture Sales Corp., N. Y.

GLENN McCARTH

m



SHAMROCK

March 15, 1949

SKANGULK

Mr. Glenn McCarthy The Shamrock Main at Bellaire Houston 5, Texas

Dear Glenn;

I want to make a confession. Months ago, like many other people, I thought of the fabled many other of The Shamrock as Just another tall and I now want to pay tribute to your modesty. The Shamrock will command the admiration of the world.

you for the honor of serving as your Entertainment

soning Pho DOROTHY SHAY RUSS MORGAN NAT BRANDYNYNNE MISCHA RAGINSKY BEN YOST Royal Guards GORDON CURRIE

BURNHAM, JR.

Published Weekly at 154 West 46th Street, New York 19, N. T., by Variety, Inc. Annual subscription, f16. Single copies, 25 cents Entered as second class matter December 22, 1908, at the Pear to Clice at New York, N. Y., under the act of March 2, 1878. COFYRIGHT, 1949, BY VARIETY, INC. ALL RIGHTS RISERVED

VOL. 174 No. 2

NEW YORK, WEDNESDAY, MARCH 23, 1949

PRICE 25 CENTS

# PANIC ENDS FOR U.S. PICTUR

# B'way's Current 25 Shows' Small Payoff With Weekly 75/80G Net

The 25 current shows on Broadway are netting an estimated \$75,600-\$30,000 a week. That include a proper shows getting an operating profit, three about breaking several and two running at a low.

Not figuring a subset of the several shows getting an operating and subset of the several shows a constant of the several shows the shows the several shows the several shows the several shows the shows the several shows the shows the several shows the shows the shows the several shows the shows the several shows the shows t

The continues of the continues of the current season entries getting an operating profit, if a re figured likely to regain their original investments, with only eight of the current sensor of the current shows are expected to wind up in the red. All the hold-overs are unjour money—sweeted to wind up in the red. All the hold-overs are unjour money—sweeted to wind up in the red. All the hold-overs are unjour money—sweeted to wind up in the red. All the hold-overs are unjour money—sweeted to wind up in the red. All the hold-overs are unjour money and the continues of the current shows a support of the current shows a support of the shows the continues of the shows the continues of the shows the current shows the continues of the current shows the continues of a round \$1,000,000 for the shows still running that won't get back their investments.

Whole situation because the costs, particularly the latter, in the case of operating costs, the chief items are theater ental, stars gross, author nyaltes, severtising and continues of the costs, particularly the latter, in the case of operating costs, the chief items are theater ental, stars gross, author nyaltes, severtising and continues of the costs.

## Howdy Doody' Now a Big Biz

Impromptu Session

Impromptu Session

Tommy and Jimmy Dorsey us
unity clown around with each
to where the other is playing. That
to where the other is playing. That
the spend Monday (21) evening at
J. D.'s opening at the Statler hotel,
N. T. D. and his horn set in with
Jimmy's band and during the
course of the Dixieland tune they
were hoking up, an elderly lady
unshed her way through the mob.
climbed the stand and began cent
diprod. It was their mother, Mrs.
Thomas Dorsey. It took the full
troom by storm. Everyone stood up
to watch the family session.

## \$1,000,000 Suits Vs. Zenith As **Gangup Grows**

Recent ads by Zenith Television telling prospective set buyers that its product will never be
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boseled by action to be
set and parts unanufacturers, as
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in evely formed Television Manufacmeeting in New York Monday

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"How'd Doody," the cowboy puppet of Bob Smith: WhC-IV kits puppet of Bob Smith: WhC-IV kits with the second puppet of Bob Smith: Whose of the TV era as a result of Martin Stone's extensive liverable of Martin Stone's exten

#### Art Belongs to Daddy

Washington, March 22.
Margaret Truman was in New
York last week, taking pictures to
be used with the publicity releases
for her concert tour in the fall.
Singer had to be made up specially
for the photos. When Miss Truman saw the touched-up stills, she
let out a week. let out a gasp.
"Daddy won't like this," she said

## SEE B PICTURES KAYOED BY VIDEO

Downfall of the B picture, on Downfall of the B picture. on the skids for several years because of patron-shopping, will be finally accomplished by the full-scale entry of television competition according to growing industry opinion. Client of the properties of the properties

tele's competition.

Several sources now maintain that the A's will benefit from tele because their high-quality production values make them peculiarly suitable for trulerizing via video.

"Discriminating choice of a few sequences from a good, finely-made film should sell the feature to video in the production of the lookers better than any other form of advertising," one exec stated, "Certainly, there is no more effec-tive way of getting a film across than showing some of the top

As for the B's, curtains for this enre of pix was predicted iast (Continued on page 55)

#### WOR. N.Y., Sets Menjous For Daytime Airing, To Total 3 'Mr. & Mrs.' Teams

## Domestic, Foreign Takes **Become More Stabilized**

#### Big Production Resurgence Finds Jobs on the Increase in Hollywood After Down Trend

By HERB GOLDEN

Hollywood's current production upbeat, the leveling off of theatne grosses, the stabilization of the foreign market and the general success of cost-cutting efforts are wiping that hysteri-cal look from the face of the U.S. picture industry. Important change that has come over filmites in the past couple months, however, is only partly translatable in statistics. More signifiont is that the peronnial optimism of show business—the stuff on which it lives and breathes—is again beginning to glimmer through. In brief, the feeling is that the panic's over. The industry, like a grogy foo Louis vietin, is lifting itself off. the canvas and slowly finding its feet again. The economic mauling which started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the started almost two years ago has word in the year ago has word in the years ago has years ago has word in the years ago has years ago cant is that the perennial optimism of show business—the stuff on which it lives and breathes—is again beginning to

Mallywood, March, 22

MALY VARIETY conducted its second and the variety conducted its second and the conducted its second and the conducted its second and the conducted its second so far getting returns of about haif that number at the forecast of the conduction in the conduction of the conduction o

# TV Crowding

Ad Agencies

# McCarthy's Houston Film Junket Winds Up Almost a Fiasco

Winds Up

Preniere of colliment and proveduces client for the control of colliment and proveduces client for the colliment and proveduces client for the colliment and proveduces among the loane and bit players, newspaper people and press agents who were junketed here for the event. Their colliment and press agents who were junketed here for the event. Their colliment and press agents who were junketed here for the event. Their colliment and press agents who were junketed here for the event. Their colliment and press agents who were junketed here for the event. Their colliment and press agents who were junketed history for the colliment and press agents who were junketed to strong did so—the topper, of course being the mishaps surfounding Dorney held of the colliment and the provided into meaning the colliment and the colliment a

a project as large as conceived, and project as large as conceived, and potty jealousies. McCarthy, with a reputed \$50,000 gread over some 27 difficulty of the conceived of the conceived the merely discovered that you can't throw open the doors of the conceived the merely discovered that you can't throw open the doors of the conceived t

154 West 46th Street

#### Caught Short

Caught Short

Houston, March 22.

Among the myriad of inchessers and the company of the company agent.

banquet, which one of the local sheets streamered: "Lamour Loses Battle of Bedlam." A Times square subway station at 5.30 p.m. would give only a meagre approximation of what went on in the lobby and the Emerald Room. from which the broadcast emanated.

libe broadcast emanated.

Plot was to have a champagne party in the lobby from 7 to 8 pm, then move into the dining room for suith Miss 2 months of the property of the turedoed Texans, who had see a property of the propert

when you have a flock of film stars for hand to complicate things the local yokels like files and expect everything to be under the property of the property o

New York 19, N. Y.



354th WEEK!
3,620 Performances
All-time long run record in
gitimate theatre.

KEN MURRAY'S

"BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal

And now in world-wide re
"BILL AND COO"

Ken Murray's

Academy Award Film

## Offensive Line Yanked In Ladd's '5th Ave.' Patter

After Irish Protests Atter Irish Protests
At the insistence of various frish-American groups and individuals, a line has been censored from one of Hank Ledd's monologe to the control of the co

ject religious issues into the con-troversy.

There was also criticism of an-other sketch in the show, during the Philadelphia tryout, but the aglatation ceased after the late Wil-lie Howard was forced to withdraw reason was to the hospital skill, which Howard tried to get an in-jury certificate after being in an auto accident. Anti-Defamation Lesgue argued that the passage tended to hold the Jews up to ridi-opposition since Jackie Glesson succeeded Howard in the part.

#### Anti 'Pain-in-Neck' Tix Bill Passes N.Y. Assembly

Albany, March 22. Albany, March 22.

The McGowan bill requiring that the face of tickets for reserved seats with only a partial or obstructed view of the stage, screen, ring or arean shall be so stamped, was sent to the Senate following pessage by the Assembly, Assemblyman Francis X. McGowan, semblyman Francis X. McGowan, New York Democrat, amended the bill. on third reading, to make it applicable solely to <u>reserved</u> seats.

—League of New York Theatres:

—League of New York Theatres

—League of

tage, screen, etc. stage, screen, etc.

McGowan, a lawyer, sponsored a
similar bill last year, but it died in
the Judiciary committee. The
measure amends the general business law.

#### Proser, Blair Partnered In Le Directoire Deal

Monte Proser, operator of the Copacabana, N. Y., and Nicky Blair, until recently the Carnival, N. Y., boniface are jointly negotiating for a lease on the defunct Le Directoire, N. Y.

Le Directoire, N. Y.
Proser will still retain his interest in the Copacabana. He had
been dickering for the spot for
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If deal is finalized, Jerome Rob-oins will stage the show, having callet as its central motif,

## A Memorable First Night

By JOHN GARFIELD

The Group Theatre was dolng an experimental, one-act play, at the Civic Reperiory theatre at 14th street and Sixth avenue, N. Y. The night was bleak and wintry. The first line was spoken, and I could reel the audience it from the state of the state of the state of the country of the state of the country of the state of the state

## Loanout for Fairbanks Before Indie Prod.

Delore intule frod.
Douglas Fatbanks, with "Terry and the Pirates" still to be made for U-I release, expects one major studio loanout chore before resuming indeed to the properties of the prop

for Rank.

U. S. productions will be "Caballero," "Happy -Go - Lucky," plus untitled musical which Cole Porter is due to write. British pix will be "Knights of Round Table," an untitled venetian film and an untitled owner arman. Pair already wound up for U-I wee "Extle" and "Fighting O'Flynn."

#### Newsreelers in Middle Of Censorship Snarl Involving President

INVOVING Pressure Invoving Pressure In Navy's confiscation and censoring of pictures showing President Trubert of the Companies in the Invoving President Trubert of the Invoving President Trubert of the Invoving President Trubert of Invoving Pressure Institute of Invoving Pressure Institute Involved Invoving Involved Invoving Involved was stolen.

Usual practice on assignments involving the President and similar Usual practice on assignments involving the President and similar important personages calls for administration of the proper space of operations. In this case, Thomas Craven, Paramount comeraman acting as the spin vada, NGC television news-reel man, were given okays by one construction of the proper spin value, NGC television news-reel man, were given okays by one construction of the property of the property of the president party. The clips, however, were seized not a surprise move by White House on grounds that President Than a surprise move by White House on grounds that President Than a surprise model, prince cuts of the property of the prop

#### U. S. Mayors Urged To Seek Admish Tax Repeal

Jeen Admissi 12x Rejpeal

Washington, March 22.

The U.S. Conference of Mayors
was urged Monday (21) to work
for repeal of the federal admissions tax, so that the elties could
some to the sound of the sound of the sound
source of municipal revenue.
Suggestion was included in a
report of the legislative committee headed by Mayor Thomas
D'Alesandro, of Baitimore. Many
Lites would move in to fill the
deserted the admission tax field
deserted the admission tax field.

#### IT'S BRIG. GEN. LAWTON

IT'S BRIG GEN LAWTON
Weshington, March 22.
Kirke B. Lawton, Deputy Chief
Signal Officer of the Army, got his
brigadier general's star last week
and shortly thereafter left for the
Coast to represent the SignalWard dinner annual Academy
Award dinner
General Lawton guided the
Army Pictorial Service through
most of its World War II expansion and later went overseas to
determine the star of the star

## Metro Goes Big For Laugh Pix

Accents on laughter at Meta where seven straight comedies and eight comedies with music are slated to roll by fall. Trio of straight comedies start in June, "Love Is Legal," Tracy-Hepburn starrer, "Please Believe Me," with Van Johnson and Deborah Kerr, and "Yellow Cab Man" (Skelton). In July, Clark Gable-Loretta

In July, Clark Gable-Loretta, Young "Key to City" gets underway plus an untitled comedy heigh penned by Norman Krissa. Remaining two are "Father of the Common Comm

#### SIGNAL CORPS IN TRIBUTE TO PIXITES

Washington, March 22.
Signal Corps remembered the wartime aid given it by Hollywood in a statement this week which wartime aid given it by Hollywood in a statement, this week which paid tribute to a number of the industry figures who aided the Army Motion Picture Service. Signal Corps currently engaged in the preparation of visual aids for training men, had this comment:

ment:
"While the Signal Corps itself is

for training men, had this comment:

"While the Signal Corps tiself is meeting today's increasing de today's increasing de to recall that the recent war energy and the tore call that the recent war energy comments and the property of the photographic industry.

"Much' of this assistance following the photographic industry.

"Much' of this assistance following the photographic industry.

"Much' of this assistance following the photographic photographic men like Darry! F. Zanuck, who commanded combat photographics and arranged for training him procurement through the Research ducars Assn.: Frank Capra, who cure a same arranged for training him procurement through the Research ducars Assn.: Frank Capra, who can arranged for training him procured and arranged for training him procured to a contract the procure of the procur

Marvin Schenck to Coast Marvin Schenck fot Coast "Marvin Schenck, Metro vegeé, accompanied by his wife, showed off for the Coast Friday (25) for an indefinite stay. Schenck reportedly will take over production chores at the studio.

Metroite has been serving as talent chief at the homeoffice.

Subscription Order Form . Enclosed find check for \$..... Please Send VARIETY for One Year City..... Zone.... State... Regular Subscription Rates for One Year-\$10,00 Canada and Foreign-\$1 Additional

VARIETY Inc.

# 18 GROSS 3D ALL-TIME HI

## Small, Chas. Skouras in UA Buvout Maneuvers as Multiple Deals Perk

Maneuvers as N.

Names of Edward Small and-Charles Skouras were suddenly into the state of the s

#### Wall St. Bears See No Fast Killing in Par-RKO Speculation on Splitup

Speculation on Splitup
While Paramount's common stock
sid several points on the New
York stock exchange following anwarm of the Splitter of

#### SIEGEL FOR BROWN AS PAR. PUBLICITY CHIEF

Hollywood, March 22. Hollywood, March 22.

Norman Slegel has been named Paramount's ad-publicity studio director, succeeding George Brown. The steps of the

Brown's ticket with Par had 18 months more to run when he ankled the lot. Company has agreed to pay him off on the balance of his contract within a three-year period.

Before coming to Paramount in 1940, Brown served with Columbia as ad-pub chief both on the Coast and in N.Y.

#### Check the Monnets

Check the Moppets
Century circuit, 47-theatre chain
in the N. Y. metropolitan area, in
the N. Y. metropolitan area, in
the kiddies to see 20th-Fox's "The
stake Pit." Having booked the
film in 25 of its houses, Century
hal posted 20x85 placers's in the
sing against moppet attendance.
Placard's read in full: "The
Snake Pit' is an adult picture and
will become one of the most talked
about films in motion picture hismod it for children." Film, of
course, treats with an insane asylum.

## Exhib Showdown On Theatre TV In Big N.Y. Meet

A confab of leading exhibs from various parts of the country will be called in New York within the next leading the confab of the country will be called in New York within the next leading to the confab of the called by Walter Conclave will be called by Walter Conclave will be called by Walter Conclave will be called by Walter Conclave Walter Conclave Walter Conclave Walter Conclave Walter Conclave Walter Conclave Conclave

#### Bernstein to Ouebec For WB Pic Locales

For WB Pic Locales
Sidney Bernstein, partner with
Alred Hitchecoke in Transatiantic
to Quichee over the weekend to
Social Seations for the indie unit's
next film, "A! Confess." Pic will
be made for Warner Bros. under a
new one-film deal Just clossed
and Tuses. Jollowing inking of the
pact and confabs with Hitchecok
and Tuses, Jollowing inking of the
pact and confabs with Hitchecok
on the Coast.

"Confess" will be shot in Cinada
"Confess" will be shot in Cinada
"Confess" will be shot in Cinada
"Rope" and "Under Capricorn,
lagrid Bergman-Joseph Cottle
starver, for Warners. Latter film
Represtien will return to N. Y,
after gilmming Quebec locales and
next week.

B. I. Publis to Malco

#### R. J. Rubin to Make Hdgtrs. in New York

Hdqtrs. in New York.
Robert J. Rubin, counsel for the
Society of Independent Motion Pieture Producers, will make his permanent headquarters at SIMPPen
formerly was located on the County
switched; 'Manhattan, it was decided last week that the counsel
switched; 'Manhattan, it was decided last week that the counsel
switched; 'Manhattan, it was decided last week that the counsel
switched; 'Manhattan, it was decided last week that the counsel
switched; 'Manhattan, it was decided and was a switched of the
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for the permanent move east. Mafor part of his task will be
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anti-trust suits against, them.

# \$880,800,000 IS 7% OFF '47 TAKE

The film industry's gross revenues for 1948 fell behind some store of 1948 fell behind some store of the film of t

#### Johnston Hosts Mayer At Wash, Luncheon

At Wash. Luncheon

Washington, March 22.

Louis Beginner and the contract with Hughes,

Louis Beginner and the contract with Hughes,

Mayer, was feted at lunch yesterday. Idon. Liv. Eric Johnston.

Asn. of America headquarters, included General Dwight Essential With Paramount getting set for
hower. Sir. Oilver Franks, tell

the French Ambassador; Admire Tranks, tell

the French Ambassador; Ambassador; Albandar and the Contract and the Contr

# Britain Shaves Quota by Scant 5%: Still Bucking for More Home Prod. Harold Wilson, head of the British Boast of Trade, staggered the Boast of Trade, staggered the British Films Trade, staggered the British Films Council and setting a 40% quota, beginning in October, and the British Films Council and setting a 40% quota, beginning in October, before the House of Comparish the British government will continue to battle for a self-sufficient native film production program. His action comes in the face of a strong jee by exhibs for face of a strong jee by exhibs for face of a strong jee by exhibs for the strong per production of the program of the program of the production of the program of the production of the production

Comic Strip 'Oscar'

Comic Strip "Oscar"
Unofficial public balloting
to select the Hollywood film
best portraying life in the
U.S. is currently going on via
the selection of the selection of the
U.S. is currently going on via
comic strip. "Steve Canyon."
Readers are being requested to
mail in their selections to help
the hero out of a spot in which
has to show a typical U.S.
Crag Has.
As one of the comic strip
characters put st. "If we
showed her some movies I've
strowed her some movies I've
get tossed out."

## **Kingsberg Group** Forming to Bid For RKO Circuit

Malcolu Kingsberg, RKO's thea re chief, is getting together a syn dicate to bid for control of the new dicate to bid for control of the new RKO theater company. Just in from the Coast after a month's va-cation, Kingsberg reportedly is seeking financial interests outside the industry to place a cash offer with Howard Hughes, RKO's domi-nant stockholder, for the produ-cer's controlling interest in the theatre wing.

theatre wing.

Meanwhile, from other sources it has been reported that Floyd B. Odlum, head of Atlas Corp., option on the theatre chain. Odlum, it is said, may not have his company meet offers made for the circuit although Atlas has that right under the contract with Hoghes, (Continued on page 3).

# Almost Done in Secret With Bollywood's reputation for buzz-buzz making such a project duction of "Home of the Brave" in complete secrecy is one of the most fantastic fables to come out of the celluloid capital. By the time legis here; and there forced produces herd sand there forced produces herd start in three days—that would have been Feb. 28—the film was well on its way to completion of its three weeks' shooting. Alm of all the buils-busin-was to part of the buils-busin-was to produce the buils-busin-was to produce the buils-busin-was to produce the buils-busin-was to produce the busin-busin-was to produce the busin-

coulds.

The government-supported bill would reduce the quota by only 5% since the present rate is 45%. It also continues unchanged a support of the continues unchanged a support of the continues unchanged a support of the continues of the cont

Miracle in Hollywood:

Kramer's 'Home of Brave' Almost Done in Secret

FOUNDRIS BY SIME SILVERMAN
Published Weekly by VARIETY, Inc.
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 45
 DAHLY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year—\$20 Foreign

## National Boxoffice Survey

Spring Weather Hits Trade—'Mother,' 'Honeymoon,' 'Door,' 'Smith,' 'Ships,' 'St. Louis' Big Six

Dorry, 'Smith, 'Ships,' St. Louis Big Six
With few new pletures being Pacific 'Coth, 'Fighting Orlynn'
launched, bir generally in key (UI and 'Red Shoes' 'ELD. 'Life' cities covered by Variety remains spotty. Exhibitors are blaming lightweight product for failure to trace and anatoms to invent and ditional product during Lent or while the general business pick and ditional product during Lent or while the general business pick and ditional product during Lent or while the general business pick and ditional product during Lent or while the general business pick and ditional product during Lent or while the general business pick and the state of the

## Prospective Split of 20th's Prod. & Theatres Revives ABC and TV Talk

A Ineatres Kevive

Prospective splittup of 20th-Form
and a theater company, in line with
and a theater company, of the company
officials, said to c

not by absentee owners.

If the company splits up and the theatre branch grabs off the TV applications now pending, consequently, it's believed that the production-distrib company will also continue with its TV activities.

(Continued on page 9)

#### Translux Net Takes Dive As TV Inroads Hit Reels

no 1 musus in Actis
Decline in newsreal theatre bix,
attributed to popularity of television for news coverage, is reflected adversely in Trans-Lux Corp.
annual report for 1946, released
this week. Company showed net
profit of \$151,510 as against \$231,
679 in 1947, or a decline of over
\$78,000.

679 in 1947, or a decline of over\$76,000. Accompanying statement from
board chairman Percival E. Furber
cites there has been a decrease
there has been a decrease
to the state of the state of the state of the state
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Trans-Lux Prado in Mexico City.
Report showed that theatre expansion required substantial expansion required substantial expenditure of capital funds, all new houses and improvements being accomplished without borrowing.

However, this outiny for theatre work prompted the directionate to declare no further dividends after paid in January last

#### Einfeld Ups Rosenfield

Ulric Bell, 20th-Fox publicity manager, has been upped to the newly-created post of information newly-created post of information special aide to prexy Spyros P. Skouras. David Golding, who re-ently Joined 20th's publicity department, has been lifted to the post of publicity manager, succeeding the public publicity manager and publicity manager.

ing Bell.
As part of the reshuffle of 20th-Fox's pub-ad department under the new regime of vice-prexy Charles Einfeld, Jonas Rosenfield, Jr., has Einfeld, Jonas Rosenfield, Jr., has been upped to advertising manager. Rosenfield, former assistant ad manager, replaces Christy Wilbert, who switched over to head publicity for the Rosy theatre, N. Y. It is understood Wilbert may leave that post shortly.

Loew's Names Beigel Charles Beigel has been named director of purchases for the Loew's circuit. Beigel formerly was president of the Pyramid In-ternational Corp., export-import

He takes over from Max Wolff, who has resigned after being with the chain 30 years.

#### Rank's Appearance As Witness Unlikely In Nathanson Suit

In Nationson Dull
J. Arthur Rank's appearance as
a witness in the suit brought by
Paul Nathanson's Empire-Universal Films against the suit brought by
Universal and General Film Distributors is now unlikely in view
in postponement in the trial to
eral court list week. Rank, who
arrives in the U.S. today (Wed),
was originally stated to fake the
Delay was granted on swalicaDelay was granted on swalica-

and.

Delay was granted on application of Nathanson. He is seeking 
1,00,000 dangee plus an acgranted of the seeking 
1,00,000 dangee plus an acgranted of British pix. He charges breach
of British pix. He charges breach
of a pact whereby his company was 
to have Canadian distribution 
rights to films which UWP was 
to file was dropped several years 
ago when UWP was absorbed by 
Universal.

Rank will be in the U.S. for five 
Rank will be in the U.S. for five

Rank will be in the U. S. for five weeks on his current visit. While in New York he'll sit in on a Universal board meeting. Rank so-daril for the second of the second of

#### UA Bd. Meet Forced To Cancel: Lack of Quorum

United Artists' board, slated to meet Monday (21), was forced to cancel the session because of lack cancei the session because of lack of a quorum when only the three directors representing owner Mary Plekford appeared. Trio of reps of Charles Chaplin, who failed to show, are Arthur W. Kelly, who was on the Coast, and attorneys Charles Schwartz and Herbert Ja-

Board had a number of product deals on which to take action. These were brought back from the Coast by prexy Grad Sears follow-lift meetings there last-week. No new date for a directors' conclave.

#### G&P of Cleve. Asks 525G in Trust Suit

Cleveland, March 22. Long feud between two rival nabe theatres came to a head last nabe theatres came to a head last week when the G. & P. Amus. Co., operator of the Moreland, filed a 525,000 treble damage suit sgalnst the owners of the Regent, a film-buying agency and four distribut-ing companies for alleged viola-tions of the federal anti-trust laws.

'Outlaw' Turned Back By UA via Hughes Deal

Dy OA via highes been United Aritish has turned back to Howard Hughes prints, stills and other material on "The Oalea" in Keeping with the agreement by which RKO's new owner is advancing \$600,000 in second money to finance indie producers for UA. Company has also now formally relinquished its rights to Hughes' "Mad Wednesday" and "Vendetta." They'il be released

by RKO.

UA had been holding up everything until it had deals sewed up for the plx to be made with the coln Hughes is advancing. Since however, and Hughes guaranteed the money, it was decided to turn his films back to him. The only picture set to be made with the Hughes money, Rooney-Stiefer's Quicksand, went before the camerae this went before the camerae this went.

# Recent Pix Net Up But Last Year's Product Nips U

With the announcement of a loss of \$717,735 for the first quarter of 1949, ended Jan. 29, Universal extended and an extended and an extended and an extended and an extended early last year. Company has been racking up a profit on more recent product but that margin was erased by carryover of bo. months ago eashed more than 12 months ago eashed more than 12 months. months ago.

months ago.

Gross revenues during the first-quarter period were \$14.621.510, as compared to \$15.741.883 garnered in the preceding 13 weeks. At the same time, cost of product has dropped sharply as a result of stu-dio economies effected in mid-1948. Hence, amortization charges are now failing to a point permitting a net profit.

Company exces believe the next

Company execs believe the next quarter report will show the up-turn and put the outfit in the black for the first time in many months. Loss of \$717,535 compares with a profit of \$134,206 recorded for the equivalent period last year.

#### U Slates Four More By Rank for U.S. Release In British B.O. Upturn

In British B.O. Upturn
Upturn which J. Arthur Rank's
fortimes in the U.S. registered in
the past few months made further
fortimes in the U.S. registered in
the past few months made further
stated a minimum of four of the
Britisher's pix for general release
stated a minimum of four of the
Britisher's pix for general release
stated a minimum of four of the
Britisher's pix for general release
mercial distribution on the ground
that the films were suited for art
house rather than general handflower rather than general handtight to Rank product, has that
right under its reciprocal tieup.
Quarret of pix now definitely
slated for general dense by U are
British under its reciprocal tieup.
British under the label "The
Passionate Friends"; "Blue LaBritish under the label "The
Passionate Friends"; "Blue LaBritish under the British
releases are in addition to the
upped 28-30 Holtywood pix which
year.
Last Rank pir-to get general

itions of the federal anti-trust Juwils and to the theatrest this Juwils and the product the second of the se

## Yank Distribs Will Stick by Indie **British Exhibs Despite Quota Cut**

## Weltner to Far East

George Weitner, Paramount's foreign chief, pushes off next week for a one-month trek through the Far East, Trip is Weitner's routine swing through the territories made every

#### British Indie Exhibs Now Account for 40% Of U. S. Distrib Take

Of U. S. Distrib Take

Indic exhibs in Britain are growing Increasingly more important
to Yank distribs as a substantial.
The property of the product, American distribution in operation for the distribution in operation for the distribution in operation for the product, American distribution product, American distribution of the product, American distribution of the product of the produ

#### Brit. 40% Ouota Continued from page 3

continued from page 2
delegation of exhibs headed by
Sir Alexander King, new CEA
prexy, called on Wilson and prese n t ed exhibition's arguments.
Wilson was urged by them to cut
the posting of the continued of the
the property of the continued of the
tine posting organization to 10%,
if now becomes apparent to
the continued of the continued of the
pagin further to build British production, although producers, thempagin further to build British production, although producers, thempagin further to build British production, although producers, themreason to believe that the Labor
cabinet would relent in view of the
to activities and the impending
drop in British films available for
theatres.

drop in Brussa many theatres. While labor unions, formerly the hottest supporters of a high quota, are now divided on the question, certain influential figures in labor's draw the quota cut last

action in discribil figures in tablovi: camp voted for the quota cut last week. Tom O'Brien, M.P., and general secretary of the National Assn. of Theatre. Kinematograph Employees is understood to have switched to the reduction proposed to the reduction

#### N. Y. to Europe

Anton Dolin Ethei Griffies Richard W. Hubbell Nat Karson Aifred Katz Ailcia Markova Louis Merlin Europe to N. Y.

Al Daff Jack Dunfee Paul Lukas Paul Lukas
Ben Lyon
Patricia Neal
J. Arthur Rank
Ronald Reagan
Casey Robinson
Sam Seidelman
Erich von Stroheim
G. I. Woodham-Smith American film distriba will attick by the indie British theatree, continuing to supply them will not an even break on, product, despite a reduction in the British quote to 40%, amounterment of which was reduction in the British quote to 40%, amounterment of which was the supplementation of the British quote that up the three to the propers indicate that up not be the supplementation of the british gaumont and Associated British, stemming from a relixed quote will not lead to a withdrawal of will not lead to a withdrawal of will not lead to a withdrawal of the supplementation of the suppleme

first-run from Indie theatres.

Yank excess have no intention of being causht instituted was first clamped on British theatres, considered to the consideration of the considerat

films played off in Britain.

"X" and "X" system, it is said,
will be maintained although the
spur to its original adoption is now
heading for the curtains. Under
that system, American films are
divided into two equal portions
with one sold exclusively to affiliaates and the other to indies, Yank
distrible shave no intentional. ates and the other to indies. Xank distribs have no intention of pulling the props from under the indies after painstakingly creating this new first-run outlet.

Easing of quota is expected to speed release of American pix. Schedules are now about three-to-four months behind. Changed sit-uation should bring the slate up to

date.

One result of the British retreat will undoubtedly be a better treatment for American product than heretofore. According to American distribs, their pix have been "kicked around" lately, being growed frequently to second billing. Sharpened deemand for Yank statement of the control of

#### L. A. to N. Y.

Harry Ackerman Berle Adams Gene Austin Leon Becker
Saily Benson
Sidney Bernstein
A. Pam Blumenthal
Max Coplet Eleanor Counts Kirk Douglas Ruth Gordon Ruth Gordon
Richard Hageman
Jine Havoc
Paul F. Heard
Irene Hervey
Oscar Homolka
Amparo Turbi
Alian Jones
Garson Kanln
Boris Karloff
Elia Kazan
Malcolm Kingsher Eiia Kazan
Malcolm Kingsberg
Henry Koster
Andrew Marton
Marilyn Maxweil
James K. McGuinne
Burgess Meredith
Ray Milland
Audie Murphy
Lloyd Nolan
Katina Paxinou
Steve Previn
Grad Sears
David O, Selznick
Paul Short Paul Short Hunt Stromberg Margaret Whitin Sam Wiesenthal Sam Wiesen Mary Young

#### N. Y. to L. A.

Lauren Bacaii Humphrey Bogart Charles Boyer Charles Boyer
Gary Cooper
Arthur W. Kelly
Arthur Krim
Lou Mandel
Ernest Martin
Lewis Penish
Mrs. Gregor Rabinovitch
Gene Tlarrey Mrs. Gregor Gene Tierney

STILL HERE

Henry Morgan

# DISTRIBS SET FOR SALES BATT

## Lichtman's Sales Ideas

Two more or less revanitionary is wisch he said he would attempt when the works and the work of the wo

## Foy Stymied on EL Pact Exit; Wants to Accept Warner Offer

Wants to Acc.

\*Brain Foy's drive to win a rebase from his contract with Eagle
Loin was stalled this week when
the producer failed to win apground on a
present of the producer failed to win apground on a present of the producer failed to win approved on a present of the producer failed to win aptime to the producer failed to win approved to a produce of the producer failed to the producer failed to

# Chi Loop Wins

Schoenstadt circuit in Chicago Schoenstadt circuit in Chicago won the right to buy pls from major companies at half price for its Plecadilly theatre as a part of the settlement of its anti-trust action last year. That was disclosed this week in explanation of why the house was able to double bill two top A features, "Snake Pit" and "Taleface."

Diedosure was made Monday Diedosure was made Monday (21) by Andy Smith, v.p. in charge of distribution for 20th, which made "Snake Pit." Smith asserted himestigation aboved that Smake Pit." Smith asserted himed rental for the right and the properties of the right and the properties of the right and the properties of the right and the late of the right and the right and the right and the half-price arrangement was scheduled to com-tinue for several more years. The right and the right and the weeks ago between the right and the weeks ago between the right and the continued on page 22)

#### Peck's '12 O'Clock'

Feck's '12 O'Clock'
Gregory Peck reports to 20thFox April 18 for "Twelve O'Clock
Has instrument at the
studin. Dail to the studin of the studin
pact that had bring the end of
pact that had bring the end of
pact that had sone to do for Metro
Has studins one to do for Metro
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has one for which Selmick loaned
Selmick transer. Peck still owes
Selmick transer. Peck atill owes
Selmick transer. Peck atill owes
denoted to the study of the study of the study
at the study of the study of the study of the study
at the study of the study

## Study Trust Laws

wasty IIISI LAWS
House Washington, March 22.
House Washington, March 23.
House Washington, March 24.
House Washing

show biz.

Committee is able to act because the House last week voted the committee the power to investigate. Judiciary Committee asked the authority in connection with the anti-trust laws.

# 20th Expected To Exceed '48

Despite the widely-held image of the picture industry currently be-ing in sackcloth and ashes, 20th-Fox this year will undoubtedly far exceed 1948 income in all aspects of its business. Company has had a sensational rise, during the first 10 weeks of '49, of slightly better than 25% in domestic film restals as compared with the same period.

Cultrate Deals

"State circuit in Chicago

"Stat

#### MASON WITH GARBO IN GEORGE SAND BIOG

IN GLUNGL SARD BIUL

Hollywood, March 22.

Greta Garbo is coming back
after numerous faise starts, this
time with James Mason as her male
opponent. They will co-star al
film based on the career of novelsit George San.
Picture will be co-produced by
Walter Wanger and Bugene
Frenke and Bugene
Frenke in the Greta Sance in the Sance
Job since 1941, when she
placed. "Two-Faeed Woman" for
Metro.

Texas Exhib Eyes Mayoralty

Texas Exhib Eyes Mayoralty . Grand Prairie, Texas, March 22. A. M. Morgan, local theatre-owner, has filed for mayor here with elections slated for April 5. Electee will be the first fullterm mayor under a new home rule charter.

# DIVORCEMENT SPEEDS UP DRIVE

The cards are stacked for the outbreak of an intense sales strugige among major companies as a structural region of the structural region of the

by-picture strategy of future sales campaigns.

Distrib toppers believe that discovered in the same three three

Upped Releases

Expected

Expected

D Exceed '48

On All Fronts

te the widely-held image of the the widely-held image of the the widely-held image of the widely-

#### SUPREME CT. ASKED TO HEAR MOMAND PLEA

IO HEAR MOMAND FLEA

Washington, March 22.

The Supreme Court was asked
last week to hear an appeal from
the 1st Circuit Court's decision into
the suit of the Momand Trender,
A. B. Momand called on the High
Court to reverse a verdict which
blocked him from money damages
in a truble damage damage, and
in a truble damage damage, MCM
Distributing Corp., 20th-Fox, Vitagraph, RKO Distributing Corp.,
United Artists and Columbia.
Since 1937, and the statute of limitations has snayled several phases
of 11.

of it.

Momand won a \$287,161 verdict from a trial jury. However, the trial judge ordered a verdict for the defendants, and subsequently the court of appeals affirmed this judgment.

#### Bogart Borrows Reagan for Indie

Keagan for Mule:
Santana Productions, Humphrey
Bogart's indic, has borrowed Ronald Reagan from Warner Bros, for
the male lead opposite Barbara
Hale in 'You Made Me Love You,'
siated for late April start. Miss
Hale is under contrest the film
theny Levin will direct, with
Bogart and Robert Lord producing.

# Lichtman Spearheads 20th-Fox Move To Get More Out of Its Film Rentals

Lichtman's Pact
Al Lichtman disclosed Monday (21) that the contract under which he joined 20th-Fox
March 1 is for five years, but
calls for his active services
Duly during the first year. He
is bound for the following
is bound for the following
a consultant unless he and
20th agree that he'll continue
active, he said.
New yo, stated that he may

active, he said.

New v.p. stated that he may want to retire "or do something else" at the end of the year. Possibility is seen that he'll go into theatre operation. He admitted that he had been in negotiation some months ago for the Schoenstadt circuit of 17 houses in Chicago.

# **RKO Pushes Drive** On Stockholders

RKO intendined its drive this week to win the necessary proxies from stockholders for an approval of its consent decree in the anti-rust suit and resultant plan of reorganization. With less than one should be reculiately well-rust suit and resultant plan of reorganization. With less than one should be reculiated to the provide the resultant to the resultant provides, with one received before rost suit confident that the necessary provides, will be received before provides, will be received before the resultant provides with the received before the received bef

the annual stockholders' meeting, Monday (28), in Wilmington, Del. Appeal to stockholders' in the Appeal to stockholders' in the Control of t

"Since we have not yet received your proxy, and it is so important that you vote on the proposed plan, I am taking the liberty of sending you herewith another proxy and return envelope."

Company is counting consider-

Company is counting considerably on proxies from investment brokers, bulk of which have yet to turned in.

#### GOLDMAN SUIT DELAYED BY JUDGE'S ILLNESS

BI JUJUE 5 ILLAIES.

Thilatelaphia, March 22.
Thilatelaphia, March 22.
Thilatelaphia was a series of the series of

satief for late April start. We stated for late April start with the steph. The state of the start with same and the start of the start with start and Robert Lord production. Bogart's next starter for Santana will be "in a Lonely Playwood a yarn about Hollywood with this been indeed to do a rewrite on the steph.

Lichtman's Pact

Al Lichtman disclosed Monday (21) that the contrast undared licenter of the contrast committee of homeoffice sales excess this week to accompliant unless he and constructs unless he and contracts soid in the field. This is contrast to the contrast contracts soid in the field. This is a consultant unless he and contracts soid in the field. This is a consultant unless he and contracts soid in the field. This is a consultant unless he and contracts soid in the field. This is a consultant unless he and contracts soid in the field. This is a consultant unless he and contracts soid in the field. This is a consultant unless he and contracts soid in the field. This is a consultant unless he and contracts soid in the field. This is a consultant unless he and contracts of the three way announced by prexy Syyro or any contract of the company of the contract of the contract of the contract of the field-division managers.

KKO Pushes Drive

On Stockholders

For Decree Okay

RKO intensified its drive this exist to which he necessary to the contract of the contract of the contract of the field-division managers, branch managers, branch managers, district managers, branch ma

## Schine Details **Get Going-Over**

#### METRO WALKS OUT ON HIGH 'STREETCAR' FARE

Metro decided to walk when the motorman and conductor demandmotorman and conductor demandcinema ride on "A Streetcar Named Desire." Tennessee Williams is the motorman and Irene Sekznick the conductor. Exact figures are not available, but it is understood that demandace would act the situ-

their demands for a down payment and a percentage would set the stu-dio back more than a million. In addition, the terms include the right to hold back the release of the picture while the play is still running. Williams owns 60% of the property and Mrs. Selznick the other 40%.

#### Schary's P.A. Huddle

Scharys F.A. Huddle
Hollywood, March 22,
Dore Schary called a special conference of Metro's publicity department to set up merchandising
plans for fortheoming \$4,000,000
"Battleground."
Schary indicated such get-togethers would become a regular
part of the production routine.

6

THE SENSATIONAL PICTURE YOU'VE

FLASH!

100 BIG, NATIONWIDE KEY-( )





From A Man's Battered Body and a Woman's Tortured Soul - Unmasking With Thrill, Shock, Amazement The Kind of People In The Crooked Fight Racket - Raw Realism. Served Straight!

# **ROBERT RYAN AUDREY TOTTER**

GEORGE TOBIAS . ALAN BAXTER . WALLACE FORD roduced by RICHARD GOLDSTONE . Directed by ROBERT WISE

**BROADWAY WORLD PREMIERE CRITERION THEATRE MARCH 29!** 

For every scar on his face, she wore two on her heart!

For \$30 - smashed in the ring, hunted in the alley!



Y OPENINGS BEGINNING MARCH 30!

Adventure in Baltimore Adventure in Hallimer 22.

EKO rielsas of Richard II. Berger price of the Committee of the

n March 21, '49, RunRobert Young
Shirity Temple
John Agar
Josephine Hutchinson
Charles Kemper
Johnny Sands
John Miljan
Norga Yarden
Charles Smith
Josephine Whittell
Patti Brady
Gregory Marshall
Patsy Creighton

"Adventure in Baltimore" is a leisurely, gentle comedy drama that's not likely to kick its heels high, boxofficewise. It has ingra-tiating moments and a warmth and charm that will appeal most to the family trade, but l

It is the story of a Protestant minister's family, living in Baltimore in 1905. Interest is centered to the story of a Protestant minister's family, living in Baltimore in 1905. Interest is centered to the story of the story o

#### The Set-Up

RKO-release of Richard Goldstone pro-duction. Stars Robert Byan, Audrey for-tune of the Robert Byan, Audrey for-Wallace Ford. Directed by Robert Wise. Screenplay, Art Cohn. based upon the poem by Joseph Moncure March: camera, musical director. C. Bakuleinikoff. Trade-shown, N. Y., March Ia. '49. Running time.

Stoker	Robert Ryan
Julie	Audrey Totter
Tiny	George Tobias
Little Boy	Alan Baxtes
Gus	Wallace Ford
Red	Percy Heitor
Tiger Neison	Hal Fieberlins
Shanley	Darryi Hickman
Moore	Kenny O'Morrison
Luther Hawkins	James Edward
Gunboat Johnson	David Clarke
Souza	Phillip Pine
Danny	Edwin Ma:

South Philip Pine South State Compact and suspenseful is RKO's The Set-Up." a boxing film the fight racket. All the sorted until the fight racket. All the sorted qualities of smalltown fistic areas, the writed traits of the contestants, the writed traits of the contestants that the sorted that the sor

severely in an alley that he's inrough as a fighter.

But the story itself is not the peak intrough as a fighter.

But the story itself is not the peak integrates severed in the peak integrates severed in the peak integrates and in the fine cameraintegrates and integrates a

#### Tulsa (COLOR-SONG)

COLDS-SONG)

Bollywood, March 12.

Both 12.

B

Convey mains. Floring Jack With Candy Cand

#### Rumeurs

Rumeurs.
"Rumeurs." French-made, being released in the U. S. by Stritzky, opened at the Ambassador theatre, N. T. Friches, and the Ambassador theatre, N. T. Friches, and the Ambassador theatre, N. T. Friches, and S. 1947, by Mazi, who thought its chances in the U. S. were that film was "poorty directed and photographed, with whole production being below par."
Story concerns a smalltown Story concerns a smalltown of slaying a prostitute.

#### Miniature Reviews

"Adventure in Baltimore" (RKO). Gentle comedy-drama, Pleasant, but unexciting b.o. Pleasant, but unexciting b.o. outlook.
"The Set-Up" (RKO), Wellmade fight picture; good b.o.

made fight picture; 800g B.0.
"Tulsa" (Song) (Colox) (EL).
Exciting feature of Oklahoma
oil adventuring. Strong for
the action market.
"Outpost in Morocco" (UA).
Formula Foreign Legion yarn
starring George Raft; moderate b.0.
"Man"

rate b.o.
"The Undercover Man"
(Col). Solid documentary-type
crime-buster with Glenn Ford;

crime-buster with Glenn Ford; good b.o.

"The Crime Dector's Diary"
(Col). Okay mystery-actioner in the "Crime Doctor" series.

"Ma and Pa Kettle" (U). Family trade comedy starring Marjorie Main and Percy Kil-

"Ma and Pa Kettle" (U).

Family trade comedy starting bride.

"The Lovable Cheat" (PC).

Dull Balzac comedy, with sline.

"The Lovable Cheat" (PC).

Dull Balzac comedy, with sline.

"The Lovable Cheat" (PC).

Dull Balzac comedy, with sline.

"The Lone Wolf and His Lady" (Col). Well-paced programmer for supporting bookingsmer for supporting bookingsmer for supporting bookingsmer or supporting bookingsmer with Tim Holt.

"Radders of the Whistling Places" (RKO). Mild tune-gal-stable com the Gene Aurustable com the Gene White Charles White Charles and Charles the Gene Charles Charles Starte Charles Charles Charles Lane Charles Charles

the story, keeping the pace alive for 88 minutes with no letdown. His handling of fist fights, the suspense of bringing in a well, an oil field fire and other action has excitement that is soild. Winton Hoch has given it brillant lensing, the editing is tight and the Frank Skinner score excellent. Brog.

## Outpost in Morocco

Outpost in Morocco
Duiled Artist priese of Morocca PicUnited Artist priese of Morocca PicGeorge Betti, festures Minet Winder,
Ann Tamiron, Directed by Robert Pan
George Betti, festures Minet Winder,
Pan Sante-Calembie based on original
Pan Sante-Calembie based on original
George College Control of the College College
George College College College College
March 19, 40. Roming time 59 31NS.
Coppin Paul George Betti
George College
March 19, 40. Roming time 59 31NS.
Loutenand Giyako
Adm Tamirod
Education College
Education Colle

"Outpost in Morocco" is routine program fare with moderate b.o. appeal. Reworking the French Leprogram fare with moderate boxappeal. Reworking the French Legion theme, pic has little originality and leas credibility. Hoss opera pace, however, will find favor in time-out for romantic clinches.

Pic is chiefly handicapped by alighed screenplay alternating begins of the second of the second control of t

and the second s

#### PILGRIM'S 'GUINEA PIG'

"THEGRIMS GUINEA FIG"
"The Guinea Plg," a Pilgrim Pictures-Flippo del Gludies-John
Boulting production, will be released in the U. S. by Variety Film
Distributors, Inc., headed by
Amerigo Benefico.
Picture is scheduled to make its
American bow shortly after Easter
at the Little Carmegie, N. Ex-

The Undercover Man

The Undercover Man
Columbs release of thebrt Rosen production, stars Glenn Frodt features Nice
Columbs release of thebrt Rosen for
duction, stars Glenn Frodt features Nice
Glenn Frodt
Stadoff, gerts George Danitis. Tradition
Frank Warren. Glenn Frodt
Frank Warren. Glenn Frodt
Group State
Stadoff, gerts George Danitis. Tradition
Frank Warren. Glenn Frodt
Group State
Stadoff features Nice
Glenn Frodt
Glenn Frodt
Stadoff features
Stadoff features
Glenn Frodt
Maria Rosen. John Land
Maria Rosen. John Land
Maria Rosen. John Stadoff
Stadoff features
Glenn Footo. John Land
Maria Rosen. John Land
Maria

Narrated in a straightforward, hardhitting documentary style, "The Undercover Man" is good crime-busting saga that will rate a neat boxoffice payoff in all situa-

hardhiting documentary style, "The Undervover Man" is good crime-busting sags that will rate as the style of the control of th

### The Crime Doctor's

The Crime Boctor's

Diary
Commission of the State of the

#### Corridor of Mirrors

Corridor of Mirrors.
"Corridor of Mirrors," which opened at the Symphony theaten, N. Y., sesterday (22), was the control of th

formances, crisp direction and ca-pable photography.

Baxter is his usual suave, self-assured self in portraying the construction of the construction of the too, while Robert Armstrong, both Beddoe, Whit Bissell and Meeker are all competent in lesser roles, and are all competent in the pro-yet of the construction of the con-traction of the construction of the property of the con-traction of the construction of the down the property of the con-traction of the co

# Ma and Pa Keitle Universal-International release of Leonard Goldstein production. Stars Marjorie Main, Percy Kilhride; features Richard

ong, Meg Randall, Directed by Charles
amont. Screenplay, Herbert Margoits.
ouis Morheim, Al Lewis, based on char-
cters from "The Egg and L" by Betty
(acDonald; camera, Maury Gertsman
accomain; camera, maury Gertsman;
ditor, Russell Schoengarth; music, Milton
chwarzwald, Tradeshown N. Y., March
8, '49. Running time, 76 MINS.
da Kettle Marjorie Main
a Kettle
Com Kettle
Cim Parker Meg Randell
ecretary
drs. Birdie Hicks Esther Dale
dr. Tomkins Barry Kelley
Javon Suderine Harry Antries
Mayor Swiggins Harry Antrim Mrs. Hicks' Mother Isabel O'Madigan
Cmily
Mility Moord
Billy Reed Emory Parnell
Mr. Simpson Boyd Davis
Mr. Billings O. Z. Whitehead
am Rogers
lyinAlvin Hammer
Geoduck Lester Allen
rowbar

Avia Hemmer

Crowder. Avia Hemmer

Article of Marjorle Main and
Percy Kilholde, as parents of a
Antice of Marjorle Main and
Percy Kilholde, as parents of a
Antice of Marjorle Main and
Percy Kilholde, as parents of a
Antice of Marjorle Main and
Percy Kilholde, as parents of a
did up to an earthy humor that
will satisfy family-trade audiences
the subsequence of the second of the content of the subsequence of the second of the content of the subsequence of the second of the content of the subsequence of t

## The Lovable Cheat

The Lovable Cheat

Fin Charles Hollywood, March 19.

Fin Charles of Pickerd Conditions of the Cheat Charles of Pickerd Conditions. Stars Charles Ruggles. Peper Jone 19.

Fin Charles Charles Charles Ruggles. Peper Jone 19.

Fin Charles Charles Charles Ruggles. Peper Jone 19.

Fin Charles Charles

Caselman ... med issees

"The Lovable Chee" is a boring old-distinct of place of the boring old-distinct of place of the boring old-distinct of the boring old-distinct of the borcase of the boring old-distinct of the boring old-distinct of the borcase old-distinct of the borcase old-distinct old-distinct olddistinct old-distinct old-distinct olddistinct old-distinct old-distinct olddistinct old-distinct old-distinct olddistinct olddistinct

## **Exhibs Hitting Winning Stride** In Battles vs. Local Restrictions

After taking it on the chin from state legislatures and municipal regislatures and municipal regislatures are now bitting into a winning stride. In the perennial battles against the are tax fornys, censorathy law and the state tax fornys, censorathy law and the state of the state. In the state of the state of the state of the state. In both the Jersey and Okla-

cemosary away mas ever purposed for the state.

In both the Jarsey and Okin-home cases, all out front by exhibs a considerable of the state of the s

hibs contacted their own representatives and talked the bill out of existence.

Indicating that the technique is greatly at the fact that Jersey and the control of the con

Cal. Film Tax Bills
Sacramento, March 22.
Two film tax bills have come up again in the California Legislature, fathered by two members of the Assembly from the Los Angeles

Everett G. Burkhalter (D.-North Everett G. Burkhaller (D.-North Hollywood) is author of a two-ply-bill, one phase of which calls for a state tax of 1 cent on every foot of film produced in California. Other tother half of his bill demands that the Legislature urge Congress to made in Loreign countries, "wheth-er produced by American firms or not."

er produced by American firms or Texation of films made abroad. Burkhalter explained, would discourage the overease ventures of Hollywood studios in their efforts to liquidate their frost-bitten coin over there. The increase of alien over there. The increase of alien thrown, thousands of California studio employees out of work.

G. Delbert Morris (R-Los Angeles) is the author of a measure demanding a Scent bite on all the-demanding a Scent bite on all the-general fund.

#### 20th Decides to Grow 'Rose' in Morocco At \$3,000,000 Cost

#### Proser Preps 'Varga Girl' **Despite Law Suit Threats** Hollywood, March 22.

Regardless of a threatened law-suit, Monte Proser is going ahead with plans to film "The Varga Girl," Threat comes from David Smart, publisher of Esquire mag,, who declares he owns the title.

Part of the picture, based on ne life of Alberto Vargas, artist, ill be shot in Mexico. It will be ade for United Artists release.

## **Public Pressure Eyed by SPG In Homeoffice Snag**

against the major film companies by the Screen Publicists Guild is looming as a result of a threemonth deadlock in current negotia tions for a pact to cover about 250 homeoffice flacks. Following failure to crack the impasse at bargaining sessions last week, the SPG membership met last night (Tues. to discuss new strategy proposed by the Guild's exec committee.

Basic dcmands of the SPG, in volving a 25% wage hike and tightened security and seniority tightened security and seniority provisions, have met with a flat nix by a joint industry committee of reps from Merto, 20th-fox, RKO, Paramount and Universal. Companies conficient that present box-office conditions rule out any additions to their payloads. According to SPG exces, the five majors have continued to the contract of the Guild-company.

union contract.
Collapse of the Guild-company talks, which is threatening unless an early settlement is reached, will once again lead SPG into circulating hand talls and organizing hand talls and organizing showcases as pressure against the majors. SPG utilized this tactic last\_fall\_when the companies—related to obsuinces with the Guild in a dispute stemuling from the Meantime age, mendiations in

Tatt-Hartiey law.
Meantime, new negotiations involving 2.500 white-collarites in the
Screen Office & Professional Employees Guild opened this week.
With SOPEG making demands
similar to SPC's, there's a strong
likelihood that another deadlock
will result in this quarter.

#### Exhib TV Confab

Continued from page 3

all been active in probing possibilities of forming the exhib video outfit. Trio, individually, have checked on the technical, legal and financial posers presented by the creation of an unprecedented cooperative syndicate. With most of the answers now ready for presentation to exhibs, the threesome are anxious to know whether circuit operators originally behind the course of action are set to organize immediately or want to hold back. The plan, originally formulated

At \$3,000,000 Cost

Huddler Mellywood, March 22.

Huddler Jobby Fox resulted the production of "The Black Rose", with a budget of \$3,000,000. How the substitution of the substitution of

#### Holden on 'Boulevard'

Holden on Joullevard
Male lead in Paramount's Sunset Boulevard' goes to William
Holden of William
Ho

## David Mefty Prod. Sked **For Warners**

Warners is expected to announce a heavy production schedule (his week, probably between 25-50 pts. Agenda, and the control of nis Morgan.

#### Palace Theatre Preem Nets Over \$10,000 For N.Y. Variety Club

Initial turnout of the newly formed Variety Club of New York at the Palace theatre preem of the International Variety's production, "Bad Boy," Bas ing't (Tues), netted the metropolitan tent over \$10,000. Coin will be used to set up clubroom headquarters at the Astor hotel.

hotel.
Showing of the film was preceded by a long stage show
harking back to the Palace's heyday as a vaude mecca, with performers of the old two-a-day in
appearance, including Lloyd Nolan,
Jane Wyatt and Audie Murphy,
stars of "Bad Boy."

Variety's Frisco Convention San Francisco, March 22. More than 1,000 delegates are expected at Variety Clubs Interna-tional. Convention. here. May. 27. aecording to Jimuy pp. 402. Enter of the Convention of the Convention of the Delegation of the Convention of the Convention of the feature at three-hour rodeo to be left at the Rowell Ranch near here.

here.
Western decor will dominate all
shows with wild game among the
cullinary autrections. Western garb
will feature the meeting. Other
will feature the meeting.
Western decorate the feature the feature the
meeting of the feature the feature the
meeting of the feature the feature the
meeting of the
me

night in Frisco's Chinatown.

London Tent Bedar Formed
A London Variety Club is being
formed here. Initial meeting was
attended by Som Eckman, Metro;
S. J. Latta. Associated Britishers
S. J. Latta. Associated Britishers
Chinatomy Chinatomy Company
Latter Chinatomy Conference of the Conference Another's June 2018. State of the Conference Another's June 2018. The British Variety club will in-

The British Variety club will include both English and U. S. showmen.

M'w'ee Tent Reorg
Milwakee Main: 22
Milwakee Main: 22
Milwakee Main: 22
Milwakee Tent Selection of the Selection of the Selection of Se

## 'Recognized' Producers Can Still **Get Financing Despite Tight Coin**

Sothern Stars in RKO's

Sothern Stars in RKO's

"Love," Metro's Death'

Inollywood, March 22.

Ann Sothern boulgned for two starring roles, one at Metro and one at RKO.

First is "Death, in the Doll's House," Based on a Storepost set on the Culver City Iot. Second on the Culver City Iot. Second with Harriet Parsons will produce at RKO, starting in June. "Love" is RKO, starting in June "Love" "Who Could Ask for Anything More?"

## 8 Pix Delivered To UA. Easing **Prod. Shortage**

United Artists, normally in the throes of a perennial product shortage, has had eight pictures delivered to it by indie producers in the past, six weeks. It is throwing sales, press and exploitation departments into high gear in an effort to have all the pix in release by Sept. 1.

effort to have all the pk in release by Sept. 1.

Films are Hurt Stromberg' root Late for Tears, Benedict Bowley Sept. 1.

Films are Hurt Stromberg' root Late for Tears, Benedict Bowley and the strong of the stro

#### '48 Gross

company taking in the most coin was Paramount with estimated returns of \$170,445,789. Par's gross was Paramoint with estimated resturns of 500 pt 100 pt 100

109,047.

Because they are purely production-distrib outfits, both Universal and Columbia were far behind. U came up with \$57,989,307 for the fiscal stretch against \$64,988,405 in 47. Columbia lost only a trifle of the ground gained in '47, racking up \$46,898,785 for '48 and \$48,822,201 for '48 and \$48,882,201 for '48 and \$48,882,801 for '48 and \$48,882,801 for '48 and \$48,882,801 for '48 and \$48,882,802 for '48 and '48,882,802 for '48 and '48,882 for '4

#### 20th-ABC

Continued from page 4
And, with the number of channels
with the number of channels
to the continue of the cont

20th would probably attempt to crease production in the A class, been reorganized and has petit by unclear that now operated by ABC. That store the control of the control

Despite Tight Coin

India manning difficulties have

India manning difficulties have

but only for producers with recognized reputations and experience
and with strong packages, including story, six and director. That

the producer Hunt Stromberg and
dim financier Lewis Penish, who is

associated with the Nasser broth
sasciated with the Nasser broth
ing the producer Hunt Stromberg and
dim financier Lewis Penish, who is

associated with the Nasser broth
sasciated with the Stromberg and

sample of the Nasser broth
brought with rental studies hunt
ing for customers, they have been

for in a make the quarantees in

Banks likewise have opened up
just a little, but are demanding

many safeguards. In some cases

they want 100% guarantees. Nain
berg, they are advancing 60% of budget, with only the last 15%

guaranteed.

Just a little but are demanding

many safeguards. In some cases

they want 100% guarantees. Nain
berg, they are advancing 60% of budget, with only the last 15%

guaranteed.

Just a little but are

budget, with only the last 15%

guaranteed.

The object of the Stromberg of the Strombe

of the property yet. He heads back to the Coast in about two weeks.

\*Red River Success Helpful
Hollywood, March 22.
Indie financing problems probably will be eased considerably as result.

of assurances that "Red financing problems probably will be eased considerably as result.

of assurances that "Red financing problems probfinancing problems as profit of the financing problems as profit.

Grad Sears and George Bagnall in meeting with Bernardeven point of \$8,500,000 would be reached within 12 to 18 months, with profits in sight thereafter. Tremendous sales job on film is of the financial property of the first property of the first profits and future of indie production as a whole.

Tremendous costs for all fallings since three second-money companies were left hanging on the propes, and one major banking contern was holleting "stop." Chalked megative costs, \$75,000 print costs, \$425,000 advertising, distribution costs to break-aven point of \$1.

that banks o. second-money men would okey, budgets of "River" caliber again, but coin definitely is available again to indies with a good package to offer.

Simon Tree Praducer

#### Simon Exec Producer As Col Steps Up 'A' Sked, Cuts Down 'B' Production

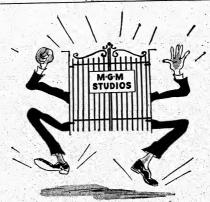
Luts Jown B 'Production

- Hollywood, March 22.

Sylvan Simon stepped into a
new job as executive producer at
new job as executive producer at
new job as executive producer at
calling, for more A productions
and not so many Bs. In addition
to, handling five pictures on his
own program for the year, Simon
over Alex Gottlieb and Buddy
Adder, Columbia's two other A producers, and take a load off the
producers, and take a load off the
progress.

prexy.

Columbia will continue to make Columbia will continue to make lower-budget films but not so many as in the past, as a result of the recent slump in the market for that sort of product. Idea is to increase production in the A class, aimed at longer runs in the theatener.



# THINGS ARE REALLY JUMPING AT M-G-M!

(Excerpts from Coast Report in Hollywood Reporter. Read Every Word!)

"The sales heads who attended the M-G-M meetings here three weeks ago heard Louis Mayer tell them that M-G-M now had the greatest product it has had in many, many years. Then he proceeded to show them 'Take Me Out To The Ball Game', 'The Secret Garden,' 'The Stratton Story,' 'Barkleys of Broadway,' 'Neptune's Daughter,' 'In The Good Old Summertime,' 'Edward, My Son' and 'Conspirator.' They even saw quite a bit of footage on 'The Great Sinner,' 'Madame Bovary,' 'Any Number Can Play,' 'The Forsyte Saga' and 'That Midnight Kiss;' all of which have since been finished. The salesmen were more than impressed.

"M-G-M, with good product, is a great thing for the whole industry. 'As M-G-M goes, so goes the picture business.' The whole industry will be jumping. Good M-G-M product, combined with the fine entertainment being turned out by some of the other majors, is bound to return a successful boxoffice. It's great to know M-G-M is in its stride."

"M-G-M's Prosperity
Plan is a
Shot-in-the-arm
for the entire
industry!"



## Chi Better: Tony Martin Ups 'Smith' To Terrif \$72,000, Ventura-Lutcher Lift 'Mother' to 60G, 'Undercover' 32G

Chicago, March 22.
Laop boxoffice is climbing out of the street's alump especially hypode with "Rany Martin personal coupled on the street's alump especially hypode with "Rany Martin personal coupled coupled to the street's and the street's alump especially hypode with the street's alump especial street's alump espec

Estimates for This Week
Apollo (B&K) (1,400, 81,20-82.40)
—"Boundet" (I) (17th wk). Fair
800 (18th week, \$7,000.
Coleago (B&K) (3,900; 50-98)—
"Whepering Smitht" (Par) plus
Tony Martin p.a. Terrif \$72,000.
Last week "John Loves Mary"
(WB) with Lawrence Welk oreh
and Harmonica Rascals onstage (2d
wk), \$42,000.
Garrick (B&K) (900: 50-981—

wk), \$42,000.

Garrick (B&K) (900; 50-98)—
"Jungle Boy" (Indie) and "Big
Fight" (Mono). Brisk \$10,000. Last
week, "State Dept," (FC) and
"Alaska, Patrol" (FC) (2d wk).

\$0,000. (RKO) (1,500; 50-98)—"II Ain't Hay" (U) and "Ghost Catchers" (U) (reissues): Neat \$13,000. Last week, "Act of Violence" (M-G) (2d wk), \$10,000.

(2d wk., \$10,000.

Oriental (Essaness) (3,400; 50-98)

"Mother Is Freshman" (20th)
with Nellie Lutcher and Charlle
Ventura onstage. Big \$60,000. Last
week, "Kissing Banditi" (M-G) and
Arthus Godfrey Scouts unit onstage (3d wk), \$27,000.

tage (3d wk), \$27,000.

Palace (RKO) (2,500; 50-98)—
Family Honeymoon' (U) (2d wk),
ke \$13,000. Last week, \$17,000.
Roosevelt (B&K) (1,500; 50-98)—
South of St. Louis' (WB) (2d wk),
olid \$12,000 or over. Last week,
ice \$13,000.

nice \$13,000. \$4,000; \$1,200. \$4,200. "Red Shoes" (EL) (13th Wel). Staunch \$12,000. Last week, \$13,000. \$4,000. \$5,980. \$13,000. \$5,980. \$6,000. Last week, \$13,000. \$1,000. \$

ock's Millions" (1-2ar) Acq.

"12-200.
United Artists (B&K) (1,700; 50B.—'No Minor Viess" (M-G. Tridy
1517,000, Last week, "Walking
illis" (Col. 12d wk), \$8,000,
Moods (Essaness) (1,073; 98)—
Enchantment" (IRCO) (4th-final
wk), Okay \$13,000. Last week,

#### Cold, Snow Slap L'ville; 'Smith' Strong \$13,000. 'Honeymoon' Modest 11G

Honeymoon' Modest 116

## Estimates Are Net

Estimates Are Net Film gross estimates as reported herewith from the varistructure of the structure of the

## 'Honeymoon' Hot \$21,000 in Cleve.

Cleveland, March 22.
With weather breaking favorably, key houses her are on the gradual is giving Palace are on the gradual is giving Palace nice trade to start who week run. "South of St. Louis at Hipp also looks smart." Family also looks smart." Family also looks smart. "Family also looks smart." Family also looks smart. "South of St. Louis also pool with Presy session." Estimates for This Week Allien (WB) (3,097; 85-70)—Chicken Every Sunday" (20th). School Last with St. John Charles and Capta and C

Esquire (Community) (700; \$2.40)
—"Red Shoes" (EL) (13th wk),
Slout \$6,500 following \$7,000 last
week.

#### RILEY' RESOUNDING \$18,000, BUFFALO ACE

\$18,000, BUFFALO ACE

"Life of Riley shapes up as outstanding with sock Lafayette sestanding the second second

Estimates for This Week Estimates for This Week
Broadway (Cinema) (1,500; 3574)—"Act of Murder" (U) and
"Countess of Monte Cristo" (U) (2d
wk). Slow \$5,000. Last week, good
\$8,500.

\$8,500.
Denham (Cockrill) (1,750, 35-70).
"Own True Love" (Par). Dim \$8,000 or ner. Last week, "Whispering Smith" (Par) (2d wkl.) \$8,000.
Denver (Fox) (2,525; \$5-74).—"Pamily Honeymoon" (U) and "Angel on Amazon" (HP) and "Angel on Amazon" (Who and "Harpoon") (SGI). The second of th

fair \$13,000.

Esquire (Fox) (742: 35-74)—
"Family Honeymoon" (U) and
"Angel on Amazon" (Rep), also
Denver, Webber: Fancy \$4,000.
Last week, "John Loves Mary"
(WB) and "Harpoon" (SG), \$2,500.

## 'Heart' Steady \$15.000 in Prov.

Providence, March 22, shapes lively in a fatiry good all "Knock On Any Door" looks okay, Majestie "Down to Sear in Starty Robert On Any Door" looks okay, Majestie "Down to Sea in Ships" is holding well in second stanza. Albee, (IRKO) (I.200: 44-65) "Dear To Heart" (IRKO) and Clay Pigeon" (RKO). Good \$15,000. Gd wki, neat \$134,000. Fay's (Fgy) (I,400: 44-85) Fay's (Fgy) (I,400: 44-85)

lod wt, neat \$14,000.

Fay's (Fay) (1,400; 44-65) —

"Angel On Amazon" (Rep) and
George O'Hanion heading stageshow. Fine \$8,000 or near. Last
week, "Dude Goes West" (Mono)
and Billy Gilbert heading stage,
\$9,000.

and Billy Gilbert heading stage, \$28-Up" (RKO) can come in March 28,000,est. Febr. (2009. 44-68) 29,000,est. (PKO) can come in March 29,00

# Honeymoon' Sultry 27G, Denver; 'Whiplash' 9G, 'Family Honeymoon' shapes as strongest boxofice entry here late is a Bandit' Ditto 15G, 'Women' Strongest Conditations' also is like. These Conditations' also is like. 'Bandit' Ditto 15G, 'Women' Strong 125G, 2d, 'Mother'-Vaude Fair 70G

Favorable boxoffice Influences were about equally behanced by adverse factors during the last seven days on Broadway. St. Patricks Day crowds Thurs. Jave most theatres a hypo. All-day snow Frider (El). Blothwest by box the details of the seven days on the stress hypo. All-day snow Frider (El). Blothwest by box the details of the seven days of the several theatres, but springlike weather Sunday (first day of spring) handed many houses a nice lift.

Only two newcomers this stanza, and neither is big. "Impact" at Globe shapes best but is only mid \$15,500 or less. "Last Bandit" also is light with \$15,000 or under at Mayfair.

Mayfair. Strongest holdover is "Little Women," just a step behind first week's pace at Music Hall with sturdy \$125,000. "Mother is Freshman," with Phil Baker and Calloway topping stageshow, is found \$470,000 for second Roxy output.

"Take Me Out To Bail Game" is holding nicely with \$38,000 after sock openling week at State. Open-ing of big league baseball season next month figures to help ex-tended-run of this film.

tended-run of this film.

"Bad Boy" preems at Palace today (Wed.) after stage-film special
variety Club launching last night
variety Club launching last night
variety Club launching last night
paso" loday Municipal Paso"
Jordan Five Ray Anthony band,
Pat Henning, others on stage
Capitoi opens "Outpost in
Morocco" with Gordon Jenkins
band, Cardini tomorrow (Thurs.)

with 40c-\$1 scale.

Parament (Par) (3,664; 55-\$1,50)

"El Paso" (Par) with Louis Jordan Tympany Five, Ray Anthony orch, Pat Henning, Peggy Mann, Anthony orch, Lax week, "Nick Beal" (Par) plus King Cole Trio, Larry Storch, Eliot Lawrence orch (2d wk), mild \$50,000 or less after very good \$65,000.

Park Avenue (U) (583; \$1.20-\$2.40)—"Hamiet" (U) (26th wk). Twenty-fifth week was \$13,500, just a bit down from recent pace. Continues

tinues.

Radio City Music Hall (Rockefelers) (5,945; 80-240) — "Little Women" (M-G) and stageshow (2d wk). Helped by St. Patrick's Day upsurge, holding near first week with \$125,000; first was very good \$127,000. Says a third, and maybe longer, with "Connecticut Yankee" (Par) due In next as film for Easter

Part due in next as him for Easter Risilo (Mago: 1594; 44-99)—
"Alaska Patrol" (FC) and "The Judge" (FC). Looks modest \$3,00 or under: Last week, "Bad Mien Tobuchter of West" (FC) opens Friday (25).
Rivoli (UAT-Par) (2,002; 60-31.25)—"Snake PH (2011) (2014) (20

after special Milk Fund benefit preview night of March 29.
Rosy 20th 16,886; 80-41.80)—
Rosy 20th 16,886; 80-41.80]—
Rosy 20th 16,886; 80-41.80]
Rosy 2

#### D.C. Drab But 'Pacific' Brisk \$20,000; 'Murder' \$10,000. 'O'Flynn' Ditto

\$10,000, O'Flynn' Ditto
Walshington March 22
It's a Walshington March 24
It's March 24
National, look best, but both are
Warner, and "act of Murder" at
National, look best, but both are
Warner, and "act of Murder" at
National, look best, but both are
Warner, and "act of Murder" at
National, look best, but both are
Warner, and walshington in Section 12
Explicit Convey 10, 428, 44-80)
Walshington 12
W

# Godfrey Unit Tilts 'Chicken' Fancy

\$40,000, Det.; Walked' Fast \$24,000

Detroit, March 22, Stageshow at Fox is boosting standing the second of the se



## CRITICS SAY - "'EL PASO' IS EL SMASHO!"

"Grand-scale western. Heman story with plenty of action. An all 'round good thing."

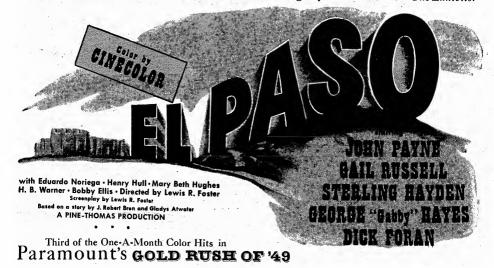
-Film Daily

"Pine and Thomas enter the full blown production western sweepstakes with 'El Paso.' Action elements in profusion which is what the audience wants."

-The Independent

"Nifty combination of best tricks and thrills of the western make this an excellent entry. A load of spectacular action and gusty handling. Cinecolor shows up beautifully." - Variety

"Highly exploitable, lavishly produced western...packed with gun fights, hard riding, fist fights, savagery and a mob battle in the midst of a wind storm."—The Exhibitor



## Prima Boosts 'Stiff' to Hep \$30.000. Hub: 'Mother' Fresh 25G, 'Door' 41G

Boston, March 22.
Bis ground town is fairly strong the sanna with new product at a farrums helping. "Lucky stiff" is being boosted by Louis Prima at RKO Boston to solldest in town. "Mottler low Thomas Memorial at Orpheum and State look prima and State look prima and State look prima the strong with the strong with the state of t

in the control of the

Rainwek, "Jonn Law week, "Children Week, "Chil

#### Philly Cold, So Is Biz: 'Shockproof' Dim \$15,000. 'Pony' Swift at \$14,000

Philadelphia, March 22. Cold weather and some product Cold weather and some product that left patrons even colder Infused no warmth into firstruns this weekend. Earle is way off with "Shockproof," Another newcomer, "The Bribe," at Goldman shapes standout. "Red Pony" looks brisk at the Algit the Area of the standout. standout. "Re at the Aldine.

Estimates for This Week Aldine (WB) (1,303; 50-99)—
"Red Pony" (Rep). Brisk \$14,000
or better. Last weck, "Own True
Love" (Par), thin \$11,500 in 10

days.

Boyd (WB) (2.386): 50-99 \

"Woman's Secret" (RKO). Mil 319.000. Last week. "Enchantment" (RKO) (5th wkr, \$13.000. Earle (WB) (2.700; 50-99)—

"Shockproof" (Coll.) Dim \$15.000. Last week. "Fendin', Fusahi" "(U) with Jack Carson onstage, sock \$365.000.

#### **Key City Grosses**

Estimated Total Gross
This Week ... \$2,641,000
(Based n 24 cities, 202
theatres, chiefly gross rams, including N Y.)
Total Gross Same Week
Last Year ... \$2,693,560
(Based on 20 cities, 202
theatres).

## Wives' Good 15G. Mpls.: 'Fury' 6G

Minneapolis, March 22. "Letter to Three Wives." Radio City, currently is making biggest boxoffice noise. It got off a fast start but looks only pa ably good. The only two other major newcomers are "South of St. Louis" and "Blanche Fury." Estimates for This Week

Estimates for This Week

Lyceum (Nederlander) (1,900;
90-\$1.20)—"Blanche Fury" (EL).
This British picture given big campaign and boosted scale, but lack paign and poosted scale, but lack of names are hurting. Fair \$6,000. Last week, "Dark Past" (Col), light \$4,000.

Lyric (Par) (1,000; 50-70)—"Wake Red Witch" (Rep) (3d wk). Deliv-ered in surprising fashion and still good at \$5,000. Last week, big

RKO-Orpheum (RKO) (2,800; 50-70)—"South of St. Louis" (WB). Fairly good \$12,000. Last week. "Woman's Secret" (RKO), light

\$8,000.

RKO-Pan (RKO) (1,600; 50-70).

"Tarzan's Magic Fountain" (RKO).

Still life in Tarzan, moderate
\$8,000. Last week, "Act of Murder" (U) split with "Canon Passage" (U) and "Frontier Gal" (U)

(reissues), \$7,000.

(reissues), \$7.000.

State (Par) (2,300; 50-70)—"Command Decision" (M-G) (2d wk).

Still forte at \$10,000 after boff \$16,000 initial stanza.

\$10.000 mitial stanza.

World (Mann) (400; \$1.20-\$2.40)

"Red Shoes" (EL) (4th wk). Sock
\$5.500 on top of excellent \$5,600 third canto.

#### 'Hair' Smooth \$17,000, St. Loo: 'O'Flynn' 10G

St. Louis, March 22.

St. Louis, Marcii 22.
Holdovers predominate here currently and even spring weather
will not help the slow pace. Of
new fare, best money is going to "Boy With Green Hair," though not smash at the Fox, "Fighting O'Flynn" looks good at St. Louis while "Enchantment" is fairly big at Shubert.

Estunates for This Week.

Ambassador (F&M) (3,000; 50-75)

"Family Honeymoon" (U) and
"Incident" (Mono) (2d wk). Down
to \$13.500 atter initial stanza's
fancy \$19,500.

Toronto, which 13d, 2d
Tromoto, March 22.
Two sea pictures, "Wake of Red
Witch" and "Down" to Sea in
Ships," are corralling most of coin
here despite competing against
each other. "Witch" is strongest
even if in second week. Other new
product is on mild side.

product is on mild side.

Estimates for This Week
Imperial (FP) (3.373; 36.46)—"70
Sea in Shipe" (20th. Big \$16.900.
Last week, "Every Girl Married"
(RKO) (2d wk), okay \$10,00.
Loew's (Loew) (2.996; 36.466)—"Command Decision" (M-G) (3d
wk). Fine \$8.000 after last week's
\$11.000.

why. Fine \$8,000 after last week's \$1,000. Rain (2,300 35-\$1,200—"Wake Red Witch" (Rep) (2d wk). Still sock at \$13,000 after law (2,300 36-\$1,300 after law (2,300 36-\$1,300 after law (2,300 36-\$1,300 after law (2,300 36-\$1,300 after law (3,300 after law (

#### Carle-Mills Bros. Help 'Pigeon' \$30,000, Cincy: 'Smith' Snappy \$16,000

Cincinnati, March 22, Biz generally is shaping up acceptable this stanza in view of competition from new 11,200-seat Cincy Garden where the Shipstads and Johnson "Ice Follies" is landing a fantastic gross for nine shows at \$3 top. "Whispering Smith," top filmer, is sturdy at Palace. Capitol's "Down To Sea In Ships" looks mild. Frankie Carle band and Mills Bros. are boosting "Clay Pigeon" to sock week at Albee.

Estimates for This Week Estimates for This Week
Albee (RKO) (3,100; 60-94) —
"Clay Pigeon" (RKO) plus Frankie
Carle orch, Mills Bros., others, onstage. Rollicking \$30,000. Last
week, "Dear Secretary" (UA) with
Eddy Duchin orch, Marilyn Maxwell, \$27,000.

well \$27,000.

Capitol (RKO) (2,000: \$5-75) —

"To Sea In Ships" (20th, Mid S,000 in 84 days, Last week, "Don Juan" (WB) (2d wk; \$6,000.

Grand (RKO) (1,400: \$5-75) —

"Bad Men Tombstone" (Mono).

Shipsy \$8,500. Last week, "Life of Rilley" (U1/2d wk; big \$7,300.

Guild (Indie) (278; \$1.20-\$2.40)—
"Red Shoes" (EL) (3d wk): Holding close to \$4,500 pace about same as last week.

rast week.
Keith's (City Inv.) (1.542; 55-75)
"Family Honeymoon" (U) (2d
wk). Plenty stout \$10,000 in wake
of big \$14.500 preem. Stays another round.

Palace (RKO) (2.600; 55-75) — Whispering Smith" (Par). Sturdy 16.000. Last week, "Mother Is reshman" (20th), \$12.000.

#### 'O'Flynn' Socko-\$11,000, Seattle; 'Door' Huge 16G

Standout newcomers this week are "Fighting O'Flym" at College and the standout newcomers this week are "Fighting O'Flym" at College at Chock of Arc." at Music Hall and "Canadian Pacific" at Orpheum, both soild.

Lat week, "Geoliam (1, 200, 50, 50, 50, 50, 51

# 'Ships' Lofty at \$16,000, Toronto; 'Witch' 13G, 2d Mild Weather Clips L.A. But 'Bad Boy' Good \$36,000: 'Mother' Not So Fresh. \$49,000, 'Pony' 25G, 'Honeymoon' 36G

### **Broadway Grosses**

Estimated Total Gross

(Based on 16 theatres) (Based on 28 theatres)

# 'Riley' Ropes In Tall \$13,500, Pitt

runs have new pictures, and they're runs have new pictures, and they're riding the Lenten slump about evenly. Best of the bunch looks like "Life of Riley" at Harris, which is cashing in on a strong campaign. "South of St. Louis" looks just so-so at Stanley and that's also true of "Family Honeymoon" at Penn.

Estimates for This Week Fulton (Shea) (1,700; 45-80)—
"Red Pony" (Rep). Looks \$6,500
very modest. Last week, "Enchantment" (RKO) (2d wk), \$7,500.

ment" (RKO) (2d wk), \$7,500.

Harris Glarris' (2,200; 65-80)—

"Life of Riley" U). Pa.'s of Richrand Long and Meg Randall, St.

and Long and Meg Randall, St.

of Same hame and advance via

local columnists' attendance at

world preem in Cincinnati all adding up to excellent \$13,500 or near.

Last week, "Letter Three Wives"

(2d): (2d wk), fine \$10,000 in 5

days.

Penn (Loew's-UA) (3,300; 45-80)

"Family Honeymoon" (U). Indifferent notices aren't this, fairish
\$14,500. Last week, "The Bribe"
(M-G), over hopes at \$16,000. Stanley (WB) (3,800; 45-80)—
"South of St. Louis" (WB). Little action here at around \$16,000. Last week. "Dear to Heart" (RKO),

(15,000.

Warner (WB) (2,000; 45-80)—
"Tarzan's Magic Fountain" (RKO).
Last-minute booking but fairly
nice \$8,000 or close. Last week. "Tarzan's Magic Fountain" (RKO). Last-minute booking but fairly nice \$8,000 or close. Last-week. couple of reissues, "Castle on Hud-son" (WB) and "Sgt. York" (WBI (reissues), \$9,000.

#### Wives' Paces Indpls., Fair \$12,000; 'Bribe' 11G

ani φ14,νυυ, pfile 11b Bi ndianapolis, March 22. Biz at firstrun houses here this week is in doldrums, spring weather, hockey finale, basketbail and first leivision trade ahow "Letter to Three Wives" at Indiana and "Bribe" at Loew's are only fair. Lyric pulled "Mickey" after four days.

Estimates for This Week Estimates for This Week Circle (Gamble-Dolle) (2,800; 44-65)—"Station West" (RKO) and "Velvet Touch" (RKO). This \$9,000. Last week, "Life of Riley" (U) and "This Is N. Y." (UA), dandy \$13,000.

Language of the control of the contr

Hall \$15,500, Pitt Restinates for This Week Factor Wills, Downson Hills, Pitts, Week Hills, Wills, Week Hills, Wills, Will

(UA) (2d wk), \$13,200.
Chinese, Loew's State, Loyola,
Untown (FWC) (2,048; 2,404; 1,248;
1,719; 80-81)—"Mother Is Freshman" (20th) and "Lone Wolf and
Lady" (Col.) Pleasing \$49,000.
Last week, "Letter Three Wives"
(20th) and "Henry, Rajmaker"
(Mono) (3d wk-8 days), \$27,100.

Downtown, Hollywood, Wiltern (WB) (1,757; 2,756; 2,344; 60-\$1)—
"South St. Louis" (WB) (2d wk). Fair \$29,000. Last week, just good \$43,700.

SA,700m. Last week, just good SA,700m. Los Augeles, Wishir ER,701m.38: 2,000 c.200 c

Pantages, RKO Hilistreet (Pan-RKO). (2,812; 2,890; 50-\$1)— "Knock Any Door" (Col) and "Blondie's Big Dcal" (Col) (2d wk). (Continued on page 18)

#### 'Heart' Fast \$18,000 in Frisco: 'Beal' Boffo 17G. 'Door' \$22,000, 'Sun' 14G

JOOF \$\frac{\partial \text{L}}{\partial \text{UVU}}\$ U, \$\text{Jin 14}\$ If \$\text{San Francisco}\$, \$\text{March 22}\$. Despite St. Patrick's parade up March 15 is holding well here this week. "So Dear to Heart" shapes big at Golden Gate while "Nick Beal" is heading for sock St. Francis session. "Knock On Any Door" looks big at Orpheum, backed by major ad and prometional care." major ad and promotional cam-paign. "Red Stallion in Rockies" is doing nicely at Paramount.

is doing nicely at Paramount.

Estimates for This Week
Colden Gate (RKO) (2.844;
60-050-"Dear to Heart" (RKO) (1.844;
60-050-"Dear to Heart" (1.844;
60-050-"Dear

upped scale.

Fox (FWC) (4,651; 60-95)—

"Canadian Pacifie" (20th) and

"High Fury" (UA) (2d wk). Fair

\$10,500 in 5 days. Last week, big
\$22,500.

322500 0 0495 Last week, big Windfad (FWC) (2.555, 00.85)— "Sina Comes Up! (McG) and "Act of Violence" (McG). Fine 1814 (Act of Violence" (McG). Fine 1814 (Act of Violence" (McG). Fine 1814 (Act of Violence" (Act of Violence India Act (20th) (2.04), 1815,000. Faramount (Par (2.546, 60.95)— Faramount (Par (2.546, 60.95)— "Shamrock Bill" (EL). Nice \$13,000 or close. Last week, "Sgt. Vork" (WB) and "Castle on Hud-son" (WB) (Telsuses), husty \$1,000 (MB) (Telsuses), husty

St. Francis (Par) (1,400; 60-85)—
"Nick Beal" (Par), Sock \$17,000,
Last week, "Whispering Smith"
(Par) (4th wk), \$10,500.

Corpheum (No. Coast) (2,448; 55-45).—"Knock On Any Door" (CO) and "Gallant Bess" (EL Bi \$22,000. Last week, "Fighting (UA), okay \$12,000.

United Artists (No. Coast) (1,207; 85-\$1.20) — "Enchantment" (RKO) (2d wk). Strong \$8.000. Last week, \$10,500.

## Panic Ends for Pic Biz

Continued from pare 1

Lina is accompanying a fine-making sectory ence.

For those who want satistics, there are plenty available to a control the street of the control that the should be a better and the street of the s

which sent it to the mat last year. Nevertheless, the statistical side of the picture is encouraging. Domestic boxofice receipts have ceased the downhill ride that began in the spring of '47. The first 10 weeks of 'this year have been about equal to those of 1948, while theatre profits in some cases are better in light of operating econo-

mestic boxofine recelpts have ceased the downfill ride that be a call for steady output ahead, cannot be garn in the spring of '47. The first of weeks of this year have been called to these of 1946, while about equal to those of 1946, while about equal to the order of 1946, while about equal to the 1944, while ab

#### Parent-Teachers In

Juve Cleanup Drive

Renewing its demand for suit-able juve film fare, United Parents Association at its third annual Institute in New York over last weekend, threatened a "cleanup" campaign against the pix industry equalling in scope the recent drive against comic mags. Major concen-tration of UPA fire was directed against the pix industry's sluff-off of educational films and its alleged practice of "dishonest and misleading" advertisements.

ing" advertisements.
The Assn., repping 285 parent-teacher groups with a total mem-bership of over 200,000, urged that some films, "obviously unsuited" for juve tastes, be labeled in na-tional ads as "adult films." At same time, the UPA moved to set up a liaison unit to work with the major companies' script depart-ments in turning out special kid pix.

pix. Television was seen as opening a new field for juve films by John Flory, indie producer and chairman of the television committee of While regular distrib channels are not geared to handle such product profitably. Flory said the fields of kid programs on TV will be in the market for special film material.

#### Padovani for 'Concrete' London, March 22.

Padovani, Italian actress Lea Padovani, Italian actress who recently starred in Italian-made "The Outcry," is being tested for the starring role in "Christ in Group the starring role in "Christ in Christ in Starring was started by the starring with the starring was starring with the starring was starrin

"The Outcry" currently is in its third week at Avenue Playhouse, N. Y.

## **Inside Stuff—Pictures**

Acting Commissioner of Narcoties G. W. Cunningham, in Washing, ton, defends the stand of his bureau in asking the State Dept. to withhold from exhibition in the U. S. two Canadian films on drug addiers, "The Drug Addier" and "Pay-Off in Pain." Films appossed by the Canadian government as public documents, have had general release to the part of the part of the Canadian government as public documents, have had general release to Canadian povernment as public documents, have had general release to Canadian povernment as public documents, have had general release to Canadian povernments as public documents, have had general release to Canadian povernments of the Canadi

In its search for college freshman mothers to tie in with its ballyhoo campaign on "Mother is a Freshman," 20th-Fox came up with a 46-year-old grandmother in New York, a freshman at Gily College, in addition other freshman mothers, she asked to be included in the final judging of "Miss All-American Freshman," winner of which is to be awarded a trip to the Coast. "Twentieth is now studying her qualifications to Foxum mothers and the studying her properties of the coast. Twentieth is now studying her qualifications to Foxum mothers in all were discovered by 20th's publicity department in N. Y. Each of them was treated to dinner at Billy Rose's Diamond Horseshoe, attended the opening night of the "Freshman" picture at the Broadway Roxy and then went to the Copacabana nitery, where they were interviewed over the air by disk plokely packed year.

William J. Heineman. Eagle Lion's distrib veepee, throws some further light on the question of the effect of a film's title on boxoffice. Heineman ordered a number of test engagements for ELS pic. "Hollow Triumph," under a new label of "The Scar" after bo, returns on the original title proved only fair. Revenues jumped an average of 40%, according to Heineman, and a permanent switch to the "Scar" alabel was ordered. In line with the new title, company has so shifted its ad emphasis to play up the action angle rather than the original stress on romance.

New Swedish film, "Incorrigible," containing some "highly realistic" scenes, is getting into the U.S. through the back door, making its back stood one sequence would be tossed out pront if eyed by eastern censors or the Legion of Decency. Film's backers expect a heavy publicity break in L.A. as a boxoriee buildup in towns outside California.

Legal roles are getting a heavy play at Metro these days, with Spencer Tracy and Katharine Hepburn playing attorneys in "Man and Wife"; "Robert Taylor in "The Reformer and the Redhead"; Van Johnson in "Please Believe Me," and David Brian in "Intruder in the Dust,"

## **Newsreel in Censorship Snarl**

theatre newsreels over last week reason. for the reels' censorship was that they contained pictures of important naval installations, with the resident's cottage as a conspicuous landmark. According to Eben Ayers, assistant White House secretary, the action was not censorship but only "following out a policy in which newsreel and photo policy in which newsreel and photo people have cooperated right along." Three still newspaper pho-tographers, however, destroyed their pictures rather than let them by confiscated.

#### Truman gets an 'Oscar'

Washington, March 22. Masnington, March 22.

They invented a new "Oscar" here last Saturday, a lenser grinding away at a newsreel camera on a tripod—and they gave it to President Truman for the "best performance of the year."

Surprise presentation featured the annual dinner to the Presi-dent by the White House Photogracient by the White Touse Photographers Asm. Climaxing the evening, George Dorsey, Warner-Pathe rep, and newly linduced president of the lensers organization, are little award to make. Lights went out in the big ballroom and a sevene name down on state. Then there was flashed a complete cident of the control of the contr Then the lights went up and Dorsey presented the new "Oscar," cast in bronze, to Mr. Truman. Head table guests at the dinner

Head Jabbe guests at the discovery of the control o





## War's End Brings Pix Hypo to Israel; New Houses, Studios, Production Seen

There are today 68 cinemas in Israel. Of these, there are 10 houses in Haifa, six houses in Jerusalem and 11 houses in Tel-Aviv. The seating capacity of the Aviv. The seating capacity of the cinemas in key cities varies between 800 and 1,200. Those in suburbs, colonies and smaller villages run between 200 and 600. With a few exceptions, all cinemas are owned by individual owners. There are only four circuits of which the owner owns more than one cinema. one cinema.

one cinema.

Lowest admission price average is '35c., while the highest is \$1.15. Seats are numbered and there are no continuous shows. The programs shown consist of 55% American product. and 25% French, Italian and British films.

American product, 20% Russlam product and 25% French, Italian and British films. only four new control of the product and 25% French, Italian and British films. Only four new chemes have been built but now it is expected that building of new houses all over the country will start in a big way. The lack of second of the product of the control of the

#### Production Not Exploited

who purchase their films directly from the production Mr. Exploted Troduction Mr. Exploted Mr. Explored Mr

#### Metro's British Contest London, March 22.

London, March 22
Metro has completed plans extending dollar exchange from the fixed manning that the fixed manning

#### Park Those Gats, Kids!

Park I hose Gats, Auds.

Johanneaburg, March 8.

All children under 12 attending mattine performances at the East Rand cinema, inear Johannesburg), must leave their toy pistols, adegers and tomahawks at the boxen their performances of the performance of the pe

## Italo-U.S. Accord Held to Be 'Fair

arrican film men view the agreement reached with the Italian government during the past few weeks as a fair and advantageous weeks as a fair and advantageous the Italian share are so to deposit 2,500,000 lire (\$4,-247) for each film imported, the Italians have agreed to forego moreous taxes and quota respiration of the Italian share are so to respirate the Italian share are so to the Italian share are so to the Italian share are so that the Italian share are so that the Italian film up to the Italian film up to Italian film up to Italian film by the Yank film men on that share the Italian industry would grow in any-case, and that efforts to stop it would be the Italian cabinet last week and is expected to be passed by the Italian cabinet last week and is expected to be passed by the Italian cabinet last week and is expected to be passed by the Italian cabinet last week and is expected to be passed by the Italian cabinet last week and is expected to be passed by the Italian cabinet last week and is expected to be passed by the Italian cabinet last week and is expected to be passed by the Italian cabinet last week and is expected to be passed by the Italian cabinet last week and is expected to be the Italian film to unblock immediately porter upon making his 2,500,000 lire at the legal last control of the Italian film to unblock immediately come in the Italian film to unblock immediately come in the Italian film to the Itali

ising him to unblock immediately from his frozen funds the equivarions have been a fund to the equivarion and the second of the second has been as have been made with Catholic and sevial—sharities, which made the second has been as have been made with Catholic and sevial—sharities, which has been seen in tally. Fund into which the American the second has been as th

#### S. Africa Salary Freeze To Affect U. S. Talent

Cape Town, March 15. South African Treasury has is-sued a statement that remittances such a statement that remittances to non-sterling areas to cover the engagement of musicians, singers, boxers, wrestlers and others, will the government's policy of restricting dollar exchange.

Anybody wishing to enter into a normact with any American percentage of the submit an application to the Exchange Control to ascertain the submit an application to the Exchange Control to ascertain available.

This literally means that very few American artists or legit few American artists or legit

#### VARIETY 'Hamlet's' India Record

'Hamlet's India Record
J. Arthur Rank's "Hamlet' habroken all records in Madras for either a foreign or Indian picture. The strength of the st

## Indian Producers Vs. Foreign Dub

The Motion Picture Producers Asso, of India has sent a long memorandum to the Government of India, requesting protection from dubbed versions of foreign pictures, or a sent and the producers of the producers of the producers of "Thief of Baghdad," sech dubbed for tital estimated grosses on four India of total estimated grosses on four India pictures, And in playing thin available for Indian pictures and explain pictures, And in playing thin available for Indian pictures. The association suggests a gro-hibitive import duty on dubbed versions of foreign pictures and eign pictures dubbed into Indian languages in India. These suggestions are made only if total ban in the producers of the producers of the producers of the producers of the producers. Metro owns from the dubbed versions. It's too early, however, to predict course which would be taken by Indian government. Madras March 15

#### **Finland Gets Strong Dose** Of Russ Pix, But U.S. Still Ahead, England Next

Ahead, England Next

Heisinki, March &
Political Heisinki, March &
Political Heisinki, March &
Political Heisinki is reflected in a flock of Soviet films which poured into this country last year, in consideration of the south of the south

#### NO ITALO 'COMRADE'

Title for the Clark Gable-Hedy Lamarr starrer, "Comrade X," now conscious Italy, has been changed. It's now "Corrispondent X", instead of "Compagno X."

#### Current London Shows London, March 22,

"Adv. Story," James (1).
"Annie Get Gun," Col's'm (94). "Adv. Story," James (1).
"Annie Get Gun," Col's'm (94).
"Bliess the Bride," Adelphi (100).
"Bless the Bride," Adelphi (100).
"Bless the Bride," Adelphi (100).
"Browning," Phoenix (100

# Paris Champagne Circuit Perks. Scenting Breeze of U.S. Tourists

Republic's Mex Deal.

Republic 5 Mex Deal.

Mexico City, March 22.
Booking for one year of Republic pix into the Cadena de Oro (Golden Chain), top local chema circuit, was announced by Carl Poncede, Republic manager, here Mexico, Booking starts with "Wate of the Red Witch." Circuit is showcased by the Cine Alameda, leading Mexico flohious, and comprises two other house, and comprises two other house, and comprises two other words of the Cine Alameda, leading Mexico flining the Circuit is showcased by the Cine Alameda, leading Mexico flining the Circuit is showness of the Cine Circuit is showness of the Cine Circuit is showness of the Cine Circuit in Ci

## 'Reformed' Venice Pix Festival Set

Genoa, March 8.

The Venice film festival this year is tentatively scheduled to take place from Aug. 12 to Sept. 1, with a new set of rules designed to end the second of the set of the se of the festival and was shown. New regulations call for a nine-New regulations call for a nine-man jury at Venice this year, of which five members are Italian, with one of the Italians presiding. Other changes call for only one feature film per show; abolition of the rule that films must not have been shown outside country of origin they must not have been been shown outside to the property origin they must not have been been shown outside to the property origin they must not have been been shown outside country of origin they must not have been been shown outside to the property of property; reductions in the num-ber of prizes and the number of ber of prizes and the number of films; no special showings for newsmen and jury, etc.

#### Rabinovitch Working On New Deal on Completion Of Columbia 3-Pix Setup

Of Columbia 3-Pix Setup

Recent completion of his Italianmade "Legend of Faust", according
to producer Gregor Rabinovitch,
picture distribution deal with Columbia. Under the original agreement the American company not
only released the trio of operatic
pix but financed '75% of their prothreesome included "The Lost
threesome included "The Lost
threesome included "The Lost
chee' ("Fraviata") and The Eternal Melody."
Now in the The Eternal Melody. U. S. for a fiveNow in the U. S. for a fivethreesome included "The Lost
work out apother distributionfinancing arrangement. Upon his
return to Europe he expects to
start production in Italy on "Tales
sturn to Europe he spects to
start production in Italy on "Tales
ing a film in France with Danielle
Darrieux. Latter picture would
be made in both French and English versions.

One of the first American producers to turn out pictures in Italy to the control of the control on of the first American

By ART BUCHWALD
Paris, March 8.
Nightclub owners in Paris have
just about stopped crying into
their champagne buckets. Spring,
with its promise of warm weather,
chieping birds and rich tourists,
chieping birds and rich tourists,
chieping birds and rich tourists,
and the state of the state of the state of the
property of the state of the state of the state of the
The little better statement.

ward to a lucrative summer.

The little bottes have been the hardest hit by the January and February slump. Since a bottle of champagne costs 3.000 frumes (77.50) at the big expensive niteries, and the same price at an intunal place. French customers have been giving the larger clubs the play.

Most the places was a summer.

Most of the places are prepping which the place is a prepping of the place is a place is

#### CANTINFLAS DROPS 45G IN BONJOUR MEXICO Mexico City, March 22.

Mexico City, March 22.
Cantiflas (Mario Moreno) disclosed that he lost \$45,000 (U. S.)
in importing "Bonjour Mexico."
French revue, which he staged in
two editions at the Teatro Fris. The
first edition, in which he starred,
opened December 23; the sccome
edition closed March 15.



BOX-OFFICE IMPACT WILL BE FELT ALL OVER THE NATION!

The roof's off...and the riot's on...as Marjorie Main and Percy Kilbride — Ma and Pa Kettle in person—lead a Hollywood troupe into Kansas City for a series of celebrations to be climaxed by the March 24th world premiere of U-l's hilarious sequel to "The Egg and I" in a three-theatre opening at the Uptown, Tower and Fairway...and a 50-city territorial premiere in Missouri and Kansas tieling in the Fox Midwest circuit and other leading theatres.

The whole town's cooking with the "Kettles" as the Mayor proclaims official "Ma and Pa Kettle Week," setting off a promotion that leaves no "Kettle" unturned.

Month-long,, city-sponsored "Ma and Pa Kettle World's Championship Square Dance Contest"!

Spring Fashion Festival with parades, window displays, newspaper ads and territorial "Miss World Premiere Contest"!

Radio interviews with Marjorie Main, Percy Kilbride, Meg Randall, Richard Long and other visiting Hollywood personalities.

It's the kind of U-I PROMOTION THAT PAID OFF

"THE LIFE OF RILEY"in Cincinnati
and "RED CANYON" in Salt Lake City.
NOW WATCH IT HAPPEN AGAIN IN KANSAS CITY!

Directed by CMARLES LAMORE
UNIVERSAL INTERNATIONAL PICTURE

Ride high with U-I

## Lichtman's Rental Drive

Continued from pass 5

office consists of Edwin W. Aaron, increasing rise in public taste. The who recently moved into the 2nd better pictures are, the better the sales interactly after many years principled the principled and the principled office sales analyst.

Previously at Fox, as at other companies, all but the contracts for the most important houses were okayed by district and division managers. Skouras is understood to feel, however, that some of these men were letting deals slide through calling for too little rental. One exce declared that some of the regional chiefs were "glving away the company." regional chie the company.

#### New Formula

Lichtman said that in his drive for more equitable film rentals he would attempt to evolve a new formula. He is credited as having Llehtman deciared, on the theury that when the gross gets over a certain point, the picture is 100% responsible.

These plans will be discussed with exhibs in every exchange city

#### Trip Co-op Spending

Trip Co-op Spending Queried regarding the company's attitude on cooperative advertising, 20th-Fox sales chief Ardy Smith declared he plans to stick to the present policy of trimming co-op spending as far as possible. Cooperative or properties of the properties of the cooperative or properties of the cooperative or properties to advertise as they want. Theatreowners should run their own busithey want. Theatreowners should run their own busi-

ness." Land own business." Charles Einfelt, pub-ad topper, added that instead of having field exploitation men, 20th would build up a strong homeoffice staff which would be sent out on spot missions as required.

during the current tour, Lichtman declared. He said he hoped to evolve a formula "under which we and the exhibitor can both live hamily"

and the exhibitor can both live happily."
Smith at this point asserted: "We have an open mind. We want to talk over with the exhibitors their problems and our problems. We will make no threats. We want to go to the grass roots for opinions."

we will make no turnest. We want opinions."

Smith added that the company has no objection to selling flat has no objection to selling flat worked out proportions of the theatre." Lichtman side of the theatre, Lichtman side of the theatre, Lichtman side of the through out the side of the side of

## Other Points Other points made by Lichtman

were: "One Sinds of the Industry's problems now is the lack of enthusiasm it used to have. That may be solved by giving the young fellows a polyment of the land of the land of the land of the land they must get back into it all along the line." "It is more difficult now to make petures than it used to be because petures than it used to be because petures than it used to the all reads the line."

made that it is a miles, ideas,"

"A higher number of quality pictures are being made now than ever in the past. However, that has been accompanied by an ever-

#### McCarthy

tossed away the scribt and began ad libbing. He knew the only thing he got a response to was the name of a film star. So he ended every line by shouting as loudly as he could "Sonja Henle," "Ginger Rogers," etc. Result each time was a cheer from the mob.

was a cheer from the mob. Background noise was so great that for the first seven or eight minutes, the show was almost the minutes. The show was almost the cut off entirely for better than 10 minutes when, according to NBC, something happened to the lines between flousion and Chicago and between flousion and Chicago and plone customers began coming in. It was being fed through KPRO here and some resentment by station personnel because of NBCs to the hotel did not add to the amicability. to the hote amicability.

amicability.

William Howard, Miss Lamoour's mission, who was handling details of the N. W. Ayer agency, which has the account, knew the program had been off the air and rush of the N. W. Ayer agency, which had the account, knew the program had been off the air and rush of the N. W. Ayer agency, which had been off the air and rush of the N. W. Ayer agency, which had been off the air and rush of the had been off the air and rush of the had been off the air and rush of the had been off the had be

#### YOUNGSTEIN WANTS NEW SYSTEM FOR CO-OP ADS

New York.

Reitor, VARIETY.
My statemen in the March 16 issue of VARIETY indicated only my criticism of the distributor's attiop advertising. I also criticized the exhibitors attitude but his or attitude the exhibitor's attitude but his or attitude the plane didn't hit print. In subhistors ind also yelled for more showmanhilp but had cut their bublicity and advertising staffs and reduced their house advertising attaffs and reduced their house advertising traffic and reduced their house advertising traffic and reduced as their co-op contribution. Editor. VARIETY:

reduced their house advertising budgets as well as their co-op contribution. The entire present method of arriving at co-op sharing figures could be junked; that the proper method in my opinion was reported in the proper sharing figures to the first of the proper sharing figures to the proper sharing figures to the proper amount to first arrive at the proper amount cessary to give the picture best presults in a key situation. The picture should then be pisyed and could be borne in exactly the same ratio from the first dollar as the earnings of the percentage deal was shared.

We shared the proper sharing the proper sharing the proper share partners on a percentage deal, then it would be fair for them to always the proper sharing the proper sharing the same ratio as an approximate deal, then it would be fair for them to asked to the proper sharing the same ratio as an approximate the same ratio as an approximate of ad-publicity. Eagle Lion).

#### **UA Sale**

In since it would be a cash transaction. Pabian-Gamble and Nasser deals both call for relatively small mounts of cash being paid to the owners, with the rest of the purchase of the property - Continued from page 3 :

as well as being operators of a studio.

Chaplin holds an option on Miss Pickford's stock until April 21 and Kelly is thus in a position to make a deal for all the outstanding shares of UA.

#### Sales Battle Continued from page 5 =

Salles Ballie

Continued from page 1 big films annually. Col is new set to make a real bid this year to take, advantage of the topsy-turvy theatre market. On orders of Harry Cohn, company prez, Columbarte market. On orders of Harry Cohn, company prez, Columbarte market. On orders of Harry Cohn, company prez, Columbarte market. On the set of the set o

## **Picture Grosses**

#### LOS ANGELES

(Continued from page 13) Good \$30,000. Last week, hefty \$47,400.

\$47,400. Los Angeles, Hollywood Para-mounts (F&M) (3,398; 1,451; 60-\$1) —"Red Pony" (Rep) and "Angel in Exile" (Rep). Just oke \$25,000. Last week, "Whispering Smith" (Par) and "Dynamite" (Par) (3d wk), \$16,000.

wki, \$16,000.
United Artists. Ritz (UA-FWC)
(2,100; 1.370; 60-\$1) — "Family
Honeymoon" (U) and "Vallant
Hombre" (UA). Fairly good \$20,00, with \$36,000 total for 5 theatres where day-dating. Last week,
Flue! in Sm." (SRO) and "Law
Barbary Coast" (Col. oke \$1,600 and "Law
with \$32,700 for 6 day-dating

spots.

Apollo, Palace (FWC-Dtown)
743; 1,19; \$1-1.80 — "Joan Are"
(IKO) (9th wk). About \$2,000 in Apollo only. Ended Palace run
Apollo only. Ended Palace run
800 last week both sites.

El Rey (FWC) (861; 85-1.25)—
"Paism" (Indie) (5th wk). Opened
today (Tues.) after fine \$7,400 last
week.

Egouire (Rasener) (505; 85 es es en)

Esquire (Rosener) (685; 85-\$1,20)
"Don't Take to Heart" (EL) and
Yank Comes Back" (Indie) (2d
k). Good \$3,000. Last week, \$3,-

Fine Arts (FWC) (679; \$1.20-2.40)—"Red Shoes" (EL) (12th wk). Neat \$9,000. Last week, about same,

Laurel (Rosener) (890; \$1.20)— "Maniae" (Indie) and "Assassin" (Indie) Fair \$2,000. Last week, "Pastorale" (Indie) (12th wk), \$2,300.

#### 'PACIFIC' PORTLY 15G. PORT., 'SIREN' \$6,500

Portland, Ore., March 22. "Canadlan Pacific" shapes stand out with solid total at two theatres despite continued newspaper strike. 'Siren of Atlantis" is faring okay Estimates for This Week

Estimates for This Week
Broadway (Parker) (1,832; 50-85)
—"Siren of Atlantis" (UA) and
"High Fury" (UA) Okay 86,500.
Last week, "Gotta Stay Happy"
(UI and "Act of Murder" (U), solid
\$10,000.

\$10,000.

Oriental (H-E) (2,000; 50-85) —

"Canadian Pacifici"—(20th) and "Parole Inc." (EL), day-date with Orpheum. Fine \$5,500. Last week, "John Loves Mary" (WB) and "Flaxy Martin" (WB), fast \$4,000.

"Flaxy Martin" (WB), fast 84,000.
Crpheum (HE) (1,769; 50-48).
"Canadian Pacific" (20th) and "Farole Inc" (EL), lab Orleintal, Solid
\$\$5,00. Last week, "John Loves
\$\$5,00. Last week, "John Loves
(WB), snappy \$\$7,00. avg. Martin"
("Chicken Every Sunday" (20th)
and "Night Wind" (20th). Pass
able \$\$4,500. Last week, "Whisperable \$\$4,500. Last week, "Whisperable \$\$4,500. Last week, "WhisperBall \$\$4,500. Last week, "WhisperUnited Artists (Parker) (885: 50United Artists (Parker) (885: 56-

United Artists (Parker) (895; 50-85) — "Command Decision" (M-G) (3d wk). Okay \$6,500. Last week, big \$8,800.

#### 'Heart' Sturdy \$8,500 In Omaha; 'Mother' \$11,000

Omaha, March 22. Disney's "So Dear to My Heart' is drawing here again at Brandeis. and may hold. "Mother Is Fresh-man" at Paramount shapes fairly good. Heavy storm over weekend hurt biz.

Estimates for This Wook Estmates for This Week
Brandeis (RKO) (1,500; 16-65)—
"Dear to Heart" (RKO) and "Loaded Pistols" (Coi). Very big \$8,500.
Last week, "Boy Green Hair"
(RKO) and "Blackie's Chinese
Venture" (Coi), surprisingly solid
\$7,800

Venture" (Col), surprisingly solid 78,800.
Paramount Tristates 12,800, 16.
Paramount Tristates 12,800, 16.
Paramount Tristates 12,800, 16.
Paramount Tristates 12,800, 16.
Paramount Tristates 12,800, 20.
Paramount Tristates 12,000, 20.
Paramount Tristates 12,000, 20.
Paramount 12,000, 2

#### Herman-Torme Boosting 'Parole' \$18,000, Balto

Wednesday, March 23, 1949

Ratimore, March 22.

Not much activity here currently the currently is being boosted by Woody Herman and Mel Torme to strong session. "Dear to My Heart" is ace holdover, with trim second week at the Town.

Jerry 10. avy feart is ace hold-town.

\*\*Town.\*\*

\*\*To

Nest Shoes" (EL) 12th wile. Down to \$8,000 atter all right \$13. cases. Shoes at the shoot same. Shoes at the shoot same, Four Star (UA-WC) (900; \$1.20-240-"Hmill" (U) [21st week, also \$5.500. Last week, nice \$5.600.

#### KANSAS CITY

(Continued from page 11)
days. Last week, "Day of Wrath"
(Indiel \$1,200. ev's) (3,500, 45-65).
"Enchantment" (RKO) and "Blondie's Big Deal" (Col) Mild
\$1,200. ev's) (3,500, 45-65).
"Enchantment" (RKO) and "Blondie's Big Deal" (Col) Mild
\$1,200. days and the state of Violation (Col) (Col)

#### SAN FRANCISCO

SAN FRANCISCO
(Continued from page 13)
wk'. Down to \$\$5.00 after solid
37,000 last week.

Clay Roesene) (400: 65-85)—
Cloy Roesene) (400: 65-85)—
Chort akee It 70 fleer! SEDphonic Pastorale" (Indie) (12th wk),
strong \$\$2,100.
United Nations (FWC) 11,148;
colors 12,100 after \$12,000
pener.

#### Kingsberg Bid Continued from page 3

which sold control of the com-

which sold control of the com-pany to the producer.
With Odlum holding back, it is believed that Kingsberg would have the inside track on any deal to purchase the chain. While other exhibs have indicated an indexed in the circuit through are to the control of the control of the through the control of the Hughes to accept bids, it is the control of the control of the Hughes to accept bids, it is been made.
One of the difficulties besetting

been made.

In the difficulties beestiffe of the difficulties beestiffe of the winness currently being displayed by anks and moneyed interests to wards theatre investments. Fact it is said, that bankroulers are still it is said, that the property of the said of the said

MOTHEN Safreshnan Safreshnan

oh!whataga/-

SHE'S GIVING EVERYONE
THE BUSINESS - NORTH SOUTH - EAST and WEST!

IT'S "A LETTER TO THREE WIVES" • "SITTING PRETTY" and "WHEN MY BABY SMILES" ALL ROLLED INTO ONE —

a showman's best friend is "MOTHER!"

THERE'S NO BUSINESS LIKE 20 BUSINESS!

### Film Reviews

The Lovable Cheat more than barely passable. Peggy Am Garner, the deck dain solve passable and the passable and pass

## The Lone Wolf and

His Lady
Hollywood, March 22,
Columbia related of Rudolph C. Flori Hollywood, March 22,
Columbia related of Rudolph C. Flori Hollywood, March 22,
Language C. Language Sweenige, Al. Grammark in time 6 March 2018 (Industrial March 2018) ector Crane a Frisbie J. Murdock J. M. Groot Taylor

others.

Nice budget production values have been furnished by Rudolph C. Flothow, and lensing by Philip Tannura gives them a good display. James Sweeney did the tight additing

#### Rustlers (SONGS) Hollywood, March 22. RKO release of Herman Schlom produc-tion. Stars Tim Holt; features Richard

Martin, Martha Hyer,	, Steve Brodie, Lois
Andrews, Harry Shar	nnon, Addison Rich-
ards. Frank Fenton.	Directed by Lesley
Selander. Screenpla	v. Jack Natteford.
Luci Ward: camera.	J. Roy Hunt: editor.
Frank Dovle, Trades	hown March 22, '49
Running time, 61 Mi	
Dick	Tim Holt
Chito	Richard Martin
Roth	Martha Hyes
Wheeler	Steve Brodie
Trixie	Lois Andrews
Sheriff	Harry Channon
Abbott	Addison Richards
Carew	Frank Fanton
Hank	Robert Bray
Drake	Don Haggerty
Hawkins	Monte Montague

Seek. State of the control of the co

GORGAN

GORGAN

TOLLYWOO March 12

Columbia Tollywoo March 12

Columbia Tollywoo March 15

"Riders of the Whistling Pines"

John J. Surdeck.

A Street Service Ser

#### His Young Wife

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riewe
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MIN
panlı
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Cer
Sore

Marianin Paola Veneroni
Paolin Enrico Effernelli (In Italian; English Titles)

VARIETY

aunghter and a baker's apprentice,
The anothery of the lowly hureaucraft, however, frustrate this are fresh and the
circle is fired. At the
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to his daughter's marriage but a
uniformly fine characterizations
to this serfo-comic satire on potity
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the wife, Vera Carrii compain
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If the photography many times is undergraphy many times is under a production
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### Outery (ITALIAN)

CTALLAN TO CREEK THE STATE OF T

The state of the s

sors don't meddle.
Plot covers a typical Italian village and its populace during the time the Nazis were in control from the fall of 1943 to early 1945. Story neatly contrasts the lives of the wealthy, the middle-class and the poor under the German heel the contrast of the very contrast the contrast the contrast of the very contrast to the contrast of the contrast

is tracing the rising tide of Par-tisan operations.
Scripters Guido Aristarco, Carlo Lazani, Guiseppe Di Santis and Lazanis and Lazanis and James Delay Lazanis and James Delay Padovani, a seasonis and femme partisan leader, and Miss Parvo, of a well-to-do family. Yarn cul-minates by pointing up that the lazanis and proposed the partis of the partis of the partis of the Lazanis and the partis of the Lazanis and the partis of the form the Nazi Ciuthes so he can lead his Partisan bands in the abordown ghall.

Continued from page 3
at 20th-Fox, Dore Schary, had a
similar project at Metro and Louis
de Rochemont was in production
on "Lost Boundaries" on location
for Film Classics. As a result of
the unprecedented secrecy and
rush, "Brave" will be delivered to
United Artists for release next
week, Just 32's months after writer
Carl Foreman started the first
draft of the sereenplay.

Another angle was that Kramet didn't want to take the time necessidary want to take the time necessary to the state of the

scripters Guide Aristarco, Carlo Follows Fo

## Pa. Eyes Bills Affecting Exhibs

Philadelphia, March 22 Film men here are watching with interest the current session of the Pennsylvania State legislature, where several bills have been introduced with immediate effect on

troduced with immediate effect on all industry operators.
Four Philadelphia Democrable legislators have brought up all forcing every operator of a film tower to colibility at each performance to the charge of the charge. According to the produce the cheatre. According to the produce the cheatre. According to the produce of the charge of the cheatre and the charge of the charge of the cheatre. According to the produce of the charge o

considered a separate offense.
State Senator George N. Wade
(Rep), from upstate rural Cumberland County, has proposed that
the state for libegal operation of
the state of lib

six to 30 days.

Representative Raymond Kratz

Rep., from suburban Montgomery

County, Is asking an amendment to

the act governing safety in the

actres and other places of assembly

alerted. The bill representation in the

county is asking to the county of the

county is asking an amendment to

the act governing safety in the

three places of assembly

alerted. The bill representation in the

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drive-ins.

According to the Kratz proposal:
"Equipment of any type for the
display or sale of merchandise
shall not be installed in the auditorium, lobby, foyer, ext passageways or at other locations where
they may interfere with the evacuation of the building."

#### Canada Sequences In U. S. Newsreels Un 82% in the Last Year

AUT, III IBL LAST 1 Ear.

Canadian sequences of mercan
newsreets were boosted anguent
in 1948, newsreet committee our
ing 1948, newsreet committee our
ing 1948, newsreet committee our
iton Picture Assa. of America's coordinator of the Canadian cooperation project. Report by Mills spotlighted the Industry's current drive
in pushing inferent in the Dominion of the inferent in the Dominion of the Canadian slob been active in pushing film production by
Bollywood companies in Canada.
Newsreet's annual meet resulted

Hollywood companies in Canada. Newareel's annual maet resuited in the election of Edmund Reek, Movietone News topper, as chairman of the committee for the present of the committee of the present of the companies of the committee of the present of the committee of the present of the committee of the present of the committee of t

#### Schine Decree

Continued from page 5 : the Crescent circuit several years ago.

the Crescent circuit several years
Gamdling the settlement for the
Government is Herbert Bergson,
Assistant Attorney General in
charge of the Anti-Trust Division.
Sciline is represented by Irving
The case-against Schine thearies was originally brought in 1938,
the same year that the anti-trust
soit was brought against the mafound guilty and appealed the case
to the Supreme Court, which ruled
in the spring of 1948 that Schine
man Act and remanded certain
phases of the case back to the
trial court in Buffalo. This was
principally to determine which thetrial court in Buffalo. This was
principally to determine which themov taken care of by the agreemov taken care of by the agreemov taken care of by the agreemov taken care of by the agreement being hammered out.

Also pending is the case of ananonunced opening date for UA's The producer has not done remained from the Comedie Francise, in "Month of the Comedie Fr



20th WEEK! VICTORIA

OLIVIA de HAVILLAND

the Snake Pit Directed by Produced by AMAILE LITHER - AMAILE LITHER & MISSELL 20.

RADIO CITY MUSIC HALL "LITTLE WOMEN" June ALLYSON - Peter LAWFORD
Mergaret O'BRIEN - Elizabeth TAYLOR
Mergaret O'BRIEN - Elizabeth TAYLOR
A MERVIN LASON PRODUCTION
Codec by TECHNICOLOR
A Metro-Goldbyn-Meyer Picture.
ECTACULAR STASE PRESENTATION

MOTHER IS A FRESHMAN

ON VARIETY STAGE
PHIL BAKER • CAB CALLOWAY ROXY 7th Ave. 4 =

RIVOLI

NEW YORK
Shore Amus. Enterprises, headed long with Paramount circuit's one nabes ozned, are paying up to 29% ozned

syndius SN, J. Berk & Krumperentity attained with seep Rames, N. J. Berk & Krumperenty attained with seep Rames, N. J. Berk & Krumperenty was a seemally previous fat deals. Seemally previous fat deals. Beautiful and the seemal seemall, and the seemall seemall seemall, and the seemall seemall seemall, and the seemall seemall, and the seemall seemall seemall, and the seemall see

MINNEAPOLIS

Gopher: Paramount downtown firstrum, shuttered briefly beautiful and the properties of smoke and water damage from first that guited adjoining building the properties of smoke and water damage from first that guited adjoining building the properties of smoke and water damage from first that guited adjoining building the properties of the properties water of the properties of

#### ALBANY

ALBANY
Bills seekbath gegalization of bingo funder auspices of so-called non-profit organizations), lotteries, dog-race betting and other types of similar grammatical content of similar grammatical content of similar grammatical content of similar grammatical content of the similar content of the

#### INDIANAPOLIS

Ace Film Exchanges opened here by Albert Dezel and Edward J. Salzberg, Milton Kruger named branch manager. Firm will dis-tribute Favorite, Masterpiece and Astor.

tirbute Favorite, Masterpiece and
Astor.
Kaschart lassed HollyOsar Hollarapoils nales, to Thomas B. Hatfald, Kuschner will devote time to booking for nabe inMarc Wolf. Yz. W which and naMarc Wolf. Yz. W which and name and Morroo City from Verne
Jenkins.
Ton Spears took over the Monping and inspecting agency, now
operating here.
James H. Kaylor, ex-salesman at
RKO, Joined Esgie Lion. of Ritz at
Alexandria, started work on new
600-seater there.

#### DENVER

DENVER
Initial convention of Colorado
Assn. of Theatre Owners set for
April 5-6 at Cosmopolitan hotel.
Speakers will include Ted Gamble, Morris Lowenstein, Bob Livingston, Gael Sullivan, Milis Hurley, Robt. O'Donnell and Col, Wm.
McGraw.

McGraw.

Bill Hobson, recently SRO manager here, made branch manager of Film Classics, succeeding Philip Monsky, resigned because of ill-

ness.
Dick Dekker moved from Salida
to Golden, Colo, to manage the
new Golden, opening March 24.
Raiph Hamilton moves from Jewei
here to Salida. P. R. Ruddick is
new Jewei manager.

#### **NEW ORLEANS**

Joseph S. Moreland, new mana-ger of United Artists branch here, after three years as office mana-ger.

#### Chi. Cutrate Continued from page \$ =

praxy Grad Sears and Fox-Wisconsin topper Harold J. Fitzgerald. Sitzgerald on the property of the property of

## 20th Exceeds '48

Continued from page 5

coustry a testimonial dinner to Continue from page 8 such that organization. Will be held in Ten Eyck hold April 4. Committee Trying to obtain a show bit that organization. Will be held in Ten Eyck hold April 4. Committee Trying to obtain a show bit the tame period in 48, indicating the continue of th

#### 28 Drive-Ins for NW Territory This Summer: Distribs May Seek %

Minneapolis.

Coming spring-numer season in this territory will find 28 new drive-ins in operation and many more in the planning stage as against eight at the end of last season. Three years ago the territory of the common stage as a season of the common stage as the common spots, and in some instances demanding percentage deals. The large increase in the number of have an adverse effect on the spring-numer business at many regular theatres, some exhibitors fear.

First Canadian Drive-Ins

First drive-ins in western Canada will be built this year by Western Drive-in Theatres, Ltd., a Calgary company, Mervyn A. "Red" Dut-ton is company prexy and Frank H. Kershaw managing director.

New Drive-In for No. Carolina

New BIIVE-IN for No. Carolina
Greensboro, N. C.
Plans for North 29 drive-in near
the city limits announced by officials of Dixie Drive-In Theatres.
Costing \$150,000, it would provide
space for 1,000 cars. Two Drive-Ins for Kingston, N. Y.

Latest proposed drive-in is 750-car one to be built near Kingston, N. Y.
Latest proposed drive-in is 750-car one to be built near Kingston by Watter Reade circuit. Chain now operates two indeor houses there.

there.

Three Albany men who operate drive-ins at Lake George, Glovers-yille and Middletown, plan to open another outside Kingston next spring. Harry Lamont, Gerald Schwartz and Ernest Whitman formed Kingston Sunset Drive-In, Inc., to manage the new 500-car

Ezell Adds 16th Drive-In

EZEH Adds 16th Drive-In
Corpus Christi, Tex.
Latest drive-in, the Guif, opened
here by Claude Ezell & Associates.
It is the circuits largest, there being 16 drive-ins belonging to chain
in Fexas. Bell Wolf transfered
here from the Chief at Austin to
be manager.

\$100,000 Central Penn. Drive-In

Carlisle, Pa.
Construction of a \$100,000 drivein, first in central Pennsylvania
area, started by Ray Garver near
here; it will have \$00-car capacity.

New Cal. Drive-In for L. A.

Great Western for L. A.

Great Western Theatres, Inc., headed by John C. Feys, starts work early in March on new 750-car drive-in in south part of city. Company plans to build a string of open air theatres this year.

Lynchburg's First Drive-In

Lynchburg's first drive-in will be opened in April. Located just beyond the city limits, it has capacity of 750 autos.

Construction of a 550-car drive-in on Route 55 between New Salem and New Scotland started by Don Hailenbeck, of Hallenbeck & Riley, film distributors here.

Start 3 More Texas Drive-Ins

Start 3 More Texas Drive-Ins Plainview, Tex. A 300-car drive-in is being con-structed here by Prince Holland, operator of the State. Work also started at Childress on a new drive-in by Mrs, Mable Phipps and dell. Is a manage. Control of the State of the Con-dition of the Control of the Con-dition of the Con-dition of the Con-dition of the Con-trol of the

#### New Southern Drive-Int Unit.

Charlotte, N. C.
Organization of Fresh Air Theatres, Inc. to build, lease and operate drive-in theatres in North and
South Carolina and Georgia, announced by R. F. Pinson, head of

nounced by K. F. Pinson, nead of company. Its first unit will be the York-Clover drive-in, between York and Clover, S. C. Head of Fresh Air Theatres is manager of Astor Pic-tures exchange.

New 450-Car Texas Drive-Ir New Braunfels, Tex.

Two local businessmen, R. V. Abshire and Don Matthews, building 450-car drive-in here.

## Non-Flam Film **Cutting Prices** On Other Stock

Heavy use of the newly-perfected Eastman Korlak acetate 'mon-in-damonably dim by the majors has basic price of conventional range of the majors have been conventional to the basic price of conventional range on hitself but the rapid demand for acet has held the price down. In the price of t

more.

Twentieth-Fox starts off in acetate with "The Fan," set for May release. From then on, 20th exe said, all black-and-white features said, all biack-and-white features will be in non-flam. Paramounts first release in that type rawstock is set for May. Other companies have already put out at least one

is set for May. Other companies have already put out at least on feature have already put out at least on feature have already put out at least on feature and the second of the second out of a special way of grooving the acctate prints. Instead of printing all of one feature in the new rawstock in the companies have companies have considered in the companies of the particular feature. Exchanges chosen are those where shipping only non-flam to then regardless of the particular feature or the branch has had frequent difficulties with focal fire depts. Acctate prints are being shipped though that sort of fireproxoning is not necessary. Heavy metal containers will be used until companies have swung over entirely in taken shippener of nitrate in non-metallic containers.

#### Lab Technicians Open Pact Talks April 11

Pact Talks April 11

New contract negotiatons become the tween lab technicians Local threat the state of the tween lab technicans to a state of the tween lab technicans to a state of the lab technical Stage Employees, and a Joint Industry committee are scheduled to open in New York April 11, two pursuits of the lab technical to the lab technical to the lab technical technic

New Guild. Set Decorators, Asks NLRB Certification

Asks NLRB Certification
Screen Set Decorators, new film
studio guild, filed a petition with
blood and the studies of the studi

\$165,000 Houston House
J. G. Long Theatres circuit announced plans for construction of a minth house in Houston to cost thouse the house of the house will be part of a community center.





# A BOX OFFICE SMASH FROM COAST-TO-COAST IN THE NATION'S BIGGEST DELUXE HOUSES!

SENSATIONAL in SAN FRANCISCO! PARAMOUNT THEATRE

DYNAMITE in DALLAS!

MAJESTIC THEATRE

BIG! BIG! in BOSTON! METROPOLITAN THEATRE

POWERFUL in PROVIDENCE!

METROPOLITAN THEATRE

**LUSCIOUS** in LOS ANGELES!

TERRIFIC in TULSA! MAJESTIC THEATRE

> **OUTSTANDING** in OKLAHOMA CITY! CRITERION THEATRE

> > MARVELOUS in MEMPHIS! MALCO THEATRE

"IT'S A MONEY PICTURE!"

"SOCKO ENTERTAINMENT!"

-Jimmy Fidler "HOT AS A PISTOL!"

ALLIED ARTISTS

PAUL SHORT

LLOYD

NOLAN · WYATT · GLEASON

CLEMENTS · VICKERS

AUDIE MURPHY

VILLIAMS - JAMES LYBON - BICKIE M SELENA ROYLE - TOMMY COOK

12.7

11.9

17.9

11.7

20.6

20.5

23.0

21.2

4.3 12.7 19.0

13.4

# WOV Decision Due This Week. Hinges on Bulova Probe Report

Washington, March 22. Washington, March 22.

A deckion by the Federal Communications Commission on the sale of WOV, New York, by Arted Co. will probably be handed down this week. The case is the oldest before the Commission in which was the constant of the case of the constant of the case of the constant of the case is the oldest before the Commission in which was the constant of the case in the case of the c

If the deal is approved, it will be the first in which a competing bidder, under the soon-to-be-abandoned AVCO precedure, has purchased a radio station.

donted AVCO precedure, has purchased a radio station.

Okay of the transfer, Vaniery characteristics and the report of all areas a staff report of all areas of concealed ownership by Buleva in several New England stations. The Inquiry was conducted from Corp of the Commission's legal division, aided by Robert D. J. Leaby, of the accounting departicular of the Corp of the Commission's legal division, aided by Robert D. J. Leaby, of the accounting departicular of the Corp of the Commission's legal division, aided by Robert D. J. Leaby, of the accounting departicular of the Corp of the Commission's legal division, aided by Robert D. J. Leaby, of the accounting departicular of the Corp of the Commission's legal division of the Corp of the Corp

It is expected that if the Commission clears. Bulova of concealment, the licenses will be put on granted, and the transfer okayed. However, if it denies the renewal applications it will tedness the renewal applications it will keep order the transfer application as event, the transfer application as event, the transfer application as well as the request for power increase would probably be held up. (Continued on the event of the continued of th

(Continued on page 36)

## NBC's 'Binder' Clinches Allen

Fred Allen, who checks off his Ford Dealers Sunday night show at the end of the season, has signed in the season has signed the season has signed the season dealers sunday night show at the end of the season depends on his annual medice check-fall or lay off for a season depends on his annual medice check-fall or lay off for a season depends on his annual medice check-fall or lay off for a season depends on his annual medice check-fall or lay off for a season depends on his annual medice check-fall or lay off for a season depends on his annual medical season has a binder connected with the new contract (cetails of which have been connected with the new contract the connected his cetail of the cetail of the

#### TV Show Producers Buy Radio Time to 'Sneak' New 'Beat Rap' Package

Novel setup of package producers buying AM time to showcase a basically TV program developed when "Beat the Rap" was sneak-previewed on WMCA, N. Y. Frlday (18). Show was packaged by Paul Ballam, Al Butterfield and Andre Baruch:

Killiam, Al Butterness and Baruch.
"Rap," emceed by Baruch and directed by Gene Wyckoff, places members of studio audience in ticklish dramatic altuations which they have to gab themselves out of, Snack preview originated from the Old Knick, N. Y.

#### Sheldon's ABC Show

Herb Sheidon, co-star with Maggi McNeills of "Luncheon at the Latin Quarter" which ABC is dropping March 26, will get his own comedy vehicle on the web in the same time slot. "Herb Sheidon Show" will be heard cross-the-board at 12:35 p.m., starting March 26.

# Steel Sponsors Own Return

Johannes Steel returns to the air, starting April 3, via WLIB, Liberal commentator has been off the Gothan airlanes for some time, and has since been publishing an envesieter. Report to make the content of the conten

#### 'SWEEPSTAKES' LEADS IN NBC GIVEAWAY RACE

With NEG cellinitely deciding in favor of a giant givesway show the Lack Benny opposition on CISs, the Market Benny opposition on CISs, the Lack Benny opposition on CISs, the Lack Benny opposition of the Market Benny opposition of the M

#### Knight Vice Whiting On 'Club 15' as Latter Easts

Hollywood, March 22.
With Margaret Whiting checking
the cross-the-board Campbell With Margaret Whiling checking off the cross-the-bard Campbell Sup "Club 15" CBS show and moving east next week to Join her Bubbell Robinson, Jr., Evelyn Knight has been given the nod as Miss Whiling's replacement. Let Miss Knight will be featured on the Tuesday and Thursday senents, with the Andrews Sisters continuing in the Monday, Wednesday, Friday broadcasts.



MACK SWITZER

KI 7 Denver

## Ch'field in Coma On Como: Stafford. Lee in Fadeout?

agency, is endeavoring to straight en out the ciggie situation as it applies to the Perry Como, Jo Stafford and Peggy Lee "Supper Club" broadcasts, the Arthur God frey shows, and the recently signed Bing Crosby series. As it stands Bing Crosby-series. As it stands now, Como may go into a half-hour a week plan instead of his current Monday-Wednesday-Friday 15-minute shots on NBC (with one TV shot Fridays). If that occurs, it's likely that Como will remain on the air all summer to experiment with ideas so as to have the 30-minute show in shape by fail.

incombound diverse has been force in the centre of the singer does go half-hour there's a possibility that it may occupy a slot on CBS Instead of the current NBC spotting. Too, the singer's AM and TV shots would be separated; he'd do one should for each medium, perhaps about force each medium, perhaps about force and the single should be separated; he'd do one half and the serves for the rebroadcast at 11 pm. for west removed in the single should be separated by the single should be supported by the single should be separated by the single shou

ing.

If the half-hour plans for Como work out, it's not known what will happen to the JO Stafford and Peggy Lee shows, which alternate with him, Miss Stafford doing the Tuesday airing and Miss Lee the Tursday shot, from Hollywood. Too, it implies that Chesterfield would place all three shows—Como Gotchey and Crosby—on a half-hour basic plant of the company of the

CHARTOC-COLMAN TO N.Y.

Chlcago, March 22.
Al Rudd closes Chi office of Chartoc-Colman Productions April 1.

Transcription company, pro-ducers of "Bulldog Drummond," Ted Lewis and Franklyn Mac-Cormack, is moving central of-fice to New York.

# **Hooper Top 15 and Opposition**

ored Network Total Network Sponsored Nets Competition etric Theatre Pregram He Walter Winchell Electric Gabriel Heatter 5.8
Fishing & Hunting Club 1.3
Johns-Manville 1.4 Lux Radio Theatre 26.0 Telephone Hour Dr. I. Q. Erwin D. Canham Johns-Manville Fibber & Molly 25.1 Horace Heidt Jack Benny Railroad Hour Henry J. Taylor Sherlock Holmes Voice of Firestone Talent Scouts Town Meeting We, the People Gabriel Heatter Bob Hope 21.0 20.8 Arthur Gaeth My Friend Irma American Forum of Air Contented Program Sam Spade Lum 'n' Abner Fred Allen Stop the Music 20.7 ouella Parsons Electric Theatre Duffy's Tavern Milton Berle County Fair Gabriel Heatter Carnegie Hall Mayor of the Town Phil Harris-Alice Faye Amos 'n' Andy 164

16.3

# D. C. Laying Bets Probe of Richards By FCC Is Now Definitely Off

Theatre U.S.A. Burns & Allen

Groucho Marx Harvest of Stars

Johns-Manville

Jo Stafford Johns-Many

(No Sponsored Progr

Jonns-Manville 1.4 Sealtest Variety Show 11.3

#### Swift Set to Drop NBC's 'Meeks' Show

Mr. Keen

People Are Funny

Mr. District Attorney 16.0

Crime Photographer 15.6

Chicago, March 22.
Swift & Co. Is set to drop "Meet
the Meeks," NBC family show
alred from Chi. Sat. mornings,
plugging All Sweet Margarine.
"Meeks" will wind up 18 months
of broadcasting this week.

of broadcasting this week.
Swift is reported as satisfied with
program but feels that All Sweet
needs change in ad policy within
its total-budget.—J. Walter Thompson agency handles the account.
Meeks may shift to another
Swift product, if budget can be
found. Program may go on sustainer otherwise, or be dropped
entirely by NBC.

## Harris to A&A: 'Aren't We Silly?'

The new Hooper ratings throw into sharp focus the ever-increasing importance of "who is your openion to the control of the counts to the detriment of two of the top comedy shows in radio singuistic to ut against one another.

another.

Programs in point are "Amos 'n' Andy,' in the 7:30 to 8 Sunday inght period on CBS, and the Phil Harris-Alice Faye opposition show in SRC. Despite the enviable down on Columbia (atthough for years it has been a top-rated program strictly on its own), the A&A staras is out of the First 10 Hopper ranking. With 164 rating, 165 and 16

doing no better than No. 11 posi-Faring even worse, however, is the Fave-Harris show, which is out of the Top 15 running, with a 14.6 tally, despite Harris' ability to sub-standate his citalin in past weeks standate his citalin in past weeks comedy sweepstakes instead of ast all to Benny's coat. It is generally agreed that both sows are taking a beating because shows are taking a beating because has already gone on record to say that it doesn't make sense, either for the talent or the sponsors, and for the talent or the sponsors, and Brot. appears content to stay put, the considered a cinch that Rexall, Harris' sponsor, will grab off a new NBC Sunday time segment in the fall.

Washington, March 22, Washington, March 22.
Bets can be gotten in Washington that the FCC Investigation of the G. A. Richards stations is definitely off. Commission action Friedrick (10) in granting a continuance to the continuance of the conti

is nesty attuation.

Critical condition of Richardé health; plus willingness to retire from direction of stations, prompted FCC to grant a stay in proceedings, for give of Senator counsel, time to submit a plan which he promised "will contain such conditions and he in such form as to meet fur fullest required from the conditions are to meet for the such contains to."

Commission."

While there were mertiess who

Commission."
While there were partisans who felt the Commission got "soft" is pleasing to the Commission got "soft" in finally relenting to Richards speals it was agreed that the agency has usually granted stays when serious illness has been attested to physicians of high reputation. Only within the last few weeks, or an indefined period, in a revocation case (KOB, Albuquerque) involving an almost identical condition of the station owner.

In some quarters, it was felt that

In some quarters, it was felt that Commission determination, up to last week, to go ahead with the hearings despite great pressure, brought Richards to bay with his (Continued on page 36)

## **Gardner Sues To Break With MCA**

· Hollywood, March 22. Hollywood, March 22.
Ed Gardner has filed suit in federal court to terminate his contract with Music Corp. of America.
Complaint alleges that MCA is no longer entitled to act as his agent and the suit of the su

# Nielsen's Top 20

		(Feb. 20)		
Cur.	Prev.		Cur.	Points
tank	Rank		tating	Change
1	1	Lux Radlo Theatre	33.6	-3.2
2	3	Jack Benny	30.0	+0.9
3	2	Fibber & Moliy	29.8	0.0
4	4	Talent Scouts	29.2	+1.3
5	7	Amos 'n' Andy	28.4	+2.6
6	5	Walter Winchell	27.1	+0.9
7	8	Bob Hope	26.8	+0.5
8	18	Sam Spade	24.8	+1.8
9	22	Crime Photographer	24.6	+3.6
10	6	My Friend Irma	24.4	-2.3
11	10	Mystery Theatre	23.1	-0.7
12	34	Stop the Music (4th qtr.)	22.9	+3.5
13	20	Suspense	22.9	+0.6
14	40	Ford Theatre	22.7	+3.9
15	11 .	Mr. Keen	22 1	-1.0
16	14	Inner Sanctum	21.6	-1.8
17	13	FBI in Peace and War	21.5	-0.8
18	16	Mr. and Mrs. North	21.2	-1.0
19	12	Mr. District Attorney	21.1	-2.8
20	* 9	This Is Your FBI	21.0	-2.1

# VHAT'S THE PROPOSITION, CHU

## Allen and the Hooper Ratings

rance and the Hooper Katings.

Top gebrow raiser of the week is the 7.9 rating for the Fred Alean program in the latest Hoopers. Representing a 3.4 drap over the previous ratins, it is probably the lowest since Allen first the blightine commercial sweepstakes. In the opposition camp, CBS "Sam Spade" got a 120 and "Sing the Music" 16.7 and 20.4 the hoper of the opposition camp, CBS "Sam Spade" got a 120 and "Sing the Music" 16.7 and 20.4 the size of the Hooper of the opposition of Hooper and ratings in general. General consensus of the trade is that, no matter how you alse the Hoopers or account for its audispance of the Hooper of the trade is demanded to the Hooper of the Hooper of the trade of the commentary, but also to not of the major Ripleys that has yet of the commentary, but also to not of the major Ripleys that has yet of the commentary but also to not of the major Ripleys that has yet of the normal circumstances, with nothing untoward in the competing programs, on the rating right.

Others take the view that it is all part of the general collapse of the Standay and Ripleys Ripleys and Ripleys and Ripleys Riple

# Kohak's Mutual Exit Cues Dilemma On World Series, Other Sponsor Shifts

Un World Deries, VI

On the premise that "as Kobale

On the promise that has been alerted

on the possibilities of some interesting sponsorahip developments

as a result of the scheduler box

of the possibilities of some interesting sponsorahip developments

as a result of the scheduler box

of course, will depend on

Kobale's new affiliation.

For one thing, there will probality be some interesting lockeing to the the World Series,

which, it's anticipated, will wind

up its career on Mutual in the

which, it's anticipated, will wind

up its career on Mutual in the

wake of the Kobale departure. The

backball set of the world be all the

backball set of the set of the set of

saccidation with Baseball Commissioner A. B. "Happy" Chandler,

who in the past has given Kobale

carte blanche in destgrantlar will

probably be Kobale's pleasure to

take the billings with him, with

the certainty that Mutual will be

left out in the cold.

CBS time availabilities, although

considering the kind of coln Clif

the Series it would appear that the

two major webs may find it con
periods.

periods oyen up the time periods past, the combination of the Kohaic sales technique and his own personal identification with clients has been responsible for wooling clients, with the subsequent loss of bis attributed more to the maining of Mutual facilities to pay in the combination of the combi

## 70G Nut For Toscy's 'Aida'

In two-part "Alda" presentation by Artun Tosamin and the Saturday and the

## Jolie 3 Up on Shows

Hollywood, March 22. Hollywood, March 22, Al Jolson wound up the week three shows to the good, what with tape and preemption of his Thurs-day time for Winston Churchill's talk that's how Jolie likes it, and while east he'll sneak to Florida for a week or so of sunning.

## Are Giveaways ABC Answer To **Godfrey Daytime?**

ABC's "Stop the Music" Sunday night show proved the answer to halting Edgar Bergen and Fred Allen in their NBC tracks. (By the

haiting Edgar Bergen and Fred Allen in their NBC trucks. (By the end of this season both will have been ellipinated as opposition of at the first of the year.)

ABC now reasons: If a glant giveaway can solve the Sunday 8 to 9 problem, why can't it have to 9 problem, why can't it have specifically in countering the top suddence pulling Arthur Godfrey morning show on CBS?

%S result, ABC is planning to slot a bigline jackpot giveaway as duplicate its nighttime success, it would be sweet revenge for ABC, where, it is recalled all to vividly, it religned for years as undisputed in the Tom Breneham. "Presidast in Hollywood" era. But today it is completely out of the picture, with Godfrey and CBS in the driver's seat.

# MORE THAN COIN

has descended on radio, with the network that dangles the "bestesi network that dangles the "bestest and the mostset" grabbing off the top talent. The unprecedented feudin' and fussin' for radio personalities has taken some unorthodox turns, and the addendas and extras being appended to contracts today are as peculiar as the codicion on an ecentric's last will and testament

ment.

The day of the straight-offer-onaper-broadcast basis is over. If you
want a top name to ride your kilocycles today, it requires an incentive over and above a weekly salary. If it isn't a pension it's some
other "security" guarantee, a
share in royalities or some other
extra-curricular payoff.

as they are in the purely enter-tainment aspects.

"New Ear' for Deals
The "new era' in Ialent-network
deals is rellected annew in the reproted contractual setup whereby
CBS inherits Burns & Allen in return for a "security" provision. It
manifested itself in the royality
Charlie McCarthy non-broadcast
profits accuse to Edgas Bergen.
The "fabulous" aspects of the
current deals took a new turn recently when -GBS reportedly
expressed a stillingness to pap
expressed a stillingness to pap
of layoff period in return for an
exclusive on his radio-TV services,
when he returns to the air. Allen
subsequently made a deal with
BC which perity much lets him.
The report that ARC network,
In a biff to when over the heart.

call all the turns.

The report that ABC network, in a bid to win over the brace of Bristo-Myers shows "Duffy's Tawern" and "Mr. District Attornation of the Bristo-Myers and "Mr. District Attornation" are the which would also result in a saving for the sponsor on time charges involving a third show, "Break the Bank," currently on ABC, is also part of the same

# TOP NAMES SEEK Durante Balks at Luckenbill's Move To Put Sinatra on Show Next Fall

The Maestro Sings

NBC employees at Radio City, N. Y., headquarters had themselves a rare treat last week when they were able to the several affernoons that Arturo Toscanini was rehearing the singers and chorus for the two-part "Aida" to be presented this Saturday (25) and next (2) on radio and televized the several services of the two-part "Aida" to be presented the Saturday (25) and next (20) on radio and televized the several services and the several services and the several services are the several services and the several services are the several services and the several services and the several services are the several services are the several services and the several services are the several service

next (2) on radio and tele-vision.

Practically through the en-tire series of rehearsals Tos-canini could be heard singing all of the roles at the top of his voice—and not always on key.

# extra-curricular payoff. The upshot is that it's put the latent in the driver's seat. They're the Bennya, Bergens, Burns & Allens, etc., are today as knee-deep in the involved business and admitstrative machinery of stowe businesses and the seat of the seat Four-Way CBS 7-Year Deal

ic Bs in the process of concluding segotiation for as economeration recommendation of the conclusion o

#### Amsterdam Sweating Out 45-Day Option Snarl On Services in CBS Tangle

BLECTRIC COS. SKED

'ARCHER' AS HAYES SUB

"Corlies Archer," the fourset of the search of the search

Hotter than a two-bit pistol is the controversy raging between Jimmy Durante and Tom Lucken-bill, radio boss of the Esty agency. Summed up, the issue is this: Luckenbill wants Frank Sinatra on the Durante show next season and The Schnoz is just as determined not to share a Camel with him.

not to share a Camel with him.
It all came to town and two weeks
bill came to town and two weeks
later Alan Young takes his departure. Only explanation: "he just
didn't work out." Now The Schnoz
and his package partner, producer
Phill Cohan, are scouting around
for a light comic, the more he acts
like Garry Moore, the better, to
finish out the season's last cycle.
There is partial agreement on.

inter Garry Moore, the better, to mission ut the season's last cycle. There is partial agreement on one point that the show could use one point that the show could use son's Peggy Lee the better, but son's Peggy Lee the better, but Sinatra is not the answer in the considered opinion of J. Durante Jack Paar has been suggested as the mearest approach to Moore but Young conditioner on his own Turns show and Luckenhill will be back in New York this week to report back to the client. Meanwhile Durante and Cohan, who control the show, may have some ideas of their own of the show, may have some ideas of their own of the shape of things September.

## **MBS Taking No** Chances on Lewis

Mutual's attempt to experiment with Fulton Lewis as a video attraction has proved a costly venture. Result is that the network is more interpreted as a video attraction as process of renegolating a contract with its most successful to the contract with its most successful to the contract with the co

immediately cancelling out.

Mutual recalled what happened
when "Meet the Press" was bought
for television by General Foods,
which also had disastrous AM repercussions for the show. On that
occasion the radio bankroller, HiGrade Products, which sponsored
"Press" in the top eight key markets, also got sore and cancelled
kets, also got sore and cancelled

Mutual is taking no chances on losing out on the hefty chunk of sponsorship coin Lewis brings in to the web.

#### SING IT AGAIN' SPONSOR MYSTERY STUMPS CBS

CBS exces are trying, thus tar unsuccessfully, to come up with the web's own jackpot answer why it can't snare a sponsor for its Sat-urday night "Sing It Again" airer.

urday night "Sing It Again" airer. The hour-long giveaway sustainer is now paying off with an 11.8 rating for one quarter-hour segtaining for one quarter-hour segtainer on the air? and an overall 9.9 for the full 60 minutes. At that rate it is paying off (to nobody but us, says CBS; considerably better than a flower of the public period of the paying off and the public period of the p

But it has been on the air nearly year-without any nibbles.

#### Kraft's Summer Standbys Hollywood, March 22.

Hollywood, March 22.

Nelson Eddy stars with Dorothy
Kirsten again as the Kraft Music
Hall summer standby for AJ Joison, starting June 2.

Robert Armbruster will direct
the music, with Ed Helwick scripting.

## Season's Top Ripley; Radio Talent Nixed at NAB Shindig

The concluding shinding of the Iradio performer will be booked to annual convention of the National entertain the broadcasters. The location of the Production of the Producti

SPORTS THRILL OF THE WEEK WITH EAT Progress Froducer; Paul Jonas P

makette monegt: cause across, and the a short recorded telephone interview with the hoogeter who won the game with a 35-foot toss. And as an abstematic state of the short of

FRANK FARRELL-MONICA LEWIS SHOW With Lloyd Nolan, guest Producer-director: Mende Brown 30 Mins.; Sat., 12:30 p. m.

WOR. N. Y.
Somewhat similar in format to
the sundry Mr. and Mrs. shows
to the sundry Mr. and Mrs. shows
is the new Frank Fartell-Monica
Lewis half-hour stants that debuted
Sturtdy 129 on WOR, N. Y., with
and guest celebrity. Lloyd Nolan
Indefing from his reference
The control of the control of the control
Th

Farrell must be quite the man about town.
However, in a more serious vein Farrell turned to the "stdry of the week." The Allantic Fact was discovered by the control of the Allantic Fact was discovered," in favor of the Judith Coplon-Valentin Gubitschev spy case. Here he modestly recalled his own "experience with the secret serve ce" to speculate that there was a love motive involved in the pair's association.

love motive involved in the pair's association.

Farrell, in steam it handles him.

Farrell in steam it handles him.

Farrell in steam it handles handles

BIRTHDAY PARTY
With Jack Benny, emcee; Jack
Smith, Margaret Whiting, Shirley Temple Joel McCrea, Jerry
Producer-Director, Gorden Ruches
Writers: Hugh Wedlock, Howard
Snyder
30 Mins; Wed. (16), 10 p.m.
Sustaining

CBS, from Hollywood

CES, from followed

Saluting the Camp Fire Girls on their 38th anniversary, CES wrapped Bond Camp Fire Girls on their 38th anniversary CES wrapped Bond Camp Fire Girls on their 38th anniversary CES wrapped Bond Camp Camp Fire Girls on the Camp Camp Fire Girls on the Camp Camp Fire Girls on the Camp Camp Fire Girls on the Camp Camp Fire Camp Fire Camp Fire Camp Camp Fire Camp Fire

MILTON CROSS OPERA ALBUM
With Cross, Ed Reimers, announcer
Producer: Bill Marshall
30 Mins., Sun, 4.59 p.m.
30 Mins., Sun, 4.59 p.m.
ABC, from N. Y.
Now that the Saturday afternoon Metropolitan, Opera broadcasts are over for the seasons, and the saturday of the control of gw mins, .sun, size p.m.

Suntaining N. Y.

Now that the Saturday aftermon Metropolitan Opera broadcasts are over for the season, ABC
monon Metropolitan, Opera broadcasts are over for the season, ABC
monon Metropolitan, Opera broadcasts are over for the season, ABC
million Cross allow of recorded
opera favorites. Cross, so long
identified with the Mot Droadcasts
full the control of the control
operation of the

NEWS AS IT HAPPENS With Leo W. O'Brien, guests 30 Mins., Wed., 8 p.m. Sustaining WPTR, Albany

WFTR. Albany
WFTR. following the lead taken
last year by Jim Healey's WOKO
in originating Meet the Press'
form originating Meet the Press'
central room at the Capitol, is presenting round-table discussions by
egislators in its studios. Leo W.
O'Brien, INS correspondent, who
performing the same duty here.
Program will appeal to intelingent adults and to older school
is on the control of the capitol of the
program will appeal to intelingent adults and to older school
is on the capitol of the control
is on the capitol of the control
is on the capitol of the capitol
is on the capitol of the capitol
is on the capito

TAINTER TALKS
With Eric Tainter
15 Mins., Sat., 9 a.m.
Sustaining
KCKN, Kansas City

KCKN. Kansas City
This one might be called "Newsman at Ease" or "Newsman Cleans
seed of the control of the cont

## \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Followup Comment

Back at its original stamping ground after a two-month, tope ground after a two-month, tope control of the state of the st

stre.
Evidently speaking extemporaneously, Clurman proved himself a man of loge and quick decision in handled and the decision in handled and the decision in the theat count of the decision in the theat count of the decision in the theat county in the decision of the de

the other.

Regarding a subsidy, Clurman opined that money alone wouldn't be a solution but "it's a step in the right direction and I'm all for it." Clurman's contribution to this program was all too brief. If the introductory as well as tail ead notes to the stanza week production of the that well as the stanza week the stanza week that well as the stanza week as the stanza week that well as the stanza week that we were the stanza were the stanza week that we were the stanza were the stanz

few more precious minutes.

It's unfortunate that a show of this nature could not be accorded more time for just when one's interest is when you have the first should be supported in the second of t

ART MOONEY'S TALENT TRAIN With Art Mooney's orch Produc at Jack Cleary Writer: Mal Marquith Sustaining 30 Mins; Tues, 8 p. m. ABC, from Boston

Writer: Mal Marquith Sustaining Trees, 8 p. m.

ABC, from Boston
Formatted along the lines of the Horace Heldt opportunity show, and the Horace Heldt opportunity show, and the Horace Heldt opportunity show, and the Horace Heldt opportunity show and the Horace Heldt opportunity shows only so-so chirping copped the Stop prize and a guest appearance on the following the Horace Horace Heldt opportunity shows only so-so chirping copped the Stop prize and a guest appearance on the following the Horace Heldt opportunity shows only so-so chirping copped the Stop prize and a guest appearance on the following shows the Horace Heldt opportunity shows only so-so chirping copped the Stop prize and a guest appearance on the following shows the Horace Heldt opposite the Heldt opposite th

THE TAILCEANN
With George Roberts and students
of John Carroll, Notre Dame and
Ursuline Colleges.
Writer-Producer: Thomas E.
O'Connell
Se Mins: Wed., 11:15 p.m.
Sustaining
WGAR, Cleveland

WCAR. Cleveland
Tom O'Connell has turned out
some top senote, but his St. Patrick's Day production was strictly
for Ulster. Built around the legend
of St. Pattick convincing the pagan
Ireland to accept The Church, the
salara failed to project either the
splitt or the feeling of the occastore.

sion.

Writing was thin; production very spotty and easting, with the possible exception of George Roberts, was amateurish and bad.

Mark.

## WING | From the Production Centres

IN NEW YORK CITY . . .

IN NEW YORK CITY.

Singer Margaret Phelan to be headlined on WMGM's cross-the-board "Accent on Music" next week". ABC's 12-year-old blind singing star, Betty Clark, to appear at National Council to Prevent Blindness benefit at Century bear of the Council to Council to Prevent Blindness benefit and Century bear of the Council to Council to

Farrell."

WMGM announcer Ed Stokes father of a daughter, Wendy Elizabeth
... Martin Stone covering one entire wall of his new office with books
of authors who have met the critics... Perry Come, Bob Smith and
other radio figures to appear at Macy's music festival March 25 and
other radio figures to appear at Macy's music festival March 25 and
other radio figures to appear at Macy's music festival March 26 and
other laddy morning Story Fair" on WNYC... Rosemary Rice and Hope
"Saturday Morning Story Fair" on WNYC... Rosemary Rice and Hope
miller into this Sunday's Thearte Guild production of "June Moon."
Fred Smith, former veepee in charge of advertising, promotion and
public relations for ABC, has formed Fred Smith & Co., Inc., pub-ad
radio appears of the State Dept. S Angle-American-Cartbbean Commission.

#### IN HOLLYWOOD . . .

IN HOLLYWOOD

Ann Rutherford won out over 50 aspirants who auditioned for the "Blondie" not... Pergy Lee will be a regular with Blag Crosby next season although non-axclusive... Dean Martin and Jerry Lewis will have the aid of 80 Mope in kicking off their NBC show April 3... Ceell Underwood, Coast radio head for Warvick & Legler, was being light to the Passach and the state of the work o

#### IN CHICAGO . . .

IN CHICAGO...

Radio writers to do some April fooling around in Milwaukee on NBC bus junket to catch Eddie Cantor appearance there April 1...

WBBM newscaster Julian Bentley surveyed German education in alumni conclave of Phi Sigma Kappa...NBC announcer George Stone station, started broadcasting Sunday 120), with Kenessew M. Landis, II, Sun-Times columnist, interpreting the news, and disker Studs Teried reviving his "Wax Museum"... WGA flew trins soprane fine Larnch reviving his "Wax Museum"... WGA flew trins soprane fine Larnch provides and Jean Lewis in Northwestern U. drama... WJJD in new public services, bringing Chi aldermen to milke with Marty Hogan emceeing... Station rep John Blair in Florida on biz junket and Wells Barnett making survey in Texas... Mutual promotion adding treat with N. Y. ABC exces. "Memanger Rey McLaughlin on his WBBM Commentator Paul Gibson in Nassau for week's res. Jim WBBM Commentator Paul Gibson in Nassau for week's res. Jim

with N. Y. AB CENTA Station manager Roy Stratagrain on 302 with N. Y. AB CENTA STATE OF THE STAT

#### IN WASHINGTON ...

IN WASHINGTON...

Mrs. Eric Johnston, wife of the MPAA pivxy, and daughter Harriet, guested on Hazel Markel's video show over WTTG-Dumont last night. Singer Jeanne Warner to be repeat guest on WNBW-NDCs. "Senate Get Together," local variety TV show, Thursday, with comedian sports for Wolf-Mutus being out in for a nightly five-minute with the washington Senators baseful club... Lanning B. Lindquist, program director for WOL Mutus being out in for a nightly five-minute with the Washington Senators baseful club... Lanning B. Lindquist, program director for WOL, appointed to faculty of American U, another example of growing emphasis on radio in local colleges... President Truman's return to his desk past Monday marked by a surprise for the boss-wideo receiver with 24-inch screen, installed during his Key Wew vescilon.... WOLC caneraman Dave Zarin received a surprise vescilon.... WOLC caneraman Dave Zarin received a surprise tabbed to help him place a "miler" during televising of "Art Brown's Talent Parade" turned out to be Joseph Zamoiski, show's sponsor.

# 'HUSTLE & GO' NAB MEET SLOGAN

## **Untrammelled Trammell**

When, a few weeks back, CBS, under signature of prexy Frank Stanton sent to all ad agencies and sponsors, a letter boesting of the network's new sphere of influence of broadcasting, predicated of the control of the c

mell, it draws the substitution between imaginative promotion and analysis opinion of NBC, the Stanton-CBS boasts are, like the fabled Mark Twain death, "slightly exagerated" and not based on fact. It's the first known instance of the two major network prexise engaging in a such a printed word slugfest for general trade spotlighting.

In the five-page missive, Trammell quotes all of the assorted CSS claims on top-rating shows, leadership in public service programming, power, cost-per-thousand impact on advertisers, billings are not operation that NBC is still America's No. 1 network—in sound broadcasting and in television."

## 'Obsolescence' Hits Radio. Too. As 6.000.000 AM Sets Fade in '48

A Washington, March 22.

A new tysis to the receiver obsceemed dispute was given by William B. Ware, prez of the Fak weekend that 6,000,000 AM sets "became obsolete" last year, "due rejundry to the fact that they died weren't worth having repaired." But this year, Ware predicted, "the AMonily set will become even on the word of the word of

when the means of the war in the signost that FM receiver production during 1949 will outstrip that signost that FM receiver production during 1949 will outstrip that of either TW or AM." He said the price cutting is being done to clear out stocks of old-tyle receivers "and thus pave the way for interest that the said of the providing the state of the said the providing the said of the said the said the said that the said the said that the said the said that t

between output of sets providing high-fidelity and statisfers PM respitor."

The provided as "most stainish and Philoo "are turning out, or are about to start manufacturing, and provided as a staining at other parts of the provided as a staining at other parts of the provided as a staining at other parts of the provided as a staining at other parts of the provided as a staining at other parts of the provided as a staining at other parts of the provided as a staining at the field to turn out a series of 60-minute alters during this year. Already pacted for one documents of the provided as a staining at the field to turn out a series of 60-minute alters during this grant are as during the provided as a staining to the field to turn out a series of 60-minute alters during this first program for CBS and the provided as a staining to the provided as a staining to the provided as a staining the provided as a staining to the seripters. Admitting the staining the first program of the provided as a staining to the seripters. Admitting the staining the provided as a staining to develop a staining to the provided as a staining to develop a staining to the provided as a staining to develop a staining to the provided as a staining the

# N.Y. Labor Mixed On Uniform Pact

Organization of New York station toppers, launched at a lunch two weeks ago, started activities last week with a questionnaire to managers on their labor contracts. Aim of the organization, to set up citywide union pacts with a uniform expiration date, has resulted in divided reactions from the broadcast guilds.

broadcast guilds.

The letter, signed by Eldon A
the Clay Street Street

WBAL's 'Man of Year' Baltimore, March 22.
WBAL's "Man of the
Year" in music is Reginald
Stewart, conductor of the Baltimore Symphony Orchestra.
Stewart has been designated
Higher Symphony Crebestra
Stewart has been designated
Application of the WBAL
Baltimore and WBAL
Baltimore and WBAL
Stewart has been designated
timore and who are judged tops
in their field.
Similar awards are made in

Similar awards are made in the field of engineering, medi-

## **CBS** to Stress **Ace Scripters On Documentaries**

new scripting tasks. Actionage 1 at 1837 bolds were presented by the second present properties of a Congressman in dramatic program will present the problems of a Congressman in dramatic between the properties of a Congressman in dramatic between York after studying the situation in the Capitol for several teaching the situation in the Capitol for several works. Sam Abelow will produce this show, while Michel will be program the program of the program

(Continued on page 34)

## Colgate Vamps 'Top This'

"Can You To This?" now heard sustaining on Mutual and sponsored by Kirkman Soap on WOR. N. Y. and remain on the web on a week-to-week basis when the Colgate product drops it local sponsorship after tongshi's broadcast.

Washington, March 22.

Bread and Butter for the broadcasting business—the plain, oldfashioned AM kind which supports
FM and television—will be the
main problem facing the industry
when the National Asm. of Broadcasters meets April 6 in 'Chicago
for its 27th annual convention, to
be held in the Stevens hotel.

Other sublects, inmortant though

be held in the Stevens hotel.

Other subjects, important though,
they may be, will get second biliing to the emphasis which will be
given sales now that the easy days
are over when broadcasters merely
"accepted" husiness. "We're back
"accepted" husiness. "We're back
NAB spokesman, "and it's hustle
and go for the advertising dollar."
In some areas hraddacsiers have to prewar competition," said, an NAS spokensma, "and its inustic NAS spokensma," and its inustic NAS spokensma," and its inustic In some areas broadcasters have experienced a "leveling off," and fresh efforts are needed to keep up profitable voiume of sales. In our and the spokensman of the spokensm

of exhibits.

Two-Part Convention

The convention is divided into
two parts, the first four days to be
devoted to the third annual Broadcast Engineering Conference. The (Continued on page 36)

## **Postman Rings** On NAB's Code

Washington, March 22. Washington, March 22,
Authority of the board of directors of the NAB to adopt commercial standards of the total standard of this week in a mall referendum among the mensuring. If the majority vote "yee" on proposed amendments to NAB plaws, efforts to enforce the Code cease, NAB told members, and the standards with the control of the told of

If the vote is a near of weeken the board. If the work is a near of weeken, the standards and to establish appropriate methods to secure observance." Members were advised that a majority of the board feels the amount of the standards when the standards and the standards are standard to the standards and the standards are standards are standards and the standards are standards are standards are standards and the standards are standards and the

# NEED FOR SALES IS Both CBS, NBC Now Set for Mammoth PARAMOUNT ISSUE Creative Binges With Network Shows

FM-NAB Merger?

FM-NAB Merger?
Washington, March 22.
Possibility that FM members of the NAB will bring up the subject of merger with the FM in Chicago next month was reported here Saturday (19). From NAB sources. The question may be the subject to may be success. The question may be the subject to may be successed in the control of the company of the

## Taft-Hartley Repeal Vital, Sez AFRA's Reel

Sez AFRA's Reel

Washington, March 22.

Testifying before the House Labor Committee. A. Frank Reel, navigation of the property of AFRA, warned Friday (18) that if the Taff-Hartley Act is not repealed "we shall have to forget and the property of AFRA, warned Friday (18) that it the the quick and unexpected and the property of AFRA, warned Friday (18) that the quick and unexpected strike for recognition."

Reel detailed how the asilor gradient of the property of the said, "we shall be driven by the property of the property of the said, "we shall be driven by resentative into the manager's of the with a proposal, asking, for immediate and quick bargaining into the event that he does not agree. AFRA has always scruptlously avoided such tactics. We could avoid them successfully under the proposal asking, for immediate and quick bargaining into the event that he does not agree. AFRA has always scruptlously avoided such tactics. We could avoid them successfully under the proposal asking, for immediate and quick bargaining that the proposal asking, for immediate and quick bargaining that the proposal asking, for immediate and quick bargaining that the proposal asking, for immediate and quick bargaining that the proposal asking, for immediate and quick bargaining the law must push us, and probably other white collar unions, infoliate the provisions of Taft-Hartley which han "sec.ndary boycotta." He pointed out that it a strike is called the struck station may try to carry network programs on which AFRA members perform. To prevent that webs include members' rights to create question about this and it is one of the most unfair provisions of the law."

Global Town Meeting'

ations: 1949," program develop-ment policy laid down by prexy Niles Trammell and the hous program blueprint on Hubbell Rob-

program blueprint on Hubbell Robinson's CBS agenda, the coming month's will probably witness: an unprecedented creative blinge as unprecedented creative blinge as two-network rivally. CBS, in effect, is serving notice that, quite apart from the strictly connected black for top talent connected black for top talent connected black for top talent connected black for the strictly William S. Paley, the network, for matuffing off its package program operation, is determined to program the NBC boyst.

outsmart and outprogram the NBL-hoys.

Aiready on the tentative CBS
agenda are 10 new shows, eight of which were created within the CBS program organization, and most of tryout showcase. (Harry Acker ann, CBSS coss program-veepee, got in from the Coast this week for hiddles on the upcoming roster of shows.) They include the fol-lowing:

A half-hour comedy starring Abe Burrows, with Burrows also writ-

ing.
A mystery show with Hoagy
Carmichael called "Melody Mon-gan," with Carmichael doubling
from a piano player in a night

club to a private eye.

A quiz show for teacher participants called "Earn Your Apples."
with the payoff a "trip to any
place" the teacher desires. A new half-hour situation com-

## **WNYC Burns At CBS** Protest

WNYC, New York's municipal station, is burning because CBS. has raised an objection to its after-dark broadcasting and the YCC has a raised an objection to its after-dark broadcasting and the YCC has a raised an objection to its after-dark broadcasting and the YNC's broadcast schedule to protect its Sidw. affaliate. WCCO, Minneaps Sidw. Sidw.

#### NIX BARRY, EHRENREICH PLEA ON 'JURY' SUIT

reable question about this and it is one of the most undary volvesions of the law."

"Is one of the most undary volvesions of the law."

"Is one of the most undary volvesions of the law."

"Annerica's Town Meeting'
"America's Town Meeting of the air" will take on an international flavor during July. August and the present the case tender when the forum will make will include two Americans and two natives on each program.

As announced in New York.

Be recorded and planed back to the U. S. for Tuesday night at irrity and expecting that the precision of the control of the

## At 76, WBAL's D. E. Weglein **Charts TV Patterns for Learning**

Baltimore, March 22,

In its sown quiet way, wRBA, 12,

In its own quiet way, wRBA, 12,

In its own quiet way, wRBA, 12,

In its own quiet way, wRBA, 12,

In the work of the person of

another "first" in educational vi-deocasting.

A music appreciation course for students has already bear '-

decoasting.

A music appreciation course for
A music appreciation to the concity of the control of the control
ed via TV facilities, with the field
of science and then history to be
explored on upcoming agenda.

The Butuler Formula
WBAL-TV's tie-in with Baltimore's fashionable department
of the control of the control
inter's sponsorship of a oncenonthly "Album Revue" program, represents a far-reaching step in
exploring video techniques, Despite
all the ballying on the potentialties of television as a natural
evertising, there's been a widespread reluctance to date (and that
(Continued on page 34)

## TV Earns Cap. Gown at OSU

Columbus, O., March 22.

Television will be recognized for the first time this year at the Ohio State Univ. Institute for Education by Radio via special awards for the last year. Both "first awards for the last year. Both "first awards and "honorable mentions" will, be handed out to video shows at the, institute, which convenes in Columbus May 8-8, according to L. Radio programs submitted for Radio Programs submitted for Radio Programs submitted for the convenes in Columbus May 8-8, according to L. Radio programs submitted for

Reith Tyler, director.

Radio programs submitted for this year's awards match the record-breaking number submitted last year, with some 550 recordings record-breaking number submitted last year, with some 550 recording entered from every section of the U.S. and Clanada. Typer said the U.S. and Clanada. Typer said the religious, one-shots, news interpretation and women's broadcasts. All entries except network radio and television are to be judged by 14 elevision except network radio and television are to be judged on the court. Network shows and TV are to be judged on live presentations in V. by committees under the coordination of James Macandrew, manager of WayTE, N. Y.

## Coast TV Comes High

Coast TV Comes High
Hollywood, March 22.
Illustrating the state of
Coast video, KTLA sold three
spots on "Hopalong Cassidy"
to Barbara Ann Bread, but is
still \$550 in the red on the
show. Film cost the station
\$700. It gets \$50 each for
opening, middle and closing
anymerials.

opening, middle and closing commercials.

Figuring is, it's better than no commercial and is good window dressing for prospec-tive advertisers.

## **Philly Belts Taproom Tax**

Philadelphia, March 22.
The city's amusement tax on taprooms city's amusement tax on taprooms tay and tay and tay and tay
concil Thursday (17) with the
passage of a bill exempting tayerns,
night clubs and hotels from any
levy because of video. The ordimore many than the philadelphia Retail Liquor Dealers
Assn., warned that the majority of
taproom owners would be forced
to remove the sels.
The philadelphia Retail Liquor before
to remove the sels.
The philadelphia retail Liquor before
to remove the sels.
The philadelphia retail Liquor before
to remove the sels.
The philadelphia retail Liquor that the
taproom owners what their
places were subject to the city's
The philadelphia retail the philadelphia
The philadelphia retail the philadelphia
The philadelphia retail the philadelphia
The philad

Passage of the Councilmanic ordinance has no effect upon the state levy, which demands each saloonkeeper pay a fee ranging as high as \$120 a year. This tax is now being contested in the Dauphin county courts.

## Whiteman's 'TV Teen Club' ABC's Sat. Buildup Contrib

ABU, S Sat. Building Lontrib
In line with his policy of building up Saturday as a big videa everting, ABCs TV veepee Bud Barry
has announced that Paul Whiter
ham, the next seeper in charge of
music, will introduce his "TV Teen
(Libb" on the next seatern bookup
AB

Abush will be next seatern bookup
AB

ABUSH STATE SATURDAY

ABUSH STATE

A

## Ford Overlap to Cue 'Goldbergs' April 18 Fade

Goldbergs April 18 rade

"The Goldbergs" will go three
times monthly starting April 28,
to the start of the start of the start of the
ton the start of the start of the
ton the start of the start of the
ford show, which will run for an
hour once monthly. "The Goldbergs" will skip the April 18 program. Ford display will be assigned
and the start of the start of the
The Coldbergs", will resume
weekly showings.

## NBC, Kaye Mull Video 'Band' Deal

Sammy Kaye's "So You Want to Lead a Band' feature, which has made him over the years one of the strongest theatre names, may wind up in a slot on NBC-TV out the strongest theatre names, may wind up in a slot on NBC-TV out the strongest theatre names, may wind up in a slot on NBC-TV out the slow once weekly which would entail not only voting for AM bands also woting via telephone by video viewers. Maye also cut transcriptions Monday (21) evening of a AM radio and the slot of slo

#### Flamingo Into TV With 250 Pic Shorts

With some 250 film shorts as a oduct nucleus, Flamingo Films, Inc., has been formed in New York to distribute and produce television and theatrical pictures. Officers of the firm are James B. Harris, presithe firm are James B. Harris, president; Sy Weitraub, veepee in charge of tele, and David L. Wolper, secretary-treasurer. Chalfman holds a similar post with Realar Fletures.

Most of the 280 shorts were accorded last August by the last August by the last control to Britain and France. In addition the newly-organized company has taken over the tole film library of Televiston Highlights, Inc.

## Par Claims Its 'Intricate' Situation Doesn't Rule It Out for Television

Paramount Pictures went all-out to dissuade the Federal Communications Commission last week from cations Commission last week from ruling out the film industry from television because of anti-trust vio-lation. In addition to its regular counsel, Hogan & Hartson, the company enlisted the aid of Arn-old, Fortas & Porter to prove to the Commission it doesn't have a case against picture producers. Thurman Arnold, was, formerly as a torrice' general in charge of the commission of the commission of the standard of the commission of the com-tent of the commission of the commission of the com-tent of the commission of the commission of the commission of the com-tent of the commission of the commission of the commission of the com-tent of the commission o

ordination of James Macandrew, manager of WNYE, N. Y.

Pitt. TV Operation Can't oblige Local Live Talent, Gal Gabber Debuts in N.Y.

Fittsburgh, March 22.

Forese and, women's commission, it said, would be takening on a big job fit disqualified affect of the talent of the act of the regarding antifraction of the commission, it said, would be takening on a big job fit disqualified all radio licensees who may have of town to make her A'V debut since there are still no live videation shows emanating from here. Earlie of the commission of the commiss

the unique contribution the indus-try can make to the art.

If picture companies were ruled out of video, said Par, the licenses of the following companies would be isonyadized.

out of video, said Par, the licenses of the following companies would be jeopardized: wideo outlets In New York, Chicaso, Los Angeles, Washington and Cleveland, as well as AM and FM outlets in these markets and in San Francisco and 2. CIS, with stations in New York, Washington, St. Louis, L.A., Chicago, Minneapolis and Boston, including a 'television station in Xew York, Washington, St. Louis, L.A., Chicago, Minneapolis and Boston, including a 'television station in 3.4' Westinghouse Radio Stations, Inc., with outlets in Boston, Spring-field, Mass., Pittsburgh, Philaded, Ore., including a video operation in Boston.

4. General Tire & Rubber Co., including a video operation in Boston.

5. All newspaper licensees who are members of the Associated.

5. All newspaper licensees who are members of the Associated by the second of the Associated of the Parks netting in the second of the Associated of the Parks netting in the Spring Parks netting Pa

Press.
Par's petition listed 140 major firms involved in anti-trust cases which, it said, include almost all of the leading companies in the nation's economy. Among these were Eastman Kodak, Bausch & Lomb, General Electric, General Motors, Ford, Du Pont, Unich Parice, Edife Railroad and Standard Oil.

# **WCOP Challenges FCC Authority On** Anti-Trust Ruling for Film Cos.

#### Poor Man's Friend

Poor Man's Friend

Are A television service men
are constantly surprised at the
area to be a surprised at the
area to be a surprised at the
area, boasting sets in the \$500
bracket, "and the kids look
like they pit it. The manner in
the post it. The manner in
the property of the surprised at the
\$450 annual service contract
(which, in actuality, means,
\$450 annual service contract
(which, in actuality, means,
the problem. Somehow the
average seems to be that just
about when the year is almost
up the main tube blows, and
the form the surprised and the
time and service.

The installment-buying appeal has unloaded many sets
ically, for all the evident ecomic stringency few sets—so
far—have been reclaimed for
any default of payment.

## Stone, UA Dicker On TV Reissues

Hollywood, March 22. Andrew Stone is negotiating a deal with United Artists' video de-

Andrew Stone is negotisting a clear with United Artists video defere of his pix. Stone stated that only one film, "III. Diddle Diddle," will be handed to UA. Initially, will be handed to UA. Initially, "III. Diddle Diddle," will be handed to UA. Initially, "III. Diddle Diddle," will be handed to UA. Initially, "III. Diddle Diddle," Films included in Piddle," Films included in Piddle," Films included in 1845, "Both produced in 1846, and "Fin on a Weekend, "Gall Russell, which was produced in 1846, and "Fin on a Weekend, and "Fin on a Weekend," a 1847 entry. "Fin" stars are Eddle" was made in 1943 and stars and Adolphe Menjou and Martha Scott. If "Diddle" doesn't pay off as the weeke fare, Stone related, he will ing four as theatre runs.

#### 4 Coast Vidstations Battle Hooper Plans For Combined Survey

For Combined Survey

Hollywood, March 22.

C. E. Hosper's combined radionod selevings combined radionod seleving combined radionod seleving selection of the competition of the co

(Continued on page 34)

#### Redmond, Parr, Meier In CBS Tele Switches

In CBS Tele Switches
In a series of nerves pennding
top nervonnel in video, Dick Redmond has been named director of
CBS television operations in New
York; Allen Parr goes into the
CBS-TY program manager's slot,
takes over an program coordinator.
Redmond, who was assistant to
J. L. Van Volkenburg, in charge of
CBS television operations, will
also over the program, seles and
redmond, who was assistant to
J. L. Van Volkenburg, in charge of
CBS television operations, will
also over the program, sales and
redmond the program, sales and
redmond production and packaging of tele shows.

Tarr has been juned the network in 1939 and has been will
them continually except for a sheqt
period with M-G International
Films.

washington, March 22.

Authority of the Federal Communications Commission to issue a
declaratory ruling on the eligibility
of motion pleture violators of the
office of the commission of the
terday (21) by Massechusers
terday (21) by Massechuser
Froadeasting Corp., operator of
standard, station WCOP and competitive applicant with 20th-Fox for
video dations in Bootton. WCOP
which Fox recently requested, can
be entered only after a hearing,
which would delay rather than expedite action on the Bootton essensizes was holding up other applications as well as those of picture
forms.

issue was holding up other applications as well as those of picture
firms, Opes petition, filed by Patenfirms, Opes petition, filed by Patennessey, Washington; counsel, said
the fact that Fox finds listelf in a
"finite or uncertainty" because of
the fact that Fox finds listelf in a
"finite or uncertainty" because of
the said that widation doesn't
justiful. Fox must
for mus

## **ABC Sheds Light** On TV Lights

Unit IV Lights

In order to set up new standards for tele tilghting, lenses and camera equipment, ABC has launched its tilber to the tilber to tilber tilber to the tilber tilber

(Continued on page 34)

#### TV Kickaround Always Good for SRO in Hub (Even If Nothing's Said)

Boston, March 22. Boston, March 22.

All that's needed around here these days to get out a big audience is the announcement that there's going to be a forum on video. Nobody ever says anything that everybody doesn't know backwards, but there's always the hope somebody might.

warnabud determination of the New England Council of American Association of Advertising Agencies. Sample observations: "Tebervision is a controversial subject in the advertising word without the advertising word without the advertising word without and shows." "Video must feature good taste, good sense and sood humor." "Films will play an important part in video." "difficult." "where do we go Iron here?" "Who's going to pay the billi" efe. etc. here?" "Who's bill?" etc., etc.

bill?" etc., etc.

Speakers were Herbert West, TV
director for BBD&O; N. Ray Kelly,
exec of NBG; Julian L. Wakkins
of the N. E. unit, and Harold L
Reingold, of the Reingold Co.

# GOVT. EYES SET PRICE SCRAMB

## Five Steps to OK Vision

Speaking at the 40th anniversary conference of the National Society for the Prevention of Blindness at the Motel New Yorker, N. Y., last week, Dr. Franklin M. Foote, exec director, advised television viewers to take the following five steps to assure "optimized to the conference of the conference of

steedison viewers to take the following five steps to sasure "topit-um conditions see is turned in properly, with static from outside.

I, See that the se is turned in properly, with static from outside,
the second of the second of the second of the second outside second outside the second of the second outside second outsi

## Only AFRA Among 4A's Willing To Give TV Performers Own Control

**NBC Signs Hopper** 

Hollywood, March 22.
Hedda Hopper, syndicated columnist, has signed with NBC's KNBH to emcee a series of shows to be kinescoped for the eastern

t. Format of the show is not dis-

Minneapolis March 22

CLAIRE LUCE TO RESCUE

IN PHILCO DILEMMA

U. of Minn. TV Bar on Basketball

Principal point of issue in the, proposed intervation control of performer jurisdiction of television is how much voice won affairs. All the unions involved are more or less in agreement as to the immediate setup. But the American Federation of Land Pederation of Land Pederation

Guild.

This 4A's TVA is to consist of representatives of Equity, AFRA, AGVA, AGMA and Chorus Equity, probably on proportional basis according to the numerical strength of the memberships of the various unions. AFRA wants this to be merely a temporary setup, with the (Continued on page 34)

## Det. Exhibs Beef Over TV in Bars

Detroit March 22

Detroit theatre owners formally protested to Common Council last Westers (18) that bar operators who serve television with their customers' beer are invading the motion picture biz without benefit of license.

of nicense.

Allied Theaters of Michigan,
Inc., asked Council to require bars
operating video sets to take out
\$50 cabaret licenses and conform
to cabaret regulations.

"Wa average to the conform of the cabaret regulations."

to cabaret regulations.

"We are wondering how the
tavern owners would react if theatre exhibitors set up In their lobbles a bar for the sale of alcoholic
drinks without paying a license fee
for the privilege," said Charles W.
Snyder, Allied Theatres' executive
secretary.

"Philo: O PLLEMMA"
"Philo: Tolyvision Playhouse" as
late as Monday (21) found itself
without a femme lead for its NGC
TV production of "Becky Sharp"
in the wasn't in a position to
memorize the swarfy in a position to
memorize the swarfy in a position to
memorize the swarfy in a short
nation. On the fadeout of last
late wasn't in a position to
had been announced as the followland been announced as the following week's star.

After some framitic calls, tutchine
agency finally planet to go into the
show, despite the few remaining
rehearsal days. Southern the street of the str

Canada Dry's 'Circus' Buy
ABCTV has sold the first half
hour of its "Super Circus" to Canada Dry, via J. M. Mathes agency.
The web is also reported to have
two sponsors on the hook to pick
up the tab for the second half.
Full-hour price on the Chi-originated stanza is around \$2,000.

# **GROW ON 'DEALS'**

Washington March 22 washington, March 22, whether current cut-throat competition in the sale of video rewhether current cut-throat competition in the sale of video rewhether cut is a superior control of the cut is control of the cut in the cut is control of the cut in the cut is control of the cut in the cut in the retail price level raw hands the backs of thousands of small merchants, thus curbing the number of set outlets. This, in turnion of the cut is cut in the cut is cut in the cut in the cut is cut in the cut

Stirs War Vets Minneapolis, March 22.
Protesting against the refusal of
Univ. of Minnesota officials to permit KSTP televising of the state
high school basketball tournament
championship games in the university field house, more than 100
disabled war veterans in a petition
to Dr. J. L. Morrill, university
president, accused the officials of
being "unreasonable and arbitrary."

## being "unreasonable and arbi-trary." The petition printed out that the The petition printed out that the The open are the petition of the pe **CBS May Blow** Buick TV Biz

televised."
The disabled are patients at the Veterans and Minnesota Soldiers' Home hospitals. Ted Ames, Minnesota fifth district American Legion adjutant, said the disabled veterans' petition was supported by (Continued on page 34)

Because of the eported refusal of Arthur Godfrey or agree of a full of Arthur Godfrey or agree of the full of the state of the full of

#### McCarthy Set for NBC-TV Trackcasts; Start April 1

# RETAILER BEEFS | Vaudeo Reaching Saturation Point? Viewers Surfeited With 'Repeats'

Here They Come

Here They Come
Hollywood, March 22.
It was only a matter of time
that the "gimmlek guys" would
move into television. Sneaking plugs in return for gifts
of merchandise has long bedevilled radio and TV offered
such a fertile field it had to
come.

such a fernie neto it natt to come.
On a telecast of "Rumpus Room" on KTTV four "sneaks" were detected, all clients of Walter Kline, who is said to service 50 advertisers.

## **WUTV Giving Up** Bldg. Permit In FCC Crackdown

Washington, March 22.
Federal Communications Commission crackdown on television permittees stilling on construction permittees stilling on construction in the construction of the constru

quencies.

WUTY was granted its permit in October, 1946, when channels were going begging for takers. Once having obtained a frequency, block was unable to decide whether to get into television, although it went ahead with the station to the point where it could send out a test pattern.

iest pattern.

Previously the Commission denied the petition of WAMS, Winimpton, Del., to designate tohearing the latest extension onhearing the latest extension onwhom WAMS had charged was
dilatory with construction. Howwhom WAMS had charged was
dilatory with construction. Howwhom was to the construction, the Commission advised the station its action was
taken on the representation the
outet would be in operation betion date, Aug. 23.

The Commission warned WDEL

The Commission warned WDEL that failure to comply "will be taken into account and given serious consideration" in passing upon any further request for extension.

FCC Commissioner Robert Jones dissented from the majority action.

#### **NBC Outstripping Coast** In Footage Kinescoping

In Pootage Annescoping
NRC is currently kinescoping
more footage than Hollywood, according to Carleton D. Smith,
head of the web's television activihead of the web's television activition of the web's television activinout 28 programs weekly, Involving
a total of 550 showing hours annually. Hollywood, on: the other
hand, produced in 1948, a total of
Smiths well hours, according to
Smiths well hours, according to
Smiths well and the second of the
Kinescoping service started last
war on an experimental basis with
one program. Today the chain hasinvested around 2520,000 in equiptory facilities.

Question of whether vaudee has reached the saturation point in video programming is being considered by many in the trade. Current total of 54 variety shows out of New York consuming 11-5% of all videocast time by far exceeds an other estagour, now on the great constant of the constant

and context satisfacts now of the the rent number of variety shows isn't providing sufficient variety for video.

The mattes the Hooper charts, shows the "Exace Star Theatre," Toast of the Town," "Admiral Broadway Revue" and Arthur Godfrey "Talent Scouts' shows can 'Fexace Star June 19 feeling is that the majority of shows, not up to the standard of these sessions will utmately surdees sessions will utmately surdees sessions will be the sufferent of the standard of these sessions will be the sufferent capture of the sufficiency of top acts to keep maple. Arrow show toppers feel that ne seemtal mistake is being made in starting off the guestar policy as a replacement for Phin and the initial stanga. Lorre within a short time has made appearances on four other variety shows. Many of the top-ramking shows have been cause of paucity of topflight material around, as yet, vaudeo hasn't developed any major stars on its hanced, their popularity through tele appearances. It's unlikely, though, that any important changes in video protect and the company of the propagation of the propagation of the product of

## **Oboler**, Ziv Split On 100G Safari

Dispute over the method of video presentation of films taken on Arch Oboler's recent African trip has resulted in cancellation of Frederic W. Ziv projected presentation of a series of pix based on Oboler's expedition.

One of the projected, had inside of dramatization of the material, but of the control of the project of the dispute of the project o

for tele. William Morris agency last weck neghtiated a settlement between cobair and 2½ vin which Oboler and 2½ vin which Oboler the material. Universal and Warners are reported negotiating for films based on Oboler's material to the material of the company of

MESSING PRIZE PARTY
With Bill Slater
Producer-Director: Kenneth Red
ford
ford
ford
MIN S. Prl., 7 p.m.
MESSING BAKERIES
CBS-TV from N. Y.
(Blaine Thompson)

Bad radio put in front of a lens makes bad television. Those hav-ing anything to do with this show, before or behind the camera, won't brag about it.

before or behind the camera, won't brag about it.

As the title implies, prizes are avarded couples performing stunts avarded couples performing stunts able to giggle. Bill Slater, the Uncle Don of the TV announcing brigade, is in charge and it is the type of program he understands type of program he understands when you see an Army Cap-nian, whose address was an-nounced as West Point, put on an Hawalian grass skirt, hold his apple from his wife's to his mouth, it may be time the military stopped its personnel appearing on these things.

Its personnet appearing on these them. The control of the control

THE OLD MAID AND THE THIEF With Marle Powers, Norman Young, Virginia MacWatters, Ellen Paul Writer - Director: Glan-Carlo Me-notti

Producer: Roger Englander 60 Mins.; Wed. (16), 8 p.m. Sustaining NBC, from N. Y.

Sustaining

MBC, from N. Y.

Glan-Carlo Menotit's opera, "The
Glan-Carlo Menotit's opera, "The
Glan-Carlo Menotit's opera, "The
Glan-Carlo Menotit's opera, "The
Glan-Carlo Menotity opera,"

NBC that compared favorably with

Amazer of the superla
tive contraito Marie Powers.

But if "The Old Maid" failed to

Ruth of another Menotit opera,

The Medium, 'last fall, it was

taken of another Menotit opera,

The Medium,' last fall, it was

to the compared favorable with

tation of another Menotit opera,

The Medium,' last fall, it was

to the compared favorable with

tation of another Menotit opera,

tation and repetitions and in provenent

and repetitions and in movement

and repetitions, and in provenent

and repetitions, and in provenent

of which were highlighted by of which were highlighted of which were highlighted of which were highlighted of which were highlighted with a mining of the video

cameras.

Coocup Intimacy of the risks of the control of the

ANSWER THE CALL
With Gene Krupa, Roy Eldridge,
guests; Jo Ann Hendrittz, Libby
Starks Ballet, Silvertones, 4
Tones with Don Clark, MartinLohn due

Tones with Don Clara, Marshin-John duo Producer - Director; Gene Star-becker Writer: Fred Mullen 30 Mins., Monday., 8 p.m.

astaining AVE-TV, Louisville

REVIEWS

RAY KNIGHT SHOW Welsmueller, Jonathan Lucas, Harry
With Phyllin Gehrig, Don Welsmueller, Jonathan Lucas, Harry
Kaye Comor, Joan Fields,
Adam Carroll, Frank Signorell
Producer: Michael Cramoy
30 Mins; Trees, 8 p.m.
Witters: Knight, Cramoy
30 Mins; Trees, 8 p.m.
ABC, from New York
Ray Knight Is being sent into
one of the toughest video assignthe Millon Berle show puts the
quipment. Being spotted against
the Millon Berle show puts the
quipment Being spotted against
the Millon Berle show puts the
out in the wilderness and being
practically unheard.
Against some of the other proparatively easy sailing, Knight is
remembred as one of the earliest
schembred as one of the scale the
mad sense of humor and with
ma

more comedic support, the show could acquire a great measure of recognition.

The state of the s

ST. PATRICK'S DAY
With Joe Mulvihill, Paul Hodges,
Bob Dule
Bob Du

WEWS also showed 15-minute film of parade later in the evening. Mark.

COFFEE WITH THE CARTERS.

With Arnold Wilkes, Elleen Handler, and the state of the control of the co

AT OUR HOUSE
With Jim Dexter, Edic Dexter, Jim
Andelin
Producer-Director: Jack Gibney
15 Mins; Fri., 8:30 p.m.
HOOVER VACUUM CLEANERS
WENR-TV, Chicago (Leo Burnett)

This show represents an attempt to portray family life and difficul-ties in a Blondle and Dagwood ai-mosphere. Premiere catches the married Dexters up against in-come tax problems, which are finally solved by brother-in-law Jim Andelin.

Andelin.

There is nothing wrong with this show that adult directing couldn't cure. Televiewers ears take a good beating from excessive shouting. Income tax crisis is magnified out

Income tax crisis is magnified out of proportion in an attempt to gain audience sympathy, and the net result is overly slambang. Jim Dexter as the harassed husband tries too hard in part, drawing winces instead of chuckles from viewers. Wife Ede Dexter handles her role capably, but occasionally gets a trifle too arch.

Best performance is by Jim Andelin as the good-natured villain who comes through with surprise solution to Desters' financial worries, Musical theme which starts and finishes program is good friendly fare.

starts and minimum friendly fare.

Commercial is manual demonstration of vacuum cleaner, tied into script by gag. Andelin delivers neatly, although camera is off-center on close-up shot of product.

Mart.

seen seen Sunday at 9:15 p.m.

10 Reheraral Gall' as its name implies, takes the viewer, badded implies, takes the viewer, badded implies, takes the viewer, badded in the contagious, sinformality, it shows how the ligsaw puzzle that makes video so fascinating is put together. Everyone connected with tagester. Everyone connected with together. Everyone connected with the proposed of the contagination of th

HILLEN HOLLIS
HELLEN HOLLIS
HELLEN HOLLIS
HOLLIS
HELLEN HOLLIS
HOUSE
HOU

Tele Follow-res C-Tele Follow-up Comment

Ha many subplots and confusions in notwithstanding, "Dinner at a run pacific with the providing a shit and toines" on Sunday night (20) at least revealed that Philoc had a run pacific with the process of the providing and the first pacific with the providing that they are the providing that they are the visit with the providing that the providing the visit with the providing that they are the providing the visit with the providing that the providing the visit with the providing that the providing the visit with the providing the visit with the providing that the providing that the visit with the providing that the visit wit with the providing that the videntity is under the videntity th

Matteson, as the mother, was excellent.

The production was particularly fine, and that goes for the finely fine, and that goes for the finely fine, and that goes for the finely costuming of the women performers and the descriptive camer.

This was the first time that a current bestseller was done on telestance of the control of the c

"Studio One" presentation on John Balderators "Berkeley Square" last Sunday (20), with Leuen MacCrath and William Leuen MacCrath and William And Studies (20), which was been supported beauty of the original. Joe Liss' adaptation for video never quite adaptation for video never quite adaptation and the camera work was even more sermits. Somehow was even more sermits. Somehow was even more sermits. Somehow perfection with these "Studio One" productions, but it was strictly an off night as far as "Berkeley of a night as far as "Berkeley of a night as far as "Berkeley of night as far as "Berkeley of the service of the

Credit Miss MacGrath with an excellent performance. Both in voice and understanding, she was admirably suited to the part. But on both of these counts Prince fell-

Ed Sullivan integrated himself into his show last Sunday (20) more than he usually does. He un-limbered enough to take part in Bobby Baxter's nervous magician act, serving as foil for some of the comic prestidigitator's gag triberts.

the comic prestidigitator's gast cricks.

Petite Connie Haines clicked on the vocais. A looker with on the vocais. A looker with control of the control of the vocais of t

Chevrolet on Broadway pitched to the control of the

Lambs' Gambol on Sunday (20) of dipped deep into the catalog of do burlesque routines. Surprisingly, these bits held up well especially the state of the surprisingly, these bits held up well especially the surprisingly, the sunday of the sunday of the surprisingly, the sunday of the su

is a superior of the superior of the surface of the

# **Inside Television**

Almost everything WPTZ (NBC), Philadelphia, didn't do at the figure stating exhampionships last week it did this week (19) at the intercolor symmining finals from Princeton. All the information lacking for the viewer at the ice event was supplied at the aquatic meet and the camera work was better.

One question understand the control of the control

Jean McBride, thesping newcomer who appeared on ABC's "Holly-word Screen Test" last Sunday (20), hit the program's jackpot the following day when Bryan Foy, Eagle Lilon producer, inked her to a film pact on the basis of her TV performance. Miss McBride was cast in Foy's next film, "Port of New York."

in Foys next mim.

Klass Landsberg, KTLA topper on the Coast, has nixed the sponsorship of "follywood Opportunity," by Harrison Productions. Landsberg decided against Harrison Productions sponsoring, in spite of much 
needed coin, because of the contract of the contra

# TV Bites Dog

TV Bites Dog
Ghicago, March 22.
Tele stations are really
straining to find new audiences
these days. Three separate
screenings of international
Kennel Club finals, March 2627, will find WBKB, WNBQ
and WGK-TV searching for
Chi dog-lover viewers.
WESH-TV viewers will find
denselves barking up wrong
denselves barking up wrong
the service of the servi

#### Schofield's DuMont Post

Arthur G. Schofield has been named manager of the advertising and sales promotion dept. of the DuMont network, succeeding Wade Thompson, whose resignation is effective April 15.

Schofield was formerly in charge of radio and video at the Joseph Loewenthal advertising agency in Philadelphia and had served as sales promotion manager of KYW, Philadelphia, and held a similar position with WFIL, Philly.

# **Tele Chatter**

New York

Austin Huhn, formerly with the N. Y. Daily News' WPIX, tapped as Austin Huhn, formerly with the N. Y. Daily News WePX, tapped as a new WATV director by program chief. George Geren. .. Bill. Cook. Incl. George Geren. .. Bill. Cook. Incl. George George and the control of the control

for Television Highlights resigned Friday (18) to become veepee in charge of TV for Flamingo Films Bob Smith's NBC-TV "Gulf Road Show" may switch format using a permanent cast and one guest.

Myron Kirk, Kudner Agency's veepee in charge of TV, licked virus germ, after being out several days.

Hollywood

Hollywood
KLAC-TV has added "Mickey
O'Day," wentriloquist program, to
O'Day," eathring ventriloquist
of Gienn Gregory, will kick of
Monday ... Camel ciparets and
spots weekly for 52-weeks, over
KTSL. Camels starts April 6 and
KTSL. Camels starts April 6 and
Fierce has been set, as stage manager of KFI-Yu and Frank Lanager of KFI-Yu and Frank Lanas makeup artist ... Television
(Continued on page 38)

#### Des Moines Ready By '50 If FCC Unfreezes

Des Moines, March 22. Facilities to bring network tele vision programs to Des Moines will be ready late in 1950, according to J. H. Wilson, district manager for Northwestern Bell Telephone. But radio stations here wit. television applications on file with FCC aren't sure it means TV for Des Moines next year because of the freezing of applications by

The five Des Molnes stations The five Des Molnes stations that have applications pending are WHO, KRNT, KSO, KIOA and Tri-States Brandeasting CO. So far as is known there will be four channels allocated. WHO has purchased a quantity of TV equipment and has announced it will be on the air with television about six months after a construction permit is granted.

The stations in Jove WOO.

mit is granted.

Two stations in Iowe, WOC,
Davenport, and WOI, Ames, are
the only two that have construction permits to date. WOC beleves it will be in position to go on
the air: in August or September of
this year. No indication of plans is
available at WOI.

#### **New Tele Business**

Cripps, of Detroit, retail clothier, has purchased a 10-minute sports qual-rogram to be telecast over WXYZ-TV for 28 Wednesdays beginning March 23. It will feature outstanding athletes who will answer questions posed by the viewers.

Philoo Distributors, through Wil-liam Donman Agency, have pur-chased a one-minute weekly an-nouncement over WXYZ-TV, De-troit, effective last week. The se-ries will run 13 weeks.

WBKB, Chl, pacted announcements for Lucky Strike through N. W. Ayer agency; and Ronson Art Metal through Cocil & Presbrey agency.

WNBQ, Chl, announces one min. transcripts for Florsheim Shoe through Walter Rubens agency for 13 weeks.

13 weeks.

WGN-TV, Chi, announces 13
weeks, three times weekly, of 15
min. film for Motor Club Service
through Agency Service Co.; announcements for Hotôl Sherman
through Ruthrauff & Ryan agency;
Allen DuMont Labs through Buchaman agency; Frederick Herrschchaman agency; Frederick Herrschgency; Librough Phil
Gordon
sency; Librough Phil
WGW-TV-TUME.

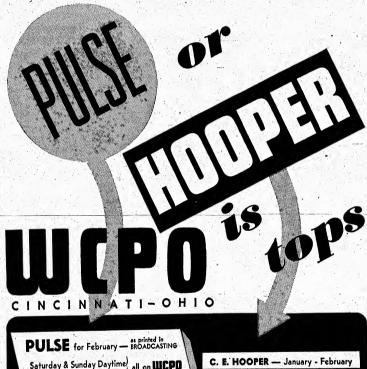
and Chi Tribune.

WGN-TV, Chi, new sponsors include U. S. Rubber Co. buying 13 weeks of "Lucky Pup," and Popside Sponsoring same show for 52 weeks, Stark Piano Co. buying 10 a week 15-min. series with Don Artiste in "Piano Parade."

WTMJ TV. Willystee

Aruste in "Piano Parade."
WTMJ - TV, Milwaukee, announces Milwaukee Better Laundries will sponsor "Helen's Hint Shop," five min., once weekly, through Loise Mark & Associates.





Saturday & Sunday Daytime all on WCPO 4 Highest 1/4 Hour Ratings

-13.3THE SHADOW HOUSE of MYSTERY -11.5DETECTIVE MYSTERIES - 10.8 -10.8QUICK as a FLASH

WCPO Mon. thru Fri. 8:00 A. M. -26.9 24.0 14.6 12.8 0.8 19.4 12:00 Noon Sunday 12:00 Noon 29.4 23.0 13.8 12.6 15.0 2.5 6:00 P. M. Saturday Daytime 8:00 A.M 18.2 6.8 24.9 17.8 12.4



A Scripps-Howard Radio Station Affiliated with the Cincinnati Post . . .

ШСРО

Cincinnati

REPRESENTED BY THE BRANHAM CO.

# **Non-Baseball Stations Prep Formats** To Combat Inroads on Audience

lett. — Revolt 601f— Cene King, program mansger of WODP, ABC affiliate in Boston, for example, is extending the opera-season an additional six weeks, using recorded operatic programs in the anne Saturday time segment in the anne Saturday time segment keep the spirit of the Met series, an intermission speaker is being used. Idea is to hold on to the specialized audience built up by the Met.

specialized audience out it pry the specialized audience of the special of the sp

Problem of how to buck baseball WNEW's "nummer service" which was promoved by Norge last year, and was promoved by Norge last year, astions, particularly network outlets.

Gene King, program manager of beech and tide reports and where-

beach and tide reports and whereogs suggestions.

An on-basethe big problem Cott said. "is
not looking the sports fans during
game time, but getting them back
after the game. One reason we've
scheduled Jimmy Powers' sportscasts at 7-45 p. m. cross-the-board
is to get the fans in the habit of
coming back to our wavelength."

#### WFTW's New AFRA Pact

Fort Wayne, March 22.
WFTW, Fort Wayne, recently signed a contract with the Fort Wayne local of the American Federation of Radio Artists, calling for basic wage increases of \$2 to \$5 a week

week.
Contract also calls for an expansion of fee schedules for special services, and improved working conditions, and is for one year, with a reopening clause on wages at the end of six months.

Tel-Air's Det., Chi Setup. previously existing audiences.

Stations carrying bayeshal point to Teal-Air's Bet., Chi Betup. Stations carrying bayeshal point to Teal-Air's Det., Chi Betup. Teal-Air's

# WWJ-TV first television station in Michigan, Is firmly stamped on the minds of Detroiters. More than two years of daily opera-

tion have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better

commercial adeptability. With such ton-rated television features

as Detroit Tigers baseball University of

Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are

assured the largest audience, as well as the clearest reproductions on the screens of the more than 35,000 television sets in the Detroit market.



FIRST IN MICHIGAN ... Owned and Operated by THE DETROIT NEWS National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

#### VARIETY 6 Japs, 4 Koreans In U. S. Training Course

U. S. Training Course
Six Japanese and four Korean
broadcasters will be given a five
broadcasters will be given a five
casting techniques through a special
project administered by the
Bureau of Applied Social Research,
include newcasters, station managers, program directors and other
includen expeciates and interning at
formal courses and interning at
various local stations. They will
then travel in pairs to both educastross the country. They were
selected for the training by U. S.
authorities in Japan and Korea.
The project is being insunced by
Rockfeeller Foundation. The
Bureau of Applied Social Research
is associated with Columbia
social selection of the selection of the columbia
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social selection of the sel

#### NBC Figures Heidt Can Again Snare Summer Weekend Homecomers

Weekend Homecomers

Move of the Horace Heidt NBC
airer back to its original 10-30 p.m.
Sunday time starting April 24, thus
airer back to its original 10-30 p.m.
Sunday time starting April 24, thus
bucking Jack Benny, is also cued
to a decision to keep the show on
during the summer. It's pointed
out that the Philip Morris-sponduring the summer. It's pointed
out that the Philip Morris-sponduring the summer. It's pointed
out his the property of the summer from
listeners returning from weekend
reactions.
In the 10-30 slot Heidt racked up
a 10-2. Hooper, highest ever garstrain of the summer from
lead to the summer from
le

#### Chi's WMAQ Cops Three Prizes Within Two Weeks

Chicago, March 22.
WMAQ is puffed up over three prizes awarded in past two weeks. The latest was second place winner in Eigin Watch Co. promotional contest for all NBC stations airing Eigin's 1948 Thanksgiving and Christmas programs.

Eigin's 1948 Thanksgiving and Christmas programs.
Earlier, "It's Your Life," free-a-week public health airer, received the City College of New York award for the "outstanding radio program of 1946." Same show also collected the Bronze Medal Award of annual N. Y. Adversising Award School of the College of the Co

#### Feltis Exits in Advance

Fellis Exits in Advance
Hap Bellis, Broodest Measurement, Broodest

# Det.'s Citizen of Week

Det.'s Citizen of Week
Detroit, March 22
Detroit's "Cilizen of the Week"
gets recognition now as the result
of cooperation between WXYZ-TV
of the comparison of the Week"
Initial award ree Press,
Initial award ree Press,
Initial award and initial the comparison of the March
attent show. First "Citizen of the
story of the Chryster Corp. He was senof the Chryster Corp. He was sentented for administering ald to vicinities of the B&O train holdup last
March 8.

# **Closed-Circuit Surgery**

Washington, March 22.
Washington Evening Ster video station, WMAL-TV, gave top baby doctors of the country a look-see via television at three major operations when it televised surgery over a "closed-circuit" for the mid-relation and control of the control of t Washington, March 22.

#### Pacific N'west Brewery In Top Coin Splurge As Aid to Motorists

Seattle, March 22.

After many years of sponsorship of a radio program for garden lovers, the Olimpia Brewing Co. Olympia, Washi, has turned to motorists and the problem of safebrewing company will launch one of the biggest spot announcement campaigns ever scheduled in the Pacific Northwest. The announcements, approximately 216 a week, state radio stations, including four each in Seattle and Spokane.

The spots are built up around Seattle, March 22,

each in Seattle and Spokane.

The spots are built up around the familiar beep-beep used by drivers on the road in expressing thanks to another driver for extending some traffic courtesy. The signal itself, in conjunction will be the words "Thank You," will precede and close each spot, The entre series will be kept up to data the series will be kept up to data the

by arrangements with radio stations to allow amounters on duty that the control of the control o

#### WCPO-TV, 3d in Cincy, Set to Bow on June 14

Set to Bow on June 14
Trailing Wi.WT. Chery's first levision station, by 14 months, WKKC-TV, which started test patentially April 4, managing director Hulbert Taft, Jr., announced.
WCPO-TV is to begin operations June 14 as the third local video WCPO-TV is to begin operations June 14 as the third local video WCPO-TV is to begin operation June 14 as the third local video WCPO-TV will have waters, manager, and vice-president of Scripps-Howard Radio, Inc. At the same time, Watters declared that WCPO-TV will have declared that WCPO-TV will have the work of the work of

#### Gabel's RAC TV Post

Martin Gabel, radio and legit actor-director, has been signed as television director by Radio Artists

Corp.
RAC chief Bernard L. Shubert RAC chief Bernard L. Shubert is now setting up a group of new TV packages, including a show for the American Guild of Variety Artists, a Don Ameche program, an Igor Cassini program and "Ad-ventures of the Falcon."

# AFRA, KLIF COME TO TERMS

Dallas, March 22,
The American Federation of
Radio Artists and KLIF here have
agreed to a contract involving pay
hikes.

hikes.
Contract talks started after KLIF
agreed to hire Jack Colby, announcer fired after the guild won
an NLRB election,

Columbus—Juanita Wilcox appointed manager of promotional activities for WLW-C, Crosley television station here. She leaves WHKC as director of continuity and promotion after three years. Formerly site served as flack chief of WCOL. Station bows March 27.

#### Ted. Doris Steele Set As WMCA's New 'Mr.& Mrs.': Straus' Son Exits Station

WMCA, N. Y., which owns rights to "Mr. and Mrs. Music," has completed negotiations with Teach and Doris Steele to take over the show when Bea Wain and Andre Baruch exit the Indie April 13.

Baruch exit the Indie April 18.00 Steele, whose disk lockey show is now heard from 10 to 11.45 sam; cross-the-baard, will be given an extension of time, starting the number of the starting the husband; and the starting the program as a guest seed, her husband is a seed to be producer on her own, has been producer on her own, has been producer on the row, has been producer on the row, has been producer on the program as a guest seed times and her joining the series would allow WMCA to capitalize on the heavy promotion it has given the program of the progra

Merie Pitt, veteran radio orch leader, has been signed and station will build an instrumental group around him. Johnny Guarnieri, Rufus Smith and Jerry Shard will also head up small combos.

also head up small combos.
Irving Straus, son of the station
prez, last week left WMCA's sales
staff to conceintrate on his tropical
fish business in Harrison, N. Y.
Another son, R. Peter Straus, remains as special events director
and office manager and Mis.
Nathan Straus remains as director
of educational and children's programs.

#### WIP GETS PHILLY BEAT ON CARFARE HEARING

Philadelphia, March 22.

Philadelphia, March 22.
WIP got another beat on the
town this week with the exclusive
broadcast of a Public Utilities Commission hearing on a carfare rise.
Sam Serota and a picked special
events crew set up equipment for
the first radio coverage of a PUC
hearing, in Common Pleas Court,
City Hall. Mikes were placed on
Camberly and the common pleas for
the common pleas for the
cambiner, before counset for
the created parties and in the winess
box.

box.

Demands for an emergency fare rise by the Philadelphia Transportation, Co. is of general interest here and WIP took everything on tape and ran highlights on all open daytime, Wednesday and Thursday (16 and 17).

#### WOR Ups O'Connor

In keeping with its policy of moving AM personnel into TV posts, Robert J. O'Connor, writer-editor of the WOR, N. Y., news-room since 1945, has been named sports director of WORTV. He'll report to Dave Driscoll, news and sports of the control of the MOST of the WORTV. He'll with the work of the WORTV. He'll report to Dave Driscoll, news and sports of the MOST of the WORTV. He'll report to Dave the MOST of the WORTV.







RADIO MIRROR (April 1949)

# AWARDS for 1948

THIS is the issue of RADIO AND TELEVISION MIRROR which you, the readers, ordered. The ballots on which you voted, during November and December of last year, for your favorite stars, your favorite programs . . .

Your Favorite
WOMAN SINGER
JO STAFFORD

On the Air
CHESTERFIELD SUPPER CLUB, NBC, TUESDAYS 7 P.M. EST
and for
THE REVERE CAMERA CO., ABC, THURSDAYS 9:30 P.M. EST

# **Govt. Eyes Set Price Scramble**

continued from page 29
they have been squeezed, sepection of the business in the hands cally by tie-in sales. They claim, of relatively few retailers. This they have been forced to take would eventually hurt he public, eleviers to obtain television telestion feet the present benefit est. They add that they have been pressured for quick payment, all mough their large competitors are television will continue to be called the continue to the call of the call of the continue to the call of the

This situation exists in Washington. New York, Philadelphia, Chicago, Los Angeles and many other cities.

Principal complaint all over the country, however, is that special discounts are being given to department stores and large retail chains by the radio and television manufacturers. These favored dealers are given the title of "associate distributors," which is support of the country of the special melon cut for them.

(Under the Robinson - Palman Act, price discrepancies — unless

Act, price discrepancies — unless based on lower cost to the sellers —are outlawed.) The overriding discounts to "as-sociate distributors" run about

The overriding discounts to "associate distributors" run about 25% more than the trade discounts to ordinary retailers. In the current market, where sets are being old well below list, or did rarge, that is business murder. When the independent retailer tries to compete, he finds himself selling at cost, or even at a loss. His "associate distributor" competitor has been considered to the special discount—to keep his head above water and make a little profit.

Still another complaint is in situations where manufacturers have set up their own direct factory distribution units, instead of using distribution units, instead of using local jobbers. In some instances, these factory branches have schedules of discounts in which the discounts are not justified on a cost analysis basis. The price spread between the favored and the garney retailers varies by as deep variety retailers varies by as the control of the co

#### Only AFRA

Continued from page 29 video performers themselves taking over control of their own affairs after a period of one year,
AGVA and AGMA are for continuing the 4A's TVA permanently,
with their representatives in
charge.

Nixes TV Members' Merger

Nixes TV Members' Merger Equity also opposes permitting the tele membership to merge with the control of the control of the control of the ground that such an action would in effect give the other union jurisdiction over the video field, but is willing to share control of it with the other unions. AFRA wants to leave this and all other policy matters to the TV performs after the control of the

ers themselves.
Equity would require that the executive head of the 4A's TVA. not be an executive or are relieved to the themselves of the supplies of the supplie

these factory branches have sched-ules of discounts in which the dis-counts are not justified on a cost analysis basis. The price special for the dis-between the favored and the gar-den variety retailers varies by as with no strings attached, just as much as 20%, in violation of the Net result, some gevernment of. Net result, some gevernment of-ficials fear, may be a concentra-

**CONGRATULATIONS TO** "The Girl With the Voice You Won't Forget"

on the occasion of our

# 250th JOAN BROOKS SHOW

From Your CAST and ORCHESTRA



SPIKE JONES, Guests and Adds HIs Good Wishes to JOAN BROOKS for Continued Success on the

#### TOP REGIONAL RADIO COMMERCIAL IN AMERICA

Sponsored by

C. F. SAUER CO., RICHMOND, VA.

Management: BOB KERR-RKO BLDG.-NEW YORK

down, AFRA would probably go along.

along.

AGVA, with a membership of 9,000, is insisting on proportional representation in the makeup of dege over AFRA, with 8,000 members, Equity with 4,000 and Chemsers, Edward 1,000 and 1,000 an

being taken to formulate one.
It was admitted by a member of
the AGVA board last week that although the group opposes certain
aspects of the proposed TVA plan,
the board members had not yet
read more than a few paragraphs
of it. That came out during a special AFRA board meeting on the
subject, with members of a joint
4A's television committee present
the some of the service One of the committee, a member of the AGVA board, made the admission.

#### **SLATE TO COAST FOR BBC** AIRER ON DISNEY FILMS

Sam Slate, program director for BBC in the N. Y. office, leaves for BBC in the N. Y. office, leaves for the Coast tomorrow (24) to pro-duce a half-hour documentary show built around the Walt Disney Pro-ductions. It's for the BBC "Chil-dren's Hour" program. Slate will record the program, both in Los Angeles and San Francisco, and ship it to England.

amp at to England.

He will be joined on the Coastby Warren MacAlpin, who heads
up North American programming
for BBC in the London office.
Latter is currently on a tour of
U. S. and Canada for BBC production ideas.

#### **ABC Sheds Light** Continued from page 28

be developed differently from one for theatre projection. It is hould for the projection to the form the projection of the house of the projection of the house of the projection of the project

operating personn gestions to Back.

#### U. of Minn.

Continued from page 29 another from more than 220 non-

KSTP's offer to televise the ames, scheduled for March 24-26, as rejected.

was rejected.

The university also had refused to permit televising of its own basketball games the past season although all of the contests were sold out in advance. It, however, made a deal with KSTP for the televising of football games—all of which were sellouts—last season. No contract has been signed yet for next fall.

In the present instance, the uni-

for next fall.

In the present instance, the university officials put the responsibility for the no-televising on the state high school league which "runs the tournament" and which, they declare, voted against televising. An investigation is now under way.

#### Pike's WJBK-TV Post

Detroit, March 22. Lanny Pike has been appointed pervisor of television operations WJBK-TV, it was announced by ichard E. Jones, general manager chard E. Jones, general manager WJBK and WJBK-TV.

Pike formerly was exec tele producer of WXXZ-TV in Detroit.
Previous to that he was staff director of WTMJ-TV, in Milwaukee, Pike began his radio exercise in serving 1935 at WRDO, Augusta, Me.

#### **Tele Chatter**

Continued from page 31

Film Producers Assn. and Screen Writers Guild will begin contract negotiations this week. Meetings will be held in the SWG offices... KTTV has inked a cooperative deal with Pasadena Playhouse whereby station will telense special stage productions set up by the playhouse. KTTV will tele-vise one play per month from its own studios.

#### Chicago

Morris B. Sachs Amateur Hour simulcasted Sunday (20) via WENR-TV for first of 52-week series . Chi AFRA to present television satire June 11 at annual antics . Illinois governor Adlai Stevenson guested by newscaster Clitton Utley over WABQ . . . Anwer man John Kleran miade debut scientian satire June 1 M annual saties. ... Illinois governor Adial Stevenson guested by newscaster Citren Ulley over WASBQ. ... American June 1 M annual saties and the saties of the

#### WBAL

Continued from page 28 goes for all the major TV

kets) to embrace video. After a year of experimentation, however, Hutzler's has come up with formula that may well set a pattern for the future.

alred in June, is based on a word citon." put together by Pam Johnston, a store employee, who allowed the running commentary, and utilizing its own models and merchandizing wares. A 15-minute program cued to the season and fashionable trends, it comes of so lagentously that it's packed with the showmanship, yet adds up to a specific program cued to the season and fashionable trends, it comes of so lagentously that it's packed with the showmanship, yet adds up to a specific program cued to the season and fashionable trends, it comes of so lagentously that it's packed with the showmanship, yet adds up to a specific program of the shown of the shown

maximum show values).

In its "Hi Jim" nontime AMTV simulcast program, with its
free-way talent spread featuring
ex-sports-uncouncer-turned-comedan Nick Campoletia and singers
an Nick Campoletia and singers
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NBC talent development idea seriNBC talent development idea seriNBC talent development idea seriseries of the state of the state of the state
of the state of the s

**Battle Hooper** Continued from page 28

whether they have a TV receiver or not. By doing this outlets estimate only 1.2 video homes will be reached each Ib-minute period. The reached is opposition to the census along the same lines as Witt. Kinute in the same like to have a feature and audience reaction but feels it must like to have a feature in the separate of the countries. The reached in the re

#### WBBM's Morey Promotion Cues Shift to Low-Cost Musicals to Combat TV

Musicals to Combat TV

Promotion Chicago, March 22.

Promotion of Web Trougher AlMorey to lot of Web Trougher Almore the combat Chi's fast growmore to combat Chi's fast growmore

#### O'Halloran's 12-Year Det.-Chi Round Trip

Detroit, March 22.

It took annonneer Hai O'Hailoran 12 years to complete a round
trip between Detroit and Chicago
stations.

stations.

He returned to Detroit Monday
(21) as enicee of CKLW's "Dawn
Patrol" platter and chatter program, Twelve years ago, he left
CKLW for a job with Chicago's
WI.S.

WLS.

During his 12-year-stay at WLS, he emceed the coast-to-coast National Barn Dance show.

#### **CBS** to Stress

Continued from page 27 =

aired in June, is based on a world

BUFF'S 16,291 SETS Buffalo, March 22. Total of 3,134 new TV Installa-ons were made here during Feb-

ruary.

This brings the total residential and commercial sets in use to 16,-291.



"On an Island with You" Mgt.: LOU CLAYTON

#### AGENT WANTED

Top radio comedy writer now with hig network show wants agent who is aggressive and on the hall the personalized service. Write Box 246, 154 W, 46th St., N. Y. C.



#### **Britishers Find Yankee** Twang Better'n BBC. Sez Radio Lux's Mpls. Jockey

Radio Lux's Mpls. Jockey
Minneapolis, March 22.
Ralph Moffatt, localite who became a European with the last proposal interest of the last proposal interest don't care too much for the stuffy and superior the stuffy and superior last proposal interest, and that he has received letter the easy going Yan-be voice makes them nostalgic about the American troops who will be a superior interviewers here he harvest some 1.000 fan letter's a week. He says he's temptet ment to compress the superior interviewers here he harvest some 1.000 fan letter's a week. He says he's temptet ment to compress the superior interviewers here he harvest some 1.000 fan letter's a week. He says he's temptet ment to compress the superior interviewers here has not superior interviewers here he harvest some 1.000 fan letter's a week. He says he's temptet ment to compress the superior interviewer of the superior inter

#### **Detroit Spring Training** News Aired Over WJR

Detroit March 22 Harry Heilmann, WJR's baseball Harry Heilmann, Warrs baseball announcer, has started a weekly summary of news direct from the spring training camps. The half-hour broadcast is being heard until start of the regular baseball sea-

son.

WJR's sports director. Van Patrick, supplemented Hellmann's reports with local baseball news. Patrick will share the Detroit Tiger broadcasts and telecasts with Hell-

broadcasts and telecasts with Heli-mann this year.
Goebel Brewing Co., through Brooke, Smith, French & Dor-rance agency, is sponsoring the spring training series. As in the past, Goebel will sponsor broad-casts and telecasts of the games over a web of other Michigan sta-tions.

#### EDUC'L B'CASTERS CHI MEET

EDUVIL BUSINESS CHI MEET
Chicago, March 22.
Educational Broadcasters Conference is skedded for Chicago
Oct. 18-20 with better than 2,500
expected to attend, 700 more than
the 1948 turnout.
Sherman Hotel is the site.

#### CBS Gets Fort Wayne Outlet After 14 Years

Fort Wayne, March 22. WANE, Fort Wayne, joins CBS WANE, FORT Wayne, Joins CHS on April 1.

It will mark the first time in 14 years that the network will be heard over a local station. WANE has 250 watts power.

#### 4 A's Kills AFRS Plan For Nation-Wide Vidshow

Hollywood, March 22. Associated Actors and Artistes of America has scotched Armed Forces Radio Service plans for a nationwide video show to be presented on Army Day, April 1

sented on Army Day, April 1.

The local AFBS reserve unit went to Hollywood Co-ordinating Committee to obtain take to obtain the committee was informed by Four A's that guilds do not want talent appearing over television on kinescope, because the system of recording, to date, has been extremely "unkind" to thesps in projecting their likenesses.

nesses.

The reserve unit planned to record program on a closed circuit video chain and ship show to stations throughout the country. Unit now has narrowed plans to production of a live program for Los Angeles only.

#### Rosenstock Heading New Musical Package Unit

Missical Package Unit
A new video packager, New York
Television Productions, is specialining in intimate 13 and 30-minute
musicals, including revues, variety
and book shows. Director of the
outfit is Milton Rosenstock, musical
infector of the legiter "High Buldirector of "Finlant's Rainbow," "On
the Town," "Billion Dollar Baby"
and other Broadway musicomedies.
Live auditions were held recently in the Barbizon Plaza thercently in the Barbizon Plaza
Martin, Lorenor Puller, Betty Abbott and others taking part. Coly
Martin, Lorenor Puller, Betty Abbott and others taking part. Coly
Ruskin directed and Leonard
Strausberg was production assistant.

## WOWO Prens for TV

Fort Wayne, March 22. WOWO, Westinghouse station in Fort Wayne, is planning to operate a television outlet here, having asked the FCC for Channel 2 ing asked the FCC for Channel 2. The firm plans to build a 548-foot tower and antenna in the south-eastern section, to cover more than 4,000 square miles in Indiana, Ohio and Michigane has WBZ-TV in operation in Boston, and applications for video stations in Pittsburgh and Portland, Ore.

#### DICKER UA RELEASE ON 'BREVITIES' VIDPIX

Hollywood, March 22. Sam Coslow, George Frank and the Nassour Bros., producers of television musicals, "Hollywood Brevities," are negotiating a deal with United Artists' video depart-ment for distribution of pix. With 25% distribution cut for UA, pro-

ment for distribution of pix. With 25% distribution cut for UL pro-25% distribution cut for UL pro-of getting their money back from UA's present coverage of tele sta-tions. Average cost for the two-person of the two-person of the two-person of the two-summer. It's planned to use the summer. It's planned to use the summer it's planned to use the summer. It's planned to use the throughout, including Lina Romay, Trudy Marshall, Gene Baylos and Derry Filligant, adding others as Deeperson of the direc-tor's chair. First pact will be for 13 weeks. UA is setting slate on a vertisers in each territory.

#### Juanita Wilcox WLW-C Post

Juanita Wilcox WILW-C Post
Columbus, O, March 22.
Juanita Wilcox has been named
manager of promotional activities
for WILW-C. Columbus television
station of the Coosley Corp., which
plans to begin broadcasting video
regrams March 27. She directed
continuity work at WCOIL, Columdirector of continuity and publicity
for WHKC, Columbus, for three
years.

# State Dept. to Farm Out Disked **Documentaries to Private Agencies**

#### Strindberg Short Story For TV Films Via Media

Media Productions, a recently formed film production outfit headed by John Houseman and Howard Teichman, has negotiated a deal whereby it will film for

deal whereby it will film for televition a 15-minute dasptation of Strindberg's short story, "The Stronger," Vidalmir Sokolof Twill direct the film, with Valerie Bettis and Geraldine Flugarial doing the Associated with Houseman and Teichman in the firm are Tele News Corp., It was a strong to the companies of the companies of the work of the companies of the companies of the which is the first in a series of 20 different aspects of American life,

#### Army Sending 13 GI's To

Stations for AM Training Thirteen enlisted men will report for duty at radio stations across the country April 1 as part of the U. S. Army's experimental

of the U. S. Army's experimental public relations training program. Aim is to give the GI's three months of on the-slob experience.

The men are part of a class of 35, the first to be graduated from the new public information school that the state of the class of the state of the class of t

The State Dept's International Broadcast Division (12B) is planning to farm out a series of transing to farm out a series of a programs for private agencies on a purchase order basis. At first the broadcasts will be hought individually, but if the plan works out transcribed program project on, a contractual basis.

Specifications for the alterist canacidate program project on, a contractual basis.

Specifications for the alterist number of package houses have altered by the program project on a contractual basis.

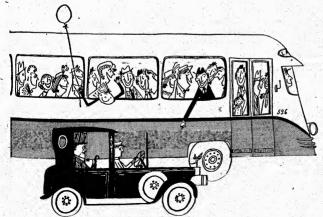
The transcribed program project on, a contractual basis and the program of the program of the program are of the program are of the programs are of a type that the programs are of a type that the limitations of its present satup. According to a Voice spokesman, the farming out plan is atmed at getting the programs are of a type that the limitations of its present satup. According to a Voice spokesman, the farming out plan is atmed at getting the programs are of a type that the limitations of its present satup. According to a Voice spokesman, the farming out plan is atmed at getting the programs are of a type that the limitations of its present satup. According to a Voice spokesman, the farming out plan is atmed at getting the programs are of a type that the limitations of its present satup. According to a Voice spokesman, the farming out plan is atmed at getting the programs are of a type that the limitations of the present satup. According to a Voice spokesman, the farming out plan is atmed at getting the programs are of a type that the limitations the programs are of a type that the limitations of the present satup. According to the program of the programs are of the program and the programs are of the program ar

#### Kids Get WJBK Kudos In Traffic Safety Program Detroit, March 22.

Traffic safety to the March 22.

Traffic safety to the March 21 is the the safety to the March 21 is the the safety of the safet ment citation from

# It takes a lot to cost so little!



WBBM has what it takes to cost less than any competing Chicago station. Because it delivers so much more!

A LOT: WBBM builds and produces more of the "most popular" local shows than any competing station. Right now. 9 out of the 10 top-rated local daytime programs in Chicago are on WBBM. (And the tenth is a tie.)\*

FOR LESS: Because WBBM's local originations capture far bigger audiences, they deliver each prospective customer for your product at far less cost than the local shows of any other Chicago station.

To get more listeners at less costbuy WBBM... Chicago's most sponsored station for 23 consecutive years.

\*Pulse of Chicago, Nov.-Dec. 1948

WBBM

# 'Hustle & Go' NAB Meet

engineering sessions actually begin, An important meeting of FM mem-Thursday, April 7, and continue here of NAB will be held on this through Saturaday, wild to pieched and the session of the convention on the sgenda. While highly tech-nical for the most part, the pro- at the management level, with dis-gram includes discussions on re-cent broadcasting developments at gl employer relations and community interest to radio people generally.

interest to radio people generally.

Among these will be a progress report on the use of the ultra-high frequency band in television by Dr. Thomas R. Goldsmith, Jr., research director of DuMont. The report will take up reception problems in the UHF band, the status

#### Tom Clark's NAB Role

Washington, March 22. Washington, March 22.
Attorney General Tom Clark
heads the roster of government
officials who will address the
27th annual convention of the
Attonal Asson of Broadcasters
next month in Chicago. Clark
will be principal speaker at
the April 12 luncheon. He will
talk on small business aspects
of-radio.

Wayne Coy, chairman of the FCC, will address the conven-tion on April 11.

of receiving and transmitting equipment for UHF, and an allo-cation plan for UHF stations.

Other papers will deal with foonoscope film pickup systems, kinescope recording, operation of the image orthicon camera, recent advances in facsimile, and develop-ment of superpower FM stations.

ment of superpower FM stations. The management half of the convention begins Sunday, April 10, and continues through April 13. On the first day, the unaffiliated stations will convene, and it is expected their sessions will be the invelled of the convention, for it is independents who have been feeling alse pressures from all feeling alse pressures from all the convention of the convention of the convention of the convention of NAB, with the afternoon devoted to sales problems.



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-tocoast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI

Tuesday morning, the convention will take up station public relations at the management level, with dis-cussions on programming news, employee relations and community activities.

activities.

The afternoon will be given to discussions relating to the North American Regional Broadcasting Conference to be held in Canada next September, Broadcast Music, Inc., Broadcast Messurement Bureau, and other Industry problems.

reau, and other Industry problems. Wednesday, television will hold forth, with more attention given the medium than at any previous NAB gathering. On this last day of the convention, it is expected that broadcasters will be given the last word on expansion of the medium after the freeze is lifted.

dium after the freeze is lifted.

Programs for the engineering conference have been malled to NAB members. The agenda for the management sessions is expected to be completed this week.

#### **Followup Comment**

Continued from page 26 = hegira, Fletcher Markle has entrenched the program on a sure Gotham footing.

Developers.

Cerebral palsy, its critin, effect and possible cure, got a dramatic workout via "The Kid Next Door" starza on WMCA, N. Y's public on Friday. Ullan Inght's alting. Though primarily a clinical item, Though primarily a clinical item, alten Boret's script bore the stamp of authenticity insamuch as malady. A competent cast contribed moving performances that andoubtedly held listeners, attended the context of program.

For dramatic purposes the case

ested in context of program.

For dramatic purposes the case history of the Parkers was employed. Young parents are panicked when their youngster to the part of t

#### **WOV Decision**

= Continued from page 24 = have so many applications arisen in connection with efforts to sell a station. Even before the multiple station arisen to the station arisen to the station arisen to the station arisen to the station to sell wo'v to the Mester Bros. Because of the war, het later withdraw-the-application, explaining that he had been asked by the soverment to retain the station sowerment to retain the station foreign language and the station of the station

Supreme Court but the FCC was upheld.

Supreme Court nut the Fun was uphated, then filed to transfer the station to his brother-in-law, Harry Henshel, presy of WOV and part owner of WNEW. O'Dea, a 10% stockholder in WNEW, then filed for an industrion signatus the transposed of the station of the sta

#### Richards

decision to clear out, although not financially, from operation of his stations. But the Commission has left the door open to pursue its investigation, if the plan of transfer doesn't fill the bill. The agency will not buy, it was reported, any arrangement in which there is not be no monutantle of news on the no monutantle of news on the three stations.

three stations. Wheeler said the request for continuous case being made "not for the surpress of the statistics," arise from Richards Illness. Hence lossed affidavits from two physicans which, he said, make it "abundantly clear... that the holding of the scheduled hearings will imperil Mr. Richards' life."
Wheeler stated that Richards Wheeler stated that Richards

ing of the scheduled hearings will imperil Mr. Richards' Ilfe."
Wheeler stated that Richards requestly old friends he planned to rective on his 60th birthday. The state of the state of the state of the state relates the state relates in his health which compelled his return to Palm Springs he had planned to attend a celebration in Detroit to attend a celebration in Detroit to the state of the

#### N.Y. Labor Continued from page 27

of Musicians, and other unions and

of Musicians, and other unions and Eurifica.

Opinion among radio labor reps Eurifica.

Opinion among radio labor reps was divided, with some pointing out that in certain situations union to the state of the secure a uniform contract but the stations turned down the proposal stations turned from the stations turned to great in Los Angeless and Chi, however, AFRA cheeks and Chi, however, AFRA does have uniform pacts with standers have uniform pacts with stations more greatly different stations in New York City the stations more greatly different stations in the stations of the station

situation is more complex with stations more greatly differen-tiated. Uniform deals, it's pointed out, have both advantages and disad-vantages for the unions. In some cases, organizers reason, pro-labor stations can be held back by other stations. But in other instances, it's argued, anti-labor toppers can be swayed by more moderate forces.

it's argued, anti-labor toppers can be wayed by more moderate by more moderate construction of the property of

government to retain the station under his control because of the WCAU staff for the last eight applied to sell the outlet to the Mesters but the transaction with the WCAU staff for the last eight applied to sell the outlet to the Mesters but the transaction will be with the WCAU staff for the last eight applied to sell the outlet to the Mesters but the transaction will be will be with the WCAU staff for the last eight applied to sell the WCAU staff for the last eight applied to sell the WCAU staff for the last eight applied to sell the WCAU staff for the last eight applied to sell the WCAU staff for the last eight applied to sell the WCAU staff for the last eight applied to sell the WCAU staff for the last eight applied to sell the WCAU staff for the last eight applied to sell the WCAU staff for the last eight applied to sell the will staff for the last eight applied to sell the will staff for the last eight applied to sell the will staff for the last eight applied to sell the will staff for the last eight applied to sell the will staff for the last eight applied to sell the will staff for the last eight applied to sell the will staff for the last eight applied to sell the will staff for th

#### CIRCLING THE KILOCYCLES

Jacksonville, N. C.—Lester L. Gould, owner of WJNC, has returned from the Carlbbean after covering Second Marine Division manueuvers for the Tobacco network. He made several wire-recorded broadcasts featuring Marine Corps brass for the net.

Rome, N. Y.—Louis A. Barile, for five years a staff announcer at WIBX, Utica, is now a disk jockey at WKAL here.

Greensboro, N. C.—WMIT (FM) held open house in its new studlos in the Charlotte News building March 2. This was its formal open-ing although some programs have originated here for several weeks. Station is owned by Gordon Gray, of Winston-Salem.

Atlanta—Two new faces have been added at WCON, ABC outlet here, owned and operated by Atlanta Constitution, W. Dean Kaye Canadian-born speler, has joined announcing staff. Ed J. Hennessy former advertising manager of WRBL, Columbus, Ga., station, has joined WCON'S sales stat.

Wilmington, Del.—Eddle Lee singer-pianist air veteran, ina joined WAMS and WAMS-FM as chief of production in charge of live shows and special events. Bob Brodie, former newspaper man, has been added to the staff to head up public relations.

Hartford—Ralph S. Silver, Jr., has moved from his post of sales-man in the commercial department of WTHT here to seat of station manager of WLNA at Peekskill, N.Y.

Buffale—WEBR, Mutual outlet here, will be represented by the Katz Agency effective April 4.

Chicago—John Blair & Co., sta-tion resp. picked up two more ac-counts in Texas. KWFT., Wielitia Falls, and KEPO, El Paso. Falls, and KEPO, El Paso. Though Hills and Adver-tising, Inc., New York, has ordered five chainbreaks weekly on WXXZ for 13 weeks. Sweets Co. of Amer-ica, through Moselle & Eisen Co., one was a constant of the control of the weekly on WXXZ for 10 weeks.

St. Louis—A new AM station, KWRE, Warrenton, Mo., began broadcasting last week. Remote studios have been established at Washington and St. Charles, Mo. Les Ware, Formerly with KXLW, St. Louis county, is gen. mgr.

Louisville — Mrs. George S. Partridge, wife of WINN special events director, is chairman of Town Hall Committee of the Louisville Federation of Teachers, bringing Dr. George V. Denny, Jr., and his "Town Meeting" airing to town, to originate at Memorial Auditorium April 5

Cleveland — Al Henderson, AFRA president, now flack at NBC's WTAM, succeeding Ralph Eckhart.

Pittsburgh—Jane Schuitz has resigned from WWSW staff after more than four years of the first sical Corp. in New Yor Schuller write continuity and do some nouncing for that outfit, which pipes canned music into stores in and around Manhattan . . Sid

# Both CBS, NBC

Continued from page 27 edy scripted by Jesse Oppen-heimer.

A new Cy Howard 30-minute show. Howard already is repre-sented by the top-Hooperated "My Friend Irma" and "Life With Luigl."

A dramatic show cailed "Make Believe Town," about Hollywood. A new Joan Davis comedy show developed by Ackerman.

A period of the control of the contr

Berlin has been taken on as a salesman at WWSW. He takes over the post left vacant when Roy Philson recently switched to KQV . Thomas F. O'Connor, navy veteran and onetime internal resease agent, has joined KDKA sales staff.

#### Abe Burrows

Continued from page 25

pression was that Burrows was headed for the NBC camp. He had been negotiating with the latter network, and, in view of NBC's denetwork, and, in view or Notes ac-termined bid to recapture program-prestige, it was considered a vir-tual certainty that he'd wind up on the Niles Trammell payroll. (It's recalled that Burrows literally wowed the NBC crowd at the web's convention in Sun Valley last fall) convention in sun valley last fail.

Initial Burrows project for CBS
will be a half-hour show for himself which he'll also write. Under
terms of the deal he's also committed to write other programs for

Originally a scripter in radio ("Duffy's Tavern," Dinab Show

("Duffy's Tavern," Dinah Shore, Joan Davis, etc.), Burrows branched out on his own a few years back and was sponsored by Listerine on CBS last year in a 15-minute Saturday evening pro-

# YEAR ROUND ESTATE

85 acres overlooking Romaps
Mrs. '5s hr. Geo. Wosh. Bridge. 1
drive winds through property is
deorgian residence, bull: '17.
Planned for low-cost operation. Since
cellent pre-wor construction.' Since
cellent pre-wor construction.' Since
cellent pre-wor construction.' Since
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'NOVEL"

News Age Herait Birmingham, Ale.



...on. thru Fri. 2:45-3 P.M.

With JOHN K. M. McCAFFERY ADDISON SMITH



# NT'L POP MUSIC AT ITS PEAK

# ASCAP Board Rejects TV Payment Plan on Use of Copyright Music

galerision industry proposal of a sale of payment for the use on the of music controlled by the American Society of Compasers, and the of music controlled by the American Society of Compasers, and the office of t

of this was done at a meeting Montave (21) "afternoon and another meeting is scheduled for today (21)" afternoon and another meeting is scheduled for today (21)" afternoon and another meeting is scheduled for today (21)" afternoon another meeting is scheduled for today (21)" afternoon another meeting in the total control and to a scheduled for today (21) and to a scheduled for copyrighted music. As met deeply considered to things in the negotiations which must, be heavily considered to things in the negotiations which must be heavily considered to things in the negotiations which must be heavily considered to things in the negotiations which must be heavily considered to things in the negotiations which must deliver satisfactory results or middle to the scheduled for the sche

# AFM Rule Due On Spivak vs. WM

Charlie Spivak's attempts to wiggle out of his contract with the William Morris agency, which has been bent on going out of the band charles where the seek of the work of the seek of the se

## B'way Decsa's Mecca

Deca Records will make almost a clean sweep of Broadway the street beginning this week. Louis deep common to the street beginning the property of the street beginning the street beginning the street beginning the street beginning to the street beginning the street beginning to the street begin

Hildegarder a Detta Dish.
Hildegarde makes her first recordings in a year and a half when
she cuts two sides this week for
Decca. Cafe name has not made
anything since the lifting of the
American Federation of Musicians
disk ban early in December and
didn't do anything while the ban
was on.

Burns Major Pubs

Major music publishers are burning at a new music sales package of New York. It consists of two sheets of music and two recording of the same unseemed of the s

#### Supreme Asks 16G In Hassle Over Handling Of 'Little Bird' Platter

Of Little Bird Platter

Los Angeles, March 22.
Suprimer Misses March 23.
Suprimer Misses March 23.
Suprimer Misses March 24.
Suprimer Misses March 2

# FROM OVERSEAS

Hildegarde's Decca Disk.
Hildegarde makes her first recordings in a year and a half was a minternational language has been manifest in Tin-Pan Alley ever since the period in the product of the period in the product of the period in the peri

(Continued on page 43)

# Musicraft Snag **Ends, Vaughan In** Col. Term Deal

Sarch Vaughan finally got free of her Musicraft Records control last week and the next day picked upon a new Columbia Record derm deal. Singer's attorney and Musicraft and the state of th

# HITS ORIGINATE | Col. Records Seen Cutting Retail Price to 60c, Setting Trend

Getting Into the Act

Getting Into the Act
Hollywood, March 22.
It smacks of publicity, but
Dennis Morgan and Warner
musical director Ray Heindorf
unusical director Ray Heindorf
an eve tune; "The Jane Wyman
a new tune; "The Jane Wyman
Altz." Id e a apparentlystemmed from the success of
"The Hu mp hr e y Bogart
Rhumba."
It's probably only existed.

musical director Ray Heindorf are supposed to be composing with the control of the success of The Humph. The Humph rey Bogart Rhumph.

The Humph rey Bogart Rhumph rey Bogart Rhumph.

The Humph rey Bogart Rhumph rey B

# Novelty Band (Ingle) For Dailey's Meadowbrook

Frank Dailey was forced into experimenting with a novelty band for his Meadowbrook, Cedar Grove, N. J. And he'll watch the results carefully for comparisons with the name dance band policy he has clung to for the spot over the years.

clung to for the spot over the years. Years of the years and years are years of the years and years are years. The years are years and years are years and years are years and years are years. Elilot Lawrence works one night (Tretady) and is followed by Bobbu Byrne Saturbey (26). Lawrence works one night (Tretady) and is followed by Bobbu Byrne Saturbey (26). Lawrence works one night (Tretady) and is followed by Bobbu Byrne Saturbey (26). Lawrence works one night (Tretady) and is followed by Bobbu Byrne Saturbey (26). Lawrence works one night (Tretady) and is followed by Bobbu Byrne Saturbey (26). Lawrence works one night (Tretady). Which was also well as the proposed of the maintenance of the municipal andictory of the municipal and to the municipal and the

Columbia Records was reported late last week as preparing to announce a reduction in the retail price of this popular '8 prime recordings from the current '56 ('79e with tax') to 50c. Frank White, the control of the current '56 ('79e with tax') to 50c. Frank White, the current '56 ('79e with tax') to 50c. Frank White, the current when the current of the current when the current

previous year. Total reached \$1,315,847 as against \$318,529 for

y Band (Ingle) For Stockholder earnings amounted to \$2.50 for holders of 476.230 pilley's Meadowbrook is Strictly a Novelty stock the previous year. Coin the control of th

—from \$977.250 to \$2.473,647.
Of course, a fair chunk of Cap's
large Increase in net earnings for
last year was due to the fact that
the American Federation of Musicians ban was on and no disking
was allowed for more than 11
months. Too, no royalties per
record sold money was handed over
to the AFM for the entire year.

So far the plea has been to no ...

Rights Reserved)

right Variety, See.

Santly-Joy ASCAP
Leeds ASCAP
Mills ASCAP
Barron ASCAP Feist ASCAP
Melrose ASCAP
Leeds ASCAP

Dinan Shore

Dinan Shore

Outlier Court Laws Decen The Pussy-Cat Sone

Cuy Lombardo. Decen Red Roses for a Ribe Lady Mills

re So Understanding Foot Two, Eyes of Blue.

for My Lady

ASCAP ASCAP ASCAP

Rich- Mem-mond phis Sp. 9 SVMA

S de ŧ Son O omo ha Phil 5.0

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0 Syra-

G.

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HOHEN HOMZES

# ecord

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

# **MRIET**

Weekly than of the seconds on dish Schelly group literates the mining and designed on information across the influence designed whiteless those re-well as those on too. Ratings are computed on the meriton, loy or a No. 2 and so on doons to one point, usely to lorek to present a comprehensive spoint.

# ENDING WEEK MAR. grams, as "most requested" by a gathered from disk-spinners coords rising th popularity as basis of 10 points for a No. 1 Cities and fockeys will vary

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es IIIs

Mills ASCAP
Berlin ASCAP
Laurel ASCAP
Laurel ASCAP
Melody Lane BMI Cruising Down the River Spitzer
So Tired Germore
Flowder Face With Supshine Lombardo
Red Roses for a Rine Lady Mils M-G-M

Decra So Tired Some Some Decra Pace With Supahne Decra Powder Face With Supahne Victor Red Roses for a Blue Lady Columbia Tve Gol My Love to Keep Me

ASCAP

ASCAP

Melody Lane BMI

I Love You So Much It Hurts

17 Les Brown 16 Margaret Whiting

Russ Morgan

13 8 Bing Crosby ... 7 8 Mills Bros ... 11 18 Evelyn Knight ... 19 14 Reggle Goff ... Tommy Dorsey

Victor Down By the Station
Deca Cruising Down the River
Deca Galway Bay Forever and Ever Far Away Places. .... Mercury. . . So in Love

Russ Morgan

n Am Acad ASCAP

ASCAP ASCAP ASCAP Robbins ... ASCAP

Mercury ... M-G-M Victor. Tower

Again

ASCAP ASCAP ASCAP

> Robbins Duchess

BMI

Perry Como.

48

Vic Damone

Clancy Lowered the Boom Everywhere You Go. Forever and Ever

Careless Hands....

Lombardo ASCAP

So in Love. Lady of Spa

Guy Lombardo

Dennis Day.

With a Song in My Heart. T. B. Harms. Lady of Spain.

So in Love Blue Skirt Waltz Columbia Mercury ....

Marbles, and Chalk

Habat-Sokach Orch. Decca.

ASCAP

Campbell...BMI

Am. Acad ASCAP

Lutz Bros. . BMI

Guy Lombardo ..... Dinah Shore atti Pare

Sammy Kaye

33A 16

Nick Lucas

Un Pub ASCAP
Bourne ASCAP
Famous ASCAP

.Un Pub.

Tea Time On the Thames.

Streets of Laredo

So in Love ... Galway Bay.

Decca.....

Clark Dennis

Lorry Raine

Mercury

Pecca .... Capitol

Patti Page Red Foley Frank Sinatra

ASCAP ASCAP

Comme Ci Comme Ca. Leed.

Bewildered
Grieving for You

.....Columbia M-G-M

Billy Eckstine ...

Tony Pastor

Blue Skirt Waltz

Columbia

2 Frankie Yankovie

9 Dinah Shore

Home Folks BMI

6 Anne Shelto 3 Reina's Orch 18 11

# Macy's, N.Y., Preems 'Battle of RPM's'. Spotlighting Col., Victor Booths

Macy's New York department's store began the battle of the RPM's last week with the establishment of the RPM's last week with the establishment of the Columbia Record General Columbia Subardia General General Columbia Subardia General General Columbia Subardia General Instrument, will handle all three speeds It uses at mee-speed motor and one pickup arm to reproduce the St. 45 and 17 great General Gener

the equipment that pulys them to be public. Before will relay them to Columbia Records claims that during the past few weeks its Microgrove sales have steadily interpreted by the control of the first peeds, but that apparently has been dissipated. Yeldon, on the Victor, on the control of the dif-ferent speeds, but that apparently has been dissipated. Yeldon, or Victor, on the control of the dif-ferent speeds, but that apparently has been dissipated. When the con-trol of the control of the dif-tered peeds and the con-trol of the con-trol of the con-trol of the company had to ex-pand its production schedule can handle doubt releases, due the end of this month.

# **Vote Procedure Revamp Before** ASCAP Board

Only one resolution was okayed for submission to the general membership meeting next Wednesday (30) in New York, by the director board of the American Society of Composers, Authors and Publishman of the American Society of That resolution was one that has been fought over many times before and always knocked down. It has an effect on ASCAP's weighted voting system, we will be a submission of the composition o

toose who had for some reason or an advantage and the some reason of the source of the

#### Discovery Records' In Canada Distrib Setup

vanaud JISITID 26tIID

Discovery Records, Coast indie
of which Albert Marz, one of the
founders of the Musicraft label,
made a Canadian distribution at made a Canadian distribution at made a Canadian distribution at the conduction of the
Maple Leaf Records, Ltd., will-hande Discovery's 78 and 33 Microgroove Long-Playing line above the
border.

Deal calls for Discovery to serv-ice Maple Leaf with stampers of its material, which the latter will press in Montreal for Canadian distribution. Maple Leaf also han-dles the M-G-M label in a like

# Mel Allen's Sports Tune

Mel Allen, sportsaster, is co-writer of a tune that's now seek-ing a publisher and/or a record-log. It's titled, "Don't Forget to Touch All Those Bases." Allen collaborators are Walter, Allen collaborators are Walter, and a co-writer of "Joith" Joe DiMaggió" years ago.

#### J. DORSEY SETTLES FOR 115G IN HOME FIRE LOSS

Holywood, March 22,
Jimmy Dorsey managed to collect \$115,000 in insurance covering
the loss of his Toluca Lake home
the material damage was higher
than that and Dorsey assertedly
that ought \$130,000, but settled
had sought \$130,000

#### Tops of the Tops

Retail Disk Seller "Cruising Down the River"

Retail Sheet Music Seller "Cruising Down the River" "Most Requested" Disk "Cruising Down the River"

# Seller on Coin Machines "Cruising Down the River"

# King Preps 1st Pop Disk Issue

King Records will debut within the next 10 days. It's a pairing of "Pal-ing Around With You" and "Why Should I Worry" by Louise Carlyle, the Satisfiers and Tony Mottola's small combination Other sides were made alone by the Satisfiers for future release and King has signed Al Cernak. Arthur Godfrey talent winner, to do male

solos.

King only recently decided on going into the pop field (majority of its issues in the past have been hillfully, novelty, jazz, race, etc.) and it signed Dewey Bergman, former Guy Lombardo arrange artists and repertoire head, in of bands in additionable of bands in additionable of singers within the next few weeks.

# Pub Squawks to D.A. Over Indie Recorder's Royalty Statements

#### WB Music's Holland Rep Amsterdam, March 14. Les Editions Internationales Ba-

Les Editions Internationales Ba-sart, Inc., of this city, has been ap-pointed representative of the Mu-sic Publishers Holding Corp. (War-ner Bros. muŝic publishing firms) in this country. Deal Includes the Harms, Remick, Witmark, and New World Music catalogs.

Hans C. Gomperts in director of LEIB.

#### IRVIN FAZOLA DIES IN NEW ORLEANS, 36

Irvin (Fazola) Prestopnik, 36, clarinetist and well-known expon-ent of jazz, died at his home in New Orleans, March 20.

In recent months he was playing with Dixieland band in French Quarter Litery, New Orleans, and in weekly jazz jamboree session in Parisian room there.

Facola was top clarinetist with Bob Crosby, and also played in bands of Teddy Powel, Claude Thornhill and Horace Heidt. He returned to New Orleans in 1942 due to poor health.

Survived by wife, parents and a

ansas City-(Jenkins Music Co.

leveland-(Burroughs

Seattle-(Sherman-Clay)

(Sherman-Clay) ဝိ

Francisco-

Louis-(S.

A major New York music pub-lisher has taken a complaint to the N. Y. district attorney con-cerning fraudulent royalty state-ments made by an N. I indic record manufacturer. Move, more than anything that has happened in re-cent months, indicates the increas-tion of the control of the con-trol of the con recorders.

recorders.

Case handed to the D.A. involves a statement returned to the pub by a fairly prominent indie, which cited a certain number of sales of a particular record. Total was far beneath the number of sales the head of the firm had boasted about, and this caused the mult for have beneath the number of sales the head of the firm had boasted about, and this caused the pub to have the indie's books audited. They are the indie's books audited. They are have used two sets of master numbers relating to the same hir recording. On the firm's books the public domain, or royalty-free music. But in actual sales the numbers were connected using the numbers were connected in the conditions of the numbers were connected in the conditions of the numbers were fraudulent is undisclosed. It's asserted that the case against lisher apparently intends pressing to the fullest extent.

An earlier, almost as concrete influenced in the condition of how music publishers decision of how music publishers to the fullest extent.

An earlier, almost as concrete influenced in the condition of how music publishers to the fullest extent.

An earlier, almost as concrete including the house of the condition of how music publishers to the fullest extent.

An earlier, almost as concrete including the way when business was good, occurred to much about during the way when business was good, occurred to much about during the way when business was good, occurred to much about during the way when business was good, occurred to much about during the way when business was good, occurred to much about during the way when business was good, occurred the own the student of the condition of the condit

# RETAIL DISK BEST SELLERS

York-(Davega Stores)

Chicago (Hudson-Ross)

Shop

3

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 12 cities and showing com-parative sales rating for this and last week.

National Rating

**Week Ending** 

MARCH 19 Artist, Label, Title

1	1	"Cruising Down the River"			8	1	1	2	1	19	1	8	à.,	1	65
2	3	BING CROSBY (Decca) "Galway Bay"	1	2	د	3	7	9	5		7			5	49
3	8	MILLS BROS. (Decca) "I Love You So Much It Hurts"	3				5	10		-5	- 6	10		2	36
4	7	BLUE BARRON (M-G-M) "Cruising Down the River"	5	1					1	3			2	.,	33
5A	5	"Red Roses for a Blue Lady"	2			7		٠.	6		. 3		5		32
5B	.4	RUSS MORGAN (Decca) "So Tired"	10				2	5	8		5			4	32
6	6	EVELYN KNIGHT (Decca) "Powder Face With Sunshine"	8	5		2		8	9		8			7	28
7	8	GORDON MacRAE (Capitol) "So in Love"		7	2	6		3							26
	2	BING CROSBY (Decca) "Far Away Places"	7	10			ř.,	1		24	4			9	24
9A	9	LES BROWN (Columbia)** "I've Got My Love to Keep Me"		10	1	10	V/5	5		2	,	*.:		ve	20
-		PUSE MORGAN (Decca)	1		-							_	_		_

Forever and Ever" SAMMY KAYE (Vict DENNIS DAY (Victor) "Clancy Lowered the Boom"

JACK FULTON (Tower) TOMMY DORSEY (Victor) Down By the Station MILLS BROS. (Decca)
"T've Got My Love to Keep Me"
EVELYN KNIGHT (Decca)
"A Little Bird Told Me" RUSS MORGAN (Decca) PATTI PAGE (Mercury) "So in Love".

RUSS MORGAN (Decca)
"You, You, You Are the One"
FRANK SINATRA (Columbia) FRANKIE YANKOVIC (Columbia) "Blue Skirt Waltz"....
MEL TORME (Capitol)

FIVE TOP ALBUMS

PATTI PAGE (Mercury)
"Streets of Laredo"....

12B 12

15B

ST. PATRICK'S DAT KISS ME. KATE Ring Crosby Broodway Cast Columbia Decca

2

..

WORDS AND Varied Artists M-G-M

JAZZ AT THE PHILHARMONIC STAN KENTON ENCORES . Volume 9
Voried Artists Ston Kenter Capitol Mercury

5

# **ASCAP Bd. Okays** Plan for Coast Representation

American coerty of composers.
Administration of Petrolica developments of Petrolica developments

Coast complainted by N.Y. excess.
Plan was devised by N.Y. excess.
Plan was explained to the excess of the plan was explained to the excess the characteristic plan was explained to the excess of the plan was explained to the excess the characteristic plan was explained to the excess t

Hollywood, March 22.

Committee of six to rep ASCAP members in dealings with national headquarters in New York will be named Friday (25) following tabulation of secret hallots. Colony of 220 ASCAP and the committee from a slate of 12 names.

committee from a slate of 12 names.
Unlike voting system used names.
Unlike voting system used name inonally by ASCAP in choosing board members, balleding for committee of the votes will be secret. Votes villed by Ruby Cowan.
Candidates are Louis Gruenberg. Archie Gottler, Johnny Green, L. Archie Gottler, Johnny Green, L. Waller Kent, Sammy Lerner, Lee Robin, Andy Razzi, Harry Marten and Ned Washington.

# 3 Mpls. Retailers in 25G Anti-Trust Suit Against 5 Major Record Labels

Minneapolis, March 22.

In one of the most unique antirust actions ever filed, three local
rest actions ever filed, three local
states are all three local
states are all three local
states and states are all three
and 11 other local dealers and distributors. Trio allege they started
and 11 other local dealers and distributors. Trio allege they started
and 11 other local dealers and distributors. Trio allege they started
the distributors and been influenced with major record prodture and that virus restal dealer defendants had formed an alliance
that the distributors had been influenced against selling product
till the distributors had been influenced against selling product
that alleged that the expense
of the state of the state of the
fluenced against selling product
days such organization can be found
for. Plaintiff casless, however,
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red directly from Sec first higher
per disk, plus shipping costs. They
are the state of the state of the
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\$500 monthly due to the sales block.
Defendants in the case are Melodee Record Shop, McGowan's Music, Reinhard Bros, F. C. Haver, Royeratt Co., Record Dealers, Inc., Campus Record, Century Record, Camers Sales, Inc., Disc and Needle, Edina Record, and Cabert, Inc. Labels inversed in Columbia, Victor, Decer and McGol.

#### Tommy Dorsey Returns To Coast on July 26; First Time in 2 Years

First Time in 2 Years

Hollywood, March 22.

Harry James orch, currently playing three-glish weekly as the playing the p

# PUBS GRIPE OVER LAMBS CLUB NICK publishers are a bit urrently over the way they

Music publishers are a bit seved currently over the way they

Music publishers are a misperved currently over the way theyperved currently over the way theybutions to the Lambs Club relief
fund. Pubs had never been asked
on a large scale to kick in in past
years. But this year Fred waring
one to contact pubs and gathercontributions.

Waring has contacted all major
pubs by letter suggesting that
years they ware to be the contributions
of the contributions of the contributions
of the contribution of the contributions
of the contribution of the contri

#### Unbeat

#### New York

New York

Al Donahue band moves from the Control of the Control of

#### Hollywood

Hollywood
Bullmose Jackson Combo follows leaves Jackson Collect here
with a two-weeker at the Barbary
Coast, Frisco, at \$2,000 per session
. Dorls Bondown, who howed out
as chirp with Benny showed out
as chirp with Benny showed out
as chirp with Benny showed Frank
Parsons here . Zigzy Elman assembled a band to silee a pair of
sites for McGard today (22) . . .
tf first local stand next Wednesday
(30) opening at the Aragon on a
fullweek basis at flat \$2,400 per
Frank De Vel nuest-convicte the

fullwesk basis at flat \$2,400 per frame.
Frank De Vol guest-conducts the Ceveland Symphony June 11 in his original, "Combat Concerto". Acid Howards orch on a string of midwest one-nighters . Del courties, who opens at Coconaut Grove of the Ambassador next of the Symphony of the Country of the Country of the Ambassador next after the stift to open May 5 for the summer season at Jantsen (Continued on pee 49).

(Continued on page 42)



#### LORRY RAINE "Can't "Sleep"-Decca Records Disk Jockey Salute

Disk Jockey Salute
ED McKRNZIE, WJBK
Detroits "Jack the Bellboy" has
joneered every phase of radio. His
persussive, authentic across-thetable delivery has him heavily-sponsored. His thorough knowledge of
the music business, plus his astute
and of the country's outstanding disk
jockeys. McKenzie has made "Jack
the Heliboy" one of the trademarks
of radio.

TIM GAYLE (Publicity-Personal Management) Hotel Sheraton, Detroit, Mich.

# Disk Jock Bids For Mayor's Job

Bud Whaley, KMAC disk jockey Bud Whaley, KMAC disk jockey and one of this town's most outstanding spinners, has tossed his tinto the ring in the mayorally race. Using the phrase, "I'm a disk, jockey rouning on my resoluted post, He's 42 and is joulical post. He's 42 and is joulical post. He's 42 and is joulical post, and the second post of the second post o

in San Antonio.

Whaley, incidentally, is making his campaign runs in a 1912 Ford model "T," which is labelled the "Whaley machine."

# Jocks, Jukes and Disks

- By Bernie Woods

Perry Come "When Is Some-become a solid hit. It's an exciteme" A You're Adorable" (Victor). Two excellent sides. "Some-evol technique that heightness the time" is an extreme of a time from Bing Croshy's "Connecticution in the Burl Ives (Columbia) with the Company of the Burl Ives (Columbia) with the Wayne and the Burl Ives (Columbia) with the Wayne with the Wayne

recording of the tune thus far; it uses the Fonane Sisters behind Como on a light rhytim best. It's present the second of the se

(National) is still best disking, Flip-over is fair.

Vaughn Monroe "Ghost Riders In the Sky". "Side Saddle" (Victor). Monroe's version of "Ghost Riders" carries enough potential to

Reverse, a waltz, is listenable.

Pled Pipers Tennessee Saturday
Night"-"You Broke Your Promise'
(Victor). Pipers go nowhere with
the first half of their initial Victor
platter. "Tennessee" is draggy.
Reverse, however, is worthwhite.
They drew a good tune in 'Promthey drew and the hand-chapping sayle
used by Paula Watson. Good jock
material.
Johnny Desmond "Comme Cl

beat and the hand-clapping dyeles have been by Pauls Watson. Good block materials.

Comme Ca. """ Desmond "Commic Ca." "" Office of the Comme Ca." "" " Fifs Dream is Your," (M-G-M). Desmond constantly improves on records. These two are proves on records. These two are recorded to the comme Ca." " The comme Ca." " Comme Ca." " The comme Ca." " Comme Ca."

#### Platter Pointers

Soft Winds (Mercury) recording of the way "St. Louis Blues" might be done in various parts of the U. S. and the world is an interest-ing-iten (Two sides) . . . Hoagy Carmichael pours a lot of his flavor Carmichael pours a lot of his flavor into "An Old Plano Plays the Blues" (Decca), a cute side. Decca reissued Count Basie's "Jumpin' At the Woodside' and Faxactly Like You," things that more, on Coral . . . In the same result of the Coral Basie's "I'm In a Jam' and Lanceford's "I'm In a Jam' and Lanceford's "I'm In a Jam' and "Wils" "When I Come Back Crying" and "You Can't Say I Didn't Ty' (Coral denominate why the singer is so superior . . . Coral since ing "Rose Colored Glasses" and "Song of the Islands."

ing "Mose Colored Classes" and Additional worthwhile Jazz sides are "Ballin" the Jack' by Milf Mole's Dideland Orch, one of Deca's first Brusswick stellard and "In Poquito De Tu Amon," cut by a crack, well-reheared band peca carrier a novely possibility in "Grandma Plays the Numbers" Columbia's moppet blues gal. "Columbia's moppet blues gal. "The columbia of the supplementation of Spain' brought in Decay of Spain' brought in Decay the Columbia of Spain' brought in Person of Spain' brought in Person of Spain' brought's mod "Fide Spain" brought's mod "Fide Spain" brought's mod "Fide Spain" brought in propiets good current and library pieces.

dle," good current and noray person of the p

WARIETY 10 Best Sellers on Com-Mi	achines
	Russ Morgan
2. FAR AWAY PLACES (14) (Laurel)	S Bing CrosbyDecca Perry ComoVictor
	Evelyn Knight Decca Paula Watson Supreme
4. POWDER FACE WITH SUNSHINE (8) (Lombardo)	Evelyn KnightDecca   Primo ScalaLondon
5. I LOVE YOU SO MUCH IT HURTS (3) (Melody Lane)	Mills BrosDecca Buddy ClarkColumbia
6. GALWAY BAY (11) (Leeds)	Bing Crosby Decca
7. LAVENDER BLUE (7) (Santly-Joy)	Dinah Shore Columbia Sammy Kaye Victor
8. RED ROSES FOR BLUE LADY (5) (Mills)	Vaughn MonroeVictor
9. PVE GOT MY LOVE TO KEEP ME WARM (12) (Berlin)	Les BrownColumbia Mills BrosDecca
10. AGAIN (1) (Robbins)	Vera LynnLondon
Coming Up	
SO IN LOVE (T. B. Harms)	Bing Crosby Decca
SO TIRED (Glenmore)	Russ Morgan Decca Kay Starr Capitol
YOU BROKE YOUR PROMISE (Plc)	Paula WatsonSupreme
SUNFLOWER (Famous)	Russ Morgan Decca
YOU, YOU, YOU ARE THE ONE (Campbell)	Ames Bros Coral Art Mooney M-G-M
BEWILDERED (Miller)	Billy Eckstine M-G-M Ink Spots Decca
SWEET GEORGIA BROWN (Remick)	Brother Bones Tempo   Guy Lombardo Decca
NO ORCHIDS FOR MY LADY (Leeds)	Billy Eckstine M-G-M link Spots Decca
FOREVER AND EVER (Robbins)	\( \) Russ Morgan Decca \( \) Gracie Fields London
COMME CI, COMME CA (Leeds)	(m) : vv. /
SOMEONE LIKE YOU (Remick)	Peggy Lee Capitol Doris Day Columbia
UP ABOVE MY HEAD (Taps)  IS IT TRUE ABOUT DIXIE (Caesar)  [Figures in parentheses indicate number of weeks song	Sister Rosetta TharpeDecca Al Jolson-Mills BrosDecca

# **ASCAP Reelects** All Bd. Members

All incumbent members of the American Society of the American Start, Louis Bernstein, and Commission for the publishers. Fred Ahlert, president of the Society of the American Start, Louis Bernstein, and Paul Cunningham. Standard publishers of the American Standard with the American Standard writer A. Walter Kramer, Winning vote to Itals wers.

standard writer A. Walter Kramer, Winning vote totals were, writers. Ahlert. 108,500; Hammer-stein, II, 100,734; Cunningham, 77, 255 (Pop); Kramer, 84,524 (Standard). Publishers: Starr, 64,524 Bernstein, 6,355; Bourne, 5,500 (Pigures for the publisher voting are smaller beautiful and the standard writers).

#### Anthony's 'Ginny' Plug

Rathony's 'Ginny' Plug
Ray Anthony's orchestra is currently plugging a tune titled
"Ginny," designed as a followup
to "Gloria," with which it reached
some success via the Signature
label 'Ghand is now with Capitol
Records).

Records.

Don Plumby, trombonist formerly with the band, wrote the new tune. Leon Rene did "Gloria" and activated his own music firm for a while to push lt.

#### Bob Wills Sees Daylight

Fort Worth, Tex., March 22.
Hillbilly bandleader Bob Wills Is recovering from a kidney ailment in a local hospital, and is expected to be released this week. Former local flour salesman was at one time under an oxygen tent.

been filled

# 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 meek.

		12	10.15	2. 1	
5.45	W٤	ala	En	din	-
	M	ΔR	CH	19	18
	4.4	TATE	~	10	100

National Rating This Last

wk.	wk.	Title and Publisher	New	G	3	Bost	St	San	In di	- E	Kan	P	Min	Seat	S
-1	-1	"Cruising Down River" (Spitzer).	1	1	1	1	1	4	1	1	4	1	3	2	111
2	2	"Far Away Places" (Laurel)	2	2	2	7	2	1	. 5	2	2	3	1	1	102
3	3	"Galway Bay" (Leeds)	3	4	3	2	5	2	9	5	5	2	2	5	86
4	4	"Powder Your Face" (Lombardo).	7	6	4	. 3	3	9	10	.10	3	4	- 5	4	64
5	6 .	"Sunflower" (Famous)	5	3	10	9	-4	3	2	9	1		10	3	62
6	5	"Lavender Blue" (Santly-Joy)	8	5	. 5	10	6		. 8	6	8	6	7		41
7	. 8	"I've, Got My Love" (Berlin)		7		8	7	7	6	4	6			. 7	36
8	.7	"So in Love" (T. B. Harms)		9	9	6	-75	5	4		7	7	11.00	6	35
.9	10	"Red Roses for Blue Lady" (Mills)	6	8	10	5	10			8			4	8	28
10	11	"Forever and Ever" (Robbins)	4		8				3		٠.	9	400	Se.	20
11	9	"A Little Bird Told Me" (Bourne).						8		. 3	9				13
12	83	"Clancy Lowered Boom" (K'mor)	2.			4	5.		7						11
13A		"Brush Those Tears" (Leeds)					8	1.4			10		6		9
13B	911	"So Tired" (Glenmore)						6	• • •	7					9

Carl Fischer

York, MDS

#### Dalin Ankles Feist Music For V.P. Berth With Regent

George Dalin, assistant to professional manager Harry Link at Feist Music in New York, resigned from that spot Monday (21) to become a veepee and partner in Recome a veepee and partner in Re-gent Music, owned by Harry and Benny Goodman. Dalin is buying into the Regent setup on a deal agreed upon but not yet signed. It's the first time he will be in business for hinself. He has been with the Metro Big Three for 13 years.

Dalin's spot at Felst has not yet

#### Loew's, ASCAP Sign Preems Revival April 9

Music

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Music Music ပိ

as City,

Capitol Music

Schmidt

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Grossman Music Co.

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Supply : Coast

Music Pearson Jenkins

ä Francisco, ż Angeles,

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Loew S. p. Officially signed the agreement with the American Society of Composers, Authors and Publishers Friday (18), which assigned television representation segments of the Society of Composers, and the Loew's had agreed to assign the trights to ASCAP for the period ending Dec. 31, 1969, two weeks ago, but didnit actually sign. ASCAP exces countersigned the agreement Monday '21).

# Glen Gray's Casa Loma

Glen Gray's reorganized Casa Loma occhestra debuts April 9 at Ray Hartenstein's Sunnybrook Ballroom, Pottstown, Pa. That's to be followed by a three-day run at a party for the Eastman-Kodak employees at Rochester, N. Y. (11-13).

agreement Monday (21).

Gray has been out of action for allowing Corp, is visiting his Hollywood office, with a side trip to Mexico City, where Satira, and Ber resume meastroling only a few act, opens at the new Club Claridge.

# U. S. Court Trims **Bite on Tracey**

Acting under a mandate from the U. S. Circuit Court of Appeals, Federal Judge Simon H. Rilfdind in N. Y. federal court last week level a great manual results of the court of

Marion.
Suit originally was brought by
Abraham Marcus, ancillary executor for the late stockholder,
such as press of both Majestic and its
as press of both Majestic and its
parent company, Automatic Products Corp. In addition four Automarked the action. Complaint charged the
defendants with illegally converting 116.509 shares of Majestic stocking 116.509 shares of Majestic stockDulkont for \$137.500.
Dulkont for \$137.500.

DuMont for \$137,500.

DuMont for \$137,500 dumants, the stilled in behalf of dumants, the stilled in behalf of dumants, the stilled in the sti

damages.
Under the latest adjustment
Marie L. Tracey will pay \$100.881;
Byron D. Kuth, \$3.44; William
Hutchinson, \$3.219; Curtis Franklin, \$9.131, and Edward V. Otis,
\$10.027, Latter four individuals are
all Automatic directors. Court retains jurisdiction of the case in
order to fix attorneys' fees.

#### Csida to RCA-Victor

Joe Csida, managing editor of the Billboard, quit that sheet last week in preparation for joining RCA-Victor. He'll occupy a slot in the disk manufacturer's adver-tising and promotion division. Csida takes a vacation before

# Good Things Come In THREE

We Started the Year With

By HARVEY O. BROOKS

And Now-

Lyries by MANN CURTIS; Music by VIC MIZZY

Also.

By HANK FORT

Recorded by the Tops of Every Major Company

799 7th Avenue NEW YORK BEN BORNSTEIN

HOLLYWOOD 1483 No. Vine St. MIKE GOULD

CHICAGO 54 W. Randolph St. AL KAVELIN

General Artists Corp. apparently

General Artists Corp. apparently

General Artists Corp. apparently

How I be waving a batton in the implication of the policy of the pol

# Songs With Largest Radio Audience

The top 30 sougs of the tweek (more in case of ties), 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 March 11-17, 1949 Careless Hands Melrose
Clancy Lowered the Boora Kenno
Cruising Down theselver. Spitzer
Frankley Parkers Cruising Down theselver. Spitzer
Cruising Down theselver. Simon
Far Away Places. Laurel
Galway Bis Leces
I Lould Be With You. Leces
If I Could Be With You. Bull
Fy a Big Wide Wonderful World. BMI.
I've Got My Love To Keep Me Warm. Berlin
Fy a Big Wide Wonderful World. BMI.
I've Got My Love To Keep Me Warm. Berlin
Louder Biue—"So Dear To My Heart". Santly-Joy
Molly O'Reilly Southern
My Dream is Yours—""My Dream is Yours" Wilmark
My Dream is Yours—""My Dream is Yours"
My Brennis Common Johnstone-M ....Mills
....T. B. Harms
....Harms
....Famous
....Harris
....Crystal

while the Angelus was Anging. Harris
You Was
Stongs of the week (more in case of ites), based on the copyrighted Andience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research,
Inc., Dr. John G. Peathman, Director.

Republic

Post Melody Lane
London
Patmar

Pin Morris

Avgra

Oxford La Salle T. B. Harms

I Wish Somebody Cared Enough To Cry

Look Up
My Darling, My Darling, —Where's Charles,"
My Darling, My Darling, —Where's Charles,"
My Darling, My Darling, —Where's Charles, "
My Cart Van Stale, —Where's Charles, "
Oxfo
Underneath the Linden Tree La S
Wy Cart Von Behave—"Kiss Me, Kate"
T. B
Wy Cart Von Behave—"All For Love" Fox
You, You, You Art the One.
Cam

† Film musical, \* Legit musical.

# It's A Solid Hit! - Records, Copies, Plugs! Lyric by MALIA ROSA . Music by FRANZ WINKLER

recorded by FRAN-ALLISON .... Rondo GRACIE FIELDS .... London

HELEN CARROLL ... Mercury RUSS MORGAN . . . Decco

PERRY COMO ... RCA Victor DINAH SHORE ... Columbia

MARGARET WHITING .... Capitol

You Can't Hold Back A Great Song - Another "Laura" Lyric by DORCAS COCHRAN . Music by LIONEL NEWMAN

The "sleeper" hit from 20th Century-Fax's "Road House".

new releases by F 🧸

VIC DAMONE ..... Mercury VERA LYNN ..... London GORDON JENKINS .... Decco ART MOONEY .... M-G-M MEL TORME . . . . Capitol

ROBBINS MUSIC CORPORATION . 700 Savanta Avanus. New York 19 MURRAY BAKER, Gen Prof Mgr

# On the Upbeat

Beach, Portland, Ore. . . . Woody Herman herd booked into the Million Dollar, sole local vaudfilmer, for week of July 26. Herman will pay supporting acts and split 50-50 with house from first dollar,

#### Chicago

Chicago
Clark Dennis in town to cut Jack
Fullon's latest, "O'Lcary is Leary
Fullon's latest, "O'Lcary is Leary
Fullon's Love." for Capitol . . .
Milo Etelt, head of Bullboard Air
Tractions, off for Kanass City
Tractions, off for Kanass City
Tractions, off for Kanass City
Tractions, off or Kanass City
Cafe there . . . Bob Burte set for
Subreau Care and Capitol
Learn Bullon of the Subreau
Learn Bullon of the Subreau
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Learn Subreau does a
Louis Allon of the Subreau
Learn Subreau

#### Pittsburgh

Pittsburgh
Dell Saunders, Tommy Carlyn's
girl vocalist, is leaving the band,
She's marrying Eddie Meyers, local
musiclan, and doesn't want to
tavel ... Art Farrar, who had
tavel ... Art Farrar, who had
tavel ... Art Farrar, who had
very companied in New York
years, reorganized in New York
under management of General
Arthist Corp. He's using two
under management of General
Arthist Corp. He's using two
genes week Friday (23 at Bill
Green's ... Alan Dale at Copa on
Whiley Scharho, former maastro
Whiley Scharho, former mastro
Arthist Maddid, into Hollywood
Show Bar with new crew ...
Johnny Michel uset for stretch as
Johnny Michel uset for stretch as
Johnny Michel uset for stretch as
Mayfair hotel.

Cleveland

#### Cleveland

Cleveland
Sammy Watkins, bandmaster at
Hollenden hotel Vogue Room, doing his first disk-jockey shows for
Watkinson of the Barbard of the Ba



FRANKIE LAINE JERRY JONES' RENDEZVOUS

LAUREL MUSIC CO 1619 Broadway, New York



#### HARP FOR SALE

Excellent condition model 14, Lyn. & Healy. Benutiful tone. Ideal fo

\$485.00

#### Int'l Music

American jazz invasion is ever really threatenest and continued trees may 3 miles of really threatenest are to me to the force and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the continued of the second of the same and the same an

cause You Love Mc."

Of the same mould as J Jolson's "The Anniversary Song" is "Song of Long Ago" (Hamilton Music, a suled of Barton), written by a suled of Barton), written by ton Berle, in callaboration with Abber Silver and Ted Fetter, it's an old Russian waitz, likewise in the public domain, originally titled "Expectation Waltz." Last year the Lovellness of Yon." by Ted Mossman and Bill Anson (George Simon).

man and Bill Anson (deuge or-mon).
Drigos "Serenade" (from "Mil-llons of Harlequins") is the mel-odic base for "The Things You Left in My Heart" by Budy Kaye, Hugo Talani and Herb Leighton (Lewis Music). Kaye is no novice at adapting classics into pop hils his most notable except being





1619 Broadway, New York

Tops for ANY Program



a Frank cording.

creamer rankovic lyric and recording.

From France, which has spawned
such great international tunes in
the past as "A Little Love, A Little
Kiss." "Madelon". Whoel Buy
Kiss." "Madelon". "Whoel Buy
tina," etc., in recent months has
come Edith Piafs, "La Vie en
Rose," retitled "You've Too Dan
Rose," retitled "You've Too Dan
Ge and the Buy
tina," etc., in recent months has
de la Chanon, whom Miss Piaf
berthed in America, brought over
de la Chanon, whom Miss Piaf
berthed in America, brought over
"While the Angelus Was Ringing,"
"Another Prenchy, Bruno Couputrix's and Pierre Dudan's "Copin,"
"Opin" is now better known as
Musicl, under Joan Whitney-Ake
"Toolle Colle Doolle" by AK.
"Toolle Colle Regnetieffer Sing
Den Lied" ...
"Toolle "Regnetieffer Sing
Den Lied" ...
"Toolle "Reg

Dein Lied."

Britain, of course, exported "A
Tree in the Meadow," by Billy
Britain, of course, exported "A
Tree in the Meadow," by Billy
and, "Galways Bay," is from Ireland, "Galways Bay," is from Ireland, "Galways Bay," is from Ireland, "Galways Bay," is from Iretonic, "A see the seed of the seed

#### THAYER VAMPS GAC: MAY STAY ON COAST

MAY STAY ON COAST

Liol: The May be a resigned from the General war was a resigned from the General was a resi

Par, Famous Staff Revamp Mooney's ABC 'Talent' Paramount and Famous Music first part of the paramount and Famous Music first part of the paramount of the p Show Okaved by AFM Art Mooney's "Talent Tour" program, ABC net sustainer, reached

the air last week (15) after ARC had agreed to pay American Federation of Musicians scale to Mooeration of Musicians scale to Mooney's musicians. It's not confirmed, but it's understood that the program proceeded with ABC paying unexpected bills, because it had previously advised chain outlets the program was to start and couldn't back out when the AFM insisted that either Mooney or the network pay the musiciant's salsties, that they couldn't pay the program for free. wood, was replaced by Irving Weiss. Eddle Wolpin is general man-ager of both Par and Famous.

MO. PREPS \$10 YEAR JUKEBOX FEE BILL

St. Louis, March 22, State licensing of coin-operated machines and jukeboxes would be required under a bill introduced in the Missouri legislature last week by Rep. Gene Nickle. Bill would fix an annual license fee of \$10 for

each device.
Under the terms of the bill payment of the license fec would be made to the State Director of Revenue and conviction for violations would be punishable as a mis-



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MURRAY BAKER, G. . Prof. Mgr

. 799 Seventh Avenue New York 19

# ...... VARIETY SONG CAVALCADE

\*\*\*\*\*\* (Musical-Historical Review: 1800-1948) \*\*\*\*\*\*\* Compiled for VARIETY

By JULIUS MATTFELD

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Legands and other basic background information, attendant to the compilation and presentation, appeared in the Oct. 6, 1948, issue when the Variety Song Carolande started publication serially. It is suggested that these installments buildiped and filled for future reference.

Attention is hereby called to the fact that this motorial is capyrighted and may not a reproduced either whally or in part.

Northern Pacific Railway stock "corner" resulted in panic.

Northern Pacific Railway stock "corner" resulted in panic.

Northern Pacific Railway stock "corner" resulted in panic.

In the particle of the panic.

Milmark & Son, cop. 1902.

Down on the Farm. w, Raymond an anarchist, with a pistol hidden in his handler-theft, shot and talked an anarchist, with a pistol hidden in his handler-theft, shot and talked an anarchist, with a pistol hidden in his handler-theft, shot and talked an anarchist, with a pistol hidden in his handler-theft, shot and talked an anarchist, with a pistol hidden in his handler-theft, shot and talked an anarchist was founded the native of the presentation cannot be a proposed to the presentation of the presentation cannot be a proposed to the presentation of the presentation of the presentation cannot be a presentation of the pres

#### 1902

1902
Because, w., Edward Teschemacher, m., Guy d'Hardelot Ipseud.
of Mrs. W. J. Rhodes, nee Helen
Guyl. London: Chappell & Co.,
Edward Comp. Langen & Co.,
Bill Balley, Won't You Please
Come Home? w., m., Hughie Cannon. Howley, Haylland & Dresser,
cop. 1902.
Come Down Ma Evenin' Star

RED ROSES FOR A BLUE LADY

FIDDLE-FADDLE

BLUE SKIRT WALTZ

MILLS MUSIC, INC. 1619 Broadway N. Y. 19, N. Y.

1902. Haviland & Dresser, cop.
1902. In the Sweet Bye and Bye. w,
Vincent P. Bryan m., Harry Von
Tilzer. Harry Von Tilzer Music
Pub. Co., cop. 1902.
Jennie Lee. w., Arthur J. Lamb
m., Harry Von Tilzer. Shapiro,
Bernel Lee. w., Arthur J. Lamb
m., Harry Hon Tilzer. Shapiro,
Bernel Lee. w., Arthur G. Lamb
m., Harry Bon Tilzer. Shapiro,
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Bernel Lee. W., Bernel Lee. W., Bernel Lee. Shapiro,
Bernel Lee. W., Bernel L

Arthur C. Benson, m. Edward
1902.

And Boorry & C. C., cop.
1902.

The Mansion of Aching Heart
1902.

The Mansion of Aching Heart
1902.

The Mansion of Aching Heart
1902.

The Message of Mansion of Mansion
1902.

The Message of Mansion Publice
1903.

The Message of Mansion Publice
1903.

The Gallery Mittanake
1903.

The Chinese Honeymeon), w. Will
1803.

The Chinese Honeymeon), w. Will
1803.

The Chinese Honeymeon), w. Will
1803.

The Chinese Honeymeon), w. Will
1804.

The Chinese Honeymeon, w. Andrew B. Sterling m. Harry Von
00 a Sunday Attenson, w. Andrew B. Sterling m. Harry Von
Tülzer Harry Von Tülzer Music
1903.

Pardon Me, My Dear Alphonse,
1904.

VARIETY

# After You, My Dear Gaston, w. Wilcard P. Paysu, m., Harry You, Yunceri P. Paysu, m., Harry You, Flore Charpy, m. William S. Gooditye, Elta Jane, w., Andrew B. Sterling, m., Harry You, Tilter Music Pub. Co., 1902. Harry You, Tilter Music Pub. Co., 1903. Harry You, Tilter Music Pub. Co., 1904. London: Boosey & Co., 1905. Harry You, Tilter Music Pub. Co., 1905. Harry You, Tilter Music Pub. Co., 1905. Harry You, Tilter Music Pub. Co., 1907. Harry You, Tilter Music Pub. Co., 1907. Harry You, Tilter Music Pub. Co., 1908. Harry You, Tilter Music Pub. Co., 1909. Harry

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Music by ... JIMMY MCHUGH SHAPIRO, BERNSTEIN



and it's

# BMI's Hit of the Year?

with such wonderful records as

JACK SMITH-MARGARET WHITING-Capital 15394 LARRY GREEN-RAY DOREY-Victor 20-3358 **BUDDY CLARK-Columbia 38370** JACK FINA-MGM 10372

THE UNITONES-London 413 NANCY NOLAND-International 132 NESS COULON-Gold Meal 946

and in the transcription libraries

SHEP FIELDS—Long-Worth
THE SOPHISTICATES—Long-Worth
MONICA LEWIS—World

AND GARBER—Capital
CY WALTER—NBC Thesaurus
MALTZ FESTIVAL ORCH.—NBC Thesaurus
MONICA LEWIS—World

DAVID STREET-LUCILLE NORMAN—Stands

# BROADCAST MUSIC, INC.

580 Fifth Avenue

New York 19, N. Y.

# Bands at Hotel B.O.'s Weeks Past Co Played Week On I

Band Hotel
Emill Coleman\* Waldorf (400; \$27
Gardner Benedict\* New Yorker (400; \$1-51.50)
Guy Lombardo Roosevelt (400; \$1.50-\$2)
Tony Pastor Statler (450; \$1.51.50) 14 1,875 15 1,050 20 2,050 6 1,450 39,850 16,975

. Waldorf, Carl Brisson; New Yor ker, ice revue.

#### Chicago

Barclay Allen (Empire Room, Palmer House, 550; \$3.50 min. \$1 cover). ictor Borge, Jimmy Carroll feeling slump; 2,000 covers. Henry Brandon (Marine Room, Edgewater, 700; \$1.20 cover), Feeling

mny Brewer (Swiss Chalet, Bismarck, 200; \$2.00 min.-\$1.05 cover).

Johnsy Brewer (Swiss Chalet, Bismarck, 200; \$200 min. \$1,05 cover). Small room keeping out of red with 1,300 pages, \$3,50 min. \$1 cover). Andy and Della Russell held over. Sides, \$5,50 min. \$1,50 cover). Andy and Della Russell held over. Sides, \$6,50 min. \$1,55 cover). Ice show and Masters escaping jull with steady 2,400 tabs. Bill Snyder (College Inn. Sherman, 500; \$2,504,350 min., 'Salute to Cole Portey' show holding up despite general biz drop, here. Okay 2,800 tabs.

#### Los Angeles

Carmen Cavallare (Ambassadr, 900; \$1.50-\$2). With Modernaires. hird week swell 3.400 covers. Jan Garber (Billmore, 900; 51.\$41.50). Steady 3.200 covers. Ted Flo Rio (Beverly Hills, 300; \$4 mln.). Mild 1.200 covers.

#### Location Jobs, Not in Hotels

Chicago Chicago Andrews (Chicago) Chicago Chic

(Los Angeles)

Benny Goodman (Palladium B., Hollywood, 3rd wk.). Fine 12,350

Section 1 (THE ALPHABET SONG LAUREL MUSIC CO 1619 Broadway New York Wise Programming

CARMEN LOMBARDO'S

ON PARADE

MAYFAIR MUSIC

# Mt. Resort Ops' Package Deals May Derail Bookers' Gravy Train

Mourtain reient operators will attempt a revolutionary house he was a support of the support of

If the new formula is success-(Continued on page 55)

NOW AT THE

NEW YORK MUSIC CORPORATION

OF AMERICA

Manny Opper

97th Week

follywood Show Loung Chicago Pers. Mgt.: IRV LEVIN



renny Edwards Injured

Penny Edwards, film and stage
player at the Orpheum as part of
the show with Gene Krupa's band,
worked the week with seven
stitches in her scalp and a bandShe and her mother, driving from New York to Omaha,
were in collision with an
other car in Pittsburgh. They
made the remainder of the trip by
rendered that in the for
pennin day.

# Elkort May Head Grades' U.S. Agcy.

Deal is being negotiated for Eddie Elkort, formerly with Music Corp. of America, to represent Lew and Lesis Grade Agency in London next week to confer with the agency's board of directors.
Lew Grade stated that the Brittle Agency and the State of the Lesis and the State of the Lesis and set European acts in the He said the Office will be accommended to the Lesis and set European acts in the He said the Office will be accommended to the Lesis and the Lesis and

U.S.

He said the office will be opened

He said the said for New York

He arly April, and will be accompanied by Fraz Mickenie, head of

Dutch National Circus, and Rolf

Knie, head of Swiss National Cir-

Laile, head of Swiss National curcius.

Meanwhile, Lew Grade told Varurry that he has booked Hilde-Varurry that he has booked Hilde-Varury that he has been seen as the seen a

# Basie Toplines as S.F.

Tivoli Guns Vaude Policy

Tivoli Guns Vaude Policy
San Prensieso. March 22.

Tivoli relights as a vaudfilmer next Wednesday (30) with Count Basie band toplining first stage show. Booked in by GAC, Basie gets a flat 50% off the Vary, operator of the Edgewater ballroom and the Telenews theatre, has a 68 top for the fesh and dual film layout.

Levy will pay local standby much prediction of the County of th

Kitty Kallen pacted for Beverly ountry Club, New Orleans, Country April 14.

SIDNEY H. PIERMONT



## Paris Runs Next Summer For the first time in history a major ice show will play British

and French dates intact. "Ice-Cycles," with a cast of more than Cycies," with a cast of more than 50 performers, has been booked for Empress Hall, Earl's Court, London, and will follow with the Palais des Sports, Paris. Show will play the London date, starting June 22 until Sept. 17, and will open the following day in Paris to run until Oct. 2

until Oct. 2.
Rosemarie Stewart (& Dench)
will stage the show for the London
and Paris stages. Cast will arrive
early in June for extensive rehearsal until the opening. No other
dates are slated, inasmuch as entire cast will return after the Paris
date to rehearse next season's edition of the show.

tion of the show.

Dates were set by Waiter Brown, president of the Arena Managers Assn., and president of the Boston Gardens, while on a recent European trip. Icer will play on a guarantee and percentage basis.

# **Shuberts Eyeing** Vaude Again?

The Shuberts are again reportedly eyeing two-day vauders for every support of the support of the

Crabbe Set for Toledo Aquarama Toledo, March 22. Buster Crabbe and a cast of 75 performers have been booked for the 1949 Toledo Aquarama Festi-val.

Show will be held July 8-17 in the Sports Arena.

# Ice-Cycles' Set for London, Barto Threatens to Resign as AGVA Topper After Tiff With Nat'l Bd.

## Peggy Lee's Tour

a teggy Let's 10df.

Hiolywood, March 22.
Peggy Lee and husband, Dave
Barbour, ice off a 10-week castern
vaude tour June 24 leweek latern
vaude tour June 24 leweek
least, and least 3,500
per week for two weeks.
Barbour's five-piece combo wiii
provide the backing when trek gets
underway after Miss Lee's Chesterfield airshow starts its summer
hiatus.

# **Godfrey Units** In for Revision

Two "Arthur Godfrey Talent Scouts" units are being withdrawn from theatre tours, Unit which closed last week in Newark will be the state of the stat

It was felt that the units without a top name weren't drawing suffi-ciently in large houses, but could have easily made the grade in smaller situations.

Administrative end of the American Guild of Variety Artists is rife with dissension. In one flareup last week Dewey Barto, national admin-istrative secretary, resigned but resignation was not accepted by the national board.

the national board.
It's reported that Barto had been
on the carpet several times during
the meeting. At one point he is
said to have told the board that
stuce he was drafted for the job
he could resign any time. A board
member moved to accept the resignation, but situation was smoothed

hatton, but student was smoothed.

It's felt by vairlous beard members that disagreements in the top chelon are imperling the unions plan for complete organization of employment opportunity in the variety field, settlement of the televacies field, settlement of the national board promulgated at its recent N. Y. meeting. Some members of the N. Y. board are attempting to settle the breach, but if unnecessity of the settlement of the televacies field in the settlement of the national set

Jerry Lester is stated to play his first date at the Latin Quarter, N. Y., starting April 28. Frances Faye also comes into the spot on that date.

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abouts work is made to order ... brought yocks time and again."

N. Y. POST: "His humor should carry him a long way—gives an excellent exhibition of his amazing talents."



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Press Relations: MAL BRAVEMÂN and KAY NORTON

Direction: GENERAL ARTISTS CORPORATION

# N. Y. AGVA Branch Nominates

# 20 Delegates for Chi Convention

New York slate for delegates to the American Guild of Valence States convenient to the American Guild of Valence States convenient to the American Guild of Valence States of the American Guild of Valence States of the Park Sheraton hotel, N. Y., nominated Jacks Bright, States of the Park Sheraton hotel, N. Y., nominated Jacks Bright, States of the Beyer, Jerry Baker, Jimmy Hollywood, Margle Coste, Phil Traving, Irving Grossman, Joe States Jacks States of the Park Sheraton Hotel, N. Y., nominated Jacks Bright, Jacks

ginia Richmond, Bob Fitzgerald, and Lou Saxonanch is entitled to one delegate for every 200 members. As such New York will get 10 delegates. A total of 60 delegates are expected to be selected from various branches to attend convention. Members can vote for delegates from all cities.

T

Paris, March 22...
The Lido, Paris, will make its strongest bid for tourist trade starting May 20 with a show that will include Senor Wences, Ted Lawrie Steffen-Martell dancers (8), and Dynamite Jefferson. Donn Arden and John Fletcher will produce.

bers. As such New York will get lot delegates. A total of 80 delegates, A total of 80 delegates, are expected to be selected from various branches to attend the Lido, feels that a show with collegates from all cities.

Nomination meetings were theid throughout the country but reads the revue houses have come up with disappointing distance being held sub ross by national activation of the country but reads and the country but reads are being held sub ross by national activation of the country but reads and t

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#### Ferry, Pickman Form New Coast Agency

VARIETY

Hollywood, March 22.
Town's newest agency, Ferry-Pickman, Inc., gets rolling within the next few weeks, headed by Milton Pickman and Fefe Ferry, Pair ankled Charles K. Feldman's Famous Artists to organize the new

office.
Ferry started in the agency biz five years ago with Leland Hayward, and remained for a year after the merger with MCA before joining Famous as a veepee. Pickman, with MCA before the war, Johned Feldman last year after a two-year stint as assistant to Harry Cohn at Columbia Pictures.

#### Earle, Philly, Dickering More Vaude Shows To **Boost Dip in Pix Grosses**

Boost Jip in I'x Grosses
Philatelphia, March 22.
After two consecutive weeks of
undeville the Earle suffered a
sharp \$21,000 drop in weekly recepts with its return to straight
film policy. The dive sent local
warner management burrying to
for the house.
The Earle last week signed Tony
Martin to open Agril 1, with another name to be set on same bill
the Three Suns are skedded for
April 8, and Ginny Simms and
Harvey Stone come in April 15.

# CONVENTION HALL, A.C.,

Atlantic City, March 22. Attentic City, March 22.
After nine months of operation, the resort's municipally owned convention hall is in the red \$44,168, according to the city comptroller's books.
The city has put \$100,000 into the convention hall's budget to keep the figures in the black with the possibility being that more will be needed at the close of its fiscar of the convention of the conve

year in June.

Government collected \$98,002 from admissions to the big hall, while the city got \$15,557 in luxury

taxes. The survey of the sine survey of the sine survey of the sine survey of the sine survey of the survey of the sine survey of the survey o

#### Billie Holiday Cancels

Roost, N. Y., in Permit Nix Roost, N. Y., in Permit Nix Billie Holiday's opening at the Royal Roost, N. Y., was cancelled after being denied a cabaret per-mit by N. Y. police dept. Singer, who was to open Thursday (17), is under ball on a narcotics possession charge in San Francisco, and is scheduled for trial there April 14. Miss Holiday was recently re-leased from a Federal reformatory on a previous narcotics charge.

Andy Russell slated for the Glenn Rendezvous, Covington, Ky, April 8.

#### Midwest Dates

Chicago, March 22.

Jimmy, Ames held over at the Silventy American S

Chicago, March 22.

March 17 at the Carousel, Pitts-burgh.
Föllowing were nominated to be delegates to ACVA national con-trologies to ACVA national con-trologies of the Carolina of the to be elected: Bee Have, Billy Carr, Dave Arman, Ray Collins, Jack Gwynne, Hap Hazard, Harry King, Francis Kay, Lee Norman, Violet Strandz, Joe Wallace, and Charles Weaver.

#### CANTOR SET FOR S. F. **VAUDER ON 50% DEAL**

vork to line up tresn talent le house.

Le house.

Le house the key signed from the lack of the lack o

#### Eleanor Powell Scores Big in London Vaude

Ross.

A week prior to her opening at the Empire, Glasgow, Eleanor Poule (I found the house sold out for the entire March 14 week. Harry Foster, her agent, who few in from London to watch both shows Monay (14); had to find a spot among the many standees. So minutes, a record for any dance act, and stopped the show cold.

# Saranac Lake

Saranac Lake
By Happy Benway
Sananae, N. Y., March 22,
Will manne, M. Y., March 22,
William, medical freed of the first good
william, M. Y., March 22,
Wilson, medical head of the Rogers,
supervision.
Theodora Kelly planed in to visit
precently received his first good
medical report.
Edma Legit) Hagan, ex-Rogerite
heckup, drew an all-clear to resume. Work.
Work.
Schoolt, ox-Rogerite
mow at the Trudeau sanatorium, in
to bedside Mabel (Legit) Burns,
recuping from recent operation.
Ing top medical report, gleer flashing top medical report, manager
of challenger of the proposition of the propo

# Schine's 6 Wks. In Ohio Area

The Schine circuit will expand vanidates in the Olio territory to wanted the control of the Cont

Jay Marshall will double from "Love Life" into the Diamond Horseshoe, N. Y., starting tonight (Wed.).



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WEEK MARCH 23RD

Thanks to HARRY LEVINE, AL WEISS, JR. and My Agent, MEYER B. NORTH 1564 Broadway, New York 19, N. Y.

# **Night Club Reviews**

Persian Room, N. Y.

(HOTEL PLAZA)

Hildegarde with Salvatore Gloe's
Orch (10) and Mark Monte's Conmentals (4); \$2.50 couvert.

Night Club Reviews

\*\*Control Standard Cape
Of Standard C

ef "Clopin-Clopin" into the current "Comme Ci, Comme Ci,

"Illister's is merely a French idea
to the guine of the second of the conrent of the comme Ci,

"Illister's is merely a French idea
to the guine of the comme Ci,

"In the comme Ci

# The Shamrock, Houston

Houston, March 18.
Dorothy Shay, Ben Yost's Royal
Guards (5), Gloria Laflin, Gordon
Currie, Russ Morgan Orch, Nat
Brandwynne Orch; minimum \$3.50.

Nat Brandwynne orch capably backs the show and supplements Russ Morgan's crew on the dan-sapation. Gioria Lafiin neatly han-dies the open spaces with her about: the room doing Issecond acrietures of the guests. He's an affable Australian who's handled the same trick at New York's Bilt-more and at commercial exposi-tions.

#### **New Acts**

SERRY MEED
Songs
10 Mins. N. Y.
Pentheuss, N. Y.
Pentheuss, N. S.
Pentheus

#### MARIE SHAW

Songs 14 Mins.

Songs
Marie Shaw has obviously been
around for some time, but is a
stranger to Vantrar's New Act
files. Making a stricing appearance with platinum blonde colif.
dept. There's much feeling and
finesse in these numbers of guiteral times, which frequently are
too grating and destroy the effect
of the smoother portions of the
sood, and since she goes in for
tould be improved.

Jose.

SONNY BIGGARDS.

could be improved.

SONNY RICHARDS
Connedy
Conned
Co

JO ANN COLLIER
Dance
I of Mins.
Bradley's, N. Y.
A stripper seems on anomaly in
might fit the requirements of this
spot if there were more ingenuity
in presentation and more finesse
in her styling.

spot It there were more finesse in her styling.

She pares down to the essentials in short order and under high lighting does some ungainly choreography. The turn is off the cob for this spot but could make the grade in the 52nd street cribs.

Jose,

ANNE DUNCAN
Songs
S Mins.
Bradley S W The syst to acquire
experience in all departments before being ripe for the recognize
spots. Major fault is he song asspots. Major fault is present and
with the necessary sophistication.
She's a personable looker.
Jose,

TONY MONTELL.

TONY MONTELL
Songs |
15 Mins; N. Y.
Tony Montell, tallish tenor, has
the vocal equipment but needs
more experience in projection and
styling. He can tackle almost any
tune, and some of them, especially
ballads, hit the mark
to the montel of the dependence of the content
of the dependence of the depe

cafe and vaude dates. Jose, new material in place of several borrowed items too resculy identification of the place of several borrowed items too resculy identification. Transis Martin displays okay form in a series of twirling tape. The place in the rempose to climb above average. In the opener, the Rhythma face in her tempos to climb above average. In the opener, the Rhythma bandstand for eustomer dansapation, provide some mild comedy with their hilbilly number dansapation, provide some mild comedy with their hilbilly number dansapation, provide some mild comedy with their hilbilly numbers grow from corn through rhumba light classics. Aggregation, comprising drummer and piano, play clean arrangements with a neathy varied durumer and piano, play clean arrangements with a neathy varied beat that's still geared to the deletance of the contraction of the con

# House Reviews-

#### Fox, Detroit

Pox, Detroit
Datroit, March 19.
Datroit, March 19.
Scouts," with Col. Stoopmagle
(Chase Taylor), George Guest,
Mary Osborne, Bernie George,
Bernie Desmond, Alain Seluckare,
Reed, Jerry Bresler & House Orch;
"Chicken Every Sunday" (20th);

gissaent ratioo-satrin, stepselom.

Crickient Berry Sündgu' (20th).

Pollie-bit nee overwhelming-spinuse greeter "Arthur God-freys" Talent Scouts" on opening stepselom to be supported to be

harmonica.

Sathrical impressions by Eliza-beth Talbot-Martin win plenty laughs. The house rocker, how-ever, is satire on various cabaret singers on "It's a Sin to Tell a Lie."

Lie" Napoleon Reed, Negro tenor, re-wals a beautifully trained voice in "Granada" and medley of op-eratic arias, climaxing with "Pa-gliacci." His applause seemed to rate an encore, but Stoopnagle dldn't wav. him back.

#### Apollo, N. Y.

Milt Buckner Orch (11) with Lee Richardson, Juanita Pitts; Thelma Carpenter, Earl Boste Band (6) with Georgia Jackson, St. Leon Troupe (6), Crackshot & Co.; "Second Chance" (20th).

Current layout at this Harlem vauder stacks up as satisfying fare, with Milt Buckner orch, songstress Thelma Carpenter and Earl Bos-tic's band spearheading proceed-

Current layout at this Harlem water stacks up as satisfying standary. For the Awerry with Mill Buckner orch, songarress the care of the control of the contr

RKO. Boston Louis Prima Orch (15), 3 Non-chalants, Jane Wynn; "Lucky Stiff" (UA).

chalents, Jane Wynn; "Lucky Stiff" (UA).

Spatied by the Irropressible Louis Prima, this week's layou's adds up to happy fare. Prima fan's seep to the prima a chance to warm up his pipes and chance to the prima fan's seep to the seep to the prima fan's seep to t

makes nite the songs and a purity bit.

Three Nonchalants, in closing spot, wow with solid routine of falls and tricks with the added falls and tricks with the added going through fough stunts.

Biz should hold up with this mackage.

#### National, L'ville

Louisville, March 18.'s
Patina & Rosa, Lou Miller's
Dogs, Fred Lowery & Dorothy Rae,
Terry & Ralph Rio, Billy Kimbley,
Chester Clark House Orch (11);
"Shep Comes Home" (SG),

Terry & Adaph. Rito, Billy Kumbley,
Script New Street, Street,

has a special intro for "Walting for the Robert E. Lee" and a sock closer to win plenty applause and begoff.

Martells & Mignon are fine open-

martens with their ace adaglo work.
Beside the usual gasp-provoking filngs, gal has added several new bits which score heavily, especially a backslide stint, which is timed

hits which score nearus, especially a back-side sint, which is timed perfectly. So, are a cut above the cusual jugging act, using indian clubs and wands for some split-second passing, while switching hats at the same time. Personable In a theatre jammed with the junior set, much of comic Georgie Kaye's material was really rough. Regardless of the etch jokes, it still is not the routine for matinee audiences. He has some good bits, one in particular, his Gallie singer impress of Gene Autrice of the comment of the singer impress of Gene Autrice of the comment of the singer impress of Gene Autrice of the comment of the singer impress of Gene Autrice of the comment of the singer impress of Gene Autrice of the comment of the singer impress of Gene Autrice of the comment of the singer impress of Gene Autrice of the comment of the singer impress of Gene Autrice of the comment of the singer impression of the singer impression of the comment of the singer impression of the singer impression

#### Oriental, Chi

Chicago, March 17.
Nellie Lutcher, Charlie Ventura
Orch (8), Ted & Flo Vallett, Joey,
Rardin, Carl Sand's House Orch;
"Mother Is a Freshman" (20th).

Orch. (16). Ted & Flo Vallett, Joep, Rardin, Carl Sand's House Orch; "Mother Is a Freshman" (20th).

New layout here is sock fare for younger set, with gamut going from rab-rab stuff to skat sessions, the session of the session of

# VARIETY BILLS

WEEK OF MARCH 23

on with bills below indicate opening day of show Letter in parentheses indicates circuit: (I) Independent; (L) Locw; (M) Moss (P) Paramount; (R) RKO; (S) Sioli; (W) Warner; (WR) Walter Reads

NEW YORK CITY
Capillo ib. 24
Capillo ib. 24
Cardin jail.
Musled Bowman
Faul Haskon
Paul Sydeli
Richard Wallace
Corps de Ballet
Rockettes
Sym Urc.
S

Bander Crane
The Madesage
Becher 1501bv
Wood Reserv
Wood Reserv
Holly Wood Reserv
Labe Balline
L

Per Semuniary

Percy Man S.

Boyr (1) 13

Porty Man S.

Boyr (1) 14

Register S.

The needinetonic CAMDEN CAMDEN

White
White
White
White
Don CLEVELAND
State (U. 24)
Jack E MIRA
Strand (W. 24)
Jack E LMIRA
STRAND (W. 25-6
AH JACK FORD
Strand (W. 25-6
AH JACK FORD
STRAND (W. 25-6
AH JACK FORD
JAMESTOWN
Palace (W) 27 COMMON
FUNDAMENTOWN
FUNDAMENT
FUNDAMENTOWN
FUNDAMENT
FUNDAMENTOWN
FUNDAMENT

The Danwoods Patricis Can Control of Canal Can Kirks
Marguerite &
Charles
Maurice Keary
Carter & Doray J & S Taylor

#### BRITAIN

Hippodroma (I)
Du Barry Lovies
Parry Lovies
And Andrew Control of the Control of

Gishrorous
Sattort on Missederime (b) June Manien
June

Francis White

Dollaira Ross
Dollaira Propieta Propiet

Dollindir & & May S 
May S

NEW YORK CITY

Rosita Rios Damiron & Chapuseaux Tina Ramirez Los Guarache Vizcaino Ore

Boyd Heath
Shepard Line
Shepard Line
Shepard Line
Shepard Line
Sacile Banks
Jan Bart
Rex Owen
Dorothy Berlin
Joe LaPorte Ore
Hotel Savoy Pissa
Irving Com Ore
Hotal Warwick
Jone Mela Warwick
Jone Mela Or
Line Melack & C
Line Later Com Later
Later Quarter

jee, Yadellire (1) Makadellire (1) Makade (1

Blackhawk Al Trace Orc Bob Vincent Jackle Van Red Maddock Dave DeVore Lee Pines

Hotel Blemark Doraine & Ellis Charles & Janet Joe Isbell

H Edgewater Best Henry Brandon O B Lane & Clairs Marianne Fedele

(Continued on page 54)

Francis Whitmor J Lunies
George Alex
George Alex
Peggy, Trier
Peggy, Trier
Raymond Barry
Terry's Juveniles
LONDON
Palisatiom (M) 21
Eloanor Powell
G & B Bernard
Josef Locke
Rogor Ray
Senor Wences
Louise's Peis
Harrison
Carol & Ross
Dolaire
MANCHESTER

PORTMONTH
CONTROL OF THE PORTMONTH OF TH

#### Cabaret Bills

Bagatelle Dorothy Ross Day, Dawn & Dusk Jack Prince Jack Corlies

Viscaino Ore
Hotel St Morits
Erwin Kent Ore
Hotel St Regis
Julie Wilson
Laszlo & Pepito
M Shaw Ore
Hotel Roosswit
Lawrence Welk Or
Hotel New Yorker
G Bonediet Ore
Ice Revue

Ice Revue
Hotal Steller
Tony Pastor Ore
Hotel Plaza
Hildegarde
Salyatore Gloe Ore
Mark Monte Ore
Payson Re Ore
Nycola Matthey Or

Norman Paris Julius Monk
Havans-Madrid
Estellia
Raquel & Rolario
Remeth Baffel
Raquel & Rolario
Remeth Baffel
Raquel & Rolario
Remeth Baffel
Guintero Ore
Hotal Balmont-Plaza
Ames Brose
Viola Layras
R & B Pickett
Eddie Stone Ore
Castellia Bilmere
Phil Wayns Ore
Hatell Bilmere
Phil Wayns Ore
Gordon Currie
Hotal Eddson

Gordon Currie
Hotel Edition
Henry Jeroma Ore
No 1 Fifth Ava
Hayes Gordon
Hazel Webster
Downey & Fonville
Hotel Ambassader
Fred Oliver Ore
William Adler Ore
William Scottl
Panthouse

And Louise to the Comment of the Com CHICAGO

J Brewer Ore Haisings Al Morgan Evelyn Terry Ned Waish Frankle Hyls Billy Chandler

# P.A.'s Offer Compromise Plan to Ease League-ATPAM Exploitation Impasse

Possible compromise has been-worked out by a group of legits presagent to settle the impost between the League of N. Y. Thestree Atlents & Managers over the treposed plan for a national publicity campaign for the theatre. It will be submitted to the union and if acceptable, then offered to the League.

If adopted, the compromise would If adopted, the compromise would apail immediate start on the factors drive to give national excitation to legislitation to legislit. Latter has been delived for several months because the ATPAM has insisted that one of its par, members be hired to each to postupe the control of the control

signment. The compromise proposal involves several possible setups. One would call for the order of the compromise proposal involves several possible setups. One would call for the call for instance, \$125 a week, the call for instance, \$125 a week, the call for instance so that the call for instance so t

In either case the outside publicity rep would have charge of the operation, with the ATPAM man supplying the first-hand knowledge of the theatre. Idea of the compromise is that the union wants to earn't he League's whole exploitation plan doesn't fall to materialize. It is anxious to avoid any charge of "featherbedding," but

uchdise. It is anxious to avoid any charge of "feather bedding," but figures that one of its members can give invaluable assistance. The compromise proposition was worked out by the group of pressword of the proposition of the state of the proposition of the proposition was mapped included Bill Doll, Ben Kornzweig, Richard tor, Bernard Simon, and Arthur Cantlor.

#### **Omaha World-Herald Sets** Precedent, Booking Play In Tristates' Territory Omaha March 22

Omaha, March 22.

Tristates Theater's province, which they have held for some years, was, invaded this week when the Omaha World - Herald brought in a legitlmate Broadway show. Attraction is "O. Mistress Mine; the Syvine Sydney-John Loder star-theath of the Sydney-John

succession and night Saturday. April a bonding is significant from the viewpoint that this is the first time in several years that anyone except Tristates has brought in a play of this type. The Worldwest of the producers of the show the producers of the show contained to the producers of the show the producers of the producers of the show the producers of the producers

#### Warners Offered Lone Legiter for Atlantic City

Atlantic City, March 22. Atlantic City, March 22, Warner Bros. is multing a proposition, whereby Mayor Joseph Atlanta has offered to keep stage shows out of the city-owned Convention Hall this summer, providing the Boardwalk's big Warner theatre is used to house Broadway productions.

productions.

This, in effect, would give the Warner interests a virtual monopow on legit during the season, as the hall is the only spot available. David Love-hae-leased-the-Convention hall baliroom and convention hall baliroom and convention to the convention of the convention hall baliroom and convention hall baliroom and convention as the convention of the conventio

Vanni has booked the Joe E. Brown "Harvey" company into the Warner the four days before

#### 'Drunkard' Back at Chi Bar With Beer, Pretzels Added

With Beer, Pretzels Added

Brian Doherty's - all-Canadian

Doherty's - all-Canadian

production of "The Drunkard,"

which closed at the Studebaker,

which closed at the Studebaker,

opened Saturday (19) sans legit

setting, but with beer and pretzels

instead. Company took over the

nursed. Company took over the

cowner Ray Suber has been private

owner Ray Suber has been private

partles. Spot, complete with stage,

as expactly of 500, rms,

as a capacity of 500, rms,

beer and pretzels, with eight per
formances a week, including a Sat
formances a week, including a Sat
formances a week, including a Sat
an upwalf trend, production may

do two shows nightly.

# **Equityites Query** Council Stand

The proposed merger of performer unions, recently rejected by the Actors Equily council, will be raised at the union's quarterly membership meeting Friday afternoon (25) at the Astor hotel, N. Y. Rank-and-file members will bring up the subject from the floor, with council's rejection of the dies. It's expected that some argument will result.

expected that some argument will result.

Also due to be considered, probably in relation to the merger ability in relation to the merger ability in relation to the merger television jurisdiction. Other subjects slated for action are the Equity Library Theatre and the feetinn of six members to the election of six members to the election of six members to the committee are Matt Briggs, charman, and Edith Meisre Andrama, and Edith Meisre Andrama, and Edith Meisre and Edit Meisre and the members for the properties. Due to be elected this year is the entire slate of differen, for cli members for five years and one each for one and two - year terms.—Clarence Derwent, Incumental of the consider. No outstanding candidate to succeed him has emerged.

#### SELZNICK ENDS TIE WITH COAST STRAWHAT

Hollywood, March 22. Hollywood, March 22.
Actors' Co, strawhat group composed of David O. Selznick contractes, opens a casting office here May 1 to prep for its third season, but Selznick will no inager be associated with the venture. He has bowed out of the affiliation.
Rutally office of the affiliation of the season of the season opening July 5.
In players for a nine-week season opening July 5.
Heading the group are Gregory

players for a nine-wear security opening July group are Gregory Heading the group are Gregory Peck, Dorothy McGuire, Jenniker Jones, Joseph Cotten and July Gregory Gr

#### MCA Setting Up Pacts For Lewis-Young Opera Tour Hasty

Lewis-Hollywood, March 22.
Entire route for the National
Light Opera Festival tour will
probably be set next week by Russell Lewis and Howard Young. Local contracts are being set by
Music Corp. of America of
which Corp. of America of
productions will be booked during the spring.

Producers have sent local man-agements a 12-page circular detail-ing how the season absorption plan works and upon the season plan works and upon the season of the season absorption of the season of the season are season of the season of Producers have sent local mar

#### Bendix, Totter Play 'Born' in Phoenix Weel Phoenix, March 22.

Phoenix, March 22.

William Bendix checks Into Phoenix this week for rehearsals in "Born Yesterday," first production of the Sombrero theatre here. Play opens March 29 for a week's run, with Audrey Totter playing opposite Bendix.

Sombrero, a 500-seater, is still in the construction stage, but finish-ing touches will be applied this week. Co-producers of legiter are Ann Lee and Dick Charlton.

# Carroll Stays In 'Fancy' Thru Jan.; Maybe London

Madelenia Carroli has decided to remain with "Goodbye, My Fancy" through next January and possibly longer. She may do it in London late in the spring of 1950. There is not the respect to the new suprement that the spring of 1950. There is not the respect to the new suprement that the reported that Metro is negotiating for the rights, with the idea of starring frights, with the idea of starring stay been mentioned as a possibility for the part.

Under the new contract, Miss Carroli will continue to star in "Pâncy until July 1 at the Report of the respective to the

England and spent some time in France and Spain. On her return in September the pian is to take the piay on tour, opening in Bos-

ton.

The actress was sought by coproducers Michael Kanin, Richard
Aldrich and Richard Myers to redefined and Richard Myers to reseason, but she prefers not to be
committed that long in advance.
The management hopes she'll uithmately reconsider, in which case
the London engagement may foltowars has no other play in mind

low.

Star has no other play in mind after she quits "Fancy," but now figures on joining the repertory company planned by Sam Wansmaker, Jose Ferrer and Aldrich. She would like to do a Restoration comedy, but also hopes to play "lots and lots of parts."

"lots and the secretary flower agreement yesterday," These Jo continue in "Fancy" dutil next January, Miss the comedy only until July 1, Her original contract ran until June 16, but she subsequently agreed to remain an extra month, and to inform the management by The intended to the secretary of the secretary o stitute star for the show while actress vacations next summer.

#### 'Glass Menagerie' Tour For Minn. Hinterland

Minneapolis, March 22. Don Stolz, impresario of Oid Log theatre, iocal strawhatter, has iaunched "Glass Menagerie" on tour of territory's smaller towns tour of territory's smaller towns that don't have chance to see spoken drama. Mary Perry, who has played the lead role in other road companies, heads cast, which also includes Stole himself, Barbara Davies and Ken Senn. Tour will extend into first week of May and will be made by automobile.

will be made by automobile.

Univ. of Minnesota bureau of concerts and lectures tour of "The Hasty Heart" into area's small-yowns, through arrangement; which was the supporting the director (Margaio Gillimore) and cast, wiil not get under way until-about next Oct. 1. There will be director (Margaio Gillimore) and cast, wiil not neet under way until-about next Oct. 1. There will be director (Margaio Gillimore) and the constant of the control of the cont

Paper Mill's 'Norway Millburn, N. J., March 22. Paper Mill playhouse will re-open April 18 with "Song of Nor-way," which has just been re-ieased for stock production. Frank Carrington operates the

# Lee Shubert Wants to Keen 'Lives' Goldmine on B'way; Tallu Yens Tour

#### Melnick May Go Into 'He' as Co-Producer

INC AS U-TYOUNCE TO Dan Melnick, treasurer of the Ziegfeld, N.Y., may be co-producer of "He and She" the new musical Stewart Chaney are readying for production. Possible hitch in the deal is that Melnick, who is ready meeded, what the show to play the Ziegfeld theatre, but Englund Chaney, fagure the house is comedy material in the script and lyries.

comedy materia, and invites.

"He and She" has a book by Englind, score by Vernon Duke and Jyrics by Ogden Nash. David Wayne and Janet Blair are in line for the leads.

# 4 New Shows On Bloomgarden List

Bloomgarden List

Kernit Bloomgarden, co-cheered "Bloomgarden, co-cheered" is a second of the Morosco, N. Y., is already busy on his crowded schedule for next season. Besides the second genda includes three definite new shows and a possible fourth. The certain entries are "Montserrat," untitled the control by ames Gow and Arnaud d'Usseau. The possibility is a play being written by Ames Gow and Arnaud d'Usseau. The possibility is a play being written by Touring edition of "Salesman" and the production of "Montserat" may be in simultaneous rehearsal during August. We weekend, Bloomgarden and co-producer Walter Fried are reserved by the complete for the control of the control Kober is making with its new play, so tremains merely a possibility, No longer on Bloomgarden's schedule are Kenneth White's "The Inconcelvable War." Elma Huginir's "Garden of Olives" or Dashiell Hammett's "The Good Meal."

#### Gordon Revue May Do Tryout in Strawhat

Max Gordon intends to try out is new revue in a strawhat theatre has ac varion internate to try the has a current of the condensy presentation in the fall. Producer appeared before Actors Equity council yesterds Cuesto to ask week rehearsal limit for summer stock production. Council agreed to allow a third week's rehearsal, decided to revise the present strawbat tryout rules.

Show, as yet untitled, with lave a strawbat tryout rules.

Show, as yet untitled, with a condition of the council agreed and the council agreed to the council agreed to the council agreed to the council agreed to a condition of the council agreed to the council agreement of the co

#### Wendy for Wells

London, March 22.

Jack Hylton will star Wendy Hiller in Walter Greenwood's (her author-husband's) new play, which is adaptation from H. G. Weils' book, "Ann Veronica." Opens Liverpool April 23, prior to West End.

Peter Ashmore will direct.

Tallulah Bankhead would like to close "Frient Lives," at the Plymouth X Y, and take the re-plymouth X Y, and take the result of the season, but Lee Simhert is holding the show to the stop-limit agreement. Expectation is that the Noel Coward comedy will play out the season on Broadway, since the gross has consistently topped \$15,000 against the stop level of \$14,000. Actures 6 forms. Tallulah Bankhead would like

or \$14.000.

Actress figures the production could do much better business on tour through the spring period, particularly if routed through the south. She doesn't want to continue with it next sesson, so she dealer than the south. She doesn't want to continue with it next sesson, so she had played territory before spring. She has no other show in mind for he fall, but is confident that a suitable one will be available by then. In any case, she feels that vival long enough, having starred it for most of two years, in stock and on the road.

This edition of "Lives" has

la it for most of two years, in stock and on the road,

This edition or road,

This edition of the provide a goldmine to everyone concerned. Hiss Bankhead gets a ground a goldmine to everyone concerned. Hiss Bankhead gets a ground the gross and a share of the profits. The deal was giving her an estimated 35,000 a week for months, when the gross was topping \$20,000. In addition, producer John College of the grown of the grown of the grown of the case of the season, Lee and the grown of the profits of the balance of the season, Lee "Lives" in the Plymouth as long as possible.

On the basis of the last couple

On the basis of the last couple of weeks' grosses for the show, Wilson agrees with him. And to some extent Miss Bankhead does,

#### Scandinavian Deal For 'Harvey,' With Hansen Set as Problems Iron Out

Deal for Max Hansen, Swedish comedy star, to play the lead in and co-produce "Barvey" in the Scandinavian countries is about 50 candinavian countries is about 50 candinavian countries in Scandinavian Countries in Copenhagen, Oslo, Mary Coyle Chase comedy and engagements in Copenhagen, Oslo, Helsinki and other cittles to follow.

Helsinki and other cities to follow, Fact that Hansen speaks all the Scandinavian ianguages fluently was a factor in his getting the rights to the play. However, the actor-producer also has a reputation for the quality of his productions. Deal has been in the works since last year, when Hansen visited New York.

since last year, when Haisen wisted New York of her agent, Hold Chase with the agent, Hold Chase with the same that the same tha

royalties at a later date.
English production of "Harvey,"
starring Sid Field, opened only a
few months ago and has been playing to capacity at the Prince of
Wales, London. Another edition,
starring Oscar Karlweis, was due
to open last night (22) in Vienna.

#### Nixon Closes Four-Week Gap With 'Stranger' Pittsburgh, March 22.

Gap Willi Stranger

Britsburgh, March 22.

Nithon theatre, local legit spot which looked headed for four straight dark stretches, will settle representation of the stranger being been booked in for week beginning Monay (28). House hadn't figured on anything after "Medea," which closed March 12, until "Inside U.S.A." April 11.

So far therefil be another shutter of the strength of the strength of the stranger and "Inside." Miss Francis had originally been expected much later.

# Sherwood, Bankhead Aid Sought On Govt. Legit Bill: ELT for Center?

hoped they and others will do so in the Interests of the theatre.

Morton Baum, who chairmande the recent joint theatre conference at the Astor hotel, N. Y. will be the control of the Astor hotel, N. Y. will be the control of the Astor hotel, N. Y. will be the control of the Astor hotel, N. Y. will be the control of the

ive groups, headed by Sen. Elbert D. Thomas, proponent of the bill in the Senate.

Standing Committee, authorStanding Committee, authorStanding Committee, authortown of the standing committee, authorlate this week. It will probably be sent to the standing committee in the sent of the standing committee itself may act as the proposed proximately half of whom will represent the various theatre craft unions. The standing committee itself may act as the proposed interest of the proposed itself may be sent to be sent the proposed in the sent of the sent in the

#### Stamm Mulls Palm Beach Winter Stock Season: 'Vinegar' in Plainfield Newport, March 22.

Newport, March 22.

Sara Stamm, who operates the Newport Casino theatre here as a strawhat, will probably have a stock company next winter in Paim Beach. A local business man has pride he for a mange such a pride to mange such a pride to mange such a business. The such as the such

theatre.

Regular summer season at Newport will open June 28 and continue 11 weeks. Heating and alx-conditioning equipment is being installed, and Miss Stamm now figures on the possibility of extending the schedule into the late fall.

Co-op Stock in Jersey
Plainfield, N. J., Marcou-o
Ave Vork professionals, bags open
a cooperative stock season in the
Park hotel annex here, offering
Paul Osborn's The Vinegar Tree,
Sol, will be "Separate Rooms,"
Outlit includes Harvey Clement,
James Doll, Lib Manning, Jean
McBride, Dorts Smith, Mark Smith,
James Doll, Lib Manning, Jean
Klehard Warren and Zack Waites,
Richard Warren and Zack Waites,
Richard Warren and Zack Waites,
Richard Warren and Zack Waites,
Bibory has be before the produced four plays under his
supervision this sesson—"First
Lady," "Hasty Heart," "Join Loves
produced four plays under his
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Lady," "Hasty Heart," "Join Loves
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supervision that the produced four plays and the Co-op Stock in Jersey

#### Kane at Bowling Green

Bowling Green, O., March 22. Bowing Green, O., March 22. Whitford Kane will direct and appear in the Bowling Green. State Univ. theatre presentation of April 26. He will give his 22rd portrayal of the first gravedigger's role in the play. He will also offer a series of public lectures, or various aspects of the theatre.

#### Ballet Theatre Set For Ambitious N. Y., London Sked Despite Late Start

Ballet Theatre, bouncing back into the dance picture this spring after almost a full season's layoff, self-admittedly has its work cut out for itself, snagging bookings for next season at this late date. Company, however, has some im-pressive plans both for this and next season, to maintain its former next season, to maintain its former top standing. Company opened spring season at Constitution Hall, Washington, Saturday night (19), grossing boff \$6,928.

weamingoir, said of the property of the control of

London, at the Met.
Although Ballet Theatre has had
a half-dozen requests for dates
not season, it is watting for the
not season it is watting to the
any next season dates. Due to
other troupes making their bookings earlier, copping concert dates
and halls. BT will have to do thebefore. This will mean somelimes
having to take a theatre for a
week instead of, preferably, a concert hall for a night.

cert hall for a night.

Ballet Foundation, which is supporting Ballet Theatre, has been raising funds this season to aid BTs return to action, with a \$200,000 figure as fits goal. Report is that about half of this coin has been raised. This should be sufficient if the troupe's Met season is at all satisfactory.

#### Beefs Heard on New

Florida State U. Theatre Tallahassee, Fla., March 22.

New theatre just completed at great cost by the Florida State Univ., is unsuitable for legit production, in the opinion of Broadway professionals who have in-spected it. Auditorium is large and handsomely laid out, but backstage dimensions are inadequate.

Proscenium has a 56-foot open-Proseenum nas a 56-foot open-ing, but the stage is only about 20 feet deep, with practically no space in the wings. There's no room for flies, as the stage ceiting is only about four feet higher than the prosenium. Pipe organ is be-ing-i-astaled and the-house is fig-ured a natural for concerts.

Shows in Rehearsal "Cat and Canary" (road)—United Stage Guild. "Happiest Years" — Gertrude

#### Call of the Spot

Call of the Spot
Mareel Hubert, cello concert
soloist, decided to forego a
our this season, and joimed
the Metropolitan Opera orhestra instead for the sesson
just ended. Hubert plans to
after this year, however.
"Every time there was applause for a singer," he complained to his wife, Mildred
Chagali, the concert manager,
to bow."

#### Muriel Smith, Matt Brooks Figure in 'Tartare,' New Landeau London Revue

London, March 22. Cecil Landeau is producing hi first revue since his discharge from the Air Force, and has lined up \$100,000 backing. Cast lineup com-\$100,000 backing. Cast lineup comprises Murtle Smith, late star of "Carmen Jones." Zoe Gall. Claude Rulbert, Ronald Frankru, Marlana Kanova (star of the Russian Ballet). Douglas Robinson, Alfred Marke both BBC comiesh, Phil Cardew and his BBC cornelars, and Miguler of sketches in revue have been written by Matt Brooks, American, responsible for some of sketches in Val Farmel's. London Hippolita (Sandara) and the second statement of th

Noother than the control of the cont

#### 'Adventure' OK in London: 'Latin Quarter' Should Do

London, March 22.
"Adventure Story," a colorful historical drama splendidly acted and produced, opened at the St. James March 17. Paul Scofield, a newcomer to the West End, score as the conquering Alexander the Great. Play was well received and adds up as another triumph for author Terence Rattigan.

audic "seen a Ratilization of the control of the co

advance bookings indicate that "Tonhole in the Parlor." Elsa Shelley's play produced at the New Lindsey theatre March 16, was let received. But it's unlikely to meet under the produced at this theatre some two years ago [clir], "author's other play produced at this theatre some two years ago play, dealing with discharge soldier's attempt to improve state tense moments after slow start. Acting is good by competent cast. Acting is good by competent cast, with Patricia Plunkett and Dick with Patricia Plunkett and Dick years and plunket and Dick years and plunket and Dick years and plunket a

# Inside Stuff—Legit

Talk of Pittsburgh show chreles these days is the feud Kaspar Monahan, drama editor of the Scripp-Rioward Press, has picked out Monahan, drama editor of the Scripp-Rioward Press, has picked out A former actress, she used to cover the shows, too. Seems that significant the state of the state

Two scenes in "South Pacific" are figured sure subjects of convena-tion in Broadway circles where the Richard Rodger-Jokara Hammer-stein, 2d, musical opens April 7 at the Majestic, N. Y. One is the num-ber in which discovered taken and the state of the convenience of the con-traction of the convenience of the convenience of the convenience of the Man Right Out My Hair." Other is "A Hundred and One Pounds of Fun," a comedy song-and-dance turn in which Miss Martin portrays a sallor and Myron McCormide does a hokum femme impersonation. In the convenience of the convenience of

Samuel J. Friedman, presagent for "At War With the Army," at the Booth, N. Y. is using some of the most circusy exploitation seen Broadway in years. Number of stunts have been arranged in cooperation with the U. S. Army, which issued an official directive approving such though the comedy's theme is a rib of the military. Part of the campaign will be a presentation tomorrow (Thurs.) of service ribbons due eight ex-soldier cast members. Army is also distributing tickets for the show at a special servicemen's rate, has arranged to mention it in Army Week broadents and will have an early the company of the control of

Jose Ferrer, writing in the April Theatre Arts on "Television No Terrory," says (after admitting only one tele appearance, in "Cyrano de Bergerac"," If firmly believe that although television is perhaps hurting the theatre at the moment, eventually it will be an enormous help. It will inevitably create a whole new galaxy of stars and popular favorites, performers and actors, whom the public will fight to see in person. The actors will have the training of having to memorize, as they do not in films or-on radio. The public will come, and will pay to see them the round. I notice that phonograph records never hurt Heigher.

"Finlan's Rainbow" benefited from St. Patrick's Day activities, by scoring on five radio programs, one tele show and four pic breaks in the dailies. Gones shots featured Joe Yule, F. J. Kelly, his understudy, some state of the program of the state of t

"Two Blind Mice," Samuel Spewack comedy about a Government agency that continues to operate years after being word out of existence, has strived interest in actual cases of the stripe of the stripe

# **Legit Bits**

Joe Marce, on leave from the First installment of a complimental form of the William Morris agency, has left the hose is appears in the current Sateroston of the William Morris agency, has left the hose is appear in the current Sateroston of the Morris agency and line. "Statherine Corn el 1 me in Cornwall and then Europe in Cornwall and then Europe in the meantime he's a house guest with the Sol Jacobsen, in New bright with the Sol Jacobsen, in New Jac

bandsey destrict harden by while there he'll powwow with sume success as "Picket Blief by Paul about the latter's muscle Comedy book."

All the defailare, T., is the bed and the property of the part of the property of the part of the property of the part of the part of the property of the part of the part

slosed allment at St. Lute's how hald, N Y. The Theatre Guild will probably bring the Shakespear Festival Co. of Stratford-on-Avon to the U. S. mext asson. George Hume, genturned to England over the week and the strategy of the Strategy o

# **Total Broadway Grosses**

The following are the comparative figures based on Variety's boxoffice estimates, for last week and the corresponding week of last season:

Number of shows current 22
Total weeks played so far by all shows 56
Total gross for all current shows last week 5936
Total season's gross so far for all shows 522,595,500
Total season's gross so far for all shows 522,595,500 25

# Chi Activity at Season's Low Ebb: 'Finian's' \$35,000, 'Roberts' \$25,200

Current Road Shows
Table 1 Current Road Shows
Table 1 Current Road Shows
Table 1 Current Road Shows
Current Road Pales Current Road Shows
Current

#### 'STREETCAR' \$29.000. 'HARVEY' 25G, DETROIT

HANTEI 2-JU, DEITONII "A Streetear Named Desire" clanged out a near \$29,000 in its another week to go. Theatre Guid subscription held the take previous week to go. Theatre Guid subscription held the take previous week to go. Theatre Guid but at \$25,000 in its second and final week at the Shabent but a subscription held to go power and the subscription of the subsc

#### 16 Pa. College Theatre **Groups in Conference**

Groups in Conference
Easten, Pa., March 22.
Statem college theater groups
have the conference of Eastern
and Radio Conference of Eastern
ennsylvania. Alm is to stimulate
interest in college theater as a
community asset, provide interest
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exchange ideas and information,
and develop experimentation and
explore new theattical forms. New
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#### Satenstein Revue

Satenstein Revue

"Something Fresh," a revue being produced by Erank Satenstein
for the benefit of Maddon House
Settlement, will be presented for a
hour run beginning June 15 at the
"This Side of Bedham," comedy
written especially for central staging, by Warren B. Smith, instructor of playwriting at the college,
will be presented Friday night (25)
and on successive Friday and Saton successive Friday and Satstate College, Pa.

#### 'Mr, Adam' 7G, Frisco

Mr. Adam 7G, Frisco
On Sun Francisco, March V.
Original company of "Other Starting Dutton Stores" gurnered a very sun for the Curran U.Fr. S. 260, V.
Original company of "Other Starting Dutton Stores" gurnered a very sun for the Curran U.Fr. S. 260, V.
Original company of "Other Starting Dutton Stores" gurnered a very sun for the Curran U.Fr. S. 260, V.
Original company of "Other Starting Dutton Stores" gurnered a very sun for sun for upon sun for the Very Starting Dutton Stores and Friday Saturday (18-19). Muster Starting Starting V.
Saturday S. 260, V. 260, V.
Shoes' 10G, Purdue
Lafayette, Ind., March 22

"Ilip Button Stores" gurnered a very starting properties of the Starting Dutton Stores of Starting Dutton Stores and Starting Dutton St

"Besert Sone"—Blackstone, Chil
"Dinikard"—Studeshker, Chi
(21-26).
"Plantine Stranger"—Poche, N.
Orleane 16-231, Aud., Jackson 231,
(24-2).
"Ellian's Rainbow"—Shibert, Chil
(24-2).
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"Ellian's Rainbow"—Shibert, Chil
"Harver" (Pay Co.)—Cox. Clincy
(21-26): Hartman, Col. (23-30).
"Harver (Pay Co.)—Cox. Clincy
(21-26): Hartman, Col. (23-30).
"Marker (14-20).
"Horews"—Ellianger, Buff. (21-26).
"Horews"—Ellianger, Buff. (21-26).
"Horews"—Ellianger, Buff. (21-26).
"High Button Shoes"—Amer., St.
Lulis (21-28). Horews—Muse Li A. (28-26).
"Lulis (21-28). Ellianors, L. A. (28-26).
"Inside U. S. A.". — Shubert.
Philly (21-26). Community, Hershey.
"Hy Green"—Pymouth, Bos.
(21-26): Locust, Philly (28-2).
"Magnolia Alley"—Shubert, N.
Inswen (24-26). Flymouth, Bos.
"Magnolia Alley"—Shubert, N.
Inswen (24-26). Flymouth, Bos.
"Mag Manhattan"—Gt.
"Make Min Manhattan"—Gt.
"Make Min Manhattan"—Gt.

(21-28); Locust, Philly (28-2).

"Magnolis, Alley"—Sunber, Bost.
(38-2).

"Make Mine Manhattan" — Gt.
Northern, Ch. 92-30; Mine — Aud.,
Sandern, Ch. 92-30; Mine — Aud.,
Pasadena (21; Aud., San Dlego (22-23); Aud., Fresso (24-25); Aud.

"Medew"—Frorts Balto (21-20).
"Medew"—Frorts Balto (21-20).
Balah, Reading (23). Lyre. Aug.
Balah, Balah, "Aug. (23). Lyre.
Balah, Balah, "Aug. (24). Lyre.
Balah, Balah, "Aug. (24). Lyre.
Balah, "A

(21-2). "O Mistress Mine" — Shub.-Laf., Det. (21-26); Mem. Hall, Dayton (27-28); Murat, Indpls. (29-30); Aud., Bloomington (31); Mosque, Peoria (1); Orpheum, Champaign

(2). (Valahoma!" (No. 1 Co.)—State, W. Salem (21-22); Carolina, Durham (23-24); Carolina, Raleigh (25-26); Ford's, Balto (28-2). "Oktahoma!" (No. 2 Co.)—Colepial, Bost. (21-26); Empire, Albany (28-2).

Olsen & Johnson—Geary, Frisco

(25-2).
"Show Boat" — Opera House,
Newark (28-2).
"South Pacific"—Shubert, Bost.

"Streetcar Named Desire"— Cass. Det. (21-26); Hanna, Cleve. "Traiter"—McCarter, Princeton (25-26).

## 'Allegro' \$25,000, Seattle

AllegTo \$\frac{2}{2}\,\text{J,UM}\) Seallife
"Allegro" got a good press and
played to capacity at the Metropolitan, grossing estimated \$\frac{2}{2}\text{Months}\text{Top} \text{Months}\text{Top} \text{Months}\text{Top} \text{Months}\text{Top} \text{Months}\text{Top} \text{Months}\text{Top} \text{Months}\text{Months}\text{Months}\text{Top} \text{Months}

#### 'Crown' Hot \$4,000 in 3; Evans OK 26G in 9. L. A

Evans UK 26G in 9, L. A.

Bis per Los Angeles, March 22.

Bis per Los Angeles, March 22.

Bis per Los Angeles, March 22.

Bis per Los Angeles, March 23.

Bis per Los Angeles, March 23.

Bis Los Angeles, March 25.

Bis Los Ange

Lunts.
Estimates for Last Week
"Blackouts of 1949," El Capitan
(342d wk) (1,142; \$2,40). Same old

(342d wk) (1,142; \$2,40). Same old \$17,000. "Gafe Crown," El Palio (1st wk) "1996; \$3). Opened Thursday (17) to fine reviews and enthusiastic to the reviews and enthusiastic well \$4,000, about 90% capacity, "Man and Superman," Biltmore (2d wk) (1,368; \$3,60). Full week an okay \$23,000, giving it a total of \$25,000 for nine performances.

# 'Story' \$25,000. 'Thief' Cops 11G. **'U.S.A.' 29G, Philly**

Philadelphia, March 22; Last-minute decision of manage-ment to hold "The Bissest Their other week and sudden booking of The 1 ty Geren" for a single ling neet Monday have combined to spark local legit bit to a certain extent. But future bookings are too the spark local legit bit to a certain extent. But future bookings are too the spark local legit bit to a certain extent. But future bookings are too the spark local legit bit to a certain extent but future bookings are too the spark local legit bit bit to a certain extent future of the more than 30% legit activity from now. He was a spark legit activity from now. Estimates for Last Week "Detective Story." Local 2nd week! 1.50%; S3390. Became a local spark like the story. Became and spark like the story. Became and spark like the story. Became and spark like the story. The local 2nd like like the story of the story Philadelphia March 22:

with ditage under \$2,000 for \$1.00 f

#### 'Heiress' Poorish \$11,200 In Split Pa.-Del. Week

in Split Pa.-Del. Week
Hershey, Pa., March 22.
"The Heiress," dividing eight
performances between Wilmington
and here last week, puiled a total
gross of only \$11,200. Five perinitiation, challed up almost \$7,000
and three performances at the
Community here added nearly
\$4,200.
Drama is splitting that Drama is splitting this week be tween Buffalo and Rochester.

'S'toes' \$36,400 in Split O. 1002 \$305,40U in Ophit
"High Button Shoes" took in
fine \$22,400 in five performances
at the Murat (2,000) at \$4.20 top,
Advance looks good for "O Mistress Mine," playing two days only,
March 29-30, and "Harvey," here
March 31-April 1-2 for third time,
but first with Frank Fay.

"Shoes' 10G, Purdue Lafayette, Ind., March 22. "High Button Shoes" garnered a flat \$10,000 at Purdue Univ. here last Friday-Saturday (18-19). Meu-sical played on a guarantee basis.

# B'way Uneven: 'Kate' Top at \$47,100. 'Ear' Click \$31,900. 'Roberts' \$34,400. 'Charley' \$37,400, 'Edward' \$25,800

Business was spotty on Broadwas again last week, pretty much
as it has been since the start of.
Lent, in general, attendance was a
stightly further off at straight
shows. However, there were various
exceptions. Some improvement is
exceptions. Some improvement is
exception. Some improvement is
expected hits week, but no reat uptions to be some improvement in
expected hits week, but no reat upfor the straight of the straight of the
form of the straight of the straight of
exceptions. The straight of the
most of the straight of the straight of
exceptions are listed for April
and two for May (plus two return
and two for May (plus two return
exceptions for Leaf Week.
Extimates for Leaf Week.

and two for May (flust two return engagements at the City Center). Estimates for Last Week Kess: 6. (Gomedy), D. (Dyrma), C. (Comedy), D. (Dyrma), C. (Comedy), D. (Dyrma), C. (Comedy), D. (Dyrma), C. (Comedy), D. (Comedy), D.

\$28.00.

"As the Girls Go," Winter Garden (18th wk) (M-1,518; \$7.20).
Climbed a bit; \$46,300.

"At War with the Army," Booth (2d wk) (C-712; \$4.80). Making a fight of it; first full week polled \$8,200.

SS.200. "Big RnHe," National (4th wk) (D-1,172; S4.80). Getting strong business, presumably with the large advance sale, including theatre parties, a factor; topped S22,600. "Born Yesterday," Miller (1634 wk) (C-940; 34.80). Running along wk) (C-940; 34.80). Running along tinuing to pile up profits; S13,500. "Death of a Salesman," Management of the salesman of the

"Death of a Salesman," Morosco (6th wk) (D-931; \$4.80). Getting everything the house will hold; theatre party commissions are the only variable; \$23,900.

only variable; \$23,000.

"Petective Story," Hudson
(D-1,057; \$4.80). Play by Sidney
Kingsley, presented by Howard
Lindsay & Russel Crouse; opens
tonight (Wed. Hi," Coronet (CD1,003; \$4.80). Mae West has not
recovered from her fractured
ankle, so the reopening is now indefinite.

merite merepening is now in"Edward, My Son," Beck (25th
wk) ID-1,214; \$480. Dennis King
succeeds Robert Morley as male
lead April 25; pace has slackened
recently; \$25,800.

succeeds Robert Mortevans Lings lead April 25; pace has slackneed recently, \$25,800. "Fulton-following the same of the same of

sented by New Stages; opened Sunday night (20) to poor notices. Wanted, Music Box (15th we) Wanted, Music Box (15th we) (C-1,012; \$4.80). Still holding on and getting a small profit, thoush "Two Blind Mice." (Cott 33d ws) (1,04; \$4.80). Has gotten off to a lively Start; about 250.50. James (23d ws) (M. 1,509; \$6). Holling to nearly capacity trade; hopped to \$27,400.

# Pacific' 34G (7). 'Okla.!' \$26.000. 'Ivv' 5G. Hub

Boston, March 22.

"South Pacific," in its debut Tuesday (15), stepped into the top the pacing of th

#### Lunts in Love' Grab 33G For 9 St. L. Performances

TUI JULE TOTALINES

Although the crix were not unaimous on "I Know My Love,"
with Altred Lunt and Lynn Porttanne in top roles, play wound up
lis one-week stand at the American
[1,00-each house was esaded to \$4.27
and nine performances grossed an estimated \$33,000.05." opened a
settimated \$33,000.05." opened a
last night (Mon). The plece is
scaled to \$4.88.

# Born' 16G in Split Week

In Tacoma, Portland
"Bornland, Ore, March 22
"Bornland, Ore, March 22
"Bornland, Ore, March 22
"Born Yesterday," with Jean
Parker and Lon Chaney, opened,
Parker Mayfair Theatre last week
with a nifty 8700 for four performances in three days. The 1,500
Maurice Evans in "Man and Superman" is inked in next,
Marcha Evans, and
8,400, giving it \$18,000 for the
week. In Tacoma, Portland

week.

\*\*Sits,600.\*\*

\*\*Towe Life.\*\*

\*\*Game L

# Plays Abroad

LEGITIMATE

National Theatre production of tragedy in three acts by Bryan MacMahon, Staged	1
by Rla Mooney, Set by Vere Dudgeon.	
Maroya Trimble Brid Lynch	
	ŝ
Circus Jack Walter Macken	
Mrs. Monahan Elleen Crowe	

Bryan MacMahou, aiready wellknown here as a short-story writer, ows himself as a fine playwright

known here as a short-story writer, shows himself as a fine playwright in the Sean O'Casey tradition with his first effort for the Abbey, it is another tragedy of Ireits politically another tragedy and Ireits politically another tragedy of Ireits play the Ireits politically another tragedy of Ireits play the Ireits play of Ireits play the I

tragedy for him, and fresh tragedy for the family.

Tragedy, momentarily relieved for the family.

Tragedy, momentarily relieved for the family family for the family family family for the family f

# Interdit au Publie (No Admittance)

R. P. Chamby and Maxime-Fabert production of comedy in three acts by Roger Dornes and Jean Marsan. Set by Philippe Hoffenbach. At the Comedie Wagram. Gabrielle "Infate-Mary Marquet
Nicole Vervil
Jane Longuet
Claira Neuville
Jacques Erwin
Robert Favart
Maxine-Fabert
Hubert Noel
Christian Galio Parls. Gabrielle Tristan Gisele Montagne. Nicole Guisard... Francoise Herve Montagne Jean Bayard Robert Gulsard Plerre Montagna Stage Manager

This behind-the-scenes comedy concerns a successful playwright, his present non-actress wife, his revent non-actress wife, his revent non-actress wife, his revent non-actress wife, his revent non-actress, he was read to be a successful to the result of t

mind and shows the nances on takes a bow with citical, frequently to the point of carticature, but the point of carticature, and the point of the poin

#### SAMUEL FRENCH

Play, Brokers and thors' Representatives 25 West 45th Street, New York 1623 Sunset Blvd., Hollywood 46, Cal.

#### FOR RENT

Miles from N. Y.; Star em Only; Fully Equipped

Write to RICHARD STEVERS

# The Bugle in the Blood | Le Silence de la Mer

Paris, March 1.	
Parls, March 1.	Н
	•
and German Soldier Michel Nastorg	

Vercor's famous story has reached the footlights in a remark-able adaptation by Jean Mercure. (It also will soon be seen on the screen.)

able adaptation by Jean Mercuric taiso will soon be seen on the screen. The seek of the screen of th

# Nous Avons Tous Fait La Meme Chose (It Could Happen to Anybody)

Martine de	Paris	March	15.
Martine de	Breteuil	product	on of
comedy in three	e acts by	Jean de	Letraz.
Directed by de	Letraz. A	t Theatr	e de la
Potlniere, Parls			
Catherine		.Martha	Sarbel
Mme. Delmet		Mady	Berry
Stephane		Pierre	Louis
Nelly		Helene l	<b>Consord</b>
Armande		Luce	Feyrer
Reml	*******	Henri	Gulsol
Yvette		luguette	Vergne

Armonic Lace Service Armonic Lace Service Verses "Trouble is," says the hero of this amusing comedy. "a woman came into my life before another one had time to get out." And not down in no uncertain manner as soon as he finds out about his amusing a soon as he finds out about his prevents its completion and tells for him. As a result, the distinction of the same of

#### Haydon Switches Role

Julis Haydon opens tomorrow
(Wed.) for the opens tomorrow
(Wed.) for the opens tomorrow
(Wed.) for the opens to open t

#### DOLIN, MARKOVA OFF ON SOUTH AFRICA TOUR

Anton Doiin, Alicia Markova and their personal manager, Alfred Katz are flying to London today Katz are glying to London today (Wed.) enroute to Johannesburg, where the dancers open a South Fortical four of Company of the Fortical four of the Company local management of Alex Cher-niavsky, Dancers are due in Lon-don for the Harringste Festival in August, then make a British pro-vincial tour until December, in mid-June be back in the U.S. in mid-June be in mid-June.

# Plays on Broadway

#### The Sun and I New Stages presentation of comedy-drama in two acts and prolog by Barrie

and lighting, Robert Gundlach; costumes,	
and lighting, Robert Gundlach; costumes, Grace Houston, At New Stages, N. Y.,	h
March 20, '49	
March 20, 49. Gad Joseph Silver	
Zebulun Maurice Shrog	5
Reuben Ben Irving	١
Simcon Mort Neudell	١
Levi George Hablb	
DanJohn Randolph	ı
Dan	١
Naphtali Jack Manning Judah Richard Klley	ľ
Issacher Peter Hobbs	ı
Issacher Peter House	ı
Asher Louls Hollister	ı
Joseph Karl Weber	ŀ
Slave Trader Salem Ludwig	U
Vashnee	ľ
Arrafi Peter Capell	ı
Executioner Richard Kiley	Ţ
Malfi	٤
Potlphar Martin Tarby	ı
Harpist	ŀ
Asenath Florence Luriea	l
Rakaph Mort Neudell	١
Pharaoh	ı
Footwasher Louis Hollister	ł
	ı
Shilah	١
Shilah Mlchael Howard An Engineer William Brower	l
	ı
First Guard Eugene Paul	ſ
	i
Big Worker William Brower	I

Bew Worker william Rower Bew Worker william Rower The Bay Worker william Rower The Bay Worker william Rower The Bay Worker william Rower Worker Worke

#### Johnny Casey

Johnny Casey
The New School's Darantic
Workshop offered a confused and
ineffective work in its production
of "Johnny Casey," which opened
ineffective work in its production
of "Johnny Casey," which opened
play about a basesial player who is
ously paced, with muddled characters. Himp dialog and perplexing
plot. The production has a few inscate; limp dialog and perplexing
plot, The production has a few inwhich a take of on the announcing
of a baligame is standout.
Cast consists of Darantic work.
Cast consists of Darantic

THEATRE '49 'SIOOES'
Dallas, March 22.
Theatre '49 opened its seven perceted to leave Mt. Shah hospital, broduction Monday (21) with a revival of '8he Stoops to Conquit and the control of the control o

## Play Out of Town

# Tongue in Cheek

Hollywood, March 22.
inter and Jacque Mapes presenmusical revue in two acts (21.
Words and music by Epri Brent.
by Charles Faber. Additional senie, "vocates arme in 190 ect of the control of t

Encouraged by the success of "Lend An Ear," which bowed lo-cally nine months ago, Ross Hunup with what they obviously hope will be the second Hollywood-orig inated revue to click on Broadway mated revue to click on Broadway.
It's a vain hope. Although preopening scuttlebutt compared it
favorably to "Ear," the only thing
the two shows have in common is
the theatre in which they premiered.

the theatre in which they premered. and Majore have been
Hunters in getting "Tonsue" on
the boards. Production coin was
more readily forthcoming after
Tag" lent an impetus to Coast prosagain that material which is hilarisagain that material which is hilarisagain that material which is hilarisagain that material which is hilaritious formula revue which has littitues is anywhere near Hir Parade
tunes is anywhere near Hir Parade
20 production numbers could be
sulvaged for Broadway. The complete revision necessary to insure
almost to an entirely new production.
The show is peopled by energetic

tion.

The show is peopled by energetic unknowns, some of whom show promise. By far the standout of the east is Sandra Gould, who recently has been devoting most of her time to radio. A clever comedienne, she is far better than her material, and manages to give the show its few highlights.

highlights.

Co-producer-director Ross Hunter appears in several numbers (a la Bill Eythe in "Ear"), best of which is "The World's Oldest Boy Violinist," and makes an okay impres-

Brought in for \$29,000, "Tongue" has only a fair chance of earning back its production cost, iocal interest being what it is. However, in this tiny (388-seat) house, it means a near capacity run of about six months—and the final weeks are undoubtedly going to be tough stedding even with the emphasis on iocal lokes to intrigue Hollywoodites.

Kap.

# College Show

#### All That Glitters

All That Gildrers
Williamstown, Mass, March 19.
Cap and Bells (Williams College) recommended by the Cap and Bells (Williams College) recommended by the Cap and Bells (Williams College) recommended by the Cap and March Conselly. Director Studies of March College of March 19.
Derf. II. Plano accompanions by Geral of Princis (As et al., 1987). Profuged by the Trink to Lee Money "witten his college of March 19.
Derf. M

\*\*Sy and Belle at Wittims of the production of t

#### Author Alfred Golden Suggests \$2 & \$5 'Rets' For Legit Financing

New York.

Editor, VARIETY:

Editor, VARIETY:

With would enable you to plan
which would enable you to plan
with the would enable you to
inside any ticket broker agency
on Broadway, consult listings of
prospective plays and players, and
prospective plays and players, and
anake a small reformer. I mean
anake a small reformer.
Within the or six weeks—after the
peared—you would learn have apyou had drawn an also-ran or have
backed a winner destined bring
you a return anywhere from 100%,
even if you don't make a militor
you'll have a lot of fun.
Here you will have a sleady
stream of capital flowing into the
plays, new talents, and dewringplays, new talents, and dewringprivals of oit plays. With worryree producers doing shows they
really wart to dos-and not just to
heatre is bound to take on a zeat
and excitement unknown to these
times.

I deall, and as my contribution to
the legitimate stage is tand ready
to turn the whole thing over free
of charge to a responsible group
of theatre people representing theof charge to a responsible group
of theatre people representing
thewights, actors and ticket brokers.
From : representative workers in
the theatre there will be formed
a non-profit organization to supersymbile for backing. Legal requirements will be met and regulations
stabilished to protect the public
Open responsible producers will be
produced successfully. First there
will be profits to the producer
will be profits to the producer
share of profits to the producer
share of profits to the producer
to ticket brokers.
There will be additional lincome
to the control of all, a share of the
profits will be donated directlyto the coffers of theatrical charttot the coffers of theatrical charttion the coffers of theatrical charttot the

Alfred L. Golden

## 'Caligula' in Coast Bow

Cangula In Coast Bow

"Gitigula," A 1 b e rt Camer
French hit, will get its U. S. premiere. March 30 at the Coronet
heatre as a production of the
Drodener Server, local legit group.
Drodener Server, Mack Wittians and
Strother March, Mack Wittians and
Strother March, Mack Wittians and

#### Kaplan Joins MCA

Aaplan Joins MUA
Harriet Kaplan, formerly in
Metro's play department in N. Y.
and later with Michael SloanePaula Stone legit production, has
Joined the musical comedy casting
and script department of Music
Corp. of America.
She was also casting director
with Mike Todd for a time.

## Literati

Bix Papers vs. P. O. Hike
Another segment of the publishing industry voiced its complaint
to the House Post Office Committee in Washington Monday (21)
against the proposed sharp ingreases in second class mailing

greages in second class mailing right.

Spokemen an Associated Business Papens an association of 300 miles Papens an association of 300 miles Papens and association of 300 miles Papens and 300 miles

after this year.
Magazine spokesmen have already attacked the bill, urging that
only a moderate increase in rates
be provided. Spokesmen for the
daily press have been mixed on the
subject of the bill. Uncle Sam now
loses about \$500.000.000 a year on
the Post Office Department.

#### SRL's 'Bogus Bestsellers'

SRL's Togus Bestsellers'
Bestsellers lists, a sore subject
for a long time in the book trade,
with ramifications in show busitime for the studies of the studies of the Saturday Review of Literature, Article, titled "Bogus Bestsellers," and in first M.Y. Herald Tribune for what are called carelesslycompiled lists based on phency reports from bookshops, has already
("Considerable nuckus was caused"

stirred up onte a rumpus.

(Considerable ruckus was caused in the book trade and film industry disclosed that picture company disclosed that picture company of the control of the control

though It was agreed that what he shale.

The Times, getting word of the survey, has laredy had its attorney write a letter to the SRI day to the survey, has laredy had its attorney write a letter to the SRI day to the survey was the survey was ready gone to press, demanding a ready gone to press, demanding a survey was made without the Times heing consulted or its system cheeked, and made without the Times heing consulted or its system cheeked, and cally sent him, although he got them second-hand. Markel also them second-hand, Markel also them second-hand, Markel also them second-hand, Markel also them second-hand. Markel also them second-hand, Markel also them second-hand. Markel also them second-hand, Markel also the survey was survey to the survey with the survey was the survey was

they "are hardly scientific," "lack the valid by claimed for them," and the valid by claimed for them," and the valid by claimed for them," and the valid by claimed for them, and the valid by the vali

ly ignored.

A show bit, find is "The Dance Encyclopedia." by Anatole Chuloy Declared Copedia." by Anatole Chuloy Declared Copedia. "by Anatole Chuloy Declared Copedia." by Anatole Chuloy Declared Copedia. "by Anatole Chuloy Declared Copedia." by Anatole Chuloy Declared Copedia. "by Anatole Copedia. "by Copedia. "by

continued to the contin

# Philly 'Obscene' Decision

strongly "libelous" sentences being inflored in proof. The Tinges late is a like in product data. Bron. Including proof. The Tinges late is given by the proper sets that he week and compensate that the proof of the proof. The proof is a like in the proof of the proof. The proof is a like in the proof of the proof. The proof is a like in the proof of the proof. The proof is a like in the proof of the proof. The proof is a like in the proof of the proof. The proof is a like in the proof of the proof. The proof is a like in the proof of the proof. The proof of the proof of

VARIETY I have read the books with thoughtful care and find they are not obscene as alleged,"

#### CHATTER

CHATTER
Jessyca Russell's writers' Newsletter passed its second birthday.
Buck Herzog in Hollywood on his
annual roundup of film interviews
for the Milwaukee Senthel.
With its March 26 issue, Saturday Review of Literature is hitting
a 25 year high, with a 100,000 print
order.

Max Weinberg, Metro's eastern shorts representative, authored several fillers in the April issue of Coronet.

Coronet: Harvard Lampoon, college's comic monthly, for its annual spoof or national magazines has selected.

Lyn Atha appointed fastion editor of Seventeen magazine, college of the magazine college of the publication of the book, "Build My Gallows High," in France.

for, the publication of his book, "Build My Gallows High." in Funder a bill introduced in the Michigan State legislature, reporters could not be forced to divulge the source of their news stories by cluding courts. Bill has been sent to Judicial committee.

Apper Books closed a discretion of the court o

rector.

Bob Thomas, Hollywood correspondent for AP, has a new assistant, Glorla Yarbrough.

#### 'Howdy Doody'

Continued from page 1

nent Howly Doody ranch in its toy department, featuring all H-D merchandise.

The younger set's interest in video is also seen in the success of the H-D hand puppet. The latex rubber figure comes packaged in a carton that looks like a TV set, with a cellophane window for the screen. Puppet can be worked in the box for a make-believe video-

cast.
Stone is also negotiating with
RCA-Victor for two Howdy Doody
record albums to be published this
year, the first containing original
songs, written and composed by
Ed Kean, and the second, Mother
Goose stories told by Howdy, also
to be scripted by Kean.
A contract is also in the final

to be scripted by Kean, in the flash stages of ractivation to cover overall publication rights. Deal would include comic books, a 10c. book and a 25c. book, which would total not be seen to be see

#### \$1,000,000 Suits Continued from page 1 =

the public regarding products of in time to catch a Greyhound bus from Hollywood to Germantown, Pathern annual Content of the Content of the

#### SCULLY'S SCRAPBOOK

By Frank Scully .....

Nutley, N. J., March 20.

There is, if you'll pardon a pointed finger, a neurological test known as the "Mayer thumb reflex." It's known in Hollywood, too. At Metro it is referred to as "checked off the lot."

At other lets the state of the lot."

At other lots they have other neurological signs to describe char-acters quaking in the luxury of a layoff. But enough of this. My job is definitions. So on to the K rations in Scully's Psychiatric Word Book:

KAINOPHOBIA: (1) Psychoneurotic dread of new things or new situations; (2) Producers who confuse television with trichinosis; (3) Radio stars who develop oftils media on hearing a new diveaway gimmick is about to reduce the swelling of their Hooper ratings; (4) People who can't stand James Cain, Bob Kane or Walter Kane.

KARYOKINESIS: Typical mode of cell division. In Hollywood, fattewan or Jollet, any wing for the confinement of writers.

KARYOPHAGE: An intracellular sporozoon. Technical term for a

free-lance writer.

KATERGASTIC REACTION: A term for simply psychotic disorders which are dynamic rather than neurotic. Comies who feel they are being scraped with a nutmeg-grater when latening to Free Allen's voice, but find his gags most soothing to their egos when paimed off as

KERATIN: The basis of corny tissues, used to coat enteric pills like

George Sanders, are usals or corny tissues, used to cost enteric pills like George Sanders Mission of the sear of lightning. Obsession of directors whose pictures fluish on firing a set. Fear that lightning or faulty used to the set some night and blow the schedule, the bud-get and the director limited; right through the window of the front office.

office.

KERNIG'S SIGN: Reflex contraction and pain in hamstrung muscles when the thight is flexed and an attempt is made to extend the leg. Common to staplets who try to stand up after having falled to read the 6-point clauses in their #year contracts.

KIEBAN'S SPACES: 111 Interiobular spaces of the liver; (2) gaps in the knowledge of John Kleran.

KIEBAN'S TEST: Small area on inter-surface of check touching lower MISSOW TEST: Small area on inter-surface of check touching lower muscless of the state of the standard of the standard standard inter-surface of the standard or any stimulus.

What kissing Bette Davis in "Winter Meeting" must have been like.

and good mixers who are in the money because they know how to pat producers, stars and even sponsors on the back. In the sychophantic Syndroms.

From the Committee of the commi

# 54

## Broadway

Katina Padiwa Ji Katina Padiwa Ji Katina Padiwa Ji Katina Padiwa Li Kiridey, Baltimore Sun drama critic, in town last weeken Jandering the shows.

The Meyer Delvish-bean-cruising of the Carlo Line's Santa Rosa.

Ray Milland in town for a 10-day vacation before returning the Coast for Paramount's "Copper Canyon."

day vacation before returning to the Coast for Paramounts. "Copper Canyon Gregor Rabinovitcl, wife of the filip producer, trained to the Coast Monday (21) to visit her the filip producer, trained to the Coast Monday (22) to visit her Gode Monday (23) to visit her Gode April 9.

Linda Alaxa Maxwell in from the Globe April 9.

Linda Alaxa and Yhanni Fleury Linda Alaxa and Yhanni Fleury Linda Alaxa (20) the parts of the pastern Linda Alaxa (20) when such a Company (20) when and \$1,000 in election offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked various offices at 1674 Broadtway (20) when yeage looked (20) when years (20

John Joseph, new studio ad ontact for Metro's ad-pub veepee Ioward Deitz, staying east another wo weeks huddling with latter, Si Seadler, et al., on new cam-

two weeks huddling with latter; Is Saudier, et al., on new camBetty Hutton and her husband, Ted Briskin, in New York until the end of the street was the second of the street with the second of the street was the second of the street was present and the White House Press Photographers ball in Washington.

Washingto

in California.

Spyros Skouras, prez of 20thFox, trekked to Philadelphia Monday (21) to accept a citation from
the city's B'nai B'rith for his company's contribution to democracy
in making such pix as "Gentieman's Agreement" and "The Snake
Pit"

man's Agreement" and "The Snake Chiefs the Howard Lawson, Clifford Odets and radio commentator Arthur Gaeth among those participating in the panel discussions of the Cultural and Scientific Conference Cultural and Scientific Conference Waldorf-Astoria Priday through Sunday.

Paul N. Lazarus, Sr., contract was a conference of the Confe

#### Philadelphia

Hindledphia
Humphrey Bogart and Lauren
Bacall caught Thursday matinee of
Potective, Story" at the Locust to
look over fim possibilities, and the
Benny Goodman and Buddy Greeo,
has formed World Amusement,
Loc., personal management agency,
Joe E. Brown, felled here with a
while doing USO work during war,
discharged from the U. S. Navall
Hospital, Comedian went to Nordischarged from the Goodman of
Hospital, Comedian went on Nordischarged from the Goodman of
Harvey.

#### VARIETY London

Havana date but returning here in May.

Norman Granz's "Jazz at Phil-harmonic" drew 3,000 at Public Music Hall, with over 400 turned

Music Hall, with over 400 turned ways have trimming its straw-hat season from 10 to eight shows to hold within 455,000 budget set by city. Van Grove, once of Max Reinhart studio, directing "Miracle of Our Lady" for Cieveland Bab, Godley, WHK sportcaster, sold novel tagsed "Kuller to Kitchen" to French publisher who made Vaughn. O'Nell! made house manager of Low's State, succeeding Maynice Drivacer, in unserred to Low's in Bowdens, M. 1

#### Vienna

Willi Fort's "Vienna Cliris" chosen to the beautiful property of the b

#### Miami Beach

Maxie Rosenbloom Into Mother Keily's. Barry Gray back at Copa City lounge after trip to California. Emile Borce suffered heart at-tack and is seriously ill in hospital

here. Rocco Vocco and Ed Wallerstein among music industry toppers va-Rocco Vocco and Ed watersteam among music Industry toppers va-cationing here. WOR-Mutual's Norman Living-ston in town to scan talent for net's new video setup.

## Pittsburgh

Max Shulgolds celebrated 13th wedding anni.
Gladys Ingles celebrating 13th anni at WCAE this month.
Bill Thomas, Zellonopie exhib, off for Greece to visit alling wather

Clady and the celebrating 13th anni at WCAE this month, Bill Thomas, Zelbrange with the control of Greece to visit alling Frances Lanford hung up a new money and attendance record at Arien Colyer, Marima player, off-for-Havan-on-club and-theater dates and the color of the color

#### Zurich

Lurch

Luls George Messen
in Zurch, en route to Austria.

Tourch, en route to Austria.

Tourch and the season of the control and the control a

#### Manila

recurrence of mineria herecovery the control of the

London
W. H. Sturies, famed cellist and
pop ballada composer, celebrating
odden wedding.
Lajos Biro, author and script
writer for Isi. Alexander Korda,
leit around \$80,000.
Marlemma, Spanish dancer, in
Princes Monday (21).
Ellie Norwood, veteran actor
famed for his Sherick Holmes
of the Composer of th

"Sings and Arrows," the Hermione Gingold revue, closed at the Comedy Saturday (19) after 18

David Drukker, of Charles Linucker's office to New Juster 18

David Drukker, of Charles Linucker's office to New Juster 18

George Minter charles of Recommendation of the Control of t

Brown, who has been done a singie here for year, has now become
an agent and has joined the Johnlasy Bonn due back from his
African tour middle April and
weeks as single, after which he
well tour own revue, which is arsedy booked for six months.
Gilbert from the French of Albert
Granus, with a young Greek actor,
canus, with a young Greek actor,
was staged at the Embassy, with
was staged at the Embassy production.
Wornts Eve Yiew, will running
Bernard Deliont & Bert Montague are resuming the tour of Orstarting O'Gorman Bros, and Silm
allan (former Vic Oliver stosige).
Show, which had to be widen of
season, opens for Moss Empires
March C'the

# Mexico City

BY D. L. Grahame
Jorge Negrete, top singer-actor,
ill rise local hospital.
Ple actor Eduardo Noriega inked
by RKO for a Hollywood chore.
Andres Serra Rojas, prez of the
ple trade's bank, Banco Nacional
Cinematografico, ill with grippe.
Tomas Milmo, impresario of the
Alamedia, frontline cinema,
hospitales yan abdominal operation. Pic actor Eduardo Noriega inked by ARCO for a Hollywood or he per by ARCO for a hore and the per by ARCO f

subsidiary, to N. Y. on radio-video deal for Mexico dicher.
Antonio Menase readying "The Blue Angel" Immase readying the Blue Angel" Immase readying the ready of Mexican actors, and Maria Antonicta Pons. Cuban, for the leads. Before Kine extens and Maria Antonicta Pons. Cuban, for the leads of Mexican Lorentz and the second of Sonsy," in which Theins Johnson Streat, clored danseuse, who's giving rectulas here, will have a leading tole.

#### **Paris**

war.
Katherine Dunham in Switzer-land and then taking her troupe to Rome. Rome.
Lorens Marmstedt, Swedish
Terrafilm producer, in Paris for
short visit.
Kenneth Spencer giving a concert at the Salle Du Conservatoire

short visit.

Kenneth Spinner giving a conKenneth Spinner giving a conKenneth Spinner giving a contoday (Wed.).

Newest nightclub to open, prepping for the tourist crowds, is the

Arthur Low doing a hideaway
in Paris—and just as conspicuous
as if by in a glass of mile.

Arthur Low doing a hideaway
in Paris—and just as conspicuous
as if by in a glass of mile.

Micholas Bros. booked for Sportclessful three month tour of Scardinavia.

March Paulve and William Kardi.

Angle Lalas Mexicanas, giving
cocknil party for Mexican star,
March of Time and Ecch hud.

Serge Lifar again percentiale on

choreographing, now that he's been

clinicated to a long-term pact by 20thFox, after director Heart Clouzo

ast her in "Manon," her initial

Balle Champs Elysees will move

linto the Theatre Des Champs

Elysees April 24—to be succeeded

May 1, guest starring Tamara Tou
manova.

"Joan of Arc" will be released

May I, guest starring Annual manova.

"Joan of Arc" will be released simultaneously in all European countries next October, according to RKO exces. They plan to lay out one of the largest budgets for promotion on any American film.

# Washington

Washington
By Florence S. Lowe
James Melton concerted here
James Melton concerted her
James Melton con

# Bills Next Week

Continue

#### Hollywood

Sam Bischoff laid up with viru flu. Diana Lynn laid up with strep

Illuma Lynn laid up with strep throat.

Hugh French leaves for London, April 11.

April 11.

The London Lamber of London and the Woweek siesta.

Dore Schary made honorary member of Tarobella Phi.

The London Lamber of Lamber of Lamber of State of Lamber of

Manuscript of the St. Guild.
Joel McCrea back in town after a Texas tour with "South of St. Touis." Louis."

George Jessel m.c. at California
State Senators' annual banquet at

George Jessei m.c. at Cattornia State Senators: annual banquet at Robert Ford returned to desk as Robert Ford returned to desk as Robert Ford returned to desk as Robert Ford in the Robert Ford Interest John Ford is walking on returner, as result of stumble on "Pinky" set at 20th-Foo. Burgo met month on a sikemonth leave of absence from 20th-Foo. Maurice Maurice Maurice Maurice Inform N. y. Rational Research of the Proceedings of the Proceedings

#### Rome

Rome

Caby Helen McGill Tubbs
Caby Helen McGill Tubbs
Caby Helen McGill Tubbs
Rombriel Passeal and wite visiting
rombriel Passeal Passeal
Tubbriel Passeal Passeal
Tubbriel Passeal
Tubbriel

## Las Vegas

Florence Desmond, Paul Gray and the Four Evans at El Rancho. Louis Armstrong, Jack Teagar-den and Velma Middleton playing Terrace Room

Louis Armstrong, Jack Teagraen and Velma Middieton playing
Terrace Room.
Terrace Roo

# TV KO's B Pix

week by Paul Raibourn, Paramount tweek by Paul Raibourn, Paramount tweeken in an address to the 10 000 more people on the neverge when a made and the state of th

-draw wider patronage an Lete 18; med increasingly to ballyhoo these med increasingly to ballyhoo these. Meanwhile, chances of the fitte midstry moving into tele—thereby patting itself into a position for meanwhile increased the patting itself into a position for meanwhile meanwhile increased the patting itself into a position for even medium — were considerably strengthened this week when when the word of the patting in t

matter."

If there is competition for a station license, Coy implied that the FCC would favor an outside party as against an exhib "with a view to promoting a greater diversity in the ownership of the media of mass communications." Coy said he spoke for himself and not for the other members of the FCC.

#### Raibourn States Reasons Why TV Will Aid Theatres

"Don't forget the film theatre when television is mentioned," Paul Raibourn, Paramount veepe, told the Assn. of Customers' Brothess at a meeting in N. Y. Curb Exchange Governors' Room last Frichange Governors' Room last Frichange Handward Paul Carbon Common and Carbon Common and Carbon Ca

TV Growding

Costinued from page 1

mitting for one man where four of five are now required.

The shift of production away in the control of the production of the control of the control

#### Olivier. Wyman Continued from page 1 =

Constanted from page 1

"Jointy Bollneda," and Olivia de

"Jointy Bollneda," and Olivia de

"Jointy Bollneda," and Olivia de

Havilland, for "Snakepit." Indica
tions are that Miss Wyman will be

ahead at the fishs lime. The other

three candidates are getting sparse

attention, in this division, with the

to Barbara Stamwyck, for "Sorry

Yong Number", Tene Dunne, for

"I Remember Mama, and Ingrid

Bergman, "Joon of Arc." and

Top pleture of the year was and

Top pleture of the year was and

Top pleture of the year

"Johning Bellinda" having an edge

over Darryl Zamick's "Snakepit" in

the voting. Wamers here has two

entirels, other being "Tressure."

Stark hade." "Hamlet" in the scoring

Somes behind "Snakepit," with

"Red Shoes" trailing "Tressure."

It seems a runway race for the

Med Shoes' trailing Tressure."

It seems a runsway race for the Med Shoes' trailing Tressure.

It seems a runsway race for the Med Shoes' trailing Tressure of Shoes and the Med Shoes and the M

tons and Bows, "form Paramount's
"Paleface," running away from the
field in this division, with "It's
Magic," from "Romanee on the
High Seas" second with about 20%
of the votes the leader is getting,
of the votes the leader is getting,
the work of the season of the season of the
however the season of the season of the
the Moment" and "For Every Man
There's a Woman."
Decision of the Thalberg Award
wort be made until tomorrow
mort and the season of the season of the
American contendess in the bestAmerican contendess in the best-

Invited producers of three leading American contenders in the best-pictures division to attend, just in case it's decided to make the award after all. Invited are Henry Blanke ("Slern Madre's, Zanuck, Robert Bassler and Anatoie Litvak for "Snake Pit," and Jerry Wald for "Bellnda,"

#### MARRIAGES

Marcella Swanson to Lee Shu-bert, Miami, recently. It is a re-marriage since bride, a former actress, divorced the producer-theatre owner last year in Reno, after a secret marriage in Berlin in 1936.

in 1936.
Lovens Smoot Isenberg to Dr.
H. J. Stratheran, Phoenix, Ariz,
March 12. He's medical director
at Paramount studio.
Elizabeth S. Sabine to Nate
Beers, New York, March 19. He's
in the legit dept. of the William
Morris agency.

Dominique Fournier to Jean Gabin, Paris, March 10. He's the film actor, she's a model. Jo Ann Martin to Tommy Nip, Jr., Biloxi, Miss., Feb. 23. Both are dancers.

#### BIRTHS

Mr. and Mrs. Bernard Giannini. daughter, Los Angeles, March 15. Father is veepee in charge of mo-tion picture financing at the Bank of America

of America. Mr. and Mrs. Al Page, daughter, Burbank, Cai., March 14. Father is head of Paramount's mail de-

is head of Paramounts mail cop-partment.

Mrs. Ward Nyhus, son,
Los Angeles, March 13. Father is
an agent with the Music Corp. of
America.

Mrs. Ward Fenton, son,
Mrs. March 2. Father is night
supervisor of WEEN in that city.
Mr. and Mrs. Monroe Engelberg,
son, New York, March 5. Mother
is former Shella Rogers, cometie former Shella Rogers, come-

Mr. and Mrs. Vincent Micko, daughter, Chicago, March 15. Father's with David LeWinter's

Father's with David LeWinter's order.

Mrs. 2011 South.

Mrs. 2011 South.

Mrs. 2011 South.

Mrs. 2011 South.

Father is a radio announcer.

Mr. and Mrs. Peter. Rachow United the Mrs. Pe

#### Mountain Bookers

The more likely to help the legy to the property of the proper

#### **OBITUARIES**

HERBERT H. HARRIS

Herbert H. Harris, 52, theatrical
for Farfunns Charbert, died in New
York hospital March 21 after
brief Illness,
locally connected
third bluesses, closely closely
to the closely closely closely
to the closely

SAM B. FLIASHNICK (March 26, 1947) SYLVIA

Joseph, Herbert and Dorothy Fields. Survivors are his wife, Virginia; two sisters and a brother.

two sisters and a brother.

Sidnyy Asciller inSidney Asciller inMey Asciller inSidney Asciller
Sidney Asciller
S

JOHN H. POTTS
John Hollister Potts, 56, president of Radio Magazines, Inc., died in the French hospital, N.Y., March 16.

6. During his life he had worked

FRANK N. HEARN, JR.

(March 26, 1932)

My Darding Boy-Still Living in My Heart. MOTHER, JULIA KNOX

for Radio Corp. of America and other firms in engineering capaci-ties, and was technical editor of Radio News-Survived by wife, Mrs. Dorothy Slavin Potts, on editorial staff of Time mag; a son and daughter.

JOE C. GILPIN
Joe C. Gilpin, 44, production
manager for Koy Del Ruth and
bank. March 19 after a heart attack.
He entered the film industry in
He control of the film industry to
the film industry to
the film industry to
studio manager. He also worked
at Coiumbia and Enterprise before
joining Del Ruth.
Wife and two children survive.

ANNE O'NEILL THOMAS
Mrs. Anne O'Neil Thomas. So,
stage star in 1890's, diel in he
home in New York March 20 after
a long illness. She let Hetty Clay
Miner, owner of Miner's Bowery
heatre, one of New York's famous
vaude showcases at the turn of the
Control, Thomas of the Control
and the Control of the Control
and the

IRVIN (FAZOLA) PRESTOPNIK Irvin (Fazola) Prestopnik, well-known swing musician, died March 20 in New Orleans. Details in music section.

WILLIAM J. STYLES

William J. Styles, 89, former
featured cornelist with many bands
and for a time leader of his own
land, died at his home in Yonkers,
N. Y., March 2l.
Born in Liverpool; England, he
Abbe Practical Workshop, N. Y.

came to this country as a youth. In later years he had been corneits with Arthur Pryor's and Creatore's bands. Fee a line he played in Opera House, N. Y., and for years had conducted the orchestra at the Warburton theatre, Youkers. Survived by wife, three sons and a daughter.

MRS. ALFRED E. WILLARD
Mrs. Ida Willard, 75, former
actress, died March 19 in No.
Plainfield, N.J. She was the widow
of Alfred E. Willard, an actor
peace in a series of playlets or
keith's and other vaude circuits
for a number of years. They subsequently, had appeared in legit
shows.
Survived by two sons.

LELAND HODSTON
Leland Hodston, 55, stage and screen player, died of a heart attack March 16 at his home in Hollywood.
English born, he started his legit career in London in 1914 and made ago. His last role, finished 10 days ago, was in "The Forstye Saga" at Metro.

Ada Jasy Taibot da, an actress, who last Taibot da, an actress who last Jasy days in "Right to Happiness" at Vander-biit theatre in 1931, died in New York, March 18re career she had appeared in "Brewster's Millions," Julie Bon Bon," with the late Louis Mann and Clara Lipman, and "irene."

K. A. (KEN) BUTTERFIELD
K. A. (Ken) Butterfield, head of
K. B. & H. Amus, owner of the
Marmon theatre, Nauvoo, Ill., was
found dead in bed at his home
there March 13. Death apparently
was due to heart failure.

From the purchasing the MarFrom the Fox-Wisconsin Circuit at
Janesville, Wis.

EDWARD F. CAREY
Edward F. Carey, 77, former
yaude performer, died March 15 in
North Philadelphia.
Carey had done for number of
years. He retired 10 years ago,
and recently has directed charity
shows. Survived by son and

WILLIAM H. SMITH
William H. Smith. 73, puppeteer, died at Margate, N. J.,
March. 18.
He toured vaude circuits for
many years with his puppet shows.
Surviving are his wife, known
professionally as Ethel Beaumont,
and son.

JOHN A. YOUNGS
Jacob Albert Youngs, 55, operator of motion picture theatres in Pulaski, N. Y., for many years, and manager of the Kallett theatre there, died in that city, March 20. Survived by wife, four daughters, two sons, mother and sister.

WHEELER OAKMAN
Wheeler Oakman, 59, assistant
manager of El Portal theatre,
North Hollywood, and former
silent screen star, dled in Van
Nuys, Cal., March. 19.

Gloria Jeanne Bell, daughter of Ken Prickett, New England pub-licity rep for Metro pix, died in San Antonio, Jan. 27. Her mother, known professionally as Belle Al-len, died in 1930.

Mother, 61, of the late Beryl Wallace, showgirl killed in plane crash with Earl Carroll last June, died in Hollywood, March 14, from an overdose of sleeping pilis.

Father, 88, of Edward F. O'Connor, regional director in Far East for Loew's International, died in Clinton, Mass., March 16.

Antanas Vanagaitis, 59, Lith-uanian actor, composer and pub-lisher, died in Gulfport, Miss., March 10.

Wife, 49, of Charles H. Garland, general manager of KOOL, Phoe-nix, Ariz., died there March 16.

Mother of Nelson Maples, pianist and former bandleader, died March 14 in Charleston. W. Va.

MODERN GRANDER

and lis AFRO-G GRACIELA (5713 NO!... NO!... GIRL)

Currently

ROYA NEW YORK

Selected as the most fitting band in the land open the amazing new "Jazz Ceulet of the Mould, APRIL 14th with ELLA FITZGERALD

JUHN HAMMUNU
V.P. Mercury Record Corp. in
The most exciting music in
America: **Exclusively MERCURY RECORDS** 

ALWAYS CONCEDED TO BE THE ALWAYS CONCEDED TO BE THE KING OF AFRO CUSAN AMERICA'S KING OF AFRO CUSAN AMERICA'S KING OF EXCITING MOW ACCLAIMED AS ANDI MOST EXCITING

NEW YORK MIRROR NEW YORK MIRROR Bop is "Machilo's Afro-Cuban Revolu"Machilo's Afro-Cuban revolua sensetion—a musical revolution."

LOOK MAGAZINE

March, 1949

March, 1911y Arrohe wonderfully Arrohe wonderfully Arrohe wonderfully their
whom band ... man important
and ... man importan

raising music."

"A continuous beat is exciting stern, but the bear and exciting term, but he peak and exciting the beat, exciting to hear, the hear hear hear hear.

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NO NOISE =11012

MANGO MANGUE . VACILANDO =11017

ASIA MINOR • UN POQUITO DE TU AMOR #5256

Watch for JUNGLE DRUMS and LLORA TIMBERO

Personal Managements

JACK LEAR, WALLACE DOWNEY Inc.

1819 Broadway, New York 23, N. Y.

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VOL. 174 No. 3

NEW YORK, WEDNESDAY, MARCH 30, 1949

PRICE 25 CENTS

# MOST FILM COS. TO TOP '48 **PROFITS**

Ample support for the industrywide belief that the panic is over
the belief that the panic is over
through this week in a series of
earnings disclosures which dramatically piled up the evidence.
From the looks of things now, most
of the series of the series of
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the first of the series of
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the industry, substantially better
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the carned in 1980,000,000
carned in 1980 gives on grosses, are
sticking to a level established last
lower than the near-peak returns
registered in 1987 following the
decline from the 1984 all-time
light. But bigger gravy in the
cledine from the 1984 all-time
light. But bigger gravy in the
full benefit of production cost readjustments are at last taking
hold, the companies have now

adjustments are at last taking just the property of the proper

#### TV a Fulltime Job. Doubling Too Tough, Performers Find Out

Performers Find Out
Performers are finding that television is a fullitume job and those
that have been doubling from theing the strain too great.

The toll of performers in videa
ing the strain too great.

The toll of performers in videa
ing the strain too great.

The toll of performers in videa
is already ingressive. For exampoint of his Godfrey had to bow
out of his Godfrey had to bow
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#### N. Y.'s Tele-Catessen

Now New York has a tele-cates-sen. Video Cafe, which had been operating as a restaurant for two months without TV, reopened Thursday (24) featuring corned beef and pastrami sandwiches and a 27-by-36-inch projection screen. The West 48th street eatery was . The West 46th street eatery was inspired by boom in daytime tele.

# Mayer Renewal At M-G Calls For Pay, Bonus Slash

Louis B. Mayer will renew his ticket with Mctro for another five years as the result of an agreement reached by the studio chief with prevy Nicholau M. Schenck at the weeks ago. Mayer's new deal, for a considerable cut in his present satury and bonz. Even the satury and bonz. The studies of the considerable cut in his present satury and bonz. The studies of the saturation of the saturati

#### Harsh Discipline Of Legit Held Best For Video - Tony Miner By NAT KAHN

By NAT KAHN
The harsh discipline of the legitimate theatre is the best schooling for television. Both from the performer standpoint as well as the producer and director. That's a fairly conglomente and growing opinion in the new measurements of the control of t faction.

Worthington (Tony) Miner, a former name director for the Broadway stage, but more recently a top producer and director for CBS television, lends his voice emphatically to that opinion.

phatically to that opinion.

"Theatre beckground is so important in tele because of the necessity of a sustained performance." Miner points up. But in radio and pictures, he adds, because of their methods of production, sustained performances aren't necessary.

"The produce a seried. In pictures you work in takes," he stresses.

Producer-director of "Studio."

stresses.

Producer-director of "Studio One," one of TV's first prestige programs, and more recently associated in the production of the top-rated "The Goldbergs," Miner believes it is so much easier for a

(Continued on page 34)

# BIBLE BIZ HELPS Neither Storm Nor Rain

# THAW OUT FINN FILM COIN

Bibles are putting the heat under U. S. film companies' frozen coin in Finland. Holy Testaments, printed in the tiny Baltic country printed in the liny Baltic country
and sold in America, have served
to thaw all the Yank pleture receipts that have been in deep
freeze there since the end of the
war. In addition, companies are
operating on a completely liquid
basis currently via the Sterno-izing
provided by the Bibles.

The list of the proper of code

provided by the Bibles.

Deal is only one of dozens of odd methods the film firms are using to unleash moines blocked overseas by shortages of dollar exchange. Surprising amounts of currency via Yankee ingenuity in finding paths that pay off. All the methods are legal, since-any remittance requires a license from the government concerned, although the exhibited is undoubtedly a surprise to many foreign officials.

American firms have become

to many foreign officials.

American firms have become
partners in literally dozens of businesses from lumber to the Bibles
as result of efforts to convert
frozen currencies into dollars. In
many other cases, where it is absolutely impossible to get money
out, the Yank companies have become owners of local real estate
and industries of every description.
Bible deal is probably the most

and moustries of every description.

Bible deal is probably the most unusual. It is believed to have resulted in thawing of about \$250,000 to date. Oddly enough, it was not one that the U. S. industry thought up, but one that came to it in the (Continued on page 46)

#### **Ballantine Now Has** Yanks, A's and Phillies

I alms, A S and I finitive S Philadelphia, March 29. Ballantine's Air, aircady signed to sponsor the N. Y. Yankees this year on television, also bought rights this week to both the Philadelphia Phillies and Athlettes games, which will be carried locally over Philip TV stations. With times thus becomes the heaviest tele baseball bankroller.

Areney for the brywner form for the property of the pro

Agency for the brewery firm is Walter Thompson.

# Giving Self Away

Giving Self Away
Bill Todinan, producer of the
brace of CBS givesways. "Winner Take All" and "Bilt the
Jackpot," was crossing the
street last week, his arms
laden with givesway pois and
pans which he was carrying
ann which was a Goodman
according to the company
and the company
and

Corpus Christ, March 29.
Bandleader Floyd Tillman fee.
waded for five hours and rode 20
miles in a taxicab to keep a date
here.
Tillman cracked up his private
plane on a little intercoastal canal
yaded shallow water until a tuy
waded shallow water until a tuy
stage to the company of the company of the company
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to the company of the company of the company
to the company of the company of the company of the company
to the company of the com

cab.

Changing clothes, which he had brought along in the cab, he arrived only a few minutes late for his engagement at a local nitery spot.

# Radio Set Sales Seen 50% Off In '49; Offset by TV

Washington, March 29, A considerable decline in radio set production with an offsetting put was forecast for 1949 yesterday (28) by the Commerce 1949; Peter 1949;

volume to the \$1,200,00,000 figure achieved last year.

Department based its forecast of reduced receiver sales to filling iness in console units because of the record player "confusion," and a falling off in radio sales "in one tide record player "confusion," and a falling off in radio sales "in one ticelevision becomes available."

In a report by James B. Forman and Charles P. Redick of the Office of Domestic Commerce on the the radio industry, the department said that if the manufacturers at the radio industry, the department said that if the manufacturers at the radio industry, the department said that if the manufacturers at the radio industry, the department said that if the manufacturers at a subjective of producing are income from this product will "quite possibly" exceed the retail value of radio sets. "This would be a remarkable achievement for the international conference for the conference of the conferen

# SELF-REGILLA PLANNED A LA PIX

#### Public Acceptance Will Be Keynete of 'Good Taste' Via TV

Disturbed at the steidily-growing demands of state and certain municipality censors to set demands and the steidily-growing demands of state and certain architers, TV bondensters feel the time has arrived to put their own house in order, station operators realize that it's only the newness of their medium that has kept the bluenoses from buttling in so far, concerted drive to eliminate any table of the state of the st

#### Oscared 'Buttons' Top 1948 Commercial Tune With 3.000,000 Disks

recographi. area after another as television becomes available."

In a report by James B. Forman and Charles P. Redick of the Ordine of Domestic Comineree on the tradio industry, the department and that if the manufacturers at tain their objective of product will regular because the radio industry, the department and that if the manufacturers at tain their objective of product will regular because the result of the result of radio sets. "This would be included by the second the result value of radio sets. "This would be included by the second the result value of radio sets." This would be included by the second the result value of radio sets. "This would be included by the second the result value of radio sets." This would be included by the second the result value of radio sets. "This would be included by the second the result value of radio sets." This would be included by the second the result value of radio sets. "This would be included by the second the result value of radio sets." This would be included to the result of the result

# TV's Fine But Has a Long Way To Go Before the Big Comics Join Up, Say Groucho, Fibber & Molly, Cantor

MISCELLANY

Hollywood, March 29.

"We gel lots of live television out here in Hollywood, but it consists the first of the consistency of th

television is not yet ready for the high-name comedium, the companies, such as Eddie Cantor and Fibber Riches & Molity (Jim and Maries, and the medium for awhile. Cantor hinks the present IT vadients is still far too small to entice the top in the companies of the companies of

troilable, desire to jump out of the Baddle Cantor In Re: Big Names Want to know what I think about leevision? I think it's going to be fine. But I think it's going to be fine. But I think it so going to be fine. But I think it so going to be fine. But I think it so great big United States of ours I do not be set. Right now, in this great big United States of ours I do not be level there are more than 1,200,000 level the good in the set of the set

#### Hope's Itinerary

Bob Hepelywood, March 29.

Bob Hepe and troupe take off after his fater his for four of 16 cities and 13 states.

They open either in San Diego or College Station, Texas, April 20, and have booked 20 other dates, which will keep them on road until May 2.

#### JAN. TAXES SHOW B.O. UP OVER PREVIOUS MO.

Russian delegate S. A. Gerasimov took up the cudgel laid down by Lawson. Introduced as a "film writer, producer and director," he rapped the U. S. film industry without mentioning it specifically by name. "You all know in what movies people are killed like files," he said, and as a contrast; added the contrast of the

#### Hurt in Gun Accident

Hurt in Gun Accident
Joan Ollywood, March 29.
Samuel Goldwyn's "Roseanna McCoy," has been hospitalized as a
result of a gunshot wound suffered during lensing or Sonora lucifered during lensing or Sonora lucifered during lensing or Sonora lucicare was much and the practice of the service of the s

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355th WEEK! All-tin

KEN MURRAY'S "BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal And now in world-wide reles
"BILL AND COO"

Ken Murray's

Academy Award Film

#### Bergman Bathroom Only Concrete Fact So Far In Rossellini Film Setup

Rome, March 22.
Roberto Rossellini's pic starring Ingrid Bergman is slowly taking Proceeding in accordance chane with Rossellinl's usual methods, with Rossellini's usual methods, only a brief summary of the plot has been written to date. Actual dialog will be written from day to day by writers on the set. The production company, however, is due to leave for Stromboli in a few days and the film, according to Rossellini, will be finished in about 10 weeks.

10 weeks.

One of the major problems to be licked is the language barrier. The writers are flalinn but Miss Bergiman will speak only English while other members of the cast while other members of the cast while other members of the cast however, that language isn't necessary since the action will tell the story. Meantime, some technicians have gone abead to Strombiolis to build a bathroom for Miss Bergins and the story. We will be the only one in 100m, h. will be the only one in 100m.

#### Ted Hammerstein May Sue On Aussie Oscar H. Airer

Melbourne, March 29. Ted Hammerstein, here as stager of the musical click, "Oklahoma!", at His Majesty's for J. C. William-son, has threatened to bring legal son, nas threatened to bring legal action against well-known local bandleader and radio personality. Hector Crawford. That is if latter goes ahead with a radio series on a commercial network titled "The Amazing Oscar Hammerstein."

Hammerstein reportedly stated that the life story of Oscar Hammerstein is not in public domain, belonging to his seven heirs. Ted is a grandson.

#### Drew Pearson Sued For 300G for Press-Radio Charges Vs. Cal. Politico

Charges Vs. Cal. Politico
Washington, March 29.
Suit was filed yesterday (Mon.) in the U. S. District Court here by Atty. Gen. Fred Howser, of California, against Drew Pearson for California (Party California), against Drew Pearson for Pearson's charges last April that he accepted "prof. Howers said he would sue Pearson in every state where his broadcast is heard, or where his column or sue the various stations carrying Pearson's program or individual newspapers action, Advised of Howers's action, Advised of Howers's action, and I shall be looking forward to meeting the gentleman in court."

The commentator said that make the press release announcing the in which Hower got out "a stampede press release announcing the in which Hower got out "a stamped to try it in the newspapers—perhaps as a diversionary action to his present unpleasantness with Gov. Warrea."

#### FILMERS' BIG L.A.-N.Y. RUNAROUND VIA PLANE

RUNAROUND VIA PLANE

Number of filmites were swearing off airplanes this week (followland) the state of t

more circling in-order to use in pail the gas-to-prevent—a. If re- and ex- plosion in the event the landing gast was damaged. Fire englase gast was damaged. Fire englase the was no difficulty. When the group arrived in New York on another plane, weather of the more strong and the strong at La Guardia and the landing at La Guardia and Again they were unable to land and Again they were unable to land and Again they were unable to land and were shifted to Washington. P.S.:
Most of them took a train from Washington.

# Berle's Marathon

of good taste rests with the NBGa-Troduct The basic TY code is a grandson.

TY Cancer Show

Milton Berle, star of NBC-Try

Treace Star Theatre, is scheduled for a television marked mean that he producer can be sair to duste to help in the product of the bamon Runyon Cancer is the product of the bamon Runyon Cancer is the star to Aussie to help in the product of the bamon Runyon Cancer is the star of the Damon Runyon Cancer is the star of the Cancer is the Cancer is the star of the Cancer is the star of the Cancer is the star of the Cancer is the Cancer is the Star of the Cancer is the Cancer is the Cancer is the Star of the Cancer is the C

# CITIES ASK U. S. TO QUIT AMUS. TAX BIZ

Conference of Mayors, in conversion here last week, unanimously approved a resolution urging Content of the admissions of the content of the admissions of the content of the conference also called for a foliat ax study of the overlapping of the content of the c

NCA vs. Local Bite

MCA vs. Local Bite
Mineapolis, March 29.
Theatre owners in Minnesots are
facing the prospect of being hiten
by local taxes on admissions if and when the U. S. Congress vs.
Under a bill pending before the
state—legislature—municipalities
would have the right to impose a
state—legislature—municipalities
would have the right to impose a
footeral government.
Organized by North Central Aled and the prospective of the property of the
viscous campaign against the bill.
they are willing to pay the same
taxes at the same rate as are levide
against other businesses, but they
against other businesses, but they
extra bites.

#### **Bluenose Blues** Continued from page 1 =

Maurer, operator of the seeking Co.'s film houses; locolin Kingsberg, wife of hearters prexy, and Arnicella Loca Angeles Saturday and when they got to circled the field for more and the seek step. Every station in the continued from the poor of the film industry code and the continued from the poor of the film industry code and the continued from the poor of the film industry code and the control of the National Asso. of the National As

# BRITAIN'S HOT ROW ON U.S. PACT

# D.C. Politicos' Assault Vs. Brit. Film **Quota Mounts. Promising Results**

A real drive to break down the 40% British film quota and coin freeze has begun to develop, with mounting optimism that something worthwhile for the industry will

worthwhile for the industry will develop.

Ernest Ryis due in this week rad, so due in this week rad, on the best of the secondary of the secondary of the best of the secondary giand. These are the developments of past week:

the past week:

J. Senator William F. Knowland
(R., Calif.) fired the opening blast
with a hot speech in the senate
last Wednesday (23) in which he
charged the British have been unfairly discriminating against our

lms.

2. Next day he followed up with letter to Secretary of State 2. Next day he followed up with a letter to Secretary of State Acheson, asking what steps are being taken by our State Department to break down restrictive practices against our films in England.

3. Five Republican Senators—Knowland, Styles Bridges of New Hampshire, Robert A. Taft of Ohio, (Continued on page 18)

#### Bergman to Move Up As Blumberg's Aide at U, Lipton to Shift East

Maurice Bergman, Universal's eastern ad-pub director, is due to take over a newly-created job of executive assistant to Nate J. Blumberg, company president. Change will occur around June 1 when It Change will occur around June 1 when It carrent U. S. Savings Bond drive ends. Bergman is directing 8 in June 1 when I was a fixed by the control of the Company of the C

cons. Sergman is done in the Preserve way campaign.

With Bergman vacating the east-madoub spot, David A. Lipton, Us national ad-pub chief, wind be a seried of the construction of the co

N. Y.
Move-up of Bergman would follow the recent pattern at United Artists. There, Paul N. Lazquus, Jr., after supervising ad-pub chores, was upped to the job of excc assistant to Grad Sears, UA's prez.

#### TEAM RAFTERY, CASKEY AS MAJORS' SUIT REPS

AD MRAUKN DUIL RELTO
With a flock of exhib anti-trust
actions nearing trial throughout
the country, major defendants
have hit on an informal team of
York layers to represent
the country and the country
to the country of the country
to the country

majors.

Raftery and Caskey pushed offfor Los Angeles this week with
Austin C. Keough, general counsel
for Paramount, to shape up defenses on three or four Coast actions now close to trial. They will
work on coordination with local
counsel.

counsel.

Practice of picking a couple of anti-trust experts to handle legal-chores for all companies has been in operation for several months. Raftery, for instance, repped United Artists, Universal and Warner Bros. during the recent Dipono trial in Buffalo.

#### 20th Using Tiny Mike On 'Everybody Does It'

On Everybody Does it.

New miniature microphone is getting its first workout in "Everybody Does It" at 20th-Fox.

Linda Darnell wears one in a lapel of her blouse in a staircase scene, with the little mike connected to the sound track by tiny does away with the cumbersome boom, which is impractical in certain scenes.

# U. S. Pix Abroad In Dilemma Over 'Good Propaganda'

Heddach involved in determine what's good propagand a head what isn't has hit the film industry with full force as a result of widespread criticism of the pictures selected by the Yugolav gove it by the Modion Picture Export. Assn. MFEA maintains it is precisely those films for which it is now being read to the weak of the picture of the cight pix which the Yugoslave have selected from a voster of 100 submitted by the MFEA with the pix which the Yugoslave have selected from a voster of 100 submitted by the MFEA withington." Citizen Kane" and "Watch on the Rhine." First is a salric spoof on Congress, second shows the year it of the ways going on the belief that-the—Contrary to the belief that-the—Contrary to the belief that-the—Mr. Smith' was banded in Bulgaria and "Watch on the Rhine." No the Continued on page 180 Kond Continued Cont

#### Korda, French Due 18th For Anglo-U.S. Parleys

Str Alexander Korda and Sir Henry French, director general of the British Film Producers Assn., are scheduled to arrive in New York on the Queen Elizabeth April 18, They are to stund the ses-sions of the Joint Anglo-American Film Council in Washington Art 12-23, Athur Pank the third mem-

2 1-23.

A Arthur Rank, the third member of the British delegation, arrived in New York last week. He leaves today (Wednesday) for Palm Beach, where he will huddle with Robert R. Young, controlling stockholder in Eagle Lion, which distributes part of the Rank product in the U. S.

#### Johnston Office Annual

Meeting Set for April 7

Meeting Set for April 7

Annual meeting of the Motion
Pature Assumed is now set for
April 7. Principal business on the
agenda is election of the board of
directors. It is anticipated that no
changes will be made in the presgrade in the presence of the continuation of the conEric Johnston, MPAA prexy,
will preside at the session and at
the board meeting which will folitiow. Discussion of the new 40%
problems, continuance of the Motion Picture Export Assa, operation in Germany, Austria, Japan
and Korea, and other current matters are on the agenda.

The problems of the Mosence of some company toppers in
Fiorida and on the Coast have
annual meeting.

# SEE SNARL NEXT

Britain is in for a stiff hattle from the American film companies when the time comes next year for renewal of the Anglo-American films agreement. Rough-and-tumble scrap was in the cards at best, but the move last week for reduc-tion of the quota by a "mere" 5% —contrary to what the U. S. In-dustry feels was every logical con-sideration—has American film exces so burned they're ready for a tooth-and-nail setto.

a tooth-and-nail setto.

Ther's only one directly—and
they face in putting one—that
they face in putting up a britle.
They have no weapon at the
moment. The heavy artillery they
were able to use two years ago
in their fight against the 75% tax
was an embargo on shipment of
Hollywood product to England. It
was an embargo on shipment of
hollywood product to England. It
indions will agree to such drastic
action again. And unless there is
complete agreement, an embargo
outld be valueless and thus would
not be tried.

Exces of the U.S. companies

not be tried.

Exces of the U.S. companies know they will not be able to pull an embargo-and they know that the British know they won't. It is for that reason that the Yanks are hoping that a lot of other hings may happen to change the balance before they sit down with British Board of Trade prey Haroff Wilson a year from now to dispute the work of the Wilson a year from now to dispute the work of the Wilson a year from now to dispute the work of the Wilson a year from now to dispute the work of the Wilson a year from which they are permitted to remit \$17,000,000 a year.

One thing they are permitted to remit \$17,000,000 a year.

One thing they are counting on is intervention by the U. S. gov-(Continued on page 14)

#### E. M. Loew's Dicker For Par's N.E. Chain

Boston, March 29.

E. M. Loew, circuit operator with theatres blanketing the east with—theatres blanketing the east coast, is negotating to buy the Paramount-affiliated Maine & New Hampshire circuit. Loew would take over the 28-theatre circuit outright by buying off both Para-mount and its pards, Joseph P. Kennedy, John J. Ford and George W. Lane, Jr. 7

# **Exhib-Syndicated TV Co. Would** Be Limited at First to N.Y. Area

5% Less Ridic

5% Less Ridic
London, March 29.
Board of Trade prexy Harold Wilson's tiaumting of demind by exhibs for a substainquota had tempers bot this
week. Sir Alexander King,
president of the Chemato,
president of the Chemato
a commenting on the allm 5%
quota cut announced by Wilson last week, declared:
"Wilson's action only makes
"Wilson's action only makes
the thing 5% less ridictious."

# **B'way Burning** Pic Product At 20% Higher Clip

With some 55 films played so far this year at some 13 Broadway firstruns, the amount of product screened by those deluxers has jumped almost 20% over a similar three-month period last year, when

three-month period last year, when the same houses projected only 46 pictures. Six of the houses are using more pix in 1949, five show less while in two theatres unmerical bookings remained constant.

Maylar scored the greatest spiral, jumping from early one film in the control of the contr

#### EL Seeing Red Over Rep's 'Red Ryder' Oldie Oaters

take over the 28-theatre circuit outsight by using of both Para A uning battle between Eagle and the parts, Joseph Para A the part of the parameter of the para

# National Boxoffice Survey

Warm Weather, Dull Pix Clip Biz-'Door,' 'Mother, 'Kiss,' 'Ball Game,' 'Honeymoon' Pace Field

Kiss, 'Ball Game,' 'Honeymoon' Pace Field

Unseasonably warm weather and
the few new, big pictures are beplaced by the property of the prope

Operation of an exhib-yandical-delevision company to book ex-clusive shows for large-screen play-ces of the company to the con-trol of the company to the company for metropolitan area. Tentative decision to that effect was made by Theatre Owners of America's held last week Important exhibs who are not members of TOA, such as Fred Schwartz, head of Cen-tury circuit, and hiarry Brandt will must be company to intride to join the company.

tury circuit, and Harry Brandt will probably be invited to join the crown of the company, still in the planning stage, would consist of 25-90 top exhibs from the metropolitan area. Experiment would be political rear. Experiment would be idea of branching out to other video centers. If the company proves practicable. Because of its activation. — N. T., "unit-would the company proves practicable. Because of its activation of the company proves the company proves of the company prov

#### Col.'s 'Undercover Man' First Outside Pic Into B'way Par in 6 Years

D Way I di III U 16d15
For the first time in many years
the Paramount theatre, company's
Broadway showcase, is booking a
film of another distrib. Columbia's
'Undercover Man,'' Glein, Ford
starrer, is set to follow "Bride of
Vengeance," next to go in the
'bouse. It should play around Easter
Week

Week.

Booking a non-Par film is be-lieved due to the shorter runs of pix in the showcase this year, While Par's releasing schedule has been no faster during the past (Continued on page 14)

Sid Silverinan, President
4 West 46th St., New York 19, N. T
Hellywood 28
621; Yucca Surect
Washington 4
122 Notional Press Building
366 No. Michigan Ave.
London WC2
5 St. Martin's Pl., Trafalgar Sq.

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Radio Reviews
Records
Frank Scully
Television
Television
Television Reviews
Vaudeville DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year—\$20 Foreign

# B'way Prices Long Overdue for Cuts But Sees No Need to Slash Nabes Som Kingsberg, RKO's theslife, sees no gain for nabe in admission of nabe in the control of the control of

Malcolm Kingsherg, RKO's thestate of the control of the control

follow suit."

Kingborg said that price resistance the nabes was only suit to the price of the p

mine."

A cut by all the circuits acrossthe-baard would only result in less
revenues for all of them alike,
Kingsberg believes. "It would mean
less money for the exhibitor, distributor and landford. Everyone
would lose, it could only work if
one circuit lowered prices while
the others did not."

the others did not."

As for the normal competition for patronage between—first-run
Broadway houses and those in out-lying sectors, Kingsberg feels that the differential in price atll is suf-cient following the Broadway cuts. Hence, the slant on scales will not touch off reciprocal action by

the nabes.

Kingsberg concedes that there is less spending money than heretore fore and, therefore, some price resistance. However, he is convinced that nabe and out-of-town first-run scales are "realistic" and not reouiring surgery.

#### **UPCOMING PIX PRODUCT** LOOKS GOOD TO MAURER

High optimism on the prospect of improved product from Holly-wood within the next three months was expressed this week by Mau-rice Manrer, following his return to New York from a Coast o. O. Op-erator of the City Investing Co.'s filmeries Maurer was on the prowl filmeries, Maurer was on the prowl for product for the houses, which include the Astor and Victoria, on roadway.

Broadway.

Theatre man declared there was a considerable change in the attitude of most Hollywoodians. He said: the downheat feeling of, last year was giving way to a nurge for better picturemaking that augured well for exhibs. Among product he viewed and which may go into the Astor was Samuel Goldwyn's "Roseanna McCoy."

#### Ed Sullivan Moves Up At 20th, Wilbert Exits Roxy

20th, Wildert Exits ROXY
Ed Sullivan (not the newspaper
columnist) has been named to
newly-created post of 20th-Fox assistant publicity manager in the
latest of a string of staff changes
effected by ad-pub veepee Charles
Einfeld. He will serve as chief
alde to publicity manager Dave
Golding. aide to Golding.

In other 20th ad-pub department tanges this week, Christy Wilber ehanges this week, Christy Wilbert resigned his new job as publicity chief of the Broadway Roxy thea-tre. Lou Frick bowed out as press-book editor and Marion Pressner book editor and Marion Pressner resigned as a trade advertising staf-fer. Earl Wingart succeeds Frick in the pressbook job but no suc-cessor has been named to Wilbert. With Jonas Rosenfield, Jr., re-cently upped to advertising man-ager, the job as his assistant also remains open.

#### Casey Robinson's Film

Casey Robinson fiew to the Coast last night "Thes." from New York or wady the production of "My for the Coast last night "Thes." from New York or wady the production of "My for the Producing-directing the pic for 20th-Fox, may shoot it in France. Cast minched James Cagney, Dean minched James Cagney, Dean minched James Cagney, Dean Complete of the City of the Coast of

shot in part or wholly in France.
Robinson plans to return to
Paris by June 1 where his wife,
Tamara Toumanova, appearing
with the Grand Ballet de Monte
Carlo, is due to open there.

Kingsberg's RKO Bid Kingsberg's RKU Bid
Syndicate of associates outside the film his has now been
from RKO theatre topper, with
the idea of buying control of
the circuit from Howard
Hughes. Kingsberg, who
week, 'is already in negotiations
with Hughes and his reps.
While not disclosing the price
that a cash offer has been
made.

made. RKO clearir head had pre-viously encountered some dif-ficulty in winning finanti-backing the huming finanti-backing the huming finanti-backing the huming had be-parity caused by unfavorable publicity on film prospets emanating from the industry. Difficulty, however, has now been surmounted.

# B'way Vauders To Hold Fast On **Admish Prices**

faced with the competitive 10c cuts of early-bird matinee scales at most Main Stem straight-film first-runs, will hold their admissionprice lines fast. Continuance of high overhead costs at the presentation houses preclude reduc-tions at this time, aside from the general feeling of execs of these theatres that their scales match the value offered.

districts that the content of the co

#### 20TH GUNS 4 MORE IN PRODUCTION SURGE

Hollywood, March 29. Four new pictures get under way Four new pictures get under way at 20th-Fox in the next three weeks, in addition to "I Was a Male War Bride," work on which will be resumed after a long shutdown due to the illness of Cary Grant, who was afflitted with jaundide during shooting of the picture in Europe. shooting of the picture in Europe, Rush of production began yesterday (28) with the start of "Bandwagon," co-starring William Powell, on loanout from Metrd, and Bery Drake, borrowed from David O. Scienick: Others ready to start are "Twelve O'Clock High" on the home lot, "Oh, Dector" in Fiorida and "The Black Rose" in Morocco.

#### Koster's New Pact At 20th; 3 in 3 Years

Twentieth-Fox inked Henry Kos-ter tor allowed, March 29.

Twentieth-Fox inked Henry Kos-ter tor allowed Henry Kos-ter tor allowed Henry Kos-ter tor allowed Henry Kost-ter tor allowed Henry Kost-ter allowed Henry Henry Henry International Henry Henry Henry Grable-Victor Mature-Paul Doug-las-James Barton-Reginald Gard-ner film, which producer William Periberg can May 1.

#### IMPPA's Ex-U. S. Aide

ducers Assn.

"He will function for IMPPA at labor relations consultant and advisor on legislative action pertaining to studio working contracts.

# **New EL Financing** Set. Prod. Starts

Eagle Jion closed this week for complete financing of the com-pany's production requirements for the next 12 months. Deal was made after protracted negotiations with a group of banks headed by Serge Semenence's First National Bank of Boston. With the papers inked, ing back to the Goast to supervise filmmaking activities.

filmmaking activities.

While amount of the advance is undisclosed it is understood that the undisclosed it is understood that the understood that the control of the control of the understood that the control of the understood the understood that the understood the understood that the understood that the understood that the understood the under

edness. With Krim back on the Coast, EL studies are expected to reopen within two or three weeks. Bryan Foy's "Port of New York" and "Trapped" will be the starting films. Foy will renew a request for release on his employment contract once these pix are finished. He has a bid from Warner Bros to return out of the pix of the pix

him out of his pact.

Before departing from the Coast,
Krim predicted that EL's foreign
business would quadruple during
the year. He also declared that the
50% better than in '48 when revnues in turn bettered those of '47
by 65%. While at tudio, Krim
will resume regolations with a
number of ladie producers for release-of their, jobs.

#### RKO MOVES FORWARD ON ITS SPLITUP PLANS

UN 113 XVIII UT FLAND.
Just when RKO will divide intotwo separate companies, thereby
consummating the reorganization
plan, will depend on polishing our
steps, company spokesmen said
yesterday (Tues.). One big hurdle
was leaped this week when RKO's
decree at a Dover, Del, meet in
which over 80% of common holdlags voted the step. Deadline unwhich over 80% of common holdlags voted the step. Deadline under the decree for the apilitup is
cut the ties before that date,
Incumbent directors, reelected

cut the ties before that date.

Incumbent directors, reelected
at the stockholder conclave, are
meeting today (Wed) to elect officers. No changes in management
are expected. Officers will hold
their jobs until the parent RKO
company dissolves and the new
companies take over.

companies take over.

Present directors will likely carry over to the new production-distribution outfit. As for the theatre chain, if control is not sold by Howard Hughes, present dominant stockholder, before the split, the RKO board will designate the theatre directors. atre directors.

RKO board will designate the theratre directors.

Main job now ahead for RKO's management is to work out an inter-tompany agreement between kindle and the second of the s

# Nassours' and Nassers' Immediate **Prod. Insure UA of Many Pictures**

Battle of 42d St.

Battle of 42d St. When most limit theateres on North, most limit theateres on North, when the street street was the street with the street when the street was the street when the street was the street when the street was the street was the street when the street was the stree

ight operating costs.

Neil Agnew-Charles Casanave out-Neil Agnew-Charles Casanave out-fit, Motion Picture Sales Corp., as a potential competitor, is making no secret of the fact that it doesn't aim to shove MPSC along the road to success. For this reason it is refusing to waive a contract clause with its indie filmmakers provid-ing that not more than two pro-ducers can have the same sales representative.

representative.

Agnew and Casanave are building a combo organization that is a minjature UA and a producers' and a producers' and a producers' with a field staff throughout the country, will completely handle a number of pix in association with Clinz. Film. Distributors, Film. Distributors, Film. Distributors, Film. Distributors, Film. Distributors, Physical distribution of prints, For the entire service MPSC will gate a fee similar to that paid to UA (2745); to 385, bond Agness and

(271/49/ to 35%).

On the other hand, Agnew and Casanaev are acting as reps for two producers distributing through producers agree and the second producers agree ment with UA provides that a rep may not initiate sales, but has the right to approve or disapprove contracts which UA sells and submitted the producers agree on endocement of this point.

Fiver producer's pact with UA Producers agree on endocement of this point.

Every producer's pact with UA Every producer's pact with UA
for many years has also carried
the clause prohibiting him from
employing a rep who aiready handles deals for a maximum of two
her producers. Since MFSC
("Jigsaw") and the Nassour brothers ("Africa Screame"), it cannot
service any other UA indies.
"To the nest IIA has frequently

service any other UA Indies.

In the past, UA has frequently waived the clause so that one rep has handled three or four of the indies at a time. A top eace of the linds at a time, A top eace of the feet of the control of the contr

#### N. Y. to L. A.

Harry Ackerman, Lemuel Ayers, Ted-Briskin, John Caskey. Charles Einfeld. Betty Hutton. Austin C. Keough. Ad Lichtman,
Joe Maharam,
Edward C. Raftery,
Casey Robinson,
Manie Sachs,
Andy W. Smith, Jr.
Saint Subber, Whether on not either of them buys the company. United Actina appears set over the next several years to get a heavy quantity of product from the Nassew brothers and the Nassew brothers. Both Naspurchasing U.A. but in the manitime are going ahead with releasing deals with the company. Sam Wiesenthais, who is currently the company of t

#### 300 PHILLY BOOTHMEN MAY CALL WB STRIKE

MAY CALL WB 51kInk.

Philadelphia, March 29.
Failure of some 300 boothmen to negotiate a new wage contract with the Warner Bros, circuit may bring about a strike against the city's largest chain. Operators, all memberore the IATSE on Monday (4) to call for a strike vote. Negotiations between the union and Warners have been underway since expiration of the old pact in the property of the property

Hornblow L.A. to London RIOTIDIOW L.A. to London
Metro producer Arthur Hornblow, Jr., is due in New York with
his wife within two weeks, en route
to Europe where Jie will produce
to Europe where Jie will produce
ydis, "Some of the film's footage
will be shot in M-G's British studio
and the balance in Italy,
Ben Goetz, London head of M-G
production, currently hudding ontion topper Dore Schary,

#### L. A. to N. Y.

Alfonso Bedoya, Curtis Bernhardt, Tommy Blake, Al Bloomingdale, John Brahm.
Mary Kay Dodson.
William Dozier.
Errol Flynn.
Glenn Ford.
Karl Herzog.
Estella H. Karn.
Marina Koshetz.
Stanley Kramer.
Arthur Lake.
Fred Leaby. John Brahm Fred Leahy. Janet Leigh.
Blanche Merrill.
Joseph M. Schenck.
Jule Styne.
Joan Tetzel.
N. Y. to Europe

N. 1. to Euro Eddie Elkort. Kathryn Grayson. Ed Gruskin. Johnny Johnston. Michael Mindlin, Jr. Ted Patrick. Margaret Webster.

#### STILL HERE

Henry Morgan

# IBS' 'YARDSTICK ON RENTALS'

# Factional Maneuvers in UA Dickers

Factional Maneuvers in UA Dickers

skelight to the current negotiations for ale of United Artics
the lockeying for position by top management exect for de Sears
and Arthur W. Kelly. Sears, UA's prexy, is reportedly closely
aligned with the Nasser brothers, and pushing for consumnation of
a deal with them, since they rejortedly hold him in high esteem
and he would continue to dominate the management of the composition. The successfully negotiates the sale of the company
for Chaplin he sale, is by the latter fact put in a highly contradictory position. If he successfully negotiates the sale of the company
for Chaplin he sale, is by the latter fact put in a highly contradictory position. If he successfully negotiates the sale of the company
for Chaplin he sale, is by the latter fact put in a highly contradictory position. If he successfully negotiates the sale of the company
for Chaplin he sale, sale with a buyer who would permit him
to purchase a small piece of UA, and insure his continued association with the collection.

The sale with the distribution outfit
on matter which of the varied buyers took it over. One of the
reasons is that it is figured it would cost almost \$1,000,000 to buy
up his contract. He has about 2½ years to go on his five-year pact
and an entire the saxpiration.

Aside from that, however, the UA prexy is generally held in high
steem. Degree of power he would continue to hold in separal
policy of the company, however, would undoubtedly vary with
with probably least if the SI Pabian-Ted Camble syndicate bought
Tablas and Gamble contemplate Gamble's taking over the presidency. In that case, Scars would no doubt revert to v.p. in charge
dency. In that case, Scars would no doubt revert to v.p. in charge
dency. In that case, Scars would no doubt revert to v.p. in charge
dency. In that case, Scars would no doubt revert to v.p. in charge
dency. In that case, Scars would no doubt revert to v.p. in charge
dency. In that case, Scars would no doubt revert to v.p. in charge
the same proper t

# Nassers Have Inside on UA Deal: **Even Setting Up Prod. Financing**

James E. and George Nasser abpeared definitely to have taken the lead this week as the United Artists weepstakes continued in distinct the lead that week as the United Artists weepstakes continued in distinct the lead that week as the United Artists weepstakes and the lead to the l

(Continued on page 18)

Splitup Into 2 Cos.

## Poses Novel Legal Points on Contracts

Points on Contracts
Hollywood, March 29,
The assume the property of the companies, carrying with the discount spiting into the discount of the companies, carrying with the discount of the companies of the compa

Conciliation Blues New Jersey Allied, after blasting 20th's proposal to hoist rentals, in a lengthy statement, wound up by say-

statement, wound up by say-ing:
"It is evident that (Andy)
Smith's conciliation boards
will be very busy from now
on."

# C. Skouras Backs **Upped Rentals** For Top Films

Instructions by Charles P.
Instructions by Charles P.
Instructions by Charles P.
Skouras/ head of National Theatres, to his sides to support the
anglors drive for higher film tentieyebrows. District and theatre
eyebrows. District and theatre
cyebrows. District and theatre
cyebrows. District and theatre
cyebrows. The Property of the Company of the Company
tive all good prictures all the film
cyte all good prictures all the film
cyte all good prictures. The company
to the company of the cyte
N.T. heretofore, has been a tough
nut to crack on rental terms.
Skouras, in a change of pace, said
worthy pix if studios are to continue making them.
While major distribute may colculture to the continue of the cyte
chard he has a strong talking
point in amount of rental paid
(Continued on page 18)

(Continued on page 18)

Indie Producer Sues Rep. on Distrib Deal

summation, is presenting a knotty squestion to Par's studio legalities it is understood to provide the parent company automatically terminates a number of Par's employment contracts with state of the parent company automatically terminates and other studio empty, and the parent in the question is terminated by the production-distribution many comployers and production-distribution many comployers and production-distribution many comployers and recommendation of the production of

# BEHIND YEN TO PRODUCE OWN PIX

A movement is growing among large indic circuit operators for an invasion of the production-distribution domain, heretofore large the production of a new company, owned strictly by while throughout the country, is now predicting it as the country, is now predicting it as the country of the country, is now predicting it as the country, is now predicting it as the country, is now predicting it as the country, is now predicting it is now that the country in the country in the country is now predicting it is now that the country is

as a measuring-stick to hold the majors in line on film rentals.

The maneuvers of SI Fabian. The Gambie and other undisclosed principals for control of United principals for control of United Company of the principal of the pr

brought within reasonable bounds.

These convictions, it is understood, see convictions, it is understood, see convictions, it is understood, see constanting up a measuring-stick. The big circuit ops want a company of their own so that they can have a constanting or pix and the asserted costs of distribution of major product. By reference to their own overhead and outlays, these serted costs of distribution of major product. By reference to their own overhead and outlays, these serted costs of distribution of major product. By reference to their own overhead and outlays, these stitutes of a series of the company were negotiating for it a position where employees of the company were negotiating for indie product or that made on the lot, exhibs with access the company were negotiating for a position to rith rande on the lot, exhibs with access the company were negotiating for a position where employees of the company were negotiating for a position where employees a considerable of the control of t

#### RKO Realignment Brings 8 Changes in N. Y. Area

S Changes in N. Y. Area
Realignment of RKO division
managers this week will see eight
changes in the N. Y. metropolitan
area and upstate N. Y. Michael
area and upstate N. Y. Michael
area and upstate N. Y. Michael
area for the state of the state of the
place, Fordham, Coliseum, RePalace, Fordham, Coliseum, RePalace, Fordham, Coliseum, ReSent, Vork City, Lee Koken, who
had charge of the last four-named
houses, has been placed permaently in charge of concession, and
mention of the state of the state of the
much of this activity along with
the four thestress.

partment. He formerly handled much of this activity along with the four theatres. Soil Swikin, manager of the Soil Swikin, soil Swiking and Swikin of Swiking and Swikin of Swiking and Sw

# 20th's Drive for Bigger Returns Seen **Developing Similarly for Other Cos.**

20th Into Action

20th Into Action
In the with its drive for a
25% boost in rentals, 20thFox swung into drastic action
this week. Several large eastthat sweek. Several large eastthat all bookings of 20th product must be specifically negotated on terms where licening contracts have not yet
that all bookings of 20th product must be specifically negotated on terms where licening contracts have not yet
These exhibs have been
asked to cancel their playdates on films of 20th which
dates on films of 20th which
derms for the plx, where not
specifically liked in contracts,
the plx have not specifically liked in contracts,
promed, It is customary to
formed. It is customary to
formed, it is customary to
formed, it is customary to
formed the contracts
are inked.

# Brandt's Beefs On **Rental Hikes Are** 'Laughable': 20th

Cracking b a ck at independent inhibitors who lost little time in labeling 20th-Fox's new drive for inhibitors. We have been called the labeling 20th-Fox's new drive for routine, a top 20th spokesman declared this week that "there is so much justice on our side in this argument that its almost laughter stressed that 20th, in trying to realign the splitup of profits between distribution and exhibition has been stabilized, is pacing one of the most important and, far-reaching innovations yet to bit the New 20th veeper All Lichtman, who's spearheading the 20th drive for the most interest in conjunction with sales weeper Andy W. Smith. New 20th veeper All Lichtman, who's spearheading the 20th drive for boosted rentals in conjunction with sales weeper Andy W. Smith. The constraint of the most severe exhibitor by a distribution topper. Brandt for one of the most severe exhibitor by a distribution topper. Speaking on his arrival yesterday (Thes.) in Philadelphia for another constraints of the most severe with exhibit in that city, Lichtman accused Brandt of wearing the advantageous deals he has been been using chiroroform on the film salesmen."

been using chloroform on the film salesmen."
Referring to Brandt's bil as tartler in the week against the "unconscionable firm the properties of the propert

#### Ed Grainger to Do Semi-Doc on Iwo Jima

The big drive by 20th-Fox to holst film rentals another 25% shows signs of developing into an effective by all the majors for shows aims of developing into an offensive by all the majors for shows aims of developing into an offensive by all the majors for bigger returns to distribution. While this the comparison of t

Andy W. Smith, Jr., nor a nur-oress debate.
Exhib organizations' reaction to the 20th announcement of a rental boost proved as instantaneous as it was inevitable. In a string of explosions, five groups riddled the campaign in bulletins circulated (Continued on page 20)

#### N.Y. Court Approves 20th-Fox Settlement Vs. C. P. Skouras, et al

Vs. C. P. Skouras, et al.
A referee's extetement of the
long-pending minority stockholder
actions brought against 20th-Fox,
its wholly owned subsidiary, Nadividual defendants was approved
tonal Theatres, and some 15 individual defendants was approved
Court Justice Perdinand Peoors as
a "fair and reasonable" addustment. Court held that the
better served by approval and
confirm the Referee Jacob Demoy's
report.

it therefore 'granted' a motion to confirm the Referee Jacob Demoy's confirm the Referee Jacob Demoy's Common of the Settlement call for defendants Einer C. Roden, Frank P. "Rick" Ricketson, Jr., Harold J. Fitzgerald and Charles P. Skouras, all exces of NT and its sith process of the Reference of the Reference

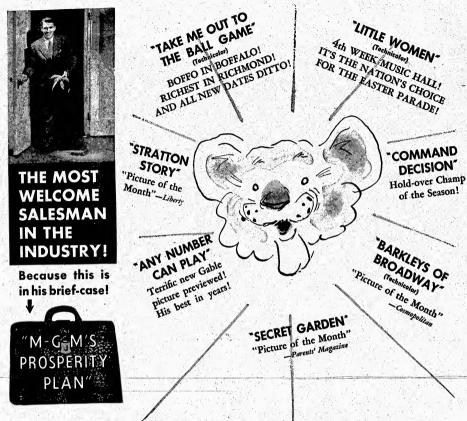
#### 'Hamlet' Awards Fail To Help U on Chi Dates

Chicago, March 29.
Although "Hamlet" won double
Academy awards, Universal exchange here is unable to catch
cream that usually accompanies rerun of films in Loop houses. Winner was pulled out of Apollo after
countries with Balaban & Katz circutt when the country of the country
week. With Balaban & Katz circutt with the countries of the country
week. With Balaban & Katz circutt week.

Semi-Doc on Iwo Jima
Academy awards, Universal exEdmund Graininger, who recently change here is unable to catch
produced Republic's 'Wake of the
Red Witch,' feels that story trends run of films in Loop houses. Whin
in the industry 'don't mean a
lither in the subject
tains, is ripe for good entertain cut bringing in two relissues last
matter is presented is what could
in the final analysis.

Level of the Const
last week fire a week's airs
New York, Grainger revealed he's
now working on a semi-documen
attorney for the Jackson Park, its
New York, Grainger revealed he's
now working on a semi-documen
attorney for the Jackson Park, its
Marines South Factlic battiers.

To specification of the South
Admired South Factlic battiers,
and the subject of the South
and the South
American South Factlic battiers,
and the subject of the South
the film is expected to roll in June
could appear.



THE M-G-M SMILE SPREADS ACROSS THE NATION!

As the Hollywood Reporter says:
"Things are really jumping at M-G-M!"
Big pictures completed and in production!
Never anything like it!
Never has any Studio been clicking with
Such enthusiasm, vigor and success!
This is M-G-M's Anniversary Year!
Truly an M-G-M Year!
Ride with the winner!

Always Remember!

M-G-M IS THE
INDUSTRY'S
LEADING
ADVERTISER!

-in Magazines
-in Radio
-in Newspapers
MO OTHER COMPANY
DOES AS MUCH FOR YOU!

# 11-YR. GOV'T FIGHT RESHAPES BIZ

# Film Engineers Seek to Convert **Projection Speed to Conform to TV**

Underlining the growing affinity-bewen the film industry and telepose the serverseled this week that she Society of Motion-Picture-Engineers will attempt to convine the film industry to reside the serverse of the serverse manager, was named publicity chief for the SMPE.

manager, was named publicity chief for the SNeyten of projection for the system of projection of the control of the control of the chief for the SNeyten of projection at the SMPE's five-day meet in New York next week, will cost the film industry several million in New York next week, will cost the film industry several million consistate a change in projection-both equipment throughout the country. Revised system would thus be comparable to the introdustry and, according to SMPE spokesmen, would be almost as andantization of the almost as and and the standard film for equipment because of the steadily-increasing use of standard film for video. Because of the standard film for video in the country and film projection equipment because of the steadily-increasing use of the standard film for video. Because of the standard film for video in the country of the standard film for video in the country of the country

theatres must be reprinted for use on TV.

- Ullimate aim of the shift, however, is a switchover in theatre projection from its current memory of the switch of the switch

#### Rubin Thinks M-G Holds Best Spot To To Nip Divorcement

To Nip Divorcement

The belief that Metro holds the
trongest defensive position of any
of the Big Five to beat the Govtrongest defensive position of any
of the Big Five to beat the Govtrongest defensive position of any
of the Big Five to beat the Govtrongest control of the Control
to the Control of the Control
to the Control of the Control
that the company will make no
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divorcement basis. 1 well aid, "hopes to save the (Continued on page 20)

# Weitman's Par 0.0

Welliam S Fat U.v.

Bob Weitman, a veepee of Paranount Service Corp., returned to
N. Y. Monday (20) from his first
way through Malco circuit terriway through Malco circuit terriway through Malco circuit terridistribution of the control of the codistribution of the control
Weitman specia, week visiting
key cities of Malco setup, includga Memphis, Little Rock, Hot
and Malco Malco Malco Malco

Service S Malco Malco

S Memphis, S Membis, Little Rock, Hot

S Memphis, Little Rock, Hot

S Memphis,

#### 20th's New TV Process

20th's New TV Process
Latest developments in Latest developments of the startaneous theeren sheet of the projection were unveiled at a private screening Mo n day night (28) at the 20th-80x night (28) at the 20th-80x nos P. Skouras, RCA, preyrank M. Folsom and other excess of the two companies. Prank M. Folsom and other excess of the two companies which will be demonstrated at which will be demonstrated at which will be demonstrated at the Society of Motion Picture Engineers' convention, which the Society of Motion Picture Engineers' convention, which the Society of Motion Picture Engineers' convention, which will be demonstrated at the Society of Motion Picture Linguistics of Motion Picture Companies of Motion Picture Projection of the SMPE demonstrated of the SMPE demonstrated at the SMPE demonstrated of the SMPE demonstrated at the SMPE demonstrated of the

as good as stand picture projection.

# **Minority Gets** Metro Brushoff

A bickering aggregate of minor Metro stockholders, in a mood for beefing, stretched the company's annual meeting Friday (25) far past the usual lunch-hour adjourn-

annual meeting Friday (25) far past the usual lunch-hour adjournment. The complaints made up in volume and whemence for what they granted in specifics, ranging the particularly noisy shareholder squawked because the manage-to-granted the silly. Nadir was hit when one particularly noisy shareholder squawked because the manage-to-granted the silly. Robert Rubbn. general counsel present the same of the silly of the pages of the annual report. Even the announcement by J. Robert Rubbn. general counsel present grantings had bounced sharply in the second quarter of fiscal '49 failed to quell the dissidents. Group, however, was as weak in in decibles. It failed to stop a vote of confidence and, thanks to the management, passed by the stock-management, which is not the stop of the stock-management, which is not the stop of the stock-management, and the chief pitch was that the company should reduce salartes. Management, however, Continued on page 14)

#### **Dickering Continues** On Schine Decree

Un Schine Detree

Washington, March 28

Dickething continues here on a
consent decree with the Schine
theatres. Currently, the activity
has simmered down while the
Schine lawyers work on proposals
from the trade practices sections
for the trade practices section
to divested has already been settied, but the trade practices section
has been holding things up.
A settlement can come at any
time that the Covernment and the
gap between them over the trade
practices section.

# ANTI-CLIMACTIC

Consent decrees currently vinding up the anti-tivus actions against major companies are, in the optimization of many trade observers, anti-climactic. Final diversement of the control of

# SIMPP Ignores Snub By MPAA to Sit In

Anglo-1 ank Dession
Burned at the hotion Picture-Assn. of America to
myle it to sit in on the sessions
Council next month, Society of Independent Motion Picture Producers will nevertheless take no sesentations to MPAA presy Eric
Johnston. That was determined at
a meeting last Friday (23) of the
Ellis Anglo President of the side
Eroup.

eastern committee of SIMFP with Ellis Arnall, president of the indie 200, 200 cm. of the conclusion of the conclusion that SIMFP had no grounds for a squawk unless the American delegation made columit-fore, will no longer feel in any way bound by foreign agreements in the making of which it is not Otherwise, it was agreed, MPAA and the British Film Producers Asan. are wholly within their rights in holding givetae sessions errs. U. S. delegation to the Coun-cilled the control of the con-trol of the con-trol

#### Hal Wallis Doubling **Quota of Pix for Par**

A seatt concerns aumont's any time that the Government and the Schine lawyers bridge the little gap between them over the trade practices section.

RKO Eyes 'Eiffel Tower'

RKO Eyes 'Eiffel Tower'

Houyard, March 29.

Howard Tower and the Franchot Tone-Brying Allen indie, "Wan on the Eiffel Tower," whan on the Eiffel Tower, "Wan on the Eiffel Tower," when the Eiffel Tower, "Wan on the Eiffel Tower, "Wan or the Eiffel Tower," when the Eiffel Tower, "Wan or the Eiffel Tower, "Wan or

# CONSENT DECREES British 5% Quota Cut Seen as Bid For Bargaining Position at D.C. Parley

#### No Loophole

No Leopphole
London March 29.
British government has been
unable to find a loophole in
the Havana and Geneva trade
acreements which would preers' quota. Renters quota,
which was abolished last fall,
required all distribs in Britain
which was abolished last fall,
required all distribs in Britain
of British-made footage.
Restoration of this quota
was advocated by the Cinema
Evan of Theatrical Kine Ean
Joyees, but the Board of
Trade advised a government
or the side of the committee that international
formatics that international
formatics that international
formatics that international
formatics in the control of the committee of that international
formatics in the control of the committee of that international
formatics in the control of the cont

# See Commons Sure To O.K. 40% Today London, March 29.

London, March 29.

Although House of Commons debate on the revised 40% quota have is scheduled to open tomorrow (Wed') and continue the next day, it's a foregone conclusion that the Board of Trade recommendation will be adopted. The Laborities are will be dupted. The Laborities are very laborities are will be the threat of disciplinary action against the M.P.'s who might choose to oppose the figure. Among exhibs the re is strong.

that came with the first cleared has been perhaps it revolutionary change, vision ment action. More difficult ment action. More action makes action ment action. More difficult ment action. That was determined at an ending and more decimal. In extended the matter or make representations and more difficult ment action. That was determined at an elegation make committee of SIMPP with the difficult ment action. That was determined at more difficult ment action. That was determined at more more difficult ment action. That was determined at more more difficult ment action. The more difficult ment action. That was determined at more more difficult ment action. The more difficult ment action of the matter of make more difficult ment action. The more difficult ment action ment action. The ment action ment action ment action ment action ment action ment action. The ment action ment a

#### Friars Dinner Salutes Sid Grauman's Recovery

Md Grauman's Recovery
Toppelywood, March 29.
Toppelywood, March 29.
Solut 300 of 'em, turned out to
end to the selection of t

to good health, after a severe illness.

Rupert Hughes opened as toastmaster, subbing for Ceroge demaster, subbing for Ceroge demaster in the control of the control
the evening an ancient character
was introduced as M. S. Levine,
the oldest exhibitor in the universe. When he removed his white
whiskers he was revealed as none
Adventures and gags in the early
days of Hollywood were recounted
by Joe Schenck, Mack Sennett,
Samuel Goldwyn, Durryl Zanuck,
Charles P. Skouras, Jack L. WarMayor Fletcher Bowron.

Opinion is held by U. S. film men that British Board of Trade prexy Harold Wilson's move last week in announcing a British quota week in announcing a British quota set putting the English delegation in a favorable bargaining position when the Joint Anglo-American Film Council meets in Washington when the Joint Anglo-American Film Council meets in Washington British was prevail upon Wilson for a further reduction of the quota if the Americans are willing to make a further reduction of the quota if the Americans are willing to make a further reduction of the quota if the Americans in that the Interest Council of the Council of the

concessions.

Anticipation is that the United Kingdom producers will be seeking a break in playing time for their pix on American direuts. The producers will be seeking a break in the produce the product of the product here in the product here that there were of committing themselves to such a project. Best they could do you had be to make vague promises of help regarding their own houses and other circuits.

Even such help will not be of the product here in the product here will not be of the product of the pr

other circuits.

Even such help will not be offered now unless the British are
able to make very solid concesable to make very solid concesable to make very solid concesto the solid concession of the solid concessi

been cold to the sessions.

Hope of using the quota as a bargaining wedge at the Council stanzas in Washington April 21-23 inches as the only reason that the standard of the British Films Advisory Council to reduce the figure to 331-5% and came out for the 40% quota instead of the present 43%.

Soft. was assetted of the present to any case, the minor trimming that Wilson promises has U. S. stimites sizingly to the extent that the British delegation will step to the plate at the Washington sessions with two strikes, already some with two strikes, already sand Sir Henry Freinch, of the BFFA Americans are Eric Johnston, Motion Picture Assn. of America dopper; Paramount prez Barney Balesh Schenck with the present the present the strike of the Brandouth present the Brandouth present the strike of the strike of the Brandouth present the strike of the Brandouth present the strike of the str

#### Rank-Korda's Sales Accord in Certain Foreign Markets

Foreign Markets
Deal currently being worked out
by which J. "Athur Rank" distributing organization would handle
organization would handle
organization would handle
foreign territories is a im ed at assuring
naximum returns for British films,
regardless of the producer. Counmaximum returns for British films,
regardless of the producer. CounRank will distribute Korda pix are
those in which Rank owns theatres.
While Rank and Korda may in
a manner compete with each other
them is not only maximum income
for their films, but maximum
them is not only maximum income
for their films, but maximum
quantity of foreign ex ch a nge
amassed for Britain. It is figured
by having the pix released by a
distrib who can throw them into
his own houses.
Korda has his own distributing
Korda has his own distributing
ont have branches in a number of
nations, such as Australia and
ont have branches in a number of
nations, such as Australia and
continued on page 18)

Deale.

# Daff's U-Rank Progress

Dall S U-RAIM TOgress
Al Daff, assistant foreign manager of Universal, returned to New
York Sunday (27), following three
weeks in London.

Je was a Englandr and protest
feet and the Englandr and the
cults to give Universal for
cults to give Universal for
cults to give Universal
Daff made some advance in getting
lan improvement of the booking
situation.





Universal International
extends its congratulations to the
J. Arthur Rank Organization
for the
Academy Awards won by

# 'HAMLET"

as the

Best Picture of the Year

Laurence Olivier

as the

Best Actor

of the Year

and for the Awards

to CARMEN DILLON
for the Best Set Decoration;
to ROGER K. FURSE
for the Best Art Direction,
and the Best Costume Design.

"HAMLET" is a Universal-International Release

# Spring Weather Ups Chi; 'Command' Sock \$31,000, 'Joan' Terrif \$35,000. 'Belinda'-'Madre' Tidy 13G on Awards

Chicago, March 29.

Spring breezes are blowing heavy grosses for Loop houses this round. New product plus strong holovers will end to the product plus strong holovers will end to the product plus strong and product which was been sook as 33,000 while "Joan of Arc" at Grand on grid policy and upped "Canadian Pacific" at Tonosvett looks excellent \$20,000.

"Sun Comes Up" at United Artists seems set for neat \$18,000.

"Andenno "Sierra Mader" at Apollo are likely to hit tidy \$13,000.

Apollo en likely to hit tidy \$13,Apollo en likely to hit tidy \$13,Bondy at the Chicago lead the
second-weekers at nice \$56,000.
Gubber la Freshman' with Nellie
Luckers and Chall is \$16,000.
Gubber la Freshman' with Nellie
Luckers and Chall is \$16,000.
Estamates for This Week
Apollo (B&K) (1,400; \$0.49.—
Apollo (B,K) (1,400; \$0.49.—
Apollo (

ventura orth onsinger cat was. Leg stages 58,000. Last week, big 830,000. Last week, big 830,000. Last week, big 830,000. Last week, big 830,000. Last week, said (RKO). Fair \$15,000. Last week, said (RKO). Fair \$15,000. Last week, said (RKO). Last (RKO). Last

#### SPRING CLIPS ST. LOO ALBEIT 'DOOR' \$17,500

St. Louis, March 29. Trade at firstruns is on the skids Araue at arstruns is on the skids with spring temperatures on tap. "Knock On Any Door" is out in front among newcomers with "Kiss In. Dark" a strong second. "South of St. Louis" shapes just okay despite title calculated to stir local interest.

Interest.

Estimates for This Week
Ambassador (F&M) (3,000; 5075) — "Kiss in Dark" (WB) and
"Flaxy Martin" (WB) Good \$16,006. Last week, "Family Honeymoon" (U) and "Incident" (Mono),
\$15,000.

soon\_last week, "Family Honey, soon\_last week, "Family Honey, soon\_last ho

Estimates Are Net

LSIIMATES ARE INCE
Film gross estimates as reported herewith from the various key cities, are net, i.e.,
without the 20% tax. Distributors share on net take, when
playing percentage, hence the
estimated figures are net income. estimated figures are net in-come.

The parenthetic admission prices, however, as indicated, include the U. S. amusement tax.

# CARSON UNIT LIFTS

Jack Carson's stageshov teamed with "I Cheated the Law" is smart at Loew's State and week's best bet. Hipp's "Johny Belinda" and "Sierra Madre" are showing strength, 'LAW' \$31,000, CLEVE.

Estimates for This Week Allen (WB) (3,057; 55-70)—
"Walking Hills" (Coi). Great \$17,000. Last week, "Chicken Every
Sunday" (20th), \$12,000.

Esquire (Community) (700; \$2.40)
—"Red Shoes" (EL) (14th wk).
Fine \$7,000, after \$7,200 last

Hipp (Warner) (3.465; 55-70)—
"Johnny Belinda" (WB) and "Sierra Madre" (WB) (2d runs). Hearty
\$18,000. Last week, "South of St.
Louis" (WB), \$20,000.

# 'Pigeon'-T. Dorsey Strong 19G, Balto

Baltimore, March 29.

Balmy weather over weekend nicked most downtown tills here, opposition. "Take Me Out to Balgame," at Loew's Century, shapes very big. Tommy Dorsey is help-ing "Clay Pigeon" at combe Hip-podrome to a strong, figure. Rest of Hist B just fair. The weekend of the state of

Estimates for This Week

Estimates for This Week Century (Low-S-UA) (3,000; 20-60)—"Ball Game" (M-G). Reaching out for wartime figure, with \$21-000 likely. Last week, "Bride" (M-G), \$11,200. Hippodrome (Rappaport) (2,240. 20-70) — "Clay Pigeon" (RKO). Leaning on Tominy Dorsey orch "Parole, Inc." (EL), with hig help from Woody Herman orch, \$18,300.

From woody Herman orch, \$18,300.
Keith's (Schanberger) (2,460: 20-60)—"Red Canyon" (U. Fairlsh response \$11,000. Last week, "Nick Beal" (Par), \$9,800.
Mayfair (Hicks) (980; 20-65)—"Own True Love" (Par), Mild \$4,-000. Last week, "Red Pony" (Rep), \$4,600

000. Last week, "Red Pony" (Rep.)
48,000. (Metaniel (1,800; 20-80)—
"Letter Three Wives" (20th) (3d wt). Holding well at \$7,000 at the good second round to \$8,200. Stanley (WB) (3,200; 25-75)—
"Johnny Beilinds" (WB) (2d ut). Not setting any place at \$800. Not setting any place at \$800. Year (1,800) (2d wt), mild \$7,770. Town (Rappaport) (1,500; 35-65)—
"Mourning Becomes Electra" (RKO). Not big \$9,000 possibility. Last week, "Dear to Heart" (RKO) (2d wt), days \$7,100.

#### 'Witch' Real Whopper In Denver at \$25,000

"Wake of Red Witch" is showing the way here currently with a wow total in three spots. "Dear to My Heart" also is doing long to the term "The Sea" is getting second week at Denhain but on fair side getting second week at Denhain but on fair side getting second week at Denhain but on fair side getting second week at Denhain but on fair side getting second week at Denhain but on fair side getting second week at Denhain but on fair side getting second week at Denhain but on fair side getting second was second with the second way to be second with the second way to be set to be second with the second way to be second with the second way to be second way to be second with the second way to be second with the second way to be second with the second way to be second w

e.
Estimates for This Week
Broadway (Cinema) (1,500; 35-74)
'Act of Murder" (U) and "Coun(Continued on page 18)

'Married' Stout \$19,000.

Mont'l.; 'Road House' 17G Montreal, March 29.

"Every Girl Married" and "Road
House" will pace new entries here
this week. Both are sock. "Snake
Pit" is still holding strong in second week.

Pit" is still holding strong in second week.

Lestimates for This Week
Loew's (C.T.) (2,855; 40-65)...
Loew's (C.T.) (2,855; 40-65)...
Lestimates for This Week
Loew's (C.T.) (2,40; 40-65)...
Lestimates for This Week
Loew's (2,40; 40-65)...
Lestimates for this pit (2,40; 40-65)...
Lestimates for this pit (4,40; 40-65)...
Le

000 following okay hrst week at \$17.500. (C) (2.55) 44.00—
Palac (C) (2.55) 44.00—
Palac (C) (1.55) 44.00—
Palac (C) (1.55) 44.00—
Palac (C) (1.55) 40.00—
Palac (C) (1.55) 40

# 'St. Louis' Sturdy \$25,000 Tops Det.

Detroit, March 29.

No stageshow this week at the Fox, and it is heiping many other spots downtown. Best bet currently looks like Michigan's South the State of the Michigan's South with the Michigan's South and the Michigan's South State of Tall West Shall with the Michigan State of the Michigan State of

KNIGHT TO RKO Arthur Knight, ass't curator of the Museum of Modern Art's film division, is moving into RKO. Knight will work along with Ar-thur Good in the domestic distribu-tion of 16m pix.

# B'way Marks Time: 'El Paso'-Jordan 5. Anthony Orch \$70.000, 'Kiss'-Lombardo \$52,000, 'Outpost'-Jenkins-Cardini 64G

- Despite six new bills, the first, "Last Bandit" (Rep), only lasted really warm two-day weekend is one week doing slight \$15,000 are used. The product of t - Despite six new bills, the first really warm two-day weekend is cutting into Broadway firstrun business this session. Lenten sea-son and slight recession in industrial activity also are factors but undoubtedly the trek of thousands outdoors, via auto or on foot, hurt most. Mercury soared above 70 Sunday (27) after a mild Saturday, and many of people jamming Broadway Sunday were just out for the stroll. Most houses had their cooling plants in operation as add-ed lure.

Minor cuts in weekday admis-sions apparently exerted no influ-ence. In fact, those in forefront of price trims are suffering most this week.

week.

Best showing of new pictures is being made by "El Paso," with Louis Jordan Five, Ray Anthony band at Paramount where very good \$70,000 icoms. "Outpost in Morocco" with Gordon Jenkins band and Cardini heading stageshow shapes Just okay \$64,000 at Capitoli.

show shapes just okay \$84,000 at Capitol. On the or with a sasist and the or with a same of the or with a same or with a same

Estimates for This Week

a fourth week.
Estimates for This Week.
Astor (City Inv.) (1,309; 60-81.80)
- "Rock" On Any Door" (Col) (6th of the col) of the color o

round.

Gløbe (Brandt) (1,500; 50-\$1,20)

—"Impact" (UA) (2d wk). Not holding well at \$10,000 despite price cut, after mild \$15,000 initial week. Stays another round, with "The Champion" (UA) scheduled to open April 9.

Maylair (Brandt) (1,736: 50-

to open April 9.

Mayfair (Brandt) (1,736; 50-\$1.20)—"Casablanca" (WB) (reissue). Getting \$20,000 or close, fine for reissue. Holds. In ahead,

Friday (I).

Parameunt (Par) (3,684; 55-51,50)

"El Paso" (Par) plus Louis Jordan Tympany Five, Ray Anthony orch, Pat Henning heading stage bill (2d wk). First round ended last night (Tues). hit very good 370,000. In ahead, "Mick Beal" (Par) with King Cole Trio, Ellawrence orch (2d wk), 588,000.

Park Avenue (U) (583; \$1.20-\$2.40)—"Hamiet" (U). (27th wk). Twenty-sixth week climbed up to \$15,000, via Academy awards; ahead of last stanza. Continues. ahead of last starza. Continues. Radio City Music Hall (Rockefellers) (5,945; 30-82-40) — "Little Women" (15,465; 30-82-40) — "Little Women" (15,465; 30-82-40) — "Little Stays a fourth. Third was stout \$125,000, wro near Initial week. "Connecticut Yankee" (Par) and Elaito (Mage (594: 44-48) — "Baughter of West" (FC). Modes \$3,000 and does not hold. In ahead, \$146; 47 (FC), otay \$7,500 and \$14,465; 47 (FC), otay \$1,465; 47 (FC), otay \$1,46

"Alaska Patrol," (PC) and "The Mass Patrol," (PC) and "The Mass II (VA- 7 a) (20)20; 60-51.25)—"Portrait of Jennie" (SRO, Opens today (Wed) after benefit preview show last night (Tues), wick days), dim 83,500 after \$1,000 for 20th week, below hopes. Roxy (20th) (5,886; 80-31.80) PMI Bater (Cabbanie (20th) bate phil Bater (Cabbanie (20th) bate topping stage layout (3d-dnai wk). Down to light \$56,000 or less after "The Fain" (20th) with Cabbanie (3d-y) (3d-dnai kk). Down to light \$56,000 or less after "The Fain" (20th) with Cabbanie (3d-dnai kk). PMI Bater (2d-dnai kk). Down to light \$56,000 or less after "The Fain" (20th) with Cabbanie (3d-dnai kk). PMI Bater (2d-dnai kk). Down to stage (3d-dnai kk). Simms, Arnaut Brox, "Merry Wildow (eschow with Joan Bry Wildow (eschow with Joan Bry Wildow (eschow with Joan Bry Friday (3d-dnai kk).

way, Arnora Sheda onstage, opens Friday (1).

State Goew's (3,450; 50-\$1.50)—
Sali Came" (3-67) 4th wsi, Starta Fali Came (3-67) 4th wsi, Starta Fali Came (3-67) 4th wsi, Starta Fali Came (4-67) 4th wsi, Starta Fali Came (4-67)

wa-o uays., silm \$24,000.

Victoria (City Inv.) (1,060; 95\$1.80)—"Joan of Arc" (RKO) (20th
wk). Current session is holding
fairly well at \$13,500, after \$16,000
for 19th week. Stays on.

#### 'DOOR' SWINGS SOCKO \$19,000 IN FAIR MPLS

\$15,000 IN FAIR MILES.

Minneapolis, March 29.
Major newomers continue searce, with only a trio of them currently on deck. In order of wind of the currently on deck. In order of windows on the currently on deck. In order of windows of windows

Estimates for This Week Estimates for This Week

Century (Par) (1,600; 50-70)—
"Countess Monte Cristo" (U). Good
\$6,500. Last week, "Chicken Every
Sunday" (20th) (2d wk), okay \$6,000.

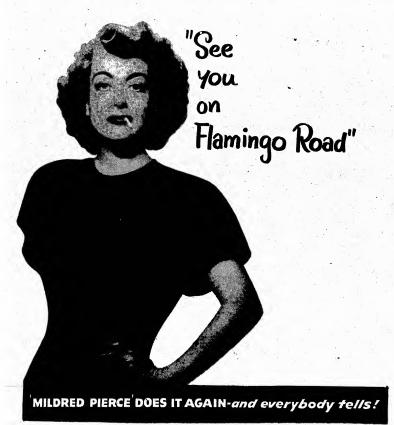
000.

Lyric (Par) (1,000; 50-70)—

"Johnny Belinda" (WB) and "Slerra Madre" (WB) (2d runs). Brought back on strength of Osear showings, and big \$7,000 booms, Last week, "Wake, Bad Witch" (Rep) (3d wk), good \$6,000, and boff \$27,000 for run.

# 'Kettle' Preem in K.C., Giant \$30,000; 'Jennie' Big \$6,000, 'Kiss' Modest 11G

Kansas City, March 29.
World preem of "Ma and Pa Kettle" with stars of film in for personals pushed Tower. Updown and
to Jennie." ("Asynchesia at Kimo
and Dickinson with \$1 top shapes
big. "Knock On Any Door" at
Midward signs of spring, makes it
casier on theatregoers, but the standard of the stan



Positively! The attraction to top every previous Joan Crawford picture is IOAN ODAWFORD





PRODUCED BY JERRY WALD MICHAEL CURTIZ

# WARNER BROS. TRADE SHOW APRIL 4

ALBANY Worner Screening Room 79 H. Peorl St. • 12:30 P.M. ATLANTA 20th Century-Fox Screening Room 197 Welton St. N.W. • 2:30 P.M. BOSTON RKO Screening Room 122 Arlington St. • 2:30 P.M. BUFFALO Peromount Screening Room 464 Fronkiin St. • 2:00 P.M. CHARLOTTE 20th Century-Fox Screening Room 308 S. Church St. • 10:00 A.M. CHICAGO Warnet Screening Room 1307 So. Wabash Ave. • 1:30 P.M. CINCINNATI RKO Palace Th. Screening Room Palace Th. Bidg. E. 6th - 8:00 P.M. CLEVELAND Worner Screening Room 2300 Poyne Ave. • 8:00 P.M. DALLAS 20th Century-Fox Scroening 1803 Wood St. • 2:00 P.M. DENVER Peramount Streening Room 2100 Stout St. • 2:00 P.M. DES MOINES 20th Century-Fox Screening | 4300 High St. • 8:00 P.M. DETROIT Film Exchange Building 2310 Coss Ave. • 2:00 P.M. INDIANAPOLIS 20th Century-Fox Screening Room 32 6 No. Illinois St. + 1:00 P.M. KANSAS CITY 20th Century-Fox Screening Room 1720 Wyondotte St. • 1:30 P.M. LOS ANGELES Warner Screening Room 2025 S. Vermont Ave. • 2:00 P.A.

20th Cantoy-Fox Screening Room
213 Vones Ave. - 10:00 A.M.
MILWAUKEE
William Theothe Screening Room
2120 M. Witcomb Ave. - 2:00 F.M.
MINNEAPOLIS
Womer Screening Room
1000 Currie Ave. - 2:00 F.M.
NEW HAVEN
Womer Theothe Profestion Room
70 College 51. - 2:00 F.M.
NEW ORLEANS
2001 Control Fox Screening Room
2003 S. Liberty St. - 8:00 F.M.
2005 S. Liberty S. - 8:00 F.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 F.M.
OKLAHOMA
20th Century-Fox Screening Ro
10 North Lee St. • 1:30 F.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.
PHILADELPHIA
Womer Screening Room
230 No. 13th St. • 2:30 P.M.

230 No. 13th St. • 2:30 P.M.
PITTSBURGH
20th Century-Fax Screening Room
1715 Blyd. of Ailies • 1:30 P.M.
PORTLAND
Jewel Box Screening Room

Jewel Box Screening Room
1947 N.W. Keemey St. - 2:00 P.M.
SALT LAKE
20th Century-Fox Screening Room
216 East 1st South - 2:00 P.M.
SAN FRANCISCO
Perconquest Streening Room

Peramount Screening Room 205 Golden Gote Ave. - 1:30 P.M. SEATTLE Jewel Box Scrooning Room 2318 Second Ave. - 10:30 A.M. ST. LOUIS

ST. LOUIS
S'renco Scroening Room
3143 Olive St. 9-30 A.M.
WASHINGTON
Womer Theore Building
43th & E. Sts. N.W. - 10-30 A.M.

BOOK "THE MOVIES AND YOU" SHORT SUBJECT SERIES... THE STORY OF YOUR INDUSTRY

## Spring Slaps Hub But 'St. Loo' Neat \$24,000; 'Pacific' 21G, 'Happy' 14G

**Key City Grosses** 

Estimated Total Gross
This Week .....\$2,840,000
(Based on 25 cities, 201
theatres, chiefty pray runs, including NY.
Total Gross Same Week
Last Year ....\$3,197,000
(Based on 22 cities, 214
theatres; 214

'Urge' Wonderful

End of Paper Strike Boosts Port.: 'Mother'

Hot \$18,000, 'Criss' 9G

\$15,000 in L'ville

Boaton, March 29.
Spring fetharpy seems to have the around from this stanza with a control of St. Louis' at Met lead town with nearly session. "Ronck On Guther Is a Freshpieum, a Memorial, are holding and "Canadian Pacific" are werenge.

you and Canadian Pacific" are sweeze.

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That Woulsville, March 29.

"That March 29.

"Th nice \$28,500.
Fenway (NET) (1.873; 40.85)—
"Cándain Pacific" (20th) and "The 
"Cándain Pacific" (20th) and "The 
\$5,000.

(WE) and "Sierra Madre".
(WE) and "Sierra Madre".

Mayflower (ATC) (700; \$1.25)—
Pertrait of Jennie" (SRO) (6th 
wk). Down to \$4,500 with nice 
\$3,200 last. 300. 40.85.—"Moth-

was. Journ to grapou with mice \$2500 last. Memoral (3,000; 40.83)—"Moth-Memoral (3,000; 40.83)—"Moth-Memoral (3,000; 40.83)—"Moth-Memoral (3,000; 40.83)—"Moth-Memoral (3,000; 40.83)—"South St. Louis" (WB) and "Cheated Law" (20th). Leading town at neat \$24,000. Last week, National (3,000; 40.83)—"Moth-Memoral (3,000; 40.83)—"Moth-Memo

Orpheum (Loew) (3,000; 40-85)— "Knock On Any Door" (Col) and "Blondie's Big Deal" (Col) (2d wk). Down to \$19,000 after solid \$27,800 first

hrst.

Paramount (NET) (1,800; 40-85)

"Canadian Pacific" (20th) and
"The Hideout" (Rep.) Okay \$13,000. Last week, "Johnny Belinda"
(WB) and "Treasure of Sierra
Madre" (WB), slim \$9,000 for re-

Portland, Ore, March 29.
Settlement of month-old newspaper strike, good weather and good new pix are showing results at downtown houses this week. "Mother is Freshman" is the big coingetter. "Chicken Every Sundhaping up wells. turn of these.

Pilerim (ATC) (1,800; 40-85)—

"Red Canyon" (U) and "Shamrock
Hill" (Indie). About average \$12,000. Last week, subsequent-run.

State (Loew) (3,500; 40-85)—

"Knock On Any Door" (Col) and

"Biöndie's Big Deal" (Col) (2d wk).

Okay \$10,000 after nice \$17,000 first.

## 'Ships' Smooth \$28,000. Philly

Philadelphia, March 29. Filia business here seems to be marking time, with big product be marking time, with big product between the first business of the marking time, with big product washer cut down trade over the weekend. "Down to Sea in Ships" looks standout at the Fox. "Alias Nick Beal" is only so-so at the Stantey.

Estimates for This Week

Aldine (WB) (1,303; 50-99)— 'Red Pony" slowed down to \$8,000. Last week, fine \$12,800. Boyd (WB) (2,360; 50-99)—
"Woman's Secret" (RKO). Oke
\$13,600. Last week, \$18,500.

\$13,600. Last week, \$15,000.

Earle (WB) (2,700; 50-99)—
"Johnny Belinda" (WB) and "Sierra Madre" (WB) (2d runs). Fair \$14,500. Last week, "Shockproof" (Col), \$15,000.

Fox (20th) (2,250; 50-99)—"To Sea in Ships" (20th). Town's leader at brisk \$28,000. Last week, "Letter Three Wives" (20th) (3d wk), fine \$18,000 ter Three Wine \$18,000.

Estimates of the control of the cont

'Kiss' Sizzling \$16,000, Buff.; 'Door' Solid 18G

"Kiss in Dark' and "Knock on Any Door" are best bets here this week, both being sturdy. "Take Me Out to Ball Game" looks nice for second week.

Second week.

Estimates for This Week.
Buffalo (Loew's) (3.500; 46.70;
Buffalo (Loew's) (3.500; 46.70;
Ball Game" o'AG and "Bad Luck
Blackie" (Col) (2d wk). Down to loe \$12,000. Last week, big
\$18,000. Last week, big
\$18,000. Last week, big
\$18,000. How to look to look

(WB) and "Hemicale" (WB), trim \$16,000. and "Hemicale" (WB) (2d wk). Off to \$16,000. and \$16,000

#### 'Ball Game' Wow \$21.000 In Pitt: 'Kettle' Lusty 9G, 'Belinda'-'Madre' \$11,000

Belinda' -Madre \$11,000

Pittsburgh, March 29,

"Take Me Out to Ball Game' at Penn has things much to itself this week, and about the only thing in sion. Even all the Academy bally-most benefit of the state of the

#### 'Honeymoon' Happy In Seattle, 13G; 'Pony' 8G

Deatille, 130; FORY 50.

Town is mostly holdover this week, and few nevcomers are strong. An exception to the slug; and the strong of the stro

OKCO Jan "Ness Mink" (2001). dull 7,100. d

L.A. Still Skidding; 'Kiss' Not Virile \$43,000, 'Evil' Slight \$36,000, Award Boosts 'Hamlet' to 8G, 'Door' 25G, 3d

#### **Broadway Grosses**

Estimated Total Gross
This Week .....\$506,500
(Based on 16 theatres)
Last Year .....\$900,500
(Based on 24 theatres)

## Belinda'-'Madre' Hep \$9,000, Cincy

Cincinnati, March 29.

Cincinnati, March 29.

Currently shows signs of spring fever. Only, new bills, "Citss moderate temps, with former in lead. Support of Frances Langford, on Hall, others, has "Flaxy Martin" landing town's biggest coin. Addenny selling are highlig dear highlight of the control of the c

Madre" at Grand.

Estimates for This Week
Albee (RKO) (3,100; 60-94; —
"Flaxy Martin" (WB) plus Frances
Langford, Jon Hall, others, onstage. Pleasing \$24,000. Last week,
"Clay Pigeon" (RKO) with Frankie
(Continued on page 18)

#### 'Chicken' Tasty \$18,000, Prov.: 'Electra' Bright \$16,000, 'Beal' Fair 11G

Majestic is riding high and leading main stemmers with "Chicken Every Sunday," Also good is RKO Albee's "Mourning Becomes Electra," State returns to stage-film oppliey Thurstay (31) when Sammy Kay Coment.

Estimates for This Week

Estimates for This Week

Albee (RKO) (2,200; 44-65)—
"Mourning Becomes Electra"
(RKO) and "State Dept.-Frie 649"
(FC). Trim \$16,000. Last week,
"Dear To Heart" (RKO) and "Clay
Pigeon" (RKO), \$15,000.

"Poer To Heart" (RKO) and "Clay Pigeon" (RKO), \$15,000. 44-61) and "Clay Pigeon" (RKO), \$15,000. 44-62) and "Clay Pigeon" (RKO), \$15,000. 44-62) and Koye Lake leading stageshow, Nifty \$8,000. Last week, "Angel On Amazon" (Roph and George O'Han-Majestie (Fay) (2,200; 44-65)—"Chicken Ferey Sunday" (20th) and "The Judge" (20th). Strong \$18,000. 44-65)—"Bad Man of Tombusted (20th). Strong \$18,000. Metropolitan (Snider) (20th). Metropolitan (Snider) (20th). Strong \$15,000. Metropolitan (Snider) (20th). Strong \$15,000. Metropolitan (Snider) (20th). \$15,000. Last week, "Coverly" (Ldew) (3,200; 44-65)—"Knock And Door" (Col) and (20th). \$15,000. First week Snider (Snider). \$15,000. First week Snider (Snider). \$15,000. First week, "Nick Bael" (Par) and "Rusty Saves Life" (Col), soes \$11,000.

#### 'Riley' \$12,000 Best Bet In Omaha; 'St. Louis' 7G

Omaha, March 29.
Boxoffice generally shapes color-less this week. "Family Honeymoon" at the Paramount and "Life of Riley" at Orpheum look best

Ted Weems orch, Connee Boswell, Bathus at 19 Ted Weems orch, Connee Boswell, Color St. Panily Honermoon" (U). Okay \$11,000. Last week, "Mean of the St. Panily Honermoon" (U). Okay \$11,000. Last week, "Mean of the St. Panily Honermoon" (U). The Brandeis RICO Last week, "Mean of the St. Panily Honermoon" (U) and "Blondie's Big Deal" (Coli. Nice \$7,000. Last week, "Mean of the St. Panily Honermoon" (U) and "Blondie's Big Deal" (Coli. Nice \$7,000. Last week, "Mean of the Honermoon" (U) and "Anavelous Journey" (FC). Exstance of the St. Panily Honermoon" (U) and "Anavelous Journey" (FC). Exstance of the St. Panily Honermoon" (U) and "Anavelous Journey" (FC). Exstance of the St. Panily Honermoon" (U) and "Anavelous Journey" (FC). Exstance of the St. Panily Honermoon" (U) and "Anavelous Journey" (FC). Exstance of the St. Panily Honermoon (U) and "Honermoon" (U) and "Piecadilly Incident" (W-C). St. St. St. Gold (G). Panily Honermoon (U) and "Piecadilly Incident" (W-C). St. St. St. Gold (G). Panily Honermoon (U) and "Piecadilly Incident" (W-C). Castle on Hudson' (W) and "St. St. Week, "Kissing Bandit" (M-G) and york" (WB) (reissues), oke \$5,000 in 5 days.

LO OL, DOUL ZOU, SUE

LEAR ANGLES, MARCH 20.

Firstrun trade here still is coasting, with no outstanding draws
currently. Holdovers also are slowsenter four Stander. It loosting
it to \$8,000 on 22d week at smallsetter four Stander. It loosting
it to \$8,000 on 22d week at smallsetter four Stander. It loosting
it to \$8,000 on 22d week at smallthree hearters despite Jane Wyman to Osar as best actrees. Toure
comers, shapes medium \$43,000 fand (36d
three lites. "Knock On Any Door"
is signifing nice \$25,000 fand (36d
"Mother La Freshman" looks
modest \$33,000 fand (36d) and "Mother La Freshman" look
of "Mother La Freshman". The Sheet's
is holding well at \$8,500 in 13th
week at 60 na Arts., "Fless" his
sholding well at \$8,500 in 13th
Apollo week.

Estimates for This Week

Estimates for This Week

Estimates for This Week

smd "Joans A men Be 1 aug Hrame, smd "Joans A men Be 1 aug Hrame S Apollo week a Sapolo, initial Sapolo Sap

#### Weems-Boswell Shoot 'Pigeon' to Dandy 20G. Indpls.; 'Honeymoon' 15G

Indianapolis, March 29, Mild weather and Lenten slump are clipping film bir here, with stoty results at firstrums. Ted Weems-Connee Boswell stage combets based at Circle and Family But Winder of the Control of the Co Indianapolis, March 29,

Circle (Gamble-Dolle) (2,800; 60-90)—"Clay Pigcon" (RKO) with Ted Weems orch, Connee Boswell, ethers, onstage. Dandy \$20,000. Last week, "Station West" (RKO) and "Velvet Touch" (RKO), thin \$9,000 at 44-65 scale.

# congletter. "Citicken svery suits are shaping up well Cross" also are shaping up well cross and a congress of the congress of 'JOAN' SMASH \$22,000, TORONTO; 'KISS' \$7,000

TORONTO, 'KISS' \$7,000

"Jone of Arc." helped of Department of Grant Partment of Toronto, March 28 person of Arc." helped of Williams of Toronto, March 28 person of Grant Partment of March 20 person of M



.congratulations

# JEANNE CRAIN

You did it in "Margie" "Peggy" and "Letter" and NOW YOU'VE DONE IT AGAIN IN...

it covers
multitude
Sins!!

WORLD
PREMIERE
ROXY, N.Y.
FRIDAY

YOU'RE one of the big reasons why

There's No Business like



Business!

## Bride of Vengeance

Hollywood, March 29.	
Paramount release of Richard Malbaum production. Stars Paulette Goddard, John production. Macdonald Carey; features Albert Land. Macdonald Carey; features Albert Land. John Sutton, Raymond Burr. Di-	
Auction. Stars Patters Contured Albert	
Macdonald Carey, Icana Burn Di-	
production.  Land, Macdonald Carey, features Albert Land,	
Land, Market John Sutton, Raymond Burr. Di- pekker, by Mitchell Lelsen. Screenplay, rected by Michael Hogan; added dla-	
Dekker, by Mitchell Lelsen. Screenplay, rected by Mitchell Hogan; added dia- cyril Clemence Dane; story, Hogan; cam- los, weeled L. Fapp; music score, Hugo	ı
Corn Clamence Dane; story, Hogan; cam- los, Daniel L. Fapp; music score, Hugo ers, Daniel L. Froy Sanders, Living-	ı
los, runled L. Fapp; music score, hugo	
ers, Dance, congs, Troy Sanders, Laving-	
Friednose, Frans, Victor Young; editor,	
tion and Tradeshown March 28,	
los Camello Fapp; music score, Hugo- ert Daniel Fapp; music score, Hugo- ert Daniel Fop States of Company of Com- fed and Evans, Tradeshown March 28, Alms Macrorle 192 MINS, 49, Running time, 92 MINS,	
Lucrotta Bolista John Lund	
Lucretla Borgia Patiette Gudart Alfonto D'Este Macdonald Carey Cesare Borgia Albert Dekker	
	t
Cesare Borgla Albert Dekker Vanetti John Sutton	ı
Blebelotte Charles Dayton Bastino Donald Randolph	
	ı
Tikhno Rose Hobart Esconor Nicholas Joy Chamberlain Fritz Leiber	
Electror Nicholas Joy	ı
Chambellatt Fritz Leiber	ı
	ı
Fipppo Kate Drain Lawson Gemma William Farnum Perezsi Captain of the Guard Anthony Caruso Captain of Physician Douglas Spencer	ŀ
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Captain of the claim Douglas Spencer	ŧ.
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Bolf Nestor Palva	ı
The Mayor	1

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rection points them up as well as a good feeling of supernes as the rection of the superness of the good feeling of the good feeling f

#### Duke of Chicago Hollywood, March 23.

Republic release of Stephen Auer pro-	
duction. Features Tom Brown. Audrey	
Long, Grant Withers. Directed by George	
on novel by Lucien Cary; camera, John	
MacBurnle; editor, Cliff Bell. Previewed	
Jane Cunningham Audrey Long	
Tony Russo Grant Withers Chester Cunningham Paul Harvey	
Gus Weller Skeets Gallacher Helen Cunningham Lois Hell Terry Shea	
Terry Shea Matt McHugh	
Bronski Joseph Crenan Bronski Harvey Parry	
Speedy Harvey Parry Bryce George Beban Keith Richards	
Ace Martin DeForest Kelley	
Referce Frank Van Fight Announcet Dale van Sickel	
Pan Tobey	
aroner Dale van Siekel	
DATE VALL DICKET	

Viewer in the state of the stat

#### Miniature Reviews

"Bride of Vengeance" (Songs) (Par). Romantic costumer, with Paulette Goddard, John Lind, Macdonald Carey to

Lund, Macdonald Carey to help bo.
"Duke of Chicago" (Rep), "Duke of Chicago" (Rep), Minor prixefight programmer for lowercase position.
"Daughter of the (Song) (Golor) (FC). Story of the daughter of Ramona, okay for general situations.

"Hideout" (Rep). Moderately interesting meller for dual

"Rimfire" (SG). Okay west-ern for action houses.

"The Queen of Spades"
(Pathe). British Pushkin drama is sock art house fare.
"The Bad Lord Byron"
(GFD). Weak British historical

romance.
"Floodtide" (GFD). British shipyard romance, for the duals.

after the match, the police break

It up.

Cast turns in stock work on the formula script under George Blair's direction. Brown is adequate. Making the best showing the formula script of the stock of the stock

in the cast.

Producer Stephen Auer shapes
up the physical values nicely for
the budget allotment but should
have assured more punch in the
tale's filming. Lensing is okay.

Brog.

Daughter of the West (SONGS—COLOR) Hollywood, March 23. Hollywood, March 23
File Clasing celess of Martin Monographic Clasing celess of Martin Monographic Clasing Control, William Provinces, William Control, Martin Commerca Donald Meedle Control, Martin Commerca Martin Commerca Control, Martin Control, Martin

"Daughter of the West" is a costumer in color, laid on a Navajo Indian reservation back in the '80s Story is interesting dealing with the daughter of Ramona, heroine of an earlier book-film classic, and the picture should show good re-turns.

the daughter of Ramona, heroine the picture should allow good returns.

"Daughter" is a good example of the use of color on a small provide the state of the stat

ands. Henry Sharpe's color lensing is Henry Sharpe's color lensing is excellent, and the original music by Victor Granadas and Junual had capable direction from Irving Gents to help expense of the Markett of the Color of the Markett of the Color of the Markett of the Color of the Markett of the Markett of the Indian Increed Festival. Running time of 76 minutes is a bit overlong.

## Hideout

Hideout
Republic release of Sidney Picker production. Pestitures Adrian Booth Lidyac
Ford. Screenpiles, John K. Rutter Lidyac
Ford. Screenpiles, John K. Rutter
Lim Parter Neuhal Sort Anne Lidyac
Lidyac arch 22. 49. Running
Adrian Beoth
Lloyd Bridger
Ray Collins
Shella Ryan
Alan Carney
Jeff Corey
Jeff Corey
Chas, Halton
Chas, Halton
Emory Parnell
Parl Bryant
Paul E Burns
Douglas Evans
Snoki Wittheld Edic Hatter.
Evans
Beecham
Joe Bottomley
Dr. Hamilton Glbbs
Gabriel Wotter
Arnie Anderson
Sybil Elwood Kaym Sybil Elwood Kays Janitor Radio Announcer

"Hideout" is a moderately interesting meller bullt around a ring of jewel thieves. Picture fits as support on dual bills. There's not much suspense, however, since the plot structure telegraphs a solution well in advance.

you structure teregraphs a solution was well and water the activities of Ray Collies, who mile a big lob. Ray Collies, who mile a big lob. then laims to a small lowe town after giving his associate crooks, Alan Carney and Jeff Corey, the doublecross. Latter pair, on the trail of their unrellable partner and the loot, kill a gem-cutter at the bucolic retreat. A rube attornation of the partner and the bucolic retreat. A rube attornation of the partner and the bucolic retreat. A rube attornation of the partner and the bucolic retreat. A rube attornation of the partner and the bucolic retreat.

thing and bags the murderers.

Performances, in general, are consistent with thesping found in most programmers. Collins is suave as the brains behind the gang, Bridges proves a two-flaged minon programmers of the property of the property

rection.

Production values are standard, as is the camerawork of John Mac-Burnie. Richard L. Van Enger edited the footage to a tight 61 minutes.

Gilb. 7

#### Rimfire

Rimifre

Hollywood, March 26.
Syene, Gulls reisses of Ran Ormond
production.
Both Bighte, Reed Indeley; Centure
Details Register, Reed Indeley; Centure
Contact Control of the Control of the Control
Control of the Control of the Control
Control of the Control
Control of the Control
Control of the Control
Contr

a series of ghostly killings.
Millican is okay as the operative, but it is Reed Itadley who
gives the trouping most of its lift.
Latter is a likeable gambler who is
ramed for cheating, found guity
at a mock trial and hanged. His
off the manager of the control of the
property of the control of the control
in the Frame. Not until Millican
ties up the killings to the missing
gold is mystery solved satisfactorily.

gold smystery solves autorage program of the progra

United Artisis acquired the Canadian distribution rights to the minable series of flashbacks to exprend film. "Passionelle," and a tablish some semblance of exceedish import, "Torunet."

#### Quartet

Quartet

"Quartet" (Rank) which opened Monday (281 at the Stutton, N. Y., was reviewed in VARIETY from London, Nov. 3. 1948. Reviewed myor feit that film "marrits the approbation marrits the approbation are always ready to above their appreciation of class- enter-tainment." The coupling of an R. C. Sherriff with four W. Somerset Maugham stories was pointed out in review as of satisfying, ophisticated entertainment."

tertainment."

Also noted by Myro was that
the "direction and production
throughout maintain and extraordinarily high level, and
the casting, even down to the
smallest bit, is uncannily
accurate."

The Queen of Spades
(BRITISH)
London, March 16.
Associated British-Pathe release of
Anatole de Grimwid production, Stars
Yvonne Mitchell, Directed by Thorota
Bickinson, Strenplay by Rodney AckDickinson, Strenplay by Rodney AckDickinson, Strenplay by Rodney AckAlexander Punktin; camera, Otto Heller,
Gus Drisse, Val Sewart; editor, Hazel,
Gus Drisse, Val Sewart; editor, Hazel,
London, March 16, '40. Rumhiu
Line, By MINS.

derman	
old Countess Edith Evans	b
dzaveta IvanovnaYvonne Mitchell andrelRonald Howard	
andrel Ronald Howard	U
old Varvarushka Mary Jerrold	ı
yodor Anthony Dawson	
schybukin Miles Malleson	í
lovalsky	ı
rincess Ivashin Athene Seyler lookseller Ivor Barnard	
lookseller Ivor Barnard	ł
ypsy Singer Maroussia Dunitrevitch	
ypsy Dancer Violetta Elvin	ł
oung Countess Pauline Tennant	ı
dilliner's Assistant Jacqueline Clarke	ı
Countess's Lover Yusef Ramart	k
t, Germaln's Messenger Valentine Dyall	

Opulence of Imperial Russia at the beginning of the 19th-century line of the 19th-century line filmization of Alexander Push-kin's short story, which brings to the screen a legend of gambling and intrigue. Pie should have a notable success in art houses, but general tenor of the plot and treatment limits its appeal to most audicate the control of the plot and treatment limits its appeal to most audicate the property of the plot and the control of the plot and treatment limits its appeal to most audicate the plant of the plot of

anotable success in art houses, but of the great leave of the plot and treatment limits its appeal to most automatic and the success of the plot and treatment limits its appeal to most automatic and a success of the plot and treatment limits its appeal to most automatic and a success of the plot and the plot and a success of the plot and a success of the plot and a success of the success of th

## The Bad Lord Byron

The Had Lord Hyron
(BRITISH)
London, March 17,
GFD release of Sidney Box (Ashrey
Baring) ericase of Sidney Box (Ashrey
Baring) ericase of Sidney Box (Ashrey
Mai Zetterling, Joan Greenwood, Linder
Tewers: Directed by Boyld MacDonald,
Tewers Directed by Boyld MacDonald,
Directed by Boyld MacDonald,
Thomas Peter Quennel, Laurence Kitch
And Mill Longer, Stephen Dode, Dichart Mill Longer, Stephen Dode, Dichart Mill Longer, Stephen Dode, Dichart Mill Longer, Stephen Deby, DiChart March 17, 40-Running Linne,
London, March 17, 4

:	London, March 17, '49, Running time,
	85 MJNS, Byron Dennis Price Lady Caroline Lamb Joan Greenwood
	Dittoil Dennis Price
	Lady Caroline LambJoan Greenwood
	Teresa Guiccion Mai Zetternng
	Annabella Milbanke Sonia Holm
	Teresa Guiccioli Mai Zetterling Annabella Milbanke Sonia Holm Augusta Leigh Linden Travers Fletcher Leslie Dwyer
	Fletcher Leslie Dwyer John Hobhouse Raymond Lovell
	John Hobbouse Raymond Loyell
	John Murray Archie Duncan
	Lady Melbourne Irene Browne
	Prosecutor Dennis O'Dea
	Prosecutor Dennis O'Dea Defender Cyril Chamberlain
	Lady Milbanke Natalie Moya
ĺ	Lord Clare John Stone Count Guiccioli Ernest Thesiger
	Charact Chairman Characters Thereives
	Count Waterion Dripen Themper
u	Lady Jersey Nora Swinburne Mr. Hopton Wilfred Hyde White
	air. Hopton wittred fixde white
	Count Gamba Henry Oscar
	Colonel Stanhope Barry Jones
٠.	White with rolling on an interest

writers have been able to lift the subject out of its rut. Although a comparatively coally production, it will do no credit to the British under the subject out of the subject out of the subject out of the subject out of the subject of the subject out of the subject out of the subject out of the subject of the subject of the subject of the subject of the oppressed. The scene switches to the count of subject of the oppressed. The scene switches to the count of subject of the subject

## Floodtide

Floordiside
(SRTTSH)

GETTISH)

LOndon, March 15.

GET on Adult, Timindaeprotect Fame, on Adult, Timindaeduction, Fame, on Adult, Timindaeduction, Fame, on Adult, Timindaeduction, Fame, on Adult, TimindaeStretchen, Bill, Allan, Arthur hiberanBarry, Balder, Ruming them, Harden, Adult, Adu

#### Een Koninkrijk Voor Een Huis (A Kingdom for a House) (DUTCH)

(A Kingdom Ior a, House)

OUTCH

Monopole Filter, Victorie of Gabriel

Monopole Filter, Victorie of Gabriel

Monopole Filter, Victorie of Gabriel

Speyer, Stars Blentette Bavidis, Jeaures

Speyer, Stars Blentette Bavidis, Jeaures

Ferin-Boumeneter, Includes, also Maithieu von Egoden, Rob de Vites, Alex

Frans Van Stulk, Servenlapt by Welfgang Willichm and Surveyn music, Feron

Frans Van Stulk, Servenlapt by Welfgang Willichm and Sturyer, music, Feron

International Companies of Companies of Companies

Frans Van Stulk, Servenlapt by Welf
gang Willichm and Sturyer, music, Feron

International Companies of Companies of Companies

Market Study Study Study Study Study

Market Study Study Study Study Study Study

Market Study Study Study Study Study Study Study

Market Study Stud

and Annes A Righto. Amelerdan. Bunfau lime. 99 MINS

One of the first full-length features turned out in Holland since the end of the war, this features turned out in Holland since the end of the war, this housing shortage problem as a backeround for a flimsy story set in Amsterdam. Film drags badylength of the housing shortage problem as a backeround for a flimsy story set in Amsterdam. Film drags badylength of the current by some judicious editing. Otherwise, direction is competent. Camera work is good throughout, as it background will be current by the current by the

Hollywood, March 29.

Oscar came of age last week and celebrated his 21st burthday with a seventh award was to A. J. Moran celebrated his 21st burthday with a seventh award was to A. J. Moran celebrated his 21st burthday with the seventh of the seventh award was to A. J. Moran celebrated his 21st burthday with the self was walled away with more presents than anyone alse. To signify its maturity, the Academy of, Motion Picture Arts and Sciences selection of the year, Arts and Sciences selection of the year, and the self-was was not a Hollywood product at all, but the British entry. "In wait the Most." Jan Wyman, Claire Trevor, at all, but the British entry. "In Waiter Huston, John Huston and Jones," having been conjuncted to the self-wards, in clud in g. Laure and accurately forcast in a Dairy the fifth of the year. Was the self-wards, in clud in g. Laure been top production. The poll was thus 36% accurate.

**PICTURÈS** 

of the year.

Three awards to "The Red Shoes" gave the English a total of eight honors for the year.

Warners took studio honors for

Warners took studio honors for purely domestic entries with a total of seven, topped by the presentation to Jerry Wald of the Irving Thalberg Avard for sustained prehabers of the Principal Control of the Principal Control of the Principal Control of the Warner State of the Principal Control of the Warner State of the Warner

ried three of the four top-performance awards on the basis of three separate pictures, with Jane Wyman winning the nod as Best Actress for "Johnny Belinda;" Supporting Actress Award for Walling of White Hess Supporting Actress Wawd for the Serial Walling of Wallin and screenplay writing on the same film; and it was, of course, the first time since the invention of sound that an actress won the cov eted top performance award by in

The limited seating capacity pre-vented a majority of the Academy's

The limited seating capacity prevented a majority of the Academy's 1,990-30d members from attending 1,990-30d members from attending 1,990-30d members from attending 1,990-30d members from attending 1,990-30d members from 1,990-3

Arthur Rank'Iwo Cities Film, Univer-linernational College in "Ham-Bess Actor—Laurence Olivier in "Ham-Bess Actor—Laurence Olivier Bilm, niversal-linernational." Best Activess—Jane Wyman in "Johnny Jehinda." Warners. Best Supporting Actor—Walter Iluston "Treasure of the Sierra Madre." War-

Best Supporting Actress—Claire Trevor "Key Largo." Warners. Best Director—John Huston, "Treasure

of the Sierra Madro," Warners.

Best Original Film Story—"The Search,"

Brasser Pilm Metro, Richard Schweizer,

Best Original Film Story—"The Search." Praceons Film-Metro, Richard Schwaizer, David Wechsler. Best Screenplay—"Treasure of the Sierra Madre." Warmers, John Huston. Best Black and White Chematography duction Universal International, William Daniels.

Film. Universal-International. Roger K.
Furse.
Art Direction (Color)...."The Red Shoes."
Arthur Rank-Archers, Esgle Lion. Hein
Heckroth.
Ecovation (Biack-and-White)...
"Hamlet."
J. Arthur Rank-Two Clites
Film. Universal-International. Carmen
Dilion.

Rest Costume von Tierk-Two Cities Film Universal-international. Roger K. Pilm Universal-international. Roger K. Bert Costume Design (Coley-"Joan of Arc, Signer Hettier-SIKD, Dorothy Jes-Spiela) Effects Chotographio-"Two-Spiela) Effects Chotographio-"Two-Film Common March 1988 (1988) Service Studies Johnson, Bussell Spiela (Medican) Service Studies Johnson, Bussell Spiela (Medican) Service Studies Charles Film Sanker Service Studies Charles Film Sanker Service Studies (1988) Service Studies (1988) Service Studies Service Studies (1988) Service St Best Short Shorts. Produced by Free Godfeld Press. Metro. Produced by Free Godfeld Press. Produced by Commentary (Feature)—"The Servet Land." J. S. Navy-Metro. Produced by Co. Dall. State of the State of the Commentary (Short)—"Toward Independence" U. S. AIMY. Best Foreign Language Film—"Monsieur Vancent." CFURTH A WARDS
SPECIAL MACES. Service to the method to discompany particular to method of 400 methods.

tion picture industry over a period of 40 years. Sid Grauman—hluster showman, who raised the standard of exhibition of mo-tion pictures. Watter Wanger—For distinguished serv-ice to the motion picture industry for the production of his picture. "Joan of

ire."

Ivan Jandi-Juvenile award for his per-ormance in "The Search."

SCIENTIFIC AND TECHNICAL

AWARDS AWARDS
Victor Cacciolianza, Usurice Ayers and a Paramount, set-construction departure, for the development and applicament, for the development and applicament of Parallic "a new lichtweight plassification, and the property of the Autonomous Construction of the Catter of the Catter

New Kaller. Louis Will and the zun-per mechanical enries department for a process of proserving and flame-product Marty Martin Joek Lannon, Russell Shearman and the RYO social effects de-method of dumleting falling snow on mu-cion platter sets. Warner Bros. ele-trical denarrant for a myland of remote control for shutters on motion picture are lightly equipment.

## **Metro Brushoff**

Continued from page 7 hit back hard with a statement citing that the company has never yet passed a dividend in its 25 years of existence.

No Board? One irate stockholder demanded One intervalent of the house of the control of the

two companies. Sup precased units, don't know whether or not 1 am giving away a secret."

In the midst of the hubbub, resonance of the companies of the compani

FN Last to Try It

FN Last to Try It
In reference to current maneuvers by exhibs to invade
production - distribution, the
last company of that: type
folded over 20 years ago. It
offered to the state of the state
which had been operated by a
syndicate of theatr men from
1919, when it was formed, to
1919, when it was formed, to
nought conto. Warner Bros.
During most of its independent existance, FN was a
profitable venture for exhibs
company's product. However,
with the impact of sound
itms, Warners got off to a fast
the know-how in producing the
talkers. FN, on the other
hand, was still making silent
When WB offered a big

pix.

When WB offered a big price for the FN stock, owners decided to sell rather than struggle in the new medium.

WB bought one-third of the shares by acquiring Stanley Co. of America; another third from various individuals; and the balance in 1929 from the Fox Film Corp.

#### Goldberg Demand On Paramount Points Up **Question on Decree**

Question on Decree.

On the heels of the Paramount divorcement decree, the first deget an equal break with a Faramount partner, by the right to bid on product, was made here this week by Bajho Gollberg. Latter week by Tajho Gollberg. Latter der in a battle to take the product in the product of the highest bid ways from Tri-States circuit, Paramays from Tri-States circuit, Param

away from Tri-States circuit, Para-mount-affiliated chain.

The state of the control of the con

technically in contempt of the decree.

decree.

Life is a future battle for Panshoust product in the hundreds of situations throughout the country where partner theatres now get first call on product. It is expectively the product in the hundred privileges will be started by approval of the decree.

#### New Pact Slated On

Lukas 'Communist'

Hollywood, March 29.

Paul Lukas' 10-week commitment with RKO for top role in "I Married a Communist" ended Monday (28) with picture not yet ready to roll. Deal called for payment of \$50.000.

day (28) with picture not yet reacy to roll. Deal called for payment of \$50,000.

New pact is now being negoti-ated, probably based on film's ex-pected start in May. New writer, Bob Andrews has been assigned in the screenplay and is reportedly to the screenplay and is reportedly whipping stumbling block which stalled film until now.

#### **Par Contracts**

Continued from page 5 erally. When the deals were made no thought was given to the im prohable windup of the giant com

prohable windup of the giant com-pany.

Par's contract list includes 25 players under standard term con-tracts: 14 others under special includes; 14 others under special includes; 14 others under special includes; 15 producers and 10 directors. It is producers under affected by the legic wind year affected by the legic many are affected by the legic many are under the special producers and the special p

not known how many are affected by the legal trust will be recently and a survey of the decree and reorganization. Company requires another individual survey and the survey of the decree and reorganization. Company requires another individual survey of building the distribution of the decree and reorganization. Company requires another individual survey of building the distribution of the spirit and 304 stackholders with 40.249 against a dualer, are "Trail of the Long-that approximation of the decree and reorganization. Company requires another individual survey of building the distribution of the decree and reorganization. Company requires another "Trail," a Technicolor filin was mark. How much opis over the mark. How much opis over the acceptance of the decree and reorganization. Company requires another "Trail," a Technicolor filin was mark. How much opis over the mark. How much opis over the mark of the decree and reorganization. Company requires another "Trail," a Technicolor filin was mark. How much opis over the mark of the decree and reorganization. Company requires another "Trail," a Technicolor filin was mark. How much opis over the mark of the decree and reorganization. Company requires another "Trail," a Technicolor filin was mark. How much opis over the mark of the decree and reorganization. Company requires another "Trail," a Technicolor filin was mark. How much opis over the mark of the decree and reorganization. Company requires another "Trail," a Technicolor filin was mark. How much opis over the mark of the decree and reorganization. Company requires another than the decree of the company of the company of the decree of the company of the decree of the company of

#### Exhibs' Yardstick Continued from page 5 =

spending for films. The feeling is that they could then argue against extravagant outlays for product and refuse to ball out the majors when costs are deemed excessive.

and refuse to ball out the majors when costs are deemed excessive. Bellef is that sponsors of a new company would have little difficulty in corralling sufficient financially in corralling sufficient financially in corralling sufficient financially control of the control of th

'Not Illegal'
The U. S. Supreme Court decision which held that Integration of the three branches of the industry was not illegal as such is believed to eliminate the anti-trust angle. The new org would be a cooperative venture. Exhibs hold that co-ops in other industries, formed to insure supply, have already been upheld by the courts. Exhibs want the measuring-stick

ready been upheld by the courts. Exhibs want the measuring-stick as a gauge on salaries. They argue that Hollywood, payroll is topheavy and that a strong, new outfit could compete successfully since it would not have the big salaries to mete out to execs.

#### Brit. Pact

- Continued from page 3 =

ernment. They hope that possibly by pressure of Economic Coopera-tion Administration funds and other aid being given to England, the State Dept. can convince the British of the advisability of cas-ing up on American films.

Yanks have been particularly heartened on this score by the campaign started in Congress last week by Senator William F. Knowland of California. State Dept. has never exhibited much interest in never exhibited much interest in, exerting pressure on Britain in behalf of the industry, and film men are now hoping that Knowland may stir the striped-pants boys to action. State Dopt, it is hoped, may find it wise to tip off the Britain to take it easy on American that the state of the s

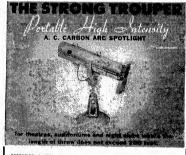
Possible Earful for Bevin

Possible Earful for Bevin If Knowland can muster any sort of support among his colesques, it may well be that British Foreign Minister Ernest Bevin will be given an earful by the protocol lads when he gets into Washington this week. Otherwise, it is not certain how much films he is easy to fall despite reports a Free. to talk, despite reports from En-land that he is prepared for son such discussion.

The Anglo-American films pact, The Anglo-American flims pact, which became effective list June 4 which became offered the list June 4 between 50 min for four years, but to be was 50 min for four years, but to mean that present lerms will not continue beyond the initial bi-annial period, ending June 13, 1850, if the American picture mên cam help it. It is expected that alks will begin early next year.

#### Par's Col. Pic Continued from page 3

couple of months than in the com-parative stretch of '48, the theatre has played a half-dozen pix against



mper was that is extramed and the of light has nelly are; as of light has nelly are; as of light and an extraction of the section of vertical are type qualified; and analy of life e Triesper will accuse of the property of the final paper to the final paper of the all "she plng night."

OPTICAL SYSTEM only a gallery a property of the property of the linguish from the same and direct to a circular a craine where it is probable to the sign is a facility of the sign is a sign in the sign in the sign is a sign in the sign is a sign in the si EXTREMELY MODEST IN ITS POWER IN

pers from any algerinating course convenience soulted. EAT and instable and self-cationized sourcement which is an integral next of the spotlight lines collect the 11th or of the spotlight lines collect the 11th without the first the spotlight lines of a few after without source and the self-viting soulter line first source in the self-a light intensity are spotlight, without line use they is an electric states which maintains high intensity are audight such and high states of the problem. TRIM OF CARBON remains at one form 17 livery research eated high intensity extraors with a learning time of our four and our minutes at 21 tolly and 15 amounts are rent. HORIZONTAL MASKING CONTROL can singled at 45 degrees in each direction from be sighted at 45 degrees in each direction from too logists.

THE OOLOR BOOMERANG coincides sig-three and an ultraviolet filter indice, MOUNTED on easiers, Ravilly discreenibled into one units for sidportal.

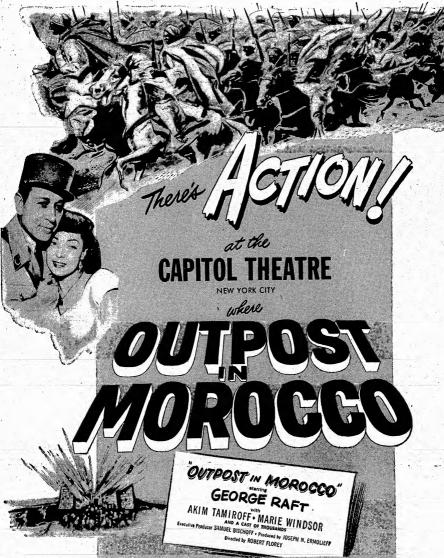
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Sireel age. or
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IS DOING TREMENDOUS BUSINESS!

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## Argentine Film Prod. Goes Into High As Govt. Lifts Wraps on Rawstock

Buenos Aires, March 18.
Pall of gloom which had settled over the film production industry is litting somewhat with raw film in the production in the production in the production. The production is already under way on "The already under way on "The recting for Republic, with Alan Curtis, John Carroll, Mona Maris, and a mixed cast of players who had to be a support of the production of th

know both English and Spanish.
Arture de Cordova has inked a
deal with Bolivar Films, a mixed
Argentine-Venezuelan production
setup, to make "Las Lanzas Coloradas" ("The Red Spears"), a
historical opus, in Venezuela, with
Argentina director Carlos Hügo
Christensen handling. Actress Susans Freyre (Mrs. Christensen) is
to be teamed with de Cordova.

Carlos Boroscue has been busy

to be teamed with de Cordova. Carlos Borcosque has been busy shooting scenes in Buenos Alres treets for "Calle Arribar" ("Up Street"), which he is directing for the control of the contro

legit, derives and power provided in the control of the series of the year.

"Marcellas Olives Sell," top legit grosser of the year.

Comedian Sandriul's return from film work in Spain has been conscient to the control of the contr

so easy a problem to pvercome, to the extent that Interamerizans schedule may have to be worked out from Chlean sets.

ITALO PIX FANS SQIAWK
AT U. S. SINGER DUBBING
Rome, March 29.
ITalian film fans are voicing to the state of the state of

#### **Currency Reform Causes** Berlin Film B.O. Nick

DGIMI HIMI D.V. (Mub-Berlin, March 23. A drop in business at film house-here is expected for the next two weeks due to a currency reform, the fourth in seven months, which ended the two-coin bo. setup. As of March 21, only legal tender al-lowed in the three western sectors of Berlin will be the Westmark. Russian money was accepted be-fore.

fore.

It is felt that business will pick up in about two weeks, when b.o. take should level off approximately 20% lower than when both currencles were in use.

## Felix, Moctezuma Win Mex Oscars

with Index Uscar's and Mailas Zini. The raw stock shortage at San Miguel Studies, which folded some weeks ago, the property of the property of

Austrian Osears
Vienna, March 22,
Sascha Film, distributing company, has start, distributing company, has start of the start of the

#### Films Help Push Mex City '48 Grosses to New High

#### VARIETY Paris Opens Door

Another avenue toward a partial mentance than to a mentance than to a meria and stributors opened this week when the Ministry of Economy okayed part payment of certain merchandse from frozen film accounts.

Decree states that exports to the Colon of th

#### U. S. Pix. Via Subsidy-Tax, Help Build Up Spanish Rivalry in World Mkts.

Rivalry in World-Mkts.

Madrid, March 22,

The Spaing overnment during life entitle of the control of the contr

#### IRISH THEATRE GROUP ADDS 4 PICTURE SPOTS

ADDS 4 PICTURE SPOTS

Dublish, March 24.

Irish Clemas, Ld., amount on Dublin's north side—Fairway of the Common and the Commo

#### **Dunham's Dance Dates**

Rome, March 22.

Katharine Dunham and her troupe are due here end of month, and will spend April dancing various Italian cities, Switzeriand, Belgium and Sweden dates follow.

Dancer is in no way connected with Les Ballet Negres, now touring Fortugal, as reported. Rome, March 22.

#### Current London Shows London, March 29.

"Adv. Story," James (2). "Annie Get Gun," Col's'm (95). "Bless the Bride." (Adelphi (101). Bless the Bride." (Adelphi (101).

Bellinds Fair, "Sav. 11).

Browning," Phoenix (29).

Gaze Peacok," Cambridge (51).

Gaze Pacok," Cambridge (51).

Gaze Pacok," Cambridge (51).

Edward, My Son," Lyric (96).

High Batton Shoes," Hipp. (15).

High Batton Shoes," Hipp. (15).

Hildricss." Haymarket (19).

Hildrics," Wal. (6).

Willia Time," Mal. (6).

Miss Mabel." Strand (18).

Oklabomat," Drury Lane (100).

Oranges & Lemons," Globe (9).

Peterfeet Woman," Play. (29).

"Queen Came By," York (1).

"September The," Ald. (18).

"Together Again," Vic. Pai. (103).

"Woman's Place," Vaude (1).

"Woman's Place," Vaude (1).

"Woman's View," Whitehall (101). Belinda Falr," Sav. (1),

## Rank Reshuffles Combine Execs to Fit Cutback Pattern; Somlo, E. Davis Out

#### Arnold Plans \$200,000 London Ballet Festival

London Ballet Festival

London March 29.

A season of ballet for the
masses, to be staged at the Harringay Arena in August, is planned
by Tom Arnold, who is bringing
over Alicia Markova and Anton
Dolin and the Original Ballet Russe
other stars. Enterprise, which will
be known as the London Ballet
Festival, calls for an initial stake
of \$200,000. Admissions will range
from 50e to \$3.
Arnold hopes to make the event
Arnold hopes to make the event
and the star of the star of the star of the star of the
special stage is to be built at one
end of the arena.

## Swiss Assns. Fine Loew's

Geneva, March 29 Geneva, March 29.
Charged with improperly holding theatres here and in Lausanne. Loew's International drew a stiff penalty from the Exhibitors and sidering the ruling unusually hard, company prez Arthur Loew and continental European ma nager David Lewis accepted the verdict which imposes a suspension of Swiss territory.

In addition, Loew's was fined.

three weeks of all Metro shows in Swiss tertitory. In addition, Loew's was fined \$1,250 plus an assessment of \$13,000 damages to the associations at the state of conceded that their me borders on the monopolistic,

#### Stockholm Pix B.O. Dip In 1948; Legit Up Stockholm, March 22. Government's high admission tax

Government sign admission tax is a water than 15 mg admission tax is a water than 15 mg admission tax is a water than 15 mg and 15 mg an

#### U.S. Pix 50% of Norway's Film Imports in 1948

were \$4,701, 624 in 1947.

Film Imports in 1948.
U. S. films comprised 50% of all product imported into Norway last year, according to a check made here. Of some 301 pictures, American producers furnished 150, Runnerup was Britain, with 51, while France contributed 33. Others were Sweden, 34; Denmark, 10; Russia, seven; Italy, three, and Russia, seven; Italy, three, and Ton pictures from a her seed.

Finland, one.

Top jetures from a bo. standpoint in the Norwegian market
during 1948 were "Best Years of
Our Lives" (RKO), "Kempen om
Lives" (RKO), "Kempen om
Lives" (RKO), "Kempen om
Lickatori, Norwegian), "Bachelor and the
Bobbysoxer" (RKO), "Mnotehka"
Metro), "Iron Curtain" (20th),
"Filckan fram Stormytrothy,"
Filckan fram Stormytrothy
Tellickan fram Stormytrothy

As a result of the production re-organization within the J Rank group, two managing tors are out. They are Josef Somo of Two Cities and Edwin Davis of Production Facilities. Latter is not to be confused, of course, with Rank's chief aide, John Davis. A number of senior executives have also been fired in the reshuffling. As a consequence of the reor-

numeer of selone executives have a consequence of chunding. As a consequence of chunding. As a consequence of chunding. As a consequence of chunding concentrated at Denham and Pinewood with substantial reduction in the consequence of the con

borough, Pinewood and Two Cities.
Another process in the reorganization will be the amalgamation of the story departments of Gainsborough, Pinewood and Two Cities, and the casting departments will be reduced from three to two with one at Denham and another at Pinewood.

P. H. Shiriey has been named personal assistant to John Davis, managing director of the J. Arthur Rank organization and Rank's top-

Shirley, an Australian, has been departmental manager of Peat, Warwick, Mitchell & Co., British accountants.

R. H. Dewes, licensing and per-sonnel controller of Circuits Man-agement Assn., has been made di-rector of personnel to the J. Arthur Rank organization.

#### SHARIN MAKING NEW TV FILM SHORTS IN VIENNA

Vienna, March 15. Eugen Sharin, prez of Ambasador Films, is in Vienna experimenting with a new idea of blackouts for television. Idea is a four minute short, featuring the Vienna Philharmonic Orch and State Opera Ballet.

Opera Ballet.

He has also begun work on opera shorts, 10 to 12 minutes long, at the Schoenbrunn studio. First is "Andalusian Nights," with "Carmen" music, and Maria Cebotari and Marko Rothmueller as top singers. Orchestra is under offset Krips. Wagner's "Tamhauser," the substantial of the substantial sub

tor.

Two other shorts, Beethoven's

"Egmont" and "Tchalkovsky'sFourth," were just finished. Plx
were shot in Belwedere under direction of Karl Boehn. Sharin expects to stay in town until the end
of this month, visit Budapest and
then fly back to New York.

#### New Spanish Producing Co. Skeds Big Pix List

Valencia Film, new producing company in Madrid, March 22.

Valencia Film, new producing company in Madrid, has announced schedule for its first group of films. Promoter and manging director is Teddy Villatha who has control to the control of the

South America.

The first film, already started at Chamartin studios in Madrid, is "El Curioso Imperimetr," bested to the control of the cont

# BIG MONEY ON THE WAY!

With the return of the great American story...
Backed by NATIONAL ADVERTISING to the
24,342,250 CIRCULATION of Life, Saturday
Evening Post, Collier's, Time, Sport Magazine
and Motion Picture magazines...Ready for the
all-new audiences of new millions who want
to see one of the biggest and best-loved
pictures in screen history!

SAMUEL GOLDWYN presents

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THE PRIDE OF

THE YANKEES

TERESA WRIGHT • WALTER BRENNAN and BABE RUTH Himself

NEW PRINTS!
NEW POSTERS,
ADS, LOBBIES
AND OTHER
ACCESSORIES!

Directed by SAM WOOD

Screen Play by Jo Swerling and Herman J. Mankiewicz · Original Story by Paul Gallico

Re-released through RKO Radio Pictures, Inc.

#### **Picture Grosses**

#### D. C. Perks: 'Ball Game' Torrid \$30,000. 'Mother' Sweet 20G, 'Pony' 14G

weet Lut, "Fony 145"

Weshington, March 28.
Bit is humming along the main such as the summing along the main such as the summing along the main such as the summing along the summing and the summing as the summing as

Estimates for This Week Estimates for This week
Capitol (Loew's) (2,434; 44-85)—
"Ball Game" (M-G) plus vaude.
Hot \$30,000, with slightly upde.
Weekend tab. New price policy
stays. Last week, "Canadian Pacific" (20th) plus vaude, okay
\$20,000 weekend stays. I cific" ( \$20,000.

\$20,000.

Keith's (RKO) (1,939; 44-80)—
"Boy Green Hair" (RKO). Not so
hot. \$8,000. Last week, "Fighting
O'Flynn" (U), \$9,000.

O'Flynn" (U, \$9,000.
Metropolitan (WB) (1,163, 44-74)
—"Johnny Belinda" (WB) (2d run).
Strong interest as a result of Academy laurels, big \$8,500. Last week,
Walking Hills" (Col), nice \$7,000
in 8 days.
National (Helman)

National (Helman) (1,600; 44-74)

"State Dept.-File 649" (FC). Surprising \$8.500, with title helping in this government-conscious town. Last week, 'Act of Murder" (U),

\$8.000.

\$8.00.
Palace (Loew's) (2.370; 44-74)—
"Mother Is Freshman" (20th).
Smart \$20,000. Last week, "Letter
Three Wives" (20th), okay \$15,000.
Trans-Lux (T-L) (650; 44-80)—
"Paisan" (indie) (4th wk). Strong
\$10.000. Last week, about same. Warner (WB) (2.164; 44-74)—
"R d Pony" (Rep). Fairish \$14,000.
La\. week, "South St. Louis" (WB),
over hopes at \$16,000.

#### CINCINNATI

(Continued from page 11) Carle orch, Mills Bros.,

\$31,000.

Capitol (RKO) (2,000; 50-75) –

"Force of Evil" (M-G). Moderat
\$8,500. Last week, "Sea In Ships
(20th); ditto.

Gulld (Indie) (278; \$1.20-\$2.40)—
"Red Shoes" (EL) (4th wk). Perky
\$5,500 after third stanza's \$5,700. 5,000 after thru stanza's \$5,700. Keith's (City Inv.) (1,542; 50-75) "Family Honeymoon" (U) (3d k). Hot \$7,000 after \$11,000 sec-

#### DENVER

(Continued from page 9) tess Monte Cristo" (U) (3d wk). Thin \$3,000. Last week, \$5,000. Denham (Cockrill) (1,750; 35-74)
—"Nick Beal" (Par). Fairish \$11,000. Holds. Last week, "Own True
Love" (Par), \$8,500.

Love" (Par), \$8,500.

Denver (Fox) (2,525; 35-74)—
"Wake Red Witch" (Rep) and
"Christopher Blake" (WB), daydate with Esquire, Webber, Big
\$18,000 or near. Last week, "Family Honeymoon" (U) and "Angel on
Amazon" (Rep), big \$19,000.

Amazon" (Rep), big \$19,000.

Esquire (Fox) (742; 35-74)—
"Wake Red Witch" (Rep) and
"Christopher Blake" (WB), also
Denver, Webber, Fine \$3,000. Last
week. "Family Honeymoon" (U) and "Angel Amazon" (Rep), big
\$4,000. and " \$4.000.

Orpheum (RKO) (2,600; 35-74)—
"Dear to Heart" (RKO) and "Gun
Smugglers" (RKO). Nice \$16,000.
Last week, "Three Godfathers"
(M-G) and "Far Into Night" (M-G),

\$16,500.

Paramount (Fox) (2,200; 35-74)—

"Last Days Pompeil" (RKO) and

"She" (RKO) (r, issues). Fairly
good \$9,000. Last week, "Whip-lash" (WB) and "Miss Mink 1949"
(20th), about same.

(z0th), about same.

Webber (Fox) (750; 35-74)—
"Wake Red 'Witch' (Rcp) and,
"Christopher Blake" (WB), also
Denver, Esquire. Tall \$4,000 or
close. Last week, "Family Honeymoon" (U) and "Angel Amazon"
(Rep), fine \$3,500.

#### LOUISVILLE

(Continued from page 11) (Continued from page 11)

Kimbley, others, on stage, \$6,50.

Iraito (Fourth Avenue) (3,000;
45-65)—"Wonderful Urge" (20th)
and "Mine Own Executioner" (20th). Leading town at strong \$15,000. Last week, "Whispering Smith" (Par), healthy \$13,000, and 45-60.

"Mine (20th). Leading town (20th). Last week, "Whisp Smith" (Par), healthy \$13,000.

Smith" (Par), healthy \$13,000, and moveover.
State (Loew's) (3,000; 45-65)—
"Knock On Any Door" (Coi) and "Blondie's Big Deal" (Coi). Medium \$12,000. Last week, "Family Honeymoon" (U) and "Blackle's Chinese Adventure" (Coi), modest \$11,000.

\$11,000.
Strand (FA) (1,000; 45-65)—"Station West" (RKO) and "Disney Cartoon Carnival" (RKO). Neat \$5,000. Last week, "Unfaithfully Yours" (20th) and "Cheated Law" (20th), oke \$5,500.

#### Kiss' Loudest Thing In Frisco, 17G; 'St. Loo' Same

San Francisco, March 29.

San Francisco, March 29.

Balmy weather plus record baseball crowds is socking business
generally this week. Batch of holdovers also is slowing the pace.
"South of So. Louis" on Dark"
"Lucky Stiff" looks dim \$5,000 at

Esquire.

Fatimeter of

Estimates for This Week Golden Gate (RKO) (2.844; 60-85)—"Dear To Heart" (RKO) and "Gun Smugglers" (RKO) (2d wk). Down to \$12,000. Last week, big \$18,000.

\$18,000.

Fox (FWC) (4,651; 60-95)—
"South St. Louis" (WB) and "Homi-cide" (WB). Okay \$17,000 or close.

Last week, "Canadian Pacific" (20th) and "High Fury" (UA) (2d wk), 5 days, \$10,500.

200b) and "High Fuy" (JA) (2d wk), 5 days, \$10.90. 50, 10.90. 50, 10.90. 50, 10.90. 50, 10.90. 10.90

\$8,000.
Stagedoor (Ackerman) (370; \$1,20-\$2,40)—"Hamlet" (U) (20th wk). Academy awards boosting to \$7,000. Last week, \$5,500.

#### **Exhib TV Web**

Continued from page 3

but it is likely that he would be chosen from the roster of the Society of Motion Picture Engineers. Group plunked for tele trailers, claiming that experiences of exhibs have already indicated that they are a "very potent advertising force." TOA report declares that the trailers should run 30 seconds, 90 seconds or any other multiple of three as "best suited to fit in with station requirements." Meanwhile, committee consisting of Gael while, committee consisting of Gael Sullivan, TOA exec director, and Robert Coyne, director, will hud-dle with the Bell Laboratories on the adoption of phonevision for films. Device permits billing of cus-tomers on exclusive shows.

#### Rank-Korda

Continued from page 7 :

centinues from page 7

cuits. Deal may also take in Canada, Rank's releasing organizations
is General Film Distributors.
British Lion, in addition to harding Koraks own product, distribding Koraks own product, distribding Koraks own product, distribding Koraks own product of the conpage of the control of the conpage of the control of the concentily pacted with David Co.
Selmick to release "Paradine Cost
and "Portrait of Jennies "Paragechick Gode page to generate the contraction of the control of the contraction of the concentral of the contraction of the concentral of t

#### VARIETY Film Preem What Ain't

Frim Freem What Ain
Freem of Allied Artists'
"Bad Boy" for the beneft of
the newly-organized New York
Varlety Club last week was
probably the first premiere
where the majority of the audience never saw the film.

dlence never saw the film.

Event was held at the Palace, famed erstwhile home of
the nation's top vaudeville. In
keeping with that tradition, a
live benefit show was lined up
that started at about 8:45 p.m.
and ran well past indinight by
the time the film started, a
large part of the audience had
lammed for bed.

#### U. S. Pix Abroad Continued from page 3

reasons were given, but the belief is that as much as "Mr. Smith" needled Congress, the Bulgarian government felt it showed too free play of democratic processes port Assn. is not exactly sur the Czech objection to "Rhine.

the Czech objection to "Rhine."
"Mr. Smith" has played in Po-land and Czecho, "Cliizen Kane" has played Czecho, Hungary and Poland, and "Rhine" has played through most of the Iron Curtain through most of the Iron Curtain territory. In no country has there been any effort to twist the meaning of the pix in order to-capitalize on their themes for antitules on their themes for antitules. Spropaganda, MPEA exces declared. Careful check of newspaper and public reaction is kept by the Association's manager in each territory. Press evaluation, it was ritory. Press evaluation, it was said, has been strictly on the merits of the films as films.

merits of the films as films.

"Mr. Smith" is claimed to have
been particularly successful in
Czechoslovskia in enhancing Hollywood prestige. The fact that a
film would dare to criticize Congress was taken as showing the
fearlessness and independence of
the industry. One newspaper even
made compulsory for members of
the national pariament.
MPRA exece maintain that the

the national parliament.

MPBA excee maintain that the
whole rumpus over the three films
is merely an indication of the difficulty of determining what's good
and what lant when it comes to
propaganda—a difficulty that the
office of War Information and Coordinator of Inter-American Aftion of Inter-American Aftion of Inter-American Afican was made of the propagant of the
was made of the propagant of the
taken on every subject, it was said.
That's the reason the MPBA has

That's document in trees can de That's the reason the MPEA has refused to make public the entire list of 100 pt is tubmitted to Yugo-slavia and a similar list of 100 titles offered to Russia under terms of the deals set up by Eric John-don America prey, last October, Asso-ciation feels that once the list gets the hands of the public list will have 140,000,000 amateur experts on its neck telling why they think each of the Russia and the good for export.

#### Skouras' Rentals

Continued from page 5 during 1947-48 to back up the claim that playing time is as im-portant as actual percentage un-der which a picture is sold.

Dercentage of rental to gross boxoffice dollar last season was 34.7. Average of entire NT Cir-cuit was approximately 32%. Un-derstood NT's film bill last season was about \$26,000,000.

was about \$25,000,000.
Another angle on NT's pitch to help entire Industry, not just its own boxofflee, is the revenue to theatres from other sources. Stourss said theatres are in a better position to help on film rent-lear position in help on film rent-lear position in come. He believes percentage terms demanded by distribs arent' always the best way to get the most coin. A high scale and fixed playing time often scale and fixed playing time often than a lower percent sees the total than a lower percent sees the total than a lower percent sees the final than a lower percent sees that the final than a lower percent sees that the final than than the final than the fin

New policy will apply to all pix as Skouras told his managers: "We don't want to abuse any producer, large or small. It's important we large or small. It's important we treat small companies fairly. The number of independent producers has shrunk alarmingly. We must take heed of this as an indication of what can happen. They have produced pictures and are entitled to a square deal. We want to buy everybody's pictures. Don't mis-treat a good film."

## **Inside Stuff—Pictures**

Last-minute decision of 20th-Fav prec Spyron P. Skuurus not to appear for his achieduled guest shot on "We, the People" last Tucado appear for his achieduled guest shot on "We, the People" last Tucado high C20 reportedly resulted from a difference in opinion on what he was to have discussed on the show, broadcast simultaneously over CBS.

Young & Rubicam ad agency, which produces the program, wanted portedly nanwered that he is not an official spokesman for the industry and voiced a desire to speak about the present situation in Greece, which country he visited recently. Since he had already discussed the Greek situation on a Tex McCrary-Imx Falkenburg show the previous of the control of the strength of the control of the strength of the control of the control

Countering complaints that newsreels are overcrammed with Florida publicity stunts and zoo novellies, a survey by the Motion Picture Asan, of America reveals that approximately one-third of the total newsreel coverage during 1948 was devoted to foreign news. U. S. government news, including coverage of the Presidential campaign, accounted for 12.3% of the total subjects in 1948.

Analysis, made by Teylor and the Presidential campaign, accounted for 21.3% of the total subjects in 1948.

Analysis, made by Teylor and the Presidential campaign, accounted for 21.4% apparate calles last year, as against 3.484 in 1947. Of these, sports coverage are counted for 21.9%, as against 26.2% in 1947. Remainder of the footage was taken up by feature material.

Originally thought to have little or no appeal for the American market, the British film, "While I Live," may now see U. S. distribution on the strength of its instrumental theme, "Dream of Othen." Composed by Charles Williams, the tune became a besteller in Britain and has Pallas Films is representing producer Edward Dryburst, said in New York this week that he's been pleasantly surprised by the word-of-mouth the composition is developing in the U. S. "Olbuen," incidentally, is played in the film by planist Lady Beecham, wife of the conductor, Sir Thomas Beecham.

When Metro releases "Take Me Out to the Ball Game" in Engiand it will have another title. "Sverphody's Cheering." A ball game over there may mean cricket, soccer or rugby, but not baseball. Another Metro film, "The Barkleys of Brondway," will have a new name in Britain, where Broadway doesn't mean what it means in the USA. It will be released as "The Gay Barkleys."

## **D.C.'s British Squauk**

Continued from page 3

Edward Martin of Pennsylvania, an open door policy for American and Owen Brewster of Maine, followed this up with a similar letter pack of the current campaign to the page of the surrent campaign and the page of the page

ture?"

4. Yesterday (28), Senator Sheridan Downey (D., Calif.) also wrote to the Secretary of State, declaring that "I am very gravely concerned about the new 40% British quota on American motion pictures. It is unfair and discriminatory to great American industry, but if

#### **UA Sale**

American company makes and pointing out that every time and pointing out the even time and pointing out the every time and pointing



**BIGGER...BETTER...BOX OFFICE!** 

# "RED STALLION IN THE ROCKIES"

IN GLORIOUS CINECOLOR!



## Clips from Film Row

#### NEW YORK

NLW YOKK.

Paramount's series of five divisional sales meetings May 9-25 to bring its production and distribution plans to its field of the policy of the part of

#### CHICAGO

Buck Harris in for advance of "Life of Riley" skedded for Pal-ace, April 6.

20th-Fox branch managers hud-dled with Jack Lorenz over prod-

Bob Hickey aiding "Joan of Arc" ampaign at Grand. Midwest preem of "El Paso" set for the El Paso, El Paso, Ill., 300-

Mort Green named manager of Schoenstadt Crown theatre.

Gael Sullivan, TOA exec direc-tor, in town for confabs with chain circuit heads. circuit heads.

Meyer Levin, producer of two Israel pictures, in town raising funds for Palestine.

Avenue Theatre changed name to Cinema Itali and will show for-

to Chema Itali and will show for-legin pix.
Frank Pandolfi, assistant man-ager, transferred from Crawford to the Lake, Oak Par, under Leon-ard Utecht; both Essaness Circuit. James L. Smith has returned to Essaness, as assistant at Crawford.

#### MINNEAPOLIS

MINNEAPOLIS
University of Minnesota Film
Society scheduled seven foreign
films for campus showings.
North Central Allied intensifyen
geampain of odeleat bill in state
to enact admission tax.
Charlie Jackson, vet Warner
salesman, back, from a six-week
Charlie Jackson, vet Warner
salesman, back, from a six-week
foopher, Minnesota Amus, Co.
Loop firstrun, reopened after being
suttered six days because of
the first of the state of the six of the
price of \$50,000 reportedly paid
by A. S. Milgrim for 400-seat Defrom Loug Dillonabe, purchased
from Loug Dillonabe, purchased
from Loug Dillonabe, purchased
Art Zulch, Metro office manager,

#### New York Theatres



21st WEEK! VICTORIA

DAVID O SELZN

"Portrait of Jennie" Jennifer Joseph E(bel JONES COTTEN BARRYMORE Directed by WILLIAM DIETERLE

RIVOLI Brondway and 49th Street

RADIO CITY MUSIC HALL "LITTLE WOMEN" June ALLYSON - Petr LAWFORD
Margaret O'BRIEN - Elizabeth TAYLOR
Margaret O'BRIEN - Elizabeth TAYLOR
MERVIN LEROY PRODUCTION
Coler by TECHNICOLOR
A McTar-Geldwin-Mayer Pieture
SPECTAGULAR STAGE PRESENTATION

MOTHER IS A FRESHMAN

PHIL BAKER . CAB CALLOWAY ROXY 7th Ave. 4



released from hospital following successful appendectory.

This single feature town is gradually into neighborhood spots with more and more exhibitors increasing their dual offerings in an exhibitors increasing their dual offerings in an exhibitor, and the successful appendectory.

This single feature town is gradually the neighborhood spots with more and more exhibitors increasing their dual offerings in an exhibitor, and the successful appendence, who are to studied to the successful appendence with the successful appen

#### PITTSBURGH

Arthur Levy, Col exchange manager for last 18 years, resigned to become a partner of Bert Steam's the property of the partner of Bert Steam's compensation of the partner of t

sics as poorer, replaces both orrestigned.

Fresigned as Allied MPTO board member on account of poor health. Ralph Margolls is new student booker at Relly, who managed the Metropolitan in Bloomfield district under Dave Leff, left that house.

#### DALLAS

DALLAS

Forrest Thompson, manager of Menetic since his return from Melha and Tower. James Allard, who held Melba and Tower posts, who held Melba and Tower posts, acc manager since back from the service, becomes Majestic skipper, and the service of the service was manager of Sunset, Interested the service becomes Majestic skipper, manager of Sunset, Interested the service becomes Majestic skipper, manager of Sunset, Interested House in San Antonio, with Fold Hill succeeding him as assistant The Allied Theater Owners of Texas will hold its amunal confaint The Allied Theater Owners of Texas will hold its amunal confaint Meeting will be preceded May 30-31 with a confaint homoring Col. H. A. Cole for his long service to the Orland College of the State of

#### **BUFFALO**

Joseph Miller, former upstate sales chief for Film Classics, re-signed to become independent state rights distrib. Miller was Co-lumbia and Eagle Lion Albany and Buffalo branch manager for 15

Buffalo branch mentages years.

James L. Winn, head of the United Artists exchange, transferred to the company's Boston branch, replacing John J. Dervin, resigned. David Leff, formerly New Haven branch manager, moves to Buffalo while Ray Wiley resigned. David Leff, for New Haven branch ma moves to Buffalo while Ray takes over in N. H.

Great Western Drive-In Corp., the

How tremendous has been the release in the regard is made highly evident to the opposing theattraction. The release in the regard is made highly evident to the opposing theattraction of the release in the release of the release to the release to

7-Day Interims More Freque 7-Day interims More Frequent Other companies, of course, have done the same, with the result that the 21-day and 22-day clearances to 21-day and 22-day clearances commonly to live, have all bate faded. Seven-day interins are much more frequent now, which has made the first-run fight harder for its money, and has also given to a standard of the companies of the common at the companies of the com-tent of the companies of the companies of the com-tent of the companies of the companies of the com-tent of the companies of the companies of the com-tent of the companies of the companies of the com-tent of the companies of the companies of the com-tent of the companies of the com

asking better terms with shorter:

accompendince bidding, which came with the New York statutory could be a substantial to the substantial the substantial to the sub

#### 20th Settlement

Continued from page 5

proposed settlement as inadequate. This objection, the jurist ruled, was "practically infinitesimal" in view of the fact that 20th's outstanding stock exceeded 2,500,000 shares distributed over some 27,-

takes over in N. H.

KANSAS CITY

Don Walker, I former exploiter for Warnt of Jenule 200 to handle. "Portrait of Jenule 200 to handle "Journal 200 to handle words of his report which battimore. While east to be bready to first stageshows in our sale lead on his return.

a decade on his return.

a decade on his return.

a decade on his return.

Attack the proposed statement be approached to the proposed settlement be approached."

#### B'way Burns Pix

Continued from mare 1 tanzas, while the Roxy booked five

apiece.
In the case of the Mayfair, none of its '49 pictures measured up to the staying power of "Gentleman's Agreement," the previous year's lone first-quarter occupant. Long. ione first-quarter occupant. Long-est contemporary runner was Re-public's "Wake of the Red Witch," with a five-week stand, while United Artists' "My Dear Secre-tary" remained only a week.

tary" remained only a week.

An evident shortage of suitable product is pointed up by the fact that so far this year the Goltam has booked only one firstrunner, Republic's "Angel on the Amazon," and has resorted to reissues to fill out its playing time. On the other hand, in '48 the same house firstrunnef five films. Palace also has leaned heavily toward odies while the Strand even revived a brace

#### 20th's Drive

Continued from page 5 continued from page 5
mong exhib members. The blasts
emanated from the Independent
Theatre Owners Assn., New Jersey Allied, Rocky Mountain Allied,
Independent Exhibitors of Boston
and Allied of Indiana.
Jersey group slugged the project
dersey group slugged the project
independent continued to the profair to independent continued to the
fair to independent continued to the
word on to say. "The receipts at
word on to say." "The receipts at

as "arbitrary, unrealistic and un-ratir to independent exhibitors." It the boxofilees of the independent the boxofilees of the independent that leave a small profit and any boxofiles of the independent should be a small profit and any boxof this profit." The Jerseyties saw 20th destroying its goodwill be a small profit. The Jerseyties saw 20th destroying its goodwill the apparently now empty pot." It went on to crack. "Smith, in can-went along with the proposals ande, all the problems and ills of our industry would disappear (And so will the exhibitors, 're-lient,' a well-meaning exhi-lator)." a well-meaning exhi-lator."

in more moderate language, Indiana outiki classed the provale in more moderate language, Indiana outiki classed the provale in the control of the control of

#### Banks Sues RKO

Dailis Succ Six O

Los Angeles, March 29.
Damage suit for \$670,000 was filed in L. A. superior court by Polan Banks Productions, charge RKO with breach of a production-distribution contract involving "Carriage Entrance." Plaintiff asks \$170,000 for pre-production work on the script and \$500,000 in anticipated profits.

#### Rubin Thinks

= Continued from page 7 -

continued from page 7 — percentage of their theter holdings."

Brancourt's case was different, and the continued of the conti

was not forced to make a deal "but night have gone on as we are." Intolin then noted that flow use of the second o

with Messmore Kendall, will also be retained.
Eight houses now partnered with United Artists circuit which will be split are the Century, Parkway and Valencia, Baltimore; Broad and Ohio, Columbus; Penn and Ritz, Pittsburgh, and Louisville.

#### More UA Prod

\_ Continued from page 4 =

Continued from page 4

A&P Stores heir, in the 'next three years, according to Edward Nassour, who is now in New York.
Under the setup, Nassour explained, the Nassours and Hartford are each committed to match dolar for dollar, up to a combined total of \$5,000,000, coin needed for list 107 dollar, up to a combined to all of \$5,0000, coin needed for total of \$5,0000, coin needed for tablishing. The \$5,000,000 is in the tablishing. The \$5,000,000 is in the tablishing. The \$5,000,000 is in the nature of a revolving fund, but Nassour and the thought it unlikely that that much money would all be be used to provide second money and guarantees, with banks called on, as usual in indie production, for initial financing greev out of difficulties UA has hafe'ir financing indie producers. It was originally to be a source for any indie who could get together a package to be made and the Nassour Studios for the state of the Nassour Studios for AA read the Nassour Studios for AA and Hartford will do all their own producing.

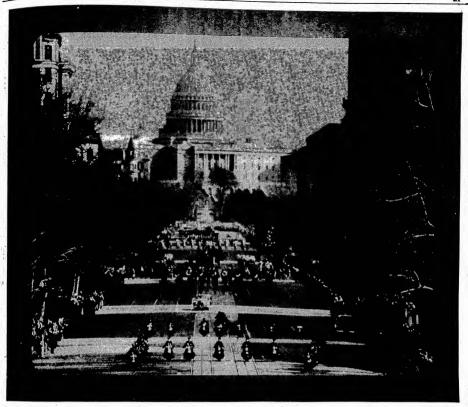
#### Rep-EL See Red

has received no anev

matum. The fracts stems from the fact that Rep made a black-and-white series of the films some years ago stressed to the films some years ago stressed to the fact that Rep made a black-and-white series of the films some years ago summer. Several years which selection was sometimed to the farty character, switched to Harry Thomas Equity Fielures which re-Equity has completed the first bree of a series of four, one of which, "Ride, Ryder, Ride' is new in release. An additional four are deal in release. An additional four are deal.



SPORTSERVICE, Inc. JACOBS BRO HURST BLDG: BUFFALO, N. Y





## Thanks to the newsreel editor . . . the world passes in review

ACROSS his "front pages," before the eyes of movie-goers on Main Streets everywhere, the world passes in review. There, North meets South, East meets West through the specialized efforts of the newsreel editor.

He sifts the facts and foibles of the world... presents in one short reel the significant, the human, and the odd—news that helps the world to know itself better.

To his objectivity... his sense of the newsworthy... his feeling for concise and graphic storytelling... the newsreel owes its unique place in American journalism.

Yet the newsreel editor would be the first to give due credit to his staff of cameramen... and to the family of Eastman motion picture films which help them cover the news—and help him present it so effectively.

#### EASTMAN KODAK COMPANY

ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS FORT LEE • CHICAGO • HOLLYWOOD

## P & G Drops 'Riley' in Surprise Cancellation to Save \$1,000.000

In probably the most surprisings cancellation of the season, Procter & Gamble this week served notice on Benton & Bowles, agency on the Prell account, that it was dropping the Priday night MSC "Life of the Priday night MSC "Life of the Priday night MSC "Life of the National Time slot." Billey" is a \$13,000 a week package and canacitance presents a total amattime-talent budgetary cut of about \$1,000,000. In probably the most surprising

cellation represents a total annual interlation to that it was interlated by the control of the

Chicago, March 29.
Leo Burnett agency replaces
McCann Erickson May 3 on PilisMarchan Erickson May 3 on PilisLaber flour and pancake mis. More
gives Burnett full hand 11 ng of
Pilisbury products.
Agency spokesman doesn't anticipate any changes in client's
schedules until next year due to
present commitments.

#### Ruppel Appointment As Collier's Editor Seen 'Break' for Radio

Seen Break' for Radio
Louis Ruppel ha resigned as director of the Clear Channel
rector of the Clear Channel
editor of Collier's magazine, as
successor to Walter Davenport.
Appointment of Ruppel; who was
regarded as a "break" for the radio fraternity in view of Ruppel's
heatingtonid in broadleasting and
offerquent squawk among radio
press boys is that crashing the opmags is still a tough proposition,
CBS. operation a few years back
he went with the Crowell-Collier
controlled to the collier's
better of the collier's
better of

## **ABC** Web to Probe Sales Lag on Okay **Rated Sustainers**

ABC program toppers are going to study all sustaining programs fin a new program sehuffle. Feeling is that several shows which have chalked up good ratings have been on the web for some time, without pleking up sponsors, and the net wants to know why.



CHARLES ROBERTS

With his carefully chosen staff of announcers, writers, production and talent people. Charles Roberts has made listening to KLZ an ever more popular habit in the Rocky Moun-tain region. KLZ. Denver.

## **CBS' Problem On Summer Fills**

As it shapes up now, CSR will have from eight to 10 half hours of histus time to fill this summer, with find the control of histus time to fill this summer, with find returns not due for some weeks yet, but this is the picture as of the moment:

The three quarter-hour, cross-the-hoard early evening shows (Campbell Soup-return). The control of the co

Irma" is still undetermined.

Thursday night, P & G's "FBI in Peace and War" is slated to take a hiatus. Auto-Lite's "Suspense" is still in the doubtful columns.

columns.

The two General Foods' Friday shows, Jack Carson and "My Favorite Husband," will exit for the summer, with probability of GF dropping Carson for good, Ford also plans to relinquish its Friday time during the summer.

As for the Sunday roster, only Coigate, which sponsors "Our Miss Brooks," looks set to take a hiatus.

Many other sponsors, of course, are dropping their regular shows for the summer months, but are retaining the time for lower-budgeted replacements.

## In Baseball Show

In Baseball Nhow
Bing Croshy, together with his
four sons, will make his CBS debut April 17 in a special hour-long
one-shot show bankrolled by General Mills to herald the start of
the baseball season. Croshy family
illin celeba on the program, which
will originate on the Coast and be
titled "Welcome Back, Baseball."
Croshy, who is part owner of the
presentation, which will be aired
the presentation, which will be aired
the presentation, which will be aired
together the presentation of the company
of the Baseball."
GM is Knox Reeves.

# rultime Status WNYC, New York's municipal station, will file an application for fulltime broadcasting, it was revealed by Seymour Stelled, Director, after the Fullet as swomth authorization for night ime operation, good until Sept. 2.194. "Typical of the airers coming up for examination are the "Amazing M. Malone," which has average and burners of fulltime broadcasting, it was revealed by Seymour Stelled, Director, after the Fullet as swomth authorization for night ime operation, good until Sept. 2.194. "See length of the September of the Miller as the status as the control of the Miller as the status as the control of the Miller as the status as the control of the Miller as the status as the control of the Miller as the status and the status as the control of the Miller as the status as the control of the Miller as the status and the status as the control of the Miller as the status and the status as the stat **Potential Audience of 100 Million**

took a came rogram.

With promise of expanding FM tile." A preview of the map given in flicts the output, now that the AM market has become saturated, the FM Asn. holds its first salest clinic in New York Friday (1) with an expected attendance of 150 to 200 station, agency, factory, and serve to PM station and the saturation of the sa

## Allen's 'Godfather' Routine Makes Effective Morgan 'Stay Tuned' Hypo

#### NBC's Unique Switch On Ouizzer Will Find TV'er Disked for AM Playback

Disked for AM Playback

NBC is planning at unique
souls program, which is heard both
AM and TV. The tele version is
ploking up a sponsor. Crosiey Rae
dio, starting April 28 and mothe
starting April 28 and mothe
starting April 28 when Horsee
lead oversion loses its Sunday
10:30 time April 28 when Horsee
ment. It will lay off a couple
weeks, but when it returns to the
air a two-way simuleast work be
air a two-way simuleast work to
ear two-way simuleast work to
ear two-way simuleast work to
ear to the starting to the
six 9 is occupied by Lucky Strike
Hit Parade.
Rather than involve the showly
companies. NBC now plans to
transcribe the yideo version and
play it back for the AM audience.

## **Steeple' Stations** Gain Impetus As **Baptists Join In**

Washington, March 29. Washington, March 29.
Prompt action on the question of opening the FM educational band for 10-wat church radio stations was asked yesterday (Mon.) by Texas in a letter to FCC Chairman Wayne Coy. The organization said that since it filled its petition last month several hundred more churches have taken an active interest in, establishing "steeple."

J. Fornard Marks, counsel for the

church make the an active in a state in a st

#### SALARY SNARL KEEPING **BRICE FROM AIR RETURN**

Athbough she has been missing from the airlanes for two years, Fannie Bries's return next season is not in the cards, it is claimed, atthough General Foods was rebringing back her "Baby Snooks" characterization. Chief stumbling block is the concedience's refusal to shave her price. When last spotlighted by General Foods, she was drawing General Foods, she was drawing She wants the same coin.

#### Conti to Skip Usual MBS Summer Hiatus

Conti Shampoo, which usually takes a 13-week summer hiatus, ex-pects to remain on Mutual this

set up in connection with both the back-to-back Fred Allen and Henry Morgan Sunday night shows Morgan Sunday night shows on NBC to effect an integration of tal-ent. It adds up to one of the most effective "stay tuned" techniques evolved by the network since the CBS star raiding made NBC "audi-

ence conscious Alien's device of having his guest stars finish their routines on the Morgan program, which immedi ately follows, occurred for the second consecutive week last Sun (27), when Hildegarde did haif her song number for the Allen listeners and then reprised the entire turn when she accompanied Alien over to the Morgan show. Similar situation occurred the preceding week when Victor Moore was Allen's guest.

Victor Moore was Allen's guest, both of them carrying over income to the them to the them

## 4 Webs Set Up DST 'Format'

All four webs have readied plans for Daylight Saving Time operations which will get under way April 24. Duplicate lines and the property of th

#### ABC to Keep Up With The Joneses (Irene Hervey) From Abroad Via Tape

Allan Jones and Irene Hervey,
who salled for Europe last week,
took along a recorder on which
they'll tape a "Mr. and Mr.
Abroad" series for ABC. Tape,
which will be flown back to the
U.S., will be used to build a 18minute cross-the-board airer, which
the web homes th econ-

Conti Shampoo, which usually takes a 13-week summer hattus, set, when the peeks to remain on Mutual this peeks to remain on Mutual this "Yours for a Song," Friday, which was been to be some the song, which was the song, which

# NBC ALERTED TO 'BLOWOFF'

## Godfrey 'Paley's Bad Boy?'

There has been plenty of tension around CBS these past few days over a "situation" involving board chairman Williams. Paley and board chairman Williams. Paley and board chairman Williams. Paley and baby."

Godfrey, better known as the network, is fast acquiring the appellation of "CBS" Problem Ehild," for a variety of reasons. The appellation of "CBS" Problem Ehild," for a variety of reasons. The conne of the off-color material Godfrey has been using, particularly on his brace of nightlime television shows for Lipton Tes and Chesterfield. Also, because he refuses to move his Wedneday night video program for Chesterfield out of the 8 to 8 slot, although the new one-hour Bulek show.

The blowoff, however, came last week, when Paley reportedly leve his top over some of Godfrey's kidding-on-the-sigure cracks the new one-hour Bulek show. The blowoff, however, came last week, when Paley reportedly leve his top over some of Godfrey's kidding-on-the-sigure cracks that Godfrey gave it another whirl the following day on his morning Chesterfield AM show didn't particularly help salve matters, either.

In an intervel was quoded as criticizing Godfrey's Go-minute Chesterfield videocast for its lack of movement. Taking his cue from that and the fact that the Crosby particle billed Paley, in effect, as being the Columbia Broadeasting System, Godfrey lit in on his Shan as the read from the Crosby piece.

The Godfrey crack on the TV show, "Is this movement enough, Nan as the read from the Crosby piece.

The Godfrey crack on the TV show, "Is this movement enough, Nan as the read from the Crosby piece, the infection sittending his quoting of the reference to Faley as "being the Columbia Broadeasting Systems, Godfrey's the Boss Man as the read from the Crosby piece.

The Godfrey crack on the TV show, "Is this movement enough, Nan as the read from the Crosby piece.

The Godfrey crack on the TV show, "Is this movement enough, Nan as the craft from the Crosby piece.

The Godfrey on the reference to Faley as "being the Columbia Broad

NBC's 'Brooklyn Tree'

20G Rebate Seen

Reason for NBC **Church Airer Nix** 

## **0&H Status Up In** A new half-hour dramatic series, based on Betty Smith's novel. "A Tree Grows in Brookly." has been packaged by NBC. Star of the show is Jagues Dunn, who starred in the film version. Audition disk will be cut in New York Friday (1), with Jack Kuney directing. Air Despite Move

Status of "Ozzle and Harriet's" continued sponsorship by International Silver next season appears to be up in the air. This is despite the fact that the show is moving into one of the enviable slots in radio starting next week, when it becomes bracketed with Jack All denedo, on whether the cur-

Benny on CSS.

All depends on whether the current bankroller agrees to new terms being laid down by Ozzer and the control of t

Refusal of NBC to join with the other three fietworks. Saturday night (28) in carrying the 10 to 14 program put on under anypies of the program put on under anypies of the protestant organization. In the Protestant organization. In the sea of NBC, it would have meant knocking off two commercials, stated of two commercials, which would have entailed a \$200 rebate to the cilents.

"Our rebate to the cilents, we predicated on the allegation that the network had misrepresented the program to its affiliates in exclaim being that NBC called it a donation raising, non-interfaith program. antee. In that event, it's reported, he is willing to modify the coin demand.

International Silver has had the O & H show since its inception five years ago, during which time it has developed into one of radio's sock effuration compidies.

situation comedies.

Young & Rubicam is the agency.

#### **CHAPPELL BOWS OUT OF** CAMPBELL SOUP STINT

CHAIR DELL SOUP 'SHINI'
After a 13-year association with
Ward Wheelock agency as ansouncer on Campbell Soup prosouncer on Campbell Soup proturned in his resignation. Agency
turned in his resignation. Agency
turned in his resignation. Agency
turned and the control of the post
turned to the post
turned turned to the post
turned turned turned turned turned turned turned
turned tur claim being that NBC called it adonation -raising, non-interfaith program.

The state of the control of the con

#### **Hutchins' Coast Exit**

Hollywood, March 29.
Hutchins agency closes its local
office on June 1, when Bing Crosby
airs his last show for Philco.
Jim Burton is office manager and Jane Lait publicity director. It's likely Philco will broadcast and telecast simultaneously a show from N. Y. next season.

## UPPER ECHELON REVAMP SEEN

ble upbeat in tension around NBC headquarters in New York Some of the network executives have been alerted to the fact that "something is in the wind" in the way of an upper schelon revamp, and in authoritative quarters it's re-ported that the blowoff has been timed to coincide with the annual meeting of stockholders of the Ra-dio Corp. of America the first week in May.

meeting of stockholders of the kasweek in May.

From an authoritative sour reccomes the report that the initial
announcements of an "elaborate
comes the report that the initial
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and uncertaintines. Some are welling to concede that "something is
about to pop"
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about to pop"
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and uncertaintines. Some are
anticular announcertaintines.

The permitted uncertaintines.

The permi

## Pepsi's Steele Hits the Spot

milks the Spot

Switchover of Al Steele (exCBS, ex-D'ary agency) from CocaCola Co. to Walter S. Mack's rival

Pepsa-Cola operation has created

Pepsa-Cola operation has created

Pepsa-Cola operation has created

vertiling quarters and among

Steele's initiates.

Steele resigned as veepels incharge of sales promotion at Cocamount to exce veepee') and direcmount to exce veepee') and direcmount to exce veepee') and direcmount to exce veepee') and office

for of Pepsa-Cola. Four years ago

he quit the D'Aryx agency, which

join the latter operation, and before that he headed the Detroit

office for CBS.

Trade commit is that, after

Trade commit is that after

Trade commit is th

etc.

In contrast to the reporters,
875,000 a year he's getting with
Coca-Cola, Steele is down for 85G
on the Pepsi payroll, plus a stock
deal.

#### Welk Into Groucho's ABC Spot for Beer Sponsor

Spot 107 Deer Spousov
Bandleader Lawrence Welk will
replace Elgin-American's Groucho
Marx airer, "You Bet You Life,"
on ABC for the summer, starting
June 1. Welk will be sponsored
on the web's central division by
Miller Brevals.
Miller Brevals.
On the Sponsored
on't benefit will, the pet will
probably air the show sustaining in
those markets. Format is not yet
set.

## Wholesale Flock of Axings Due At Season's Close: GF's Swing Widest

#### What Fifth Network!

Wild THIII NEUWOR.

Much talked-of "Fifth Network" is a myth as far as sits two alleged promoters are concerned.

Reports had George Roesler, of Radio America, as promoter in linar gup over 100 stations for a netsure of the concerned of the control of the contr

Snyder gave unqualified denials to the reports.
Roseler said he is "not working on such a project and knows noth-ing of any network being formed." Trade reaction was one of soof-fing until the rumors got into print-leven then, with integable the Even then, with integable to Even then, with integable of the control of the control of the was agreed that now is definitely not the time to start another net-work.

## Markel, K&E **Face Parting** Of the Ways

Of the Ways

Fletcher Markel, who has been drawing down \$1,250 a week as directed or "Ford" Theatre" on CES, and the control of the current cycle. While come trade comment claimed Markel was being yanked from the come trade comment claimed Markel was being yanked from the come trade comment claimed Markel was being yanked from the come trade comment claimed Markel was being yanked from the Eckhanti, which produces "ford Theatre," agency excee were more a comment of the comment of t

#### PM Stays on Mutual; Buys 'Storm' Soaper

Buys Norm Soaper
Philip Mornis, which is drapping
sponson by of "Kats Smith Signis"
sponson by of "Kats Smith Signis"
will say on Mutual to sponsor 15
minutes of "Against the Storm,"
which will be the web's only soaper. The ciggie outfit also bank
tools 15 minutes of "Queen for a
reduced rate by having two alters
on MBS.
"Storm," which formerly was on
MBS. "Storm," which formerly was on
MBS. and was a Peabody award in
"I, has been off the air for seven
it will be skeeded in the 11.30 hant
to no on slot, cross-the-board,
preeming April 25. Cecil & Presbrey is the agency for PM.

The season's end will probably witness a wholesale flock of pro-gram cancellations. Even though gram cancellations. Even though gram semester, the picture is be-ginning to take shape. Ford Dealers, as previously an-nounced, cancels out on the Fred Allem show, with Allen signing di-allem show, with Allen signing di-normal properties. The state of the properties of the properties of the most return until the season after next.

Milton Berle plans to concentrate solely on TV, which means Texaoc cheeking out of the Wednesday night ABC slot. With Bing Crosby moving over to CBS, Philico also departs from the Wednesday ABC cancellation is on the agenda, with General Foods dropping the Meredith Willson show.

the sgenaal, with Generar roots of dropping the Mercelth Wilson The General Foods axe, in fact, will get the widest wiedling of all. GF has siready turned in its cancellation on Burns & Allen (with eligible of all the siready turned in the cancel faill). It's also a virtual creative that the food company will call it quits on the Jack Carson CBS show upon expiration of its CBS show upon expiration of its CBS show upon expiration of the CBS show the control of the con

Coast and transcribed for N. Y. originations, its also getting, the according to the control of the control of

## Frisco Hoopla For KQW Switch

AUT TAX IT AUTHORISES

San Francisco, March 29,
Arthur Hull Hayes, who now heads CBS Frisco operations, is planning some bittime hoopls for the witchover of KQW to its new K.
Special haff-hour show, featuring top talent, will go on the arraptil 3, thus reprising the New York ceremonies Hayes staged a York ceremonies Hayes staged a York core with the WABAS CONTRACT CONTR

week).

CBS prexy Frank Stanton is flying to the Coast for additional ceremonies April 4 in connection with the official "preem" of KCBS,

#### **CBS BULLISH ON TWO** SPONSORSHIP NIBBLES

Or UNJUNDIN MISPLES
Couple of unexpected sponsorship nibbles cued some additional
morale upbeat at CBS this week,
over the longtime CBS givening
sustainer, 'Sing It Again,' which
is hitting an 11.0 rating. That's
low of the couple of the couple of the
Misple of the couple of the
Also getting the bankroll eye in
Min. Ace & Jane.'' the Tuesday
night 10:30 occupant which was
night 10:30 occupant which was
last sponsored by General Foods.

U. S. IN WORLD AFFAIRS
With John Foster Dulles, Philip
Jessup, Dean Rusk; Richard
Harkness, moderator; Jack
Director-producer: Jeff Baker
Supervisor: Sterling W. Flaher
30 Mins; SA. (26), 1:30 p.m.
Sustaining
WNBC, N. Y.

WNBG, N. X.

Radio listeners had the unusuals and a listeners had the unusual and a listeners had the series of a vital problem presented over one weekend via two networks, in and the pact. This subject in NBC's and the pact of a vital problem presented the pact of the

ROBERT SHAW CHORALE With George Gunn, announcer Writer: Bill Rafael Director: Robert Shaw Producers: George Wiest, Rev. Everett Parker 30 Mins.; Thurs., 10.30 p.m.

staining BC, New York

Sustaining
ABC, New York
This special active of Lewton
This special active of Lewton
This special active of Lewton
Chorate, under direction of Rode
Shaw, is a worthy contribution to
the Bloy season for the late tunero
Free Contribution of the Contribution of the Contribution
of the Contribution of the Contribution of the Contribution
of the Contribution of the Contribution of the Contribution
Easter Stinday finals when it will
become a live broadcast, enamiland from WJZ, NY, Tongram conprised two religious choral works;
Francis Poulence's "Motes for a
Time of Penicence" and Thomas
minh." Both were well reheared
and directed by Shaw, with mixed
choir doing brilliantly, in
mixed choir doing brilliantly, in
mixed choir doing brilliantly, in
the contribution of the Contribution of the Contribution
of the Contribution of the Contributi

handled by George Gunn. Edba.

ONE GREAT MOUR

AND GREAT HOUR

Peck, Ida Lupina, Gresery

Peck, Ida Lupina, Robert Montgomery, others; Quentin Reynolds, harardor

Writer: Erik Barnouw

Consultant: Robert E. Sherwood

Sark, Barnouw, with Robert E.

Service Barnouw brobe Great

Hour's which might well serve as

service Barnouw brobe the story into

the service Barnouw brobe the story into

the theme of people in a jam who

re being helped by U. S. aid, and

ending with the appeal, "We ask

give to help church relief abroad."

The form was simple, the writing

(Continued on page 34)

(Continued on page 34)

THE HERB SHELDON SHOW Producer-Writer: Sheiden Director: Bob Tormey 25 Mins.: Mon.-Frl., 12:35 p.m

Sustaining WJZ. New York

25 Mina; Mon.-Fri, 12:59 p.m.
Stutishing You are the Sheldon, who co-started with Maggi McVellis in the "Luncheon at the Latin Guaries" the Mina of the Latin Guaries and Latin Guaries and

and other marketing tips.

Show moves smoothly, aided by special transcribed themes that cue in the various departments. Station plans to insert participating spots.

Bril.

HAVEN OF HOPE HAVEN OF HOFE
With Michael O'Day, Teri Keane,
Joseph De Santis, Roger DeKoven, Ian Martin, Ruth Shaffer,
Ethel: Everett; Sylvan Levin
orch.
Dischael Everett; Sylvan Levin
Writer: Jerome D. Ross
30 Mins; Thurs. (24), 19 p.m.
Sustaining
Mutual, from New York

Sustaining New York that Mittual, from New York Mittual, from so of death, this half-hour than one of death, this half-hour documentary marked the 50th anniversary of the National Jewish sceamarin affective that the drama of the world-famous tubercare and the world-famous tubercare of the world-famous tubercare of the patient—3 Expera-fold commercial pilot grounded and berdden by TR. Tom Endergon, or the patient of the pat

hespitals-training course for ma-chinists. He hero, we support-of Day and the hero we support-of Day and the second properties of the second ing some of radio's best hespers, ably and warmly directed by Mitchell Grayson. An effective or Gilden of the second of the

DOUBLEDAY QUIZ CLUB with Henry Marshall; Sidney Wal-ton, announcer Writer-Producer: Sherman Lurie 15 Mins.; Mon. to Fri., 11:45 a.m.: DOUBLEDAY CO. WOR, New York



VICKI VOLA

VICAL VULA Starting as "MISS MILLER" on MR. DISTRICT ATTORNEY eighth consecute year, NBC. BETTY MOORE" on THE BETTY MOORE. PROGRAM— Mittud. Fashion. Commentator UNIVER-SAL NEWSREEL.

Telephone PL 7-0700

SATURDAY MORNING STORY

FAIR
With Retta Coleman, Alan Shay,
Regina Jouvin, Ivan Curry,
Arthur Kennard, others; Hillard
Edel, announcer
Writer: John Bates
Producer-director: Wayne Murray
Swisianing
WNYC, New York

"Saturday Morning Story Fair" on N.Y.'s muny station WNYC should be a natural for the moppet

"Saturday Moraing Story Fair" on NY.'s mmy station WhYC should be a natural for the moppet set, and also have a certain amount of interest for elder dialer-inners, and the state of the st

THE JOAN BROOKS SHOW
With Larry Mann, Wilson Angel,
house band'
30 Mins, four nights weekly
S. F. SAUER CO.
WRVA, Richmond

with Henry Marshall; Sidney Walwon, announce therman Lund
non, announce therman Lund
to Marshall; Sidney Walwon, announce the transported
to Marshall Control of the Marshall
Marshall Control of the Marshall
WRAA, Richmond
The "Joan Brooks Show,"
WRAY, Bickmond
The "Joan Brooks Show,"
WRAY, Grud-Imess-week halfhow Marshall Control of the Marshall
WRAY, Bickmond
WRAY, Bickmo

#### **!** From the Production Centres I......

IN NEW YORK CITY . . .

IN HOLLYWOOD . . .

Sewed up Gen. Omar products wander-assorts sources April 5.

IN HOLLYWOOD.

Al Johon has become so tape-minded that he called off his trip to New York because NBC's Ampox recorders won't be ready for him next month. He had planned to be in Manhattan from April 14-to 28, with a side trip to Florida, but now he'll tape here and do his sunning at Palm Springs....Jack Runyon moved his blow staff out of Columbia Springs....Jack Runyon moved his blow staff out of Columbia Springs....Jack Runyon moved his blow staff out of Columbia Springs....Jack Runyon moved his blow staff out of Columbia Springs....Jack Runyon moved his blow staff out of Columbia Springs....Jack Runyon moved his blow staff out of Columbia Springs....Jack Runyon Runyon Springs Springs...Jack Runyon Runyon Springs Spri

IN CHICAGO . . .

# **COLLEGE CIRCUIT'S' OPEN SEASON**

## **Conversation Piece**

Top (ropies for speculation in the trade today centers smould Ed Kanda, who is extiling ast Mutual preety at the "envisitation" of the discretariet. Phil Catilu, who resigned as program vecpee, where Kohak and Carlin may eventually wind up, and who would be the logical successor to Kobak as the web pree.

As a guessing game, it is outstripping all other topics of trade departments of the compared to the compare reaim. Latest name to Columbia Records prexy.

## Down Easters Back B'cast Editorials. Score E.T. Libraries, Support BMB

More tian 150 New England broadcasters, turning out with a record-breaking attendance, scored care the street of t

## **ABC's Spot Sales** Up 5.2% in '48

ABC's 1948 spot sales were 5.2% up over '47, it's reported by Murray Grabhorn, the web's v.p. in charge of owned and operated stations, with January biz 8% better than the same period of '48. Grabhorn handles six AM and four TV outlets.

north annues six AM and four TV
Reason for the spurt Grabhom
says, is the change to a buyer's
market, with more intensive advertising required to move the
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zinc ads monutes in the lication.

ABC is losing money on its copp operations, Grabhorn says, but the web looks on it as a bookkeeping loss. "The reason is that the (Continued on page 34)

## ABC's New Day Strip

ABUS New Jay Strip
ABC has cleared the 11-11:30
a.m. spot cross-the-board to insert
Modern Romaness," a Wilhur
Stark-Jerry Layton, package, Strip
Stark-Jerry Layton, package, Strip
Stark-Jerry Layton, package, Strip
Stark-Jerry Layton, package
on romantic problemen hased on
stories from the Dell magazine,
which will give the show heavy
merchandising support.
which will give the show heavy
merchandising support.
the tillness of "My True Story," now
sired in the 10 a.m. slot, will start
April 11. Me Huck heads up the
4 April 11. Me Huck heads up the
4 thans.

#### Archie Andrews To Sub for 'Gildersleeve Chicago, March 29.

Chicago, March 29.
Archie Andrews has been lined to replace the "Great Gildersleeve" over NBC during latter show's summer hiatus, June 8 to Aug. 31.
J. Walter Thompson agency package will plug Kraft's Caramels and Malts in 13-weck deal.
"Gildersleeve" show is handled by Needham, Louis & Brorby

## WU Denounced For Extra Rates On Ballcasts

Washington, March 29.
Western Union was charged yesterday (28) with discrimination
against bryadcasters in proposing
to charge extra rates for use of its
than one station. A complaint
filed with the FCC by the Midwest
Baseball Network, which uses its
Baseball Network, which uses its
originating point for broadcasts to
30 midwest outlets, asked that imposition of the new charges see
suspended and that the Commissubc" rates for the service.
WIND said that Western, Union. Washington, March 29

WIND said that Western Union, in the past, made no distinction in its rates between broadcasting stations and newspapers or process. its rates between broadcasting sta-tions and newspapers of press as-sociations. Use of its information over more than one station, it de-clared, was "specifically contem-plated" in Wu Uariffs. However, the proposed revisions, said WIND distinguishes between press and radio subscribers by region and and the pression of the pression of the station on the network receiving the broadcasts.

station on the network receiving the brugdessty the brugdessty the brugdessty that the brugdessty the brugdessty that the brugdessty that the brugdessty the brugdesst

## EXECS BEEF AS **ROUND BEGINS**

It's open season for the radio-TV college-sponsored institutes. The annual City College of New York's Business Conference today (Wed.) finds them stepping into

Mean many industry execs are repris-many industry execs are repris-ing the same refrain as last year, and the year before, questioning the usefulness of the sessions, but this year finds the institute boys in there pitching at the same old

there pitching at the same old one network chieftain carbon-copied last season's comment anent the "College Circuit."

We think they're set up principle the college Circuit. The college Circuit of the college Circuit. The college Circuit of the circuit of the

Cynical about the awards hade in conjunction with the conferences. CCWY's Impress' List Course in the conference of the

network sales promotion manager. The iuncheon session will hear an address by Ben Duffy, prez of BDBCO, and the presentation of BDBCO, and the presentation of consist of reports and discussion of questions raised in the moning panels. In addition to the four moderators, the panel will include Eliott M. Sanger, v.p. of WOXE, thubbell Xobisson, dr., CBS progress, and the present the presen

#### **KOLLMARS YEN TO EASE** UP ON MR. & MRS. SKED

Uf UI BRA. & IIIIA. AN INID.
Dorothy Kilgallen and Dick Koilmar, whose 45-minute Mr. and Mrs.
show is heard over WOR, New
York, six days a week at 8:15 a.m.
and on Sundays at 11:15 a.m., want
to cut down on their schedule. The
Koilmars would like to pare the
strip down to five alrings a week,
Sunday Drunch broadcast can be
recorded.
WOR wants the Kollmars to

The majority of Midwest's broadcasts orisitate from Comiskey Park or Wrigiey Fleid, home stadium of the Chicago White Sox and Cubs.

Cantor in Peoria Chicago. March 29. Eddie Cantor and his troupe staged their Pabls Blue Blue Blue Stow from Peoria Last week (25), ialring over WEEK and the Simple Comedian was accompanied by Mitti Green, Harry Von Zeil, Berl two years and nest the Kollmars Gordon and Cookle Fairchild orch.

## Cincy Giveaway-Happy as Stations Feud in Wake of Sponsor Switch

## Show Productions

mitegrated into JPRCS.
Show Productions, Inc., radio and tele producing subsid of Dancer, Prigarel de Sample Dancer, Prigarel de Sample de Sample

## McCarthy Pays Time Rebate On

They've finally gathered around the barrel head for the payoff on that hassle in Houston, Glenn McCarthy, oil zillionaire, at whose Shamrock hotel the Sealtest show fell apart, has assumed responsibility for the time rebate and other evenesses incurred beyond the

fell apart, has assumed responsibility for the time rebate and other billity for the time rebate and other billity for the time rebate and other show's normal weekly write-off. Tab will run to around \$15.00\$, which is peanuts in his league. McCarthy is said to have told Dorothy Lamour and Ed Gardner that the peanuts of the control of

"most of ABC."

The Ayer agency and Kraftsponsor have written off the Houstion thing as "a regrettable incident" and all hands were given a
clean bill. NBC also closed its
book on the flasco but, it's not
known what happened to the Chicago engineer who mouthed the
ugly word that got out on the air,
probably the first time in radio
history.

#### Schwerin's 'Now It Can Be Told' on 1.000 **Program Tests for REC**

Horace S. Schwerin, president of Schwerin Research Corp., will president of Schwerin Research Corp., will president of Schwerin Research Corp., will preside the Schwerin Research Corp., will preside the Schwerin Research Researc

and distike about radio and why.
Schwerin will show the result
of a 13-year study, centered around
the theme. "the radio sponsor in a
Schwerin will not attempt to
present the entire works at the
luncheon but will reveal a good
ast picture of what he has found
and says many items will surprise
the industry.

'Cisco Kid' Syndicated "The Cisco Kid," Fred W. Zio package heard on the Coast and in New York, is now being syndicated

nationally.

In the past month 60 stations have been signed for the open-ender.

reuu in wake or sponsor switch

we Productions
Integrated Into DF&S

tow Productions, Inc., radio
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orition. Smitch former pres of
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for the agency's deto liquidate and dispose the
orition Smitch former pres of
the and director of radio and
for the agency.

CCarthy Pays

CCarthy Pays

Time Rebate On

Houston Hassle

Hollywood, March 25,
top've finally gathered around

Cincinnati, March 29.
Feuding over the switch of a
greway show, WCKY and WCPO
Oddly, both are profiting, the hatthe harping a goodly portion of the
text the production of the radio of the radio and
to the radio of the radio of
the radio of th

WCKV promptly countered with the same sive show, called "Supper Surprise" instead of "Din-ner Winner," and Dawes continu-tion of the continuation of the 350 time. Spans at the original 350 time. Spans at the continua-350 time. Spans at the continuation of the Parkview Markets filed still Mon-day (29) in common pleas court for a liquinction against L. B. Wilson, in liquinction against L. B. Wilson, per Surprise" program. Plaintiff per Surprise" program. Plaintiff claims new show on WCKY is sub-stantially same as "Dinner Win-claims new show on WCKY is sub-station at cost claimseed on that station at cost claimseed on that station at cost claimseed on the station at cost claimseed on the station at cost claimseed on the station at cost claimseed on the

## AFRA, NBC Wax Tiff Spreading

Till between NBC and the Amelican Federation of Radio Artists on the Amelican Federation of Radio Ra

transcribed fee, which is slightly lower.

The nets answer that the transcription code is meant to cover custom-built and open-ended commercial and the stere's no danger of the platters being used for commercials, as they are to be aired within a 24-hour-period and agreements are considered to the state of the platters being used for commercial, as they assistances. The union retort is that many waxed series, are carried sustaining, and commercial doesn't affect applied commercial doesn't affect applied commercial doesn't affect applied commercial doesn't affect applied on the transcription code.

#### One Good Turn Deserves-

ABC is prepping another hour-long giveaway, sland toward as bigger payoff than its "Stop The Music," for a nighttime spot. Titled its This You!," airer will consist of giving out clues, with listeners phoning in It the details at them. when the programmers, the house-developed package also has TV possibilities.

## State Dept.'s UNESCO Nix on Cleve. TV Pickup Brings Storm of Protest

Clevaland, March 29.

UNESCOS upscaning three-day session here, to give information on the organization's program, almost pulled a major cropper in a live with West at the Public Bill. WEWS, which planned to cancel to the control of the control o

March 31-April 2 session. WTAM mong other sessions, plans Alka-Seltzer tie-in over NBC; WNSK will have several programs, including tie-in over NBC's TV newcast. WGAR will have-a-nost-of-programs; WHK plans several live pickups and interviews, including Press Club Presents' session. WJW, WJMO, WEIE and WSTS also are planning active participation.

#### SEATTLE'S BON PUTS RADIO COIN INTO TV

RADIO COIN INTO TY

KRSC-TV will televise the home
"games-of-the Seattle Rainiers of
the Pacific Coast Baseshall League,
beginning April 13, with the Bon
petinning April 13, with the Bon
to the Pacific Coast Baseshall League,
will sponsor videoing of four
games weekly: Wedneaday, Friday,
will sponsor videoing of four
games weekly: Wedneaday, Friday
and the state of the Seattle Seattle Seattle
the Seattle Seattle Seattle Seattle
games here, and pact is also
Marche's abandonment of radio enweighty because it marks the Bon
Marche's abandonment of radio
marked for radio now to be used
for the new medium. The Bon in
past years has been one of the
seattle business.

#### Garroway's TV Show

Garroway S 1 V 3how
WNBG has set up dry runs on
a new Dave Garroway variety show
an enew Dave Garroway variety show
half-hour, once weekly deal for
NBC screening if cable space eastbound can be found.
Format will involve tientative
lined as singers Comic Russell,
Betty Chappel, and Art Van Damm
orah. Hoofer is needed to competes show.

Buffalo — Fred Keller, former announcer and drama director at WBEN(AM) since 1942, is new ex-ecutive producer of WBEN-TV, Buffalo, succeeding Joseph A. Jen-kins, now WNBK (Cleveland) pro-gram directors.

#### They Satisfy

Hely Satisfy
Hollywood, March 29.
More than 150 film and radio names are maiding 30-second teyve spots ballying
Chesterfield through Marty
Barrett, of Newell-Emmett
Agency, who is soliciting endorsements.

dorsements.

Only stars not being sought are those under rigid control of studios which usually prohibit video activity of contract players. Some of top names players. Some of top names are Barbara Stanwyck, Blit Bendix, Claire Trevor, Plat O'Brien, Sonny Tutts, Dana Andrews, Hugh Herbert, Bob Crosby, Victor Moore, Alan Mowbray and Ruth Hussey.

## Old Gold's TV 'Stop Music' Buy

Old Gold cigarets this week signed to sponsor the second half the forthcoming television proof the forthcoming television production of "Stop the Music" on ABC-TV, tentatively scheduled to east the first Thursday in May. New bankrolling venture puts O'd advertisers, siving it half of "Music" on both the AM and TV shows, plus the complete sponsorship of the "Original Amateur ABC radio, OG is also contemplating the prossibility of picking up the first half of the "Music" tele show as well because of the comparatively swell because of the comparatively swell because of the comparatively is Lennen & Mitchel.

#### Lack of TV Foresight Will Cost Don Lee 25G For Rebuilding Studio

A continuing Stidiul of Hollywood, March 29.

An estimated \$25,000 will be added on to the cost of Don Lee's \$1,000,000 planteness along the will continue to the cost of the

for KTSL, its video outlet.

When blueprints were accepted for the erecting of the Don Lee building, it was believed by network beads that television would be seen to be seen the beads that television would be seen to be

#### Arch Oboler and NBC Talk Television Deal

Hollywood, March 29. NBC and Arch Oboler are talk-ing a television deal, which would tie him exclusively to the network as writer-producer. Blueprint will have him do double doty on dramatic, shows to be kinescoped for the eastern chain.

Oboler recently terminated his deal with Frederick Ziv after wire-recording a series of adventures in darkest Africa.

#### Peter Barry's 'Friend' For 'Fireside' Opener

Proter & Gamble's "Fireside Theatre," showcase for new video presentations which will preem on NBC-TV Tuesday, April 5, at 9 p.m., will offer "Friend of the Family" on the series opener.

Family on the series opener.

Virginia Gilmore, Yul Renner
and Peter Barry will star in the
situation comedy script which
Barry has written. Second and
third telecasts will present a whodunit and a revue. Compton is the
agency.

#### No 'Parade' Simulcast

No Tatade Simulatas.

American Tobacco has been forced to abandon plans to simulate the street of the total plane on NBC, following sale of the telescope of the total plane of the total plane of the total plane of "Who Said Thati".

Both advertisers had been bidding for the 9 to 9:30 pm. siot, but Crosley got the nod, reportedly because a gamulacat would have been a show produced originally for video.

## 20th TV Brief To Cue Legal **Pyrotechnics**

Washington, March 29.

Washington, March 29.
Feithfor filed two weeks ago by 30th-Too filed to be a substituted by 40th-Too filed to by 10th-Too filed to week and 10th-Too filed to week

#### **DuMont Switching To** Pro-Cable as vs. Pix

Pro-Cable as vs. Pix
With the question of set obsolescence apparently settled finally by TCC chairman Wayon Coy's Coy's

in getting the cable in as nat appossible.

As the first to devolp film transcriptions, Dr. DuMont has long favored them over live networking as a means of opening up intercity video as rapidly as possible. Contact the cable is actually less costly than transcriptions, providing there are enough stations on the line to share the costs, and make it possible to obtain wider coverage for the advertisers' dollar.

## Breakdown of 1,315,000 U. S. Sets

Number of television sets in the U. S. as of March 1 numbered approximately 1,315,000, representing an increase of 135,000 over those Installed as of Feb. 1, included in the latest total are 1,242,000 for the 33 cities which now boast 56 TV stations on the air cludding Dallas, which has no station yet, but which receives a signal from nearby Fort Worth). Rest of them were in other cities which expect TV in the near future. Metropolitan N. Y. continued far in the lead with \$50,000 over, aboost of \$50,000 over last month, according to the NBC research compilations. Following is the city-by-city breakdown:

No. of No. of Inc. Over

	No. of	No. of	Inc. Over
City	Stations	Sets	Last Month
New York	6	500,000	50,000
Philadelphia	3	130,000	11,000
Los Angeles		102,000	12,700
Chicago		100,000	25,000
Boston		53,600	8,500
Baltimore	3	44.700	4.100
Detroit	3	43,500	4,000
Washington		37,400	3.200
Cleveland	2	30,400	5,700
St. Louis		22,500	2,500
New Haven		20,700	1,700
Milwaukee	1	19,000	2.800
Schenectady	1	17,900	1.900
Cincinnati		17.100	2,600
Buffalo		15,500	3.200
MinnSt. Paul		12,300	2.800
Pittsburgh	1	9,500	4.100
Toledo	100 100 100 100	8.500	1.000
Richmond	1	7,700	800
Atlanta	1	5,900	400
Louisville		5,700	1.800
Seattle	1	5,000	2,200
San Francisco		4,600	800
Dayton		4,600	2.600
Dallas		4:100	100
New Orleans		4,000	200
Memphis	1000	3,400	600 -
Salt Lake City	î	3,300	800
Fort Worth		3,100	100
Houston		3,000	200
Syracuse		2,300	300
Albuquerque		600	100
Erie		500	100
Little		000	100
Sub-total	. 56	1,242,400	157,900
Other Cities		100	
Providence		5,500	300
Wilmington		3,300	3.300
Miami		1.700	600
Indianapolis		800	100
Others		61,300	-27.200
Ouncis		01,000	-27,200
Total		1,315,000	135.000
			AND A STATE OF THE PARTY OF THE

## RCA Reported Joining in Gang-Up On Zenith for 'Obsolescence' Attacks

#### SPONSOR NIBBLES ON NIGHT TRACK ROUNDUP Racetrack fans unable to get out

to the track during the afternoons or to watch NBC-TV's live pickups will be able to see a nightly film roundup of the races under plans roundup of the races under plans now being worked out by KCR, Inc., indie television package outfal. Several sponsors are now dickering with the packagers, with the chief holdup being the iength of the show. KCR wants to produce a 15 or 20-minute production nightly, including three minutes of commercial time for the bank-

rollen.

Package would be similar to the projected show on baseball game highlights now being mulled by the J. Walter Thompson ad agency, except that KCR would him the except that KCR would him the towork out its baseball show videnescope recordings of the entire game. N. Y. Journal-American sports columnist Bill Corum will narrate the races, with the fine at the tracks to show them the trailers of show them the trailers and lockeys in action. Projected package has the full roller:

ers and Jockeys in action.

Projected package has the full sanction of the N. Y. Racing Assn., which considers it a good form of public relations. Joe Roberts, former David O. Selznick exec, will handle production reins on the films.

#### WLW-C's Baseball Pact

Columbus, March 29.

Columbus, March 29.

Al Banister, president of the
Columbus Red Birds, now in training at Daytona Beach, Fla., say
WLW-C will begin televising
team's games at the opening of the
season, April 19.

Bronson's WBNS-TV Post

Columbus, March 29.
Ed Bronson, manager of W.B. See Henderson. sales manager of W.B. See Henderson

Lid blown off the television in-dustry recently by Zenith's 'obse-lescence' advertising' was back in place this week, following assu-ances by FCC chairman. Wane Coy that receiving sets in use to the come. Only new stir in the led come. Only of the TV manufac-turers, will offer behind-the-seems legal aid and other assistance to damage suits totaling \$1,000,000 against Zenith on libel charges.

legal sid and other assistance to the two companies which filed damage suits totaling \$1,000,000 and the filed damage suits totaling \$1,000,000 and the filed suits for the filed suits fi

(Continued on page 34)

#### **AUTHORS LEAGUE GETS** WRITERS GUILD PACT

Constitution of the Television Writers Guild, drawn up by a spe-cial committee and passed by the television writers organizing com-mittee, will be submitted today (Wed.) to the Authors League Council.

Council of Authors Leasers
The document follows the lines
of other Authors League guilds
but includes special provisions for
setting up regional groups, as
setting up regional executive committees responsible to 3
and to be descent the committees responsible to 3
do but descent the committee of the third of the Radio Writers Guild, whose
formed by the three regional comservinces wereing concurrently.

# AB, TBA MERGER TALKED

## **Competition Is Healthy**

5. D. Hubbard, president of KSTP, currently file only Tyll, critically stated by Tyll, critically stat

## Canada Gets Green Light on Tele. Parliament to Vote \$4,000,000

Toronto March 29. Prompted by protests of public and press, plus private interests and press, plus private interests prepared to invest millions, the rederal government has authorized the Canadian Broadcasting Corp. to go ahead with development of interests, program, which will provide for establishment of initial television stations in Toronto and Montreal leading to a contemplated national network. Tarliament will CEC to meet first costs of the finetim development.

In addition to the militaryland.

terim development. In addition to the nationalized television setup, private groups will be allowed to develop their own stations in Toronto and Montreal—if their applications are approved by the CBC.

proved by the CBC.

Toronto applications, earlier deferred, have been submitted by Famous Players (Canadian); CKEY, backed by a large and important financial group; CPRI, Canadia, and Al Leary, who has the backing of a group of British financiers. The snag is that there are only three channels available in the Toronto area under international control of the contro (Continued on page 32)

## Swimmers' Suit TV Precedent

Hollywood, March 29. Hollywood, March 29.
In what may be a precedental T-K-saul, three swimmers filed suit segainst KLAC-VIT for \$7.500 dam-sess for "inivasion of privacy" and the segainst that were picked up to the segainst that the segainst that the segainst that the segainst that the segainst th

members, will aid them in the suit.
Station's general manager Don
Fedderson deelared "we acted entree's in good fath in televising
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television."

At time of lensing, AGVA whacked down on station which was told it would have to assuage swimmers Joseph Peterson, John Riley and William Lewin, or face eventual blacklisting by union.

#### 'Sez You' for TV

Hollywood, March 29. Hollywood, March 2m.

James Glerson will play a fight
manager in a series, of shorts for
television, to be produced by
Eclipse under the title of "Derby's
Ringside Diner."

First one rolls April 20.

## Laurie's 'Lefty' for TV

Joe Laurie, Jr., is packaging his "Lefty and Aggie" series for radio and television. Yarns which ran in Vantery several years ago tell of a pair of retired vaudevillians living in Cool Acres, Cal., who can't keep away from the theatre. Lauric has several nibbles for the series. Ad Schulberg is agent-

## Asher-Alson Roll 26 Vidpix for P&G In H'wood, Italy

Hollywood, March 29 is and ascenders. Compton, have fasted as ascenders. Compton have fasted to be made in Hollywood and Europe. Deal is currently in progress with Gordon Leepv, of Gentler and the partnership of Irving Asher and Carleton Alsop. Latter would produce abroad with Asher doing actual produceing and with Asher doing actual produceing and here. Negotiations are also being carried on with other TV production companied of a series of 28 pix will be dramatic and adventure subjects, with each showing to be two separate stories to permit a middle commercial without interest and the commercial without interest and the commercial without interest 27 minute film will cost Pr. & Graund Skood, with production (Continued on page 32) Hollywood, March 29.

#### Top Cleve. TV Project To Simulate Invasion Of Ohio in 2-Hour Telecast

Ohio in 2-Hour Telecast.

Cleveland, Mařch 28

"Operation Pretend." and interest in two lour feet present in the staged Sunday (3) by WEWS-TV aided by both the Ohio National Guard and the Army Or ganized Reserve Corps.

Taken from CFX Cunderbolt:
Taken from CFX Cunderbolt:
vision equipment and studio settings to dramatize the possibility of an attack and the need for defense preparation against it. It is estimated that more than 2,000 Chioms, will participate in the Chicago Chioms, will participate in the "Viewers are heing told the".

Oftions will participate in the project.
Viewers are heins fold they'll perfect the project of t

## CHI MEET SEEN TIME TO START

Although nothing official on the subject has been booked on the agenda, for the annual NAB convention in Chicago, starting April 3, many key broadcasters, including some top network exes, are hopeful of some last-minute rallying in a bid to bring about a poseful of some last-minute rallying in a bid what and the Petersion Broadcasters Ass. at the Chi meet.

merger of the WAB-MR should support of the WAB-MR should should be wiston Broadcasters Assn. at the Chi meet.

It's long been felt that both the cause of radio and television would it will be the wiston Broadcasters and other video station operators the type of creatizational parenting a een mesded. Both within the RAB and research the wisdom of such a merger chuned divided entiment till now as to the wisdom of such a merger with the continued T vu upbeat. With the continued T vu upbeat will be the wisdom of such a merger with the continued T vu upbeat will be the wisdom of such a merger and more firmly entrenches itself in video, will be the wil

television."

However, they are equally convinced that an overall NAB parent body broken down into three hard-hitting organizations for AM, FM and TV could be the ultimate answer in terms of the future communications picture.

## Mutual Video Network Nearer

Acquisition of studios by WOR-TV in the ABC Television Center TV in the ABC Television Center on Manhattan's west 66th Street, amounced Friday (25, brings one step closer the formation of a Mutual TV network. WOR-TV, due to bow in the summer, also operates WOIC, Washington, and the two cuttets will form the nucleus of MBS' eastern video web.

of MBS eastern video web.
The center, situated in a former armory, takes in the width of a city block, between 66th and 67th been constructed across the middle of the building, separating the WOR and ABC studios, with the WOR and ABC studios, with the Bowever, some facilities will be pooled with ABC and WOR sharing rehearsal and audition studios, dressing rooms, lockers, storage across.

WOR-TV will build two 5.000-uare foot studios, each with (Continued on page 34)

#### 60G Chi Sox Deal

WGN-TV today (Tues.) signed for exclusive telecasting of Chi White Sox ball games. Sox original asking price was \$100,000, but rights went to WGN-TV for \$60,000.

## Free-for-All for Texaco Spot to Mark **Summer Hiatus Program Scrambles**

TV Billings for Feb.

NBC television continued to pace the four major TV net-works in gross time sales for February, chalking up \$370,-090 in billings. Following is the breakdown of the nets' estimated gross, sales:

NBC-TV \$370,000 CBS-TV 91,000 DuMont 83,000 ABC-TV 19,800

## \$1,000,000 Vidnix 'Ranger' Series Skedded by GF

One of the most ambitious and expensive film ventures in video, based on an old established radio based on an old established radio format series; is about to he launched by General Mills: The company is underwriting, at a cost of \$1,000,000, a 52-week series of half-hour films for TV showcasing based on the "Lone Ranger," which GM also sponsors in radio via ABC facilities. facilities

facilities.

The film series will be shot in Hollywood. One of the more lucrature of the King-Trendle package operations, "Ranger" video rights would become a General Mills exclusive. TV film program is also stated for the ABC web, plus, of course, additional video outlets throughout the country.

## Ford's 'Crystal Ball' Will Have Savo as Host; Dance

World Leads Set to Stage
Comedian Jimmy Savo was set
this week, as permanent host and
story teller on "Through the Crystall Ball," new half-hour series of
television shows sponsored to
television shows sponsored to
television shows sponsored solid
8 via CBS-TV. Program's chief
emphasis will be on telling stories
in dance foren, with Michael Kiddtitle role in "Robinson Crusoo" for
the preem.
Show, which will be produced
title role in "Robinson Crusoo" for
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#### Emerson Acct. to FCB

gmerson Acct. to FuB.
Foote. Cone & Belding ad agency
this week took over the complete
merson Radio account and agency
television chief Roger Pyrov is now
utiling averan Ty shows to select
the next month. Emerson recently
bowed out as bankroller on Id
Soullivan's Toost of the Town,
mow apposped by Lincoln and
CES.TY.
Blaine-Thompson agency formerBlaine-Thompson agency former-

CBS-TV.
Blaine-Thompson agency formerly handled Emerson's TV billings,
with Grady & Wagner handling the
firm's printed media advertising.

\* Showcasing of new package-idean and talent, and a concerted pitch by television broadcasters to snara and talent, and a concerted pitch by television broadcasters to snara audiences from time slots now sewed up by their competitors, are summer layoff period, when some of the top-budgeted shows will take an eight-to-il week hatson. If you have not yet been tied to the top-budgeted shows will take an eight-to-il week hatson. If you have not yet been tied down, the networks are expected to fight for works are expected to fight for works are expected to fight for time slots by plugging their best summer productions during those periods. Most embattled hour is expected to fight for the part of the production of the production

## Still in Doubt

Decision on whether the Ring ling Bros.-Barnum & Bailey Circus will be televised during its annual stay at Madison Sq. Garden, N. Y., tave Savo as Host; Dance
World Leads Set to Stage
Concedian Jimmy Savo was sed;
Swek as permanent host and ry teller on "Through the Cryst-patrick told Vaniery "resterday Ball," new hall-hour series of "Tues.) the decision rests solely with circus prez John Ringling North, who is not due in N. Y. until early next week. Since no preliminary arrangements will be necessary for the telecasts, Gen. Kilpatrick pointed out, it will be an easy matter to line up the pick-

an easy matter to line up the pickups if North gives his okey.

Circus teleasts were earried.

Circus teleasts were earried.

Following in the control of the control

Following in the control

Follo

#### Ed Wynn Planning Coast Tele Series Hollywood, March 29.

Ed Wynn may make his tele vision debut in the near future in a show to originate here, with the William Morris office handling the production. Comedian has had seven offers for TV ers to date but nixed five of them because they

nixed five of them because they coessitated his airing the programs from New York, which he refused to do.

Present plans call for Wynn to do either a live show here for kinescoping in the east, or a straight film series. He spresently awaiting a final okay from one net-lwork and an interested sponsor.

## Radio Thespers Map Mass Hayloft Invasion to Gain Stage Savvy for TV

Radio thespers, ogling television as their future source of income as their future source of income, will execute a mass invasion of least stock groups this summer in order to pick up some stage technique. Wholesale trend by the radioties towards the strawhat boards is being prompted be strawhat boards is being prompted between the strawhat boards is being prompted between the strawhat boards is being prompted between the strawhat boards as the strawhat the

with actors having legit experience. With most of the AM dramatic airers folding during the hot months, many top radio players, who have been forced to confine the control by the property of the control by the property of the control by the contr

down.

Among the less-established players, widespread unemployment is jushing the radiotles Into reorienting for television jobs. While most radio actors have some legit work under their belts, it's usually too far back to juil mitch weight with the TV casting directors.

Special stock companies may organized by groups of radio thespers this summer to assure steady work and proper training. New Stages, Inc., formed two years ago by a flock of radioites on cooperative basis, will serve as a pattern, but on a less ambitious scale.

No Esprit de Corps
Cilicago, March 29.
Chi Radio Management Club
members were shown a sound
film of TV show highlights by
fumboldt Greig, Chi assistant
director of DuMont tele network. However, film was cut
short. FM music coming in
through a faulty withing circum
drowned out the sound hand. Greig tossed up his hands and quipped: "What you radio people won't do to stop tele-vision."

#### Magnavox Sees Overall 20% Sales Boost Due To

TV: Admiral Net Is Up

Chicago, March 29. Sales of tele sets during March Sales or tele sets during March will boost Magnavox Co. sales to-tals up 20% over March of 1948, according to prexy Richard O'Con-nor. Radlo-phonograph sales drop-ped below last year's figure, but tele sales more than made up the difference.

O'Connor scoffed at rumors of company weakness and chalked off a recent stock dip as the result of "malicious rumors." Earller, Mag-nayox had deferred the quatrety dividend to strengthen its cash

Admiral Corp. reported net earnings of \$3,782,825 for the fiscal (Continued on page 34)

#### Chi Council Happy

Chi Television Council, picking up loose ends after a "highly suc-cessful" national conference, an nounced a 40% jump in local mem pership as a result of conclave.

Council prexy James L. Stirton revealed that he has already received many queries about a 1950 repeat performance.

## Chi in Scramble To **Build Up Sat. Night**

Chicago, March 29, WNBQ's shift to full week operations has tonched off a Chi tele scramble to build Saturday nite programs into top notch position. Network shows originating in the east will form builk of Saturday increase, but more Chi packaged shows are in offing.

WNBQ moguls are considering moving "RFD America" from Fri-day slot to Saturday, in addition to a new live talent musical. Move is pending expansion of coaxial cable facilities due next month.

Incilities due next month.

WENR-TV announced that it
would carry the Roller Derby from
the Chi Coliseum for four weeks in
a network tienp with the New York
Derby. Total net time on Derby
would be 12 weeks. Paul Whiteman will be kinescoped from N. Y.
starting in April. These shows are
in addition to Saturday screening
of the polo matches at Chi Arena.
WGN-TV said it "had bir plane

of the polo matches at Cni Arena.
WGN-TV said it "had big plans
for Saturday nite" but could not
comment at this time. Station
authorities indicated, however, that
Chi—originations—would—figure heavily in plans.

## Minn. Basketball TV Tiff Leads To 'Mandatory' Bill in Legislature

session.
Chi-originated package is lined for the Friday 8:30 p.m. (CST) slot on a 52-week basis with 13 week options. Foote, Cone & Belding agency handles for the International Cellucotton Co., Kleenex distances

Format will call for half hour of baseball questions tossed at each other by two audience teams. Each other by two audience teams. Each other by two audience teams. Each hitter as the player of the night. Some last-inute changes may involve a shift in network time and day, although senery excess indiad, although senery excess indiad, although senery excess indiad, and the shift in network time and for June 10 or 17 opener. Search is now on for a suitable emcee, presumably someone combining the best features of Rogers Hornstein and the shift in t Format will call for half hour of

#### HAL ROACH JR. FORMS THIRD VIDFILM OUTFIT

Hollywood, March 29 Hal Roach, Jr., has formed Mat-terhorn Pictures, Inc., with a capi-tal stock of \$25,000, for the pro-duction of television pictures. Matterhorn is the third Roach firm; the others being Showcase Pictures, and Roach-Beaudette

Productions.
Roach will make the Myrt- andMarge video series under Matterhom. Production started yesterhom. Production started yesterbon. Production started to the Started Started Last week users a started last week users a started banner. Initializer is "Dife with the Irwins" featuring Stu Irwin and wife June Collyer, has already been friend under Roach-Beaudette Productions.

#### Film Council Members To Get Contract Lowdown

To Get Contract Lowdown
National Television Film Council members are altated to receive
the final form of the openive
standard exhibition controls
TV films at a meet tomorrow
(Thurs.) night at the Brass Ball,
N, Y, eatery, Seymour M. Person,
Benjamin & Krim law firm, when
explain the contract partigraph by
paragraph.

explain the contract paragraph by paragraph.

J. A. Maurer, Society of Motion Pleture Engineers veepee, will dis-cuss the SMPE booklet, "Films for Television," and explain results of SMPE research in TV.

Port Arthur, Tex., March 29.
Application has been filed with
the FCC for a TV outlet for the
Port Arthur-Beaumont area by the
Sabine Television Corp.

WNBQ 'Workshop' Picks Up

2d Sponsor After Snarl
Chicago, March 29.

"Watts Workshop', home handlererst show screened via WNBQ and the spicked up a good weeks. Gorge Hartman agency Awerks. G

is unreasonable, sain hubbard. Accordingly, the games, which created terrifle interest throughout the state and drew 17,000 turnaway crowds, were not televised. Three radio stations, however; broadcast

#### **Educational Program To** Study TV Inroads Set Un By 5 New Haven Unions

New Haven, March 29. New Haven, March 29.

Awake to the fact that television may have a radical effect
on future livelihood, five New
The Connectical the Connectical
States have so the Connectical
States as series of educational gettogethers for the dual purpose of
keeping on the ball technically and
fostering improved labor-management relations.

ment relations.

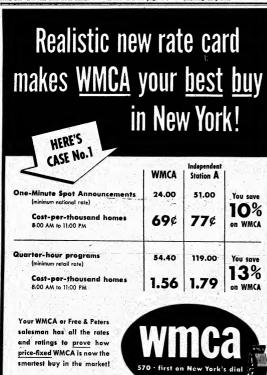
Sponsoring the program were Local 273, Moving Picture Machine Operators; Local 74, Theatrical Stage Employees; Local 8-4, Back Office Film Exchange Workers; Local 741, Front Office Film Exchange Workers; Local 795, Theatrical Wardrobe Attendants.

altical Wardrobe Attendants.
First event in this series of long-range educational activity took place Monday (21) at mid-midth at the College theater. Programmer of the property of the college that building of legit shows by stage craft; [2] "Carbon Are Prostage craft; [3] "The prostage craft; [3] "Carbon Carbon Carbon

Bakke, Labor an Center, Yale Univ.

#### WAAM's Sports Accent Baltimore, March 29.

And Maurer, Society of Motion (An Experiment Property of Motion (An Experi



Based on February Pulse (Sunday-Saturday, 8:00 AM to 11:00 PM) average ratings non-premium time and Metropolitan District Radio Homes, BMB. TELEVISION!

A Weekly Radio Feature For More Than A Decade!

# "AMATEUR NIGHT IN HARLEM"

Direct from the stage of the Apollo Theatre "Harlem's High Spot for entertainment"

A natural for *Television*—a full hour of new and different entertainment each week.

Many famous stars were "discovered" on this show: .

Ella Fitzgerald Sarah Vaughn Bill Kenny and the Inkspots Billie Holliday

A guest star appears on each Amateur broadcast.

Exclusive Agents:

E. J. ROSENBERG - LAWRENCE WHITE

1 East 48th St., New York City

Tel.: REgent 4-7567 . . . ATwater 9-6976

# makes a good impression

... many million

times a week!

hen WBT first began serving the Carolinas, 28 years ago, "promotion" was a small boy who used to run through the streets of Charlotte, announcing to a handful of crystal-set owners that the South's pioneer station was on the air.

Since then, 50,000-watt WBT has become a power in the daily lives of almost three-and-a-half million people in 95 counties ... and promotion has helped set the pace all the way. Using many different media . . .

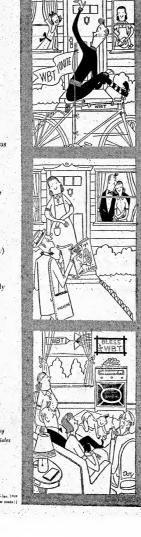
NEWSPAPERS (more than 1,000 lines weekly) ANNOUNCEMENTS (average of 350 weekly) POINT OF SALE DISPLAYS (in food and drug storech

MERCHANDISING MAGAZINE (mailed regularly to retailers).

Such impressive promotion-making extra impressions for WBT programs - is one reason why WBT averages a larger audience in Charlotte than all other stations combined.\* (In the 94 "outside" counties, WBT has virtually no Charlotte competition.)

If you want to make a good impression -and an impressive sales record-in the Carolinas, WBT can show you how.

Jefferson Standard Broadcasting Company 50,000 watts . Charlotte, N.C. . Represented by Radio Sales



Tele Follow-up Comment

Tecle Follow-up Comment

"Becky Sharp" didn't add to philos's prestige in its presentation on Philos' prestige in the presentation of Philos's prestige in the presentation of Philos's prestige in the presentation of the presen

"famba Gambal" is continuing on a marked upbeat. Sunday (27) injth's session on NBC was earlied by a couple of topflight comedy turns that surmounted the show's lack of format. The idea of having future freeded, as ennee, search youthout freeded, as ennee, search production didn't jell but this was completely overshadowed by Jackie Gleason's and Bert Lahr's solo performances.

completely overshadowed by Jackie Genson's and Bert Lahr's solo per-Genson's and Bert Lahr's solo per-Genson's and Bert Lahr's solo per-Genson's and street of the section of the section

Milton Berle just keeps on rolling along. His "Texaco Star The-attre" stint on NBC last Thesday and the star of the star of the star of of gagging, singing, hoofing and all-around high-jinks that has put Berle so far ahead of the video parade. Teaming up with Ethel Merman and film actor Keye Luke, concentralized a solid vaudeo lay-

with extending the control of the co

Ed Sullivan put his best foot and top talent forward Sunday (27) in his inaugural show for his new sponsor. Lincoln-Mercury. It was one of his strongest displays in weeks, with nary a weak spot

Actors Studio on ABC made an auspiclous debut in its new time stof (Thurs, 8:30 p.m.) with "Concerning a Woman of Sin" one of the Ben Hechts more stinging satires from the state of the st

Hub's Hura & Strum Tribute

MBZ-TV is poing all out in tribute to Hum and Strum' wk. local entertainers who are celebrating their 25th anni in Show bir April 5.

Station will televise hour long show at 10 pm. Tuesday 15, with all Hub stations contributing talent as a tribute to the two boys.

FRONT BOW CENTER
With Mariby Maxwell, Maurice
With Striders, The Dunhills Frank Fontaine, emcee
Ductor Million Douglas
39 Minst, DRIG STORES
WIELDER, from New York
(Station B. Fisher)

(Station B. Fisher)

"Front Row Center" is easygoing also with a Felaxed pace. On a selection of the selecti

at TV takes.

Interest Frank Fontaine, comic impersonator, had the studio lience with him has best doing sweepstake winner routine, he should get some fresh materials one of his gags was the aged of the three turtles at a bar.

and the three turtles at a bar, and the dance department, and the dance the humblis, three tapsters, pleased the afashy number. The Stridtes, Negro male quartet, harmong fairly on "Shelk of Araby," frapping it up neatly was Mattrice too, standing at the Steinway and beating gir tempe. Keyboard of em drag, but there was offing static about Rocco's stint. Commercials and credits were nothing static about noccos sunt.

Commercials and credits were presented palatably via drum majorets with placards. Bankroller also used two vidple plugs, for Rayve hair set and Dr. West toothbrushes, Intro-ing them with four-line verses.

Bril.

CHILDRENS' CREATIVE THEA-

TRE With Winifred Ward, Rita Criste,

students
Producers: Judith Waller, Duane
Begle, Reinald Werrenrath, Jr.
30 Mins.; Thurs., 4 p.m. staining NBQ, Chicago

WNBQ, Chicago
WNBQ's mobile unit peeps into
the Evanston's Haven School stage
where mopplets aged nine to 14
direction of Northwestern Unit
direction of Northwestern Unit
dramatic prof Winifred Ward. Plot
outline is sketched by Rita Criste
to entire group. Volunteers then
put on the act, using a minimum
of props and no costumes.

THE BILLY BEAN SHOW With Arnold Stang, Billy Watt, Harry. Bellaver, Stevens, Phil Tead Producer; Jeffrey Hayden Director: Sean Dillon Writer: George Loring 30 Mins, Tues., 9 p.m. Sustaining ABC-TV, from New York.

ABU-TY, from New York.

Arnold Stang, one of the top
comedy stooges in radio, currently on the Henry Morgan and Milton
Berle shows, is given his video
showcase in this new ABC halfhour situation comedy. But it does
nothing either for Stang or for
television.

bia.

Maybe this idea could be funny, but it just came across as something silly. Unfortunately, there thing silly. Unfortunately, there thing silly. Unfortunately, there is the performers, as though out and the performers, as though out one was cueing his lines and actions to keep apace of the cameras decided in the control of the camera spick up their pace. It slowed the whole lining down to a walk. Rose,

Leprechaun," which tells the fairy story of how the leprechaun takes over the cobbler's shop and dishes out rewards to good people and punishments to bad ones.

e Branston's Haven School stage the words of the more of the stage of nine to 14 in or creative playlets under the manufact prof Windfred Ward. Ploi titles is sketched by Rita Criste entire group. Volunteers then it on the act, using a minimum propa and no costumes.

Show caught had youngsters ging "The Shoemaker and the sing "The Shoem

SHOW BUSINESS, INC.

With Datter Wale. For Ready Butter Wale. The Reads. Bert Wheeler, Martha Wright Producer: Martin Jones Bert Wheeler, Martha Wright Producer: Martin Jones Statistics of the Statistics of the

#### TWO BIDS FROM DALLAS

Dallas, March 29 Application for two video outlets as the Lechner Television Co.

SO YOU WANT TO LEAD A BAND? With Sammy Kaye Orch, Guests Producer-Director: Vic McLeod 30 Mins; Sunday, 7 p.m.

Sustaining NBC-TV, N. Y.

Sustaining NuC-TV, N. X.

Starter in descries of "audition" programs for NBC-TV, Sammy programs for NBC-TV, Sammy programs for NBC-TV, Sammy programs for NBC-TV, Sammy programs for the weekend. (The Sunday 7-730 the weekend. (The Sunday 7-810 the weekend. (The Sunday 7-130 the Naye's stud, which he has been performing in theatres, hotels and allprooms for some years, has uembers of the audience volunteering front of Kaye's orch, and there's no doubt that it can give a management, with this type of show, however, is that it can have for furndamental an appeal. It certainly is not for the sophisticates—mis in the open for the sophisticates—mis in the form of the sophisticates—mis in the form of the sophisticates—mis in the form of the sophisticates—mis in the source of the sour

last Sunday (27) between the Interrogator (Kaye) and the contestant Rayes and the contestant Rayes and the contestant Rayes Sunday contest with something resembling professional political resembling professional resembling professional resembling professional resembling resembling

Omaha—Don Keough, freshman law student at Creighton Univer-sity, has been announced winner of the WOW Television Scholar-ship given each semester.

NBC-TV, from N.Y.

NBC-TV's simuleast pickup of Arturo Toscanini's presentation of "Aida" Saturday (26) was undoubtedly the best, videowise, yet done, Entire production evidenced both a thorough knowledge of the music on the part of TV director Douglas Rodgers and concentrated pre-broadcast rehearts.

Question still remains, of course, whether the TV pickup added any-thing to the radio broadcast, since in an hour-and-shall program, the solicits might have become wearing. But, even though the singers were not costumed for their operatine added impact lent to the broadcast by the fact vlewers were able to watch them compensated for the things of the supplementation of the supplementatio

tion.

Those between-acis shots of Toscanini wiping his brow offstage made for good human interest. One of the few mistakes — and it was trivial—was the spotting of Teresa Stitch Randall as the priestess. She was supposedly singing off stage, so that most of her face with the standa behind part of the was the standa behind part of the was the standa behind part of the standa behind part of the standa behind part of the was the standard behind part of the was the was the standard behind part of the was the w

# why WOR sells more at less cost to more people

than any other station of equal power in America today

■ Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.

2. Because WOR repeatedly provokes results for as low as 1/12th of 1-cent per impact.

**3** ■ Because WOR can sell an advertiser's product or service to the majority of 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.

4 Because WOR is heard by more people during the day and during the night, than any other station in America.

Because WOR carries more—and more complete news programs than any station in America. And because twice as many people prefer to listen to this station's newscasts than to those of the next highest-ranking major news station in New York.

## U. S. Stations Burn at Canadian **Tour Bureau Cuffo Time Bid**

Large number of U. S. stations are straing because of a series of cranacribed shows produced by the Canadian Travel Bureau to hypo the trick of American new Montan and the state of the trick of American new Montan to the Large of the Large State of Large St

ers, which is looking into the situation.

The situation of the station's reactions is platfer from W.L.BR, Lebanon, Pa. to the Canadian public relations counsel. W.L.BR says, we can only conclude that there is an assumption that As or that their facilities are deemed worthless by comparison with newspapers. If radio is considered worthless, we are puzzled as to any it would even be requested.

#### **Public Service Problems** Faced by Indies to Be Aired at N. Y. Confab

A conference on public service problems faced by indies will be held at WQAR, New York, April 6, with 'reps of '40 charitable-organizations invited. Confab was called by a subcommittee of the NAP's Non-Affiliated Stations Committee, headed by Ted Cott, v.p. of WNEW.

N. Y. Lasues to be covered include: overlapping of various drives; allocation of culto time; improvement of program material offered indies; seclusive shows for the indies; feeds for the indies, and greater indie representation on radio committees of the chatflites.

resentation on radio committees of the charities:

The public service groups will be told that the NAB group has lined up 400 stations who will air plattered shows if they will be of-fered on an exclusive basis.



"On an Island with You" Mqt.: LOU CLAYTON

**Network Station A** 

Network Station B

All Others

#### Geo. Abbott's TV Show

George Abbott's first television show, an informal variety stanta, will be presented Sunday night will be presented Sunday night of the standard st

## DELAY WLW-C PREEM;

STAFF IS AUGMENTED

Columbus, March 29.

WLW-C, Crosely's video station here missed its target date for commercial operations, which has been considered to the commercial operations, which has been construction of twin microwave relaying the columbus via w.W.W-D, Dayton, caused reality of the columbus via w.W.W-D, Dayton, caused v.W.W-D, Dayton, caused v.W.W-D, Conselv months of the columbus v.W.W-D, Conselv months v.W.W-D, Columbus v.W.W-D, Columbus

#### KLAC Kidgloves Disks By WB Exec's Son

By WB EXECS SOII
Definitipwood, March 29.
Definite programming schedule
has been laid down at KLAC for
platters by Johnny Bradford, only
treatment. Announcers have been
advised that biscuits are to be
played, at specified times twice
daily, and to be preceded by the
popular RCA-victor recording artist of the east—Johnny Bradford."
Singer is the son of.Col. Name: Bros.
KLAC-TV and KYA, Frisco, subject to FCC approval.

Des Moines-Bill Creighton has been named account exec for KIOA. He was formerly sports di-rector and account exec of KCBC.

18.4

10.7

9.8

10.7

The Long Island Story

Listening Audience

Network Station C . . . . . . .

. . Source: Conian, January, 1949, Daytime, Hempstead, Long Island.

> 1100 on the Dial Hempstead, Long Island, New York Elias I. Godofsky, President

> "The Voice of Long Island"

Network Station D . . . . . .

. .

#### Asher-Alson

starting as soon as contracts are inked so the series can tee off in September on NBC's eastern net-work, with possible kinescoping for other affiliated stations around

work, with possines Einescupuse for other affiliated stations around the control of the control

#### WOR's 20G Chevalier Sale for 13-Wk. Pickup;

Co-op a la Fashion Mags

Co-op a Fashion Mags

"The Is Parks" shull co-op

taning Manter Chevill co-op

taning Manter Chevill

taning Manter Chev

#### Canada

Continued from page 27 will reserve at least one, command perhaps a second, for CBC's own

The choice of the four prospec-tive independents in the Toronto area will be granted to a private organization "giving adequate as-surance of financial means and service," said Revenue Minister

service," said Revenue Minister McCann.
Controlling television as it does radio, the CBC will immediately establish television production centers and transmitting stations in Toronto and Montreal and then build up a trans-Canada network—but the Toronto and Montreal statement will not be in operation for tions will not be in operation for another year or 18 months, accord-ing to Davidson Dunton, CBC gen-

ing to Davidson Dunton, CBC gen-eral manager.

"It will also be some time before there are enough receiving sets in Canada for television license fees and commercial revenues to cover costs of programming and opera-tions," said Dr. McCann.

Long to Sell ½ KVIC

J. G. Wictoria, Tex., March 29,
T. G. Wictoria, Tex., March 29,
Total was the theatre circuit operator and wasner and operator of
KVIC and owner and operator of
KVIC to sell on-half interest of the outlet to a group of
X new a dockholders for a price
O Name of the licensee would be
changed from Radio Enterptise,
Inc. to KVIC Broadcasting Co.,
Inc.

Monahans, Tex.—Larry Sheer, commercial manager of KVKM here, has resigned his post to join the staff of KNTC, Borstow, Cal.

## **Inside Television**

Secret of successful daytime tylecasting is the program's ability to get inside the family circle and thus make commercials powerful because they are personal endorsements. Humboldt Greig, assistant director of Dublont tele network, Chicago, believes that stations already on commercial basis could get into the black by filling out daytime forms. Reasons favorities operations spread out the obsolescentrained was already and the contract of the

Pointing up the way a newspaper-owned television station can use its advertising columns to plug TV, the Baltimore Sun now runs TV "suc-ess story" ask, telling shout successful advertising over WMA-TV, Balto, on the back page of the paper each Saturday morning and evening. Ada mar reprinced to the paper each Saturday morning and the state of the paper and the state of the paper and the paper

Milt Katins, conducting a small supplementary chorus and orchestra to background. Arturo, Toscanini's simulcast presentation of "Aida" Saturday (26) via NBC, was forced to get his user from Toscanini' rom a television receive a stationed office of the studio and the studio an

For the first time a video client, Canada Day, is using a closed circuit close to be the client of the client of the client clie

#### New Tele Business

#### Chicago

WNBQ, Chi, announced station breaks for Benrus Watch Co. for 52 weeks through J. D. Tarcher

MERKS, Chi, announced sile of Telenews with narrator John Dun-ham to Couriews Motors; telecasis for Balaban Floor. Covering forcing French Rocklan Service forcing fo

WEWS-TV, Cleveland; Reddiwip, Whole-Sum, Harburger's Jewelry, Immerman and Sons, Milmar, Inc.; all participation; RKO Palace, spots,

#### McAndrew's D. C. Upping

Washington, March 29.
William R. McAndrew, assistant to NBC, vice prexy Frank M. (Scoop) Russell here, was upped last week to general manager of the web's three outlets here—WRC, WRC-FM, and WNBW, the video station.

George Y. Wheeler was promot-ed from Washington director of ed from Washington director of programs to assistant general manager of the three stations. Egene Justic former program mangere Justic former program mangere Justic former program manger Justic former programming job for the three stations. George Sandefer, business manager for WNBW, became business manager for the three stations and also took over control of Washington personnel matters.

#### COLUMBUS DUE FOR NET PROGRAMMING OCT. 1 Columbus, March 29.

Columbus, March 29.

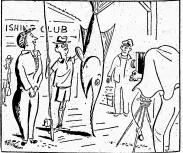
Network television programs will be fed to Columbus stations beginning Oct. 1 from the 40th floor of the LeVeque - Lincohl Tower, tallest building in the city, officials of American Telephone and Telegraph Co. announced earlier this month, the control of the control of

earlier this mount.

A leg of the east-west coaxial cable is being built from Toledo to Dayton. Network programs will be sent out of Dayton to Cincinati and to Columbus via a micro wave relay system. AT&T nati and to Columbus via a mi-ror - wave relay system. AT&T needed a tower at this terminal point and by leasing the entire 500 feet above the street, filled its 500 feet above the street, filled its needs, for a high point at which the network waves can be picked up from a tower to be built be-tween here and Dayton. A similar between the to the stage between Dayton and Cincinnati.



With JOHN K. M. McCAFFERY ADDISON SMITH



"You're lucky the fish didn't have Wheatles for breakfast, too!"

## 1 Down Under 12 Months Away

yancis E. Levy, sales manager Station 2UC, Sydney. Ausir Station ZUC, Sydney Aus-trals, assertials as the Austrials as the Station and Station allocations are station allocations are stationally as the Station allocations are stationally as the Station allocations are stationally as the Stational S

differ with Australia's.

Speedup in allocations will reserious means and the serious of the s

property of the continue to the continue to the continue to the control of the co

#### CHESTER TO TRY PEDDLE HIS RADIO SONGS IN U.S.

Charlis Chester, topranking BBC smis, letver for America on the country of the co

#### Channel One Permittee Loses Out at FCC When It Forgets to Seek Sub

It Forgets to Seek Sub

Washington, March 29.
The only original television permit holder for channel one, which was eliminated from the subsequence of the subsequenc

#### **ABC** to Have 2 Studios In Breneman Building

II Dicticinal Danium 

Hollywood, March 29.

ABC network here will have two 
wey standard broadcast studios by 
the Tom Breneman building which 
to m Breneman building which 
to under long term lease to Paul 
Kalmanovitz. Latter is also building a television studio on the same 
sill 
consideration studios are being built 
where the bowling alleys once were

Pitt's Steely Gabber
Pittburgh March 20.
Steve Ross is something of an iron man as well as a phenomenon in local radio circles. On WHOD, if Homeron was an announcer works as an announcer sign-off at sundown and then heads for the steel mills where he puts in a full eight-hour stift.

shift.

Ross learned how to announce by practicing over his wife's hearing aid, connected to a phonograph with a vacuum cleaner cord.

## Link Nwfld, Radio To Canada Chain

Toronto, March 29. 000) voting to become Canada's 000) voting to become Canada's 10th Province, the Federal union will see the merging of the public Broadcasting Corn, of Newfoundland with that of the national system of Canada, it was stated, over the weekend by A. Davidson Dunch, chairman of the Canadian Broadcasting Corp.

Broadcasting Corp.

This island-gateway on the east Atlantic and site of Anglo-American air bases has three government stations which under the Union terms, will form the new Newfoundland region of the CBC and all-facilities and staffs will be taken over.

taken over.

Preparations are under way for the setting up of network connections between the Newtoundland stations and the rest of the CBS system, said Dunton. At present, trans-Canada network service is carried by land lines as far east as Sydney, Nova Scotia. To link with Newtoundland, it will now be

## 'More Listenable' Sunday Mass Appeal **Angle, New WTOP Audience Hypoes**

#### Racing Form Bankrolls WMGM Daily Track Digest

New York's 196-day racing sea-son which gets underway Friday (1) at the Jamsica track will be digested daily in a half-hour show bankrolled by the Dally Racing Form over WMGM, N. Y. Stanza will be grooved in the 6:30-7 p.m. slot.

## Collins Rejoining KALL

MILE HUDDY—WIFE JULE

Salt Lake City, March 29.—
Al Gazzbo) Collins leaves the
platter-table of indie KNAK to rejoin Mutual's KALL April 1. He
jumps his monthly take from \$800
to a rumored \$1,100, upper bracket
ups for this inland region. He
was with KALL two years ago betaged to the better mountain 23.
station network.
For the first time he'll attempt

station network.

For the first time he'll attempt
a hubby-wifey stint from his
kitchen three-quarters of an hour
daily from 8:15 to 9 a.m. weekdays in a format called "Cookin'
With Collins."

#### Sweet Spots

Sweet Spots
Bash Radio-TV Productions has
transcribed minute spots and chain
break announcements for four
Sweets Co. of America products.
Spots for Tootise Rolls, pops and
fudge are for juve shows and
those for frosting mix will be for
women's programs. Moselle &
Elsen is the agency.

Accent on mass appeal and on the local angle characterizes a re-shuffling of the Sunday schedule of WTOP, 50,000-watt local CBS outlet. This is the most tangible evidence to date of the polley of the Washington Post, station's new owners, and of manager John Haves. owners, and of Haves.

digested dally in a half-hour show Hayes, hearing with the January of the January has been been dead to be a large of the state of the llins Rejoining KALI:

With Hubby-Wifey Stint:

With Hubby-Wifey Stint:

education and community service. Programs added include "Top Pop Concert," based on the "Bor Dop Concert," based on the "Bor Descenade," a half-hour of Guy Lombardor recorded music aired at Lombardor serviced music between the boys, who tabbed it as the air waves most universally liked band, crowds, out "People's Platform," who did to picked up from the web with the programs of the program Other highlights of the re-sched-uling include "live" net broadcasts for four shows, instead of delayed broadcasts, and a move from 7:30 to 7 a.m. for a station oldie, Elder Solomon Lightfoot, Michaus' hour-long Negro revival meeting.

Detroit—C. F. Smith chain gro-cery, through F. Tandy Co., pur-chased "Reflection in the Looking chair of the chair of the con-featuring disk-jockey Ross Mul-holland on WXYZ. Program fea-turing human-interest stories will run Mondays through Fridays for 13 weeks.



## **WOWIE, Mr. Smith!**

UNIQUE TOYS.

MASON CANDY ...

AND NOW

## COLGATE

## HOWDY DOODY SHOW

(Agency is Ted Bates, Inc. Sponsorship, Tuesdays and Thursdays for Colgate Dental Crewill start April 4)

BS Smith



#### Radio Reviews

crystal clear, the effect profound-by moving.

The control of the

I was an attacked by one re-ous organization, opposed to its s, which wired networks and al stations carrying; it of end equal time to answer it. ere was little, if anything, com-versial shout it. It was, as the le had it, "One Great Hour." Bril.

HAVE YOU FORGOTTEN With Lee Vines Writers: Frederick Freed, George Roosen Producer: D. Gordon Graham

Roosen Producer: D. Gordon Graham Director: Freed |5 Mins.; Mon.-thru-Frl., 11:15 p.m Sustaining WCBS, N. Y.

WCBS, X. Y.

Lee Viney 15-minute session at
the turnable represents an intesetting approach to playing the oldset through tying them in with indensity of the past. When caught
disk lockey recalled the "golden
see of sports," circa 1934, which
boasted Bobby Jones, Red Grange,
Bill Tilden, et al. This proved a
Biore's "Somebody Loves Me."
'Uner' nostalicir recordings along

Vines' nostalgic recordings along with his smooth, explanatory comments makes for a quiet, restful session in contrast to the stridency of many of the band remotes at this pre-midnight hour. His tune

Television Consultants WRITERS . CREATORS DIRECTORS . CRITICS

Hotel Bryn Mawr, LO 1-9186 Park Denrborn, WH 4-5620 CHICAGO

continue transparent was a revidently made with an eye to the sweet side for most produced the same week. The same week as a continue the same week as a continue the same week to the sweet side for most of the same week. The same was a continue to the same week to the sweet side for most of the same was a continue to the same was a continue to

## Followup Comment

Goodman and Jane Ace continue to rate a lofty niche all their own. Listeners are rarely lef down with their display of zany humor. On the continue of the cont

quota of literate humor.
Goodman Ace, who also writes the show, is recognized as one of the top scripters on the air. This show doesn't provide a counter-argument.

#### **Down Easters**

three-fourths hours daily.

Because the nation is in a buyers' market, Mitchell declared, retailers are finding in necessary
to some their beavy inventories. In
addition, he reported, movement
of population from cittles to suburban areas, away from the influence
of newspapers, has increased the
importance of radio.

Attacking the transcription liber

on nevespapers, has necessed used.

Attacking the transcription libraries, Million Meyers, head of WCOC, Waterbury, said that stations should be able to buy libraries outright instead of renting them. He soored the fact that the price and suggested that the broadcasters go into the transcription business as a group. He proposed that, if necessary, the radio industry buy one or more transcription of the proposed that the proposed that the proposed that, if necessary, the radio industry buy one or more transcriptions of the proposed that the propos

#### **ABC's Spot Sales**

Continued from page 25 ;

net feels obligated to provide its affiliates with good programs." If these cost Grabhorn explains. If these cost to such the sound to the such cost us much less than if we had to toot the whole bill. If the tab for one program, the Abbott and Costello show, came out of the program, budget, mate of the cost budget, we show a profit." (The

web may drop A & C, who get up-wards of \$300,000 a year.)

wards of \$300,000 a year)
In short, forshorn reasons, cops enable ABC to give its affiliate relatively expensive shows the net would find economically unportable. Further, the co-ps give outlest the opportunity of picking yearners, and the proportunity of picking yearners, and a proportunity of the picking the picking in yearners, and the picking in yearners and yearners and yearners are proportunity of the picking in yearners and yearners are proportunity of the picking in yearners and yearners and yearners are proportunity of the yearners and yearners are yearners are yearners and yearners are yearners are yearners.

market except its own. Without mentioning Zenith by name, he said that the addition of UHF channels will not affect service on the present 12 channels. "I think," Coy declared, "the question of

Coy declared, the question of obsolescence of television receivers is something of a tempest in a teapot. Ido not think that anyone buying a television set today has had a fraud perpetrated upon them."

had a fraud perpetrated upon them."
Planing his remarks on how any PCC action on the UR-Co valid:
FCC action on the UR-Co valid:
If I lived in Baltimore I would have no hesitancy today in buying a television receiver. I would not have no hesitancy today in buying a television receiver. I would not be used to the television receiver. I would not be used to the television receiver a tental to the television receiver a tental to the television time will have an expective a tental to the television of television of the television of television of the television of television of the television of television of

#### Free-For-All

video viewing habits, however, the TV broadcasters are being forced to build new shows with an eye to the new fall season. In addition to "Texaco," other

top-budgeted NBC-TV programs stated for a summer hiatus are "Adstated for a summer hiatus are "Ad-miral Broadway Revue" (also aired over DuMont), which bows off after the June 10 show, and "Phil-co Television Playhouse," off atten-tion of the property of the pro-teadily-mounting production costs, difficulty in finding suitable scripts and time consumed in staging a one-hour legiter each week, Phileo may not return in the fall.

one-hour legiter each week, Philos may not return in the fall.

White NBCTV will allow a full allowed hills, OBS-TV plans to the control of t mer policy.

mer policy.

Resson for the hiatus pattern, of course, is the anticipated sharp simp in audience during the summer, which is expected to be much support the summer, which is expected to be much radio. AM has been able to count heavily on portable and car sets and the summer that the su

#### KHBR's 60% Sale

Hillisboro, Tex., March 29.

R. W. Calvert and W. N. Furey have applied to the FCC for permission to sell their 60% interest in KHBR here to William Solon Snowden for \$12,000.

Ross G. Bohannon would retain his present 40% interest in the outlet.

#### Miner

Continued from page 1 legiter to go into radio and pic-tures. But for a radio or picture performer or director to go into legit without ever having had stage experience—well, that's something else again.

eise again.

Miner cites the need for scripters who can write for television. He wishes that he and other so-called "vest" of TV could take the time to work with writers and help them perfect television's writing standards.

standards. The standards writing face writers have been able to adapt themselves into this material was a standard to the standard themselves into this material to the standard themselves the standard the standard themselves the

radio.

Here was no mere intention to boost the stock of an associate—the latest TV radings do that in the few weeks it's been on tale "The Goldbergs," has achieved with "The Goldbergs," Miner adds, Mis. "Berg's transition from radio to tele was so thorough that direction of the program has now become a casual matter."

Casual matter of the control of the was so thorough that direction of the wide of the was so thorough that direction of the wide of the world with the world wide of the world w

Walter Hart, director of "The Goldbergs," is a former legit actor and director. Miner hastens to add. It's in the Lens

and director, suiner hasten to acc.

Where in the Lens
Where in the Lens
Where in the Lens
concerned, Mitter disagrees that
cite the need, sometimes, for more
than the standard three or four
cameras. He recalls that one
'Golishergs' show recently had 14
tion only of a sharply defining lens
being able to get them all into the
picture. Which means, by Miner
standards, that the scope of a big
standards, that the scope of a big
need not have any more than the
usual humber of cameras. Only
the required number of sharp
median of the standards of the control of the
median of the standards of the control

Miner doesn't feel there is any
good show—that's all."

#### **WWSW Pacts Crane**

W Thyll-Tacts Uralle

Pittsburgh, March 29.

O. M. (Pete) Schloss, manager of
WSSW, announced the appointment last week of B. Kendaller of the series of the

Joyner hadn't decided on his Joyner hadn't decided on his new connection at time of resigna-tion from WWSW but was con-sidering three video offers, all from out of town.

#### Moore Participationer To Be Sans Director

10 be dails Diffeting
Chicago, March 29,
Tom Moore, currently on ABC;
"Ladles be Seated," will head a
one-hour participation show Monday through Friday over WCFL,
starting April 11. Show will involve hu m an interest simmicks
such as free Operations for blind
such as free Operations for blind
such as free Operations for blind
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such as free operations or blind and deaf children. Show is slotted for the 9 a.m. spot.

Moore is understood to have signed on condition that no director will be allowed in studio. WCPI, has agreed to allow a free hand in the program which will supplement Moore's antics with recorded mission of the studies of the studies of the studies of the studies of the condition of the studies of the stu

#### **Mutual Video**

Continued from page 27

continued from page 37 video and audio control rooms, client booths, viewing rooms and a film projection and control room. Between the two WOR studios will apple the property of the property

site in the U. S."

ABC announced vesterday (Tues)
It has purchased outright the site
of the 66th St. tele centre from
Webb & Knapp, Inc. The web
had previously held a 21-year lesse.
Purchase; together with construction, renovation and cost of
video equipment represents an investment of more than \$2,500,000,
according to Robert E. Kintner,
exec v.p. exec v.p.

#### Magnavox

continued from page 38 — 1 continued from page 38 — 1 continued to \$3.78 per share. This compared with 1947 figures of \$3.248 per share. Admiral page 32.25 per share. The share and the share

anteed to dealers. Zenith prez McDonald continued his needling of the opposition by urging dealers to demand similar guarantees from other set manufacturers.

**Escape to Tranquility** 



ROBERT MEEKER ASSOCIATES New York

Los Angele



## **Inside Stuff—Radio**

When "Slop the Wusic" introd "Paramount on Parade" as the mystery melody a few weeks back, the studio was flooded with phone calls, steed and telegrams asking for the title. Now another headache steed asked tidmly, on the horizon. Else Janis, surviving member of the songwriting team that originally cleifed the tune for a Paramount musical, may take legal action. She wrote it with Jack King and when the song later was picked up as the theme of Paramount newared, he sarted legal action. New recent "Stop the Maddlett and matter was then dropped to the state of the same that the same time of the sa

property JUMP a Section and the Family Theatre and The Family Pater Parick Perion, C. S. C., of The Family Theatre and The Family Basars, will present his third annual "The Triumphant Hour" over the statul network on April 17, from 830 to 930 (EST). The hour of drama, music, prayer and The Rosary will originate in Hollywood and Key York, with 19 stars of secreen and radio participating. Mutual is giving die Cordoba, Bing Croeby, Dan Dalley, Dennis Day, Irene Dunny, Jump Cordoba, Bing Croeby, Dan Dalley, Dennis Day, Irene Dunny, Jump Durante, Anne Jamison, Rita Johnson, Christopher Lynch, Derothy Maynor, Fibber McGee & Moily Ulm and Marion Jordan, J. Carrol Naish, Rosalind Russell, Robert Ryan, Lizabeth Sooti, Dean Stockwell and Loung. All have donated their services to pather Perion in the past.

Trade rumors that ABC, Chleago, was seriously considering taking, eare the Coliseum lock, stock and barrel for combined radio-television operations, drew raised eyebrows from Windy City officials of that net. While admitting that new quarters were under scrutiny, and that spots like Navy Pler, Wrigley Building and the Staddum were being examined, ABC exces said the Coliseum didn't figure heavily in tuture plans. Reason is that a satisfactory remodeling job would ruf between the contract of the collection of the

## **Tele Chatter**

#### Hollywood

Va Raset, stage and motion ple-ture choreographer, will handle dance direction on three KYSL direction on "Dance Modernettes," "Pisno Portraits" and "Don Lee Marie Hall" . IMPPRO is ped-ing "The End of Main Street-ding "The End of Main Street-ding "The End of Main Street-less of the Company of the Company in the Company of the Company of the Van Ronkel Liquor Co. and Earl Van Ronkel Liquor Co. and Earl Was Ronkel Liquor Co. and Earl Forder of the Company of the Company Forder of the Company of the Company Forder of the Company of the C Val Raset, stage and motion pic

#### Chicago

## RADIO CITY VICINITY

ABBEY HOTEL blat St. New York City Phone: Circle 6-9400

Available for Films and TV ctor of

"Toward Independence" 1949 Academy Award Winner G. L. SEORGE, 42-45 160th St. Jushing, New York, Flushing 8-195 series over WGN-TV April 4 and each Mon. following . . . WBKB's commentator Russ Davis brought Irish wolfhound as his guest when he narrated International Dog

#### London

London
Video cameras hope to establish a new long-distance record April 10 by telecasting a circus more than 30 miles from Alexandra Palace.

New series for women alexandra Palace to the construction of the production of "Alpine Rut", and the production of "Alpine Rut", and the constructed at the studio for the production of "Alpine Rut", game between England and Soliand to be televised April 9.

The stage to be constructed at the studio for the production of "Ice than 10 be the production of "Ice than 10 be the production of Tec the state of the production of Tec the afternoon and evening of April 12.

#### Buddy Rogers' TV Airer Will Showcase Only 'Little Known Talent'

Rollywood, March 28.
Reshuffie in the format of Buddy Rogers' "Punch With Buddy Rogers' television show became effective yesterday (28). Program dropped professional acts as well are to be a supplementation of the supplementation of the largest in West Coast video.
Rogers now assumes a Major Bowes role on his KLAC-TV entry showeasing only undiscovered tailent. As the supplementation of t Hollywood, March 29.

by Mal Boyd, packager, and KLAC
week, yesterday
week, yesterday
week, yesterday
week, yesterday
make, and yesterday
make, yest and phone calls will still be placed to home viewers by Rogers. Rogers will strive to discover new teevee personalities by a series of regular talent auditions at KLAC.

#### San Antonio Due For Second Video Outlet

San Antonio, March 29.

A second video outlet here appears likely, according to J. J. Philips, radio contractor, who has received verbal agreement to install a 90-foot antenna atop the Transit Tower from W. L. Pickins, Dallas oliman and Robert Wheelock, realtor.

realtor.

Phillips says he expects to sign the contract and start construction within the week.

## One in 61/2 on Sets

One in 6½ on Sets
Chicago, March 29.
E. P. H. James, Mutual v.p., predicted that, in the top 10 cities, one family in every 6½ will have a tele set by next will have a tele set by next like a set of the control of th

#### **WJJD Sets Traffic Court** Airing Method to Satisfy Chi Bar Assn. Protests

Chicago, March 29. WJJD has come up with a plan to air traffic court proceedings and still satisfy the Chi Bar Assn. Bar's 15-year ban on broadcasts, "be-cause-they upset the dignity of the court," was solved by using a tape

Station was allowed a test re-ording last week which was run-ff before a lawyers' committee, with names and addresses of de-fendants deleted. Bar officials sald that complete censor control over tape would eliminate final objec-tions to WJJD daily airing of traf-

Station manager Arthur Harre offered the broadcast service to Station manager Arthur Harre offered the broadcast service to Mayor Martin Kennelly in order to help out the Chi traffic safety drive. Broadcast idea, last used in 1934 before Bar intervened, is backed by traffic expert Franklin Kreml and Chief Justice Edward Scheffler.

#### K-F Names Weintraub

Kalser-Frazer vesterday (Tues.) appointed William H. Weintraub & Co. as a gency handling all & Co. as a gency handling all the nation's 10 leading advertisers. Weintraub outfit negotiated purchase of Walter Winchell airer for K-F. last fall, and last year conducted several large campaigns for K-F on the Cogst.

San Francisco — One of the iargest local unit sales has been concluded between KGO-ABC and J. E. French Co., auto dealers. Program which starts Wed. (30) is 30 minutes of transcribed semiclassical and pop concert music titled "Melody Lane."

#### CIRCLING THE KILOCYCLES

Detreit — Cunningham Drugs, through Simons-Michelson agency, renewed newcast schedule on WXYZ for 52 weeks. Current schedule calls for six 10-minute newscasts and 18 five-minute news-casts weekly.

Saranae Lake, N. Y.—Jay Russell, formerly writer-announcer at WWBZ, Vineland, N. J., has replaced Albert C. Bagdassarian as program director of WNBZ here, while the latter is on an extended vacation in Arizona.

Dallas—Miss Carol Weaver has been chosen to head a newly-created civic and educational pro-gram department at WRR. Miss Weaver has had local and network

San Antonie — Charles Harris, manager of KCOR, has announced that the outlet will start on April 13 to air on an exclusive basis all home and road games this season of the San Antonion Missions of the San Antonion Missions of the nounced that Tommy Reynolds will join the staff of the outlet, coming here from KCOH, Houston, to handle the play by play description.

Nashville—Tom Hanserd is the latest addition to the WSM production staff. He is a former member of the staff of stations in Columbia, Tenn., and Birmingham.

Houston—Application for a new standard broadcast station has been made to the FCC by John F. Cooke, who is seeking an outlet here to operate daytime hours with a power of 1,000 watts on 1,480 kilo-cycles.

a quarter-hour talk every morning at 10 Monday through Friday. The Peter Paul Candy has picked up the tals for the Tuesday, Thursday the Last for the Tuesday, Thursday Clayton on WASA at 6.15 p.m. Clayton's now bankrolled across the board; he replaced Beckley shifted his Kaufman department store news sessions to KQV . Rege Cordic, WWSW announcer, and have been picked to wax "Beading the Post-Gazette Sunday have been picked to wax "Beading the Post-Gazette Sunday morning over both WWSW and KDKA.

Forth Worth—George R. Turpin, former manager of Continential Radio Features here, has resigned to Join the commercial staff of the continue his association with the program planning group. Ed Niehay, salesman with Continential, has been named to the post of manager replacing Turpin.

San Antonio—Latest addition to the announcing staff of KTSA is Stanley Vainrib, who for a short time was also "Dr. I. Q." on the NBC web. Vainrib will be known here on the air as Jon Randall.

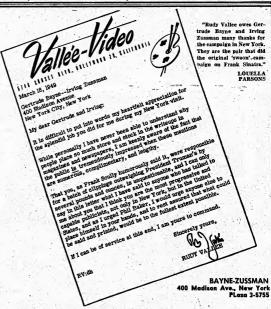
San Antonio—Sonny Phelan will replace Joe Allison on KITE, according to an announcement made by Charles Balthrope, owner and manager of the outlet, Phelan will m.c. the outlet's three-hour, early mac," in addition to regular amouncing duties.

Dallas – Bob Shelton, hillbilly comedian heard here over WFAA, will go on the air Saturday night with the new "Texas Barn Dance" series over WFAA. The broadcasts series over WFAA. The broadcasts daner Auditorium at Waxahachle, fex., each week and will feature outstanding Texas hillbilly and western talent.

Now weekern talent.

A. B. Wacker, professor of economics, of our Lady of the Wilson Colleges.

Pittsburgh—Bettelou Purvis, WFGf disk jockette, will take her old weekly some the state of the week and spin her platters before a live audience. Ed Bartell is to Early week and spin her platters before a live audience. Ed Bartell is to Early week and spin her platters before is live audience. Ed Bartell is to Early week and spin her platters before is live audience. Ed Bartell is to Early week and spin her platters before is live audience. Ed Bartell is to Early week and spin her platters before is live audience. Ed Bartell is to Early week and spin her platters before is live audience. Ed Bartell is to Early week and spin her platters before is live audience. Ed Bartell week week with the spin of her platters before it was a live audience. Ed Bartell week week with the spin of her platters before it was a live audience and will be presented by the spin of the spin of



## Jocks, Jukes and Disks

By PAUL BRENNER

(WAAT Neuric, Conductor of "Requestfully Yours")

As per my custom I was getting! Vocco & Conn, brought me a platready to spin new releases from 1705 to 7:30—the last 25 minutes of the evening session of "Requestfully Yours". The war was the progress and new releases weren't too plentiful. I usually plass in Bloom. I liked it very much progress and new releases weren't too plentiful. I usually plass in Bloom. I liked it very much progress and new releases weren't too plentiful. I usually plass in Bloom. I liked it very much progress and new releases weren't too plentiful. I usually plass in Bloom. I liked it very much progress and new releases weren't too plentiful. I usually plass in Bloom. I liked it very much progress and new releases were the plantiful too plentiful. I was progress that I "cover" were the plantiful too plantif

song—so long as the music is appealing. And with that is appealing. And with that is appealing. And with that is appealing to leave for the program was off the air. While I was preparing to leave for the part of the program was off the air. While I was preparing to leave for the part of the part of the program was off the air. While I was prepared to leave the part of the par

records—the go-by.

Nosir, you can't make 'em like it. But by the same token you can't keep 'em from liking it—if they want to. Take the time my friend Jack Bregman, of Bregman,

(WAAT Newark, Conductor of "Requestfully Yours")



LORRY RAINE "Cant Sleep"—Decca Records
Disk Jockey Salute:
MARTIN BLOCK, WNEW

MARTIN BLOCK, WNEW
Title, "dean of the disk-jockeys,"
falls on Martin Block, who recently
falls on Martin Block, who recently
falls on the disk-jockeys,
falls on Martin Block and Mirror
award for nation's favorite diskBob Smith, Block's man Friday,
say the nation Mr. B. in partial to
tabe her as one of this year's most
promising new singifies stars.

Title GAYLE

Hotel Shearbon, Defroit, Mich.

#### Welk Vamps Decca, Signs With Mercury

## 'RH' Logging System

Richard Himber's new development in logging broadcast performances lists times in the survey, based on four major network schedules. They are completed on the basts of 1 point for statisting instrumental; 4 points for statisting needs. 3 for commercial instrumental; 4 point for property of the commercial instrumental; 4 point for the commercial to the commercial (Vocal in all three territories counts 12. Added to these totals to the listener rating of commercial shouss. The first group consists of the top 30 songs.

of commercial snows. The first group consists of the top 30	songs.
Songs A Bluebird Singing In My HeartA Little Bird Told Me	.Advanced
A Million Miles Away	Porton
A Rosewood Spinet	Shapiro-B
Down By the Station	mon A - I
Dreamer With a Penny-*"All For Love"	Mei. Acad,
Everywhere You Go	Lombardo
Far Away Places	Lound
Galway Bay	Tool-
If I Could Be With You-+"Flamingo Road"	Remick
I Get Up Every Morning	Leeds
I Love You So Much It Hurts	Republic
Two Cot My Love To Keen Me Warm	elody Lane
I've Got My Love To Keep Me Warm Love Me, Love Me, Love Me My Dream Is Yours—†"My Dream Is Yours"	Miller
My Dream Is Yours-†"My Dream Is Yours"	Witmark
No Orchids For My Lady	Toods
Powder Your Face With Sunshine	Lombardo
Red Roses For a Blue Lady	Mills
So In Love—*"Kiss Me Kate"	. B. Harms
So Tired	Harms
Sunflower	Glenmore
The Streets of Laredo—†"Streets of Laredo"	Famour
Underneath the Linden Tree	La Salle
When You're In Love	.Crawford
While the Angelus Was Ringing	lody Lane
Who Wouldn't Love You	
You Was	Crystal

Welk Vamps Decca, Signs With Mercury	The remaining 20 songs, based on Richard Himber's new development in logging broadcast performances.  Again—†"Road House" Robbins As You Desire Me Words & Music
After eight years with Decca, Lawrence Welk has secured his re-	"A"—You're Adorable Laurel Busy Doing Nothing—"Connecticut Yankce" Melrose
lease from that disk firm and last week signed a three-year pact with	Candy Kisses
Mercury. Bandleader feels he'll get a better break with the latter	Forever and Ever
company for Decca's large stable of names tended to prevent him	I Don't See Me In Your Eves
from receiving the attention he would have liked to have been ac- corded.	
Welk, who opened a 14-week stand at the Grill of the Hotel	My Darling, My Darling-*"Where's Charley" Morris
Roosevelt, N. Y., Thursday (24), recalled that his last Decca record-	Once In Love With Amy—*"Where's Charley?" Morris
ing made four years ago had just been released. With Mercury, a	These Will Be the Best Years of Our Lives
Chicago outfit, he expects to get better distribution in the midwest where he had largely built up his	† Filmusical. * Legit Musical.
rep over a score of years. Shortly before trekking to N. Y. his crew cut its initial Mercury platters, "Hurry, Hurry" and "Have a	Elliot Horne, formerly with Nusicraft Records promotion
Heart."	a similar capacity.

## PARIETY 10 Rest Sellers on Coin-Machines Week of March 26

TO DOOL DOMOND OIL COME IN	OCOLUMN OC. L.
tCRUISING DOWN THE RIVER (7) (Spitzer)	Blue Barron M-G-M   Keynoters London
2. FAR AWAY PLACES (15) (Laurel)	Perry ComoVictor Margaret WhitingCapitol
3. POWDER FACE WITH SUNSHINE (9) (Lombardo)	Evelyn Knight Decca
4. I LOVE YOU SO MUCH IT HURTS (4) (Melody Lane)	(Buddy ClarkColumbia
OALWAI BAI (15) (Leeus) /,	Bing Crosby Decca
S. AGAIN (2) (Robbins)	Vera Lynn London
7. RED ROSES FOR BLUE LADY (6) (Mills)	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
8. I'VE GOT MY LOVE TO KEEP ME WARM (13) (Berlin)	Les Brown Columbia   Mills Bros Decca
9. LAVENDER BLUE (8) (Santly-Joy)	Dinah Shore Columbia   Sammy Kaye Victor
0, SUNFLOWER (1) (Famous)	Russ Morgan Decca Frank Sinatra Columbia
Coming Un	

Coming Up	
SO IN LOVE (T. B. Harms)	Bing Crosby Decca Dinah Shore Columbia
TRUE TO YOU IN MY FASHION (T. B. Harms)	Dinah Shore Columbia
YOU BROKE YOUR PROMISE (Pic)	
YOU, YOU, YOU ARE THE ONE (Campbell)	Ames Bros Coral
LITTLE BIRD TOLD ME (Bourne)	
BEAUTIFUL EYES (Duchess)	Art MooneyM-G-M
NO ORCHIDS FOR MY LADY (Leeds)	
SO TIRED (Glenmore)	Russ Morgan Decca
FOREVER AND EVER (Robbins)	Gracie Fields London
SOMEONE LIKE YOU (Remick)	Peggy Lee
CLANCY LOWERED THE BOOM (Kenmor)	Ames Bros
LOVE ME, LOVE ME (Miller)	Eddy Howard Mercury

## **'Illustrated Songs**'

Chicago, March 29. Major recording companies are anxious to be assured that their product will be tied up with the television Jr., recording-picture sets being marketed by Tower Records. This invention takes an ordinary way recording abuse it and brough This invention takes an ordinary wax recording, plays it, and through an ingenious hookup with strips of film throws pictures on a screen at the same time. Pictures, of course, illustrate the subject matter of the disk.

ter of the disk.

Columbia, Decca and the other major companies have spoken with Tower and have gotten assurance that when either produces a disc self to the film-disk idea, strips of pictures will be turned out on match. Tower will manufacture will be tower will manufacture to the film of the disk the disk

#### **EXCLUSIVE TAKING** ON OUTSIDE LABELS

Kansas City, March 29, Kansas City, March 29.

Exclusive Records, which heretofore has distributed only its own
label, is branching out beginning
this week. Exclusive Record Distributors, Inc., has been formed to
handle its own label and those of
several other record-makers, with
N. Y. headquarters.

n. Y. headquarters.
First outside label which Exclusive is taking under its wing is Damon Records, Kansac (Ity indie. Damon hit the best seller lists last year with Jon and Sondra Steeles "My Happiness" with sold action of 1st releases. Exclusive is handling the entire catalog.

J. Parker Prescott is handling or Exclusive. for

# SPIRIT OF 78 (RPM) ON WANE

## lack Kapp Brought New Kind Of Showmanship to Disk Biz

By ABEL GREEN-

"By ABEL CREEN

Triegraphic communications from Decca men in the field, pledging fignesilves to keep alive "the Jack Kapp tradition," came soon as the leven broke last week about the death of the 47-year-old president follows the property of the place Reconcentive would have wanted.

Be a state-day Horatio Alger only this month was the subject that Bed editorial in Life (March 7), personally written by publisher that Bed editorial in Life (March 7), personally written by publisher that Bed editorial in Life (March 7), personally written by publisher that Bed editorial in Life (March 7), personally written by publisher that Bed editorial in Life (March 7), personally written by publisher that Bed editorial in Life (March 7), personally written by a American region with the subject of the State of the

the meetings. Aspy and America and American music had to offer aggregate reflection of what America and American music had to offer aggregate the control of what American music had to offer a state of the control of

convenience to project his imagination, his shownamship and his bound-less thirst for new ideas.

Through his two children—Myra, 17, and Jonathan, 10—he could tall what would please millions of American children. He sensed that the spisal would be greater it Shakespeare, Dickens or the Bible, or onese outstanding radio programs, were transmuted into wax by famed annes, usually of Hollywood voltage. This marques technique brought to Dece platters such distinguished names as Ronald Colinan, Charles to Dece platters such distinguished names as Ronald Colinan, Charles Lady and the Colinary of the Colina

If Jack Kapp heard a great radio program he felt it deserved more that one hearing, no matter how intensive that audience may have been, and so many important air shows were perpetuated by Kapp on records.

"Every Home a 1st Nisha!

Kapp envisioned "every home a first night" and pioneered the now familiar technique of waxing complete albums, with original casts, and the program of the program

# WHAT'S NEEDED

Major record companies are being very careful about investing unnecessary coin in the disk business at the moment. With business of the moment of the property of the property

To the property of the propert

not. So, it was economically sound to do future disks on such dates. Since the record han was lifted, panies is potting material on the shelves. All are cutting only what they need. Waxing two sides instead of four now occurs the majority of the times a band or singer particle and the single particle saves money. There is no coin investment stashed on sheet and the pop 78 divisions are not loading themselves with material that can cut their throats in the deeper inroads and the Microgrowe Long-Playing and 45 rpm disks move into favor quickers in a now, thought.

Another angle is the artistic one.

is now though and a voice in a now though a lab in a mow though a more were being attempted aimong every when four sides per three hours were being attempted aimong every some rush attached to getting them in. Performers and recording men in. Performers and recording in the short of time on the last two Reshort of time on the last two Reshorts of the last two records and the last two

## Milton Rackmil

(Tues.) afternoon, a new president of Decca Records, Inc., was named in the person of Milton R. Rackmil, the executive veepee. With the late Jack Kapp and the late

in executive veepe. With the late Jack Kapp and the late E. F. Stevens, Jr., they were the key men in organizing the new long the late of the late of

## ONLY CUTTING | Coast Promoters Wave Bigger Coin Guarantees at Name Batoneers

Petrillo Ends Contract
Between Brown, Morris
Hollywood, March 29,
Indicating a growing optimism on the part of western ballroom of the part of western ballroo

y may be mental and a standard sparticularly valued arrangements of original songs, et al. These were standard away on the shelf for future restances on the shelf for future re

#### Music Pubs Miffed By Ciggie Show's Nix of 'Adorable' Due to ABC's

company after the trio and left Brunswick. Like Kapp, Stems, who was the veeper in charge with the second pressure and died three years and attest leaves of the second with the second at the second with the second at the second with the s

Lyric Irks Marks

E. B. Marks, publisher of the standard "Glow Worm," has written and the standard "Glow Worm," he songwifer-singer. Capitol apparently never applied for a license to record the time so the standard of the standard parently never applied for a license to record the time so the standard parently apparently never applied for a license to record the time so the standard parently appeared to sale the same standard to a standard to sale the same standard to a time were to make a standard material frown on anyone taking liberties with valuable material. "Glow Worm," recording by the standard material frown on anyone taking liberties with valuable material. "Glow Worm," recording by the standard material frown on anyone taking liberties with valuable material. "Glow Worm," recording by the standard material frown on anyone taking liberties with valuable material. "Glow Worm," recording by the standard the stan

#### REVENUE BOYS TAP BARRON

Chicago, March 29.

John Jarecki, Northern Illinois collector of internal revenue last week filed a lien against Blue Barron, orch leader for \$38 in. Rederal employment taxes and \$680 in social security payments.

Lien covers the last half of 1948.

aoh Xir St. L Balt.

Syra-

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Bor-ton

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ENDING WEEK

HOHEN HOMEN

SAVM

All Rights

Variety

Simon

52 22

40A 40B 21 40C 23 43A 28

48A 50 48A ..

# Talent Kecord

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

ely' programs, as "most requested" by ormation gathered from disk-sphiners into se those records rising in popularity as I on the basis of 10 points for a No. 1 se point. Cities and Joheleys will bary bitture of all sectors of the contrib. **MRIETY** 

Weekly chart of the records of isseres, This compilation is by across the nation and is designed well as those on top. Ratings an emition, 3 for a No. 2, and so on usek to week to week to present a com-

Glenmore ASCAP Melody Lane BMI Famous ASUAL

T. B. Harms, ASGAP

Harms Inc. ASGAP ASCAP ....Jefferson ASCAP Sweet Georgia Brown Remick It's a Big, Wide Wonderful World BMI Far Away Places
Cureless Hands
The Passy-Cat Song
The Possy-Cat Song
Towns Towns
Towns Towns
Towns ..... Harms Inc. BVC. T. B Harms True to You in My Fashion T. B. Harms. "A" You're Adorable, Laurel Places Laurel Shoes On Lucy Bourne spaer..... Teeds Berlin It's a Big, Wide Wonderful World BMI I Love You So Much It Hurts. Cruising Down the River
Far Away Places You, You, You Are the One Ivs a big, where I Love You So Much It Hurts Down By the Station Five Foot Two, Eyes of Blue Decca... Far Away Places
Capitol... Careless Hands .....Victor. With a Song in My Heart Slaughter On 10th Ave Once in Love With Amy Someone Like You

A Little Bird Told Me
Comme Ci Comme Ca Sweet Georgia Brown Sicilian Tarantella Far Away Places. Lady of Spain Galway Bay ..... Columbia So in Love | 2 | Fair year. | 2 | Fair year. | 3 | an Decca Si n Decca I whiting Capitol Fi V Decca G Label
M-G-M
Columbia
e Victor .....Victor Evelyn Knight Decea Margaret Whiting Capitol Jo Stafford-G. MacRae Capitol King Cole Trio. Capitol Dinah Shore. Columbia. Robert Clary. King. Decca King. M-G-M ....Capitol.... Garrett M-G-M Coral Ray McKinley Columb Jack Fulton Tower Dinah Shore Columb Whiting Vaughn Monroe Patti Page Evelyn Knight Russ Morgan J. Durante-B. Garrett. Blue Barron Yaughn Monroe. Two-Ton Baker Les Brown Alfred Drake Reina's Orch Benny Strong Larry Green Ray Bolger Doris Day

25A 7 25C 51 25C 51 25D ... 29A 47 29B 18 31A 39

21D 23

10 15 

ASCAP 1. BMI MAR. 26 ASCAP ASCAP ASCAP

2 5

## Jack Kapp

With Crosby, the Lombardos and other favorable talent deals wann looked all set to take a leisurely European trip with his

Continued trong pass it

With Crysby, the Lombardos and other favorable talent deals wrapped, finp poked all set to take a leisurely European trip with his family shelch he had long planned.

Kapp envisioned a recording and pressing plant for Decea in Isaac, finp poked all set to take a leisurely European trip with his family shelch he had long planned.

Kapp envisioned a recording and pressing plant for Decea in Isaac, with a superior of the summer's European junket. Kapp and his work of the plant of the summer's European junket. Kapp and his work made European trips the less two years. It was in July, 1947, that his genumber of American showfolk turned up in Paris for the 25th read and the property of the season of the plant in the paris for the 25th read of the plant in the property of the plant in the plant in th

Salute to Kapp

A national radio program honor of Jack Kapp's conin honer of Jack Kap's con-tributions to American music and showmanship, is being planned. Participants may in-clude Irving Berlin, Rodgers & Hammerstein, the Lom-bardos, Bing Crosby, Fred Waring, Hildegarde, the An-drews Sisters, Jean Sablon, Ted Lewis and other names identified with Decca diskings.

Bing Ducks Tape-Recording
Hollywood, March 28.
Out of respect to Jack Kapp,
his longtime business associ-

Out of respect to Jack Kapp, his longtime business associate, Bing Crosby did not tape-record his Philos program per custom on Monday (27), the down of the functal services in the down of the functal services to does not fly, was hold west by per-commitments, including a Sunday night broadcast, and could not attend the services. The Philoc airer, with guestars Rindy Vallee and Walter O'Keefe, will be recorded later.

## Coast ASCAP Names Gilbert

L. Wolfe Gilbert has been named chairman of the first West Coast committee of the American Society of Composers, Authors and Publish-ers. Others elected are Johnny Green, Leo Robin, Harry Ruby, Harry Warren and Walter Kent

Harry Warren and Walter Kent. Ellection ends a two-year fight of the Coast group to get official voice in ASCAP affairs. Chalrman of the group will go to N. Y. four times annually to lay grievances and reports of Hollywood membership before the Board. But since Glibert hast' had time to collect beefs, he won't attend ASCAP policy (20) in N. Y. Walter Computer Challenger C

day (29) in N. Y.

New committee meets here April

15 for first time. Committee members: remain in office for three
years. Coasters have won fight to
have ASCAP pay for chairman's
jaunts to N. Y. from general fund,
not from writers' royaltles.

In Memoriam

Jack Kapp

## Bands at Hotel B.O.'s

Band H	otel	Weeks Played	Past Week	Cover On Date
Emil Coleman* Waldorf (400; \$2	)	15	1.810	41.660
Gardner Benedict* New Yorker (400	: \$1-\$1.50)	. 16	950	17.925
Lawrence Welk . Roosevelt (400; \$	1.50-\$2)	1	1.550	1.550
Jimmy Dorsey Statler (450; \$1-\$	1.50)	. 1	1.820	1.820

\* Waldorf, Carl Brisson; New Yorker, ice revue.

#### Chicago

Chicago
Barclay Allen (Empire Room, Palmer House, 550; \$3.50 mln.-\$1 cover).
Victor Borge keeping ropes up. Excellent 4,000 covers.
Henry Brandon (Marine Room, Edgewater, 700; \$1.20 cover. Nice
Henry Brandon (Marine Room, Edgewater, 700; \$1.20 cover. Nice
Johnny Brewer (Swiss Chalet, Binnarck, 200; \$2.00 min.-\$1,05 cover).
Small room continues at husky pace with upped 1,600 payes.
Dick LaSalle (Marylair Room, Blackstone, 350; \$3.50 min.-\$1 covers.
Small room continues at husky pace with upped 1,600 payes.
Dick LaSalle (Marylair Room, Blackstone, 350; \$3.50 min.-\$1 covers.
Small room continues at husky pace with upper 160 payes.
Dick LaSalle (Marylair Room, Blackstone, 350; \$3.50 min.-\$1 covers.
Small room continues at husky pace with upper 1,000 pages 1,000 pages

#### Los Angeles

Carmén. Cavallaro (Ambassador, 809; 5150-52). With Modernalres, Fourth and final week. Swell 3,300 covers.

Jan Garber (Blitmore, 900; \$1-\$1.50). Fine 3,000.

Ted Fio Ritto (Bewerly Hills, 800; \$4 min.). Slacking 1,100.

#### Location Jobs, Not in Hotels

(Chicago)
Cee Davidson (Chez Paree, 500; \$3.50 min.). Weather and conven-Cee Davidson (Chez Paree, 500; \$3.50 min.). Weather and convention activities upped tabs to 3,0500 dm.). Opened Mon. (21). Local face hypode admissions to 14,500 min.). Opened Mon. (21). Local Al Trace (Blackhawk, 500; \$2.50 min.). Increase over last week. Nice 2,500 tabs. (Telanos: 151.15 adm.). Garnering hefty trade with Williams. Hot 16,000 admissions.

(Los Angelés)

Benny Goodman (Palladium B., Hollywood, 3rd wk.). Good 12,000 admissions.

#### Barry Gray Signed By Col. for 2 Pic Shorts Miami, March 29.

Barry Gray, fust back from a Hollywood vacation, has been signed by Columbia pictures for wo shorts to be made with Jimmy Dorsey and Miguelito Valdes, Films

#### PLAN TO INCREASE GERSHWIN AWARDS

The George Gershwin Tribute Committee is seeking to enlarge the number and amount of awards being made to promising composers. Concert to be held April 23 at Carnegie Hall, N. Y., will go toward augmenting prizes.

Dorsey and Migueitto Vaides, Films are to be made in New York where shooting is slated to start around April 11.

Gray is disk jockey for WKAT, a Mutual affiliate.

Gray is disk jockey for WKAT, a Mutual affiliate.

From the book, "Peace of Mind," the late Rabbi Joshua Loth Liebman says: "The glory of life consists in our very ability to feel deeply and experience widely;

it is the part of wisdom

to taste the cup of joy and sorrow without inner rebelliousness, to accept with equanimity the inevitable fact that we, and all we possess, are transient just because we are such sensitive creatures; that the marvel of our make-up, the superb intricacy of our chemical, physical, spiritual organization, gives us our supreme blessings and makes our little day on earth infinitely more significant than all of the rocks and stones which last unchanged but also untouched by the winds of the centuries.

I often feel that death is not the enemy of life, but its friend, for it is the knowledge that our years are limited which makes them so

precious. It is the truth that time is but lent to us which makes us, at our best, look upon our years as a trust handed into our temporary keeping. We are like children privileged to spend a day in a great park, a park filled with many gardens and playgrounds and azuretinted lakes with white boats sailing upon the tranquil waves. True, the day allotted to each one of us is not the same in length, in light, in beauty. Some children of earth are privileged to spend a long and sunlit day in the garden of the earth. For others the day is shorter, cloudier, and dusk descends more quickly as in

a winter's tale. But whether our life is a long summery day or a shorter wintry afternoon, we know that inevitably there are storms and squalls which overcast even the bluest

heaven and there are sunlit rays which pierce the darkest autumn sky. The day that we are privileged to spend in the great park of life is not the same for all human beings, but there is enough beauty and joy and galety in the hours if we will but treasure them. Then for each one of us the moment comes when the great nurse, death, takes man, the child, by the hand and quietly says, 'It is time to go home. Night is coming. It is your bedtime, child of earth. Come; you're tired. Lie down at last in the quiet nursery of nature and sleep. Sleep well. The day is gone. Stars shine in the canopy of eternity'."

> Hildegarde Anna Sosenko

## See ASCAP Asking More Coin From Video Than from Radio

Publisher members of American infant industry, and telecasters Society of Composers, Authors and won't push its fight against estably a subject of the state of t Ascar will seek more coin from television than it's been obtaining in radio. Reason for upped de-mands from tele is the fear that the new medium may cause a de-cline in record, sheet music, etc.,

Publisher members feel that the considered.

Company will concentrate on constituted a tremendous aid to the expanding its distributor setup.

#### Bray and Martin Exit London Records, N. Y.

London Records Is reducing its Meanwhile, Board extended its New York staff with the paring of gratis music rights to television at its meeting last week. Extension at the personnel from the outfit wild until April 30, 1949. How-ver, music industry feels that the last the personnel from the outfit wild have been sufficiently established which are still to be stablished which are still to be established which are still to be established. placements considered.

#### **Rest British Sheet Sellers**

(Week ending March 17) London, March 18.

London, March 18.

Slow Boat to China ... Morris
Buttons and Bows ... Victoria
Faraway Places ... Leeds
Heart of Loch Lomond . Unit
Cuckov Waller ... Leeds
Heart of Loch Lomond ... Unit
Cuckov Waller ... Leeds
Heart of Loch Lomond ... Unit
Local ... Wood
Maharajah Magador ... Chappell
2th Street Rag ... Chappell
12th Street Rag ... Chappell
17s Magic ... Schappell
17s Magic ... Condition
For You ... Sedman

#### Second 12

#### \* ARIETY SONG

+++++ (Musical-Historical Review: 1800-1948) +++++

(IMISICAL-HISTORICAL REVIEWS I ISSUE) \*\*\*

Compiled for \*\*/AFFFTY\*\*

Compiled for \*\*/AFFFTY\*\*

By JULIUS MATTFELD

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(Copyright of the Oct. 6, 1944, lisse when the Variety So

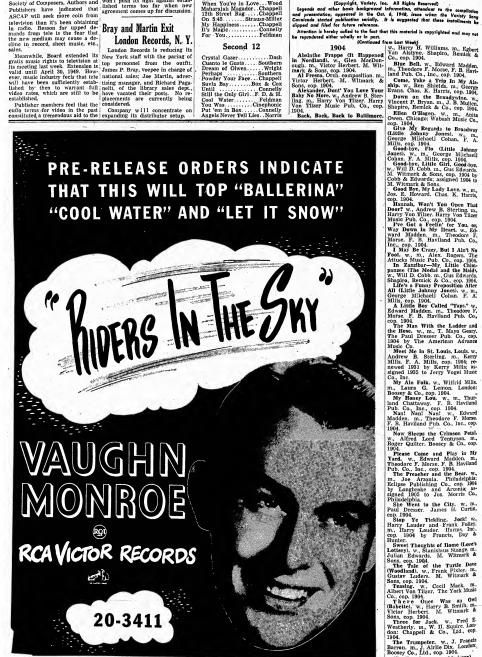
Covideods started publication swindly. It is suggested that these installments
dispend and light for trivites reference.

Absinthe Frappe (It Happened in Nordland), w., Glen MacDon-ough, m., Victor Herbert, M. Wit-man, M. Witter, M. Wit-ter, M. Witter, M. Witter, M. Witter, Victor Herbert, M. Wittnark & Sonz, opp. 1994a. Victor Love Van Babry Ruderte, W. Andrew R. Ster-ling, m., Harry Von Tilzer, Harry Von Tilzer Music Pub. Co., cop. 1904. Back, Back to Baltimore. Back, Back, Back to Baltimore.

Moger Quilter, Boosey & Ch., cop.
Please Come and Play in My
Yard. w., Edward Madden. m.,
Pheodore F. Morse, F. B. Havilland
Pub. Co., Inc., cop. 1948. heart No.
No. The Common of the

Harry Lauder and Frank Folice,
m., Harry Lauder, Harna Lencop., 1964 by Francis, Day &
Sweet Thoughts of Home G.ove's
Lottery), w., Stanislaus Stange, m.
Julian Edwards, M. Witmark &
Some, opp. 1964.
Woodlandb, w. Frank Pickey,
Gustav Luders, M. Witmark &
Sons, opp. 1964.
Woodlandb, w. Frank Pickey,
Gustav Luders, M. Witmark &
Sons, opp. 1962.
Medical Marker, M. Witmark &
Sons, opp. 1964.
Weatherty for Tilzer, The York Music
Co, opp. 1964.
Weatherty, m. W. Harry B. Smith, m.
Sons, opp. 1964.
Weatherty, m. W. H. Squirc, Lordon,
Chappell & Co., Lid., opp.
The Trumpeter, w., J. Francis
Barron, m., J. Athiel Dix, London,
Boosey Co., Lid., cop.
Coontinued next week's bessey.

(Continued next week's issue)



## Music, Record Biz Put Spotlight On Hillbilly Trend; Sign Top Artists

un nimbully I (el.

June 1 and record business seemabusine and record business seemabusiness had be heading into the hills currestly, in comparison to the year
and the properties of the comparison to the year
and the properties of the comparison to the year
and the properties of the properties of the comparison to the popubir track of the comparison to properties of the propertie

strails every company, having both pop and hillibilly divisions and either way by those that don't. That the hillibilly tunes are such as the second of the

## **Cugat Set For** B. A., Radio Nixed

Solve the control of the country of

and decoration worthy of a Cugarhow.

Live of the Cugar p.a.'s eahow and store of the Cugar p.a.'s eahow and store of the Cugar p.a.'s eahow should gross on the three
how should gross on the three
how should gross on the Second
and \$100,000 in addition. Neverhow should gisk sales. Neverhow should gisk sales. Neverhow should gisk sales. Neverhow should be compared to the continent after the
states of the should be compared to the
states of the continent should be continent
and be continent should be continent
may even wind up in the red.

To compare the should be continent
and the should be continent
to the continent should be continent
to the sh

#### Como's Charity Stint

Before a capacity house at Klein-hans Music Hall, Perry Como acted \$5,000 for the scholarship fund of the local Romulus Club. Club presented Mrs. Como with a new car in return for her hus-band's cuffo warbling.

items coming out on disks by top

items coming out on disks by top pop names.
Publishers are at the moment having an increasing number of a publishers are at the moment having an increasing number of a publishers are by pop writers—which in itself is an unusual angle. Pubs do not believe that a songwriter accustomed in the past to knocking are by the publisher and the publishers and the state of the

#### Tops of the Tops

Retail Disk Seller
"Cruising Down the River"
Retail Sheet Music Seller
"Cruising Down the River"
"Most Requested" Disk
"Cruising Down the River"
Seller on Coin Machine
"Cruising Down the River"
Seller on Coin Machine
"Cruising Down the River"
Best British Seller
"Slow Boat to China"

#### Swedes Yen U. S. Platters. Bands in Dollar Lack Nix: Disks on Black Market

JUSAS ON DIACK MATKEE

A hough niteries are not permitted by the government, the Namitted by the government, the National featured dancenaled the Club Hardem. Until recently the National featured dancenaled the Club Hardem. Until recently the National featured dance
celled one room out, in favor of a
club. Appearing on the club bill
are Winnie from Trinidad, Lord
Caresta and Charles Yudah, while
chestras. Toom features two orchestras. chestras

chestras.

Interest in music here is strong, and it's felt that American dance bands would go over big, but because of the dollar shortage, the importation of bands is impossible. Another resuit of the dollar shortage is the scarcity of American records, with the only available more soid on the black market. The consession of the black market of the bands of the core of the black market of the bands of th

## **BMI Wants Exclusive Deals With Pubs Doubling Into ASCAP**

#### SG Buys Pubbery

Hollywood, March 29.
Composers, Inc., publishing-arranging concern formed several months ago by Albert and Katherine Glasser, has been taken over by Screen Guild Productions and will be headed by SG prexy Robert Lippert.

will be headed by St. prea. Robert Lippert. First tunes to be published un-der the new management will be "Jesse James Ballad" and "Jesse James Minstrel Song." from Screen Guild's film, "I Shot Jesse James."

#### **GARBER TO GET \$4.000** FOR CATALINA LOCATION

FUK CAI ALIMA LUCATION

Hollywood, March 29,
Jan Garber band will get its
highest location fee in this area in
some time—\$4.000 weekly—for a
sommer stint at Casino baliroom,
Catalina Sinod, beginning May 27.
Catalina since 1927,
Booking was arranged through
the ecoperation of Joe Faber, manager of the Biltmore Bowl, where
Garber has been a holdover since
options, until June at \$2,500 westty but Faber okayed a release to
permit the new booking.

Broadcast Music, Inc., is developing an aversion to masic publisher. The state of the state firms that are members of the American Society of Composers, Authors and Publishers, BMI excess haven't advised pubs currently must dump the ASCAP outlets to maintain BMI connections, but they would like to see it happen.

BMI is now mortial to "exclusion-like the would like to see it happen.

BMI is now mortial to "exclusion-like the who operates firms connected with both performance rights societies has a choice in the placement of new sougs taken for publisher who operates firms connected with both performance rights societies has a choice in the placement of new sougs taken for publisher who operates and Scale outlets are the repositories for a majority of the better material is anybody's guess. But it does feel count it is operate an ASCAP outlet has no choice but to deposit all accepted outpers and any operate an ASCAP outlet has no choice but to deposit all accepted material under the BMI hanner.

BMI second material under the BMI second blade with heads of Leeds Music recently on a new deal for Duchess Music, Leeds BMI firm. The exclusive arrangement was suggested and fairly rejected of the second blade of the second b

## Ingle Patterns Combo to TV

combo to a vision to the vision of a vision and the vision is a vision and an atural medium for his type of comety band, Red Ingle is changing men in his Natural Seven so video shows out of N. Y. Now a video shows of replacing the non-842 near with the process of replacing the non-842 near with makicians, ingle is in the process of replacing the non-842 near with the video of the non-842 near with the sustaining show on NBC-TV, which was to have started last week (22) that he was to have started last week (22) that he was to have started last week (22) that he was to have started last week (22) that he was to have started last week (22) that he was to have started last week (22) that he was to have started last week (23) that he was to have started last week (24) that

#### 20th-Fox Seeks Use Of Warren Tune Tag On Completed Film

On Completed Film

Hollywood, March 29,

Though lending of the Dan Dailey-Ann Baxter starrer has been completed, 20th-Fox still is dickering for the right to use the property of the desired of the control of the cont

## RETAIL DISK BEST SELLERS

Stores

Francisco-(Sherman-Clay)

ø ŝ dianapolis-(Pearson) eveland-(Burroughs an Antonio-(Central nneapolis-Don

ŝ

Angeles—(Denel's Mus

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 12 cities and showing com-parative sales rating for this and last week.

This Last

National Ratins

Week	En	ding
MAR	CH	26

wk.	wk.	Artist, Label, Title	Ž	15	12	ŭ	1 5	S	Æ	15	12	S	12	S	S
1	1	RUSS MORGAN (Decca) "Cruising Down the River"	2		5	1	1	1	1	1	2			1	84
2A	5	VAUGHN MONROE (Victor) "Red Roses for a Blue Lady"	4	6		. 5	4	6	10	4	8		. 8		_44
2B	8	BING CROSBY (Decca) "Far Away Places"	9	3			2	2	7	9	1	··	٠		44
3A	9	RUSS MORGAN (Decca) "Forever and Ever"	3			.,	9		<u></u>	5		1	1	7	40
3B	6	EVELYN KNIGHT (Decca) "Powder Face With Sunshine"	6	2	••	6	8	7	٠.	2	6	٠.	<u>:.</u>		_40
4	2	BING CROSBY (Decca) "Galway Bay"	5	٠.	٠.		6	8	٠.	_3	4	٠.		_4	36
5	7	GORDON MacRAE (Capitol) "So in Love"	7		1	7	٠.,	5	9	8	٠.				_29
6	5	RUSS MORGAN (Decca) "So Tired"	8	5	٠.		٠,	4		**	7	8	6_	··-	_ 28
7A	4	BLUE BARRON (M-G-M) "Cruising Down the River"		1		٠.	••	••		<u></u>	٠.	_4	4		24
7В	12	RUSS MORGAN (Decca) "Sunflower"	182			٠.	5	٠	_3		3	9	1		24
8	3	MILLS BROS. (Decca) "I Love You So Much It Hurts"	1		<u></u>	••				10	9			_2	22
9	10	SAMMY KAYE (Victor) "Careless Hands"	10		٠.	٠.	٠.	٠.		٠.	10	2	2		20
10	9	LES BROWN (Columbia) "I've Got My Love to Keep Me"		٠.	2			10	٠.	7				٠.	14
11	٠	INK-SPOTS (Decca) "Bewildered"			٠.				٠	••	••	6		3	_13
12A		PERRY COMO (Victor) "Forever and Ever"	٠	9		4	••	••					٠.		9
12B	·.	LARRY GREEN (Victor) "Big, Wide, Wonderful World"				2			٠.				٠.,	٠.	9
12C	16	MEL TORME (Capitol) "Careless Hands"		٠.				••	2		<i>i.</i>	٠.		٠.	9
13A		DINAH SHORE (Columbia) "Far Away Places"			3						١,,	٠.			8
13B		"In the Mood for Love"	.;			3				<u></u>					. 8
13C	11	MILLS BROS. (Decca) "I've Got My Love to Keep Me"		••			3						٠	.:	8
13D	15	FRANK SINATRA (Columbia) "Suuflower"	٠.		٠.			3	<u></u>	٠.		••			8
13E	14	RUSS MORGAN (Decca) "You, You, You Are the One"		٠	٠.			.,	8		.:			6	8
		DENNIS DAY (Victor)									-				

FIVE TOP ALBUMS

KISS ME, KATE Broadway Cast Columbia

ed the Boom' "Clancy Lowered the Boom GUY LOMBARDO (Decca) "Be Mine" BETSY GAY (Capitol)
"Didn't Know Gun Was Loaded".

2 WORDS AND MUSIC Varied Artists M.C.M

3 JAZZ AT THE PHILHARMONIC Volume 9 Varied Artists Mercury

SECUENCE IN STAN KENTON ENCORES 1477 Woody Hermo Stan Kenten Capitol Columbia

4

## Victor's 45 Release This Week Speeds Up Battle of the RPM's

The battle of rpm's begins in earnest this week flyalry between Victor and Columbia by the control of the columbia of the colu





THE DREAM OF OLWEN

THE LITTLE OLD CHURCH NEAR LEICESTER

OXFORD MUSIC CORP. 1619 Broadway, New

DISC JOCKEYS THE EVER FAVORITE

**EXACTLY** LIKE YOU

Music by . . . JIMMY McHUGH SHAPIRO, BERNSTEIN

IDON'T SEE ME IN YOUR EYES

LAUREL MUSIC CO 1619 Broadway, New York

nostitity.

The battle for lining up disk manufacturers to go al o ug with either concern continues unabated. Latest to ally with Columbia is the Italian label, Cetra Soria, which has Johned Mercury, Discovery, Alegory, Connect Columbia Gold, Capitol Lass decided to go along with Victor in the production of 45 rpm platters.

Set manufacturers have also

rpm platters. Set manufacturers have also been lined up by both firms. Those that will incorporate the 45 are the control of t

son, Teletone and Wells Gardner.
Manufacturers going in for LP
arms are Admiral, Capehart,
Crosley, General Electric, Magnavox, Stewart-Warner, Stromberg
Carlson, V-M, Webster-Chicago,
Westinghouse and Zenith, Several
will have all three playing arms.

#### WINS \$2,250 ON SEVEN SONG INFRINGEMENTS

Infringement of seven songs published by his Italian Book Co. won Antonio de Martino a \$2.250 judgment from four defendants following a two-day trial last week in N. V. federal court before Justice Alfred C. Coxe Tune-pirating allegedly was done by Aradio Camuni, play producer; orchestra leader Orazio Peseri and singers Mario Trovato and Tina Stipanelli.—Plaintiff-collected—the Infringement plus \$500 counsel fees.

In a similar action that in the

intringement plus \$500 counsel fees, a similar action filed in the same count instruction of the plus same count instruction charged Armando Benedetti, concert promoter, and Ernesto Milled in the same count instruction charged Armando Benedetti, concert promoter, and Ernesto Milled in the same count in the properties of the properties

#### VARIETY Ohio's Cedar Point To Resume This Year

Sandusky, O., March 29.

After being in darkness all during the 1948 scason, Cedar Point's big ballroom will give name bands another whirl this summer.

A big orchestra policy had been in effect for over 10 years, but when operating costs eliminated all profit in 1947, management decided to keep the shutters up all leat year.

## Pub Pays Tolls as Dinah Chats With Deejays In Growing Phone Visits' Hollywood, March 29. Pair of new wrinkles popped up

here in the old dodge of having top name disk stars guest with platter pushers to bally their biscuits. Such guestints with deejays in big towns have been common for some time, artists realizing that the wax whirlers are instrumental in boosting shellac sales.

in boosting sheller sales.

Lately increase we couldn't make the c

ever and Ever." a Robbins tunc.

Miss Shore's calls were to jocks in amalier towns enabling them to be a few to the second of th

Kurt Webster, WBI, Charlotte.
Other new angle was put forth
by KRNT Joek Al Rockwell. He
pays the charges himself, since his
local sponsor in Des Moines thinks
the proposer of the privilege of having names on the show So Fart,
Rockwell has taped chats with
Freddy Martin, Mel Torme, Peggy
benne dates with Nat Cole and
Woody Herman coming up.
Interesting angle to the growing

#### SESAC Rights Basis Of 'Old Glory' Suit

Whether SESAC, the European performing rights society, can relate a songwriter's "one-exclusive" public performance rights is the basis of a N. Y. supreme court action filed by Jean M. Petifield. Site alto wants the court to still office the sound in the court of the sound in t

tune, "Old Glory."

A SESAC member by virtue of a loyear agreement enterest into in 100 and 10

#### BARON UPHELD IN 'RUM AND COKE' SUIT

KUM AND CURE SUIT
West Indian publisher Maurice
Baron last week won the final
round in "Rum and Coke" modul
infringement suit against the sonig's
Morey Amsterdam's of the Morey
Morey Amsterdam's of the Color
Court of Appeals affrance the
ruling of a lower court. This decision, handed down last year by,
N, Y, Federal Judged down last year by,
N, Y, Federal Judged for the
mitter of the Color
interfocutory decree and also an
accounting from the defendants.
In unanimously rejecting the

interlocutory decree and also an accounting from the defendants.

In unanimously rejecting the defendants appeal from Judge Riffinds decision, argument that building the second of the

#### **Buddy Rich's Europe Solo**

Buddy Roll's Entire Solo Buddy Rich is considering going to Europe this summer for 16 weeks with the drumming act he'll do as a single. Musician has been offered bookings in England and on the Continent. Rich recently broke up his 17-piece band.

ŝ

City, neapolis,

ŝ

102

27 24 23

#### NEW 'HARMONY' LABEL STARTED IN BRITAIN

New disk label is to make its appearance June 1. It will carry the name "Harmony" and first waxings have already been made by Billy Ternett and his orch other orchs will be recording shortly, and a headine solo artist is about to be signed by the new outfit.

outfit.

Disks are being recorded and pressed by Decca, and it's understood the new company is negotiating an exchange deal with a leading U, S. organization.

Savannah Churchill contracted with Victor this week, from the Manor label.



PALOMAR SUPPER CLUB



Tops for ANY Program



AMERICAN ACADEMY OF MUSIC

Program AGAIN CARMEN LOMBARDO'S SWEETHEARTS

ON PARADE

MAYFAIR MUSIC



SANTLY-JOY, INC Eddie Joy-Gen. Prof. Mgr 1619 Broadway, New York

DISGUSTED COMPOSER

whose publisher does nothing for him, is available as vielnist conduc-tor, teacher and advisor with publishing, writing. Has ideas, aire publishing, writing. Has ideas, aire for television, best references, knows several languages. Box V-99, Variety, 154 W, 46th 81, New York 19, N. 3.

## RETAIL SHEET BEST SELLERS

ŝ

#### 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 MARCH 26

This Last Title and Publisher

National Rating

		. Cruising Down Miver (Spreact)
,	2	"Far Away Places" (Laurel)
-	5	"Sunflower" (Famous)
	3	"Galway Bay" (Leeds)
	4	"Powder Your Face" (Lombardo).
Ī	9	"Red Roses for Blue Lady" (Mills)
	8	"Se in Love" (T. B. Harms)

4	"Powder Your Face" (Lombardo
9	"Red Roses for Blue Lady" (Mil
8	"So in Love" (T. B. Harms)
7	"I've Got My Love" (Berlin)
10	"Forever and Ever" (Robbins)
6	"Lavender Blue" (Santly-Lov)

7	"I've Got My Love" (Berlin)
10	"Forever and Ever" (Robbins)
6	"Lavender Blue" (Santly-Joy)
	"'A'-You're Adorable" (Laurel)
	"Down By Station" (Am. Acad.)
	"Careless Hands" (Melrose)

"Brush Those Tears" (Leeds "Pussy-Cat Song" (Leeds). "Big, Wonderful World" (BMI) ...

10

10

## N.Y. Brass Rail Op Dickers For Click. Philly

Frank Palumbo's Click, Philadel-phia, is reportedly shated to change hands, with William Levime, owners of the Brass Rail. Levime, owners over. Sale privates not been dis-cised. It is understood that spot will continue its policy of name bands.

agency, and is limited by its descriptions.

The transfer of the Click to outside owners in the case wide interest these. Actual cost of the Click, and the tremendous outlay during its early stages of operation will probably never be computed. Just as rough idea, the outside fasher sign cost \$50,000.

#### FRANKFURT OFF LIMITS EDICT HURTS NITERIES

EDICT HURIS MIERIES

German mightletubs in the Frankfurt area got a slapdown when U.S. Military Govt. declared the clubs of limits to American and Allied personnel. Many nightletularly to catch the American trade, showed dosses for the first incluve wice safer the MG edict. JEIA. (Joint Export-Import licensing its own German nightletular for Americans and Allies, where marks bought with dollars can be used. So many German lightcenses, that it will be forced to limit the number.

#### Ella Fitzgerald, Machito Set for Bop City Preem

Oct. 101 DUD UI, Treetin Ella Fitzgerald and Machito's band are slated to open at new Bop City, N. Y. (formerly the Harem), in April when Ralph Wark, scurrently operating the near-by Royal Roost, takes over. Mean-while, Watkins may drop bop pol-icy at the Roost for a girly show format along lines of the old Cot-to Club. Bop City has also pacted Dizzy

ton Club,
Bop City has also pacted Dizzy
Gillespie's band and Sarah
Vaughan for a mid-June date.

#### Chi College Inn's Boff 27G With Cole Porter Salute

College—Inn of Sherman hotel set a new gross record last week with take of \$27,000, while most chi bistros were experiencing one of the worst weeks in years.

Current revue, "Salute to Cole Porter" is evice, "Salute to Tole Current revue, "Salute to Cole Porter," is slated to run until mid-May or June.

Gil Lamb into the Albee, Cin-cinnati, April 14. Gaston Paliner also on same bill.



KEN MURRAY'S BLACKOUTS

Trampoliningly Yours Paul & Paulette Trio

#### Anti-Hat Check Bill Dies in Assembly

Results of the first shows houses recently opened to vande by the Lowe identification and the state. Strategy with the sex to start and the state of the state of

ing.
So far, grosses with vaude have been far above takes on straight pix policy.

#### MARKHAM TO HEAD COAST VAUDE UNITS

UASI VAUUE UNILS

Losa Angeles, March 29,
Million Dollar Theatre, Iocal
vauldefilmer, launches a series of
stageshow units built around Pig
Meal Markham April 5 to tide itself over the searcity of marre
(refected a deal with the Apollo,
N.Y., vaude house, to borrow the
vet colored comic.

Horace Henderson band, two
dest and a line of girls will be
used. Markham owhen Harry. Popkin ran Negro stageshows at the
Lincoln.

#### Sally Rand Fans Out Of N. Y. Clique Show

UI N. I. LUIQUE Show.
Salic Rand bowed out of the Clique N. Y., last week following a siege of bod business. So with dancer Fisich Arten stepping into Miss Rand's spot. Fan dancer opened to poor business and since she was in on a percentage deal wan't too happy about the booking. Particle operations releasing her from contract.

#### Saranac Lake

JAITHIGE LARC

By Happy Benway
Saranac, N. Y., March 29.
Local Oratorio Society, under
the direction of Louis Kains, has
volunteered for the Interdenoniand the Showfolks who are
showing improvement at the Raybrook, N. Y. sanatorium are
Princess Elda Benedict, sabelle
Rook, Patricia Mitchell and charitie
Colony.

Dowe, all former members of the Colomy, Research of the N. C. and Montreal to line-up talent for the coming V.P.W. convention, to be held here this summer. Eugenic Reced all agog over visit from Manu Hillon and W. Val Ing. Deloies Liverpool, ex. Rogerite recently had a checkup by her Boston medico, who has ordered another routine rest. Albert. Sagders-minn. Deloies and the colombia of the colomb

WNBZ off to Phoenix, Arizona for a month's vacash.

Harry tShpfooth Clifton, velminstrehman, drew an all-clear from the Onondaga sanatorium, Syracuse, N. Y.

Ruth Wood recently took the Frenie operation and resting o.k.

Write to those who are ill.

Eddy Howard Orch into the Capitol theatre, N.Y., May 19.

#### **BLACKSTONE'S ILLNESS** CANCELS VAUDE TOUR

Dies in Assembly

The Assembly Warp and Mean
Committee volve Warp and Mean
March 29.

Atlanta, M

# Wins Pay Hike

Roy' I teatre, N. Y., and the American Guild of Variety Artists came to an agreement last week on new minimums for chorus, Most obtained an increase up to \$10 met. And the state of the control of the c

of most thic percorners tuns from the control of the theatre \$80,000 annually. In addition, rehearsals are limited to 25 hours on each production instead of previous 10 hours weekly. They'll also get a week as formerly.

Deal has been in the works for woments and was initiated when several choristers asked AGVA to agmize Vic Common handled negotiated pay hikes. AGVA or gamize Vic Common handled negotiation for the union.

Haymes Set for N.Y. Roxy Dick Haymes has been set for e Roxy theatre, N.Y., sometime May. Other dates are being the Roxy in May. lined up.

Haymes is playing the Roxy on guarantee, but other stands will e on guarantee and percentage.

## AGVA Has 116 Nominees for 50 **Delegate Posts to Chi Convention**

delegates. Chicago and Los Angeles are each entitled to six.
Several cities entitled to six.
S

Phillips and George West.

Miami chooses one from Alan
Gale, Rajah -Rabold and - Budgwalker. Montreal has a choice between Bob Goodier and Jimmy
Moore. New Orleans will name
ner. New York's roster from which
lo will be selected consists of
Jerry Baker, Ben Beyer, Jackle
Bright, Charle Banks, Margie
Coate, Chick Darrow, Paul Draper,
ing Grossman, Marshall Hele,
Jimmy Hollywood, Lena Horne,

American Guild of Variety Art. Phil Irring, Jon Nichols, Georgie ints will elect 50 delegates to its recommendation of the control of the con

#### **GAC PACTS DENNIS DAY** FOR VAUDATES AT 25G, %

FUR TAUDALES AL Z9U, 79
General Artists Corp. has inked
Dennis Day for a series of vaudates
during summer hiatus from radio
assignments on his own airer and
the Jack Berny slow, wherein Day
will field a unit, to be built around
him, at reportedly \$25.000 plus percentage, with the singer paying the
supporting acts. GAC is currently
liming up dates, Sedded to tee off
artistic control of the company of the company
and the supporting acts. GAC is currently
liming up dates, Sedded to tee off
artistic planned for eight weeks in key cities.

#### Morris Agency to Rep

Argentine Magician Argentine Magician
Argentine magician Richiardi,
Jr., who recently pulled a \$40,000
gross at the Puerto Rico theatre,
gross at the Puerto Rico theatre,
liam Morris agency on condition
that the eliminate one trick which
upset the femmes in the audience.
Magico's sawing a woman in half
illusion was too realistic. Hell
Buston was too realistic. Hell
Buston was too wa

#### Cantor Cancels Chi Date Chicago, March 29.

Chicago, March 29.
Due to Coast commitments, Eddie Cantor had to câncel yaudate at Chicago theatre, April 15, although promising to play house in June. Desi Arnaz, who was set to follow comedian, moves up to fill the breach.
Frances Langford and Jon Hall are set for May 13.

Harry Richman set for Fairmont Hotel, San Francisco, May 10.

#### YOU ARE NOW FACE TO FACE WITH

## FRANK LIBUSE

HEADING

LOU WALTERS

## **FOLIES PARISIENNE** LATIN QUARTER

NEW YORK CITY

8TH WEEK



HELD OVER 4 MORE WEEKS

MARGOT BRANDER AL GROSSMAN

LOU COHAN, 208 N. WABASH, CHICAGO

## **Night Club Reviews**

Copacabana, N. Y.

Jackle Miles, Connie Haines, The DeMarlos (2), Jonathan Largest Haines, Walthia, Haines, Haines, Haines, Walthia, Haines, Haines, Haines, Walthia, Haines, Haines,



HELENE and HOWARD

EL PATIO THEATRE TELEVISION SHOW NEW YORK



Manny Opper

98th Week lywood Show Lounge Pers. Mgt. IRV LEVIN

rhythm and Latin Congressions.

June Taylor production holds over, with Jack Blair featured, Frank Linale orch does neat back-crounding.

Lary.

## Roosevelt Grill, N. Y.

(HOTEL ROOSEVELT)

Lawrence Welk Orch (13), with

Helen Ramsay, Ray Woldum; \$1
\$1.50 cover.

Fresh from stints at the Chicago theatre and the Aragon ballroom in the Windy City, Lawrence Welk bowed at the Roosevelt Grill Thursday (24), replacing Guy Lombardo, who's absent on a string (Continued on page 46)

## Manage of the State BOOKING AGENCY GENERAL EXECUTIVE OFFICES J. H. LUBIN GENERAL MANAGER SIDNEY H. PIERMONT SOORING MANAGER

#### AGVA, HUB DISSIDENTS IN TEMPORARY TRUCE

IN IEMPURANT IKULE.
Litigation between American
Guild of Variety Artists and local
dissident members has been temporarily halfed. In an out-of-count
been, court said that decision of
the Hub case will depend on outcome of the suit saided for a hearing in the N.Y. supreme outri.
Litical County and the count of the count
to the count of the county of the count
to the county of the county

AGVA national office must not interfere with employment of performers who pay dues to Fred Dale, leader of the Boston Education Dale, leader of the Boston Education Being spearheaded by Arthur W. A. Cowan attorney for July as an authorized AGVA repeted by Arthur W. A. Cowan attorney for July and administrator of AGVA. Group contends last year's elections were illegal and seeks to enjoin present officers of the union from functioning.

Suit for damages by performer Loses Suit for damages by performer levent Lee against Ben White, damages and the level of t

#### Regal, Chi. Lining Up Top Negro Talent, Bands

Chicago, March 29.
Regai theatre, Balaban & Katz
colored vauder, is expanding its
budget. House has been grossing
between \$15,000 and \$20,000 in last

between \$15,000 and \$20,000 and \$20,000 and \$60,000 an lowing in June 3

#### Seattle's Al Fresco Light Opera Series

Light Opera Series.

Scattle, Mirch 29.
Locat talent will be used exclusively here this summer in a series of light opera presentations in city park, with the city Park Commissions anteing up the \$10.00 necessions of eight performances in Volunteer Park, beginning July 10, and running for eight successive Sundays. There will be caused the successive Sundays. There are the successive Sundays. The work of the successive Sundays. The the successive Sundays. The the sundays are the sundays are the sundays. The sundays are the sundays are the sundays. The sundays are th

Martha Raye's Cafe Dates Martha Kaye's Cate Dates
Martha Raye is being booked'für,
a series of eafe dates. Starting at
the Carnival, Minneapolis, March
31, she follows with the Latin Casino. Philadelphia, April 20; Club
Iroquois, Louisville, May 1, and the
Bowery, Detroit, May 9.
Other dates are being set by the
William Morris agency.

ALTHOFF WITH DOWS ALTHOFF WITH DOWS
Hattle Althoff, who recently exited Consolidated Radio Artists,
will join the Al and Belle Dow
agency to set bands in houses
booked by them.
Miss Althoff is first addition to
agency since it added the Schine
and mountain resort bookings.

#### Midwest Dates

Andy Russell and frat into the Bowery, Detroit and follow with Glenn's Rendezvous, Covington, William Rendezvous, Covington, Wolfe at the Empire House, May 5; De Wolfe plays the Boot in fall after finishing a please of the House, May 5; De Wolfe plays the House, May 5; De Wolfe plays the House House, May 5; De Wolfe plays the House House, May 5; De Wolfe plays the House House, House,

#### Show Biz Pals Raise 6G In Benefit for Boreo

Miami Beach, March 29.
Benefit for Emile Boreo, who was stricken with a heart attack two weeks ago while playing the Club 22 here, netted \$6,000. Barry Gray, who broadcasts from Copa City, sparked the benefit campaign

City', sparked the benefit campaign... angle in the current beautile to the fact that expenses in connection with Boreo's liliness were assumed by the board of directors of the uncompleted Mt. Sinat hospital which assumed air costs of singers stay at the Alton Root Americal Cuild of Variety Artists' help in arranging a benefit with years ago. Hospital will dedicate a room for variety performers when completed.

When completed.

When Completed with the properties of the properties of the New York to will be hospitalized gratis at the Mt. Sinat hospital there.

#### COMO MULLS LONDON DATE THIS SUMMER

PATE TIME SUMMERS.

Perry Como may go to England this summer for a run at the Paliadium, London. - Theatre has been did not be the part of a series of theatre bookings he may do during the summer period. His records are circulated in England Description and the part of the part of

via RCA-Victor.

Palladium run, as well as other
theatre dates in the U. S., hinge,
however, on decisions concerning
his Chesterfield radio and television broadcasts. There's a possibility he may stay on the air this
summer instead of taking the usual
history.

#### Byfield's 'Salute' Revues Being Set for Other Cafes

More More around for show formats, sans high-priced names, that will bring in biz. Several are interested in reproductions of the Ernie Byfield show, "Salute to George Gershwin," which had a successful run at the College In.

which half a successful run at the College Inn. Music Corp. of America is submitting a package based on the College Inn. neked up good grosses during the Gerahwin run, and has now supplanted that dispay with a revue based on Cole Billy Rose also found that formula to be successful. Cure show at his Diamond Horsesheer. N. Y., is based on Alt Wen Belber.

#### Gracie's London Draw

London, March 22.
There were \$32,000 worth of tickets sold in one day for the Gracie Fields' concerts at the Empress Hall in May. This is one of the biggest advance sales on

As a result, she will give an additional performan

#### Trenet's Coast Vaudate

Trenet's Coast Vaudate
Charles Trenet, French singer,
Opens a one-week stand at the Laurel Theatre Friday (1). first live
talent the 809-seat art house has
ever had. He'll do a pair of 45minute "concerts" nightly plus
Saturday and Sunday matinee
shows.

Satureay a....
Shows.
House has boosted admission to \$1.50 and will screen "Symphonic Fantastique," French film, with

Singers Midgets, Inc., has been chartered in New York to conduct a general amusement business, with a capital stock of 1,200 shares. Jacob I. Polstein, 570 Seventh avenue, N. Y., was the filing attorney.

## Eateries Adding Talent to Lure Late Trade

Operators of straight eateries Operators of straight eateries are turning to talent to help offset decline in straight restaurant business. During the past few months, several in New York have opened with intime song and plane entertainment are featured while others are operating with small instru-

stress, on the operation.

Among those that have started entertalnment policies are Fanchon & Amold's, Park Avenue Restaurant, Huttons has been operating an intimerie at various times, while such rooms as Armando's, and El Borracho are also offering talent

#### Earle, Philly, Pacts 5 Weeks of Vaude Bills Phlladelphia, March 29,

Philadelphia, March 29.
The Barle has lined up two more variety shows, which gives it five straight weeks of vaude starting Friday, April 1.
Tony Martin to be blid opening Friday, April 8.
Martlyn Maxwell, Misch of Gimy Martlyn Maxwell, Misch of Gimy Simms and Harvey Stone, April 18.
Feet Forer and Three Stonges go in April 22, with "Godfrey Talent weeks."

## COMEDY MATERIAL

FUN-MASTER

"The ORIGINAL Show-his Gog File"
Nos. 1 to 22 @ \$1,00 each
(Order in Sequence Only)
SPECIAL: The First 13 Files
for \$8,00!!!
3-DIFFERENT BOOKS OF PARODIES
(10 in Eash Book) 510 per Book
Send 356 for lists of other comedy
material, songs, parodier minater
positer, black-units, etc. NO C.O.D.S.

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200 OUTSIDE ROOMS from 12 DAILY

SPECIAL WEEKLY RATES untiful Air Conditioned Contini Lour ALKING DISTANCE OF ALL THEATES





# GUY LOMBARDO

AND HIS ROYAL CANADIANS

**Currently At The** 

STRAND THEATRE

NEW YORK

DECCA RECORDS ZIV TRANSCRIPTIONS

## VARIETY BILLS

WEEK OF MARCH 30

tion with bills below indicate opening day of allow Letter in parentleses indicates circuit: (I) Independent; (L) Loew; (M) Moss (P) Paramount; (R) RKO; (S) Stell; (W) Warner; (WE) Walter Reade

NEW YORK CITY
Graphed (L) 31
Hall (L) 31
H Roye the Salare Roye Ore Paramount (P) 16 L. Jordan Tym 5 Reg Mann Johnny Barnes Roye Mann Johnny Barnes Roye Mann Johnny Barnes Roye Mann Johnny Barnes Roye Mann Johnny Barnes Myldott Salare (W) 1 Guy Lombardo Ore Roseler Dalphin BALTIMOR 8 1 Suna Mylmore (I) 1 Suna Mylmore Roseler Dalphin BALTIMOR 8 1 Suna Mylmore (I) 1 Suna Mylmore (II) 1 Suna Mylmore (II) 1 Suna Mylmore (II) 1 Suna Mylmore (III) 1 Suna Mylmore (III) 1 Suna Mylmore III Suna Mylmore II Suna My

Beds 3 Molywood Seeba 3

BALTHOORE IN SECOND IN SEC

Raish di 'S'
Raish

BRITAIN

Len Marten
Halama & Konarski
Su Si Breatos
Su Si Breatos
General Marcina
Allen & Lee
Empire Mi 28
Bobh Andrewe
Atlas & Pippi
Marquis
Al Carthy
John Vvec Co
Eroy
GRIMSBY ASTON
Hippodrome (I) 28
Joe Stein
Max Carole
Charlie Wood
Bii & Bii
Ronnie Stewart
Fred Sjoan
Jackie Farr
Vicki Raymond
Kenneth Allan
Archie Usher
Cyrus BIRMINGHAM BIRMINGHAM
Hippodrome (M) 28
Francoize Flore
Jackie Munice (M) 28
Francoize Flore
Jackie Munice (M)
Raymond Girerd
Helen Crerar
Vivian Bt Tossi
Hippodrome (I) 28
Pergr Balley
Buck Douglas
Sgt O'Dohry
Jimny Hawborn
Brighton
Brighton
Hippodrome (M) 28
3 Fayes

Frage

Elroy RIMSEY PARTS Fayes & J O'Gorman

3 Payes
Mail Comman & Ladd
Mail Norman & Ladd
Norman & Ladd
Sulva, Alian
Beryl Selon, Beryl
Revo Ren
Helen Darmora
Helen Jarmora

Al Trace Ore
Bob Vincent
Jackie Van
Bed Maddock
Dave DeVore
Lee Pines
Charles & Zalie
Charles & Janet
Jos labell
J Brower Ore
Al Morgany
Ned Walsh

Jimmy Mack
Francis. Whitmor
3 Lunies
George Alex
Peggy A Bearties
Raymond Barry
Terry's Juveniles
Pall CONDON
PALL

Señor Wences
Aim Cilve-tea
Aim Cilve-tea
Barrior Carol & Ross
Dolahar
Berrior Grand & Ross
Dolahar
Hippodrome (3) 24
Joc Loss Bd
By Vright & Marion
La & D. Covyrids
Eddie Bayes
Mayfair 3
NEWC ASTLE
NEWC ASTLE
Fillott
Gertie Gittan
Elis Shelds
Randolph Sutton
Talbot O'Farrell
Blity Danwers

J. D. Walers
J. Lockwood
Newman Twina
Newman Twina
Hear Radelife
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Sawy (1) at
Hear Radelife
Sawy (1) at
Hear Radelife
Hear Radeli

Randolph Sutton
Talbot O'Farrell
Billy Danvers
NOTTINGHAM
ROYAL BANGER
Shires & TONE
Veronica Martell
Stainleas Stephen
Moray Bros &
Dave
Dudley Dale Co
Hope & Ray
F Mendelisohn
FOREMOUTH
ROYAL (M) 28 Cabaret Bills

NEW YORK CITY

BRK CITY

Boulton for Chapmase and Chapmase Bagatelle
Dorothy Ross
Day, Dawn &
Duak
Jack Prince
Jack Corlies
Blue Angel
Mufray & Parker
Charley Carta
Wally Cox
Eilis Larkin 3
Martha Davis
Cafe Society
D Donegan

Description of the control of the co

Havana-Madria Bequard & Rabando Sinder of the Control of the Management of the Management of the Management of the Control of the Control of the Management of the Control of the Control of the Manag

Kelly & Keating
Spivy Versaillins
Jean Sablon
Bob Grant Ore
Panchite Ore
Village Barn
Galf Blades
Galf Blades
Galf Blades
Fluite Pete Baine
Abbey Albert
Village
Villa

CHICAGO

Frankie Hyle
Billy Chandler Ore
Billy Chandler Ore
H Edgewater Basch
Henry Brandon Ore
B Lane & Claire
Marianus Fedele
Preston Lambert
Bob Du Process (50
Du

Advanables of a particular of the state of t Jerry Rehfield
Manuel Del Tor
Elwood Carl
Palmer House
Barclay Manuel
Ma

Marion Francis
Jimmy Ames
Frolic Lovelies (4)
Rud Prentice Ore

Bible Biz

Continued from page 1

person of a Finnish printer about a year ago.

He appeared at a meeting of the Motion Picture Export Assa, and explained his plane. Finnish recipits of the U.S. distribution and was a substant of the plane of the motion programment in English. These would be state had been arranged for them and a New York bank would then pay off the film companies an amount in Golfare equal to been awanced. Printer got the markas, of course, at a considerable discount from the official rate.

By the construction of th

mer amazement a couple months ago, the coin started to roll in.

In another angle used by some companies has been to make bank loans in foreign countries where restrictions: we re threatned. Money obtained from the bank is been to make bank loan in foreign countries where the foreign countries where the foreign countries were the foreign countries to be paid off with filling retails being collected in the bank loan plan, although interest rates run as high as 134269, and it is now frequently methods, such as the Bibles, however, are welcomed by foreign treasury officials, since they remove obligations to the U.S. which are itself, which is the sum of the foreign treasury officials, indeed they remove obligations to the U.S. which are itself, and the sum of the foreign treasury officials, indeed they remove obligations to the U.S. which are itself, and the sum of the discounts which are offered by the Yank companies in the interest of thaving their moolah. Consider Wolf, Abbeig Proum's Orch
(3); no cover, no minimum.

Located out in San Fernando
Valley, Charley Foy's had off
Valley, Charley Foy's had off
many top film names who live in
the area. Unlike plush Hollywood
many top film names who live in
the area. Unlike plush Hollywood
house tradition, and with Foy himself on hand for some song-anddance-clowning the spot has acgood entertainment heavy on nostaliga value.

To reopen the place after a
reopen the place a
reopen the place after a
reopen the place a
re

Radio Set Sale

Continued from page 1 commercial production," the report declared.

commercial production," the report cleckared.

Although demand for receiver may be expected to increase as a superaction of the control of th

please.

Abbey Browne's orch backs the show and caters to terpers and Marguerite Padula is on hand to keep things moving with betweenshow entertainment at the piano.

But Savo is the real attraction, and everybody's happy-froy Savo, tomors.

Kap.

Kap.

Cafe Society Bowntown

Dorothy Donegan, Ronnie Graham, Mary Louise, Dave Martin
Orch. Cliff Jackson; minimum, \$2.50.

busines.

The report said that the popularity of FM, which has had "rapid growth" since the war, has been "largely lost sight of owing to publicity on television." FM, the publicity on television. FM, the publicity of the publicity of the publicity of the sight of owing to do see the publicity of FM, the publicity of

timue the downward trend. The report noted "a certain amount of confusion" in the phonograph industry as a result of introduction of records requiring different turntable speeds. "This situation unquestionably." It added, "is retarding the sale of radio consoles, since the majority are equipped with phonographs."

**Night Club Reviews** 

of road bookings. Welk is no attanger to this lush room, inasmuch as including the second of the sec

Art Hodes, Pee Wee Russel, Herb Ward; minimum, \$1.50.

Art Hoües and Pee Wee Russel, who have sparked many jear coubos, are minehosting at his new haven for name instrumentalists abven for name instrumentalists. The second of Charley Foy's
(SHERMAN OAKS, CAL.)
Sherman Oaks, March 23.
Jimmy Savo, Charley Foy,
Johnny & George, Billy Green
Marquerite Patitis, December 17-6,
Sammy Wof, Abber Brown's Orch
(3); no cover, no minimum.

Show Bar, K. C.
Kansas City, March 23.
Jay Seiler, Weela Galler, Miriam
Seabold, Cedric & Algy, 3 Little
Dickens, Dane & Tom Reiser quartet, no cober, no minimum.

Dickens, Due & Tom Reiser quarter, no correr, no maintains, etc., e

pletty personant our appetitisated numbers.

Mirjam Seabold wins appreciation in terping routins, many and a proper out of the personal property o

Although .Cafe Society Down-town has undersone a change of management, the entertained specific period of the stand to keep times to the stand to

Strand, N. Y.

Serious, Chester Dolphin, Hoctor & 48-Brd. "Kiss in the Dark" (WB), retirected in Vanzer, Reford 2, 48-brd. "Kest in the Dark" (WB), retirected in Vanzer, Reford 2, 48-brd. "Kest in the park of the

routine.

cotor and Byrd's terping is dout in its execution and manistyles. One of this act's unstable in the gal's run-Hoctor and Dyrus CERPING.
standout in its execution and manifold styles. One of this act's untrough of a classical ballet to Chopin music which, despite its longhair quality, receives strong mitting. Team also hits well with a straight ballroom and beguine number.

#### National, L'ville

Loulsville, March 25.
Bernie Smith, Buddy McDowell,
Monte Hale, Max Terhune &
Elmer; "Loaded Pistols" (Col).

It's an all-Western bill this week stags and screen program giving the customers lots of gun-totin and cowbay consumed and guitar and cowbay consumed and guitar and cowbay consumed and guitar bloom and the company four people in the entire one-bay guntary attention, particularly and the company of guitar plunkers. Bernile Smith, boar chap who become some several and of the company of guitar plunkers. Bernile Smith, boar chap who company of the company of guitar plunkers. Bernile Smith, boar chap who company of guitar plunkers and the guitar and the company of the kids. Warbles "Rose of San Antone," with guitar accomp and Autone," with guitar accomp and Autone, with guitar accomp and Autone, with guitar accomp and Autone, which guitar accomp and Autone, and others singing styles. Kids went for him in a big went for him and the same for him the same f It's an all-Western bill this week,

styles. Kids went for nim me ou, way.

Ventro Max Terhune provides

Green of the control of the cont

Apelio, N. Y.

Miguelito. Valdes Orch (13) with
Rosette Shaw, Duid Bascomb Orch
(13), Stim Gaillard Trio, Joe Chisholm, Spizzie Canfield Chorus (8),
Etta Jones, Pigmeat Markham &
Co. "Perilous Waters" (Mono).

Co. "Ferribuse Waters" (Mono).

Bland at higuelin Valdes AfroOhan chuing, Silm Gaillagsthe Colon of the Colon of the Colon

Market Market

bounds with ample animation on "Them There Eyes."

Absent from this Harler way and the eye for several years, Slim Gaillard eye for several years, Slim Gaillard eye for several years, Slim Gaillard ing its famed "Cement Mixer" and a current fave, 'Down By the Station." Gaillard is a show in himster into an addition of the control of t

#### Circle, Indpls.

Ted Weems Orch, with Russt, Carler, Elmo Tanner, Glem West, Connee Bosvell, Buster West & Lucille Parge, Hovard & Wanda Bell, "Clay Pigeon" (RKO).

nest: "Loss Fageon" (RKO).
Only trouble Circle had with
this week's bill was in trying to
keep within usual nour's running
time. However, it ran 30 minutes
were at opening, mostly due to exover at opening, mostly due to exover at opening, mostly due to extoward to the control of the control
Boswell, who sang at less! no wanting more. The round-up, including Weems benden Miss Bowell,
satisfies.
Singer started to give with such-

satisfies.

Singer started to give with such cheerer-uppers as "Let a Smile Be Your Umbrella" and "Smile, Darn ya, Smile," then picked "Faraway Places," "Careless Hands" and "Slow Boat to China" and other tiems for top returns. Her cheerful line of patier is relished almost as much as her songs.

we on patter is relished almost as much as her songs.

Weems, playing in style that has much as her songs.

Weems, playing in style that has much as her songs.

Bernard in the songs of th

#### Capitol, Wash.

Wash.
Washington, March 25.
Jayne Walton, 4 Macks, Eddie
Hanley, Giselle & Francois Szonyi;
"Take Me Out to Ball Game"
(M.G.).

Current Capitol layout rings the bell-with a fast moving, consistent-ly pleasant quarter of acts. No showstopper on bill, but general average is high, so is audience appreciation.

appreciation. The suseries appreciation appreciation appreciation appreciation appreciation and appreciation appropriate and appreciation appropriate appropriate appropriate appropriate appropriate appropriate appropriate appreciation appropriate appreciation appropriate appreciation appreciation appropriate appreciation appropriate appreciation appreciation appropriate appreciation appropriate appreciation appr

which they give a continental wist. Payese 50 for this in a big way.

We will be the seed of the seed

Paramount, N. Y.

Louis Jordan Tympany 5 (7), Pat Henning, Peggy Mann, Johnny Barnes, Ray Anthony Orch (15); "El Paso" (Par), reviewed in Va-RIETY, March 2, '49.

"El Paro" (Par), reviewed in Vasurry, Morch 2, 49.

The Paramount has a well-gaised
show that has variety and entertainment values as well as marquee
the paramount has a marquee
the show produce a good blend of
entertainment. The dorse of the show produce a good blend of
entertainment. The dorse of the show produce a good blend of
entertainment. The dorse of the show produce a good blend of
entertainment. The dorse of the show produce a good blend of
entertainment. The dorse of the show produce and the show produce of
the show productive of laughs and
tutes, but there's not a moment of
lost motion or an extraneous tune.
He offs to a poverful mitt. Effect
Paulia Watson't before the show produces the desired results. Although
and the show produces the desired results. Although
some of it is dated, he has enough
some of it is dated, he has enough
to be shown to be shown to be shown to the
Pett Henning's comedy also produces the desired results. Although
and the shown to be shown to be shown to be shown to be
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The tap turn by Johnny Barnes is well received. He's a personable dancer with some unusual routin-ing. Comparatively brief turn is to the point and brings good re-

ing. Comparatively mere than the policy of t

#### Tivoli, S. F.

TIVOII, S. F.

San Francisco, March 29.

Larry Blake, Ford & Harris, Bud
Hughes, The Stapletons, Robert &
Renee, Ralph Williams Orch (6);
"Crystal Ball" (Indie) and "Sin
Toun" (Indie).

Town" (Indie).

The obvious formula of this new bid for vaude is to purvey modestly budgeted bills at moderate. The property of the property o

routines could stand some perking up.

Hughes begins with

the did standard magic items,

the magic items,

the magic items,

the magic items,

ford applause. In a song

Ford and Harris score in a

#### Paliadium, London

London, March 22.
Eleanor Powell, George & Bert
Bernard, Roger Ray, Harrison, Carrol & Ross, Senor Wences, Alan
Clive, 7 Ashtons, Louise's Dogs and
Ponies (4). Josef Locke, Dolaire,
Woolf Phillips' Skyrocket Orch.

Formise 14. Josef Locke, Doldre, Wool J Phillips Skyprodec form.

New vande seaon at the Pathalment of the Committee of the C

are an accomplished team of acrobats with an ingenious and lively

that such component years or the control of the con

Capitol, N. Y.
Gordon Jenkins Orch (35),
Choir (10), Tattlers (4) Chartie
La Vere, Cardini, Artie Dann;
"Outpost in Morocco" (UA), reviewed in Variery March 23.

La Vere, Cardini, Artie Dany, "Outpost in Morocco" (UAn), reviewed in Vanility March 23.

The Capitol has one of the most populated stages it's had in some town of the control of the con

Cotillion—room for a porusor—withis run.

Arile Dann brings the proceedings off its lofty plane for a session of low comedy. Ordinarily, this might provide a sarring note to the spatie of the proceeding of the process of the proces

Olympia, Miami
Miami, Marcii 28.
Miami, Marcii 28.
Jack LaRue, Luba Malina, Amazing Mr. Ballantine, The Herzogs,
Marilfi Martinez Trio, Freddie
Carlone Orch; "He Walkèd By
Night."

Lineup of names looked better on paper than it played. on paper than it played. on mostly nil in his stint. The film's heavy is sadly in need of saleable material, but with advent of unbilled attractive do Carson, whose vocals a fair palm return. Luba Malana walks off with top honors. Thrush clicks with her count of a player of the count of a player. The Amazing Mr. Ballanting rabe plenty laughs with his satirical magico. House went for his Marilyn and Martinez trio are standard. Their terps interps are standard. Their terps interps are vith their trapeze feats. Freddie Carlone's house orch backs the acts.

## New Acts

JYNN MARTIN
Songs-Plane
29 Mins.
Commonwealth Hotel, K. C.
An alumna of the Mercellth WillAn alumna of the Mercellth Wilowns, Lynn Martin is out on her
own on the club and hotel circuit.
Working the Blue Dahla Room
town of the Charles Hotel Hotel
Working the Charles Hotel
Her singing is firstrate throughly
Her singing is firstrate throughly
on such numbers as "Old Man
River" and "But Not for Me," and
Going equally well on a mediey of
doing equally well on a mediey of
doing equally well on a mediey of
Showers." She adds movely tune,
'I've Got to Get Hot," and returns
to an old favorite in "Shine On
lims as the voice for Ann Sheridan. An attractive brunet, Miss
Martin also manges to get a good
of personality into lacques.

Ing.

Source Comedy

Bagatelle, N. Y.

Jack Prince looms as a singercomic who can get along in most
with a full-bodied voice, and can
handle a number in straightforword fashion, or can fill a classic
word fashion, or can fill a classic
part of the company of the company
tet away with it.

Prince has a flock of bright
asides and comic breaks. He has a
good sense of comety and induces
good sense of comety and induces
caught he surprised by giving a
sensitive reading of "Love for
Sale" after a session of comedy
along the surprised by giving a
sensitive reading of "Love for
Sale" after a session of comedy
along for excellent results. However, comedy is still his strong
point.

STEWART & BARBOUR
Songs Are State of the Cleveland Operets Co. and Allan Stewart of Operets Co. and Allan Stewart of Co. and Co.

## JOE CHISHOLM Dancing-Baton Twirling

JOE CHISHOLM
Dancing-Basion Twirling
S Mina, N. Y.
Working in tophat and talls, Joe
Chisholm displays an uncanny
shilly in manipulating a baton.
The colored twirler accompanies
the stick-ewishing with a fair line
has stick-ewishing with a fair line
has the sticking with a fair line
dash of acro-terping for smart applause when caught at this Harler
vaude house. However, he needs
better footwork. At that, the turn
is an okay sight act for most you'de
Gib.
Gib.

MARY LOUISE
Songs
Songs
Cafe Soelety Dewntows, N. Y.
Mary Louise, former vocalist
with Cab Calloway, has savey in
types of tunes. Her forte appears
types of tunes. Her forte appears
to be centered around blues. In
those numbers, feeling is more evithose numbers, feeling is more evithose numbers, feeling is more evithose numbers, feeling is more of
the types.
She's a looker with charm, is
She's a looker with charm, is
She's a looker with charm, is
appearance on the floor,
Jose,

## Pitt's 1st Nitery Jock

Fitt 8 1st Nitery Jock
Pittsburgh, March 29.
Aithough it's old stuff now in
other key cities, Pittsburgh gets
its first night club disk jock this
Room, new credtall founge on secperson will originate from
there over KDKA one hour a night,
from midnight to 1 am., with Ed
King, comedy scripter-actor from
Westinghouse tation, at the mike. For the present, the Carousel is bankrolling the show itself but hopes to snare an outside sponsor before long. In addition to spin-ning platters, King will interview celebs and go through the usual

## FDR Memorial Theatre Won't Affect D. C. Move to Fix Up Belasco

Plan for a Frankiin D. Roosevel memorial theatre in Washington will not affect efforts to secure Congressional passage of Rep. Government to pay for renovation of the Belasco theatre there as a or me Belasco theatre there as a legit house. According to Louis M Simon, Actors Equity executive-secretary, the union regards the Belasco project as temporary, while the Roosevelt memorial idea would necessarily take several years to complete:

years to completer
Indication from Congressional
Conference of the Congressional
Coller resolution may have a
chance during the current session.
There's also hope that the proposed \$1,000,000 rider to the Administration's \$100,000 rider to the
Commistration's \$100,000 rider to the
Congression of the Congression of the Congression
Congression of the Congression of the Congression of the Congression of the Congression of a national theatre has
little chance.

if the Celler measure is adopted, the Belasco theatre might be ready for use as a legit house by early next fall. Under the proposed terms the Government would lease it for a term of five years. After that it would probably revert to the Treasury, which plans to replace it with a modern effice build-

the Treasury, which pains to treplace it with a modern office buildingline it with a modern office buildingline it with a modern office buildingline it with a modern office its originally suggested by Leopoid Lever, of the New York Univties, originally suggested by Leopoid Lever, of the New York Univdoned at the quarterly meetingFriday (25) of Equity, and steps
ourry it out will be considered
orned at the quarterly meetingFriday (25) of Equity, and steps
ourry it out will be reconsidered
out a step of the control of the control
of the Relace the the control
of the Relace the three of
our years. By that time the deal
of the Belace theat in Washington would be about concluded.

D. C. Aftistion

D. C. Aftistion

#### n. C. Aritation Washington, March 29.

Washington, March 29.
Some slim hope that the old Belasco theatre might be restored for legit has grown up here as the result of a meeting last week to bring live theatre back to D.C. A committee of 20 was chosen to agic take among members of Congress to the committee of the co back alive.

ton sentiment for bringing plays back alive.

Described to the committee will obtain the committee will obtain the committee will obtain the committee will be committee the committee of the com

lengshot.
Committee named at the meeting last week includes show bit squres, drama critics, some people squres, drama critics, some people continued to the continue of the co

eighborhood's Summer The Neighborhood Playhouse the Neighborhood Playhouse to be bed of the Theatre, of which Donald Conalager is president, will give another summer session this year, July 11 through Aug 20. Course ten't open to beginners, and a tiged at actors or directors in collects, community and little the determined the session of the collection. Augustian of the Theatre, of which oald Open lager is president, will the another summer session this are, July 11 through Aug. 20 course last 'open to beginners, and all and at actors or directors in July 20 course last 'open to beginners, and all another are construction of a clay auditorium, badly needed for theartical and concert use, was again put off indefinitely. 2. The concern of the property of the concern of the

#### Adler's British Revue

Adler 3 DTIISH ACVUE

Larry Adler leaves next week
for England to star in "Tune In,"
new revue being whipped together
by Hyman Zahl for an April 18
opening in Birmingham. It will
tour the British provinces before
easying London stand.
Adler
Adler
Standard Hyman Standard Hyman
Standard Hyman Hyman
Standard Hyman
Standard

#### Commons Moves Nearer Censorship Repeal Via Bill of Edward Percy

Bill of Edward Percy
London, March 29.
House of Commons last week took another step toward abolishing censorable of stage plays by the same conditions now application of the provisions of the new toward possible to "other forms of literature." One of the provisions of the new stup would be a \$200 fine of the stup long to the stup lon priety but from the impact of ideas.

The house voted 76 to 37 to give the bill a second reading.

#### RUTH HUSSEY TO FILL IN FOR CARROLL IN 'FANCY

FOR CARROLL IN TANCY
Ruth Hussey will take over the
star part in "Goodbye, My Sancy"
star by Mitchael Kanin, copreducer of the comedy with Richeducate by Mitchael Kanin, copproducer of the comedy with Richwill be the actress first Broadway
suppearance since "State of the
Union," in which she costarred
with Raiph Beelamy.

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## Dramatists Guild Off

To OK Start as Angel

10 UN Nart as Angel
Dramstass Guild has gotten off
to a promising start with its legit
Investment pool. It has a \$1,500
plece, representing 1%, of "Detective Story," new Sidney Kingsley play which is an apparent
second venture is a \$4,500 silee
(also 1%) of "South Pacific," the
highly-regarded musical by Riche
ard Rodgers and Oscar Hammerstein, 2d, due April 7 at the Mastein, 2d, due April 7 at the Mastein, 2d, due the Vet, will be
in "Miss Liberty," the Robert E.
Sherwood-Irving Berlin musical
sisted for a July premiere.

determines
in "Miss Liberty," the nomical
Sherwood-Irving Berlin musical
Stated for a July premier.

In "estiments for the Guild pool
members of which are remaining
anonymous so they can avoid resentiment of fellow-authors whose
shows they decide not to recommend for backing.

S-H. Lake And
29,

#### Who's Got Margaret?

Who's Got Margaret?

Columbus, March 29.

Two musical organizations here have been bargainting under the season and the negotiations of the season and the season and

## **Linder Leasing** Deer Lake Spot: Other Strawhats

Deer Lake, Pa., March 29.

Jack Linder, N. Y., indie vaude
booker and occasional legit producer, has signed a three-year lease on summer theatre here for a sea-son to tee off May 30. Associated with Linder will be Manny Davis, Allentown, Pa., theatre owner. Harry Fields will be production manager.

harry needs will be production.
Linder will install an Equity
company and employ a guest star
policy for the Leweek season. He
also plans to preview his revival or
"The Auctionser," former David
Akim Tamiroff in title role, during
the season prior to Broadway production.
Linder and Davis are angling for
Linder and Davis are angling for
Linder and Davis are angling for
linder season prior to great with the
least of setting up a circuit of rotary stock. The legit ventures are
extra curricular for Linder, who
ing office in N. W. his vaude booking office in N. W. his vaude booking office in N. W.

#### Terrell's Strawhat

Terrell's Strawhat
New Hope, Pa, March 29.
New summer theatre, under canvas, offering arena-style production of musicals, will be opened
June 25 at Lampetrille, N. J.,
lore, by St. John Terrell. Schedule
calls for presentation of 11 shows,
with Wilbur Evans, and Susanna
Foster thus far set as stars. Spot
Music Circus.
Terrell was the founder and first
season manager of the Bucks
county playhouse, there. Musical
Gunty playhouse, there. Musical
ductions will be Robert Zeller.

Putnam Playhouse Starts July 5
Mahopae, N. Y., March 29.
The Putnam county playhouse
announces its forthcoming second
season of critics' choices, a strawhat season of nine plays, to open
July 3.
The management has set up a
production service, with offices with
Manhattan, whereby members of
the group may be employed during
the whiter as well as the summer. Putnam Playhouse Starts July 5

#### Bowling Green Strawhat

Bowling Green, O., March 29.
Bowling Green, O., March 29.
Bowling Green State Univ. is
planning to operate a strawhat
theatre June 13 - August 14 at
Huron, O., on the shore of Lake
Erie, under direction of Prof.
Frederick G. Waish, associate director of the University Theatre.

#### New N.Y. State Bidg. Code

New N.Y. State Bide. Code
The new State Standard Buildag Code for Places of Public
Assembly, which becomes effective
outside New York City, fixes minimum requirements for summer
heaters. These are defined as:
leading 12 weeks in duration, and
whose capacity does not exceed
600."

"Utile other structures covered
the code, summer-theaters now
in existence as well as those which

## Inside Stuff-Legit

According to those who have read the script, the new Garson Kanin play. "The Sky is Falling," again contains characters more or less identifiable as the author of the state o

Woolicott and ounce transverse.

Miss Gordon's "Years Age" was admittedly a dramatization of the Miss Gordon's Theorem and the "Over 21" was obviously based at least its najer part on hers and Kanin's wattime experience, and the case of Kanin's still-current "Born Yesterday," at the Miller, N. in the case of Kanin's still-current "Born Yesterday," at the Miller, N. in the case of Kanin's still-current "Born Yesterday," at the Miller, N. in the case of Kanin's still-current "Born Yesterday," at the Miller, N. in the case of Kanin's still-current "Born Yesterday," at the Miller, N. in the case of Kanin's still-current "Born Yesterday," at the Miller, N. in the case of the

N. Y. Legislature will adjourn, probably today (Wed.), with the McGowan bill for the identification of "obstructed or partial view" reserved seat tickets in theatres and other places of amusement, enterested to the control of the c

that chamber, indicated over the weekend that it would not be reported favorably.

League of New York Theatres and the Metropolitian Motion Picium Theatre Asin were among those who voiced objection to the bill. Orrin Judd, representing the MMPTA, talked with Assemblyman McGowan and with Senator Pierce about it, giving reasons enactment was not desirable. The proposal would affect the sale of seats to an obstructed or partial view of 'stage, screen, ring or arena.' It might have hit Madison Square Garden, among others. "Partial or obstructed wew would have to be stamped across the face of tickets to such seats.

Ralph Bellamy, the title player in "Defective Story," at the Hudson theatre, N. Y., received extensive technical coaching on his characterization from a New York city detective. Actor spent several months with the sieuth, going on assignments with him at all hours and, on several coaching, which is the latter's apartment. The detective, the several series of the detective of the several series of the several series

Stunt display ad in this week's New York dallies for "The Big Knife," at the National, N. Y., was turned down by the N. Y. News, but accepted by the Times, Herald Tribune and Mirror. No explanation was offered by the News for nixing the copy, but apparently it was because the text of the ad was all run together, without capital etters, punctation or spacing between the words. Copy couldn't be edited, as it was in mat form.

in mat form.

Referring to a gag line in the show, the text (in edited form) read,
"If you want to see what a woman with six martinls in her can do to a
picture star's career, don't miss John Garfield in "The Big Knife," at the

John Chapman, drama critic of the N. Y. Daily News, has recently increased his habit of dropping in for periodic visits to current shows and doing what amounts to followup pieces on them for the paper's day (27) he made a "confession" that he had failed to do the mustel justice in his original-review. Incidentally, Berooks Atkinson used his last Sunday column to give a rave followup to "Life with Mother," which he recently revisited and some of the other critics occasionally do repeat pieces on current shows. Broadway showmen believe it would help legit if other critics did more such followups.

Milton Baron, who for months has been prepping a revival of the ill George M. Cohan legiter, "45 Minutes From Broadway," holds not hay exclusive rights to the stage version, but to a film version, if any analyse contained to the stage of t

Cohan estate.

Letter was sent by O'Brien at Baron's request to clear up varied press reports of plans by a number of people to do film and legit versions of "Broadway." Baron sald these reports have been causing him to do "considerable and unnecessary explaining."

Patricia Burke. British actress who was denied a visa to attend ist weekend's cultural peace conference at the Waldorf-Astoria, N. Y. remains a statement: "When I applied on, with her picture, by the later nothing statement: "When I applied on the peace conference. I just wanted to see two shors. Then someone saked I I would like to attend the congress. I accepted at once because I am a fervent believer in peace. But I am not a Communist. I have never been a member of the party."

"Cafe Crown" currently playing at the El Petic, Los Angeles, re-ceived unanimously accordings, to start talk of taking it not for as-other New York showing. In case, the control of the control of the Patricla Englund and Clarke Gordon. H. S. (Hy) Kratt, "Crowns" author, is reported dickering for a film sale and a video production. "Crown" presented in New York Jan. 28, '42.

may be converted or built after that a summer, with affected. For picture houses, legitimate theatres and the like there is a two-year period of grace where a certificate of compliant of the comparison of the c

## Margaret Webster Talked for Prez. **Would Be 1st Femme to Head Equity**

with cinemice Dervent apparently dependent of Actors Equity, seemand of the Server of the Server of the Server of the Server of Server o

#### Wanamaker Misses One 'Goodbye' Performance Monthly to Eve Show

Monthly to Eye Show
Monthly to Eye Show
staged "Goodbye, My Fancy," at
the Pullon, N. Y., has a principal
to the cash of the pullon, the
the quality of the performance
the quality of the performance
the relationship
the part of the Life
tourspondent-photog for the pertormances the actor-director scouts
as a member of the audience. According to members of the cast,
mannaker's comments on their

performances are frequently caus tic and the refresher rehearsals are erally ordeals.

senerally ordeals.
All shows are supposed to have regular re-rehearsals, but the practice frequently becomes mere routine, particularly if the director is a member of the cast or, as is more often the case, if he becomes busy with other assignments.

#### 'Over 21' for Air Lift

Over 21' for Air Lift
Questing has been completed for
the first of a series of shows to be
performed at 15 air bases in and
sund derlin, Leaving here March
almost derent and the control of the
stance Benetit "with the Control
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#### 'Medea' Backers Get \$12,000 Dividends

Dividend of \$12,000 has been sent to backers of "Medea." starring Judith Anderson, by Robert Whitehead and Oliver Rae, origi Whitehead and Oilver Rae, original producers of the Robinson Jeffers drama on Broadway last season. That brings the profits to appear of the Robinson that brings the profits to duction. Additional coin has been carned and will be distributed soon. Show is cutrently touring under Guthrie McClintic's management, on lease from the originate of the Robinson of the Robinson to the Robinson the Robinson to the Robinson th

nal presenters,

Whitehead & Rae have two possible productions of undisclosed title in mind for next season.

## Dramatists, Mgrs. **Meet With Equity** On cost Snags

Joint committee of the Dramatists Guild and Broadway producers will meet tomorrow (Thurs ! with representatives of Actors with representatives of Actors Equity to consider possible methods of lowering legit produc-tion costs. For the actors union the spokesmen will include Clar-ence Derwent, president; Louis M. Simon, executive secretary, and Allne MācMahon and Bill Ross, council members.

council members.

One idea partially worked out by the committee would involve revision of the present setup for design of productions. Some of the top designers are understood to of the series of the production of the series of the series

that playment.

Purpose of the proposal is to avoid the present setup under which a designer is usually not called in until the show is about the proposal of the proposal of

#### SCHUYLER'S MUSICAL WITH TONY MARTIN

MITH TUNY MAKIN
Minni Beach, March 29.
Need Scluyler, operator of the
Scluyler, operator of the
Scluyler, operator of the
Beachcomber nitery in Minni
Beach, its slated to do a musical
on Broadway next fall with Tony
Martin, whom he has signed to a
Coast in a couple of weeks to line
up composers and librettists,
Meanwhile, Sol Lerner, New
York attorney, has been named
Schuyler's person rolling on the
reading of scripts, etc. Lerner, whe
was the substance of June Tuyler, who
stages girl production numbers.
Schuyler has a budget of
Schuyler has a budget of
the husband of June Tuyler, who
stages girl production numbers.
Schuyler has a budget
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Martin for London?
London, March 29.
Charles L. Tucker is dickering with Val Parnell to bring over Tony Martin to star in a Parnell musical.

Martin would be teamed with his wife, Cyd Charisse.

'HARVEY' IN CHARLOTTE "Harvey" will be presented for four performances at the Carolina theatre April 1-2.

Joe E. Brown will play the lead.

Kay's Bandit Draw

New Orleans, March 29.
Kay Francis draws 4th
wrong kind of customers to
the Poche here. She appeared
in "Favorie Stranger" last
week. And a bandit got \$600
at the Poche before curtain
time last weekend, holding up
the cashier.

time last weekend, holding up the eashier.
Police recalled that the last time Miss Francis starred at the Poche, in "State of the Union" in December, 1947, a gumman held up another cashier. But then he got only \$295.

## Seek 25G For Library Theatre

Fund drive to establish the Equity Library Theatre on a continuing basis starts today (Wed.), Minimum of \$25,000 is being sought from all groups and individuals in legit. Proceeds will finance ELT next season.

finance ELT next season. Equity council voted last week to contribute \$7,500 to start the drive, and the American National Theatre and Academy previously agreed to add another \$2,500 to the similar amount it put up some weeks ago to help underwrite the project. John Golden previously financed ELT, but withdrew this

season.

Among the proposed new spects of the operation next season are obtaining regular rehearsal space in the Broadway, area, better lighting and scenery for theatres in an area of the season are season are season and adequate pay for an executive-secretary, assistant and technical supervisor. Present season ends unleased to the season conditions of the season conditions are season and season season are season ends of the season conditions are season ends or some presentations. Teres that of 20 or more presentations. Teres that one are season conditions are season ends or more presentations. erese Hayden is chair fund-raising committee

#### London Gets Four Plays. Two of Them Likely Hits: Edith Evans Is Hailed

London, March 29.

Three comedies and one musical opened this past week, with two of the entries shaping up aspotential hits, one standing an even chance, and the other unlikely.

chance, and the other unlikely.

"Summer in December," a lightweight dramatic show, opened at
the Comedy March 22. Though notable performances are given by Ann
Stephens, Brian Weske and Frank
Lawton in starring roles, the play
stands little chance of success.

stands it!!e chance of success.
Wyndhams of fered "Daphne
Laurecia" March 23, presented by
Laurence Olivier. The James
Brdile comedy, which is splendidly
acted and produced, received an
enthusiastic reception from both
audiences and press. Edith Evans
in the starring role gives a magintent. portractice will-tenant the
Wyndhams for a prosperous run.
""" Woman's Place", which

Nymdaams for a prospectus run.

"A Woman's Place." which preemed at the Vaudwille, March Va, was also warmly received. Lestle Banks and Elizabeth Allan star in early, which peneme to be a likely success. Saville presented "Beilman Saving Farth Waschwitz, March 25, Nollow-mula, show stars Adele Dixon and John Battles, with a tuneful score by Jack Strackey. The musical was spiendidly received and has an seven classec.

#### EIRE STATE GRANT OF 12G TO ABBEY THEATRE

Dublin, March 25.
Despite widespread cuts in government aid allocations in the coming financial year, Irish Finance Minister, Patrick McGilligan has okayed extrutes 12,000 grant to the Abbey Theatre for operating createse.

the Abbey Theatre for operating expenses. He has held up Abbey's lush program of reconstruction, but witi also pay 80%—up to \$9,200—of expenditure needed to make auditorium conform with city council regulations.

## B'way Sked Seen Totaling 71 Entries, Compared to 83 Shows Last Season

## Tamiroff Sues for Salary

but hope ultimately to have the old system of tlest, 'thuys' restored. Meanwhile, SOMC is extending its activities into the ballet and concert field. Organization has arrounded to the state of the sta

#### 'MARGARET' B.A. CLICK **OPENS LEGIT SEASON**

Buenos Aires, March 18.
The Buenos Aires legit season opened up last night (17) with two legit companies teeing off to top

legit companies teeing off to top grosses.

In Empire theatre, which it has leased for the season, the Diaz-Collado Co. presented James Parish's "A Message for Margaret," translated by Con-Critics hailed Josefina Diaz' inter-pretation of Margaret, and a long run is anticipated.

In Standard Collador of the property of the Catalonian drama-tist, Jose Maria de Sagarra, "La Comma de Esplass" ("The Crown Apart from these two produc-

of Thorps").

Apart from these two productions, nothing new is yet available, although musical comedies are in preperation for the Astral, Comedia, Apolo and Casino theatres,

#### Shows in Rehearsal

"Bruno and Sidney"—New Stages.
"Happiest Years" — Gertrude

Macy. "Mrs. Gibbons' Boys" — George Abbott

With all of this season's Broadway productions apparently set, indications are that the total will be considerably under that of last sea

On N.O. Mama' Appearance
New Orleans, March 29.
Akin Tamiroff, pix and stage actor, charged he wasn't paid for an appearance in "I Remember Mana," in a suit Friday (25) sagainst the New Orleans Theorem to total 71 entries, including the many production of the guild.
Harry Carr, managing director of the guild, and other officers and the guild.
Harry Carr, managing director of the guild, and other officers are fused to comment on the suit.

League Probably
Will Table Rap By
Brokers vs. SOMC
Complaint by Broadway ticket-brokers against the Show-of-the-brokers against the

#### **Producer Brings Suit** In Phoenix Vs. Use Of Sombrero Theatre Tag

Sombrero Theatre Tag

An injunction suit was filed in superior court here Friday (25).

An injunction suit was filed in superior court here Friday (25).

To and associates from using the name Sombrero Playhouse for their new legiter, which opens tonight (Tues.).

Suit was brought by William W. Suit was brought with Miss Lee last December, when spade work was because of the work of

clude' Merrill.

Plaintiff, who operates the WillO-Way Playhouse in Detroit, maintains that he has secured fresh
money in that city and is now prepared to operate a theatre in
Phoenix, using the name Sombreor
Playhouse The 550-seater, which
opens tonight, the first legit house
in history of the town, will costar
in the start of the town, will costar
in "Bom Yesterday."

#### 'Norway' to Usher in Pitt Alfresco Operetta Season

AIITESCO UPETEIIA UGADUR
Nine-week summer operetta season will open here at Pitt Stadium
June 6 with "Song of Norway."
That operetta played Nikon twice
last year. It will be followed by
"Chocolate Soldier," "Naughty
Marietta," Ve ag bo n d King."
Anything Goes, "Merry Widow."

last year. It will be followed by Marten. Wellier, Naphy, Marten. Naphy, Marten.

## Plays Out of Town

top	
Prof. Tobias Emanuel Walter Hampden	ALANT
Jane Bailey Louise Platt	7
Margaret	6
Professor Allen Carr Wesley Addy	
Eva McKeonJean Hagen	J
Lieutenant Henderson Richard Derr	JANA
Mr. Fislinger James Van Dyk	N
Captain Gallagher Lee Tracy	4
Reynolds William Thunhurst, Jr.	-5
Reynolds William Litumous	·
Chief Mate Wilson Maurice Manson	1
Lieutenant Smith James Davidson	ñ
Lieutenant Smith James Davidson Hammontree Michael Abbott	
Second Man Larry Sherman	
Second Man Danie December	
Stricke	4
A Man Philip Coolidge	

Another Man. "John Coolings and Another Man. "John Weignet Another Man. The Traitor," despite a good east, adds up to being a red seare and weak theatrical fars. Weignet Man. "John Man. "

Richard Korn and H. Arthur Brown will split the conducting chores of the eight summer poptoncerts in New Orleans this season, beginning June 7.

## Magnelia Alley New Haven, March 24

tier production of comedy in ive scenes), by George Batson, essie Royce Landis, Jackie a) Osterwald, Anne Jackson, Staged by Carl Shain. Set-rid Gilbert; costumes, Guy

Kent. Opened at Shubert, New Haven.
March 22, '49; \$3,60 top.
Angel TuttleJulle Harris
Joadle Hildy Parks
Miss Eeis Frances Bavler
NitaAnne Jackson
Nita
Perc Cravin Brad Dexter
Colonel Stacey Fred Stewart.
The Doctor Don Kennedy
Mr. Aibus Douglas Rutherford

The Traitor of Gaspite Alley Suburb at Cost of 1500 Hartford, March 29. Loter College presention of counts in the state counts and the state of the

#### Wright-Built Theatre Planned for Hartford Suburb at Cost of 150G

Hartford, March 29.

## Plays Abroad

Adventure Story London, March 19.

mother. Joy Parker, who has no lines to speak, but giggles and screams at appropriate moments, appropriate model of the line o

#### My thanks to:

THE THEATRE GUILD.

MESSRS. RICHARD RODGERS, OSCAR HAMMERSTEIN II

and their management personnel, for a most pleasant engagement in New York City, and on tour with "ALLEGRO", 1947-1948-1949.

Annamary Dickey

## **Total Broadway Grosses**

The following are the comparative figures based on VARIETY'S boxofice estimates, for last week and the corresponding week of last season:

Number of shows current 27
Total weeks played so far by all shows 27
Total gross for all current shows last week \$622,700
Total geason's gross so far for all shows ... \$23,582,200
Number of new productions so far ... \$23

## Chi B.O. in Upward Trend But Show Activity Is Lowest in 3 Seasons

with only two legit offering left in town. The past three seadels in the seadels with the the seadels w

Fstimates for Last Week Estimates for Last Week
"Deart Song," Blackstone (3d
week 1,389, 34.40.483.00. Closed
1,389, 34.40.483.00. Closed
"Inlan's Rainbow." Shubert (8th
week) (2,100, 54,941. Up over last
week) (2,100, 54,941. Up over last
week) (1,364, 54,941. Up over last
and an expensive second of the second of the

#### BRIG' GARNERS \$34,900 FOR 2D WEEK, CLEVE.

Cleveland, March 29.

"Brigadoon" nabbed \$34,900 in second week at Hanna at \$4.95 top, totaling \$68,000 for the 13-day run. First stanza caught \$31,100.
"Streetear Named Desire," with Ula Hagen, is current offering "Streetcar Named Desire," with Uta Hagen, is current offering, also set for two weeks.

#### 'Heiress' Light \$12,400 In Buffalo-Roch. Week

In Bultalo-Koch. Week.
Rochester, N. Y., March 29.
"The Heiress" had a light week
between Buflalo and here ending
Saurday. night (26), getting a
sause. Drams got nearly \$7.700 in
fwe performances Monday-througher.
Buflalo, and added \$4,700 in three
Buflalo, and added \$4,700 in three
126-260 at the local Auditorium.
Basil Rathbone starrer opened
lest night (36) for a three-week
sand at the Colonial, Boston,
which yell wand up its four.

#### 'Magnolia Alley' Light \$4,000 in 4, New Haven

New Haven, March 29, Preem of "Magnolia Alley" failed to catch on substantially and drew only a light gross. At \$3.60 top, Shubert stand of four per-formances (24-26) pulled a low figure, estimated at just under \$4,-00.

"Medea" is next legit attraction, due April 7-9.

#### Harvey' 17G, Cincy

"Harvey," with Frank Fay bow-be on the show's third visit here, some a mear \$17,000, plenty week in the performances last week in the performances last week in \$8.69. Seat Cox theatre. Top was \$5.69. Road shows recess Cincy until week of April 25 when "Streetcar Named Desire" hows.

## 'Allegro' \$16,600, St. Paul

"Allegro," playing a short week at the Auditorium here last week, grossed \$16,600 for six performmere. Fact that the musical made made. Fact that the musical made mother lump from San Francisco meter days' playing time. Rodger-Franmerstein show is to be Uverum, Minneapolis, this week,

#### 'MEDEA' \$25,400, BALTO

"Medea" hit a smash figure as the third of five plays under American Theatre Society-Theatre Guild subscription at Ford's here last week, winding up with one of the plays tour figures to date at \$25,400.

lahoma!" is current, with

## In Split Week Stands

Ballet Russe de Monte Carlo, in its first week on tour following its its first week on tour following its month's New York engagement, racked up a terrific gross of over \$83,000 in split sands last week. Troupe opened Monday (21). In Hartford with the surefire "ham 'n' eggs": repertoire of "Swm Lake," "Scheherzade" and "Nutracke," and grossed \$7,614.50, Tuesdy, might (22) gross, also in Hartford, with a different bill, was \$5,978.
In Schenetad, Wednesday (23), with a different bill, was \$5,978.
In Schenertady, Wednesday (23), troupe grossed about \$5,000. There was no performance Thursday: In Syracuse Friday (25), SRO gross and Syracuse Friday (25), SRO gross of Status, night (28) and Sunday matinee in Cleveland, and advance sales caused an added booking Sunday night, for gross of over \$15,000 on the three dates.

#### **Current Road Shows**

(March 28-April 9). "Allegro" — Lyceum, Mpls. (28-2); Davidson, Mil. (4-9).

"Annie Get Your Gun"—Tower, Atlanta (28-2); Aud., Savannah (4-5); Aud., Columbia (6-7); Aud., Augusta (8-9).

gusta (8-9).

"Blackouts of 1949"—El Capitan,
L. A. (28-9).

"Born Yesterday"—LaCrosse,
LaCrosse (31); Aud., St. Faul, (1Madison (8-9).
Madison (8-9).
Madison (8-9).

"Brigadoson"—Royal Alex, Tor.
(23-2); Aud., Roch. (4-9).

"Cat and Canary"—Forrest,
Philly (4-9).

"Fayorite Stranges"—Niver

"Favorite Stranger" - Nixon, Pitt. (28-2).

"Finian's Rainbow" — Shubert, Chi (28-9).

Chi (28-9).

"Harvey" (Fay Co.) — Hartman,
Col. (28-30); Murat, Indpls, (1-2);
Amer., St. Louis (3-9).

"Harvey" (Brown Co.) — Aud.,
Asheville (28-30); Carolina, CharSteit (1-2); Nat'l, Greensboro (4-5);
Carolina, Durham (6-7); State, Raleigh (8-9).

"Helkapoppin'"—Geary, Frisco "Heiress" - Colonial, Bost. (28-

"High Button Shoes"—Amer., St. Louis (21-2); Music Hail, K. C. (4-

9).
"I Knew My Love" — Biltmore,
L. A. (28-9).
"Inside U. S. A." — Community,
Hershey (28-22); Ford's, Balto (4-9).
"Ivy Green"—Locust, Philly (28-

"ivy Green"—Locust, Philly (28—20). "Magnolla Alley" — Plymouth, Bost. (28—9). "Man and Superman"—Curran, Friesco (28—9). "Medica". "Med

"Wir. Adams" — Slub-Laf., Det. (4-9).
"Mr. Roberts" — Erlanger, Chi. 1909. Mistress Mine" — Mem. Hall, Dayton (27-28): Murat, Indpls. (29-30): Aud., Bloomington (31): 200-300; Aud., Bloomington (31): 400-400; Paice, Rochford (51): 100-400; Paice, Rochford (51): 100-400; Codar Rapida (6): KRNT, Des. (40): 100-400; North America (10): 100-400; North America (10):

Balto (28-2); Royal Alex., Forono.
(\*9); Ishahama!' (No. 2 Co.) — Empire.
(\*10) — Empire.
(\*10

"South Pacifie" — Shubert, Bost: (21-2).
"Streetear Named Desire" — Hanna, Cleve. (28-9).

#### VARIETY 'Cheek' Sellout \$6,700: 'Crown' Bright 81G. L.A.

LOUIS ANGELS, MARCH 29, LAPA.
Local legit gets back on a full scale basis this week as two new-conters give the town a total of Know My Love" recknided the Bittmore last night (28) and the long-dark Coronet relights tomorrow night (30) with the American gular, "" of the French hit "Call-gular".

Estimates for Last Week
"Blackouts of 1949," Bl. Capitan
(353d wb (1,142, \$24,0). Seldom
any change here. Virtual capacity
\$1,000 as usual.
\$1,000 capacity
\$1,000

## 'Pacific' \$40,470. 'Okla!' \$27,500. 'Ivy' 61/6, Hub

No legit attactions in last week save the tractions in last week the first of the last save la

#### 'Adam' 8G, Frisco

Mudill Oty, 14860

"M: An Brandsoo, March 29.

"Is an Brandsoo, March 29.

Elizabeth Fraser and Frank Albertson, showed a nice \$3,000 gross to the Curran (1/78 east) at \$5.00.

Olsen and Johnson brought back the "Hellzapopin of 1989" both Geary for a three week run Friday (25). "Man and Superman," with Maurice Daum, pened at the Curran Montay (28).

#### Longhair Shorts

Cetra-Saria, specializing in imports of titalian operatic repertoire, its joining the long-playing list this month, with Columbia, the control of the contro

## Broadway B.O. Up Last Week: 'War' 10G. 'Detective' \$14.300 in 4. 'Sun' 2G. 'Charley' Hot \$37,800, 'Mice' \$19,100

Legit attendance was generally 1917; 48.20). Play by Herman Work, better on Broadway last week. At presented by Jee Harris; opens to-most shows the improvement became Monday night (21) and commonwe night (Thurs; opens to-more night (Thurs; Orn; (4th wk) and Monday (15) and the common section of the common s

unued ani weer, with the custom-idy night (26), such houses Substitute (15), and receipts spurred to the current week brings two pennings, but thereafter the num-journed (15), and the custom (15), and (15), and (15), and (15), There were no closings last week becare may have needled the and none is thus far listed for this ready speedy pace; \$37,500.

There were no closings last week and none is thus far listed for this week and none is thus far listed for this week and none is thus far listed for this week. Keys: C. Comedy, P.D. (Dyman), C.D. (Comedy, P.D. (P.D. (P

conditions mean mothing here, with the standes mean standard the standard s

about held its own at almost 316-00, 25th up the Sky." Royale (19th wk) (2-1,035; \$4.30). Inched up a notch to \$15.00. \$4.30. \$1.00. \$1

## 'Thief' 12G. Phila.; 'U.S.A.' 331/4G

Philadelphia, March 29.
It has been a long time since Philly, has been so-acutely-short on legit, either current or announced, as now, Down. to two houses this week, prospects are business to the legit offering next week and no more than that the week of April 11. "Cat and the Canary" revival, due Monday (4) at the Forrest for two weeks, will experiment with a present the property of the control of the contr

Estimates for Last Week
"What a Goy" Forrest (1st 'wh)'
(1,766; \$3.90). Yiddish musical with
(mansah Skuluik opened Wednesday night (23) and got an okay
\$10.000 in he performances; now
(Canary" following.
"Biggest Their in Town Walnut
(2d wk: 11.340; \$3.25). Management
(2d wk: 11.340; \$3.25). Management
(2d wk: 11.340; \$3.25). Management
("Inside U.SA." Shubert (2nd
wk: 11.377; \$5.20). In final week,
was way under capacity at the welk,
was way under capacity at the welk,
was way under capacity at the Estimates for Last Week

#### 'STREETCAR' \$30.300. 'MINE' \$14,200, DET.

mint \$14,200, DET.

Detroit, March 29.

St A precior Named Desire \$1.00 to \$1.00 to

#### Shoes' Okay \$33,000 In First St. Louis Week

m FIIST JL LOUIS WEEK

"High Button Sheet," despite
divided reviews by the
known of the sheet, and the
known of the sheet, and the
known of the
know

#### Lunts 32G. K. C.

Kansas City, March 29.
The Lunts, for their first time here in nine years, did smash bix in seven performances of "I Know My Love" March 22-25 in the Music Hall. Sock \$82,000 resulted from complete sellout Friday night, near capacity other three eves and strong minecentations has "High Button Shoes" next, for a week beginning April 4. Kansas City, March 29

#### Okla.!' 33 G in N. C. Raleigh, N. C., March 29.

Original company of "Okla-homa!" rang up a total gross of over \$33.500 in engagements lest week at the State, Winston-Salem; Carolina, Durham, and Carolina here. Production is playing this week at Ford's, Baltimore.

## 'Born' \$17,200, Seattle

Seattle, March 29,
"Born Yesterday" got real dough
at the Metropolitan last week.
Scaled from \$3.75 at this 1,500seater, "Born" grossed around

## Plays on Broadway

Defective Story
Howard Lindsay & Russel Crouse pro-
duction of drams in three acts by States Kingsley. Stars Raiph Bellamy, Meg Mundy. Staged by the author; setting.
Mundy. Staged by the author; setting.
Borls Aronson; costumes, Millie Suther-
land At Hudson, N. Y., March 23, 49;
Mundy, Staged by the author, Sauther, Bords Aronson; costumes, Millie Suther, Ind. At Hudson, N. Y., March 23, '49; \$4.80; (\$6 opening night). Robert Strauss Detective Dakis
Detective Dakis Robert Strauss
Shoplifter Lee Grant
Detective Gallagher Edward Binns
Joe Feinson Lou Glibert
Joe Feinson Lou Glibert Detective Callahan Patrick McVey
Detective O'Brien John Boyd
Detective Callanan John Boyd Detective O'Brien James Westerfield Detective Brody Les Tremayne
Mr. Sims Les Tremayne
Patrolman Barnes Eari Sydnor
ist BurglarJoseph Wiseman
Patrolman Barnes Joseph Wiseman 1st Burglar Michael Strong Mrs. Bagatelle Michelette Burani Mrs. Bagatelle Michelette Burani
Mrs. Bagatelle Michelette Burani
Dr. Schneider Harry Worth Lt. Monoghan Horace McMahon
Lt. Monoghan Horace McManon
Lt. Monoghan Susan Carmichael Joan Copeland Patrolman Keogh Byron C. Haistead Patrolman Baker Joe Roberts Conference Conf
Patrolman Keogh Byron C. Haistead
Patroiman Baker Joe Roberts
Willy Carl Griscom Miss Hatch Maureen Stapleton
Miss Hatch
Crumb-BumArchie Benson
Mr. Galiantz Garney Wilson
Mr. Pritchett James Maidney
Mary McLeod Meg mundy
Mr. Pritchett James Moloney Mary McLeod Meg Mundy Tami Giacoppetti Alexander Scourby
Tami Giacoppett
Lady Alberte
Gentieman Joseph Ancona Mr. Bagatelle Joseph Ancona
Mr. Bagatelle Joseph Alloud
Indignant Citizen Jacqueline Paige

Sidney Kingsley has returned to the documentary-melodrama form of "Men in White" and "Dead End" for his new play, "Detective Story," The result is excellent theatre and a boxofice smash. The show seems good for at least a year on Broad-way, plus in row plus picture deal, most extraining a plus picture deal.

most certainly, a juicy picture deal. The Kingsley reportorial talent this time recreates the look and sound and practically the smell of a Manhattan police station, with its gallery of detectives, uniformed cops and rag-tag of criminals, lawyers, reporters and crackpots. The characters are vivid and lifetike, the dialog is tough and realistic, and the action is taut and progressively stirring.





Large Stone Barn for rent on annull percentage basis, in Moures, N. Y., 49 miles Geo. W. Brdg., on beautiful 290 acro estate and summer bungatew colony. For nptt. to see, call TRa-falgar 7-9753,

#### WANTED

of late Langdon Mitchell

American Play Company New York City 522 5th Ave.

something). Lou Gilbert is fine as the reporter. Less Tremayne is the reporter. Less Tremayne is piece, Warren Stevens is likable as young thied who gets another chance, and Joan Copeland is application. The second of the seco

Sutherland look as if taken iron.
life.
"Detective Story" may not be a
great play, but it is superlative entertainment.

Hobe.

#### 19th Hole of Europe

Experimental - Theatre's Invitational
Series production of drama in three acts
by Vivian Connell. Directed by Bill Ross.
by Vivian Connell. Directed by Bill Ross.
Scenery, Lester Polakov; costumes, For-
rest Thayer; music, George Bassman. At
Lenox Hill Settlement House, N. Y.,
March 26, '49. Margaret Wycherly
Jude Margaret Wycheriy
Bony Oswald Marshali
Airman Sam Gliman

a Mashattan poice station, with the present of the proper and tag-tag of criminals, law-yers, reporters and crackopts and tag-tag of criminals, law-yers, reporters and crackopts and tag-tag of criminals, law-yers, reporters and crackopts and the action is faut and provided and the action is faut and provided and the action is faut and provided the Experimental Theatre should present the provided and the provided the Experimental Theatre should present the provided and the provi

atmosphere considering the mean-budget.
Since "Nineteenth Hole" aroused so much discussion it's probably just as well the Experimental Theatre has produced it. But that should end the play for anyone but the artiest little theatre groups.

Hobe.

#### VARIETY Plays Out of Town Continued from page 50 :

Magnolia Alley

adopted daughter, in love with the pug, but who doesn't get a tumble from him.

pug, but who doesn't get a tunnier town him. The month of the month of

had died, setting her cap for a new roomer.

Tried out last summer by Jessie Royce Landis in the strawhat en-virons of Skowinegan, it is easy fun-was worthy of donning regular season millinery. Role of Laura offers wide lattinde for emotional display. Miss Landis cashes in on her flip lines, as well as registering a good part for her.

Jackie Cooper, lindel up- for his

in several dramatic sequences. It's a good part for her.

Jackie Cooper, linde up for his Roadway debut with the role of the linde of linde

Baltimore, March 26,
Barter Theatre production of tragedy
by William Shakespear in two parts.
Directed by Robert Breen. Production
and lighting by Nat Karoni costumes by
Maryland Caucalty Co. Auditorium, Baltimore, March 26, 49.

ClaudiusFrederic Warriner	
GertrudeJosephine Parker	
Hamlet Hume Cronyn	ď.
Hamlet Hume Cronyn Polonius Leo Chalzel	13
Cotonius	ö.
OpheliaJerry Jedd	e i
LaertesJames Andrews	Ü
Horatio Ray Boyle	a.
Rosencrantz MeU Turner	li
Gulldenstern Ernest Borgnine	1
Francisco	e.
Prancisco	н
Marcellus Robert Pastene	i i
Bernardo Ernest Borgnine	r.
Osric Meli Turner	7
Dancer Mitzi Hyman	ŀ
lat Servant Ed Davis	и
and Servant Andy Bernard	и
nd Servant	ı.
Player King Robert Pastene	а
Player Queen	Į.
LucianusJames Andrews	в

have fund the state of the country fund to the cast will be sent to Elsmore, to take part in its annual festival. Robert of the cast will be sent to Elsmore, because it in the cast will be sent to Elsmore, because it in the cast will be sent to Elsmore, because it in the cast will be sent to Elsmore, because it in the cast will be controlled to the cast will be cast word for lack of stature physically and emotionally with well-parsed mages words at hand, Lee Chalzel plays Polonius as a dollish old conser and James Andrews gives the stature of the cast word for lack of stature physically and emotionally with well-parsed mages words at hand, Lee Chalzel plays Polonius as a dollish old conser and James Andrews gives the scene is the watch, when liantet meets the ghost of his will be cast word for the cast would be conser and James Andrews gives the cast will be cast word for the cast would be conser and James Andrews gives the cast will be c

Fifth annual Festival of Con-temporary American Music, spon-sored by the Alice M. Ditson Fund, will take place at Columbia Univ., N. Y., May 9-15.

#### **Plays Abroad**

Latin Quarter stuff, climaxing with "Toast" bit, it's a standard in burlesque for

Latin Quarter
stuff, climaxing with "Toast" bit, it's a standard in burlesque for processor Guetary, remembered for his success in the Cochranylean musical, "Bless the Bride," and the Cochrantylean musical, "Bless the Bride," and the Cochrantylean musical, "Bless the Bride," and the Cochrantylean musical, "Bridge the Bride," and the CochranClopin-Clopon," and "La Bas," rendered bilingually, willie Shore, and the Cochranshort of the Cochrantylean musical the Cochrantylean tylean the Cochranshort of the Cochranshort of the Cochranshort of the Cochrantylean tylean tylean tylean tylean tylean tylean
a tylean tyl

#### Harvey Vienna, March 23.

Theater the Insel production of consets
Karbeeti, Icelura, Adricano Gesselt,
Karbeeti, Icelura, Icelano, Icelano,
Karbeeti, Icelura, Icelano, Icelano,
Karbeeti, Icelano, Icelano, Icelano,
Icelano, Icelano, Icelano, Icelano, Icelano,
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Sire, Bleat Chawcoost: Laway Zeller, Sheet Chawcoost: Laway Zeller Shares ... Certicular Sirchhelsent Preem of "Harvey" in Austria Shares ... Certicular Sirchhelsent Preem of "Harvey" was the event of the assaon, with Karl Renner. President of the state of the season, with Karl Renner. President of the season of the season

practically one long bore. What could interest tourists—visual stuff and nudity—has been minimized to the limit. Excepting one scene, the gals are as chaste as cherubs. the gals are as chaste as cherulas. Show is estimated roughly to cost a little over \$100,000. There are a few colorful costumes and three or four sets worth noticing, but the show has been poorly put together. It's often interrupted by unsatisfactory blackouts. Little money has been squandered on talent.

and dances, does so with telling e-charactly for the fourists the one sood number. "Crystal Presses," despite the poor lighting presses, the throughout the show, is very beau-tiful. Number is without other prop than a black beckrop and the properties of the properties of the prop than a black beckrop and tensed in black ugida dressed in black in black ugida dressed in black in the unit materials, which is very effective. There's no music worth mention-ing and no catehy new tune. The show is extremely local. There is nothing to appeal to the touriss except the anner, Folkes Bergere.

#### Daphne Laureola

London, March 24.

Laurence Olivier presentation of coedy in three acts by James Bridie. I rected by Murray Macdonaid. At Wyn ham's, London, March 23, '49.

ady Pitts Edith Evans
ir Joseph Pitts Felix Avimer
laisie MacArthur Anna Turner
Vaiter Martin Miller
ir. Watson Mark Stone
lelen Willis Eileen O'Hara
ob Kentish Alexander Harris
Thortmonlly contained plat of

#### Legit Bits

The production by Loon Epp, with settlings by Max Meinecke, step the productions. Alfred policy are expected translation into German, but he was stynied in a few instances, where the brunt of a look in the same of the same

#### Literati

Hellday's Circulation Tepper
Holiday's April issue, devoted
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#### London Editor's Prison Rap

London Editor's Prison Rap
The London Daily Mirror received one of the stiffest contempt
sentences ever landed down to a
newspiper and the stiffest contempt
received a three-month prince
term, and the paper after a first of the
months (180,000). Lord fordard,
who imposed the sentence, denounced the paper for its sentence,
to a first of the stiffest of the
mounced the paper for its sentence
to a first of the stiffest of the
mounced the paper for its sentence.
The Mirror in its issue of March

murder case awaiting trial.

The Mirror in its issue of March blayed up with furid details and photographs the arrest of the photographs are set of the with the murder of an elderly woman. Lord Goddard elaimed that the articles, which accused Haigh of crimes other than the one he was charged with, "violated every principle of justice and fair play."

fair play."

The action against the Mirror was instituted by Haigh's defense attorneys on the ground that the stories would prejudice the outcome of the trial. The paper has a circulation of more than 4,000,000.

Fisher Defends Strips
Ham Fisher, creator of "Joe
Palooka," defended the comic
strips at the Philadelphia Evening
Bulletin's third annual forum (25),
but bitterly condemned some of
his rivais in the comic-book business.

message of the didn't see why it is successful to have to defend necessage to have to defend necessages come strips. "They may be alltide corny at times and alltide bit algastick, but that is good American humor." The artist sidd presidents and Supreme Court and the counted it as a special hoog that several presidents were raised followers of his own "Joe Palooka."

and followers of his own "Joe conditions of the conditions of the

concessore to Const. Your blook in the Democratic Party.

Capitol House planing a "Who's such as the resented prorecursphy men are almost criminals." The artist such as the resented prorecursphy and the property of the pro

siderably in the past six months. Since special favorable terms to newspaper vendors on sales of Democracia were cancelled, the paper is not doing so well, whereas the opposition Radical party's tabloid, Clarin, seems to be the favored paper. The paper was the considerably since the paper was taken over by government tycons,

Time's Record Earnings
Time, Inc., comprising Henry
Luce's mag chain, disclosed in its
annual stockholders report that the
nest Income after taxes, for 1948
was \$50,006,721, as compared with
was \$50,006,721, as compared with
as \$50,006,724, as boost
of \$10,376,827 over the preceding
year. Earnings for the year were
\$50.22 a share, whereas the take for
"Y was \$77.3 a share,"
whereas the take for
were the largest in 25 years,

Judge Bok 'Suspect'
District Attorney John H. Maurer
announced in Philadelphia last
week (23) that he would appeal the
decision of Judge Cuttis Bok,
which heid that nine disputed
novels setzed in a vice squad raid
on middown bookstores were not
obscene.

on midown hooksofes were not become of the D.A. followed a meeting of the Methodist Ministers of Philadelphia, who drew up a petition demanding that Maurer take chery felt that Judge Bok rendered a decision in favor of realism and the publishers "because he himself is a realist and an author."

#### Drake Into Print

Drake Into Print
Galen Drake, the guy on the radio that goes on No. 2 and
comes off necto-close on No. 2 and
comes off necto-close on No. 2 and
comes off necto-close on the come
Galen Drake. "Goubleday, \$2.90.
And now you can read him as well
and interesting." In the company of the compan

#### Eire Nixes 12 Novels

Eire Niese 12 Novels
On the ruling that they contain
material which is "indecent or
bosene," the Irish Censorship of
Publications Board has banned the
Irish Censorship of
Publications Board has banned the
"Valerie," by Morchard Bishor,
"The Jacarnad Tree," H. E. Bishor,
"Journeyman," Erstim Women,
James Hadley Chase, "I.
"June," Mickey Spillane, "The Suryant," Robin Maugham, "An Suryant," Robin M

#### CHATTER

VARIETY

Stanley Morison's "Four Centuries of Fine Printing," presenting a historical survey of typography, revised by Farrar and Straus at popular prices.

Straus at popular prices.

Long-range gamble that Jane
Wyman would be top Academy
Award choice was won by Photoplay magazine, which three months
ago had to make cover selection
for the May issue and picked her.

Joshua Logan did the introduc-tion for Constantin Stanislavski's, "Building a Character," a postiu-mous sequel to "An Actor Pre-pares," which Theatre Arts Books, Robert M. MacGregor, will pub-lish.

lish.

Short stories by Metro p.a. Bill Ornstein are being prepped for book publication, under title "mand Me." Latest of the biographical sketches, "Shadow Lingers On," is coming out in Decade for

April.

Ted Amussen, editor of Harcourt, Brace, on a month's trip to the west and south. In Cleveland and Chicago he will be traveling with Ed Hodge, sales manager, visiting booksellers, reviewers and authors.

authors.

Ruth Dennis, of the Time-Life.
New York office, shifts to the
Coast. She is research aide to
Robert Warnick, Life's motion picture editor, and will handle simiand the shift of the shift of the
Coast of the shift of the
Life of the shift of the
Jean Holl,
Jean Holl,

#### TV's Fine Continued from page 2 :

Let S Fille

Continue from pare 1

Indifferent and the second of talent should be in the finditywood Bowl - or Carnegle Hall.

Sure, TV is, coming and the so-called big names will be at the station when it artives—but I don't the second of the second of

is!

If you want my views on the circus, carnival, the concert field, international diplomacy or how to make a souffle, just let me know.

#### Fibber & Molly Say:

Fiber & Molly Say:

It's pretty hard sitting out here where we are to get much of an idea or form any conclusions about television. We are told that New York is so far ahead of us here that it lan't funny. However, we that we have the seem to be that were made in New York, and personally they don't seem to be far ahead—although it's hard to tell.

We naturally feel, however, that

to tell.

We naturally feel, however, that
we want go into television until it
becomes necessary for us to do so.
And. we don't want to do it until
we have to, 'cause we're scared
we'll louse it up, on accounta we
know nothin' about it and we don't
think anybody else can learn us
nuch.

Of course you know the radio au-dience is still a lot greater, and it seems to me it will be some time before television gets up to it.

I believe that television is going to mean a lot more to the people who are coming along, rather than to the old ducks. like us, because the name-making power of televi-sion must be far greater than radio.

and must be far greater than radio.
As you perhaps know, we pioneered in radio, but we aren't as ambitious as we were 25 years ago, so we'd rather sit back for a while and let the young blood do the groundwork.

Hope I have made this clear enough so you won't know what I'm talking about—on accounts I don't.

#### histrations by Mrs. Mason, will be ready for late summer publication in book form. SCULLY'S SCRAPBOOK

Frank Scully \*\*\*\*\*\*\*\*

Sevent triggeniumity students of Jamestown, Va., March 27.

Sevent triggeniumity students of Hollywood Coil-endowed cow coilege recently tunned out; a petud beture entitled "I Shot. Jesus James." Whether Robert L. Lippert, we letture entitled "I Shot. Jesus James." Whether Robert L. Lippert, we letture entitled "I Shot. Jesus James." Whether Robert L. Lippert, we letture entitled "I Shot. Jesus James is a petud between the produced it, or Preston Foster, who starred in it, claimed to have done the shoot. It haven't taken the trouble because other authorities on pathology saure me that Jesus James is still alive and eating his head off. Last possed by had laid in a crock of gold far away and long ago.

Earoute to Zanesville, he was hospitalized at Austin, Tex., with pneumonia, but seemingly had shot the virus dead before the bugs could draw the bead on him. At any rate at 10 the claims he is still aliye.

This could very well be, because you will notice that none of Lippert in that he shot the bandit. A shooting and a fulling are as wide as an indictment and a conviction. But editors know that most readers are skinmers and ont's spot the distinction until chumped into bying a paper. Not till they start reading as fast as their excited eyes will arry them don't spot the distinction until chumped into bying a paper. Not till they start reading as fast as their excited eyes will arry them don't spot the dat, under the pure feed and drug act, the new contraction of the pure feed and drug act, the new contraction of the pure feed and drug act, the new contraction of the pure feed and drug act, the new contraction of the pure feed and drug act, the new contraction of the pure feed and drug act, the new contraction of the pure feed and drug act, the pure feed and drug act, the pure feed and form and the next the start of the pure feed and drug act, the difference between this world act he next the start of the pure feed and drug act, the difference between this world act he next the start of the pure feed and drug act,

in "I Shot Jesse James" Lippert's triggernometricians follow the old

carry tnem do ting value that, under the pure retu and arg act, the motion, and "killed"; is, the difference between this world and the next.

In "I Shot Jesse James" Lipper's triggernometricians follow the old party line that Robert Ford shot Jesses James. They then attempt to tell us what happened to Ford. After a suitable chase he's shot, Preston active angles. It is not a suitable chase he's shot, Preston active angles. It all adds up to a 19th entury urbout.

Well, that takes care of Robert Ford, who seems to have supplanted "Howard, the dirty coward who shot Jesse James in the back." But it sill doesn't take well. Ghosts Walt. In "Hamlet," Too Terry McGovern tont the original Terrible Terry, but the Alabama Terry) put me on the trail of Hugh Talbot, who has been carrying Jesse James, or a reasonable facilities the event of the supplanted and the supp

with making him a success as a solider of fortune in the banana republics.

After practically a lifetime as a living corpse, the problem of Jesse's returning to his native land and re-establishing his identity became soften the problem of Jesse's returning to his native land and re-establishing his identity became soften and the problem of the probl

The groom said his name was Ludky Johnson.

If thought you was killed when we held up the bank of Northfield, "Extragreed you was killed when we held up the bank of Northfield," if skipped when the shooth' come too hot," explained Lucky.

"Never sawy you again," said Jesse.

"I figgreed you was shot, too."

"Where was that Northfield, in Dakota?" Johnson asked.

"No," said Jesse, "in Minnesota." Boy you sure get a powerful memory, Mr. James."

"That's right," said Lucky, "in Minnesota. Boy you sure get a powerful memory, Mr. James."

Opper kettle which had been buried in Oklahoma with \$200,000 in gold, a big watch, a frying pan and the steel end of a pick. He had found the kettle and some gold coins but no \$200,000. foil and asked, "But the watch? There was a watch buried in the copper kettle."

The cook said he had it and pulled it out of his pocket.

Taibot tomesed his furrowed warrior into a house in Van Nuy. Due took with the source as feating the sure and the cook while source as feating to the sure of the cook while source as feat of or an angen carry he nut. The cook sille source as feat of or an angen carry he nut. The nut. The sease cat well," he was asked.

"East well" ceheed Taibot. "For breakfast he has a bout of cereal, "he was asked.

"Late well" ceheed Taibot. "For breakfast he has a hout of cereal, "he was asked.

"Late previous for medicinal purposes, of course. Rent cests \$150, nurse \$200, cook \$150, food \$180. That's \$680 a month, and only the beginning! Brether, if someone decan't come to my rescue soon I'll

An old coupon-clipper from Missouri called on Taibot to see if ne could clear away any final clouds of doubt still floating over the James halo.

"See New A banker named Davis'" he asked Jesse.

"See New A banker named Davis'" he asked Jesse.

"See New A banker named Davis'" he asked Jesse.

alo. "Ever know a banker named Davis?" he asked Jesse. "Sure. He once tried to straighten me out. Told me crime didn't

"Well, Tro Duris" said the banker, "but if you're James you must remember the combination to our safe."
"Don't be slily," admonished Jesse. "The vault had no combination. It had a lock and I had the key."
So say character isounding on marquees declaring "I Shot Jesse So any character isounding state that the same should be a supported to the same should be should

Joe Sacks, London producer, in

town.

Walt Clyde, p.a., filed voluntary petition of bankruptcy, listing \$14,513 iiabilities; no assets.

James MacCoil, actor, and film actress Cecelia Mansfield in from France Monday (28) on the De Grasse.

Grasse.

Justine Ranson, daughter of Jo
Ranson, publicity director at
WMGM, to marry Harry Schacter

April 9.

Joe Maharam, head of the theatrical fabric house bearing his
name, to the Coast for 10 days on
husiness.

name, to the Coast for 10 days on Unitiess.

Jane Wyater pland to the Coast for New Year Pland to the Coast for the Palace Alled Article "Bad Boy" at the Palace Cornell, Kate O'Brien and Christopher Londe Ruests of Tuesday (50.00 Cible cokatalisty Tuesday (50.00 Cible cokatalisty Al Siep, theatrical and radio publical, joined Republic Pictures assistant to publicity manager bon Velde, formerly with Paramount and National Screen, now specializing in film theatre advertised. Plynn and British band-leader Maurice Vinnick among

Errol Flynn and British band-leader Maurice Winnick among those who sailed Saturday (26) to Europe on the Queen Mary. Radio actress Anne Seymour re-cording Eleanor Lothrop's novel, Tan Fount of the Blind. Metro star Kathryn Grayson and husband, Johnny Johnston, arriv-ing from Coast Friday (1) and then embarking for England the next day.

day.

Mark Linder, playwright, recovered from recent heart attack and resting at home. He's a brother of Jack Linder, N. Y, indie vaude

resting at home. He's a brother of lack. Linder, N. Y, indie vaude Manie Sacks, Columbia records weepes, trained for Hollywood veepes, trained for Hollywood Selvin, Coast director of artists and reperform, for the selvin, Coast director of artists and reperform, Kerstin opera singer, resturned to Sweden last week after participating in several performances at the Froducer-director. As x we il Froducer-director in the several beat for during for his film, present at Capitol in April Manie Producer-director in the several beat for the first film, present at Capitol in April Classics Sydney Gross, Film Classics Sydney Gross, Film Classics Sydney Gross, Film Classics film with Ida Lupino on a cumpian for he indie preduction, Noti Wanted, which FC is ready with Ida Lupino on a cumpian for he indie preduction, Noti Wanted, which FC is ready.

page nor her mote production, page nor her mote production, leading leader-make yellower produced, let the Coulomb Blood 200 for the work of the Coulomb Blood 200 for the work of the Coulomb Blood 200 for the work of the w

Genpe," will be steven to the control of the control party, April 5, along y you first tenor Christopher the control of the co

De Catro Sisters set for Clover affair.

The Herman Starrs (Warner affair.

The Herman Starrs (Warner affair.

The Herman Starrs (Warner affair.)

The Herman Starrs (Warner Star

"Funny Face," an impression of George Gershwin's "Rhapsody In Biue," etc. as part of the "Behind the American Footlights" exhibit currently at the Metropolitan Museum of Art.

#### Australia

AUSITAIRA
Cleave Eric Gorrick
Cleave Shepherd, SRO's Aussie
rep, on bit trip in New Zealand.
Night chio brade is pretty good
around the Svoc Current.
Fredde Bamberg still a hit in
fifth stanza at Tivoli, Sydney, or
Dave Martin's Tivoli loon.
Herschell Such Victoria Private Hospital, Sydney, on health
recovery.

vate Hospital, Sydney, on heath recovery. "Love Me Sailor" folded in Syd-ney. Sponsors said to have drop-ped \$44,000 on stage adaptation of the Robert Close novel. Elsie Beyer, who was general manager of the stage of the stage manager of the stage of the stage to the stage of the stage of the stage to the stage of the stage of the stage to the stage of the stage of the stage to the stage of the stage of the stage of the stage to the stage of the stage of

turned for a five weeks' bit rootstiarry Welker, dean of Aussie
film sales managers, is resting on
doctor's orders. Walker was with
20th for the control of the control
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20th fo

#### Tokyo

Tokyo

Biii Carty, Paramount News
photog, off to Formous for 30 days,
photog, off to Formous for 30 days,
photog, off to Formous for 30 days,
to the control of the control

#### Chicago

Chicago
Betty Hutton and hubby Ted.
Briskin in town visiting Sam Briskin, latter's father.
Keenan Wynn and bride. Betty
Keenan Wynn and Keenan Keenan
Billy DeWolfe's film comitments
Billy DeWolfe's film comitments
Brice of the Bright Comments
Bob Veder, former Daily.
Ben Columnia who had Keeping Post, quit to
Jean Hersholt will be honded
at Chi Better Business Bureau dinJean Hersholt will be honded
at Chi Better Business Bureau dinArt. April 27. His "Dr. Christian"
Pergenn will be broadcast from
better.

#### Miami Beach

BIADIN BEACH

By Lerry Sollows Durlence
and other acts from recently closed
Colonial Inn into Monte Carlo.
Sam Barken will shutter his
Five O'Clock Club. for vacation
show; respens in May sain allLatin policy.
Sid Gary replaced Jane Froman
in Copa City show. Ber Blue, Bea
in Copa City show Ber Blue, Bea
in Copa City show Ber Blue, Bea
Castro Side Source Food over.
De Castro Side Source Food over.
Variety Tent here officially took
over South Florida Children's Hospital.

#### London

Vet comedian George Graves in Guy's Hospital, London, for checkup. Stanley Holloway enroute to New Zealand and Australia for a radio

catancy, authors, encoute to New Jones and state tour strain for a radio and state tour strain for a radio and state tour strains of the stra

#### Scotland

By Gordon Irrins
Wilson Barrett rep company return to Alhambra, Glasgow, in May,
All-Irish show, "Gossoons from
Gloccamorra," pulling in to Metropote, Glasgow, week now fixed for
Empiro, Glasgow, during June.
Sel-bout assure,
Maria Michi, Italian actress, attended opening of "Paisa," in
which she appears, at Cosmo, Glaswas a company of the c By Gordon Irving

tended opening of "Paisa", in which the appears, at Cosmo, Glaswith the appears, at Cosmo, Glasmon Andrews, Radio Eireann
Dennis of the Cosmo of

#### Rome

Rome

By Helsenferfell Tubbs
Louis Heyman's brother, John, in from London,
Mikhail Rasumny and wile leave for New York by plane the end of Mollere's "Don Giovanni" at the Little Theatre of Rome in its sixth week.

Gregory Raton back in Rome Of Wintotchka," spending several months in Rome writing a film something in Rome writing a film Rady Salmson of the Ilya Rady Salmson of the Ilya

Rome.

De Filippo Co. is in its seventh week at the Elisco with "The Voice from Within," by Edouardo De-Filippo.

from Within," by Edouardo De-Filippo.
Edward Killy is in Rome from Bollywood, as Howard Hughes rep-resentative during filming of Berg-man-Rossellini pic.
Gabriel Kohn, formerly at Para-mount, Hollywood, as a set de-

signer; give an exhibit in senigiting, senitate of his work in Paris and Rome the last few months. Renno Rossellini, brother of Roberto Rossellini, will do the Roberto Rossellini, will do the largid Bergman picture to be produced by Howard Hughes, in Paris and the Roberto Rossellini, will do the largid Bergman picture to be produced by Howard Hughes, in Paris and the Roberto Rossellini, will be produced by Howard Hughes, and the Roberto Rossellini, and the Roberto Rossellini, article in Rome March 21. They motored to Venice for the Earlis at the end of the week before leaving for America.

#### Stockholm

Stockholm
Two thowbosts are stated for Stockholms are stated in Gottammer, with one already in Gottammer, with one already in Gottammer, with one already in Gottammer with Karl Gerhard and the China here with Karl Gerhard ar Harvey will probably open at the Vasa theatte here in September, with Max Hansen in the lead-words exceepingly for "Adventures Swedish authors," to be finned by March 1997 of the Words of the Word

Dublin

By Masoull Sweener'
Abbey offering 5500 prize for
new Irish play.
Tenor Patrick Griffin to Scotland for concert four.
Scotlish orch is skedded for Befrast next
skedded for Befrast tallow
skedded for Befrast next
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named values promoted from the Month of Months of Months and Month

## Hollywood

Lillian Nicholson hospitalized at-ter a stroke.
Sammy Cann out of hospital and recuperating from ulcers at home. Louis B: Mayer returned to Hol-lywood after four weeks in the east. east.

Betty Hutton in from Washing ton where she was a White House

Betty Hutton In from Washington where she was a White House
John Ford's illness has cost 2006
Fox \$102,000 to date via skitudes
on Prinky.

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Broakway production, "Thread of Scarlet,"
Hollywood Coordinating Com-mittee is rounding up 50 film names for veteran hospitat fours in May and June; Gus Schroeder broke a leg while functioning as Samuel Goldwyn's functioning as Samuel Goldwyn's functioning as Samuel Goldwyn's Schroeder with "Roseanna McCoy" at Sonora.

#### India

India

By N. V. Ewar

Slated for early release at Bombay Brit, "Paleface," by Brit, "Paleface," and the Colon and the Colon and the Globe, Marcas will make a Tamil film version of "Cora A film, "Romeo and Juliet," has been produced in Hindi, with the Nindian press is attended over exhibition of "India Speaks" in New, York, claiming it generate exhibition of "India Speaks" in New, York, claiming it generate exhibition of "India Speaks" in New, York, claiming it generate exhibition of "India Speaks" in New, York, claiming it generate and the Colon and the Co

#### Germany

Henry Cooper, elicetor for back to London after music for making shorts here.

Madrid

By Geens Garr
El Chicaro y Dolores planed to Buenos Aires to dick at El Majod Les Dunnels Girls French garden and the state of the state of

#### OBITUARIES.

TACK KAPP

JACK KAPP
Jack Kapps, Inc., died suddenly
died Kapps, Inc., died suddenly
died 155 on his way from the
freech 140 on West 57th street to
lis bome at al. 12 street to
lis bome at 12 street
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l Stair & Havlin circuit. She later appeared in George Tyler's pro-duction of "Clarence,"

FELIX BRESSART

PELIX BRESSART
Felix Bressart, 57, character actions to the present of the presen

RALPH M. NUNBERG

RALPH M. NUMBERG Ralph M. Numberg, 45, former editor of newspapers in Berlin prior to the war, and husband of singer Maria Avellis, of the Metro-politan Opera, died, at his home in New York, March 25. He had been associated with the

MRS, CLEM McCARTHY Mrs. Clem McCarthy, 54, former ctress and wife of Clem McCarthy

OUR RELOVED EDIEND

JACK and IRVING MILLS

Desiches Theatre, Berlin, before eagaing in newspaper work there, and also had written several books, including one on the career of large of the career of

#### WILLIAM S. BROWN

William S. Brown, 26, manager of WMTW, Yankee Network outlet at Portland, Me., died there March 21.

at at Jordand, Me., died there is a bordand, Me., died there is a bordand, Brown had his ollege career interrupted by 38 months of Army service, from which he emerged with a battle-field commission and a severe disciplination of the commission of

#### FRED MEEK

FRED MEEK
Fred Meek, 87, former theatrical exec, died in the Actor Fund
fune, Englewood, N. J., March 28.
Ide was the son of Kate Meek, a
lie was company manager for
years he was company manager for
years he was company manager for
grant for the son of the lie was
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#### ELEANOR MONTELL

Eleanor Montell, 61, retired actress, died in New York, March 25. Her last Broadway appearance was some years ago with George bi, Cohan in a revival of "The Tayern"

Tayern,"
She subsequently retired from the stage after the death of her mother, Eugenie Blair, also an active stage after father, Forrest Robinson after. obinson, actor. She also had appeared in stock id legit road shows on the old

EMERSON LATTO
Emerson E. Latto., 80, pioneer
theatre operator in western Pennsylvania, deed March 11 at his
lin 1910, he and the liste L. B.
Roney opened the Comet, a film
house, in that city and shortly
the Queen in Belever Falls and the
Loyic in New Brighton After disposing of these interests, Latto
posing of these interests, Latto
posing of these interests, Latto
Beaver Falls and later went into
the laundry business.
He leaves his wife, two sons and
two daughters.

EMERSON LATTO

#### JACK FLYNN

JACK FLAND, 50. midwest district manager for Metro until his retirement in 1947, died at his home in S. After leaving, died at his home in S. After leaving, deton he was for a time with James FlitzPartick Travelogs:

1914 with General Film, laterick Travelogs:
1914 with General Film, laterick monoildated with M-G-M.
Survived by wite, two sisters and two brothers.

LUKE G. THOMAS
LUKE GATHOMAS S, short
story writer and son of the late
Augustus Thomas, playwright, died
Augustus Thomas, playwright, St.
Albans, L. I., March 24.
In addition to his own writing
chores, the had often collaborated
with his father in the writing of
several of the latter's plays.

IN FOND MEMORY OF

## Tack Kapp

radio sportscaster, died at hen home in New York, March 22.

Before her marriage 20 years and the second of the se

#### LON T. FIDLER

LON T. FIDLER
Lon T. Fidler. 58, owner of
Monogram franchises in Denver,
Salt Lake City and Kansas City,
died last week in Denver.
Fidler had been in distribution
for 30 years, was instrumental in
ounding Monogram Pictures, in
which he continued to be a stockSurvived by wife, a sister and
brother.

#### HARRY BENNETT

HARRY BENNETT
Harry Bennett, 71, former vaudeville actor and orch leader, died
in New York, March 21.
He had done a song and
pianolog in vaude for several
years, and later became musical director in N. vaude theatres, including Tony Fastor's, Keillen
Street Hielartes.
Street Hielartes.
Survived by four sons.

#### TAYLOR CAVEN

TAYLOR CAVEN
Taylor Caven, 51, screen writer,
dled March 23 in Hollywood after
a heart attack. He had worked at
various studios since 1929.
Prominent among his screenplays were "China Passage,"
Should Husbands Work. "Money
to Burn." The Gay Vagabond"
and "Petticost Politics."

#### RALPH MUNGELLO

RALPH MUNCELLO
Raiph Mungello; former theatre
owner in Pittsburgh, died March 13
in Los Angeles. His sons, Don and
Tony, own and operate the Mary
Ann theatre, Burgettstown, Pa,
which was named for their lamother, who with their father operact picture busies in western
Fennsylvania for years.

## MRS. ARTHUR L. YOUNG

prior to their retirement in 1927. Survived by son, a sister and two brothers.

## MRS. HOMER A. GRAVES

Mrs. Homer Allard Graves, 81, who was associated with her husband, the late Homer A. Graves in the operation of picture theatres in Massachusetts, Vermont and New Hampshire, died in Lancaster, N. H.; March 25, Survived by two sons.

MORGAN H. SEXTON

## Morgan H. Sexton, general man-ager of radio station KROS, Clin-ton, Iowa, died in that city, March 27.

27.
Previous to going to Clinton, he had been connected with radio stations in Minneapolis, Rock Island, Ill., and Davenport, Ia.

#### MAX HERZBERG

MAX HERZBERG

Max Herzberg, 67 planist and
music teacher, died in New York,
March 20. He had played in the
orchestra at the N. Y. Music Hall
under Erno Rappe from 1932 to
1945. Later he became accompanist for concert artists.

Survived by a son.

#### LOUIS P. KLEIN

Louis P. KLEIN

Louis P. Klein, 66, trumpet
player who had been a member of
various symphony orchestras and
Ziyara Shrine Temple-band, died
March 24 at his home in Utica,
N. Y. Survivors are wife and a sister.

#### FRANK SHERMAN

Frank Sherman, 61, former sing-er and nitery operator, died in Chi-cago, March 21. He had operated his own club in Chi for past 20

years. Survived by wife and two sons

## HARRY McCARTHY Harry McCarthy, 63, well-know concert violinist and first leader Abbey theatre orch, died in Wate ford, Ireland, March 21.

BURTON E. GEAR

Berton Eugene Gear, 74, legit actor, died March 23 in Hollywood after a long illness.
At various times in his career he appeared in productions of George M. Cohan, Woodle Van Dyke, Rose Melville and others.

#### LILLIAN MILLS

Lillian Mills, 79, retired legit actress, died March 24 in Los Angeles, where she had lived for the last 26 years.

Mother, 72, of Lester Simms, professional manager of Feist Music, died in New York, March 27. She leaves another son, Jules, asst. musical director of Capitol theatre. Washington, and a daughter.

Mrs. Dorothy B. Akers, 31, secretary to Leslie Atlass, owner of WBBM, Chicago, died March 22 at her home in that city. Survived by husband Arthur Akers, service manager for Admiral Radio Corp.

Eliner O'Reilly Zynda, 48, former easting director and talent agent, died March 8 in Culver City, Cal.

William Heerlein Westerman, 73, studio film processor, died March 23 in Hollywood.

Father, 75, of fan dancer Sally Rand, died in Phoenix, Arizona, March 22.

Mother, 93, of Carlisle Jones, Warner Bros. flack, died in Hem-ingford, Neb., March 22,

#### **Higher Pic Profits** Continued from page 1 ;

continues from pare 1

p with a disappointing \$5,300.050
net during 48 iperiod ended Aug.
31), has aiready piled up a solid
\$4,000.000 for the first half of '49er
tRubin, M-G's veepee and general
counsed, during last week's stockcounsed, when 60e, per stock
\$3,000.000 was earned in the seaond quarter, when 60e, per stock
was excumulated against 49e. in
the comparative period of '48.
For the first three months, 'the
company scratched the surface with
own part of \$4,000.000 earned this
year for six months, Metro took in
\$3,388,748 last year.

20th Tax Rise.

#### 20th Tax Rise

MRS. ARTHUR L. TOUNG.

Mrs. Nettie E. Young, fil, retired vaude performer, died at her home the filmonom, and the filmonom, and the first few months of 49. Film the first few months of 49. Film the hard, Arthur L. Young, had done the past year and 20th is expected a musical art in vaude for years to show that gain in spades when

it announces its first quarterly net. Twentieth surprised the industry during the week by showing a strong net of \$12,500,000 for fiscal '48, ended Dec. 31.

48, ended Dec. 31.

By as doing, 20th mosed out by a doing, 20th mosed out in the 1945 earning derty, coming, only after Paramount, Warner's take was \$11,837,000. Twentieth profit compares with \$14,003,600 in profit compares with \$14,003,600 in amounted to \$163,400,000 against 1947's \$174,3375,241. After deducting dividends for preferred stock, and the state of the s

#### Oscared 'Buttons' - Continued from page 1 =

Continued from pare 1

lythoo for the pix. They ground out
dozens of such ditties, although the
Job seemed hopeless at times since
for example) simply don't lend,
themselves as song titles or ideas.

"To Bach" was one of hose roncharacteristics of the such as the such as
part aubsid, thought so little of it
that it was neglected when the
film "To Each His Own," starting
carly in 1946. Miss De Havilland
won an Oscar for her performance
in the film, but the tune remained
present the such as the such as
part in 1946. Miss De Havilland
won an Oscar for her performance
in the film, but the tune remained
present the such as the such as
part of the such as
part of the performance
from the film of the such as
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To point up with merous in Ame Paleface," Bob Hope starrer. Out of that assignment came "Buttons and Bows" — ironically, the only Academy Award winner Paramount had for the year.

## MARRIAGES

Doris Selick to Samuel Mendel-on, St. John, N. B., recently. The ride was on staff of Metro film ex-

BOTTS SCENA TO THE STATE OF THE SCENA TO THE SCENA THE S

VABIETY MUGG Here.

Aligary, Alia. Feb. 25. Both are skaters with "Ince-Cycles of 19th and the skaters with a skater with a skater of 19th and the skaters with a skater with a skater of 19th and the skater o

Mayer Renewal = Continued from page 1 =

Continued from page 1

terming the new to be a continued or the second and second gains rap. Rewrite of Mayer's deal follows

Rewrite of Mayer's deal follows considerable lessening of his responsibilities since Dore Schary came in as production chief, Mayer's current compensation, which colors to the highest in the industry, its \$2,500 weekly, plus \$7.7% of the net profits after certain deductions. He also gets 10% of the color to the highest in the industry, its \$2,500 weekly, plus \$7.7% of the profits after certain deductions. He also gets 10% of the profits of the profits of the profits after the leaves and the profits of the profi

## TV Fulltime Job

the star of a show, inasmuch as the success of the videocast frequently depends on what the star puts into it. Many just haven't enough to go around; consequently the high fatality when doubling is involved.

see man raculty when doubling is mirely excepted that later on the strain of the tele show leads will diminish and additional chores may be taken on without fear of the tele show the same favor as a small-time act travers as a

#### BIRTHS

Mr. and Mrs. Boris C. Jescnof, daughter, Brussels, March 17. Father is with Columbia Pictures there.

Mr. and Mrs. Jerry Jackson, son, in Chicago, March 7. Father is booker at Billboard Attractions, Chi.

Mr. and Mrs. Wendell Corey, daughter, March 22. Father is a screen actor.

Mr. and Mrs. Milton Kleinberg, son, Hollywood, March 22. Father is a film editor.

is a film editor.

Mr. and Mrs. George Keane, son, Philadelphia, March 21. Father is an exec with RCA Victor Records Mr. and Mrs. Gerry Graff, daughter, New York, Feb. 28. Father is member of Johnny Long's vocal group, "The Beach-combers."

## FIVE SPARKLING STARS ONE SMASH ACT!

Upwords of 700 patrom cowded into SLOWORDS OF FOR PORTORS OF WINDS OF THE PORTOR OF THE PORT performance by the MODERNAIRES.

Timing was perfect through and the vo.

And the vo.

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The state of t Jiming was periest involved and me vo-calizing was of extremely high quality. ... DAILY VARIETY "The MODERNAIRES...leave ring. siders shouling for more ... Proving siders shouling for more. Proving themselves a <u>SOCK VISUAL ACT</u>. They pack spark and spontaneity. ... LEE ZHITO, BILLBOARD \*The MODERNAIRES at the Cocoanut

Grove despite Lent, income tax time and all, have really taken the place by storm."

WALT TALIAFERRO, L.A. DAILY NEWS

The MODERNAIRES tore the place down with their impressions. BRANDY BRENT, LA. TIMES



The MODERNAIRES and Cormen The MODERNAIRES and Carmen so the Modernaire and the Hole Ambassadors as the Hole Ambassadors of the Modernaire and the Moderna o a SELLOUL audience.
HOLLYWOOD REPORTER

> \*Recommended: The MODERNAIRES at the Cocoanut Grove. You've heard them on the air and on records. In person, they're SHOW-STOPPERS." ERSKINE JOHNSON, L.A. DAILY NEWS

Carmen Cavallaro and the MODERN. AIRES hold forth at the Cocooning AIRES hold forth at the Cocoanut Grove with the MODS STOPPING With their harmonizing. ... BILL DRIGGS, L.A. MIRROR

# The Modernaures

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for COLUMBIA "TRIBUTES IN TEMPO"

(Their LATEST Album)

Current Single Release

"JOHNNY GET YOUR GIRL" "BUSY DOING NOTHING"



PUBLICITY JERRY JOHNSON Associates In Person!



THE LOS ANGELES AMBASSADOR

Thomas P. Sheils O Sunset Bouleward Lymood 28, California

wish to commond The Nodormaires for their monderful formances in the Goosamut Grove. Their appearance re, with the accellent orchestra of Garrent Garaline, a been the subject of nost praise-morthy comments, this show has easibled us to athors to our strict lity of presenting mothing but the filmest entertains in the morth, in the world frames Goosamut Grove.

Coldenter

Thomas P. Sheils

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Coast to Coast Every Tuesday and Thursday BOB CROSBY'S **CLUB** 15"

> for the Gamblells **SOUP CO.**



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