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# FOOD CENSORS RADIO GLOW

## SCHARY CITES RESPONSIBILITY OF PRODUCERS

A significant change has taken place in Hollywood's thinking on the type of sociological and political content to be included in films, but it hasn't resulted from the recent Washington probe of the industry, Dore Schary, RKO studio chief, told *Variety* in New York this week. Commenting on the probable effect of the investigation, Schary declared:

"Producers who were afraid to stick their necks out before are still afraid. That's what has always shown our courage" will continue to make the pictures they want. The *Confessions* and *Zandenes* and our studio will not be frightened off."

However, Schary added, with the "Institutional situation as it is and films, as much of the world, being the sole representative of the United States, renewed thought must be given to effect of our pictures abroad. Had he been "battered" (Continued on page 63)

## H'wood 'Astounded' At Hearst's Campaign For U. S. Film Censorship

Reaction in studio circles to yesterday's (Mon.) editorial in the *Hearst papers*, advocating Federal censorship of films, can be expressed in a single word—astounded. None of the industry topgers questioned would make any further comment.

Off the record, however, they couldn't "see what W. B. Hearst is driving at" and failed to understand "why people who live in glass houses should start throwing stones." They said, they also indicated that last person they would expect to support censorship is a newspaper publisher.

## Northwest Indians Hear Crooner Call of Range

Ottawa, Nov. 4.—H. E. Keenleyside, deputy minister of Mines and Territories Commission, just back from a junket through the Arctic, declares Northwest's Indians prefer cowboy songs to their own totem chants. Dr. Keenleyside, largely responsible for extensive distribution of Canadian pictures in Latin countries while this country's western ditties hold a leading position around arctic camps.

## Foy-Cohan, Jr., Team Up For New Comedy Aired

Eddie Foy, Jr., and George M. Cohan, Jr., sons of two show biz greats, have been paired as a comedy team as the first offering of Tom Ellwail, new radio package producer. Ellwail is former general manager for Hunt Stromberg, Jr., legit producer. Duo will be backed by a 15-piece orchestra, a femme vocalist and chorus.

## Disk Firms Seek As Artists Seek to AFM Ban On Waxers for Fatten Up

The phonograph-recording companies are running out of patience with a segment of their artists, not to mention the music publishers, who are besieging them to stock up on a carload of advance disks in anticipation of the American Federation of Musicians ban.

"Such a backlog would take the Federal Reserve to underwrite it; these guys must think we're another Fort Knox, or something," said one music company president. "If they want to issue themselves earning \$100,000 to \$200,000 a year in royalties, then they must play ball with us, if the advance-recording technique is to become a protection type of practice for the disk business."

## N.J. BRANDS OF BURLESK NEEDS PLENTY OF FLIT

Burlesque may be cleaning up in the hinterlands, as reported, but it will need plenty of cleaning up before ever making the grade in New York. The seven-year enforced sabbatical leave of this brand of show business from N. Y. stages, via edict of N. Y.'s late Mayor Fiorello H. La Guardia, hasn't impeded their efforts for vulgarity. Consequently they'd have to be given plenty of flit and spooling before being allowed to reenter N. Y. In the states that have been playing the Newkirk and Union City, N. J., houses are full of burlesque acts. The Empire, Newkirk and Hudson, Union City, houses are serving the Izzy Hirsch circuit. That also has an interest in these houses, getting the flit and spooling. Both have stage choruses, with only principals now rotating the wheel. Later this year, they are to 12 people with an occasional vaude act or two augmenting the layout.

## SPONSORS PULL THE REEL BELTS

By GEORGE ROSEN

Sudden cancellation of Fred Allen—most of the top-rated personalities in radio—by his food sponsor, Standard Brands, has stirred a feeling of uneasiness within the trade over the prospects of a wholesale exodus of top food bankrollers from radio.

One of the top spenders in radio, by a multi-million dollar budget for daytime and nighttime programming on the major networks, SB, in ranking its top comedy salesman, has effected a saving of more than \$1,500,000 a year in talent and time cost for the Sunday night period. (Continued on page 36)

## Legit Managers Meet to Curtail 1st Night List

Proposal to curtail the first-night press ticket list on Broadway will be considered tomorrow (6) at a League of New York Theatre membership meeting. Members are expected to attend because the matter is "of utmost importance."

Managers who favor cutting the press list contend that a majority of those attending by means of such tickets constitute a "cold audience" although not present for the purpose of writing reviews. It's claimed that the percentage is too high in comparison to regular front-runners, especially in houses with first-floor (Continued on page 58)

## Cancels All-Male 'Shrew' After Strong Criticism

Legit producer-ballet dancer Robert Helpmann has called off his plan to stage an all-male production, Shakespeare's "Taming of the Shrew" at Stratford-on-Avon, with himself cast as Katherine. Criticism of the idea as being in bad taste, with Beverly Baxter, member of Parliament, in dramatic critique, leading the attack with cry that Helpmann was "decadent," led to Helpmann's change of mind.

## 1 Columnist Campaigns To K.O. Pegler's Pic Deal

Hollywood, Nov. 4.—More than 100 organizations throughout the country have asked syndicated columnist Erskine Johnson for petitions he's printed at his own expense to prevent the proposed filming of a biopic on Al Capone. Written by Westbrook Pegler, the yarn has been budgeted at \$1,000,000 by its co-producers, Pegler's brother, Jack, and Loaf Goldberg.

## 'Show of Shows' Pickup Raises Censor Boogey

How to Cope With It? CBS came up with the most talented show in television history last Thursday (30) night, when it picked up the "Show of Shows" from Madison Sq. Garden, N. Y. In addition to the talent, though, the show was also laden with probably the bluest material ever seen or heard on a tele screen—all of which brings up that old boogey, censorship. What's the name performer of any reputation currently in N. Y. List of stars ran (Continued on page 63)

## INDE DISKS YERN'S TOPS

Chicago, Nov. 4.—With the Dec. 31 deadline on recording near, it's figured that biggest boosts industry has received of late have come from independent executives working with comparatively unknown talent.

Among the biggest selling records of the year have been Francis Craig's "Near You" (Bullet), Jack Owens' "I'm Soom" (Tower) and Art Lund's "Mam'elle" (M-G-M).

## MET'S FLAGSTAD MIX; OPERA 80% BOOKED

By ARTHUR BRONSON

The Metropolitan Opera Assn. has no plans to rehire Kirsten Flagstad, its former Wagnerian soprano great, according to general manager Edward Johnson, despite contrary rumors. Mme. Flagstad left the Met in 1941 to return to Norway, and spent the war years with her husband, a noted Quilting who died in prison awaiting trial as a collaborator.

Furthermore, Johnson said, Mme. Flagstad has made no overture to the Met since returning to the U.S. last season, preferring to pursue a concert recitalist career. Johnson also took exception to complaints against rehiring this fall of Max Lorenz, tenor who was with the Met in the early '30s, and who spent the war years in his native (Continued on page 60)

## Amusement Biz Given Full Responsibility For Vets' Hospital Shows

Show business pledge that the wounded of World War II never will be forgotten is being realized with formation of the Veterans Hospital Camp Shows, Inc., to replace USO Camp Shows which get its honorable discharge Dec. 26. New organization assumes the task of entertaining between 85,000 and 115,000 soldierly wounded, on Nov. 1, 1948.

Metropolitan Hospital Camp Shows will be the major responsibility of show business and will be guided by a committee to be elected from all branches—pictures, vaude, unions, music, organ-grinders and exhibitors. (Continued on page 62)

**RECOMMENDED**

Said "Recommended: Phil Spitalny's Christmas Carol Album"

Split Copyright Verdict on 'Cal' Song Has Effect on All of Show Business

Important legal question in which all show biz is interested... Important legal question in which all show biz is interested...

U.S. Stars Score Hit In Command Performance

The Command Performance... London, Nov. 4... The Command Performance at the Palladium here...

281st WEEK!

KEN MURRAY'S 'BLACKOUTS OF 1947'

El Capitan Theatre, Hollywood, Cal. "Will for KEN MURRAY'S new feature..."

Coast Friars Frolic A Lot at Bob Hope's Expense, 900 Turn Out

By ARTHUR UNGAR. Friars Club branch of L. A. of California put honor-west Bob Hope on the toasts...

Capital Takes Hillbilly Music to Bosom as Radio 'Opry' Wins D.C. Twice

Washington, Nov. 4. Connie Gray, part-owner of Hillbilly Enterprises, with the help of the 22-year-old "Grand Old Opry" radio performer from P.M.S. Nashville...

CANTINFAS 276 WOW AS MATADOR IN CARAS

Caracas, Ven., Oct. 28. Mario Cantinflas, Mexican radio star's top stage and screen comedian, rang up a gross of 90,000 bolivares...

Julia for Greer

Hollywood, Nov. 4. Next Greer Garson film, "Julia Mabeaux," has been moved up to Dec. 1 start...

Joan Davis Divorcing

Hollywood, Nov. 4. Joan Davis filed suit for divorce from St. Mills, a writer on her air show...

Divorcing McLaglen

Hollywood, Nov. 4. Mrs. Victor McLaglen, former Mrs. Ernest Borgnine, announced she'll divorce them. They were married in 1943.

Mistinguet (About 80)

Paris, Nov. 4. Mistinguet, renowned for her games, despite her age, may come to America. She would be billed as the "French Fanny Ward."

Plans Another U.S. Trip

Paris, Nov. 4. Mistinguet, renowned for her games, despite her age, may come to America. She would be billed as the "French Fanny Ward."

7-A-C Turn Agents For Costello Foundation

Hollywood, Nov. 4. Abbott and Costello are going into the talent agency biz, with process earmarked for the Lou Costello foundation. It is a 50-50 partnership...

This Week's Football

By Harry Wimmer (Sports Director, ABC Network)

Table with columns: GAMES, COLLEGE WINNERS, POINTS. Lists football games and results for various colleges like Wake Forest, Boston College, etc.

Pro Football NATIONAL LEAGUE

Table with columns: GAMES, NATIONAL LEAGUE WINNERS, POINTS. Lists pro football games and results for teams like Philly Eagles, N.Y. Giants, etc.

ALL-AMERICA CONFERENCE

Table with columns: GAMES, ALL-AMERICA CONFERENCE WINNERS, POINTS. Lists all-american conference games and results for teams like Baltimore Colts, etc.

\* Points represent predicted margin of victory, not official odds.

Gendarmes Beat Up Paris Pix of Anti-Soviet Riot

Paris, Oct. 29. In an attempt Tuesday (27) to suppress paper and screen documentary evidence of the anti-Soviet riot, French gendarmes beat up photographers and cameramen...

A-C Turn Agents For

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Costello Foundation

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# The Taste and Waste

The Washington hearings have left a bad taste in everybody's mouth. They're no good, nor are they doing anybody any good and the main reason is that Congress is giving itself the worst of it.

The point is not that the recent hearings involved the picture business. It could be any business. Government, our Government, and respect for that Government is what is important.

The name calling and street brawling, as in Philadelphia, must stop. And it can be stopped.

A Federal inquiry, one and for all, should determine whether the Communist is the agent of a foreign roustabout. If it is—throw it out. Throw 'em all out, or in jail. If it's not, and if it is a legal political party—then they should be fought politically. And economically.

The Washington hearings and the way they are being conducted are not the answer. Let the Government give the public a definite yardstick with which to measure the situation. Give business, including the picture business, something concrete by which the wrong people can be exposed and expelled.

Stop the guessing, the floundering, the indecision.

# Two Philly Theatres Likely to Defy Church Tabu on 'Amber' and 'Outlaw'

Philadelphia, Nov. 4.

Showdown resistance fight by 20th-Fox against the Catholic Church which may result in industry pattern against any and all ecclesiastical censorship tactics, looms this week as a result of the church's threatened boycott on any theatre in the Philly archdiocese that plays 20th product in the fight. Boycott is to go into effect tomorrow night (Wednesday) unless 20th agrees to work "Forever" in the theatre. It is a screen of its Fox theatre here.

In addition to "Amber," the church threatened a year's boycott of the newly-reopened Outlaw theatre, unless it pulled "Outlaw" from its screen. Speaking of loss in grosses, which can conceivably run into hundreds of thousands of dollars, Church threatened to order the 1,000,000 Catholics in the archdiocese to boycott both theatres for a year unless the ultimatum is complied with.

With the deadline tomorrow night, unofficial spokesmen for 20th-Fox noted that no film has yet been booked to follow "Amber" into the box and no other advertising copy had been prepared. They also noted that the film had been banned by Catholics in other localities but hadn't been pulled. William J. O'Leary, manager, now on the Coast, issued a statement there that he wouldn't play a picture that contained public morals but that he wouldn't touch Pennsylvania's 14-member board, but he would play along with all ad copy on it.

Ultimatum, issued simultaneously, to Goldman and to David Minsky, National Theatre's manager here, by Dennis Cardinal, archbishop, threatened a similar boycott in his territory against any theatre that refused to play either of the films. In addition to Philly, the archdiocese includes nine counties in Pennsylvania extending clear to the coast.

(Continued on page 24)

# METRO'S DOCUMENTARY ON BYRD'S EXPEDITION

One of the few completely documentary films ever compiled and distributed by a major company will be "Operation High Jump," now being prepared by Metro. It will consist entirely of footage provided by the U. S. Navy command, Richard E. Byrd's expedition to the South Pole last year. Narration is expected to be by James O. Easton, Hodiak, Spencer Tracy and Robert Taylor.

Urvilite O. Dull, Metro producer, who is now cast working on the film, disclosed the plans for it. He is directing Navy camera crews in the shooting of additional footage to illustrate the departure from and the return back in the ice of the expedition's ships. All camera work is in 16m Kodachrome which is being blown up into 8mm Technicolor.

# 'Amber's' Top Biz Catholic Church fight on "Forever Amber" may be trimming grosses somewhat, but its effect to date hasn't really hurt the very solid box.

In St. Louis, where the Archbishop asked Catholics to abstain, two theatres scored a big \$50,000. A Ministerial protests may be partly due to idea for churchgoers to stay away.

# Can't Use Theatre Profit to Offset Prod.—Balaban

Protests of Paramount's enormous theatre-going homesteads and studios will not be used to make up for any deficits incurred by the company's production-distribution entities.

# SEE SAM MACHNOVITCH, U-TREASURER, EXITING

Number of resignations affecting Universal's homesteads and studios, which has advised his resignation that Par now has a peak six-week total, continuing \$50,000,000 in value.

# IDEAL WILL BE MADE SURELY

After three months of stalemate, it suddenly appeared this week that a compromise on the British 7% tax was about to be negotiated. Both the British government and the American industry apparently reached the conclusion that the warring game they were playing might be permanently harmful and took steps to end the impasse.

The Labor government passed the word along to the Motion Picture Assn. that it was ready to negotiate and pressy Eric Johnston, Monday (2), instructed Fayette Allport, M.P., British rep, to begin preliminary negotiations. The MPA actually has no compromise plan to offer and Allport's job will be to feel the British out on what they might accept.

(Citrus Hall, financial secretary to the British Treasury, told the House of Commons, Monday (3), according to London dispatches that the Labor government welcomed suggestions from the U. S. industry for an advance to 10%.

# U Mixes Mason's Reverse Trailer on His Oldie Pix

James Mason's bright idea on how to trade the two American screens British oldies which star him has been asked by Universal's topgear.

U initially okayed the idea and the British press appeared at a studio and made the clip for insertion in the trailer. It had Mason turning to the audience and telling them to accept the oldie that has been put in.

# National Boxoffice Survey

Business Better in Many Spots—'Amber,' 'Song,' 'Unconquered,' 'Town,' 'Had to Be Leaders'

Helped by Election Day crowds on Tuesday (4) and more favorable weather, most key cities are perking up. Launching "Forever Amber" (20th) in additional spots also is rated a healthy factor in this survey.

# Big D.C. Whodunit: Who Killed That Red Probe? See Resumption in Dec.

The Russians have bombarded the world with people, but the entire world with radio denunciations of the hearings of the House Un-American Activities Committee.

This comes with curious and doubtless unintentional humor from a country where artists are all required to toe the Party ideological lines.

# UA Not So Eager Now to Acquire Those 4 RKO Pix

Cooling of United Artists toppers on the plan to buy four films from RKO for release by UA resulted from inability to obtain bank financing on the basis of the 100% cash RKO wants, plus an improvement in UA's own product outlook.

Prex Grand Sears and Kelly have not given up on the whole idea, however. Deal might be swung with the Irving Trust Co. N. Y., it's believed, if Rathvon would accept an 80% (Continued on page 10)

# Holman's Coast Trip

Russell Holman, Paramount's eastern rep, heads for the Coast in mid-November for several weeks' stay. His customary semi-annual trek.

He'll handle with production biggies on British and eastern financing. "The Signaller" (M) should make tabular snaring activities.

By HERMAN A. LOWE  
Washington, Nov. 4.  
Greater mystery than "who killed Cook Robin?" is the one still going the rounds of Capitol Hill and the National Press Club bar.

Best answer seems to be that a number of factors contributed to its removal (at least) denies but that there is a good possibility the hearings will reopen in December either in D. C. or A.

It started out to be a full committee investigation, maneuvered so that Rep John E. Rankin would be down in Mississippi campaigning with the other eight members expected to show. But on the first day, only five put in an appearance—Rankin, House Minority Leader John McDowell, Richard M. Nixon, and John S. Wood.

# PROD. PRESSURE KEEPS KORDA FROM U.S. VISIT

Pressure of films in production has caused Sir Alexander Korda to postpone his American trip, planned to London Sunday (9) for two weeks' stay and will bring back the printing. Korda has two films in the can at the moment, which has caused calling of his projected trip.

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# INDEX

Bills	56
Chatter	63
Company	56
Film Review	6
Foreign	16
Home Reviews	57
Inside Light	58
Inside Music	49
News-Pictures	16
Legitimate	58
Literati	62
New Acts	59
Night Club Reviews	54
Opera	56
Orchestra	59
Pictures	3
Radio and News	25
Radio	25
Radio Reviews	34
Screen and Stage	62
Frank Sullow	62
Television	29
Vanderbilt	59

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Complete Boxoffice Reports on Pages 12-13





*This is an  
Announcement*  
**TO EVERY  
EXHIBITOR**

*The motion picture version  
of*

**GENTLEMAN'S  
AGREEMENT**

*has been completed!*



*This is the Laura L. Hobson story* that first startled 20,000,000 readers in *Cosmopolitan Magazine*.

*This is the novel* that, for months, has been high among the best-sellers of the nation.

*This is the motion picture* created by the combined talents of:

**MOSS HART**, who did the screenplay.

**ELIA KAZAN**, who directed.

**DARRYL F. ZANUCK**, who chose this for his personal production.

**GREGORY PECK**, who plays Phil—

**DOROTHY McGUIRE**, who plays Kathy—

**JOHN GARFIELD**, who plays Dave.

**20th CENTURY-FOX**, at whose studios it was produced.

*This is the announcement* of the World Premiere  
at the

MAYFAIR THEATRE, N. Y.  
AND  
APOLLO THEATRE, CHICAGO

*Tuesday, November 11th*

# Protestants' First Pic an OK Prod.

"Beyond Our Own," initial production of the recently-formed Protestant Film Commission, is undoubtedly the best picture of its kind yet filmed. Commission, producing agency of 19 Protestant denominations, doesn't place its picture in churches or synagogues, but instead for showings in churches, schools and before civic groups. It's easily good enough, though, to rate bookings in any theatre in the country.

Produced under the supervision of PFC director P. F. Heard, "Beyond" was turned out by a group of Hollywood professional writers, who probably explain its quality. It is a first-class picture. Jack Chertok, winner of an Academy Oscar for shorts, and directed by Sammy Lee, with the original script penned by Doane Hoag, cast members include the likes of Robert Montgomery, John Marshall, Richard Loo and Douglas Dumbrille.

Story, running 40 minutes, is obviously a church message, based on the theory that the more people know about a person learns to love others as well as himself. It's not a pedantic preaching, though, and there are sufficient dramatic highlights in the picture to hold the attention of any audience on the basis of entertainment. Entire production is tastefully handled and it should serve well whatever purpose it's put by the Commission. Commission, incidentally, is evidently best known to moviegoers here—their office is located at "Day's Theater" in 100 churches throughout the country next Sunday (9). *Stal.*

Joeel Egan is effective as the dizzy analyst and smart art direction and jet-decoration to advantage. Richard Heermance's editing, under the supervision of Paul Verbitsky, has had running time to crisp 83 minutes. *Broq.*

**Recess Are Made**  
 20th-Century Fox's "Recess Are Made" is a new picture directed by Robert Florey. It stars Robert Montgomery, Robert Taylor, and Robert Montgomery. The picture is a comedy and is based on the story of a young man who falls in love with a girl who is a member of a religious community. The picture is a comedy and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Song of My Heart**  
 (Hollywood, Nov. 1.) Monogram release of Allied Artists presentation of "Song of My Heart," directed by Charles Frank. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Love From a Stranger**  
 (Radio City, Nov. 1.) Release of "Love From a Stranger," directed by Charles Frank. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Return of Rin Tin Tin**  
 (COLOR)  
 (Hollywood, Nov. 1.) 20th-Century Fox's "Return of Rin Tin Tin" is a new picture directed by Charles Frank. It stars Rin Tin Tin and is based on the story of a dog who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

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# Miniature Reviews

**"Case Timberlane"** (M-G). Filmation of Sinclair Lewis novel has all the elements for a success. Young man falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**"Escape Me Never"** (WB). Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. Young man falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**"The Fugitive"** (RKO). Made-for-TV production. A young man falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**"Run With a Stranger"** (EL). Routine version of the Bluebeard story for fair boxoffice pull. A young man falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**"Song of My Heart"** (Mono). Based on life and music of Cole Porter. A young man falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**"Bees Are Red"** (Gib). Nestlé product for good support in dual situations. A young man falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**"Stars of Big Time"** (Color). ELM. Brings back canine film hero in okay adventure yarn. A young man falls in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

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- Case Timberlane**  
 Metro release of Arthur Honneger, Jr. production of "Case Timberlane," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.
- Escape Me Never**  
 Warner Bros. production of "Escape Me Never," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.
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 Gib production of "Bees Are Red," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.
- Stars of Big Time**  
 ELM production of "Stars of Big Time," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

Metro has accomplished a highly successful transition to the screen in "Sinclair Lewis" novel. Larded heavily with the romantic elements that are new-fall with the picture. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Case Timberlane**  
 Metro release of Arthur Honneger, Jr. production of "Case Timberlane," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Escape Me Never**  
 Warner Bros. production of "Escape Me Never," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**The Fugitive**  
 RKO production of "The Fugitive," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Run With a Stranger**  
 EL production of "Run With a Stranger," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Song of My Heart**  
 Monogram production of "Song of My Heart," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Bees Are Red**  
 Gib production of "Bees Are Red," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

**Stars of Big Time**  
 ELM production of "Stars of Big Time," directed by Charles Frank. Stars: Errol Flynn, Ida Lupino, Eleanor Clarke Fearing. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.

Made in Mexico with Hollywood leads and native extras. "The Fugitive" will probably be widely regarded as an attack on Communism. As such, it is vigorous, unflinching and exciting. And as such it has the screen narration of a top-flight director. Parts of the story aren't clear. The government's dire-against-the-Fugitive theme is somewhat motivated. The only explanation of the Fugitive's actions is that he is terrorized into betraying their village priest. Subsequently, this village was actually beset with quins by Communist bandits. The hero, in his anti-religious protestations. In addition, there is a character of a young man who is in love with a girl who is a member of a religious community. The picture is a musical and is based on the story of a young man who falls in love with a girl who is a member of a religious community.





• John Ford Believes That "The Fugitive"  
Is The Finest Picture He Ever Directed.

(Opening Boston Nov. 11 . . . Baltimore Nov. 12.)



JOHN FORD and MERIAN C. COOPER

present

ARGOSY PICTURES'

# THE FUGITIVE

co-starring

HENRY FONDA  
DOLORES DEL RIO  
PEDRO ARMENDARIZ

with J. CARROL NAISH • LEO CARRILLO • WARD BOND

ROBERT ARMSTRONG • JOHN QUALEN

Screenplay by DUDLEY NICHOLS'

Directed by

## JOHN FORD

Released by RKO Radio Pictures, Inc.

Associate Producer EMILIO FERNANDEZ Cinematography GABRIEL FIGUEROA

*YOUR BOXOFFICE REMEMBERS these John Ford-Directed Hits!*

THE INFORMER • THE HURRICANE • STAGECOACH  
THE GRAPES OF WRATH • THE LONG VOYAGE HOME  
HOW GREEN WAS MY VALLEY • THEY WERE EXPENDABLE

*\* Academy Award Winner*

New Entries Lift L.A., 'Amber' Wow

126G in 6 Spots, 'Fury' Strong 41G, 2, 'Verdoux' 33G, 4; 'Glass' Fair 22G, 5

Los Angeles, Nov. 4.—Picture grosses here are dominated by 'Forever Amber' which is soaring to mighty heights...

Broadway Grosses

Estimated Total Gross Through Nov. 4, 1947: \$228,500 (Based on 26 theatres) Last Year: \$254,000 (Based on 18 theatres)

'Amber' Giant 64G, 2 Frisco Houses

San Francisco, Nov. 4.—Backed by excellent reviews and stock exploitation, 'Forever Amber' is coating in smash hit at two theatres here currently...

'Amber' Torrid 18G, Omaha Omaha, Nov. 4.—Bis is holding up fairly well this week despite a rainy, disagreeable day...

'Amber' Big 50G, St. Loo, 2 Spots, Despite Church Blast, 'Valley' Ok 19G

St. Louis, Nov. 4.—'Forever Amber,' day-date at two houses, unusual in this burg, is galloping to sock biz here despite its unpoped scale...

Estimated for This Week Golden Gate (RKO) (2,844; 65-110) 'Magic Town' (RKO) plus studio feature...

Hub Soars; 'Amber' Terrific \$54,000, 2 Spots, 'Foxes Wham 32G, 'Pipit' 8G

Estimated Total Gross Through Nov. 4, 1947: \$345,500 (Based on 23 cities 202 theatres)

Estimated for This Week Boston (RKO) (3,200; 55-110) 'Back Street' (WB) and 'Bad Men of Borneo' (WB)...

'Xmas Eve' Lusty \$17,000 in L'ville Louisville, Nov. 4.—Big losses on the upbeat this stanza, with competition at a minimum from main games...

Estimated for This Week Ambassador (F&M) (3,900; 75-110) 'The Sign of the Cross' (RKO)...

Estimated for This Week Blue Moon (H-E) (850; 45-80) 'Dixie' (H-E) (850; 45-80)...

Key City Grosses

Estimated for This Week Blue Moon (H-E) (850; 45-80) 'Dixie' (H-E) (850; 45-80)...

'Widow' Lively 22 1/2 In Denver Spots

Denver, Nov. 4.—'Widow' is being clipped this week by 'Mad In Mexico' (FC)...

Estimated for This Week Bachelor Sock 25G Leads Port, 2 Spots Portland, Ore., Nov. 4.—'Bachelor and Bobby-Sock' is the outstanding new title...

Estimated for This Week Bachelor Sock 25G Leads Port, 2 Spots Bachelor and Bobby-Sock (RKO)...

'Bachelor' Smash 24G For 2 Seattle Theatres

Seattle, Nov. 4.—Top newcomer this week is 'Bachelor and Bobby-Sock' at Paramount and Maulte Hall...

'Widow' Lively 22 1/2 In Denver Spots

Denver, Nov. 4.—'Widow' is being clipped this week by 'Mad In Mexico' (FC)...

Estimated for This Week Bachelor Sock 25G Leads Port, 2 Spots Bachelor and Bobby-Sock (RKO)...



# TRUTH IN AI

## *The Opening Business of It Had to Be You*



COLUMBIA PICTURES  
presents

*Ginger* **ROGERS** · *Cornel* **WILDE**

*It Had to Be You*

with

PERCY WARAM · SPRING BYINGTON · RON RANDALL

Screenplay by Norman Panama and Melvin Frank

Directed by DON HARTMAN and RUDOLPH MATÉ · A DON HARTMAN PRODUCTION

# ADVERTISING!

Indianapolis

Rochester

Louisville

Kansas City

St. Louis

86%\*

OF

*Gilda*

\* *This is the composite average of all five first openings*



U. S. Films Suffer as French Left Wages Anti-American Warfare

Paris, Nov. 4. Rising tide of anti-American propaganda...

Only vigorous protests by Motion Picture Assn. thru Frank McCarty through the U. S. Embassy succeeded in receding...

Another fragment sample of anti-Americanism was instigated by George Huysman...

From another corner, the French Communist newspaper, L'Humanite, which is currently waging a poisonous anti-U. S. campaign...

French cinema chiefs are also currently cooking up a new campaign of raw stock, which though actually short, has been made scarcer by French distributors...

Dutch Film Industry Sags Under Various New Tax Regulations

The Hague, Oct. 25. Tax burden on the Dutch film industry is becoming heavier as the Treasury cuts back on its subsidies...

Exhibits are waging a sharp fight against the proposed raise and some even predict that a compromise may be worked out...

Ex-Metro Pub. Rep Sets Up Swede Distrib Firm

Stockholm, Oct. 28. New distribution firm known as Cinesam Film Co. has been organized here by Remo Ciacelli...

Jack Goes British

London, Nov. 4. Jack Payne, B&B band leader for many years, has picked up the U. S. 25-cent jockey job with a program "On the Record"...

Single-Print Tax By Brit. Much Ado

Much belated news of the British government last week—that of cancelling the special rate of a penny per foot import duty on single-oppo English language films—is being viewed by U. S. trade circles...

From the British point of view, the Yanks could have evaded the ad valorem rate, at least partially, by sending their films to a play in the little man who wasn't there...

Moche's highly complicated language of the ad valorem bite is the reason for the ignorance of some exhibitors...

Regardless, F. W. Allport, European manager of the Motion Picture Industry, is protesting the move...

'ANNA' BOWS IN LONDON TO HEARTY WELCOME

London, Nov. 4. Jack Hyton's presentation of the American hit, "Anna Lucasta," has met with a rousing reception...

Metro's Athens Switch Athens, Oct. 25. Damaskinos and Michailis, local distributors of Metro's pictures...

French Syndicate Loath To Okay Metro's LeCor

Paris, Nov. 4. Metro News of the Day, which led representation in the French film syndicate...

Contrary to previous reports, incidentally, Baudet was not let out of the studio by LeCor...

Norse Call Halt Film Pkix Licensing

Oslo, Nov. 4. The blow threatened against American films for their lack of licenses, the action is a stopgap one until the government can push right legislation on films through the Legislature...

Week-long film festival to be in with the 30th, anniversary of the Soviet Union has been mapped by the organizing of the Hungarian Soviet Society...

Budapest Gift Festival To Fete Soviet Anti

Budapest, Oct. 28. Week-long film festival to be in with the 30th, anniversary of the Soviet Union...

Current London Shows

London, Nov. 4. (Figure shows weeks of run) "Bliss the Bride," Adelphi (28). "Born Yesterday," Garrick (41). "The Blue Bird," Gaiety (18).

Show Biz Hums in Canadian West With Big Towns Sparking Uproar

Loew Execs in Zurich

Zurich, Oct. 28. Metro's local branch, headed by Jack Guggenheim, recently has been giving the top information to the International. Visiting here were Sam Eckman, Jr., company's managing director in Britain...

Int'l Film Takes Over Canada PRC

Montreal, Nov. 4. International Film Distributors has succeeded the present Producers Releasing Corp. in Canada with all the latter organization's changes and personnel being part of the new distribution agency...

International Film Distributors has succeeded the present Producers Releasing Corp. in Canada with all the latter organization's changes and personnel being part of the new distribution agency...

COUSINS QUITS AS PREXY OF UNITED AMUS. CAN.

Montreal, Oct. 28. After more than 36 years as president of United Amus. Corp. Ernest A. Cousins, one of company's original shareholders, has resigned and has been elected chairman of board...

Sascha Sells Vienna Pix To Casino Exchange, N.Y.

Vienna, Oct. 28. The Sascha Film Co. of Austria has sold a series of late Austrian production to the Casino Film Exchange, New York...

Mex Gives Script Credit

Authors will enjoy Mexico City, Oct. 28. Authors will receive credit in screen titles and all advertising of Mexican motion pictures under an agreement between the Mexican Producers Assn. and the Script-writers Assn.

Ottawa, Oct. 28. Survey of the Canadian West reveals show business is making good okay. Except in prairies, almost everywhere, the picture business is filled and radio is amped, articles are sudden and ample expansion...

'Wind' Breaks All Belgian Records With \$36,000 Gross for First Week

Brussels, Oct. 25. Opening Oct. 17 at the 8:00-seater Reginald Co. With the "Wind" broke all Belgian records...

Quebec Exhibs Endorse Ontario Tax Cut Move

Montreal, Nov. 4. The Quebec Allied Theatrical Industries, holding its 15th annual meeting, adopted a resolution during its one-day convention last Wednesday...



# MEET A NEW M-G-M STAR!



Read every word of these reviews. Put them up in your lobby for the folks to see!

### SOLID HIT!

"Solid hit... a picture that is as clean-cut and fast-moving as an exhibitor anywhere could wish... Mickey Rooney is at his very best... previewed at Sheridan, New York, audience reaction couldn't have been any better... excellent." —MOTION PICTURE HERALD

### GREAT!

"Great entertainment... the kind of picture our industry needs... 'Killer McCoy' will have the boxoffice gals gasping for breath from the arduous ticket-punching... Mickey Rooney's best performance!" —FILM BULLETIN

### DOUGH!

"With shrewd timing and smart showmanship on the part of M-G-M we have here, for the first time, Mickey Rooney playing a mature role and doing splendid straight dramatic acting in a picture bristling with action... dough for any spot... Brian Donlevy turns in superb acting chore... with Ann Blyth looking her prettiest..." —MOTION PICTURE DAILY

### ACTION!

"Fast action melodrama to introduce Mickey Rooney to adult roles... should give a good account of itself at the boxoffice." —VARIETY

### NEW FANS!

"Rooney will garner new fans... should prove a strong dramatic draw... a well chosen dramatic vehicle... a striking departure for Rooney..." —FILM DAILY

### POWERHOUSE!

"Solid, for the better money... definitely a surprise entry... one powerhouse of entertainment... Rooney turns in a sock performance... should keep the box-offices plenty busy..." —THE EXHIBITOR

### SLEEPER!

"The vast majority of moviegoers will have an enthusiastic time rooting for Mickey Rooney... could be a sleeper." —SHOWMEN'S TRADE REVIEW

M-G-M presents  
**MICKEY ROONEY**  
**BRIAN DONLEVY**  
**ANN BLYTH**  
 in  
**"KILLER McCOY"**  
**JAMES DUNN**  
 TOM TULLY • SAM LEVENE  
 Screen Play by Frederick Haffin Branman • Based on a Story and Screen Play by Thomas Lonow, George Bruce and George Oppenheimer.  
 Directed by ROY ROWLAND  
 Produced by SAM ZIMBALIST



**ERROL FLYNN**  
FINDS WILD TEMPTATION  
WITH **IDA LUPINO**

... VIOLENT LOVE WITH **ELEANOR PARKER**

**WARNER BROS:**  
intimate...forceful...  
exciting... story of  
the strangest  
adventure three  
people ever shared!

**ESCAPE ME NEVER**

with **GIG YOUNG**  
directed by **PETER GODFREY** • produced by **HENRY BLANKE**

Screen Play by Thames Williamson • Based on the Novel and Play by Margaret Kennedy  
Music by Erich Wolfgang Korngold

NEAR the song sensation "LOVE FOR LOVE"



**FOLLOWS**

- "THAT HAGEN GIRL" --
- "DARK PASSAGE" ---
- "THE UNSUSPECTED" ---
- To be followed by  
"MY WILD IRISH ROSE"  
*color by Technicolor*

---- and  
all  
the  
time...  
  
all  
over  
the  
land

**"LIFE WITH FATHER"**  
*color by Technicolor*

From  
**Warner Bros.**

29 National Exhib Ass ns. Totating 10,000 Theatres. Vote to Join TOA

These Owners of America this week crossed the one month mark representing a total of 29 exhibitors...

What first appeared to be the big hurdle—collection of 10c per seat due from its members—now has been behind the TOA, according to the org.'s top officials...

With the first board of directors' meet set for Chicago, 1000 of units have now designated their TOA directors...

Kermit C. Stengel, Motion Picture Trust directors are: Fred H. Jackson, MPTOA of Ala.; Fred H. Kent, TOA of Fla.; W. F. Ruffin, Sr., Kent, TOA of Ark.; M. J. Williams, So. Cal. TOA; Ben L. Strozov and J. F. Kincaid, TOA of N. C.; Lewis H. United MPTO of East Pa., So. N. C. and Del.

Others are Morlon G. Thalhimer, Va.; Arthur Martini, Va.; J. C. Theatre of New England; C. C. Mundo, TOA of Ark.; R. R. Biechle, Kansas, Ia.; J. C. Williams, So. Cal. TOA; and Russell Hardwick, New Mexico TOA. Officers also sit in board ranks...

Theatre groups who have joined TOA so far haven't designated their officers as: Alabama Exchange of TOA; D. O. Okla.; MPTO of N. Y.; Southern Assn. of Exhibitors of the D. C.; Southeastern TOA; Cal. ATOA; Calif. Theatres Assn.; Texas TOA; Tennessee ATAs; Utah TOA; and Nebraska TOA.

Balaban

was inventory of \$200,000. To those who ask what happened to the big profits by the company during the lush war years...

These costly films, the letter says, will be returned during the coming year. It's essential, therefore, to cut operating expenditures...

With declining domestic boxoffice receipts and increasing expenses, Par's theatre wing executives have their own problems to meet, company plans...

Pallos' 2d Rome-Made Pic

Steven Pallos, British indie producer, is set to arrive in L.A. next month with the print of "Call of the Blood," second film in his "Blood" series...

Travel Broadens

Victory' troupe to Paris and Norway for best story effect. Daves spent considerable time on the set spot of Omaha Beach, where Allied forces landed during war.

For "The Lady from Shanghai," Columbia permitted Orson Welles to take his troupe to Europe for six weeks of on-the-spot camera work. Later, Welles bundled his troupe to Norway...

Studio City really went all-out for authenticity in "To the Ends of the Earth," title of picture indicating to what lengths studio was willing to go for its Sidney Buchman production...

Clay Camera Crews Out. Studio City don't want to send whole production units, including cast and director, to locations distant, often fly camera units to these universal-international ordered setups.

Along same channels, Metro sent out a crew to Rome and Vienna for "Weepers in Vienna." A unit in filming stuff in Houston, Washington, Detroit and other cities for "State of Siege"...

8 MAJORS SUE 3 PENN THEATRES FOR % CHIZ

This familiar battleground for percentage chelving suits has become a hot ground for courtship. Eight majors last week filed separate trademark actions in the U. S. District Court in Pittsburgh, Nov. 4.

ATTEMPT TO CURB 16M N.S.G.N. MIAMI BEACH

Miami Beach, Nov. 4. Attempt of Paramount Pictures and Warnette chain execs here to get ordinance passed prohibiting exhibition of 16 mm film on beach and in schools or before groups of more than 10 people in private homes has backfired.

Organized opposition by the Miami Beach Home Owners Assn., as well as from school and church authorities, put the sponsors of the proposal in an awkward spot.

Authors' Agents

Contract negotiations obtained from Agos were announced by the Society of Authors' Representatives, consisting of 51 writers.

Here are the major concessions: Metro to give television rights by film and living actors for exploitation of the picture; Metro to give live rights to the author, but he is restricted from using or selling them for seven years. Metro has option to purchase complete video rights within the seven years at 25% of total price.

Attempt has been made to detail the life and practices of the author, but the results are sketchy and the appeal limited. Metro is to be sold through state-right distribution, not through the RKO Picture studios in New York.

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Carlotta Drews plays the title role and does well by it. Best suggestion is that in which she plays the role of Julie Hayden, as Sister Delphin, in the picture.

Exhib Objections

Mind was the title that still attracted exhibitors. "The Untouchables" and 20th's "Castle." Like-wise RKO's "Mourning Becomes Electra" and 20th's "The Green Dolphin Ship."

Homeown year about a small fraction of last year's. The industry's spotted fever is backed up by fine production. Fact that Walter, in his role as a prisoner saved from execution by Mother Cabrini's intervention, photographs Don McKames and other credits are okay.

Driftwood

Renowned film producer, Starb Ruth Warwick, Walter Brennan, Dean Jagger, and others. Features H. B. Warner, Jerome Cowan, Charles Bronson, Eileen Herlie, Irene Ryan, Original screenplay, Mary Lowe, Screenplay, Robert Siodmak, Howard and Charles Siodmak, Dir. 1947. Running time, 88 MINS.

Return of Rin Tin Tin

Woods, a kindly pratt, seeks to help his dog, Rex, find a job. Rin Tin Tin, escaping from the clutches of a bad boy, From then on action scenes on dog's efforts to keep his dog Rex safe from the bad boy, Finally, canine saves his own life and Rex's life from the boy, given to Bobby Blake.

Max Nosseck's direction does a good job with the Jack DeLeonardi, LeRoy by Carl Berger and other credits measure up. Brog.

Citizen Saint (SONGS)

State-right release of Chole Elliott produced. Features: H. B. Warner, Charles Bronson, Dean Jagger, Irene Herlie, Eileen Herlie, Irene Ryan, Original screenplay, Mary Lowe, Screenplay, Robert Siodmak, Howard and Charles Siodmak, Dir. 1947. Running time, 88 MINS.

16MM DOCUMENTARIES

UNIQUE BUT NOT B.O.

Few shorts constituting the first five hours of the 16mm documentary or experimental films, indicates few of them will have a wide theatrical market. Three out of five shorts, however, on Monday (3) were unrealistic, far above the average filmgaker's appreciation.

One of the five screened, incidentally, was "The State of the Union," which the State Senator came as immoral and the ban is now being appealed.

Pressburger

viewing only threat to a monopoly by Rank.

Because of the location advantages in London, Pressburger's considerable coin on "Admiral" \$1,500,000 budget, he has been able to do as he pleased. He has, in fact, said he will be built in London. Picture starts shooting at the end of the year.

Unless he can get the Legion to rent, the Archers will be unable to do the \$1,500,000 picture.

Pressburger and his finished picture had been okayed by the Johnston office. The big snag was that that was all that was necessary to get dates in the U. S. It is in the hands of the Federal Communications Code Administrator, which there is any possibility of trouble with the Catholic Church. Pressburger is not, he will permit the trip to the Legion.

Producers LeRoy and New York for Hollywood Sunday (9). He'll remain there a week and leave New York for London Nov. 20.

Continued from page 9

criticism, and the town's druggist in a nearby community village.

The most part this tale has been told in a straightforward manner but the near-death scenes were slightly hokey. This is too bad because the picture has a lot to offer and the original screenplay by Mary McCallister is one of the best of the story line up to this point.

The woman contributes one of her life as familiar characterizations as she will, by playing makes a nice health officer. He is stand-out in every scene where allowed to have much to say. Her mother, a likeable young town medic anxious to combat sootier fever while Miss Warwick furnishes the heart interest in the characterizations for the girl in love. Miss Greenwood, usually strictly comedienne, has more to do with the plot than she is given credit for still waiting for the right role in 28 years.

The Wood girl, of course, is the picture, an excellent although permitted to become a bit verbose at times. H. B. Warner is in only for a few scenes, but his role is that of a man who dies in the first reel. Jerome Cowan, Charles Bronson, and Eileen Herlie, in a strong supporting cast. Shot good that figures actively in plot good. Camera work of John Alton is as well as the picture and good. The picture has resulted in minimum of lesser passages. West.

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IT'S "CHRISTMAS EVE" IN PHILADELPHIA!

....."CHRISTMAS EVE" HAS OPENED AT THE EARLE THEATRE, PHILADELPHIA, TO THE BIGGEST UA BUSINESS IN TWO YEARS, AND IS HOLDING OVER FOR A SECOND SENSATIONAL WEEK!

Keep your eye on this UA moneymaker opening immediately in ...

BENEDICT BOGEAUS presents  
**GEORGE RAFT-GEORGE BRENT-RANDOLPH SCOTT-JOAN BLONDELL**  
 Virginia Field • Dolores Moran and Ann Harding  
 in **"CHRISTMAS EVE"**  
 REGINALD DENNY • CLARENCE KOLB • JOHN LITEL • JOE SAWYER  
 DOUGLAS DUMBRILLE • DENNIS HOEY • WALTER SANDS  
 KONSTANTIN SHAYNE • Screenplay by LAURENCE STALLINGS  
 adapted from original stories by LAURENCE STALLINGS and  
 RICHARD H. LANDAU • Produced by BENEDICT BOGEAUS  
 Directed by EDWIN L. MARIN

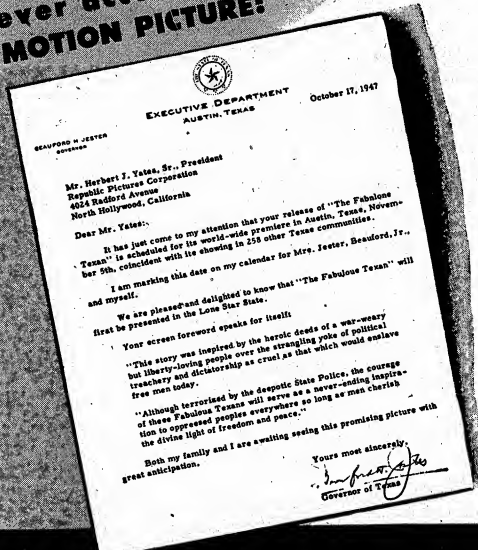
PHILADELPHIA  
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 INDIANAPOLIS  
 LOUISVILLE  
 KANSAS CITY  
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 ATLANTA  
 NASHVILLE  
 MEMPHIS  
 CANTON  
 DAYTON  
 HARRISBURG  
 READING  
 BALTIMORE  
 NORFOLK  
 PROVIDENCE  
 BOSTON  
 SPRINGFIELD

WORCESTER  
 SYRACUSE  
 AKRON  
 CLEVELAND  
 TOLEDO  
 PITTSBURGH  
 ST. LOUIS  
 BUFFALO  
 COLUMBUS  
 BRIDGEPORT  
 NEW HAVEN  
 SAN FRANCISCO  
 LOS ANGELES  
 MILWAUKEE  
 CHICAGO  
 WASHINGTON  
 CEDAR RAPIDS  
 WATERLOO  
 OMAHA  
 SIOUX CITY  
 ATLANTIC CITY



# Hats off to the Governor of TEXAS!

Your seal of approval has given this film one of the biggest screen celebrations ever accorded a GREAT MOTION PICTURE!



More than **300** theatres throughout Texas, the great Southwest, and neighbor states join in day-and-date engagements with these **GALA WORLD PREMIERES!**

- AUSTIN . . . PARAMOUNT, NOV. 5
- DALLAS . . . MAJESTIC, NOV. 6
- HOUSTON . . . METROPOLITAN, NOV. 6
- SAN ANTONIO . . . MAJESTIC, NOV. 6
- FT. WORTH . . . WORTH, NOV. 7
- GALVESTON . . . MARTINI, NOV. 7

## THE FABULOUS TEXAN

Starring William ELLIOTT · John CARROLL · Catherine McLEOD · Albert DEKKER · Andy DEVINE

PATRICIA KNIGHT · RUTH DONNELLY · JOHNNY SANDS · HARRY DAVENPORT · ROBERT H. BARRAT · DOUGLASS DUMBRILLE

Screen Play by LAWRENCE HAZARD and HORACE MICK · Story by HAZARD · Directed by EDWARD LUDWIG · Associate Producer EDMUND GRAINGER

A REPUBLIC PICTURE

BOOKED SOLID! INTERSTATE . . . ROBB & ROWLEY . . . JEFFERSON . . . GRIFFITH . . . FRELS AND LONG CIRCUITS AND BY HUNDREDS OF INDEPENDENT EXHIBITORS



St. Loo May Shutter Pre-Xmas Week To Cut Losses, Provide Vacations

St. Louis, Nov. 4. Exhibs in St. Louis and adjacent St. Louis County are mulling a suggestion to shutter their business during pre-Christmas week. At a meeting last week it was decided to consider the possibility of closing the theaters for a week that it might be considered the best way to enable employees of the theaters to enjoy an additional week of vacation. The economy wave in the distributing field has hit St. Louis. J. Zimmerman, Metro district manager, has been dropped after 27 Illinois seasons for Eagle Lane, and one of the office staff has been let out. Paramount has fired one city salesman. Metro salesmen have been recalled from the road and selling is being done by telephone.

Andy Dieck, veteran midwest exhibitor, formed Cooperative Theatres, Inc. to book houses in suburban areas and buy their equipment, accessories and supplies.

The recently organized Alton (Mo.) Theatre Corp. will erect a 1,600-seat in Alton, a St. Louis suburb. It will cost \$1,000,000. Fred Wehrenberg will also build a 600-seater in the vicinity of the new house. Delbert Wagner has lighted his new 600-seat Elitz in Crossville, Mo. He also operates the Nox in Edwardsville, Warsaw, new 500-seater in Warsaw, Ill., has been opened by estate garage. It replaced the old Wehrenberg.

The Karasos Bros. circuit, Springfield, Ill., will reopen the Seneca, Springfield, which has been increased from 500 to 1,200 seats. Tony Tedesco has taken over the Centennial Missouri Theatre for Warner Bros., succeeding D. J. Edale, now St. Louis exchange manager for Film Classics.

The new St. Louis exchange manager in Chicago is being led by W. H. Cook. Clarence Kaimann, of the Kaimann Bros. circuit and vice of MPTOA of Eastern Missouri and Southern Illinois, was elected to represent the St. Louis zone as a national director of the theatre owners' association.

A site for a new \$100,000 drive-in near Rockford, Ill., has been purchased by interests representing Mennie Schermer. Bob Holliday, former booker in St. Louis, is being transferred to Dallas, Tex. Clayton has replaced Ames Leonard on the St. Louis Film Classics sales staff. Leonard, now St. Louis exchange manager for Selznick.

Mrs. Rose Hearle has resigned as office manager for Columbia Pictures. St. St. Louis had been released.

by Herb Buschman, salesman in the northeast Missouri area. Fred Taylor has resigned from the St. Louis sales staff of Warner Bros. To join United Artists in Memphis. He succeeds G. Hammet, who becomes branch manager for Film Classics in Memphis.

Johnny Walsh has been named manager of Gold Productions, succeeding Andy Dieck. The new office will be erected in Atlanta, Ill., for E. D. Deuterman. William E. Smith is being granted in Sullivan, Mo., for Caesar Berutt and H. Wandel, who operate the Meramec in the same town.

August Marschel, head of Marschel Bros., will erect a new house in Lockport, Ill., where it operates the 326-seat Roxy. Harry and E. E. Stewart have sold the Lamar, 400-seater in Hayward, Ill., to Chicago interests.

Harry Lamont Builds Drive-In Albany. Harry Lamont, operator of recently located at Middletown, Leeds and Lake George, has been granted a license for a long time for them and prior to that had disposed of the Opera Theatre and the Regent Square.

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col, Littlewood, Roy Miller, Lincoln, St. Petersburg, Ford Ross, Detroit, Metro, Forst; Lou Rosenthal, Westdale, Emmett; Lou Summerville, B. & T. Theatres, Toronto. They will elect their executive this week.

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Philly Showdown Battle

country of Scranton and Wilkes-Barre. Catholic War Vets Also Cardinal's condemnation of the two other shows preceded by resolution passed by the Catholic War Veterans last Friday (31st), which they strongly disapproved. The Philadelphia War Veterans Ind. Charles Lindy was elected a director of the association.

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Advertisement for 'LIFE WITH FATHER' featuring William Powell and Elizabeth Taylor. Includes showtimes and theater information.

Advertisement for 'CAPTIVE' featuring Jane Powell and Jack Palance. Includes showtimes and theater information.

Advertisement for 'THE UNDISCOVERED COUNTRY' featuring Danny Kaye and Virginia Mayo. Includes showtimes and theater information.

Advertisement for 'THE PAIR' featuring Red Skelton and Merton. Includes showtimes and theater information.

Advertisement for 'UNCOVERED' featuring Cooper and Goddard. Includes showtimes and theater information.

Advertisement for 'CASS TIMBERLANE' featuring Cass Timberlane. Includes showtimes and theater information.

Advertisement for 'THE UNDISCOVERED COUNTRY' featuring Danny Kaye and Virginia Mayo. Includes showtimes and theater information.

Advertisement for 'fly the Los Angeles' featuring United DCA-6 Mainliner 300. Includes showtimes and theater information.





Frank Stanton's 'All-or-None Stand On BMB Puts Squeeze on Mutual'

The squeeze on Mutual to join the three networks in reorganizing to the Broadcast Measurement Bureau was noted even tighter Monday (3) by CBS presy Frank Stanton with disclosure of the full text of a letter he addressed to BMB...

Collingwood to Coast

CBS is shifting news staffer Charles Collingwood to Hollywood Monday (3) by Don Thompson, web topper on the Coast. Currently Collingwood, a returned member of the Communist Party, is handling the 11-11-11 p.m. news Mondays through Fridays.

Agencies Squawk On AFM Clause

Ad agencies are kicking up an increasing storm of protest against signing contracts for musicians which include a clause recently promulgated by the American Federation of Musicians...

Referring pointedly to Mutual's holdout in favor of its own "union" engineering measurements, Stanton said in releasing his letter: "If one of the four major networks refused to support BMB, and instead promotes a competing plan for coverage measurement, the result is a uniform rate treatment is in serious trouble."

"Because we feel that substantial divisions within the industry would be fatal, CBS has executed its BMB subscription contracts on the understanding that each of the other three major network shall also sign BMB network subscription contracts."

In his letter, Stanton said he felt that if Mutual holds out "BMB will work with its own rates. If it probably have enough money and enough important stations to do without Mutual's aid..."

Pearson & Allen, Hearst Duel Begins

Baltimore, Nov. 4. Hearings in Hearst radio application for WBAL license renewal were held here yesterday before Commissioner Rosel H. Hyde, with Deputy and Koplovitz and Lippitt & Lippitt representing Hearst and legal reps Marcus Cohen and Leonard Marks, with Frank, Jean and Josephine representing Pearson and Robert S. Allen, John E. McCoy, of the FCC law division, appeared for the former...

Soria to D'Arcy Agency As Coca-Cola Eyes Europe

Dario Soria, assistant director at CBS, is leaving next Friday (7) to join D'Arcy agency as regional and administrative assistant to Paul Lewis, head of agency's radio dept. Agency handles the Coca-Cola account, and is planning eventually to expand through Europe. They set for Soria in because of his radio experience abroad. Last February, for instance, Soria worked with the agency on commercials recorded here for Standard Brands, which he put on the air through Italy for three months. The five one-minute spots weekly had a tremendous response, in part, they came to the attention of a D'Arcy exec traveling in Europe. Soria has been with CBS five and a half years, his last assignment was "Opinion Please" which he directed the past five weeks.



TOP NEWS WOMAN LUCILLE HASTINGS KLUZ's women's news editor is the three-time winner of best place in the National Press/Women's contest for the best prepared radio newsman.

It's Up to Coy Whether He Wants Top FCC Berth

Washington, Nov. 4. President Truman yesterday (3) named Paul A. Walker as acting chairman of the FCC to replace Charles H. Denny, Jr., resigned. Truman said he did not know when he would get around to naming a permanent chairman to succeed Denny. Walker is an Oklahoma Democrat and the commissioner with most seniority at FCC.

Webbs Deny WSAY Price-Fix Charge; All Prices Mutually Agreed On

Hobbs exits GAC. Frank Hobbs resigned last week from the radio dept. of General Artists Corp., leaving Danny Hollywood as president of the firm. Hobbs' plans are currently indefinite. No successor to Hobbs is expected to be named until the week ending Nov. 24. GAC head, recovers from a flu attack.

D.C. Disk Jockeys In Strike Walkout

Washington, Nov. 4. A half-dozen announcers and disk jockeys at local, daytime station WOKX went on strike here last week protesting the station's "unfair labor practices" and refusal to negotiate with the American Federation of Broadcast Artists. Owen and WGN commentator Richard Eaton denies the charge and in a public statement yesterday insisted to let the board of directors prescribe any method for cutting down staff.

FOSTER TO HEAD CBS TRADE, MAG PRESS DIV.

George Crandall, CBS press chief, is effecting a major reshuffle within his department aimed at hyping the operation's efficiency. Crandall is setting up a Trade and Magazine Division, with Mike Foster designated as manager. Beryl Reuben, new to the CBS press dept., has replaced James Mahoney who will be Foster's aides in the new setup.

Top 15 and the Opposition

Table with 3 columns: Rank, Station Name, and Rating. Includes stations like Bob Hope, Fred Allen, Fibber & Molly, and various other radio shows.

History Repeating Itself?

Anti-trust action brought against the four major networks last week bears a striking resemblance to the anti-trust action now pending against the major companies in the film business. For that reason, it is believed the course of the suit will follow along the same lines as the film suit, which peaks it might eventually wind up in the hands of the Supreme Court for a final ruling.

Suit against the film majors was brought by the Government, which charged the companies with a conspiracy to monopolize the industry, and in so doing, to withhold product from independent theaters; to fix film prices, and to set up a system of franchises across the country. Government asked a change in sales policies and complete divorcement of all affiliated theaters with the producing-distributing companies that own and operate them.

Suit against the radio nets follows the same general lines. Nets are charged with a conspiracy to monopolize the broadcasting industry, and in so doing, to withhold network shows from indie stations and to fix prior rates. WSAY, the station bringing the suit, asks complete divorcement of all owned-and-operated stations from the nets and similar changes in time sales procedure.

Webbs Deny WSAY Price-Fix Charge; All Prices Mutually Agreed On

Allegations of price-fixing brought against the four major networks in an anti-trust suit filed last week were promptly denied by the web outlets, with their argument being that claim that all prices are mutually agreed upon by the network and independent stations. Suit was filed Friday (3) against NBC, CBS, ABC and Mutual by the Broadcasting Board of Control. Under this "unlawful power," they excluded WSAY from access to the station advertising market. Suit asked triple damages in excess of \$12,000,000, an injunction against the alleged breach of WSAY by the nets and, what's probably most important, a cancellation of the licenses issued to the owned-and-operated stations.

STRIKE CHARGES NBC PENSION PLAN INVALID

Station at present is receiving network shows from both ABC and Mutual but declares both webs had attempted to close their contracts. The alleged stating that the temporary injunction restraining the two webs from cutting it off any further is being sought by the nets and the first court hearing. Hearings are tentatively scheduled to test off today (Wed.). Station bases its claims to sue under the federal anti-trust laws on the grounds of a suit filed in Superior Court by H. M. Farrar, discharged employee of building maintenance department of NBC, who received \$2,203 in accrued wages, \$23,700 damages and loss of earnings based on \$9. Suit charges he was discharged when he reached the age of 65, contrary to the terms of his employment.

WGN in Schubert Deal For Operetta Airings

Henry Weber, musical director of WGN, Mutual's CHI outlet, has negotiated a weekly series in Superior Court by H. M. Farrar, discharged employee of building maintenance department of NBC, who received \$2,203 in accrued wages, \$23,700 damages and loss of earnings based on \$9. Suit charges he was discharged when he reached the age of 65, contrary to the terms of his employment.

Scripters Turn Thems On 'Comedy Writers' Show'

Package producer Frank Cooper is auditioning a show idea now being coasted this weekend. Friday night when his writers whip up a new before a mike, will get an agency showcasing in Hollywood. In the cast will be writers Don Quinn, Joseph Berke, Len Stern and Harry Brown. N.Y. audition is set Saturday (8) for a comedy-gimmick stanza called 'No. 1' and directed by Herb Moskowitz and directed by Herb Moskowitz. Cooper's also revamping a comedy called 'The Night Owl' which ABC is interested in, but passed it up on basis of its initial tryout.







# FCC Gradually Initiating Censorship Over Programs, WADC Charges in Plea

Washington, Nov. 4. Reeling a half-dozen FCC decisions and pronouncements which allegedly show the government's intent to expand its jurisdiction over radio programs, counsel for Algen T. Simmons' station, WADC, Cleveland, last week filed an appeal with the U. S. District Court of Appeals for the District of Columbia.

WADC is appealing an FCC decision favoring a grant of \$30K power to rival WGAR, Cleveland, on the ground that WADC's proposal to broadcast nothing but CBS network shows throughout the network day was not in the public interest. Both WADC and WGAR were vying for this power on the 12.9Mc slot.

Faul Segal, counsel for Simmons, told the court the FCC decision violated outright the statutory prohibition against censorship of radio programs. In addition, he declared, FCC's opinion here sets precedent by requiring a balanced program structure, not merely in class of program, but as between network and local shows.

Segal said FCC had construed the "no censorship" ban to mean it could not blueprint scripts or prescribe particular types of shows for broadcast. However, as he sees it, the Commission has heeded its way progressively into the general censorship field by requiring the broadcast of local shows, sustainers, etc., which tie the licensee's hands in programming as he believes best.

Cities Esquire Case  
Segal's brief pointed to the Supreme Court ruling in the Esquire case, which refused to revoke that magazine's second-class mailing permit on the ground that this would "grant the Postmaster General a power of censorship." An added grievance is the fact WADC was not judged on a comparative basis with WGAR, but was denied "absolutely," simply because of its refusal to air local shows when CBS programs were available.

Cases cited by Segal as illegally extending FCC's power of censorship of programming included: Com-

mission's Mayflower no-editorializing ruling of 1941, now due for re-examination at a Jan. 12, 1948 hearing; FCC's slip at the National Assn. of Broadcasters' code in the WEHC-United Automobile Workers case, and former Chairman Charles H. Denny, Jr.'s recent threat to put teeth in those parts of the proposed (1948) Code which prohibit FCC action; FCC's decision implicitly calling for airtime for atheist teachings, spelled out in the case of Call-formin atheist Robert Harold Scott; and the Commission's recommendations on provision of political radio time by newspaper-radio operators, aired in the case of Homer K. Rainey, Texas gubernatorial candidate, last year.

Brief says FCC, in other cases, has licensed "specialized" programming stations such as that proposed by WADC. It pointed out that Cleveland-Akron will have service from 17 radio stations and an all-CBS network service would be balanced by predominantly local shows on the bulk of the remaining stations.

Brief also lambasts FCC's recent grant of six FM stations to a non-profit farm group in New York State. These stations propose identical programming on network hookup 100% of the time to give a specialized program free. WADC, Segal points out, would merely be network 83% of the time.

## Bites Out on Bellamy's 'Our Town' Package

Half-hour version of Thornton Wilder's "Our Town" is reported under serious consideration by two sponsors, through different agencies. The program, on which Ralph Bellamy owns the radio rights, would star him, with William Kendall Clark, CBS staff writer, as director. Ed Downes directing and Vladimir Silinsky conducting.

William McCaffery, Bellamy's agent, is handling the package.

## Code

Continued from page 17  
the networks." He also advises letters to congressmen urging that the new radio law provided for appeals from FCC decisions to local federal district courts.

D. C. Code Screening  
Washington, Nov. 4. An NAB code screening committee opened a two-day closed meeting here yesterday (3) with some 300 critics before them from code-conscious broadcasters in all parts of the country.

Committee is distilling this mail reaction, and will turn over the letters, together with a summary report, to the NAB board of directors when they meet here on Nov. 13. Screening committee includes: Harold Fellows, WREX, Boston; John Meagher, KYSM, Mankato, Minn.; and Willard Egoff, WVCB, Bethesda, Md.

Complaints hit at three aspects of the NAB proposed code: Commercial limits; provisions on controversial broadcasts; and what is called "negative" rather than affirmative approach of the present draft.

## Paradise Wine Expands Programming on WINS

Paradise Wine is increasing its shows on WINS, N. Y., while hyping present programs with stronger names. Firm is adding a new half-hour program Saturdays 8:30 to 9 p.m. featuring comic Joshua Sledge, plus a weekly guest in backstage Broadway gossip and show. Shelley, last in the legions "On the Town," will also be on Broadway this season in "Make Mine Manhattan."

Paradise is also newly featuring John Laurence, film actor and singer, in its "My Town and Yours" 15-minute show, Tuesdays, Thursdays and Saturdays at 7:30, and Sundays at 8.

Impressive Paradise lineup on WINS also includes its 10:30 a.m. newscast "With Signey Walton," and its 10:30 record show, both across the board.

## Feeling's Mutual

Mutual prey Edgar Kobak had to admit he asked for it. He came upon some of his wife's salesmen toying with a fortune-telling gadget in the form of a "qualified container" which, when "questioned" and shaken, comes up with an answer.

"Ask, it is a question," Kobak was told.

"Well, okay," he laughed, "am I the 'best network' president there is?"

Guy shook up the receptacle, held it down, Kobak bent over it, and up came the answer: "Very doubtful."

## Yankee Net's All-Out Fire Coverage Hottest Topic in N. E. Circles

Boston, Nov. 4. Coverage by the Yankee Network News Service of the New England forest fire that took a score of lives and caused a property loss of more than \$50,000,000, has been talk of the circles here this week.

The net, with AP and INS, plus its own staff men in 23 affiliates, converged on the stricken areas for a fifteen minute-to-minute airing of the fires. Linus Travers, exec vice-president and general manager of the net, personally supervised all operations while the fires were at their worst. He got a personal message of appreciation from Gov. Horace Hildreth of Maine.

All units of the net operated as headquarters for emergency calls and the transmission of official messages. WHEB, Portsmouth, N. H., for example, sent out a call for—and got—2,000 men. Similar jobs were done by WMTW, Portland, which turned its facilities over to relief organizations; WFAL, Augusta; WJOR, Bangor; WCOU, Lewiston, and others of the Yankee chain. Most of them remained on the air all night during the peak of the fires, broadcasting exact data in an effort to calm the populations of areas threatened.

## 'American Dream' Democracy Series Gets Int'l Spread

International spread recently of the New York Institute for Democratic Education's series, "The American Dream," has aroused much trade interest. The Canadian Broadcasting Corp. has taken nine programs in the series for a 30-station hookup on the Dominion Network, beginning Friday (7), with 18 stations in eastern Canada carrying at 8 p. m. and 14 western stations at 11:30 p.m. CBC changed title to "The Dream," for more general appeal.

Panama's HOG is now carrying the full 13-week series, as are KMVI, Hawaii, and CJCB and CJCX, Nova Scotia. Flatters have also been delivered in New Zealand to the National Commercial Broadcasting Service and in Australia to the eight stations of Amalgamated Wireless, Ltd., for airing soon.

Spots were obtained for U. S. consumption, making the foreign demand quite unexpected as well as unusual. It is considered rare for an entire U. S. series to be taken abroad.

Entire series has also been taken on by the N. Y. State Commission Against Discrimination, which is sponsoring it for use by stations throughout the state under local committee's supervision. They've turned it into a half-hour show, adding a panel discussion to the 15-minute dramat led by "leading localities."

Series is now being carried on five N. Y. stations, on about 300 stations throughout the country, as well as in schools, etc. Series is the 11th in the list of "Let We Forget" programs, and consists of 13 15-minute dramat based on real incidents of prejudice and discriminations. Stars like Helen Hayes, Fredric March, Sam Levene, Paul Lukas, Victor Jory and Ralph Bellamy portray schoolmarms, churches, sheriffs, etc., running up against everyday situations and through actual incidents,

# Don't see a Sunday brain?

(AN ANATOMY LESSON FOR ADVERTISERS)

The Sunday afternoon brain, gentlemen, is so uncluttered, you could plant a geranium in it. Or even an idea.

The idea, say, that YOUR product or service is THE thing for the owner of the brain to buy.

Here is pure, undiluted logic that every advertiser understands; sell your customer when he's relaxed, when his mind is wide open for listening. That would be on a Sunday.

WOR has two worthy Sunday slots for sale

## 1. Walter Preston's "THE SHOW SHOP" at 12 noon

Preston interviews "live" musical luminaries, and weaves in recordings made by the guest star. A sponsor wades right in on a big and discerning audience and pays practically a pittance for it. Nielsen reports an average of 920,000 homes tuned in per Sunday. That's only an average, mind you, over a 22-month period (which includes summer).

## 2. Carey Longmire, NEWS ANALYST, 12:45 PM

Great buy, this man Longmire; this time slot. Nielsen reports that over a 7-month period in 1947 (which includes hot July)—this news period was heard regularly in some 300,000 homes. The cost, gentlemen, is amazingly little.



# WOR mutual

—that power-full station at 1440 Broadway, in New York.

# CBS KEEPS THE LEAD

## **Only network Package Program to make Hooper Top Fifteen is MY FRIEND IRMA**

After *only three* rated broadcasts, Swan Soap's new scatterbrain comedy hit, *My Friend Irma*—CBS-conceived, CBS-produced—moves into the Hooper Top Fifteen, with a 15.7 rating.

Against the toughest competition in all Radio, with all the big-time, long-established shows back on the air, *My Friend Irma*, in its very *first* sponsored season, outpointed all but a handful of the long-run leaders—outpointed 129 of the 143 network evening shows!

### **But that's not all...**

Billboard said last week, commenting on the new fall Radio shows:

"...some of the new shows are returning really corking Hooperatings", and cited as examples *My Friend Irma*, *Talent Scouts* and Spike Jones. Billboard goes on to say, "All are on Columbia Broadcasting System (CBS) and the first two are CBS-built-and-sold packages\*."

It's performances like these, by CBS Package Programs, that make clear why clients and agencies today are looking more and more to CBS for answers to the question:

"Where can I get a *better* Radio program?"

For the CBS Program Department—largest in all Radio—is keeping the lead in turning out the big new ones; with the most complete and successful Package Program operation in Radio today.

### **Top programs on the top network**

If you want a good new Radio program... a good new Radio personality... CBS has 31 top-level Package Programs available right now for your hearing, covering the complete range of *effective* Radio.

And when your program is broadcast on CBS, it's on the most effective *network*: delivering audiences at lower average cost than *any* other network.

\**Talent Scouts*, Lipton's Arthur Godfrey winner, with a 13.9 was only three places off the pace of the Top Fifteen. This new CBS Package Program tied for 18th place, leading 124 of the 143 evening network programs, in its *first* sponsored season.



# CBS

**For the utmost in Radio Values... see**

# FCC Sharpens AVCO Teeth in Ruling Nixing First KMED Bid for Second

Washington, Nov. 4. In the first decision of its kind, the FCC last week put an extra pair of teeth into its AVCO rule which calls for competitive bidding on all radio stations up for sale. For the first time, FCC nixed a sale to the original would-be purchaser of a radio property and preferred the competing bidder who matched the original offer.

Specifically, the Commission approved sale of Medford, Ore., station-KMED to the Medford Broadcasting Co., group of local businessmen who became interested in buying when it appeared the station would otherwise be sold to an out-of-town. Commission turned thumbs down on the original sales contract with Luther Gibson, California broadcaster and publisher, who planned "absentee" operation of KMED. Seller was Mrs. W. J. Virgil, who collected \$250,000 plus \$20,000 worth of stock in the station in both contracts.

Only similar case is an FCC

proposed finding which nixes sale of Indianapolis stations WABW and WBBW to On the Air, Inc. In favor of sale to a local group called Radio Indianapolis, Inc. This case is even more complicated since On the Air, Inc., which originally contracted to buy the properties, had worked out a deal involving a transfer of stock with no cash changing hands. Radio Indianapolis, Inc., which FCC favors, will pay cash equivalent of the original deal. On the Air, Inc., is fighting the FCC proposed finding on ground the two bids are not identical.

Note on the KMED swap was 5 to 1, with FCC's newest Commissioner Robert F. Jones registering a dissent. Jones argued that the two offers were not strictly identical since Gibson, with over \$500,000 net worth, had personally engaged his corporation's note for the \$250,000 purchase price. In the case of the Medford Broadcasting Co., the company assumed corporate liability to pay off, but no one stockholder was willing to sign a personal note to this effect.

## Protestant

Continued from page 29

The film's religious-entertainment standards. It's also produced on 16mm film, which is used by most broadcasters. Commission doesn't plan to offer it for theatrical distribution, meaning there would be no trouble from the film industry if it were aired on video. And, since the cost has been mostly defrayed by the different Protestant denominations contributing to the Commission's work, the film would probably be available to broadcasters for only a fraction of what they would pay for any other picture of similar length.

Film was produced in Hollywood with all-union technicians. Because it's a religious presentation, it's believed almost certain that the American Federation of Musicians would grant clearance rights for its use on tele.

Cincinnati—Resigning as editor of *Cincy Enquirer's* Sunday pictorial magazine, Robert A. Casey joined the WRBC staff last week as morning news announcer. It's his bow on a mike, although he did radio scripting in Chicago before starting on the *Enquirer* as a reporter.

## KXOK TRIES ITS OWN (BMB) SURVEY

St. Louis, Nov. 4

KXOK is the first station to come up with a survey of its own to show the relation between the Broadcast Measurement Bureau's county percentages and the actual listening in those counties. BMB is studying the survey's findings with the view of releasing a digest of the comparison to its subscribers.

In ordering the survey KXOK selected 30 counties, all in outlying areas, whose BMB percentage was 50 or better. The BMB report for the station had covered 115 daytime counties and 90 nighttime counties.

The indie research firm that did the job for KXOK used the coincidental phone method and the fact that the difference between the BMB figures and the KXOK study is constant may anticipate the station lead the BMB eventually to adopt a combination of its original method—mail returns—and the coincidental call.

KXOK explains that it undertook its own survey for the purpose of meeting a trend and need among advertisers who are beginning to think in terms of rural distribution as well as urban sales.

## Midwest Belt

Continued from page 29

Each sports pickup, actuated here from the start by an inclination to have plenty more elbow room when it comes to the station's top remotes, outside the baseball season, are wrestling matters promoted by Tom Puske, who, incidentally, admits that television has done much to bolster the season's month.

Both WWJ-TV and KSD-TV are at present limited to a single studio, but the former expects to have plenty more elbow room when it moves into its additional 40 x 60 studio layout in the News building some time this month. With the space expansion WWJ-TV will up its broadcasting time from the present 30 hours to 36 to 40 hours weekly. Its St. Louis counterpart is currently telecasting on the basis of 20 hours a week.

WWJ-TV's client roster includes Ford, Chevrolet, Oldsmobile, Lundy Strike, Rover, Buova, and such local stars as Bill Hutton and Grinnell, while KSD-TV's national list takes in Ford, Shell, Kelvinton, Botany Mills, Claret-Peddy, Lundy Strike, Philco and Buova. The St. Louis outlet practices a policy of inviting as many advertisers as possible of telecasting for free and claims it bases its rates on the principle of "giving as much as you get for little as it can and hoping to make a profit."

George M. Burbach, chief of the Post Dispatch's radio-television operations, claims that there are 2,000 video sets in his area, while Bannister states that his latest correlation shows 3,300 sets. On the pennant side WWJ-TV's setup has Robert Bitter as program supervisor, Tom Rolly as production director, Jim Eberle, special events director, Steve Marvin, associate director, and Willard Walbridge, sales manager. The KSD-TV executive rolls show Harlan Grams as general manager, Frank Eeher, special events, Jim Lawrence, news, and Dave Pasterneck, promotion.

Bannister and Burbach alike hold to the belief that the televising of the GOP primary sales campaign proceedings out of Philly will give the medium perhaps its biggest impetus to sustained listener excitement to date. Bannister also has a theory that as radio served as a huge stimulus to music appreciation in this country so will television build popular interest in the stage drama. WWJ for some time has had a policy against live drama. Bannister says that he will adhere to a similar policy as far as film announcements are concerned for the time adject. He contends that if a tele broadcaster operates on the transcribed announcement principle he won't be able to stay in business.

## ROBINSON, TERRY GET CROSLY CORP. VEEPEES

Cincinnati, Nov. 4. Crosley Broadcasting Corp. has handed veepees to William F. Robinson and Marshall N. Terry. Elections, which took place at a special executive committee meeting of the board in New York, were announced here last Thursday (30) by James D. Shouse, Crosley president.

Robinson, formerly sales manager of Crosley-owned WINS, N. Y., becomes v.p. in charge of WLV (Cincy) programs, while Terry, promotion director of WLV, becomes v.p. in charge of the station's promotional activities.

At the same time, Shouse announced appointment of Walter Callahan as assistant general sales manager of WLV. Neil Smith, who has been acting as assistant sales manager, shortly will assume a new post, the nature of which Shouse didn't disclose, but which is connected with the company's expansion program in Dayton, Columbus and Indianapolis.

## Harker's Fort Industry Post as Nat'l Sales Mgr.

Detroit, Nov. 4. Fort Industry Co. created a new post of national sales manager to make room for Tom Harker after he resigned from WJR and moved to WJEB and the Fort's chief sales appointment was announced by General Manager Lee B. Wallis.

Harker, before going to Detroit, was widely known for his sales records, having been an account executive at both Mutual and ABC.

# THE Milwaukee Story

BY WGN OF CHICAGO.

SOMETHING for nothing? Well, you decide. First, consider the importance of the Milwaukee market. Best estimates are that Milwaukee County will produce over one billion dollars worth of industrial goods this year. Milwaukee County, with a population of over 850,000 is the nation's 14th richest market. Obviously it constitutes a real "plus" value to WGN accounts.

We know we cover Milwaukee better than any other Chicago station . . . in many cases we rate second to Milwaukee's first station. To illustrate our point: The February thru April Milwaukee Hooperatings showed WGN's daytime weekly ratings with Superman at 7.8, Dr. George W. Crane at 7.7, Heart's Desire at 7.3 and Tom Mix at 6.2 . . . night time shows included Hollywood Theatre at 11.7. (highest in Milwaukee for the time period), Crime Club at 8.9, Boston Blackie at 8.3 and Flamingo with a 7.4.

All of this adds up, we believe, to the best advertising bonus in radio today.

A Clear Channel Station . . .  
Serving the Middle West



Chicago 11 Illinois  
50,000 Watts  
720  
On Your Dial



MBS  
Eastern Sales Office: 228 East Ohio Street, New York 17, N. Y.  
West Coast Representatives: Kennan and Rickelberg  
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13



# It's As Simple As Reading Off A Log

THE network owned and controlled division of the Columbia Broadcasting System, Radio Sales, has made some extravagant claims about their achievements in Spot Radio to some CBS affiliated stations.

Specifically, they've claimed prowess in selling locally produced programs to national advertisers and chose their performance on WEEI, Boston, as the classic example.

We compete with Radio Sales in Boston. We checked the logs for WEEI and for WNAC for a recent random week. The FACTS show:

- We sold more Single Sponsored programs (21% more) to more National advertisers (11% more) using more time (40% more).
- We sold more Multiple Sponsored programs (126% more) to more National advertisers (113% more) using more time (119% more).
- We sold, altogether, 79% more programs to 75% more National advertisers for a total of 94% more total program time.

We believe that the sale of local shows is important but it is only one of many important responsibilities we conceive ourselves to have. Representing radio stations means representing their best interests—all of them.

In short, we will continue to follow the policies which have governed our successful operation for some 15 years. We will continue to present the many advantages of Spot Broadcasting to national advertisers and to represent the best interests of our stations, even when they conflict with those of the networks. We will continue to sell advertisers whatever facilities the stations have available to move merchandise most effectively.

## EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES  
ATLANTA • BOSTON  
DETROIT • ST. LOUIS • SAN FRANCISCO





# 2,500,000,000 *isn't enough!*

WNEW 1130 ON

**Billboard  
Award**



*for outstanding achievement*

IN RADIO

presented to  
**STATION WNEW  
NEW YORK, N. Y.**

FOR  
**OVER-ALL PROMOTION  
INDEPENDENT STATIONS  
8000 WATTS OR OVER  
1947**



**Another first for WNEW** — top honors for Overall Promotion in Billboard's 1947 industry-wide competition! This promotion plan sells WNEW programs and personalities to Greater New Yorkers as they ride trains, taxis, trolleys, ferry boats and busses; as they read their newspapers and magazines; as they go to the movies, open their mail or their laundry!

That plan delivers two and a half billion listener-impressions a year — *but it isn't enough*. Another first for WNEW is the use of the Douglas Leigh "Flying Spectacular," which adds the impact of 11,500 light bulbs. This 340-foot continuous sign flashes WNEW promotion in letters 27 feet high! Adding still another dimension to the advanced, award-winning WNEW promotional approach!

# WNEW

Serving New York and New Jersey 24 Hours a Day

**1130  
ON YOUR  
DIAL**



# Always First!

## WJR SCOOPS THE SPORTS WORLD WITH FOOTBALL'S BEST....



**WISLER OF MICHIGAN**  
MON. & WEDS. • 5:30 & 11:15 P.M.



**LEAHY OF NOTRE DAME**  
FRIDAY • 5:30 & 11:15 P.M.



**BACHMAN'S SPORT SLANTS**  
TUES. & THURS. • 5:30 & 11:15 P.M.

# WJR

50,000 WATTS

MICHIGAN'S GREATEST  
ADVERTISING MEDIUM

760 KILO.  
CLEAR CHANNEL

THE GOODWILL STATION INC., FISHER BLDG. DETROIT

C. A. RICHARDS  
Pres.

Advertising  
PETRY  
HARRY WISMER  
Asst. to the Pres.









# BRIGADOON

*Critics Prize Musical*

*Cheryl Crawford*

presents

# BRIGADOON

Book & Lyrics by

**ALAN JAY LERNER**

Music by

**FREDERICK LOEWE**

*with*

**DAVID BROOKS    MARION BELL  
PAMELA BRITTON    LEE SULLIVAN  
GEORGE KEANE    WILLIAM HANSEN  
JAMES MITCHELL**

*Directed and Musical numbers by*

**AGNES deMILLE    ROBT. LEWIS**

*Production staged by*

*Scenery designed by*

**OLIVER SMITH**

*Costumes designed by*

**DAVID FOLKES**

**Musical Director FRANZ ALLERS**

**John Yorks**  
*General Manager*

**Walter Knott**  
*Stage Manager*

*November is BRIGADOON Music Month*



**BRIGADOON**  
*Critics Prize Musical*

*Book and Lyrics By*

**ALAN JAY  
LERNER**

*Music By*

**FREDERICK  
LOEWE**

**THE N. Y. DRAMA CRITICS' CIRCLE  
SPECIAL CITATION**

*"Because it is an altogether original and inventive blending of words, music and dance; because its taste, discretion and thoughtful beauty mark a high note in any season; and because it finds the lyric theatre at its best."*

*(signed) John Mason Brown,*

*President*

*November is BRIGADOON Music Month*

**BRIGADOON**

*Critics Prize Musical*

*Brigadoon Only Yours*

**DAVID BROOKS**

as "TOMMY"

Management, A. & S. LYONS, INC.

**MARION BELL**

as "FIONA"

Management, A. & S. LYONS, INC.

**PAMELA BRITTON**

as "MEG"

Management, A. & S. LYONS, INC.

**LEE SULLIVAN**

as "CHARLIE"

Management, HARRY A. ROMM

**FRANZ ALLERS**

MUSICAL DIRECTOR

Management, A. & S. LYONS, INC.

**OLIVER SMITH**

SCENERY DESIGNER

**DAVID FOLKES**

COSTUME DESIGNER

**TED ROYAL**

ORCHESTRATIONS

*November is BRIGADOON Music Month*

# BRIGADOON RECORD RELEASES

**COLUMBIA**

**FRANK SINATRA**  
ALMOST LIKE BEING IN LOVE  
THERE BUT FOR YOU GO!



**BUDDY CLARK**  
COME TO ME, BEND TO ME



**CAPITOL**

**JO STAFFORD**  
ALMOST LIKE BEING IN LOVE



**CLARK DENNIS**  
THE HEATHER ON THE HILL



**RCA VICTOR**  
BRIGADOON ALBUM

Recorded by the Original Broadway Cast, Orchestra and Chorus

- OVERTURE
- DOWN ON MacCONNACHY SQUARE
- WAITIN' FOR MY DEARIE
- I'LL GO HOME WITH BONNIE JEAN
- THE HEATHER ON THE HILL
- COME TO ME, BEND TO ME
- ALMOST LIKE BEING IN LOVE
- THERE BUT FOR YOU GO!
- MY MOTHER'S WEDDIN' DAY
- FROM THIS DAY ON
- BRIGADOON

Lyrics by ALAN JAY LERNER Music by FREDERICK LOEWE

**DECCA**

**MARY MARTIN with GUY LOMBARDO**  
ALMOST LIKE BEING IN LOVE



**SIGNATURE**

**LARRY DOUGLAS**  
ALMOST LIKE BEING IN LOVE



**BOBBY DOYLE**

THE HEATHER ON THE HILL  
THERE BUT FOR YOU GO!



**FLOYD SHERMAN**  
COME TO ME, BEND TO ME



**RCA VICTOR**

**LARRY GREEN**  
ALMOST LIKE BEING IN LOVE  
THE HEATHER ON THE HILL



**MAJESTIC**

**MILDRED BAILEY**  
ALMOST LIKE BEING IN LOVE



## RECORDS & TRANSCRIPTIONS

### MUZAK

"ALMOST LIKE BEING IN LOVE"  
Lee Hilbert Orchestra

### STANDARD

"ALMOST LIKE BEING IN LOVE"  
Leighton Noble Orchestra

### ASSOCIATED

"ALMOST LIKE BEING IN LOVE"  
George Towne Orchestra  
Ted Dale Orchestra

"THE HEATHER ON THE HILL"  
"BRIGADOON SELECTION"  
"COME TO ME, BEND TO ME"  
Ted Dale Orchestra

### NBC THESAURUS

"ALMOST LIKE BEING IN LOVE"  
Norman Cloutier (Music of Manhattan), Charlie Jordan and Sweetwood Serenaders

"WAITIN' FOR MY DEARIE"  
Norman Cloutier (Music of Manhattan)

"DOWN ON MacCONNACHY SQUARE"  
Sweetwood Serenaders

"COME TO ME, BEND TO ME"  
Novatine Trio

"THE HEATHER ON THE HILL"  
Charlie Jordan and Sweetwood Serenaders  
"THERE BUT FOR YOU GO!"  
Thomas Hayward

### FREDERIC W. ZIV

"ALMOST LIKE BEING IN LOVE"  
Nancy Evans (Wayne King Show)  
Barry Wood (Barry Wood Show)

"THE HEATHER ON THE HILL"  
Wayne King Orchestra

"COME TO ME, BEND TO ME"  
Larry Douglas (Wayne King Show)

Margaret Whiting (Barry Wood Show)

"THERE BUT FOR YOU GO!"  
Nancy Evans (Wayne King Show)

### WORLD

"ALMOST LIKE BEING IN LOVE"  
Song Spinners  
Merle Fitt Orchestra  
"THE HEATHER ON THE HILL"  
Nat Brandwynne Orchestra

### CAPITOL

"COME TO ME, BEND TO ME"  
Jan Garber Orchestra

### LANG-WORTH

"ALMOST LIKE BEING IN LOVE"  
Blue Baron Orchestra  
"THE HEATHER ON THE HILL"  
Lenny Herman Orchestra

November is BRIGADOON Music Month



# BRIGADOON

*Critics Prize Musical*

## — And All Over The World

### ENGLAND

Heartiest congratulations on colossal success of "Brigadoon." Everyone here enthusiastic and eagerly awaiting London production. Feel confident show and music will also be stupendous hit here.

**KEITH PROWSE & CO., LTD.**

LONDON

Representing  
SAM FOX PUBLISHING CO. (LONDON) LTD.

### FRANCE

It will be great privilege to participate in outstanding success "Brigadoon" when produced Paris. Praiseworthy press reviews have created unusual interest in theatrical and musical circles here.

**EDITIONS MUSICALES SAM FOX**

PARIS

### AUSTRALIA

Most enthusiastic about forthcoming Australian production of the smash musical success, "Brigadoon." Our heartiest congratulations and assurance of best cooperation in Australia.

**SAM FOX (Australia) PTY. LTD.**

MELBOURNE—SYDNEY

### NEW ZEALAND

We offer our congratulations to all concerned on the brilliant success of "Brigadoon" production and music. We await with keen anticipation the arrival of "Brigadoon" in New Zealand.

**CHARLES BEGG & CO., LTD.**

WELLINGTON—DUNEDIN—AUCKLAND

### CANADA

Thrilled with the phenomenal success of "Brigadoon", already enjoying wide-spread praise across Canada. One hundred percent musical promotion in Dominion of Canada assured.

**GORDON V. THOMPSON, LTD.**

TORONTO

### ARGENTINA

SALUDOS FROM SOUTH AMERICA!

May the production of "Brigadoon" be a stepping stone in making many new "amigos" in our hemisphere.

**SAM FOX EDITORIAL LATINO AMERICANO**

BUENOS AIRES

### DENMARK

We are happy the "Brigadoon" musical hit has reached Scandinavia and will have early presentations in Sweden, Denmark, Norway and Finland. Congratulations on this international success.

**SAM FOX OF SCANDINAVIA**

COPENHAGEN

### ITALY

We read with great interest the beautiful reviews of "Brigadoon" and enthusiastically await arrival of musical score.

**CARISCH, S. A.**

MILAN

November is **BRIGADOON** Music Month

# BRIGADOON

*Critics Prize Musical*

**PREMIERE**

*New York*

**PERFORMANCE**

**MARCH 13th, 1947**

**NOW IN ITS  
EIGHTH MONTH**

**AT**

**ZIEGFELD  
THEATRE**

Alan Jay Lerner    Agnes DeMille

David Brooks    Marion Bell

Pamela Britton    Franz Allers

James Mitchell

Management

**A. AND S. LYONS, Inc.**

BEVERLY HILLS    NEW YORK

**RICHARD LAMARR**

Director of Musical Productions

**Brigadoon London Production**

April, 1948

**STOLL THEATERS CORP., Ltd.**

*Prince Littler*

Managing Director

**J. C. WILLIAMSON THEATRES, LTD.**  
of AUSTRALIA

Congratulations to Great Success of  
"BRIGADOON"

Which We Hope to Present in Australia  
and New Zealand During 1948

**BRIGADOON — GREETINGS**

"FROM THIS DAY ON"

FIRST NIGHT

NOVEMBER 5, 1947

STOCKHOLM

THEATRE AGENCY

**ARVID ENGLIND, Inc.**

STOCKHOLM, SWEDEN

*November is BRIGADOON Music Month*

Jocks, Jukes and Disks

By George Frazier

Buddy Clark's growing appeal is turned this week to two numbers which strike us as a good deal less than inspired—'I'm Waiting for Ships that Never Came In' and 'The Emperor Waltz'...

The rendition has considerable bounce and quite a bit of invention... 'The Emperor Waltz' (Bruno Walter)...

Best Bets

'Ballad—'A Tune for Humming' and 'My Blue Heaven' (Eddy Howard); 'You Call It Madness' (John Laurence); 'The Emperor Waltz' (Bruno Walter)...

Wax Facts

Among the better items this semester are the following: Tomany Dorsey's 'I Met My Baby at Macy's' (Victor) a novelty sung by Gordon Polk, and, to a lesser extent, 'The Whiffenpoof Song' on the other side; Louis Armstrong's great trumpet and vocal in 'Some Day' (Victor) and his duet with Jack Teagarden in 'Fifty-Fifty Blues,' which backs it up...

Suggested Program

'Sometimes I'm Happy'—Benny Goodman (Victor); 'The Whiffenpoof Song'—Rudy Vallee (Victor); 'Peter'—Marlene Dietrich (Vox); 'Save the Bones for Henry Jones'—Johnny Mercer and the King Cole Trio (Capitol); 'La Comparista'—Eddie South (Columbia); 'Mountain Lullaby'—Dorothy Sharr (Columbia); 'Muskrat Ramble'—Eddie Miller (Capitol).

Chi Indie Diskers

Scurry After Talent To Head Disk Ban

Chicago, Nov. 4. American Federation of Musicians diskings edict caught many of the Chi record ladies with talent packs down and they have been scurrying around the past two weeks signing available talent. Universal Records, owners of the Harmonicas, popped up with Murray Arnold, former pianist with Freddy Martin. In addition, company manager, John 'Sca' Davis' small combo; Joe Saunders' orchestra; Morton Wells' orchestra; Ralph Pierre (marriage first trumpet at ABC, who will head an orchestra of 38 men for standards also signed; Pink Whittier, hillbilly from KWTO, Springfield, Mo., and Johnny Hill, singer on ABC net. 'Vitacoustic company latched onto Yvette; Riley Shepard, formerly on Columbia; Saxie Dowell, who was with Sonora and, from the Vogue talent list, the Comrites and Nancy Lee and the Hilltoppers. Other local diskings, Mercury and Magnetik, have not signed new talent, but have heavy cutting schedules working Race and special labels are also piling up backlog.

Disk Jockey Reviews

JACK THE BELLOWS

Wilt Chamberlain, Lenna Sautera, Pamela, Linda and Vickie Johnson. Producer-Director: Hooper White 30 Mins; 7:50 a.m., Mon. thru Sat. WBBM, Chicago

soon enough that his juve listeners will be the most vocal, without his expediting the process... Mackenzie seems to be the only Detroit jockey who has been making high ratings against even baseball, of any jockey—the highest income...

LISTEN TO CLIFF

There's a homey background of Pop Johnson's guitar as Mom and Dad discuss domestic matters. She gives the weather forecast, the news, the temperature and commercials. Daughter Sonora or Sandy pipes up with an embarrassing, Following a Commagrade... added brightly. 'We gave five dollars for the record... aren't very articulate, which may be just as well.

10 Best Sellers on Coin-Machines

1. NEAR YOU (8) (Supreme)
2. I WISH I DIDN'T LOVE YOU (3) (Paramount)
3. YOU DO (9) (BVC)
4. CIVILIZATION (3) (Morris)
5. WHEN YOU WERE SEVENTEEN 16 (16) (Shapiro-B)
6. LADY FROM 29 PALMS (9) (Martin)
7. I WONDER WHO'S KISSING HER NOW (3) (Marks)
8. BALLERINA (1) (Jefferson)
9. THAT'S MY DESIRE (28) (Mills)
10. APPLE BLOSSOM WEDDING (1) (Shapiro-B)

Coming Up

KATIE (Berlin)
KOKOMO, IND. (BVC)
HOW SONS (Supreme)
AND NIMI (Shapiro-B)
SAVE THE BONES (Capitol)
FELLOW NEANS A GIRL (Williamson)
NAUGHTY ANGELINE (Simon)
WHIFFENPOOF SONG (Miller)
ON THE AVENUE (Leeds)
SERENADE OF THE BELLS (Morris)
SUGAR BEES (Williams)
LAZY COUNTRYSIDE (Santty-Joy)
DON'T YOU LOVE ME ANYMORE (Oxford)
SNATCH AND GRAB IT (Capitol)
PEGGY O'NEILL (Feist)
I MISS YOU SO (Leeds)
STANLEY STEAMER (Chappell)
SO FAR (Williamson)
TOO-FAT POLKA (Shapiro-B)

10 Best Sellers on Coin-Machines

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10. APPLE BLOSSOM WEDDING (1) (Shapiro-B)

KALL FOR MUSIC

With Don Courtney's... Participating... KALL, Salt Lake City... Sound effects are tossed in liberally... Courtney is certainly novel for this town... Courtney has given his show the hypno it needed, is the jump in-phone calls, now up about 50%...

THE KING'S BALLROOM

With Neil Edmondson... 12 Hours; 10 a.m., Mon. thru Fri. Participating... King, Seattle... Edmondson is new to the King Ball Room and is doing a fine job in continuing standards formulated by Courtney...

[Figures in parentheses indicate number of weeks song has been in the Top 10.]



# Inside Orchestras—Music

Note Morales' Latin orchestra is sought between disk companies by the American Federation of Musicians disk man, much in the same way Charlie Spivak's orchestra was snatched by the last disk-AFM squabble. Morales recently signed a deal with M-G-M Records; effective Jan. 1, the day the AFM ban becomes effective, He quits Majestic Records at the same time. Despite his leaving as of Jan. 1, Majestic will record Morales' fight up to the ban deadline.

Spivak's case during the last ban was more serious, since at that time his band was in the ascendancy. He quit Columbia Records and signed with RCA-Victor, and during the interval between the expiration of the one deal and the start of the other his band was clamped on. It seriously arrested the progress of his disk since he couldn't follow-up on a new Columbia hit discing of "White Christmas."

Anecdote on songwriter Gitz Rice who died in New York Oct. 16 at the age of 56 was related last week in Pensacola by the composer's long-time associate, Gene Trader, member of the city council in that Florida town. Rice, according to Trader, wrote "My Buddy" on a piano set up in a Flanders trench. Instrument, incidentally, was seized from the Germans by Rice and two of his companions who lugged the 85 through mud, pouring rain and sporadic machine gun bursts. Trader also recalled that the songsmith was endowed with a prodigious memory. Upon one occasion he asked a group of 17 to each name a selection, then played them all in consecutive order without prompting. Perhaps best known of Rice's compositions is "Mademoiselle from Armentieres."

Hunch horse betting didn't mean a thing to Sammy Kaye in the past couple of weeks at the Jamaica, N. Y. track. He failed to cash in on several potentials. First might-have-been hunch was a nag called Big Kaye, which paid telephone numbers to place. Few days later, on Kaye's opening day (37) at the Hotel New Yorker, N. Y., a nag called My Dear Boy, won and paid a big price. (He is one of Kaye's favorite expressions). Couple days later a thing called Dear Mom won at a good price (that's title of one of Kaye's best records). On the same day, a horse that has been winning consistently, called Jo Stafford, came down on top. (Mike Nidorf, singer, Jo Stafford's manager, also manages Kaye in association with Jim Peppel).

"Casting" photographic stills of a subject of an article obtains even in magazine publication, as witness Collier's stunt with Jack Kapp. Lester Vail has done a "prober" on the Decca pressy but Collier's took only one color pic at Kapp's East 84th street town house (with Ethel Morman and Guy Lombardo in the background) but decided that "better names" will be available on the Coast and so, when Kapp gets there this week on recording business, the weekly mag is waiting for Crosby and other Hollywood satellites, who record for Decca to get into the act. Article is due for publication some time in December.

Newest Broadway "foud" is between Mel Torme and WINS disk jockey Jack Eigen because the singer, during his current Broadway Paramount stint, plugs Freddie Robbins by name, giving that WOW disk jock the kudos for the "velvet boy" connection, etc. Eigen takes the position that he had a lot to do with plugging Torme last spring when he first debuted in New York at the Copacabana, but the singer feels that since both he and Eigen were working for the Copas—Eigen's disk jock stint originates from the Copas Lounge & Bar—it was an automatic plug. Anyway, Eigen doesn't plug Torme disks on his show any more.

## Chester Well Dated

Bob Chester's orchestra is dated for 20 college dates in the South during the next two months, ending with a \$4,000 private party in Florida New Year's Eve. Among the universities at which Chester will appear are: Washington and Lee, Virginia Military Institute, U. of Virginia, Duke, Furman College, Citadel and U. of Florida.

Chester closed a two-week run Saturday (1) at the New Kemmore hotel, Albany.

## 'Never Away' Proves Surprise 'Allegro' Hit, Major Firms Disking It

It's still the public that decides what songs it wants in a show or film, despite a publisher's or writer's evaluation of material.

In the Richard Rodgers-Oscar Hammerstein II musical, "Allegro," the major plug tunes were labelled "A Fellow Needs a Girl" and "So Far." There's another, however, "You Are Never Away," which Williamson hadn't intended working on immediately, but which is outstripping the others in sheet sales in the lobby of the theatre where "Allegro" is playing and, as a result, Williamson will now go to work on it.

When "Allegro" opened in New Haven, the response to the production number built around "Away" was good, and the scene was expanded. Still, neither Williamson nor the writers felt that the tune could stack up against the major two, to the point where no recordings were sought on it before the show opened in New York. All major disk firms are scheduling it at the moment.

## MPPA Meets Nov. 18

Music Publishers Protective Assn. conducts its annual membership meeting at the Astor hotel, N. Y., Nov. 18. Meet is strictly for the reading of reports, etc., not to null any agreements.

There are 55 members of the MPPA, all major publishers.

## Disk Jock Sidelines and Other 'Abuses' Frowned On by Station Ops

### Glen Isle Using Names On One-Night Basis

Shep Fields is using name orchestras on a one-night basis at the Glen Island Casino, New Rochelle, N. Y., Saturday evenings, and the policy will be maintained so long as business warrants weekend operation through the winter. Fields pulled his own new band out of Glen Isle last week for the Capital theatre, N. Y., late he's now on, and inserted Sharty Sherock's orchestra for last Saturday (1). Bob Chester may be used this week (8).

Fields isn't likely to put his own band back into the spot at least until next summer. He's due into the Click, Philadelphia territory, Nov. 14 for one week, then does one-nighters. In between he's cutting records for Musicraft, with which he recently signed and transcriptions for Lang-Whorn.

### MRS. GUS KAHN EAST ON RENEWAL RIGHTS

Mrs. Gus (Grace LeBoy) Kahn is in New York for a couple of weeks talking with publishers on renewal rights, seeing shows, etc. When she returns to her Bevilhills home she will continue cooperating with 20th Century-Fox Film on the biopic that studio is producing based on the late songwriter's life, temporarily titled "Wabash Street." Locale is Chicago, Kahn being one of the few who maintained his home there, in the heyday of his Tin Pan Alley career; until Hollywood beckoned him and he settled on the Coast following the 1929 "Gold Rush," when musicals flourished with the advent of sound.

Incidentally, Donald Kahn is following in his dad's career as a songsmith and scripter. Jack Robbins plans bringing out a series of his stuff.

Chicago, Oct. 23. Station managers of various Midwest cities are showing signs of irritation with some of the practices carried on by disk jockeys. For instance, the broadcasters don't believe that a jockey should own a piece of a record distributing firm, that it doesn't make much difference who plays a new recording first, etc.

These station men also have the idea that a jockey shouldn't have a side interest in a record shop. One broadcaster found a staff man so involved, after puzzling over why the jockey favored that store over others, and issued a no-two-way ban against the connection. In another Midwest city only last week a station's chief learned that his No. 1 tune-caller owned a piece of a local record distributing firm and gave the spinner three hours to "unload, or else. The jockey unloaded.

Sentiment over the "first airings" among the station bosses seems mixed. Some think it silly, while others look upon it as an abuse and have taken steps to curb it. For instance, KWK, St. Louis, last week went into effect a rule enjoining its jockeys from broadcasting any record that hasn't been indexed, cleared and made available for public sale, thereby eliminating the acetate trade.

Some Midwest station heads think that what they term the "dogfight for personal appearances" among jockeys is getting ridiculous, and the platter spinners involved might agree with them if they tried looking at it objectively. In one Midwest town the competition between the two leading jockeys is so intense on this score that one puts himself to much expense to outwit the other. Jockey A has established the practice of meeting a visiting bandleader or crooner at the airport and inviting him to appear on his program, so now Jockey B offers ties to the preceding town to exact a promise from the disk personality that he will give him (Jockey B) a first crack at an air highway.

A sack, new light rhythm  
smash . . . Recorded on all major labels!

# Those Things

Money  
Can't Buy Forever  
Amber

Lyrics by Ruth Pell • Music by Al Goodhart

Themed importantly throughout 20th Century-Fox's top budget production "Forever Amber"

Featured song in M-G-M's  
"This Time For Keeps", sung by  
Johnnie Johnston . . . Waxed by  
Desi Arnaz, Xavier Cugat and  
Nora Morajes.

# Un Poquito De Amor

Lyrics by Johnny Mercer • Music by David Patten

Lyrics by Ralph Freed • Spanish Lyrics by Raul Sola  
Music by Raul Sola and Xavier Cugat

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, N. Y. 19 • MURRAY BAKER (Lith. Div. M.)

AFM Local 47 Boosts Scale 10% on Casual Jobs To Cover Taxes

American Federation of Musicians' Local 47 has lifted its scale by 10% on casual dates to enable leaders to assume responsibility for payment of social security and unemployment taxes...

CARRIE JACOBS BOND ESTATE SET AT \$216

Los Angeles, Nov. 4. Carrie Jacobs Bond, one of America's best-known ballad composers, who died at the age of 94 of a heart attack, Dec. 28, in Hollywood, left an estate whose value is estimated at \$261,289...

Webster Ankles GAC

Hollywood, Nov. 4. Dick Webster, General Artists Corp. vice-president and longtime head of one-night booking in Coast office, resigned at Saturday (1) to 40 into biz for himself here.

Cap Inks Nappy Lamare

Hollywood, Nov. 4. Nappy Lamare, vaude juggler, has assembled five other well-known sidemen and started recording for Capitol. He formerly waxed for Mercury.

DMT Pick-up Sheet HIT TUNES FOR NOVEMBER (On Records)

- A GIRL THAT I REMEMBER (BMI)
AS SWEET AS YOU (Regent)
COME TO THE MARDI GRAS (Peer)
FORGIVING YOU (Melina)
HILLS OF COLORADO (London)
I WONDER WHO'S KISSING HER NOW (MGM)
JUST AN OLD LOVE OF MINE (Campbell-Pargie)

- MADE FOR EACH OTHER (Peer)
SMOKE! SMOKE! SMOKE! (That Cigarette)
THERE'LL BE SOME CHANGES MADE (Marks)
THE STORY OF SORRENTO (Femora)

- SUM-BY (Republic)
FOOL THAT I AM (Hill & Range)
LET'S BE SWEETHEARTS AGAIN (Campbell-Pargie)
MIAMI BEACH RHUMBA (Marks)
MY RANCHO RIO GRANDE (Harwell-Ciferlino)

BROADCAST MUSIC INC. 170 WEST AVENUE NEW YORK 20, N.Y. CHICAGO HOLLYWOOD

Inham Jones Back on Wax, Undecided About Bookings

Inham Jones is currently conducting a 20-piece recording orchestra in Hollywood. He was four of his old hit tunes, "I'll See You in My Dreams," "Wooden Soldier" and "Daddy-O," "Our Love" and "I'll Never Have to Dream Again" for Coast Records.

BUDDY CLARK IN DEAL AS PUB WITH MORRIS CO.

Singer Buddy Clarke is setting up a music publishing firm of his own for which the Edwin H. (Buddy) Morris organization will act as selling agent. Clark's deal calls for a music publishing firm of his own to handle writing that he may record material which he may record for Columbia Records. Firm will have no staff of its own.

RCA Skeds Air Shows To Plug Kidisk Albums

Hollywood, Nov. 4. RCA-Victor will air-advertise its kidisk and kidalums over KJLJ, natural Don Lee outlet here Mondays, Wednesdays and Fridays from 4:45 to 5:30 in the afternoon. RCA Victor highlights Raggedy Ann who resides in a record store and comes to life after hours in quest of fairy tales. Narrator will talk to Raggedy Ann and play RCA disk platters for her.

On the Upbeat

New York. Russ Facchine in 15, Y. with other Mus-Art ex. v. Stan Kenton to market condensed series of his "Artistry" arrangement series through his own Leslie Music... Dick Hillyard has taken over the direction of the band of Mel Torme and Bob Wells. Burke-Van Heusen, which has both writers under contract, released the song "Crierion"...

Hollywood

Frankie Masters working skin of one-nighter across Tropic getting \$1250 guarantees... Elliot Lawrence set for four nights, starting Nov. 10 at Regency... Dick Hillyard has taken over the direction of the band of Mel Torme and Bob Wells...

Mayfair, Kansas City, Nov. 18... Tex Tyler's western band next week... Arthur Michael back at his new office here after jaunt uptown...

Chicago

Dick Hillyard, currently at the Latin Quarter, will put forth sides with Joe Melis orchestra for Mercury next week... Dick Jones and press buy new parties for Andy Russell, Mill Herth and Vitacoustic Records...

Pittsburgh

Lawrence Webb's ret. run at Bill Greiner, beginning Monday (10), has been cut from two weeks to one... Bob Astor's orchestra at Vogue Terrace... Charlie Chaney pencilled back into Hollywood show for Dec. 1... Herman Middleman, who has band at Carrousel, head to Kansas City to play accompaniment for Jackie Heller's appearance...

A MUST! Columbia's New Album

G-155 MURRAY BAKER SUGGESTS FOR YOUR PROGRAM YOU'RE A SWEET HEART Music by JIMMY McHUGH ROBINS

DON'T YOU LET ME ANYMORE OXFORD MUSIC 1619 8'way, New York. DINAH SHORE It deling her CHRISTMAS DREAMING HOW ABOUT YOU?

Songs With Largest Radio Audience

Table listing songs and artists with radio audience statistics. Includes songs like "All My Love", "An Apple Blossom Wedding", "I'll Be Home Again", etc.

# Bands at Hotel B.O.'s

Band	Hotel	Covers Played	Total Covers
Ni-Brandwynne	Waldorf (400; \$2)	2	1,450
Johnny Long	Pennsylvania (500; \$1-\$1.50)	2	1,450
Sammy Kaye	New Yorker (400; \$1-\$1.50)	1	1,875
Johnny Fineapple	Lexington (300; \$1-\$1.50)	3	2,250
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	3	2,300
Vaughn Monroe	Commodore (400; \$1-\$1.50)	4	2,800

• Jazz Station at Waldorf, Ice Show at New Yorker.

## Chicago

**Ray Heatherton** (Marine Room, Edgewater Beach, 700; \$1.50-\$2.50 min.). Damp weather cut into take here; moderate 3,800 covers.

**Joey Melle** (College Inn, Sherman, 700; \$2-\$3.50 min.). Dining Sisters current, but not hepatic! Fair. Very light 2,700.

**Ray Morley** (Mayfair Room, Blackstone; 300; \$3.50 min.-\$1 cover). Jerry Lester in Friday (31) to packed house. Peter Lind Hayes and Max's Healy share terrific week. Sock 2,800.

**Orrin Tucker** (Boulevard Room, Stevens, 550; \$3.50 min.-\$1 cover). Shoe dealers' convention kicked count up here to firm 4,200.

**Grit Williams** (Empire Boom, Palmer; 550; \$3.50 min.-\$1 cover). Shoe trade helped here also; 3,700.

## Los Angeles

**Freddy Martin** (Ambassador; 800; \$1.50-\$2). Dandy 2,900 tabs.

**Jan Garber** (Billmore; 900; \$1-\$1.50). Fine 2,700 covers.

## Location Jobs, Not in Hotels

(Chicago)

**Marly Gould** (Chez Paree; 550; \$3.50 min.). Conventions gave Chez nice boost this week to 5,300. Miltzi Green and Jackie Miles hold over until Nov. 20.

**Sherman Hayes** (Blackhawk; 500; \$2.50 min.). Biz off this week to 2,800.

**Eddy Howard** (Aragon; \$1-\$1.25 adm.). Jam-packed all week. Big 20,500.

**Leighton Noble** (Trianon; \$1-\$1.25 adm.). Noble catching on, fine 17,000.

**Buddy Shaw** (Latin Quarter; 700; \$2.50 min.). Nac. 2,300.

(Los Angeles)

**Stirling Young** (Aragon, B. Ocean Park, 1st wk.). Boh Will's western band holding in over three-day weekend to swell figure to approximately 5,300.

**Lt. Neil Hampton** (Meadowbrook, E. Culver City, 1st wk.). For first frame since Harry Schoerl took over site, profit realized on around 6,000 admishes.

**Harry James** (Palladium, B. Hollywood, 4th wk.). At 12,000 admishes, okay. Weekends are good, other nites off lately all over town.

## Brakes NC, 6 Hurt

Six people were slightly injured last Thursday (30) evening at the Meadowbrook, Cedar Grove, N. J., when they were struck by a car being moved by an attendant from the parking lot to the door.

Auto, which was found to have deficient brakes, plowed through three couples who stepped into its path from behind other cars in rain and mist. Three of the six were knocked down, the others cut badly. Two had to be extricated from under the car itself.

## Winfield Quits Central

Buddy Winfield, booker with Central Booking office for the past two years, quit last week. He will be replaced by Mildred Rubin, who formerly ran her own personal management agency.

Winfield's will manage Gene Ammons, which will be his only theatrical connection hereafter. He is regional director for Chi's Superior Hospital Supply Co.

## Tower, Steven Music Ink Reciprocal Pact

Hollywood, Nov. 4. Tower Records and Art Steven Music have linked arms and worked out a reciprocal trade agreement, Dick Bradley, Tower label chief, has agreed to wax the entire Steven Music line not yet plattered, and Steven Music will market all unpublished songs on Tower disks.

Ruth Burkes, Bradley's wife, has joined Steven Music firm and will represent Bradley and Tower labels' interests. "It's December Again" will be the first of the Music firm's tunes to be put on Tower label.

## MPPA, SPA Contract Negotiations Stalled by Writers Fund Proposal

Negotiations between the Music Publishers Protective Assn. and the Songwriters Protective Assn. committees on a new contract between the two factions took a turn for the worse after last week's meeting, and no one is making fresh predictions that the year-old tussle will be ironed out quickly.

Writers, who in their original new-terms plan offered to the pubs a year ago asked for a 5% slice of pub revenue from lyric magazine rights to set up a special SPA fund, came up with a counter proposition to the pubs' rejection of the original. And the move turned the two committees, which have been conducting more amicable discussions lately, into a fresh turmoil.

Purpose of the MPPA is to protect music publishers' interests. Harry Fox, its general manager, sees to it that collection of mechanical and synchronization royalties are made. Out of the coin thus collected, the MPPA takes a 2% bite of mechanical and a 10% slice of sync.

(Continued on page 52)

## Prepare for the Hits of 1948!

# PDS MUSIC PUBLISHERS

PRESENT

# "OK" L BABY DOK" L

MGM'S "BIG CITY"

Featured by  
**BETTY GARRET and  
PAGE Cavanaugh TRIO**

RECORDS

**VICTOR: PAGE Cavanaugh TRIO**  
To Be Released  
**COLUMBIA: XAVIER CUGAT**  
To Be Released  
**SIGNATURE: CONNIE HAINES**

## "HICKORY DICKORY DOCK"

RECORDS

**Capitol: Ernie Filice Quartet—To Be Released**  
**Columbia: Ernie Andrews—To Be Released**

## "I'M GONNA GET LOST FROM YOU"

RECORDS

**Victor: Page Cavanaugh Trio—To Be Released**

## "I'LL-LOVE-YOU-TIL-YOUR-MONEY'S-GONE BLUES"

RECORDS

**Majestic: Butch Stone**

## "THEY CLAIMED"

RECORDS

**Columbia: Ernie Andrews—To Be Released**

# PDS MUSIC PUBLISHERS

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**PEGGY O'NEIL**

made a Hit by Harry Press, Ed G. Nelson and Robert Dodge

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GEORGE DALIN, Pres. Mgr.

Inspired by the **Walter Thornton Pin-Up Girls**  
THE SONG THAT'S REALLY A "SLEEPER"

**GET A PIN-UP GIRL**

Published by **MILLS MUSIC**, 1419 Broadway, N. Y.



# Shelvey Sets AGVA Convention in Chi Despite Dissidents' Try for N.Y. Meet

Forthcoming convention of American Guild of Variety Artists, has definitely set this week for Chicago, Jan. 12-16. It's the talent union's first crack for use of results of which will return full autonomy to union from Associated Actors and Artists of America, which took over in 1942, when affairs were in tattering shape.

Despite some opposition from nearby groups, Matt Shelvey, national administrator of AGVA, was given the go-signal by the 44's in 1942, when affairs were in tattering shape. Despite some opposition from nearby groups, Matt Shelvey, national administrator of AGVA, was given the go-signal by the 44's in 1942, when affairs were in tattering shape.

Convention will be held at the Stevens hotel, with reservations set this week for use of results of which will return full autonomy to union from Associated Actors and Artists of America, which took over in 1942, when affairs were in tattering shape.

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## Stone Set To Follow Howard at L. Q., N.Y.

Harvey Stone has been signed to follow White Howard into the Latin Quarter, N. Y., around Dec. 7 for 12 weeks. Deal was made following Howard's subbing for Howard last week.

Howard stayed out several days because of the death of his wife.

## Kitty Davis', Miami, Sold to Rosenberg, Yiddish Legit Star

Miami Beach, Nov. 4. Kitty Davis' Aflrline, one of oldest operations in this area, was sold this week to a group headed by Michel Rosenberg, Yiddish legit actor for \$65,000.

Incubator of many of the younger comics now in the four figure brackets, the spot was a money maker until last year, when stiff competition from the big spots bit heavily into the Davis' take.

## WEISMULLER PACTED FOR LONDON TANK SHOW

Johnny Weismuller, along with Stubby Krieger, comedy diver, will head a water show which will play the Earl's Court theatre, London, for five weeks starting Feb. 29. They'll head a cast of U. S. swimmers with implementation from British tank talent.

Following run at London house, show will tour the provinces. Harry Foster, head of Posters Agency, London, now in the U. S., set the deal with Harold Dobrow, of the William Morris agency.

## Vatican Choir Continues With Fishman Bookings

National tour of the Vatican Choir was resumed in Ely, Nev., Oct. 27, brief intermission in Phoenix, Ariz., while the management of the group changed hands. Ray Fishman, A. sports promoter, formerly with Chicago Civic Opera, look over via his International Exchange. In addition, Touring Enterprises, rushing travel and expense funds of \$6,000 delayed during the tour. Fishman now has a goings a booking of 10 fill open dates, Fabiani having hired veteran pooler, Ed Fishman, as a basis to build tours through November before starting a tour of Mexico, Dec. 4, also under Fishman's eyes.

## Producers Wary of Units; Majors Don't Want And Indies Can't Afford 'Em

Faced with declining theatre business and a general lack of interest around substitute to replace the band packages and to compensate for the loss of name attractions in Agencies, particularly Music Corp. of America, have been pitching the unit idea to the bookers, but so far have found no takers.

## TAX EXEMPTION HYPOS VAUDE RETURN IN CUBA

Washington, Nov. 4. Vaude is on the rebound in Cuba, U. S. Department of Commerce reports, with legit also making a comeback. The revival has been growing from a 1946 government decree which exempts theatres from the admissions tax provided a stage show is presented in which at least eight persons participate, half of whom are Cubans.

Three theatres in the Havana district are now showing Spanish language musicals and comedies, as a result of the decree. This has been cutting into the town's film biz.

Joan Edwards last week signed a personal management contract with Harry Goodman.

Miss Maxwell's Repeat Marilyn Maxwell, Metro filmster, is slated to play the Capitol theatre, Los Angeles, starting Dec. 4 on starring the Paul Whitman crew. Miss Maxwell played house several years ago.

Others on the layout will be Ben Ben and Gene Sheldon.

## KMBC-AGVA Impasse on Pact Chases 'Brush Creek Follies' Back to Studio

Thompson-Williams Held Over at Ciro's, H'wood  
Los Angeles, Nov. 4. Kay Thompson and Williams brothers have been held over at Ciro's for an indefinite period, causing a shift in future bookings.

Appearance of Hildegaard, originally slated for Nov. 11 has been postponed until spring.

## St. Lou Niterly License Lifted When Jungle Chants Annoy Neighbors

St. Louis, Nov. 4. Jungle music may be o.k. in its place but when it reaches fortissimo volume in St. Louis that's another matter. Last week Director of Public Welfare Henry S. Caulfield revoked the license of the Circus Club when neighbors complained such music not only kept them from sleeping but also jarred their nerves.

Caulfield's action followed a police court action that resulted in Charles and Watson S. Millers, brothers and co-owners of the niterly, being fined \$75 and costs for peace disturbance. The police court proceedings did not appraise the neighbors and the additional complaint to Caulfield is expected to put the quietus on the music.

## MISS MAXWELL'S REPEAT

Marilyn Maxwell, Metro filmster, is slated to play the Capitol theatre, Los Angeles, starting Dec. 4 on starring the Paul Whitman crew. Miss Maxwell played house several years ago.

Others on the layout will be Ben Ben and Gene Sheldon.

Kansas City, Nov. 4. Feuding which has been going on between KMBC and American Guild of Variety Artists culminated last Saturday when Arthur B. Church, president of the station, announced the new edition of "Brush Creek Follies," hillbilly and western show would not be held at the Ivanhoe Temple. The air version from 8-9-47 took away on as usual, owing to the KMBC studios.

AGVA, through Vincent Lee, national representative, met with the station after a count showed the group to represent 16 of the 20 performers in the show. Lee asked for a minimum wage of \$12 per performer per show, and a union contract. Lee claimed some of the performers had been working for \$4.00 per show and others for \$9. The station rate would bring all workers up to level of union musicians who also work the show, union spokesman said.

Negotiations on the wage rates was reported to have been proceeding satisfactorily until disagreement over the union show drew the situation into an impasse. Union arguments took attitude station should first adopt the union show, and then get a ruling from the NLRB on the action. Station, however, indicated it would abide by the letter of the law in the absence of a clear-cut course.

Talent for "Follies" is furnished by KMBC Artists Bureau. Singers, guitar players and instrumental combinations, will be featured on broadcasts over the station and for personal appearances throughout the station's coverage area. Pay is generally computed on a base salary, with additional for the personals and the "Follies" work.

Present negotiations apply neither to the air work nor to the territorial personals. The boost asked by the union is estimated to up the cost of the "Follies" \$35-60. Visual show of two-and-a-half hours has been selling out in the 110-seat Ivanhoe Temple at 6c. admission, netting the station around \$400-\$450 per week.

Three quarter hours of the show, now are sponsored, and a half hour broadcast from 10-10:30 Saturdays is sustaining. Live show has been one of station's big promotions for a decade, but has been on the air only in the last five years. Show has been little more than paying its way from the house adding little, however, and cancelled stage appearances are figured as little or no loss to the station dollar-wise.

**MAXWELL'S**

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**THE LONDON-CASINO**

**Headed Off by Popular Demand for 3 Consecutive Shows**

The Evening's News Says: At the London-Casino, the contribution which does most to satisfy the demand for novelty and artistry comes from America . . . not content with displaying considerable virtuosity as a pianist, Rolly Rolls has perfected some fascinating tricks and stops the show.

**BOOKED AT THE STATLER CHAIN FOR THE FIFTH TIME IN 3 YEARS**  
STARTING STATLER-BOSTON NOVEMBER 10TH, 1947





OBITUARIES

WILLIAM GEORGE FAY
William George Fay, 78, Irish actor-producer, died Oct. 27 in London. He was one of the founders of Dublin's Abbey Theatre and also appeared in films. His last part was Father Tom in J. Arthur Rank's production of "Oid Man Out."

Survived by widow.
ALBERT MARSHALL
Albert Marshall, 52, former night club owner, died Oct. 31 in Decatur, Ga. He had been married 22 years, until 18 months ago, he owned Castle Farm in the suburbs, which he rebuilt at a cost of nearly \$500,000 and at which the top name

REMEMBERING

Gus Edwards

November 7, 1945

LILLIAN

toxy of plays— He also wrote an autobiography, "The Fays of the Abbey Theatre."
Myr hehe his debut in New York in 1908 in "A Pot of Broth," after being brought to the U. S. by Charles Frohman to produce a series of plays. He founded the Irish Stage Society and The Play Actors, an anti-production of the rank and file chains of the Actors' Guild, and secretary of the Actors Day Fund during the First World War.

MYER HERSCHEM
Myer Herscherm, 67, vice-president and co-founder of the Rank and file Herscherm Theatres chain in the maritime provinces, died Oct. 28, at his home in Halifax, N. S., of pneumonia and a combination of ailments. With J. M. Franklin, who became president, Herscherm founded the P. & H. chain 35 years ago. The

Geo. M. Cohan

(1878-1942)

JERRY VOGEL

first interest was in operating a vaudeville circuit in New Brunswick and Nova Scotia, with base at St. Hubert, Halifax. He was born in Russia, and had been located in Montreal for some years before establishing his home in Halifax.

Wife, son, Peter, manager of the Vogue, one Communist, and an actor of F. & T.; two grandchildren, three brothers and four sisters survive.

HARRY H. FREIER
Harry H. Freier, 84, formerly partnered with Maurice L. Shea in the Fether & Shea theatre circuit, died Oct. 28 in New York. He retired about 19 years ago, after selling his interests.

In addition to his theatre holdings, many of which played bigtime variety, Freier also represented the old Keith circuit in Europe about 42 years ago. Under that assignment he toured the continent to sign up foreign acts for appearance in Keith

in the Royal Artillery in World War I. Wife, son and daughter, the latter an actress in London, survive.

EMILY LILES HOWARD
Mrs. Emily Miles Howard, 53, wife of Willie Howard and former musical comedy performer, died Oct. 28 at the Jewish hospital, New York, after a brief illness. She was a singer and dancer when she met Howard in 1926, while both were appearing in "The Flamingo Show" at the Winter Garden, N. Y. Mrs. Howard left the stage after her marriage in 1930.

Husband is only survivor.
LEO NICHOLSON
Leo Nicholson, 52, Canadian sportsman and former actor's agent, died last week in Vancouver. He was born in Winnipeg, and was a flyer with the Royal Naval Air Service in World War II in the early 20's he went to Hollywood,

first as an actor's agent, and later as a director, while there he tried his hand at sportscasting for the first time, over L. A. stations KNX and KFI. Wife survives.
MATHIEW CRICKBOOM
Mathiew Crickboom, 76, concert violist, died last week in Brussels, Belgium, after a brief illness in New York City. Before World War I he gave recitals throughout the continent, and at one time was director of the Academy

of Music and the Philharmonic Society of Barcelona.
He wrote several books on music teaching and composed for the violin and piano.
NELSON McDOWELL
Nelson McDowell, 77, former leading character actor, died Nov. 3 in Hollywood of a self-inflicted pistol wound. He played the gun boss used in several cowboy roles. Ill-health forced McDowell's retirement from film several years ago. He was caretaker of the building in which he lived since then. Outstanding among film pictures were "College Twist," "Uncle Tom's Cabin," "Kit Carson," "Girl of the Golden West" and "Wheels of Destiny."

HARRY E. HULLER
Harry E. Huller, 60, co-owner with Fred Wehrenburg of the Bayview theatre, St. Louis county, died recently at his home in Ferguson, St. Louis county of heart disease. He managed the theatre until ill health forced his retirement several weeks ago. Wife, son and two daughters survive.
ABRAHAM GLICKSTEIN
Abraham Glickstein, 78, retired symphony orchestra conductor, died Oct. 30 in New York. Born in Russia, he came to the U. S. as a youth of 23 and continued his musical training in New York, where he was a member of the American Federation of Musicians.
Among those including concert violinist Max Pollack, and three daughters survive.

JUANITA COLLINS
Juanita Collins, 33, dancer, died recently in St. John, N. B. after being struck by automobile. She was within a month of becoming a mother. Mrs. Collins was the wife and dancing partner of Joe Collins, stage and night club terper and cop-

BOB WILLIS

The wife and children of the late Bob Willis with a thank that many friends their kind expressions of sympathy, flowers and Mace cards in the hours of their bereavement.
creator of a dance school, in St. John. Besides her husband, her parents and a sister survive.

ERNEST C. KERSHAW
Ernest C. Kershaw, 73, secretary-omierus of Local 103, American Federation of Musicians, Chicago, U. S., died Oct. 25 in that city.
MAURICE KAFKA
Maurice Kafka, 52, manager of Sidney's Orchestras, and wartime music head for the Treasury Department, died last week in Washington, Oct. 25 in Washington, of a stroke. He had been ailing since his hectic business career.
WILLIAM T. MCCAGUE
William T. McCague, 81, musician, died Oct. 31 in Columbus, O. He played in various local theatres and was a charter member of the Compton Opera Association, Columbus, 103. Four sons and two daughters survive.

BIRTHS
Mr. and Mrs. John Walsh, son, Pittsburgh, Oct. 23. Father manages the Fulton theatre.
Mr. and Mrs. William Schmitt, daughter, Hollywood, Oct. 24. Father's with Bruce Carlton orchestra.
Mr. and Mrs. Edward Hirsberg, son, Pittsburgh, Oct. 25. Father's head of Station WED in McKeesport.
Mr. and Mrs. Stephen McNally, daughter, Hollywood, Oct. 27. Father is a film actor.
Mr. and Mrs. Shevryn Scully, son, Chicago, Oct. 28. Mother's with John Balaban of Balaban & Katz Enterprises.

Mrs. Sara Jahn, St. Louis, daughter, Los Angeles, Oct. 23. Father is a film director.
Mrs. Joe De Salvo, son, Norfolk, Va., Oct. 27. Father is a guitarist and singer with Lorette Tony. Son of Joe Hottis, Chicago.

NEW YORK CITY
Hose Pope
Nellie Johnson
Dorcas Maria Cruz
Gene Schaefer
Jimmy Gray
Pauline Davis
Gene Schaefer
Dr.
Barbara
Ray Candava
Rosa
Destiny Kraft
Bernice
Vernon
Cris
Paul Gavotto
Mrs.
Chas Doll
Miss
Janice
Laurie
Gene
El Carlito
Jack Price

Variety Bills

NUMERALS IN CONNECTION WITH BILLS BELOW INDICATE OPENING DAY OF SHOW
Letter in parentheses indicates circuit: (I) Independent; (L) Lewis; (C) Paramount; (R) RKO; (W) Warner

- NEW YORK CITY
MUSIC HALL (6)
GROVER'S
THE ST. LOUIS
MUSIC HALL (6)
GROVER'S
THE ST. LOUIS

- DELAWARE
Joe McManahan
Joe McManahan
Joe McManahan
Joe McManahan
Joe McManahan
Joe McManahan

PEDRO and BURAND
IN "TOSPY TURVY"
Par. Mgt. EDITH SMITH Agency
New York

- QUEENS
Jamaica (1) 6-9
Brooklyn
Brooklyn
Brooklyn
Brooklyn

- OSCEOLA
Sheldon
Sheldon
Sheldon
Sheldon
Sheldon
Sheldon

BRITAIN

- WASHINGTON
Washington
Washington
Washington
Washington
Washington

MARRIAGES

- Doris Davidson to Jack Price, Las Vegas, Oct. 23. Bride is secretary to theatre producer and C. K. O'Connor is studio auditor.
Helen Parquette to Charles B. Fogle, Beverly Hills, Oct. 24. He is supervisor of Metro home office maintenance.
Betty Gene Howell to Fred Conner, Topela, Kans. Oct. 17. He is program director of WRBN, in that city.
Iris Silverlight to Eli Obersteln, Hollywood, Nov. 2. Bride is with Paramount musical editing department, her repository chief at RKO.
Mrs. Maria Teresa Winn to Eddy Duchin, New York, Nov. 2. He's the writer of "The Sign of the Cross."
Phyllis (Philo) Haney to Carl Lesterman, Palm Springs, Nov. 1. Bride is former Miss of Hollywood.
Pauline (Buzell) to Harold Hecht, Las Vegas, Nov. 1.
Margaret (Theatrical Auditor) Samuel Jones, Hollywood, Nov. 1. He is an executive assistant to Metro's story department, the Hollywood agency bearing his name.

NEW YORK CITY

- REGALTE
Dorcas Maria Cruz
Gene Schaefer
Jimmy Gray
Pauline Davis
Gene Schaefer
Dr.









Plays Out of Town

Streetcar Named Desire

- New Haven, Oct. 29
Trene M. Delaney's production of ELLA WATSON'S "Streetcar Named Desire"...

Premiere of "Streetcar" was spotted as a checkbook. Next now up to the writer-director...

"Desire" is a mixture of seduction, violence and a social commentary...

When school and town authorities came to see the play...

When school and town authorities came to see the play...

When school and town authorities came to see the play...

When school and town authorities came to see the play...

When school and town authorities came to see the play...

When school and town authorities came to see the play...

When school and town authorities came to see the play...

When school and town authorities came to see the play...

dy. Mitchell, a native guy who falls for Blanche, unaware of her grotesque past...

It is in such scenes as one in which Stanley, in his apartment...

Technical staging is handled largely by lights in a single set...

Technical staging is handled largely by lights in a single set...

The First Mrs. Frane

Philadelphia, Oct. 26
Gail Guthrie Valentyne's "The First Mrs. Frane"...

This one was picked by Burns Mantle as one of the Ten Best plays...

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This one was picked by Burns Mantle as one of the Ten Best plays...

Miss Tannehill makes much of the title character's unusual part in Act III...

Sam Sogno's House

Hollywood, Oct. 31
Circle Players' production of SAM SOGNO'S "House"...

Circle Players' production of SAM SOGNO'S "House"...

Circle Players' production of SAM SOGNO'S "House"...

Circle Players' production of SAM SOGNO'S "House"...

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Germany. Johnson pointed out that the Nazis applied pressure, and as far as the Met is concerned...

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Met's Flagstad Nix

Continued from page 1
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Continued from page 35
"Plays on Broadway"

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"Plays on Broadway"

Continued from page 35
"Plays on Broadway"

Continued from page 35
"Plays on Broadway"

'Mistress' 10G Advance in Chi, 'Annie 220G to Cue Big Season

Chicago, Nov. 4. Volume of advance boxoffice sales... 'Mistress' 10G Advance in Chi... 'Annie 220G to Cue Big Season'

'MAMA' NIFTY \$21,000 IN 2D ST. LOU WEEK

St. Louis, Nov. 4. Spell of rain... 'MAMA' NIFTY \$21,000 IN 2D ST. LOU WEEK

'Ice Cycles' \$32,000, K.C.; 'Ina Claire Mild \$5,500

Kansas City, Nov. 4. Last week was one of those rare occasions... 'Ice Cycles' \$32,000, K.C.; 'Ina Claire Mild \$5,500'

Current Road Shows

- (Period covering Nov. 3-15) 'All My Sons'—Erlanger, Buff... 'Annie'—Martin, Wash... 'Merry Widow'—Buff, Wash...

'STREETCAR' HEALTHY \$12,000 IN PREMIERE

New Haven, Nov. 4. Breakdown of 'Streetcar'... 'STREETCAR' HEALTHY \$12,000 IN PREMIERE

'Show Boat' 35G, 'Money' NSG 10G, 'Trial' \$4,500, Hub

Boston, Nov. 4. 'Show Boat' opened last week, picked up quickly... 'Show Boat' 35G, 'Money' NSG 10G, 'Trial' \$4,500, Hub

'TURTLE CROAKS 9 1/2; 'HORSE' 14 1/2G TOTAL L.A.

Los Angeles, Nov. 4. The Biltmore, only downtown house... 'TURTLE CROAKS 9 1/2; 'HORSE' 14 1/2G TOTAL L.A.

'Annie'—Martin Wow \$53,000 in Omaha

Omaha, Nov. 4. 'Annie Got Your Gun' (Mary Martin) opened the new season... 'Annie'—Martin Wow \$53,000 in Omaha

Bray/Slips, Some Run Hits Plus New 'Ones Being Unaffected: Winslow Boy'

Brayway lights slipped last week, one of the new run standouts... Bray/Slips, Some Run Hits Plus New 'Ones Being Unaffected: Winslow Boy'

Estimates for Last Week: 'Key: C (Comedy-Drama), R (Revue), M (Musical), L (Lighthearted)'

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not although notices from most reviewers... 'Ones Being Unaffected: Winslow Boy'

REVIVALS: 'The First Mrs. Hubert' (C-1-30; \$4.00), Presented by Galt Gaitner; written by John Van Druten...

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'Merry Widow' Boff 18 1/2 G, 'Marie' Got \$19,000, Wash.

Washington, Nov. 4. Shubert revival of 'Merry Widow' at the National... 'Merry Widow' Boff 18 1/2 G, 'Marie' Got \$19,000, Wash.

'Annie'—Martin Wow \$53,000 in Omaha

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Literati

Mantle's 'Beats'

Burns Mantle comes up again with his reliable, indisputably on the money...

Volume 30th in the Mantle series lists the following as Mantle's 10 "Beats": 'All My Sons,' 'The...

Laufferbach Heads '47 Richard E. Laufferbach, for the last six years editor of Time and Life...

Holiday to Profile Hollywood Holiday magazine is sending staff...

Zachary is Co-author of the book 'Playways' published by Scribner...

Seaver's Profile Ghosting 'A very ghostly profile by Seaver...

'Alois' the book was authored by Samuel A. Goussard... scientific fiction of the Alois secret mission...

Ratcliffe, Spies Tom Ratcliffe, special spy editor for Columbia Pictures...

Ernest Byfield Profiled Under the title 'Ernest Byfield: Grand Inkeeper'...

Book of the Ambassadors Book of the Ambassadors... written Carl Lagan...

Ernest Byfield is a three-part article published in last week's issue of Evening Post...

VARIETY and the Encyclopedia Britannica... the latter selected him...

'Ernest was assigned to run the book, but the publisher had picked him as its authority on night clubs'...

Yarga Girl is Esquire's Yarga Calendars and the Globe Poster Corp. of Chicago...

Seek Asses Ban on Imports Societies of American Writers and members of the Sydney press club...

CHATTER 'Jack Alexander's profile' on Bennett (Random House) Cert due in...

Richard G. Hubler is writing a series, 'Candide in Hollywood'...

Oren Welles is writing the foreword to 'The Fortunes of Bonanova'...

Paul Dennis' 'Careers in Show Business' published in Show Business (not Doubleday, as returned last week)...

Paul Levin resigned from Downbeat to become assistant to the late managing editor Jack Guenther...

Amus. Biz Given Continues from page 1 Venture are also Lantford, USO-Camp Shows present; Lawrence Phillips, DuMont Television executive...

The disters are frankly annoyed by the best of the publicity attending on them to record certain tunes... 'because it's sure to break for a...

will hit each of the 60 Veterans Administration hospitals, and the 16 Army Navy hospitals over the next three weeks...

It's currently planned to continue the Camp Shows plan of asking standard rates to work out of salaries on hospital jugs, and agencies will be asked to continue taking only 5% commissions...

Top names, such as film stars, will be asked to volunteer their services for the four-week venture...

So far, show business has come through its support for the project. Cooperating organizations now include Actors Equity Assn., United Federation of Musicians, American Guild of Musical Artists...

The VHCS had to obtain a new charter in order to continue its work in the postwar field...

Disk Films Steam

That their recordings are still available with us, in case Petrillo really is a very nervous type...

Madame Butterfly's Flapper 2. Sidney Carroll was leaving a nightclub with a gal when in the rain he stepped into an open chuke...

3. There was a comic from the lower order of burlesque who once made the public laugh by radio and picture...

And the Company is Equitable 4. One two brothers found the world too small for them...

SCULLY'S SCRAPBOOK

By Frank Scully

While the rest of the world was seeing Hollywood, Baton Rouge, Nov. 2, 1947, was a scene of... the first of the Dixie stars...

No Pass Like Holmes As the subpoena came for him, he roused all over Capitol Hill...

AB-American Salt The air of the most maligned town on earth was further purified by a picture called 'Citizen Salt'...

American Polo, Free Since the indignation in the hearts of human kindness in plex...

Madame Butterfly's Flapper 1. Sidney Carroll was leaving a nightclub with a gal when in the rain he stepped into an open chuke...

2. Sidney Carroll was leaving a nightclub with a gal when in the rain he stepped into an open chuke...

3. There was a comic from the lower order of burlesque who once made the public laugh by radio and picture...

4. One two brothers found the world too small for them, One got out of the world and the other stayed...

5. One married happily, the other unhappily. The one who married happily carried, but his wife would not accept retirement...

6. One was a comedian from the lower order of burlesque who once made the public laugh by radio and picture...

7. One married happily, the other unhappily. The one who married happily carried, but his wife would not accept retirement...

8. One was a comedian from the lower order of burlesque who once made the public laugh by radio and picture...

Broadway

Ed Wynn said for a spell. Paul Bonifacio, RKO's foreign chief, in Mexico City on company business. ... Benito Costello, El Chico bonifico, ...

Chicago

Audrey Totter expected here Thursday (4) for performance at the ...

'Show of Shows'

the gainful, from Milton Berle and ... Mike Flisy, former Warner Bros. ...

Miami Beach

New daytime station WMMB being operating this week. ... Bill Kelly, former Elmer ...

Hollywood

Joan Leslie returned from Paris. ... Jerry Wald hospitalized with food ...

London

Peter Brook named production director at Covent Garden Opera ...

Schary

Continued from page 1 by the House Un-American Committee in his appearance last week ...

Washington

Continued from page 1 by the House Un-American Committee in his appearance last week ...

Dublin

By Maxwell Sweney John McDerby to London role in "Finnian's Rainbow" ...

N. J. Burlesk

Continued from page 1 Marlane, Jack Lamont and Artie ...

Pittsburgh

By Hal Cohen Fred Burleigh has picked "June Moon" for his first show at the Playhouse ...

Australia

Continued from page 1 "Grand National Night" is holding up at the Mineeva, Sydney ...

Montreal

By Marc Thibault Quebec Allied Theatrical Industries annual concert at Mount Royal hotel last week ...

Continued from page 1 Dick Fortune off for Chicago and Kansas City to work on new press book ...

Continued from page 1 Show sees off with nautical, number song and pop songs and six ...

Continued from page 1 Gabriella Rella, opera singer, will appear in "The Girl in the ...

Continued from page 1 "The Girl in the ... Gabriella Rella, opera singer, will appear in "The Girl in the ...

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# "BE LOVELIER TONIGHT!"

"My Beauty Facials bring quick new Loveliness"

says **JOAN CAULFIELD**

Lovely Joan Caulfield tells you how she takes her Active-lather facials with Lux Toilet Soap! "Just smooth Lux Soap's fragrant creamy lather well into your skin. Rinse with warm water, a dash of cold. As you pat gently to dry, skin is smoother, more appealing."

Don't let neglect cheat you of romance: You'll find Joan Caulfield is right when she says, "My Lux Soap beauty care will make you lovelier tonight!"

In recent tests of Lux Toilet Soap facials by skin specialists, actually three out of four complexions improved in a short time.



Another fine product of Lever Brothers Company

"Joan Caulfield certainly knows about complexion care! Lux Soap's creamy Active lather is as gentle as a caress on the skin."



"As I get with a soft towel to dry, my skin is softer, smoother—really lovelier! You'll be thrilled with the quick new loveliness these Lux Soap beauty facials give your skin."

**JOAN CAULFIELD**  
star of  
Paramount's

"Variety Girl"

Now Showing Locally

9 out of 10 Screen Stars use Lux Toilet Soap — *Lux Girls are Lovelier!*



**SCREEN**

**RADIO**

**MUSIC**

**STAGE**

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VOL 168 No. 10

NEW YORK, WEDNESDAY, NOVEMBER 12, 1947

PRICE 25 CENTS

**CHILL FOR THE "N" COLD DISKERS**

**Theatre Guild's Milestone: Now In 4 Projects (Legit, Pix, Radio, Tele)**

Theatre Guild this week became the first organization in show-biz history to advertise shows simultaneously for four major branches of the entertainment field—films, legit, radio and television.

Already noted for its legit productions and "Theatre Guild of the Air" radio show, the Guild this week entered tele via a dramatic show on WNBC (NBC, N. Y.) and used all the advertising campaign on RKO's "Morning Becomes Evening," in which it has a co-production affiliation. (Guild was also affiliated with J. Arthur Rank's United Artists "Henry V" but only as that picture's sponsor for U. S. distribution.)

First Guild tele show was St. John Ervine's "John Ferguson." (Seen only in television section.) Second to be "Late George Abbot," starring Leo G. Carroll, which is tentatively scheduled for Dec. 9 airing over the NBC web.

Guild decided to invade the video medium on the premise that tele is an extension of legit and radio and because of the dramatic possibilities future, according to co-directors Lawrence Langner and Theresa Helburn. In addition, they pointed

(Continued on page 55)

**Vaude Comeback Seen by J. C. Stein**

Jules C. Stein, board chairman of Music Corp. of America, believes vaudeville has its best chance for a "comeback" of sorts since its demise nearly 20 years ago. He has seen many vaudeville troupes throughout the popularity of novelty tunes in cafes and vaudeville, and particularly in the recent "concert one-nighters," which are glorified vaude dates at \$4.00 and \$3.00 top. The boom grosses of libellity clubs throughout the country, including New York, where Ernest Tubbs chalked up around \$5,000 in two nights' "concert" (vaude) at Carnegie Hall, and the bigger boom reception of performers.

**'BRIGADOON' REACHING 100% PROFIT MARK**

"Brigadoon" is reaching the 100% profit mark on the \$200,000 production, the backers having received the total amount of their investments last season. Since then eight profit checks have been disbursed, a ninth being reportedly due this week, which would mean the musical had earned 90% of its cost, not counting the reserve fund. "Brigadoon" is in its sixth week and is regarded as certain of spanning the season.

Arrangement between Cheryl Crawford, the show's producer, and the flock of backers calls for a 50-50 sharing between herself and the agents. Disbursed profits amount to \$100,000 of which \$20,000 went to the

(Continued on page 63)

**'Pug Biz No Racket,' It Says Here in New Film**

Hollywood, Nov. 11. To counter seamy side of fight scene depicted in "Body and Soul" were filmed fraternally has formed Ringside Boxing Productions for late spring filming of "Billmeyer's Gym." Abraham Polonsky, scripter for "Body," will do with the screenplay. Johnny Ardizzone, Jack Roper and Dan Fobey, who scripted the pug championship in the Enterprise pic, are principals in the new producing outfit. "There'll be no institutions, fixed fights or crooked managers in their film."

**Booking Death Favors Producers In Legit Deals**

Most of Broadway legit theatres are lighted but there are a few dark spots in strong contrast to previous autumn, when there was a house shortage. So few new shows are in sight that rigid booking requirements are reported changing in favor of producers. For years most producers had to post a guarantee in cash for at least two weeks in order to obtain a booking contract, but theatre owners are said now to accept one week's guarantee. Unless more shows are

**Non-Blacketeering, Short Bankroll Gamblers NG For Casino-Niteries**

Chicago, Nov. 11. Gambling casinos are currently having a run of hard luck. The back-room operators are reported taking it on the chin, hitting bigger losses than the orthodox run of niteries. Biggest lamentation comes from the fact that many are playing to a lot of bettors, whereas during wartime this was a tip to the poor in the washroom.

The casinos particularly miss the former blacketeers and war contractors. Now that their paying liberally over the money, they're considerably more cautious.

Bookers for gambling rooms say that once talent agencies know that a performer is wanted for a gambling spot, the price goes up considerably. But they feel that they must get top names in order to entice trade. Furthermore, the casinos liberally run the dining rooms in the red, as another method of enticing trade.

Casinos have normally huge running expenses, such as croupiers at \$30 daily; badminton to which the operation of all tables, and of course the sundry payoffs.

**TALENT NEEDS FREQUENT HITS**

Ten years ago the accepted formula for b.o. success for a band, singer, instrumental or vocal group was one hit record. Later, the public became a little tougher to convince—two or three hits in succession were needed to concretize the path to b.o. stardom. Since the end of the war, the public has taken a "convince-me always" attitude. Currently, those disk hits have got to keep coming on it b.o. power needs away like scrap wax in a reducing vat.

Recently, this has been painfully proven to many disk names and one-night, location and ballroom operators who have continued to pay high prices for a b.o. rep that isn't there. And the reason for the lag is plain once their immediate disk past is reviewed. Not one has had what might be called a solid hit in six months or more.

Only Frankie Laine and Vic Damone have followed up with hits on top of the post-war clicks that brought them to attention. Too many others are riding along the

**1,700 Songs Submitted To One Firm, Indicating Hectic Disking Pre-Ban**

As the Dec. 31 deadline for the stoppage of recording by the American Federation of Musicians draws closer, major disk companies are being increasingly swamped by music publishers and writers of new tunes. Lack of the recording and tune-assignment executives of the various companies is cited by the case of one of them who has had submitted almost 700 new pop tunes and an estimated 1,000 standards.

Most of these tunes are being

**GREEKS' GRATITUDE MAY REINSTATE PAYOFF IN \$**

Bread cast upon the waters by the film industry may come back cake. Greek Relief campaign, in which picture people played a major part in 1941, brought so much gratitude from the government that a special effort is being made to insure remittances of U. S. film rentals, despite the dollar shortage.

Greecize out of American film payments last November made one additional payment last spring. It now appears likely that the gov-

- (Continued on page 60)
- TOPS of the Tops**
- Top Sheet Music Seller "Near You"
- Top "Most Requested" Disk "Near You"
- Top Seller on Coin Machines "Near You"
- Top British Sheet Seller "Now Is the Hour"
- (Details in Music Section)

**Hope-Luckman Blowup Seen Due To Comic's Trip O'Seas; Other Deals Pend**

**'Cheesecake' Decadent; Hearst Press Nixes It**

Chicago, Nov. 11. William B. Hearst, now crusading against Communist Hollywood, has gone right down the line and from now on all "cheesecake" shows are out. Only gals with cake means will be featured on the big pages. Papers were formerly noted for their use of leg art.

Hearst also has a ban on pictures of Charles Chaplin, although running ads of "Monsieur Verdoux."

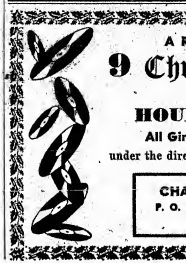
**Foreign Censors Real Rough On Gangster Films**

The scar-faced thug with the shoulder holster, and his mix-ey moll are getting a rougher reception on film abroad these days than their real-life counterparts got from the FBI a dozen years ago. Foreign censors are riding the tough guy six faster than a G-man with a Tommy gun.

Which means that crime films are soon going to be faped with getting their entire income out of the U. S. Not only are they suffering the

**Jergens' Fretting Over Winchell Brushoff Of Mid-Program Plugs**

Hollywood, Nov. 11. Walter Winchell wants no middle commercial to interrupt him once he gets hot, and has so advised his sponsor, Andrew Jergens. On last Sunday's (9) broadcast, however, the middle plug was still in there. (And



**Foreign Censors Real Rough On Gangster Films**

Chicago, Nov. 11. Bob Hope and Charles Luckman are faint and fussy again and this time it's said to be serious enough to explode in their collective faces. Critic of the whole dispute this time is that Luckman just doesn't like the idea of Hope doing two and possible three Paramount broadcasts from out of the country. That he'll be one of the top entertainers at the Command Performance and attend the Luckman reasons he should stay put and not gamble with the elements which make overseas broadcasts hazardous at best.

In his efforts to appease Luckman, the comic even went so far as to have NBC accept transferred spots on his program should the weather go bad or facilities break down. Luckman still shook his head negatively. Hope told him it was too late to back down now and that, regardless of how he Luckman feels about it, he'll be in London for the two-big events. That didn't mollify Luckman, who let go with the

**Chevalier's 22 1/2% Fla. Nitery Deal**

Washington, Nov. 11. New evaluation of the kind of coin that can be picked up in niteries can be made with the comparison of Maurice Chevalier's new deal at the Copacabana, Miami Beach, and his gross from his one-man show at the National Theatre, Washington. Chevalier's new Copac deal for one week in February now calls for \$25,000, while he netted only \$20,000 for his bow at the legit house last week.

The \$25,000 he'll get from the Copac will be virtually tax-deductible pay, except for agent's commission and other comparatively minor incidental expenses. On the other hand, out of the \$20,000 gross at the National, many come home neutral.

**A RECORD ALBUM of 9 Christmas Carols**  
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under the direction of **PHIL SPITALNY**

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### Mary Pickford Steps Into Raising \$5,000,000 to Bankroll UA Producers

Mary Pickford is expected in New York today (Wednesday), reportedly for three weeks of confabs with UA, in an effort to get all or part of the \$5,000,000 revolving credit which United Artists would assign in financing indie producers. Miss Pickford is said to be willing to turn over partial voting control back to the bank in return for the loan, although her partner in the ownership of the company, Charles Chaplin, got completely sold on such an arrangement.

Meanwhile, Arthur W. Kelly, exec who handled the company's financing problems, confirmed in New York yesterday that UA is still attempting to loan the \$5,000,000; although there is nothing definite yet on it. He denied knowledge of Miss Pickford's idea for obtaining the coin.

### 'Verdoux' So-So, London

"Monsieur Verdoux" had dual premieres at the New Gallery and Tivoli yesterday (10) with audiences recommended but unenthusiastic. A mixed press generally commended Charles Chaplin, but marveled that the pic was overlong with dull patches.

### Who'll Front For Films—MPA Or Pub-Ad Chiefs?

Struggle between the Motion Picture Association and the Eastern Publishers & Advertising Committee for control of indie public relations continues. The MPA, which is the major concern of company toppers, has been pushing the MPA budget for 1948, which will be late this month or early in December. Coming up at that time will be the Pub-Ad Committee's request for coin to get under way the public relations plan it has laid out.

The Eastern committee, made up of writers who already have been running their own companies' publicity and advertising departments, has intentions of setting the industry public relations itself. It favors hiring an expert and letting him conduct a continuing campaign, with its activity limited to giving advice and aiding in setting policy.

Some banks have been reticent about lending funds to UA or to its producers during past months when the internal condition of the company was upset by the search for a president and possible sale. By giving the banks a rein on management, they'd attend to their affairs willing to cooperate.

Joe Rosenberg in the Picture

It is known that three months ago a plan was discussed by which Chaplin and Miss Pickford would own their voting stock and to escrow.

(Continued on page 20)

### Col. Bankrolled Its Outside Producers 5 Times Total of '46

Increasing fiscal support now being handed indie producers by the majors was spotlighted this week in Columbia Pictures' annual statement. That company jumped its bankrolling of outside filmmakers more than five times last year, advancing \$5,282,895 to indies on pic compared to currently in the works. Amount that amounts to Columbia doled out only \$1,074,109 in '46.

Coin advanced in all instances, Columbia officials said. Many of the negative costs with the loans to be repaid in rentals thereafter. Among those on the receiving end were Edward Small, Sam Katzman, Harry Joe Brown, Ralph Hakim, Sidney Lehman and Richard Rogens, company rep added.

### MORE METRO STUDIO ECONOMIES EXPECTED

Further axings in Metro's studio payroll are expected in the wake of M-G's veteran Charles C. Moskowitz's return to the Coast. Moskowitz's primary purpose in visiting the studio at this time is ostensibly to effect further economies in his own office. Louis B. Mayer has complete jurisdiction over budgetary matters, while Moskowitz handles the company's treasury of L'oeu's Inc., the parent company, will confine his activities to checking whatever excess personnel he spots.

### Uncertainty of Indie Production Splits Trio

Association of Buddy Rogers and Mary Pickford with Ralph Cohn is said to have been ended, following the completion of "Sleep," the studio's initial high-budgeter. Rogers arrives in New York this week with the pic.

### 'Citizen Kane' Claim Based on Hearst Biog

Perdinand Lundberg, author of "Mystery of the Film 'Citizen Kane'", is preparing a suit to file this week in N. Y. federal court against Hearst and his lawyer, Paul M. Manickiewicz. Lundberg will claim that the pic, "Citizen Kane," is a blatant rip-off of the Hearst biog. Hearst said, as detailed in his biog, "Kane" distributed "Kane" which was the property of Hearst. The biog, Gustave Gelfand is attorney for Lundberg. Injunction and accounting of profits will be sought.

### Mady Christians Rests

Hollywood, Nov. 11. Mady Christians, 48, died of "Flu My Song" for Universal-International and heads for her farm at New Canaan, Conn., after four weeks for rest before going to England in January to direct and act in British production of "I Remember Mama."

### RINGS REGS TO CATCH UP

With echoes of the recent U-American Activities probe of Hollywood, a new regulation, applicable to the nation and the world and films taking a terrific battering from the censors here and abroad, public relations has become the industry's first order of business. Two-day attack was made on the problem by film company toppers in sessions in New York last week, with no definite solution arrived at yet on an approach.

### Par Balks at Any Decree Settlement At Cost of Cutting Theatre Holdings

Sept. Pic Earnings Up. Hollywood, Nov. 11. Average September weekly earnings of workers in film production went up \$3.94 over August to \$109.86. California wage statistics bulletin says average was \$28.06 over September, 1948.

A number of the Big Five were ready to reduce their holdings in wholly-owned theatres by one-third and to carry out the partial-divestment provision of the decree as an inducement to settle the Government's anti-trust action. It's been reported. Negotiations which took place within the last few weeks in Washington, through a lawyer, when Paramount kicked over the traces by refusing to go for the heavy reduction in its holdings.

The trading took place, it's understood, at the top level. U. S. Attorney General Tom Clegg sat in for the Government, while James F. Byrnes, former Secretary of State and now attorney in the suit for 20th-Fox, trepped for the majors, skimming for a new consent decree was probed by 20th since that company has evidenced the greatest anxiety to settle among any of the theatre-owning defendants.

A confused idea held by the public that the film industry not only condoned, but defended, the Communists working in Hollywood, at the recent U-American Activities Committee probe, is the major concern of company toppers. That both of the other major meetings of presidents and other high execs to review the industry's handling of the investigation and to lay plans in the event the hearings are reopened, as promised by Committee Chairman F. Pittman Moore.

Company heads felt definitely that the industry had been hurt by the probe. "We are the ones who're going."

(Continued on page 18)

### 20th-Fox's 48 Pix For '48 Increase Of 15 Over '47

Twentieth-Fox has scheduled 48 films for release in 1948, a step-up of some 15 pictures over the current year's roster, sales manager Andrew Smith, Jr., announced at the second day of the company's divisional sales manager list at the Hoffman hotel yesterday (Tuesday). Although the other majors haven't yet announced their complete release schedules, next year it's expected that 20th's lineup will number far more than the others.

### Tom Connors Deal Set to Go

Hollywood, Nov. 11. Robert Benjamin, head of the U. S. Bank Organization and attorney for Eagle Lion, is expected to arrive here today to discuss with the company a proposed employment pact with Tom Connors, former 20th-Fox sales chief. There has been cooling in the deal and it contemplates Connors taking over the spot as general manager of worldwide distributors. Connors is in the event he joins E.L., he'll snag a large block of stock from the company in addition to his salary. Alfred W. Schwaberg would continue as E.L. sales manager, should Connors come in.

Of the 48 films, Smith said, 23 will be turned out by the 20th-Fox studio. The list includes four specializations from Sir Alexander Korda's London Films and three from Edward Adler Productions. Remains to be completed are to be supplied by Independent producers, including six from Sal Wundmann, two from Reunions, three from Frank Seltzer and three from Samuel Barisway, former Metro producer.

Ten of the list are to be leased in Technicolor, including seven that are complete releases scheduled for next year's lineup of 23 are "Forever Amber" and "Captain from Castile," both being sold at auction prices, and "Gentleman's Agreement." Later presented simultaneously yesterday at the Mayfair, N. Y. and the Apollo, Chicago.

### RAPPER IN FELDMAN'S 'MENAGERIE' PACKAGE

Irving Rapper who, with five years to go, recently severed his directorial ties with Warner of "A. M." being sold by agent Charles K. Feldman as part of a package deal to "The Glass Menagerie." Feldman has been talking deals with Samuel Goldwyn and David O. Selznick on "Business" Williams' long-run smash leaguer.

### Jack Lawrence Due Back

Twelfth year Sprock Studios, discussing general production and merchandising policies to be followed by the company during (Continued on page 22)

### 'Citizen Kane' Claim Based on Hearst Biog

Perdinand Lundberg, author of "Mystery of the Film 'Citizen Kane'", is preparing a suit to file this week in N. Y. federal court against Hearst and his lawyer, Paul M. Manickiewicz. Lundberg will claim that the pic, "Citizen Kane," is a blatant rip-off of the Hearst biog. Hearst said, as detailed in his biog, "Kane" distributed "Kane" which was the property of Hearst. The biog, Gustave Gelfand is attorney for Lundberg. Injunction and accounting of profits will be sought.

### National Boxing Survey

Biz Holds Stoutly in Most Keys—'Amber,' 'Unconquered,' 'Town,' 'Had to Be,' 'Mitty' Set Pace

Despite heavy rain and snow in many sections of country, business continues steady in most key cities through the Holiday crowds. Armistice Day naturally helped counterbalance adverse weather conditions. "Forever Amber" (RKO) is the leading money-getter even though it is mainly on holdover or first dates.

### Biz Holds Stoutly in Most Keys—'Amber,' 'Unconquered,' 'Town,' 'Had to Be,' 'Mitty' Set Pace

Nightmare Alley" (20th) is shaping up spotly this session. "Red Ball" (RL) looks spot on additional weeks this session. "Fanny Hill" (Gilt) (WB) is mostly mild currently. "Spirit of West Point" (FC) shows signs on additional engagements this stanza.

### Box Office Report

"Cass Timberlake," smash \$145,000 in N. Y. at Music Hall. "Lost Moments" (Gilt) (WB) 2nd. "Never" (WB), also new this week, appear to have some possibilities. "Remember" (RKO), on the other hand, do not appear promising in first dates.

"Exposed" (Rep) is for a fancy season at the Metropolitan (WB) (UA), while slow in Louisville, while strong in Minneapolis. "New Orleans" (UA), with a flock of new playdates, will be solid in St. Louis and brisk in Cincinnati. "Something Wild" (UA) is okay in Philadelphia and fancy in Portland. (Complete Boxoffice Reports on Pages 12-13.)

### Par, with its Interests in 1,400 Houses, Revolted at the Proposed Loss of Control

Par, with its interests in 1,400 houses, revolted at the proposed loss of control. It has always been the most bitterly opposed to the decree as it stands. It threatened, early this year, to file an individual appeal to the U. S. Supreme Court when the other four companies dalted on the issue.

It's doubtful whether appeal will be argued in January, as scheduled, and whether the company wants to receive records from the clerk.

### 'TIME' RAVES BRING 5-YR. PACT TO BARTON

Hollywood, Nov. 11. Raves at meetings of Cap-View Productions' "Time of Your Life" brought James Barton an exclusive five-year deal with the producer. First start will be an important role, "A Lion In Streets," scheduled for spring filming.

Barton played the cigar store Indian fighter, Kirk Carson, in finalization of the Saracen justice.

VARIETY

FOUNDED BY EDWARD GILBERT  
PUBLISHED BY H. J. ROSEN  
154 West 14th Street, New York 11, N. Y.

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Vol. 168 No. 46

INDEX	
Bills	55
Box Office	57
Consent	57
Desk Job Reviews	47
Foreign	58
Personals	58
House Reviews	56
Inside Music	48
Inside Pictures	20
Inside Theater	14
Inside Television	24
Legitimate	57
Local News	61
Music	45
New Acts	55
Production News	63
Obituaries	63
Orchestras	43
Production News	9
Radio	28
Stage	28
Records	47
Frank Seely's	61
Unit Reviews	55
Yauveline	52

DAILY VARIETY  
Published by H. J. ROSEN  
154 West 14th Street  
New York 11, N. Y.

# Random House's Guild Model Contract Gives Pubs a Cut on Pix

Publishers of best-sellers who have long sought to establish their right to a share of proceeds from picture sales, won an important victory with final agreement between Random House and the Authors Guild Model Contract. The contract covering acceptance of manuscripts by a publisher, is expected eventually to be revised in order to conform to the Dramatists Guild minimum basic agreement.

Authors Guild has accepted in the RH model contract the principle that if a publisher can establish that he contributed to a book's value in the following:

1. One-half of the amount spent by the publisher on advertising up to 10% of the author's share of the film cost.
2. If there's an escalation clause in the picture company's contract with the author, the publisher gets 10% of the return to the author resulting from such a clause.

Escalator clause gives an author a certain sum over a specified minimum, the idea being the film studio pays or less, depending on the book's popularity. Theory in the publisher sharing in this is that he's partially responsible for the picture's sales and it will encourage him to spend more money on advertising.

3. Total from No. 1 and 2 above shall not exceed 15% of the author's share. Actually, it's generally less, but not to about 10%.

Previously, whether or not the publisher got any income from a picture sale and how much was open to negotiation in each contract. Hughes had acted as a publisher for his 10%, but otherwise it was a matter of agreeing what he could. With established.

(Continued on page 18)

## Brand Gets His 'Z'

Foxy Brand, head of 20th-Fox studio publicity, saw "Generalissimo's Agreement" at some of the screening for press, radio and other invited guests in New York, including the Mayor, on Broadway. He claims that entities pin to his chest the title of "Z" (for Zerkow).

Brand returned to Hollywood with wife, Lily, who wisely took advantage of the fortnight's eastern visit to shop and sojourn with friends on Long Island.

## Lou Rydell Dies Suddenly at 53

Louis Rydell, advertising manager of Variety, died suddenly at his home in New York City on Sunday night (9) following a heart attack. He was 53. He was at a party at the normal death of a heart attack before. He fell out of sorts the next day, and a doctor gave him a sedative each day. He died before he had not slept all the night preceding and promised to go out to see how he was getting along that evening. Mrs. Barbara Rydell, his wife, failed to get a doctor during his illness. He died at his home, 100 Riverside Drive, on Sunday night. He was survived by a widow, four brothers and a sister. One brother, Sam, is manager of the RKO theater. Rydell was one of the Variety veterans. On the paper for over 30 years, he was in charge of advertising, with particular accent on the motion picture end. Starting as an advertising salesman, he later was advertising manager of this paper for more than 20 years. He was a member of the New York State Bar, and was a member of the New York State Bar Association. He was a member of the New York State Bar Association. He was a member of the New York State Bar Association.

## Allied States Asks Johnston to Take Some Action on Church Ban

Washington, Nov. 11. — With the Catholic church and civic officials heaping criticism on 20th-Fox's "Forever Amber" wherever the film is being played, Allied States has been urging the Motion Picture Association, presy Eric Johnston, to "take some definite action to make the picture conform to the Code to reassure the public that the situation is not out of control."

The letter, which was signed by Hays in "putting out the fire" that resulted from moral laxity of films in the early 1930s. It also says that the Code and the years of its uncontrolled administration, the letter says, "has been broken for the last year. In addition to public disturbance when Johnston presided over the Code to be weakened, there's been 'growing criticism' of the picture industry, violence and crime, with a perceptible tone of innuendo."

Reaction to "Amber," which Allied claims put the indie exhibitors in a "state of panic," is "not a transient thing." The "cauldron has been seething," according to Allied, "and it is not going to stop until the Legion (of Decency) and the public opinion are so strong that the indulgences will be granted and whenever a questionable picture emerges they will clamp down hard."

Exhibits will be in a very tough situation, says the letter, "and it is the duty of the Motion Picture Association to take the lead of Philadelphia's Dennis Cardinal Dougherty in clamping down a boycott on such theatre."

(Continued on page 18)

## Who'll Front?

Continued from page 2

appropriate coin for the new public relations office either via the MPA staff or by a direct approach against each company. In either case, it is decided to go ahead with the plan, which would mark a material change in the function of the MPA. Letter has always served as the industry's public relations agency, as well as a trade association. Change would make it primarily a public relations office in the economic side of the industry only.

That would happen to the MPA's community activities and educational departments is a question, of course, still somewhat in the future. It appears dubious that such functions would be moved over at once to the public relations office, although their activities naturally fall into this sphere.

Pub-Ad Committee has had its campaign on tap for several months. Actually, it has been in operation, however, it's been delayed by the preparation for the recent public relations activities. Committee probe, Johnson, in thanking the pub-ad men last week for their help in the investigation of the MPA's finances, indicated that he is now ready to get together with them on working out the problem of setting finances.

It appears certain from known facts that he undoubtedly will attempt to convince the committee that the operation it is planning should be done through a reorganized MPA public relations staff, or at least a new staff. It is felt that it should be under his control.

That some such compromise might appear is being recognized by MPA members, however, have not yet reached a final decision. Confidence that the MPA has facilities or know-how for the job they expect to handle.

Cheyfitz's Formula

At the same time the eastern publicity campaign was being launched, Johnston had Edward Cheyfitz, one of his aides, working on a new strategy for the MPA. Cheyfitz has been delayed, however, by time consumed through Cheyfitz's very active investigation of the MPA's finances. Meeting of the recent Washington probe, Cheyfitz is taking a very long-range view in his planning, claiming that nothing can be done without extensive research, and he hopes to have some definite ideas on the subject. Pub-Ad Committee hasn't revealed any details of Cheyfitz's plan.

Eastern publicity group is taking blows for some of the recent editorial commentaries in the industry during the Un-American hearings. Pub-Ad Committee members are said to have talked with Johnston, one of the newspapers which provided favorable comment. Letter from Johnston, thanking Cheyfitz for his work, was read at a meeting of the group in New York last Thursday (6).

A sore point with the MPA, incidentally, is that a ray of its public relations staff is no longer invited to the committee's conclaves. Until now, Johnston has been invited to the committee's conclaves. Until now, Johnston has been invited to the committee's conclaves.

## PROTESTANTS CAUTION AGAINST 'HYSTERIA'

Washington, Nov. 11. — Recent hearings on Communism in Hollywood, conducted by the House Committee on Un-American Activities, came in for sharp criticism in a resolution passed here last week by the House of Representatives. The resolution, adopted unanimously, called upon American church people to guard against "hysteria" in the conduct of their investigations.

The casting of public suspicion on fellow-citizens under the protection of the Un-American Activities Act, it added, "can readily become an offense against God's commandment, and should not be made false witness against thy neighbor."

TRILLING TO N. Y. — Hollywood, Nov. 11. Steve Trilling, exec assistant to Jack Warner at Warners, flies to New York today for a two-week vacation. Will gather legit field.

# 'Amber' Plenty in the Middle of Church And Civic Tabus; Roxy Biz Starts to Dip

## 'Amber' Beaucoup Black

Despite the church drive against it, "Forever Amber" continues to suggest money for exhibitors in face of the Legion of Decency's public relations campaign. The picture, which has been in the picture since its opening in New York, is being made despite only a few new playdates. In many spots, the picture is being shown sharply in second and third weeks, but still in a big circuit. Film slipped slightly in popularity in both N. Y. and Los Angeles. L. A. run, is being terminated after two extra days past the second stanza.

Oddly enough in cities like Philadelphia, Boston and St. Louis, where church influence reportedly is strongest, "Amber" is doing well. This is particularly true of Boston. Picketing in Philadelphia failed to keep the picture from grossing \$100,000 in town, although "Amber" is in third week. Even in N. Y., which has thousands of Catholics, over \$100,000 for a third week at the Roxy is far from discouraging.

## Cancel Outlaw

In Deference To Philly Prelate

Philadelphia, Nov. 11. — Clerical censorship was a major battle over the film business this week with the yanking of "The Outlaw" from the Erlanger theatre Monday night (10) in the wake of bitter opposition to that pic and "Forever Amber" from the Catholic Church. The "Amber" front, 20th-Fox was still holding firm in its battle of screening the picture in the city, but a one-year Catholic boycott extending to all houses producing this product in the Philly archdiocese.

Decision to pull "Outlaw" from Philadelphia was made upon the return of theatre owner William Goldman from California. In a letter to the Cardinal Dougherty, Goldman explained that he would not come out of town when the Cardinal's office communicated to his office was received on Nov. 3. "In deference to your exalted position," Goldman said, "we are today withdrawing the film. Had your views been called to our attention prior to the initial exhibition, we would have at that time given them serious consideration."

Goldman lifted the picture despite the fact that, as he explained in the letter, he had seen the film before booking it and was satisfied that it contained nothing that was offensive. However, he said, the picture was "not a picture of our own, nor our wish to exhibit any picture that, notwithstanding our own judgment, would offend the church."

(Continued on page 21)

## N. Y. to L. A.

Harry Brand  
Jean Crawford  
Roy Del Ruth  
John van Druten  
John Henry Goddard  
Martin Gordon  
Harry Koster  
Edward Morey  
Howard Handal  
Irving Rapper  
John R. Brown  
Walter Reilly  
Norton V. Ritchey  
Tan Solberg  
Henry Youngman

## W. N. Y. to Europe

Neel Coward  
Lyle Eppstein  
John G. Blyden  
Mr. and Mrs. Bob Hope  
Jack Hulbert  
John H. Johnson  
Tom Lewis  
Gerald Mayer  
Mr. and Mrs. Robert Montgomery  
Wesley Ruggles  
Mr. and Mrs. Henry Sherk  
Alex. Smit  
Craig Stevens  
John C. Wilson  
Loretta Young

Tempest raging around "Forever Amber" continued to spread into an already rocky week with openings in face of the Legion of Decency's public relations campaign. The picture, which has been in the picture since its opening in New York, is being made despite only a few new playdates. In many spots, the picture is being shown sharply in second and third weeks, but still in a big circuit. Film slipped slightly in popularity in both N. Y. and Los Angeles. L. A. run, is being terminated after two extra days past the second stanza.

Oddly enough in cities like Philadelphia, Boston and St. Louis, where church influence reportedly is strongest, "Amber" is doing well. This is particularly true of Boston. Picketing in Philadelphia failed to keep the picture from grossing \$100,000 in town, although "Amber" is in third week. Even in N. Y., which has thousands of Catholics, over \$100,000 for a third week at the Roxy is far from discouraging.

Decision to pull "Outlaw" from Philadelphia was made upon the return of theatre owner William Goldman from California. In a letter to the Cardinal Dougherty, Goldman explained that he would not come out of town when the Cardinal's office communicated to his office was received on Nov. 3. "In deference to your exalted position," Goldman said, "we are today withdrawing the film. Had your views been called to our attention prior to the initial exhibition, we would have at that time given them serious consideration."

Goldman lifted the picture despite the fact that, as he explained in the letter, he had seen the film before booking it and was satisfied that it contained nothing that was offensive. However, he said, the picture was "not a picture of our own, nor our wish to exhibit any picture that, notwithstanding our own judgment, would offend the church."

## Reynolds, Lavery Seek Liberals' Co-op to Ward Off Federal Censorship

Sounding a warning that Federal censorship of films is more immediate and acute than is generally realized, the American Film Guild president Lavery and commentator Charles Reynolds last Friday (7) called for a "co-op" throughout the country to help safeguard the industry from federal censorship.

Speaking at a luncheon in New York sponsored by the Americans for Democracy, Reynolds said that "many top Hollywood producers read only one newspaper, the Hearst-owned Herald-Examiner, and that the Hearst editorials demanding Federal film censorship, consequently, might scare the industry into taking all sorts of universal ideas out of their films. Lavery seconded this, declaring that the industry has always "screamed easily." To dispel this fear, he recommended friendly invitations from liberals to show their opposition to the industry.

(Continued on page 18)

## L. A. to N. Y.

June Albee  
Lauron Seibel  
George Dembo  
John G. Blyden  
Humphrey Bogart  
Alice Brenon  
Alex. Cushman  
Alexander H. Cohen  
Harry Cohn  
Julius Dorn  
Eugene O'Neil  
Max Baucus  
Dick Dickson  
Edward G. Robinson  
William Dozier  
Dick Fithell  
Walter Fox  
John Foran  
Sidney Franklin  
Betty Garde  
Lillian Gish  
Maurice Chevalier  
Murray Kaufman  
Arthur Kelly  
Dorena Kim  
Zoltan Korda  
Walter Lantz  
John H. Johnson  
Virginia Mayo  
Burgess Meredith  
Loretta Young  
William Wyler  
Abraham Polonsky  
John Ford  
Estelita Rodriguez  
Gravelle Sears  
Ann Sheridan  
George Tobias  
Max Youngstein  
William H. Voeller

UPSCALE INDIES... MAY BE THE SOP TO SMALL TOWN INDIES... THROUGH THE MIDDLE... BRITISH TREASURY'S EADY CANCELS U.S. TRIP; SLOWS 75% TAX ACCORD

Upped-Scale Prices Only in 1st Runs May Be the Sop to Small Town Indies

The upped admission wangle currently dividing distributors from exhibitors is heading for a compromise in practice if not by agreement...

Probe Reopens Dec. 1. Attendee, N. J., Nov. 11. Probe of Hollywood will reopen Dec. 1 and continue for two weeks...

Thomas expressed satisfaction with the outcome to date of the Hollywood investigation, declaring: "Our committee's job is to spotlight the Communists..."

...and a fast rise in public spending on durable goods, both touched off by the end...

...a carefully compiled graph traces key-city first-run boxoffice averages since 1935 against the national personal income...

Nat Holt, Ex-RKO To Make B's at 20th

Hollywood, Nov. 11. The road back to full-scale production of B's is still being travelled by 20th-Fox...

Jackson Park Decision Stands; U.S. Nixes Review

Washington, Nov. 11. Five-year old anti-trust Jackson Park Theatre case, Chicago, came to the end of the line yesterday...

...of the period 1932-48, analysis of box office revenues followed fairly consistently the pattern in which there occurred a 8% rise in the theatre take for every 1% hike in personal income...

...Pre-tax earnings of \$89,000,000 for '46 compares with the Big Five's take of \$145,000,000 for the current calendar year and \$204,000,000 in '46...

Company Earnings Dividends Exchanges. Metro \$2.50 \$1.50 \$1.40. Paramount \$4.40 \$2.00 \$2.75. RKO \$2.50 \$1.10 \$1.40. 20th \$5.00 \$3.00 \$3.00. Warner \$2.75 \$1.50 \$1.65

...Meanwhile, theatre properties as well as other film holdings have been carried by the companies at cost...

...The above graph, prepared by investment adviser Lionel Edie & Co., maps the pattern of national personal income against the average weekly revenue per theatre of all first-run houses in the 31 key cities...

British Treasury's Eady Cancels U.S. Trip; Slows 75% Tax Accord

Oliver to Aussie, Then U.S. Sir Laurence Olivier has ditched his plans to visit the U. S. late in January...

Cancellation of the U. S. trek followed a delay in completing "Hamlet"... However, he'll hit this country on the way back to England...

Ten Hollywood figures fired for contempt of Congress got a brotherly touch (Tues.) when Speaker Joseph W. Martin Jr. announced earlier...

Joe Bernard Says FC Will Have 12 New Films in '48

Film Classics will distribute approximately 12 new films during 1948, Joseph Bernard said...

Washington, Nov. 11. The hot-and-cold prospects for a settlement of the British 75% tax imposed a low temperature points this week...

First meeting between Eady and Alport, staged yesterday (10), was limited to expounding the matter understood. If they can strike some common basis and there's more than 70-30 support...

Closed British Theatres Sought as Warehouses; Del Giudice Tells M.P. Off

The Government's plan to requisition 250 cinemas which may have to close through lack of U. S. dollars...

LLOYD SETS U.S. COMEDY BIT SUITS VS. AND COL.

Hollywood, Nov. 11. Harold Lloyd says he is planning against Universal's has been settled out of court...

PAR'S REGULAR 50c DIVY

Regularly quarterly dividend of 50c per share for outstanding common stock has been declared by Paramount Pictures...

Rocky Mountain Allied Loves That Metro—For Low 'Dolphin' Prices

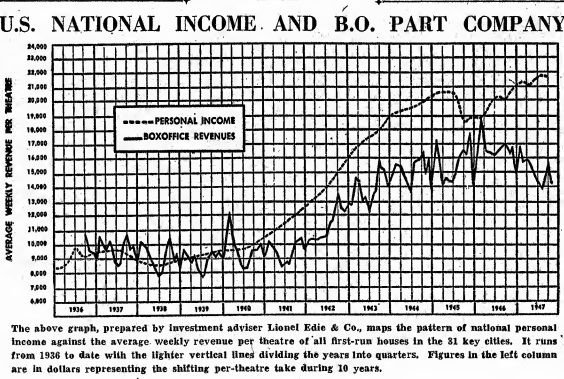
Rocky Mountain Allied, one of the most militant of the indie exhibitors, has made considerable headway...

STEELE'S MIAMI AND D.C. LINKS IN NEW CIRCUIT

New syndicate which, recently acquired a house in Miami Beach and another in Washington, D. C., hopes to make the first in an indie circuit of considerable size...

500G For Appeal

Hollywood, Nov. 11. First three weeks of the Third Annual United Appeal drive wound up with a total of \$400,000 pledged by 12,961 workers in the industry...





# INDEX TO SHOW BUSINESS

## 42nd ANNIVERSARY

# VARIETY

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VOL 168 No. 6

NEW

# USE

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**INDEX**

- Bands at Hotel R.O.'s..... 51
- Best of Coin Machines..... 48
- Broadway Music Sellers..... 52
- Chatter..... 58
- Concert..... 63
- Disk Jockey Reviews..... 58
- Disks Most Requested..... 48
- Film Reviews..... 40
- Foreign..... 8
- Foreign Play Reviews..... 16
- House Reviews..... 60
- Joe Louis, Jr..... 24
- Legitimate..... 58
- Legit Grosses..... 61
- Music..... 39
- National Boxoffice Survey..... 54
- New Acts..... 54
- Night Club Reviews..... 54
- Obituaries..... 54
- Orchestras..... 56
- Out of Town Play Reviews..... 59
- Pictures..... 60
- Picture Grosses..... 3
- Pre-Production News..... 12
- Radio..... 9
- Radio Reviews..... 25
- Record Reviews..... 34
- Records..... 45
- Frank Scully..... 48
- Songs' Largest Radio And..... 62
- Television..... 29
- Television Reviews..... 29
- Vaudeville..... 53

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truly be the 'Index to Show Business' . . . It's the only medium to tell the entire entertain-

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Gentleman's Agreement

is impressive. Garland is a natural in the part... Except for her fault of diction... "Gentleman's Agreement" is a natural in the part...

Read to Rio

Hollywood, Nov. 11. Paramount studio's "Read to Rio" (R) stars Bob Hope, Dorothy... "Read to Rio" is a natural in the part...

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with the Federal government, and so is appointed a U.S. marshal. Carroll mentions that President Franklin D. Roosevelt then forms a band of vigilantes to deal with the gang. Carroll's only one of his gang that escapes. Through a ruse, he escapes the fate of his comrades and is able to ambush Elliott. He gets there before the other men and is killed. Peace and order are restored and Elliott marries Miss McLeod with whom she had been in love. The picture ends with a final sequence, incidentally, which will rank among the corniest ever seen unless Republic's "The Lone Ranger" and "Texan" goes into general release, with the latter picture showing grandmother, peeing before a statue of her late husband and telling by-standers about it. How dare she! He wasn't the only one who did it, let alone Texan. Was McLeod's gray wife and the painted backdrop set too obvious for continuity?



# 'Body Gets Knockout Dates So Ent Slows Shopping Tour for New Distrib

Smash grosses being scored in openings of "Body and Soul" during the past week are understood taking the edge off of Enterprises' hopes for a new distribution outlet. United Artists' sales force succeeded in piloting up such a formidable number of engagements for "Body" at good terms and box receipts have been so strong that partners George Loew and Charles Einfield are said now to be slowing down, temporarily, at least, their negotiations with other distributing companies.

With only one more film to make for UA under its present contract, Enterprises' toppers, who have both in New York during the past week, have been huddling with a number of distributors on possibility of a releasing deal. Discussions have reportedly been held with 20th-Fox, Ent and Eagle Lane.

It's also understood that Ent may try to swing a stock transfer deal for absorption into another company, such as Liberty recently negotiated with Paramount. Mentioned in this connection is the possibility of a wide foreign distribution for Ent and Universal-International, with which the unit has a releasing deal before it switched to UA.

Loew, Einfield, sales v.p. George Schaefer and sub-ad v.p. Taplinger are highly regarded as "Body" openings, which give Ent the assurance of its first high grossing picture in the country. Papers equalled the record-breaking picture at Grand's Globe on Broadway. Data shows engagements were very good, although not quite so strong as New York.

Loew apparently justified exhibit Harry Brand's concession of a 12-week guaranteed run at the Globe to the start of the new season. The figure doesn't apply until after the dozen weeks are up.

Ent's first two entries, "Banned in Berlin" and "The Other Side," both did only fair biz, making "Body's" stock returns even more welcome to Ent. The can't deny that "The Other Side Triumph," while "So This is New York" is being edited. Six pic. to complete the UA company's line, will be Ginger Rogers' "Wild Calendar." "Arch," which was to have been released the last week in December to catch the Academy Awards deadline, now won't be sent into distribution until February or March.

Oscar Derby deadline has been extended until March 31, under new rules promulgated two weeks ago. Einfield and Loew will continue talks on distribution deals in New York this week, as well as huddle on plans for "Arch." Loew, slated to return to the Coast over the weekend, was forced to remain in New York for a week or more for personal reasons. He and Einfield may fly back to the Coast at the end of this week.

## N.Y. BOOTHMAN RESUME

### NEW CONTRACT TAKES

Resumption of negotiations, after a month-long hiatus, between N. Y. projectionists Local 306 and theatre circuit execs of 20th-Fox. Warners, Loew's and RKO for a new contract will take place with the aid of two mediators, Herman Geiber, 306 pres., who has been pressing for an early start ever since Richard L. Walters, president of International Alliance of Theatrical Stage Employees, returned two weeks ago from his trip to Los Angeles. Latter has indicated that he'll set date for a meeting as soon as he has his desk.

Despite recurrent strike talk from the boothmen over the circuit's alleged stalling for a six-month period, RKO is currently making an earnest settlement of the drawn-out proceedings. Before his departure, Walters in an agreement with Geiber, who has indicated that it will cover 800 men in about 200 theatres around the country, was understood that Walsh has considerably pared down the local's original demands for a 34% increase in wages and welfare which have been the chief stumbling blocks in the inkling of the new, union pact.

## Rep. Reads Four

Hollywood Nov. 11. **Reivast** production activity again was on the move at Republic in the last two weeks, with four pictures slated to roll.

Under Colorado Stars, "Thunder in the Forest" and an untitled production by John Aur.

## Majors Differ On Presbooks' Aims

Survey of the majors shows that none plans drastic changes in its presbook formats similar to that suggested last week at Republic. Recent dissolution of U's field exploitation cell prompted the company to alter the style of its books into more of an exhibitor's manual and, at the same time, making a general reduction in their length.

As worked out by John Joseph, firm's national ad-publicity director, and Maurice Bergman, by Universal ad-publicity chief, idea behind the revised book is to include only the titles which will exhibit the picture to the public rather than to interest the exhibitor's attention, for so many titles in the past have been framed.

RKO trimmed the size of its books simultaneously with this move, the company is now using only one on Technicolor and 20th-Fox, continuing with its standard makeup, with the exception of inserting recent titles in its "Newspaper" or "Streak" 'em on coated paper as done in the past.

Rather than cut down on their books, Metro is building 'em up. This week, its 20th-Fox edition of the books began some six months ago when the books were dressed up with hard covers in color. Other "impressive touches" were also made in an effort to hike the saleability of company product.

## LA-BACKED JOE BASSON AUGURS HOT 306 FIGHT

Hot fight for the top spot in local 306, New York Motion Picture Projectionists' Union, is now a sure thing. Richard Walters, president of International Alliance of Theatrical & Stage Employees, is opening an open bid to succeed to the local 306 presidency from Herman Geiber, incumbent. "Voting takes place," says Walters, "by mail over the IA in the coming stretch, until voted by the Geiber force." Walters has indicated that Walters of the IA because of a falling out between the latter's top-drawer of delegates and Geiber, who has been for boosted projectionists' sales. Geiber wanted to call out his men on Nov. 11, but Walters, in an agreement with Richard Walsh, IA proxy, insisted that the call for a walkout be shelved.

## ROYALTY HOT GET BOOST FROM

By **HERB GOLDEN**  
He'd like to see the term "B-picture" eliminated to clear from the Hollywood mind the idea that a film's cost and its quality are necessarily related. Dore Schary, RKO production chief, declared in New York last week.

"More money or less money, as needed, should be spent on a picture, depending on the requirements of story and casting," Schary explained. "It's entirely wrong to think that one picture, because it is made on a lower budget than another, shouldn't be expected to hold the same interest for the patron."

Studios should think in terms of a program, the RKO topper asserted, rather than in blocks of pictures falling into certain price and quality categories. This latter leads to "the most awful thing," he could imagine, Schary said, which was studios "trying to fix a price."

"Let the public identify the 'B' picture," the producer pleaded. "Don't put a show on in advance. It's his idea of the way to beat the cost angle without sacrificing the quality of the picture. Edward G. Robinson got 'provocative' stories. He explained he much preferred such a program, the RKO topper asserted, rather than in blocks of pictures falling into certain price and quality categories. This latter leads to 'the most awful thing,' he could imagine, Schary said, which was studios 'trying to fix a price.'"

## RKO EXECS Huddle WITH STUDIO CHIEFS

Hollywood, Nov. 11. RKO biggies, including Floyd B. Cushman, chairman and chief executive, E. J. Hanford, president, and Morris Hertz, vice president, and Morrie Egan, president of sales, were in a session with studio chiefs, including Dore Schary, studio production chief, and Charles E. Young, president of sales.

It was announced that the meeting was planned a month ago is evidently meant to still reports that the show was selected as a result of Schary's recent testimony before the House U-S-American Activities Committee in Washington. At that time Schary declared he would not discharge Reds unless he was proved they aimed at the overthrow of the U. S. government.

## Briefs From the Lots

Hollywood, Nov. 11. **Stephen Aron** will produce "Whisper in the Dark," a newly designed press book for the company's domestic ad-publicity stunts. **Walter Bauer**, executive in charge of sales with latest ad, publicity and hellooo material. Also where campaigns are over by RKO, he has been most successful in selling new U. production, these along with ads and picture subjects were incorporated into the Showmen's Manual.

**Frank Austin** the crackpot politician in the Frank Capra production "The Sign of the Cross" by Michael Curtis announced the postponement of "Forever and Always" to make way for his California Centennial picture, "The 48ers." **Walter Brest** signed for a featured role in another Part of the Forest.

**Willam Greer** production at Universal-International. **Adelstein Brown** is key in "The Day Dorothy LaMour" starrer, "Lulu Belle" . . . Paramount is calling 800 scripts for "The Year Without a Santa Yankes." **The Long Gray Line**, "The Sainted Sisters" and "Hazard" . . . **James G. Hannon**, 20th-Fox, to be used for the first time in "The Velvet Touch" . . . **Barton MacLean** bowed out of "The Noose Hangs Heavy" and "The Sign of the Cross" after a prior commitment with 20th-Fox in "The Walls of Jericho" . . . **Samuel Goldwyn** awarded the **Pearl** and **Errol** medals for "The Bishop's Wife" . . . **Master of Lassie** is the new tag on "The Hills of Erin" . . . **Jack** and **Ann** **Pattler**, brush company proxy, will split in "The Fuller Brush Company" at Columbia . . . **John** **(Ira)** **Switzer**, former film moppet, resumed his film career as a bellhop at the United Artists hotel in New York. Aron will produce and direct "Mighty" at Republic . . . **Francis Ford** will star in "The Sign of the Cross" for his role in the Ingrid Bergman starrer, "Don."

## See Commercial Film Production Soaring High Within Next Year

### Schary's Billing Washington Probe of Letism in Films is Certainly no Deterrent to Hollywood's Interest in New York

Washington probe of letism in films is certainly no deterrent to Hollywood's interest in New York. **Greenwich Village**, in fact, it has resulted in the parity of a film's producer getting billing over the title, Marquee on the 8th St. Playhouse over the weekend.

"Robert Young in Dore Schary's 'Crossroad.'" **Commercial Film production in Hollywood is expected to extend to new heights within institutional halls. Producers of this type of film are leveling their sights for a particularly ardent section.**

During past year particularly, commercial and industrial production, coupled with institutional, has developed into an important part of the nation's fourth greatest industry. Last 12 months has seen the country's biggest industrialists and advertisers realizing more than ever that films are among their best sales media.

The year 1947 brought forth approximately 4,000,000 worth of such production. Next year, it is confidently predicted by producers that this figure will more than double.

## Korda's Niven Pic Not So 'Bonnie'

London, Nov. 11. Continued headaches by Sir Alexander Korda on production of "Bonnie Prince Charlie," David Niven starrer, culminated last week with the exit of producer Edward Black.

Sir Alex's previous troubles included Korda's small taste director, Robert Stevenson resigning the task in midstream and Anthony Kimming getting the assignment. These difficulties are believed to have at least partially accounted for Korda's decision to cancel his trip to the U.S. to promote the picture.

## Curtiz '49ers' to Be Cal. Centennial Film

Hollywood, Nov. 11. Michael Curtis' forthcoming production "The 48ers" was selected as the official motion picture of the California Centennial Celebration, which opens Jan. 1, 1848.

Atmosphere shooting for the gold rush fill will start next month, with Michael Curtis, Doris Day and Thomas Mitchell in top roles.

There are today Hollywood nearly 25 established firms who are active in this type of work. Others, like the one mentioned here, may reach as high as 100. Each of this latter category, however, has turned the back of producer Edward Black.

Sir Alex's previous troubles included Korda's small taste director, Robert Stevenson resigning the task in midstream and Anthony Kimming getting the assignment. These difficulties are believed to have at least partially accounted for Korda's decision to cancel his trip to the U.S. to promote the picture.

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Many Spencers Interested For Eastern Airlines. He did several tours on history of aviation. (Continued on page 18)

## RKO'S EASTERN PROD. BUDGETED AT \$500,000.

Shooting on RKO's "The Window," first picture ever to be scheduled for production entirely in New York, has been set for Thursday at the RKO-Pathé studios and in lower Harlem. Pre-production budget has been set at \$500,000, with shooting scheduled to take six weeks or longer.

Barbara Hale and Arthur Kennedy arrived from the Coast over the weekend to play the leads in the Kenneth S. King production "The Sign of the Cross" around whom most of the film's cost revolves, has not been cast yet. This picture, produced by Michael Curtis, the crew will shoot around him. Producer Frederic Ulman, Jr. has been cast in a featured role, and ready to step into the part, but will continue his search for an unknown actor for the key role of David.

Most of the picture is to be shot on exterior locations. Since the script is in the hands of the writer, which the union and his gang tramp out of town, shooting might take much longer than six weeks because of the weather. Cover set, constructed on the main soundstage of the studio, will be used in a case of bad weather.

Film list to be the first production deal for the studio since the end of RKO-Pathé press recently to join the RKO production staff. Particular interest in the film, in that Ulman was personally responsible for having the Pathé studios last year. It was the film "The Sign of the Cross" which arrived in N. Y. a week ago from the Coast for pre-production work.

## 'Moonrises' Goes Dec. 15.

Hollywood, Nov. 11. Dec. 15 has been set as the starting date for "The Moonrises" picture, an Arnold Grant-Frank Borzage picture, "Moonrises," at Republic. It's the first picture of the Feldman's group trio for Rep. Release this year, others being "Red Pony" and "Macbeth." Borzage will direct.

**"THE box-office  
it's no SECRET  
LIFE  
WALTER**



**is the biggest  
DANNY KAYE  
to hit the screen  
...Samuel Goldwyn  
has hit it again!**

# records show that the OF MITTY"



**NEW YORK**—ELEVENTH BIG WEEK AT THE ASTOR AND  
STILL GOING STRONG.  
—Sun  
A Rio-Roaring film. Hilarious and exciting.  
—Times  
A Big colorful show and a good one... vastly entertaining.

**DETROIT**—MITTY BREAKING ALL HOUSE  
RECORDS for opening week at Adams.  
Outdistancing box-office of previous  
national champions to play this house.

**PHILADELPHIA**— MITTY SOCKEROO — A TERRIFIC SENSATION  
AT THE STANLEY...  
The most successfully hilarious Kaye the screen has yet shown...  
Kaye's funniest to date... a bright new Technicolor quill in Samuel  
Goldwyn's cap.  
—Variety  
—Bulletin  
—Inquirer

**CHICAGO**— OPENING DAY RECORD AT  
WOODS THEATRE SECOND DAY EVEN BETTER.  
ELEVENTH WEEK!  
"The man's an undoubted genius... com-  
pletely hilarious."  
—Times  
"Mark up another success for Danny Kaye."  
—Tribune

**PITTSBURGH**—...AFTER TERRIFIC FIRST WEEK AT STANLEY  
WALTER MITTY STILL SOCKO IN SECOND STANZA...  
—Variety

COLOR BY  
**TECHNICOLOR**

Distributed by RKO RADIO PICTURES, Inc.





*Month after Month - Picture after Picture!*

THE BIGGEST FIGURES IN THE INDUSTRY ARE MADE BY **20** CENTURY FOX!

*August*



Motion Picture Herald Boxoffice Champion!

**"MOTHER WORE TIGHTS"**

COLOR BY TECHNICOLOR

*September*



"Walked Away With National Boxoffice Laurels!" Variety

**"FOXES OF HARROW"**

*October*



"Easy Winner of 1st Place In Boxoffice Proceedings!" Variety

**"FOREVER AMBER"**

COLOR BY TECHNICOLOR

*November*



World Premiere Now! MAYFAIR, New York • APOLLO, Chicago!

**"GENTLEMAN'S AGREEMENT"**

*December*



Climaxing A Year Of Boxoffice Greatness!

**"DAISY KENYON"**

*January*



The First Great Achievement of 1948!

**"CAPTAIN FROM CASTLE"**

COLOR BY TECHNICOLOR



"We're ready to buy! What have you got to sell, Mister Exhibitor?"



## THE PUBLIC ASKS AND M-G-M ANSWERS!



Lana Turner as bold Marianne who stole her sister's man. Big cast includes Van Heflin, Donna Reed, Richard Hart and thousands more!

### "GREEN DOLPHIN STREET" HIT!

Just what the public wants! New M-G-M records at the Criterion, N. Y. 5th big week and still going strong. And in a poll of the audience by Motion Picture Research Bureau, it reveals 92% excellent or very good; the highest rating in N. Y. audience history. Your folks will flock to see the biggest spectacular romance in 10 years!

### "THIS TIME FOR KEEPS" SOCKO!

If it's an M-G-M Technicolor Musical your public knows there's a treat in store. And it's packing them in nationwide. Not since "Bathing Beauty" has there been anything like it, the Aqua-revels, the gorgeous girls, an appealing love story, songs galore and top entertainers including Esther Williams, Lauritz Melchior, Jimmy Durante, new romantic singer Johnnie Johnston, Xavier Cugat and his Orchestra and plenty more.



Esther Williams in spectacular Aqua-revels.



Clark Gable holds Vivien Leigh—and you hold-over!

### "GONE WITH THE WIND" REPEATS!

The miracle Technicolor picture of all time. Every engagement proves that everybody wants to see it. There's a whole new teen-age public plus countless folks who are coming again. Extended engagements are the rule! (A David O. Selznick Production. An M-G-M Release.)

### "CASS TIMBERLANE" BEGINS!

Another BIG M-G-M entertainment starts its history-making career. S.R.O. audiences at the Radio City Music Hall World Premiere engagement are enthralled at the love story that seventeen million readers of Sinclair Lewis' novel are waiting to see. Spencer Tracy, Lana Turner, Zachary Scott in a great de luxe production!



Spencer Tracy, Lana Turner—an exciting romance!

### AND WATCH FOR MORE FROM M-G-M!

- "GOOD NEWS"—Celebrate a gay Technicolor New Years!
- "KILLER McCOY"—Trade Press in unanimous raves!
- "THE BIRDS AND THE BEES"—Technicolor Musical Joy!
- "HIGH WALL"—Terrific thriller! High receipts too!



Child Postwar Show Biz Trend Up But Dollar Exchange Lack Balks Hollywood

BY RAY JOSEPHS
Santiago, Oct. 28.
Competition, however, marks the post-war show biz trend in Chile. New operators entering the field and the existing ones finding expanding into larger situations have given a new shot to the strong entertainment-minded country. Result is bettered grosses all around.

strong Casablanca pix began piling up grosses followed and the Argentinians then joined in.

B.o. trends are also up. Prices have gone about 20 percent higher. Day but it's still possible to go first-run to many Santiago houses for 10 to 15 pesos—20, 30 and 40.

Native Production
Competition of non-U. S. pix has come not only from the Argentinians and Mexicans as elsewhere but from Chile's own studios. Chile Film, a quasi-governmental agency, went bankrupt about five months ago.

Angel Barrera, local distributor for purchases abroad. Chile Films has made six pix yearly in the past, but plans to not to increase the number but the quality and b.o. value.

Argentine-made are naturally way ahead of the Mexicans here since former is just across the Andes and their local taste very similar. Additionally, Mexicans have had only a few stars to build up.

Among the estimated \$50,000,000 of U. S. goods piled up on the docks at Valparaiso, Chile's second city and port, are vaults of films, plus hundreds of thousands of dollars in merchandise.

Competitive Situation Marked
Competitive situation has been especially noted in the major cities and in this capital—whose population now tops 1,000,000.

Radio is the least activity of all in the post-war major developments. Pushing into a field already dominated by the radio, cinema has been aided by the Corporacion Chilena de Broadcasting, opened about a year ago in the Argentine.

Chile, incidentally, has 317 houses. 69 in this capital of which seven are in Spanish. Valpo has 100, including the famed sealed room-run of Vina del Mar, a 20-minute run—most of five firms.

Another important factor in the hobbled condition of the industry is change from book blocking "promies" to a picture by picture, price by price basis.

Ontario's 675 Filmmers
Hobbled by New Law Re Outdoor Lighting Ban
Toronto, Nov. 11.

Because of increased industrial demands for electrical power supplies, Ontario Government has ordered a complete blackout of all forms of outdoor commercial lighting on Sunday and Monday, continuing at least until April next. Come under the ban are the prominent 475 billboards in this province which will have to refrain from using night signs and light advertising.

Brazil Pix Buildup Set
Move to build up the Brazilian film industry has been launched by Howard Randall, studio construction expert and pioneer of the Mexican picture business.

Argentine-made are naturally way ahead of the Mexicans here since former is just across the Andes and their local taste very similar. Additionally, Mexicans have had only a few stars to build up.

Westerners—once a surefire draw in Ireland—are losing favor, particularly in the larger cities. Oustime favorites Roy Rogers and Gene Autry are not the attractions.

Current London Shows
London, Nov. 11.
(Figure shows weeks of run)
All Over Town, Playhouse (33).

Costa Today
Randall leaves for the Coast today (Wed.) to arrange for equipment purchases as well as help on technical problems and expects to plane to Rio within three weeks.

Mex Scripts Win
Mexico City, Nov. 11.
Pix producers take a bow for the 2,800 scripts a new high.

Cuban W House Rushed
Havana, Nov. 11.
Redcoats, delayed in construction because of lack of material and labor troubles, is now rushing work on the film house.

Non-Foreign Distrib Set
Jean Goldwurm and George Strang, operators of the N.Y. U.S. have set up the Times Film Corp., designed to distribute foreign goods.

Merchandise
Goldwurm recently returned from a three-month European junket during which he, o. o. product.

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\$875,000 Philippine Films Co. Signs Hollywood Technicians for Key Spots
Manila, Oct. 28.

Korda Takes 'Shoeshine'

"Shoeshine," Italian film now in its fourth month at the Avenue theatre, New York, has been packed for distribution in England by the London, Korda's London Film Productions.

Mex Biz Slowed But Not Down

Mexico City, Oct. 28.
Showbiz is slowing according to Eduardo Moreno, local booker who is partner of Ramon Roschi, ex-ballroom owner (Ramos & Roschi) in his booking agency.

Secondary players have had to take less money, see Moreno. But showbiz is slowing according to Eduardo Moreno, local booker who is partner of Ramon Roschi, ex-ballroom owner (Ramos & Roschi) in his booking agency.

Theatres are feeling the pinch of the depression. However, there is still work for U. S. troupers who can deliver the way they want it here, and they can still profitably draw smalltime.

Balance of all theatres shuttering because of high costs and dipped income has passed, for a while, Manzanillo, the nearest city to the coast.

OATERS LOSING FORMER B.O. LUSTRE IN EIRE

Dublin, Nov. 4.
Westerners—once a surefire draw in Ireland—are losing favor, particularly in the larger cities. Oustime favorites Roy Rogers and Gene Autry are not the attractions.

Some audience surveys also show a dropping appeal of British product, with a tendency to buy British rather than Hollywood films. It is felt by exhibitors, however, that unless British studios can build new stars quickly, the comparatively low-budget British picture market pix may react on boxoffices in the future as audiences tire of seeing the same faces frequently.

MEX COS. SET UP SPAN. EXHIB DEAL WITH PROAD.

Three Mexican companies will soon begin producing films in Spanish. The first exhibit has been reached by Guillermo A. Carter, the Mexican firm's representative in London.

New Foreign Distrib Set

Jean Goldwurm and George Strang, operators of the N.Y. U.S. have set up the Times Film Corp., designed to distribute foreign goods.

United Philippine Artists, Inc. a new film company, is one of several Hollywood directors and technicians but with control locally. Capital is \$875,000. Frank J. Courteay, a company vice-president, claims that UPAs will import film stars from Manila to head the company's principal departments until Filipino technicians are trained in handling modern film equipment.

Company's new studio would be erected at a cost of \$850,000. Besides producing native films, facilities will be rented out to others with their own staffs will staff the company.

Following executives from Hollywood under contract Sidney Salkow, vet director, to handle story, direction and production, and Clive J. Pines, Metro technical man, who will be in charge of lighting and electrical setting.

Additional executives include: Ramon Roschi, ex-ballroom owner (Ramos & Roschi) in his booking agency; Bert Ramsey, Mexican or foreign, continue to report they can manage what he reports that all local theatres have forced their talent to take a 30% wage cut.

Manila presents as officers and directors: Clive J. Pines, Judge Manetto Roxas, brother of President Manuel Roxas, chairman of board; William Villanov, treasurer; Herman Yaras, president; Salkow, vice-president in charge of production; Ray B. Pines, secretary; and Pacia de los Reyes, widely known in Manila society circles, director.

Dutch Backlog Eases U.S. Pix Out

The Hague, Oct. 25.
With playing time for U. S. films dropping to 16 weeks in the year, and an abundance of American product available from the Motion Picture Association, exhibitors are scheduling over only the top box.pix. Many films which ordinarily would stay for a round week are now being pulled.

Balance of the year is devoted to European product. Best of the continental films to date is the French-made "Les Enfants du Paradis" by Jean Renoir, which has held over for the 31st week at the Alhambra. Rank's "Old Man Oot" was a b.o. hit.

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Three Mexican companies will soon begin producing films in Spanish. The first exhibit has been reached by Guillermo A. Carter, the Mexican firm's representative in London.

New Foreign Distrib Set

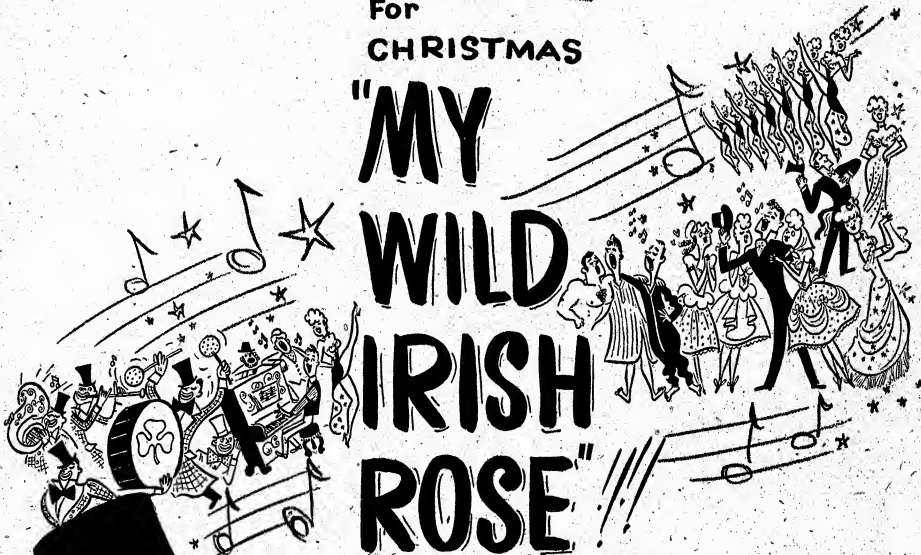
Jean Goldwurm and George Strang, operators of the N.Y. U.S. have set up the Times Film Corp., designed to distribute foreign goods.





For  
CHRISTMAS

"MY  
WILD  
IRISH  
ROSE"



Such Magnificence! 16 songs and color by  
TECHNICOLOR

starring  
**DENNIS MORGAN**  
and a Giant Musical Cast



Directed by **DAVID BUTLER** · Produced by **WILLIAM JACOBS** · with **ARLENE DAHL · ANDREA KING · ALAN HALE · GEORGE TOBIAS · GEORGE O'BRIEN · BEN BLUE · SARA ALLGOOD**

Screen Play by Peter Hirsch • Based upon a Book by Rita Green • Musical Numbers Created and Directed by Lenny Prince • Musical Numbers Orchestrated and Conducted by Ray Hebbell



UA's RKO Dicker Having Flibbed, Distrib Is Lining Up New Pix

With complete fix of the United Artists... UA's RKO Dicker Having Flibbed, Distrib Is Lining Up New Pix

At least one of the other flicks for which UA has recently con-

Believed today is the contract of Jack Goldberg, former UA producer of Negro pictures, to produce three films, the first to start shooting in

Final check on the UA-RKO deal came last week with inability of UA to produce the picture

While most of UA's producers have ended the revolt which caused them to refuse to deliver their negatives a few months ago

Hawks brought his "Red River" into New York three or four weeks ago and the picture is now in the UA projection room for many of the producers but failed to convince UA employees

UA, faced with a product shortage, has no need to buy pictures out of their pockets. It is said that legal action will be taken immediately if a producer publishes his film attempt to negotiate with another company. In the meantime, according to UA officials, the company will do its best to pay interest on his production loans while his picture sits on a shelf, that's his business.

Rainer for 'Concrete'

Hollywood, Nov. 11. Red E. Geiger Productions inked Lulu Rainer to produce "Concrete," first of two 1948 productions. Other titles include "The Last of the Mohicans" and "The Conqueror." Geiger wants to borrow Joseph Pevler from RKO to direct "Concrete." Lossy directed "Galileo," currently in N. Y. for experimental theatre bow.

Pegler's Capone Story Submitted to Brecken

Hollywood, Nov. 11. Westbrook Pegler's story of the life of Capone, secretary of John Moffitt, has been submitted for the approval of Joseph L. Brecken, chief of the radio division. Script of the film, designed for United Artists release, was filed by Pegler and Brecken at the Columbia Radio building by Lou Goldberg and Jack Pevney brother of the Hearst writer. A day before the script was submitted, Brecken announced he had recently turned down several years' based on Capone's life. Goldberg declared that the film has a "message" and asked that judgment be deferred until the script had been studied. Three films, he said, may already be made about the Chicago gangster. "Little Caesar," "Public Enemy Number One" and "Scarface."

Mary Pickford

Continued from page 3... agent named by the banks to control the company. Mentioned at that time as possible executive agent was Joseph Rosenberg, former exec of Bank of America in Los Angeles, now with Lehman Bros. on the Coast.

Miss Pickford's present scheme is apparently to have a number of some sort of acceptable arrangement," she understood that Chaplin had the ear of cement trust agents.

Banks involved in Miss Pickford's plans are the First National of Boston, Bankers Trust (Ct.), Security Trust (N. Y.), and the Bank of America in California. It's understood that the trust agreement was made, Sergio Semanetti's First National of Boston banks operate the loan for the other banks.

Any such plan as is now afoot, it is known, does not contemplate a loan to the present management of Grad Sears as proxy or Kelly as exec. Vice.

Upped Prices

Continued from page 3... mounters for "Unconquered," for instance, aims at booking the De Mille spectacle... When that fails, it will pull the film for a reasonable rate, starting with \$200,000. That street-going strategy won't exceed three months.

"Unconquered" will replay six weeks in the market. When that booked it originally at the lower price. Elsewhere, when B. S. S. is in the market, it will scale, it'll move into the A house in the particular situation. "Unconquered" will do the same thing. "Father," currently making the rounds at the higher nick, will only play six weeks at the A house when the pic has played in all big picture in the first-run. WB will show the film for a week and then head it for the exchanges at regular rates.

'Amber'

Continued from page 4... of local papers to accept advertisements... Amber is a picture that has fallen off sharply. Major John Albert is said to have requested a copy of the script... In Chicago, Samuel Cardinal Shehan said he would not see the film last week by the Archdiocese... In Pittsburgh, where "Amber" opened next week, no official word from the clergy has been received... On the bright side for 20th-Fox, Major John Albert, a resident of N. Y., who before election threatened to use his authority to ban local exhibitors from showing "Amber" at the polls by a large margin.

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Tom Connors

Continued from page 3... Connors will depend on whether 20th-Fox will consent with the RKO, KLM, Rex, and Bryan Fox, settlement in charge of production. Connors will consult with the RKO, KLM, Rex, and Bryan Fox, settlement in charge of production.

MAJOR FIRMS USE ALGER CHAIN OF FALSE 'RAF'

Chicago, Nov. 11. Major film distributors filed suit in Chi federal district court... Plaintiff majors are Warners, 20th-Fox, Paramount, United Artists, Columbia and United-International... Major film distributors filed suit in Chi federal district court... Plaintiff majors are Warners, 20th-Fox, Paramount, United Artists, Columbia and United-International.

Inside Distrib-Pictures

"That dispute" between producers of "Body and Soul" and the Boxing Manager, Guild, which took the Enterprise picture a load of space on the... Tribune and INS sports columnist, Adams, now a p.a. for United Artists, which is distributing the picture, is a pal of Charles Johnston, pres. of the Boxing Manager's Guild, and has been in the picture since Johnston's resignation in his drawer at UA. When Johnston got "real tough" and demanded withdrawal of the film, Adams turned his hat around and knocked out a quick letter of defense in the name of UA pres. Grand Stryker.

Metro's "Green Dolphin Street" now winding its fourth at the Broadway Criterion, looks to be the year's biggest grosser at that house. Film did a boxoffice take in the first 26 days of \$165,000, which is more than \$10,000 over the gross racked up by "Gone With the Wind," previous high for this year. Universal's "The Sign of the Cross" (Mark Hellinger) ranks third, pulling some \$150,000 in a similar period.

Skirting possible legal entanglements, Universal toppers are currently discussing a change of title for "The Galton" adaptation of an Aldous Huxley yarn, which is now nearing completion at the studio. Picture will be a film of briefs included in a Huxley volume bearing the overall title, "The Sign of the Cross."

The profanity of any of the Hollywood directors is purportedly as nothing compared to the antics of Marcel Carné, director of "Les Enfants du Paradis" and other pic. He's currently the most colorful director in the business, and he's got a reputation for being a real party animal.

Drew Pearson, in his syndicated column Monday (10), writes: "Harry Warner, 67, ill, and retired from picture business, when asked to be chairman of the Friendship Train... in 48 hours, he 'felt fine.' Someone told Warner, departure ceremonies would take business from the theatres. They reminded him that many Broadway governments craved the chance to have a piece of the national peace in the world, replied Warner, 'there won't be any theatre business.'"

Philip Yordan's deal with Columbia for the release of "Anna Lucrezia" will fall, it said, and nothing more. Under the terms of the agreement, Yordan will produce the film independently, and Columbia will have no control or supervision of any kind over the making of the picture version.

Argoy reported that 14 out of 18 Protestant publications turned down advertising for its RKO release, "The Fugitive," which has a heavy Catholic slant. Most of the rejections were expressed by "paper shortage."

Friendship Train's Sendoff

Continued from page 2... of supplies that will be added to its transcendental mercy mission, the train on its cross-country tour... Mickey Rooney, Red Skelton, Marjorie O'Brien and others, picked in New York for the train's departure.

Show business is going out in support of the Friendship Food Train, symbol of the U. S. Government's program to help Europe, which left Hollywood last Friday (7), en route to New York... Under national chairmanship of Harry A. Warner, film industry executives sent off one of its largest troupes on Friday for the train's send-off on the train.

Continued from page 2... of supplies that will be added to its transcendental mercy mission, the train on its cross-country tour... Mickey Rooney, Red Skelton, Marjorie O'Brien and others, picked in New York for the train's departure. Show business is going out in support of the Friendship Food Train, symbol of the U. S. Government's program to help Europe, which left Hollywood last Friday (7), en route to New York. Under national chairmanship of Harry A. Warner, film industry executives sent off one of its largest troupes on Friday for the train's send-off on the train.

Setting Records in All Engagements!  
"RED STALLION" in

starring *Cinecolor*  
ROBERT PAIGE • NOREEN NASH • TED DONALDSON  
with JANE DARWELL • GUY KIBBEE

"Year's Top Comedy Smash!"

"OUT OF THE BLUE"

starring GEORGE BREYER VIRGINIA MAYO  
TURHAN BEY ANN DVORAK CAROLE LANDIS  
From the story by Vera Caspary, author of "Daddy"

"If You're Looking for Chills and Thrills,"  
Says Hedda Hopper, See

"LOVE FROM A STRANGER"

starring JOHN HODIAK SYLVIA SYDNEY ANN RICHARDS  
with JOHN HOWARD ISOBEL ELSOM

Terrific... and True Story of the  
Treasury's Tough Guys!

"T-MEN"

starring DENNIS O'KEEFE  
MARTY NEADE ANFRED BYDER WALLY FORD  
JUAN LOPEZ MARY CHARLES MCGRAW

Breathtaking Action-Spectacle Romance!  
"ADVENTURES OF CASANOVA"

starring ARTURO DE CORDOVA  
LUCILLE BREMER TURHAN BEY NOREEN NASH  
and cast of thousands

With these star-powered  
current and forthcoming  
major productions

# Eagle Lion

proves its  
Entertainment Leadership  
at the box office!

Coming

The West's Fighting Glory... in a  
Picture of Magnificent Thrills!  
"THE MAN FROM TEXAS"

starring  
JAMES CRAIG LYNN BARI JOHNNIE JOHNSTON  
with ION MINKEL WALLY FORD HENRY DAVENPORT SARA MCGOOD

Filmed on an Unparalleled Scale of Action!

"NORTHWEST STAMPEDE"

starring JOAN LESLIE JAMES CRAIG JACK OAKIE  
in *Cinecolor*

Suggested by Saturday Evening Post article "Wild Horse Round-Up"



# "THE PICTURE OF THE WEEK"

says *Jimmie Fidler*

in his coast-to-coast ABC radio broadcast!

*Variety* says

**Driftwood**

Homeopie with about a small far-west town and its fight against social misery is backed up by fine performances of five stars and strong production. **Fact that Walter Brennan, Ruth Warrick, Dean Jagger, Charlotte Greenwood and Natalie Wood provide solid marquee decoration should bring "Driftwood" nice boxoffice.**

Diminutive Miss Wood is the youngster who won attention as the little heroine in "Tomorrow Is Another Day" and "Mrs. Miniver."

Story centers about Miss Wood as the orphan girl who's left alone in a desert town when her grandfather dies. He was the minister in the ghost town, and the precocious miss' knowledge of the Bible leads her to constantly quote passages from it. Adopted informally by a young country medico and the town's drug-jit in a nearby community, she manages to creep into the lives of many sedate figures in the typical village.

For the most part this tale has been told in a straightforward manner, but the most-desired scenes were permitted to become a little "Dwan's of 'em" type of "creep."



# DRIFTWOOD

Starring  
**RUTH WARRICK • WALTER BRENNAN • DEAN JAGGER • CHARLOTTE GREENWOOD**  
and the Delightful New Child Star **NATALIE WOOD**

with  
**JEROME COWAN • H. B. WARNER • MARGARET HAMILTON**  
Original Screen Play by MARY LOOS and RICHARD SALE • Directed by ALLAN DWAN

A REPUBLIC PICTURE

Whispering City

(Continued from page 8)
mystery and becoming involved in a murder plot which seeks to have her bumped off. Scripters have clearly...

...as the wealthy attorney who takes as enemies enmeshed in additional murder plottings in an effort to...

...until his affair with Miss Anderson concludes his career. His final fate is in jeopardy. She provides...

Lucia di Lammermoor

Grand Film Distributors release of Opera House (Paris) production. Directed by...

(In Italian; English titles.)
Recent opera film imports have been of several categories. One...

"Lucia," being a literal lensing, has all the drawbacks of such a treatment. It's not so much in progress...

The White Unicorn

General Film Distributors release of Arthur Rank-John Gouffon production. Directed by...

...Story is the familiar one of a Scot's lady who is loved by a member of a rival clan, enemy of her...

Comin' Thro' the Rye

Advent Film production and release of Kenneth MacMillan production. Directed by...

under ideal conditions, this story of Robert Burns' life has little to offer the commercial theater. It is little...

...The first time the screen has done a biopic of this sort of poet. His admirers...

Ghosts of Berkeley Sq.

Pathe Pictures release of British production. Directed by Robert Atkinson...

Original novel, "No Nightingales," on which this is based, was a joke...

...It's a story about a couple of pals in the days of Queen Anne. They...

...What might seem to be a short and snappy modern-day comedy...

Robert Morley and Felix Aylmer, both first-rate character actors, lead...

...There's a new twist in "Return of the Lash," in that the "Lash" as the...

...Plot is a variation on the old one with a few new ingredients. George Chatterton is the heavy who seeks to rob the...

...Following a "Love Confession" Affair, the two men can hardly fail to wind up a potent mixture of band...

role. But the camera flatters neither of them. Particularly it is unkind to Miss Lockwood in many sequences...

End of the River

General Film Distributors release of Arthur Rank-John Gouffon production. Directed by...

...General Film Distributors release of Arthur Rank-John Gouffon production. Directed by...

...Judged by usual standards, this picture, with Brazil locale, has little to offer at the boxoffice. Nor does...

...Menswear mother has hooked and married a rich victim, to whom...

...Production is lavish, camera work is superb. In fact, the picture is so good...

La Vie de Boheme

Supercine Distributing release of Andre Berthelin production. Directed by...

...Dietsche release of Opera production. Stars Rene Chateau, Marie Perle, Paul Benoit. Directed by Rene Chateau...

Les Mandolins

Dietsche release of Opera production. Stars Rene Chateau, Marie Perle, Paul Benoit. Directed by Rene Chateau...

La Vie de Boheme

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The Woman in the Hall

General Film Distributors release of Arthur Rank-John Gouffon production. Directed by...

...Wessex Productions (An Dalrymple) production. Directed by Arthur J. Arthar Jack subsidiary, makes an ill-fated attempt...

...Woman in the Hall, Lorna Blake, is an unprincipled cadger, with an...

...Menswear mother has hooked and married a rich victim, to whom...

...Production is lavish, camera work is superb. In fact, the picture is so good...

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La Vie de Boheme

Supercine Distributing release of Andre Berthelin production. Directed by...

charms, while Guy Delair's performance as Phemie is done in a...

...Marc Herberich's direction is good. A lighter script and judicious editing might have been the saving grace of this Andre Paulve...

Antoine et Antoinette

Quintessence production. Directed by Roger Pigaut. Stars Marie Perle, Guy Delair, Francis Godeau, Victor and...

...Refreshment French-made picture comes out of the States, because...

...Jacques Becker, one of foremost French directors, has made a commendable job, although some scenes are questionable due to their...

...Story shows Pigaut as a forerunner of the "Big Game" picture, in fact that the French people are treated realistically. Camera work by...

La Vie de Boheme

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...Dietsche release of Opera production. Stars Rene Chateau, Marie Perle, Paul Benoit. Directed by Rene Chateau...

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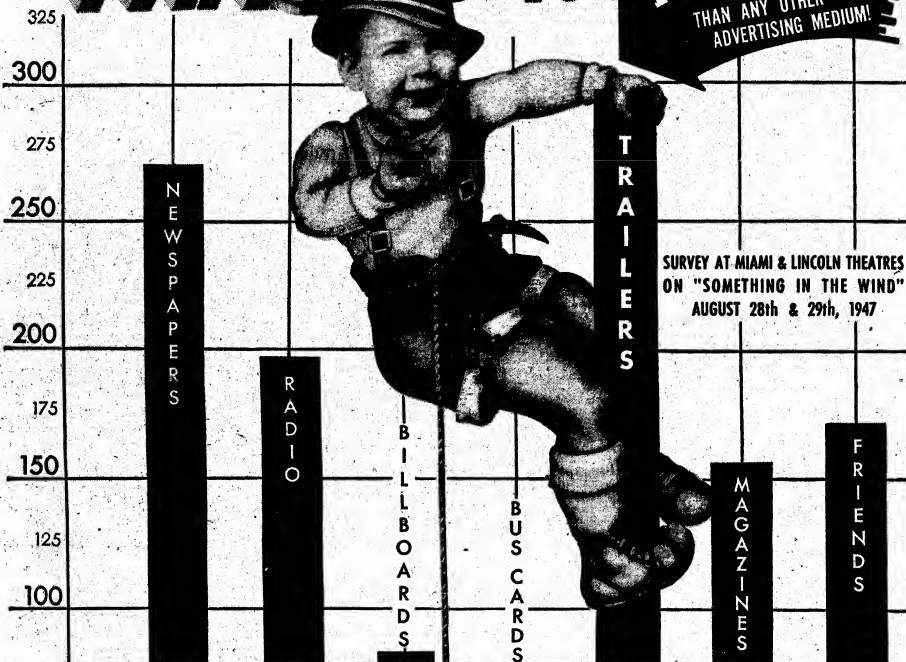
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# TRAILERS STOP!

**TRAILERS**  
PULL MORE PATRONS  
THAN ANY OTHER  
ADVERTISING MEDIUM!



SURVEY AT MIAMI & LINCOLN THEATRES  
ON "SOMETHING IN THE WIND"  
AUGUST 28th & 29th, 1947

## ON-THE-SPOT-SURVEY

from Sony Shepherd, General Manager of Wometco's New, DeLuxe, Ultra-Modern Miami Theatre, reveals that MORE patrons attended showing of Universal-International's "Something In The Wind", because of TRAILERS . . . than because of any other advertising medium. Patrons of Miami and Lincoln Theatres proved The PRIZE BABY's box-office pull by indicating that TRAILERS sell more seats!

## IN YOUR THEATRE

The PRIZE BABY gives you the same TOP results that are proved by Sony Shepherd's survey! LOOK at the advertising media, TOPPED by TRAILERS! Compare the COST! Trailers are BEST! Trailers COST LESS! Trailers do the JOB! Number One advertising medium in Every Theatre! The PRIZE BABY of the Industry!

NATIONAL *Screen SERVICE*  
PRICE GIVE OF THE INDUSTRY

Ex-RKO Takes Over Five Selected Pictures, Other Exchange Briefs

Tom Batley has sold Denver Selected Pictures exchange, which is organized along the RKO system...

Chas. Barnes is opening a 200-seater at Crook, Colo.

Bennie Berger independent theatre circuit has acquired five pictures...

Alvin down town, and the legitimate roadshow...

Mrs. Louis Galsberg, the city's only woman theatre manager...

Nix Pre-Xmas Week Closing Exhibitors in St. Louis, Mo.

The Roxy, St. Louis, Ill., was one of seven places broken into there by exhibitors.

Theater owners in Springfield, Ill., are joining to oppose a 4% amusement tax.

Allen Usher to Quit Part Chicago, Nov. 11

Sam Fineberg Resigns Manager of Monogram Pictures

Bencher Heads D. C. Variety Club

Frank M. Boucher last week was elected chief Barker...

George Bell Barker, manager of the Palace, Youngstown...

Interstate Circuit's newest suburban house, the Circle, has been opened...

Shaw's 350-Seater Turnerburn, Texas

Freeman Upped in Okla. City Charles Freeman, ad manager...

RKO Also Gets Mops, Staff Sales staffs here are still being organized...

John E. Stahl building a city theatre in Homestead, Pa.

Griffith Opens Another in Texas The new Monley theatre, a Griffith house...

Clare Appel Heads into MPTA Toronto, Ontario

Thuron, second assistant chief Barker Sam Galinsky, treasurer...

Sally Perle to Masterpiece Masterpiece Productions, headed by Jules White...

Eagle Lion's New Salesmen Quintet of new pix peddlers being taken on by Eagle Lion...

St. Louis, Mo., has completed his 350-seater unit at Turnerburn, Texas

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Clare Appel Heads into MPTA Toronto, Ontario

Directors of Motion Picture Theatre Owners of Mo.

Charlotte Variety Club Heads Charles N. C.

Roy L. Smart, assistant general manager of Monogram Pictures...

New Youngstown Drive-In West Side Drive-In Theatre, Inc.

Charles F. Hanley, laundry owner, has purchased the three-story Grand Theatre building...

New Okla Drive-Ins Toledo, Ohio

Two new drive-ins are being located in northern Ohio.

Dr. J. M. Boucher last week was elected chief Barker...

George Bell Barker, manager of the Palace, Youngstown...

Interstate Circuit's newest suburban house, the Circle, has been opened...

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project will cost approximately \$40,000.

George Bell Barker, manager of the Palace, Youngstown...

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RKO Also Gets Mops, Staff Sales staffs here are still being organized...

Justice Dept. Stalls Action on Exhib Beefs 'Til Final Decree Decision

Major's are being handed the long end of the rope to wait until the decree provisions in pix selling and exhibition without facing the Government's anti-trust suits...

Apparently, Government legalities demand the current decree strictly in the temporary brackets...

Government put its policy in effect weeks when it stood by while the Supreme Court found that there was sufficient evidence pointing to violation...

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Jackson Park

Estimated from page 5 prices for certain picture name theatres cannot run a film over a week after the Loop showing...

Original theatre complaint named RKO, Loew's, 20th-Fox, Paramount, Halton & Katz, Warner Bros., and WB Circuit...

Yesterday's ruling was the second time the Supreme Court has addressed itself against the major...

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LIFE WITH FATHER POWELL: DUNNE EDWIN TAYLOR

14 WEEK! DANNY KAY - VIRGINIA MAYO

RADIO CITY MUSIC HALL UNCONQUERED RIVOLI

Briefs From Lots

George Bell Barker, 'Outpost Monthly' which rolls in North...

Jack Goldberg is transferring all his production activities at Hark...

Rev. W. E. Alexander, Oklahoma City minister, in town for holidays...

Rev. W. E. Alexander, Oklahoma City minister, in town for holidays...

Rev. W. E. Alexander, Oklahoma City minister, in town for holidays...

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Rev. W. E. Alexander, Oklahoma City minister, in town for holidays...

Palace 600 Seats Warner Theatre 500 Seats

Godeman's Agreement 20th-Fox

Godeman's Agreement 20th-Fox



# THE CODE

## Golenpaup's Test Action vs. AFM Seen Sparking Petrillo Showdown

What is believed in the radio trade to be the precursor to a bombardment of legal challenges of James C. Petrillo's various ban orders, is the complaint which Dan Golenpaup, owner and producer of "Information Please" filed Monday (10) with the National Labor Relations Board, charging the American Federation of Musicians with imposing a regulation which violates the Taft-Hartley Act. Injunction pervading the music, as well as the radio, industry is that other quarters affected by Petrillo ukases will seek redress without awaiting the outcome of Golenpaup's test action.

With the two industries pretty well convinced, that the networks are

### Choral Contingent

Besides "Information Please" the only other network programs that are seriously affected by the AFM ban are the Abbott & Costello (ABC), John Davis (CBS) and "Meet Me at Pappy's" (MBS) shows. The substitute for each contingent will be a choral group.

"A Voxa n' a Mediation Board" (MBS) might also be cited since it formerly used an organ.

headed for a crisis after Jan. 31, the expiration date of the present AFM contract, on the issue of musician employment by affiliated stations. Golenpaup petition will, it is anticipated, serve as a spark to bring the multiple tensions of the contract ban on phono disks to a premature head. Golenpaup's move, according to legalists, will in any event be followed closely by labor and industry nationally since it involves the first step to enforce the anti-striking bedding provisions of the T-U Act.

The complaint stems from Petrillo's refusal to permit his members to work on network radio shows. Golenpaup charges that the taboo not only stifles all the anti-discrimination clause but constitutes an unlawful secondary boycott of "Information Please." In his affidavit to the NLRB, Golenpaup states that when Petrillo imposed the ban he suggested that musicians would be furnished for co-op shows upon the payment of a standby fee equivalent to the New York or Los Angeles rate, multiplied by the number of stations carrying the show. On the basis of "Information's" 300-plus stations this stands at \$100,000.

(Continued on page 40)

## Getting into The Ball Game

It appears that baseball sponsors throughout the country are being duly awakened to the potentialities of FM, particularly in view of radio that by next summer the FM audiences are expected to be something to be reckoned with. Some committees, however, are getting contracts have been going over the legal phraseology to determine whether existing contracts include FM pickups. Until now there has been no distinction made in contracts for radio controlling rights between AM and FM. By next summer there will be a flock of AM station owners into the FM audience's business.

What the baseball ballketter would like to know at the moment is: Will contracts for radio include an additional coin for the FM audience? And, by the same token, do existing contracts for next summer, or existing FM as well as AM?

As a result, the station-lawyer's handling routine is expected to gain momentum during the winter.

## Fizdale Taking Over Vic Ratner's Operation

Victor Ratner, who rejoined CBS this month as vicepres and director of sales-promotion and advertising, announced Monday (10) that the activities and operations of his independent promotion outfit, the Victor M. Ratner Co., will be handled by Tom Fizdale.

Later, long active in public relations, with a publicity setup of his own with offices in Chicago and Hollywood as well as New York, will headquarter at 515 Madison, N. Y. He'll direct his Gotham publicity operations from there.

## Disk-Laden Indies Take Play From Web Affiliates

Compton agency has been getting to network time salesman a statistical study which it had just completed showing that the listener trend is away from the network-affiliated station and is progressively favoring the independent or record-playing outlet. This abiding away of audiences has been particularly affecting the daytime and late-night periods.

Daniel Potter, head of Compton's plan who directed the study, explained last week that he had not longer the Young and Rubicam of the situation but that there was "clear evidence of a swing away from network fare." Potter said that the study covered local Hooper reports from the beginning of 1946 through February '47. He said that the "Hooper standpoint" it demonstrated that where network stations has been "progressively increasing" in the direction of the indie outlet.

Potter added that his study further disclosed that where network stations got going in a community such reports get their audiences in much larger quantities from network-affiliated outlets than from independent operations. It was this angle that struck Potter as particularly significant.

## NAB CONVENTION SITE NARROWING TO L.A., CHI

Washington, Nov. 11. Choice of the site for the next National Assn. Broadcasters annual convention has narrowed down to Los Angeles or Chicago in mid-May according to trade reports here. Right now there is more support for the L.A. site. However, the subject of where the planning for central city to save travel expenses.

Big headaches for the NABERS is who and how to schedule the 17 NAB district meetings due to get under way in the fall of 1948. Conferences are being held in view of Congressional and Presidential election campaigns—always a busy time for broadcasters.

## Draper Lewis Exits CBS For AFN Post in Germany

Draper Lewis, staff writer at CBS, N.Y. for seven years, is leaving the network Nov. 21 and will be replaced by Victor Kopp, who is to be producer-director with the American Forces Network station in Frankfurt.

While in the Army during the war on leave from CBS, Lewis was writer-producer of "The Robert Q. Lewis Show." "Maxine's Matinee" at the School of the Air and "Theatre of Romance."

## AFM CANCELS 'TOO THE SHOW'

By GEORGE ROSEN  
Cancellation of the Henry Morgan show ABC by Eversharp, plus the reported impending exit of "Parr" as well as the major cancellations of the 1947-48 season, accentuated the plight of radio in general in its attempt to bring a claimant of newness and freshness into the broadcasting picture.

Word of the Morgan-Eversharp divorce, effective Dec. 3, and the news that American Tobacco was ready to throw the sponge on Parr, recalled immediately to the trade that over the past four or five years only three candidates of major consequence managed to hit the commercial jackpot. These were Alan Wynn until, Canada's "Pony" brought down by agent Frank Cooper, and Young & Rubicam for a Bristol-Myers sponsorship deal. Morgan, who had been circling the straitjacket kilocytes for some years, and Parr.

But if the LS/MPT cam carries out the Parr cancellation, as the trade generally anticipated when the season's final 13-week cycle expires, the score will revert back to zero in radio's big effort to gain a facelift into the comedic pattern to counter the sad-saga-of-sameeness squall.

### Young's 'Demolish'

Young had been missing from the airwaves since last season's bow-out, until Tocco recently decided to give him a trial run on his Sunday night CBS show. But it's the general feeling that his summer semester as Jack Benny's Strike-Itin, which resulted in American radio's biggest ratings on Wednesday night ABC show, has just started to hit his stride, the "And More" and "And More" show has stirred up more commotion for injecting the new element of freshness into comedy programming.

True, in the case of Morgan, the cancellation is seen stemming from the economic plight of the Eversharp outfit and the general togetherness that's hit the pen and razor market. But the fact remains, that if Eversharp and the Biow agency together with Morgan's show are off rating-wise (his current rating in the post-Bing Crosby slot is 6.8), the fact that he's centering to the Eversharp-Schick banner.

The Morgan bowout and reported Lucky Strike cancellation of Parr have such an overtones. Hooper, (Continued on page 38)

## Stations Slam Whole Code Idea, 678-49, in Secret Pool on Eve Of NAB Meet to Decide Its Fate

### 'Guild's' Touring Booth

Ficker's Plastic Set Set To Travel When Show Goes Out

Homer Fickett's plastic booth, from which he directs the "Theatre Guild on the Air," now part of the organization's entourage, goes traveling with the show when it originates from Birmingham the Sunday after Thanksgiving. "Guild," then has slated performance of Eugene O'Neill's "The Straw," with Mary Anderson and Robert Mitchell co-starring.

Plastic booth, an innovation in radio, was first presented in the town when "Guild" did "Lady in the Dark" from Boston. Booth was constructed by show's sponsor, U. S. Steel.

## Y&R Likes AFRA's 'Comedy Theatre As Gulf Showcase'

"Comedy Theatre," guest-star program with an AFRA benefit angle, is being recommended by Young & Rubicam as the replacement of "We, the People" for Gulf. Whether the agency nor the network has an option on the show, but the talent union has promised them first receive "The current cycle" for "We the People" extends to mid-January.

Price for "Comedy Theatre" is about \$15,000 net, including a \$2,500 weekly fee to AFRA, which includes the cost for a welfare fund for the members. Balance of the budget would go for scripting, music, non-scripted acts and scale for the regular AFRA cast, etc. Property is being handled by Music Corp. of America.

Show would probably be spotted in the present Gulf spot, 8-30 Tuesday nights on CBS, although the agency and client would like to get an easier niche. In view of the tough going "People" has had there this season against "Amos 'n' Andy" on NBC. However, there's no immediate action. (Continued on page 40)

### 'Vic & Sade' Reprise

Chicago, Nov. 11. Green Associates, Chicago, is trying up a transcribed package, including "Vic & Sade" series for NBC. Bit of whimsy folded several years ago after long network run. Later have an all-half-hour show, but went nowhere.

## Maxwell, Who Should Know, Sez Kids Nixing Cliffhangers

Cliffhanger serials, long regarded the staple with juvenile audiences, have about worn out their appeal. That is the conclusion of Robert Maxwell, producer of "Superman," "Hop Harrigan" and other moppet thrillers. Maxwell bases his opinion on a 10-year survey, which he explained Thursday night (6), at the 11th annual convention of the Radio Writers' Guild, at Holland House, N. Y.

Maxwell's research, which charts indicate that 10 years ago about 40% of the 20,000,000 available kid listeners were in the habit of watching the radio writers' thriller type, while the remaining 20% liked various other kinds of program. Maxwell says the figures are reversed, with only 20% of the urbane choos-

Chicago, Nov. 11. Overhaul scheduled to start against the proposed NAB code was voiced by stations replying to a private poll conducted by Ed Bradley, pressy of WIND, Chi. and Ed Breen, chief of KVFD, Ft. Dodge, Ia., "class unworkable late today." (Times.)

In answer to a question: "Do you want to run your own station as you think it should be run and accept the responsibility for its operation without the direction of a Code and a Code authority?" 678 stations replied "Yes" and 122 "No."

In answer to a question: "Do you think the newspaper publishers — they enjoy government regulation of the postal rates, too — would voluntarily accept regulation and retaliation as suggested by NAB?" the stations voted 14 "Yes" and 69 "No." Overall, 1,000 stations were asked of 1,400 stations. Results of the poll have been forwarded to NAB, it added.

### No Action 'Likely'

Prospects that the NAB board of directors will settle upon even a compromise version of the proposed new standards of practice at the code session in Washington starting tomorrow (13) dimmed in the light of developments during the past week. The developments included these:

"There was definite, though unofficial, agreement that the code will 'move cautiously' in acting on a revised code. Any dissenting voices, it was said, would be muted.

At least a half-dozen of the 25 directors of NAB are committed to represent the views of their state associations in Washington in immediate adoption of new standards.

NAB toppers, in huddles in New York, are expected to have representatives of the American Assn. of Advertising Agencies and the National Association of Broadcasters received "suggestions" from both.

(Continues on page 42)

## WQXR, N.Y., Hits Comm'l Jackpot

One of the biggest sales spurts in history of Times-owned WQXR, N.Y., has landed the indie sponsor's station. Station's sales have bagged 11 new sponsors, including the N. Y. Stock Exchange, since the first of November—and all of them are in the "commercial" rather than spots or participation.

Stock Exchange, getting into radio for the first time (although it has sponsored "Symphony Hour" since bought a weekly 55-minute "Concert Hour." Exchange's "commercial" deal is to buy 150 spots a week; Davage-City Radio Inc., advertising Westinghouse radios and phonographs, has bought a weekly 15-minute "Great Names in Music" periods per week; Schrafft's restaurant, has bought a weekly 15-minute "Concert Hour" through-Saturday strips, all musical; Sachs Quality Stores, Wallace & Co. and H. B. Warner, have bought 15-minute spots.

WQXR says it's just about a record for quick-sealed new business.

Misguided Editors To Get The Works at NARND 10-Day Conclave

Cleveland, Nov. 11. A verbal spanking by the hand that feels they need to be... Associated Press Managing Editors Assn. by Edward R. Wallace, executive secretary of the National Assn. of Radio News Directors, whose convention opens Thursday (13), in New York.

Radio-a Lottery?

Havana, Nov. 11. Recently organized Radio Anunciadores Guild will have its own building... President Fran San Martin has wanted that receipts of one of the outlets be drawn for a lottery.

U.S. Army in Reich Asks Radio's Aid

U. S. Army, intent on utilizing all available means in entertainment and communications to help in the re-education job in Germany, is currently making a pitch to the major American radio broadcasters to share financially in the job.

FRANKIE CARLE Providence, Rhode Island's boy with the fascinating smile and dancing fingers is back in New York for a whirl engagement at the Strand Theatre.

James for Evening Date, But Mozart for Morning, Suits D.C.'s WQOW Fans

Washington, Nov. 11. "Harry James is alright for an evening but we would rather wake up to a Mozart music." This overwhelming consensus of 3,000 listeners to "good music station" WQOW who sat down to write the station last week.

Program also calls for use of the best talent and for films Gen. McClure said. As far as films, which are termed "very important," are concerned in theatre the American zone of Germany are provided with packages. Latter consist of a new-arriving talent and for films Gen. McClure said.

Army also has an arrangement with the British and Russian occupation forces for an exchange of their art-prize objects. To forestall the possibility of having to send them back and forth across the border, the objects are either accepted or rejected by Army officials in Berlin.

PHILCO'S \$157,209,000 NEW NINE MONTH HIGH

Philco Corp. reports sales in the first nine months of 1947 totaling \$157,209,000 - compared with \$72,465,000 in the same period last year - setting a new high in the firm's history. Net income for the nine months ending \$63,200 after all taxes and charges, including a 40% reserve of \$250,000, and an reserve fund for the 1948 expenditures.

Simon Shuffles Off To Buffalo for WKWB Post

Following transfer of WKWB, Buffalo, from Buffalo Broadcasting Station, the church-owned chain, to Arthur Simon has checked out as general manager of WLJB, N. Y., to assume post of executive-in-charge of the update ABC outlet, Appointing himself post vacated by Simon at Dr. Clinton H. Churchill, with whom Simon had been associated previously. Before leaving Buffalo he declared that WKWB would undergo a program overhauling within four weeks.

Providence Journal In FCC FM Okay Despite Protests of 3 Mayors

Washington, Nov. 11. Over vigorous opposition of the mayors of three Rhode Island towns, the FCC last week okayed a long-delayed FM permit for Providence Journal. Six AM and five other FM stations have been announced for Providence.

Commission had before it proposals from the mayors of Pawtucket, Pawtucket and Woonsocket as an "unfriendly" resolution by 16 the Rhode Island Journal. The resolutions and letters declared city officials had to buy stock in the station to get it to accept to articles and editorials "reflecting their reputation and characteristics."

City Fathers also argued that the station was unnecessary, would not be in their interests and would give the newspaper a "virtual monopoly" in news dissemination. An FCC majority, however, contended that the Journal had promised to air all sides of controversial issues on the FM outlet and that other stations in the area could not very well monopolize the news.

BALTO STATION SUED ON ALLEGED TIME RESALE

Baltimore, Nov. 11. Suit for \$200,000 was filed against WBRL, local ABC outlet, for alleged resale of radio time to regular program sponsor, plaintiff, Hercules Ship Maintenance Co., claims the station cut 30-second spots from time for use of the weekly program and resold it for spot announcements. The damages claimed are the alleged resale of 30-second spots for a 52-week period, the term of the contract.

'Kiddie Hours' 19th Yr

Philadelphia, Nov. 11. Hired a Hartford-based firm to prepare for another year of sponsorship of the "Kiddie Hour," aired Mondays over WVCB-TV, at the 19th consecutive year of sponsorship of the program by the restaurant chain.

Clements Co. of Philadelphia, placed the 52-week contract. The firm is preparing to produce a 30-minute show on "Democracy, U. S. A." in connection with dramatization of his life.

From the Production Centres IN NEW YORK CITY

Genevieve Rowe, inadvertently included in last week's issue in the committee slate for the AFRA election, actually a candidate of the Independents... Bernard Judis profited in current Mutual Courier... WHEW turned over its plugs on the Douglas Field show to Ben Light (5) to be a member of the staff.

FRANKIE CARLE Providence, Rhode Island's boy with the fascinating smile and dancing fingers is back in New York for a whirl engagement at the Strand Theatre.

Providence, Rhode Island's boy with the fascinating smile and dancing fingers is back in New York for a whirl engagement at the Strand Theatre.

James for Evening Date, But Mozart for Morning, Suits D.C.'s WQOW Fans

Washington, Nov. 11. "Harry James is alright for an evening but we would rather wake up to a Mozart music." This overwhelming consensus of 3,000 listeners to "good music station" WQOW who sat down to write the station last week.

Program also calls for use of the best talent and for films Gen. McClure said. As far as films, which are termed "very important," are concerned in theatre the American zone of Germany are provided with packages.

Army also has an arrangement with the British and Russian occupation forces for an exchange of their art-prize objects. To forestall the possibility of having to send them back and forth across the border, the objects are either accepted or rejected by Army officials in Berlin.

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Kenneth Frye, chief of the State Dept.'s international broadcasting division, and John Hayes, manager of WQXR and head of the NAB committee on international broadcasting, billed as speakers at the New School of Social Research Nov. 19... "Charlie Chan's Army," whose party of 10 will occupy the President's box at Radio City Theatre's Guild ball Nov. 21, leaves immediately afterward for the Coast for a featured role in 40th-Fox's "Sitting Pretty"...

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FCC OKAYS TRANSFER SALE ON FM'S WCVN, N.Y.

Washington, Nov. 11. FCC last week (6) put its seal of approval on sale of controlling interest in FM outlet WCVN, N. Y., from the Muzak Corp. to Charles B. Merrill and the Radio Sales Corp. Buyout will cost \$3.6 million, the extra shares were tested.

IN CHICAGO

Chuck Wiley excited from Mutual last week had the back section of the Paramount Legation... "Charlie Chan's Army," whose party of 10 will occupy the President's box at Radio City Theatre's Guild ball Nov. 21, leaves immediately afterward for the Coast for a featured role in 40th-Fox's "Sitting Pretty"...

# Nix Likely Due On Miller's Budget Plea; Times s. Hike in NBC Dues

Washington, Nov. 11. National Ass'n of Broadcasters execs have given up all hope of winning broad approval of the \$1,000,000 budget president Justin Miller would like to have expand NAB activities all up and down the line. As a matter of fact, it was believed that NAB finance committee which meets here tomorrow (12) may stop short of buying as much as the \$800,000-plus which Miller is actually requesting for the year.

Observers believe the NAB will be lucky to come out of the combined finance committee and board meetings this week with any budget over \$750,000. Last year's take was over \$600,000 but is considered adequate to handle new NAB activities in program, research and code fields.

General feeling seems to be this is psychologically a bad time to hike dues. Several members of the finance committee are reported to share this view. At least three big reasons are reported behind NAB's "no" move on the budget: (1) threat of some of the low earners to pull out of NAB; (2) general decline in earnings of radio stations; (3) fear that smaller, competing groups may attract those who feel NAB costs too much.

To aid the finance committee, NAB research director Kenneth Baker has chartered dues scales which will bring an average station from \$50,000 to \$90,000 a year. Hitch is that NAB picks up 25% of its income from 5% of the take from no more than 25% of the stations; the smaller outlets account for the bulk of NAB membership and can, if they get sufficiently stirred up, outvote the big ones.

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NABers feel the small stations have most to gain from NAB membership although by themselves they could never support the organization in the manner to which it has become accustomed. They point out the big fellows are in for politics—campaigns at FCC and on Capitol Hill. The larger stations usually buy their own advertising, promotion and advertising staffs and don't need NAB services. However, NAB men are more often than not the wet-warrior relies on the NAB for info it gets from no other source so far as advertising and business advice it has no staff to provide.

## DISK JOCK APPROACH AIDS UTAH POLITICS

Salt Lake City, Nov. 11. Heavy use of the disk jockey approach took a new twist last week when candidates for office gave up the old practice of making 15-minute speeches over the air, and adopted a disk jockey approach. Mayor Earl C. Romney took the first 15-minute record show, with a plug between the record. The other turned the trick or not, Glade was the first mayor of Salt Lake City to meet the record. Romney also retained his job.

Another subplot on the campaign was turned up by Al Collins, KRAK disk jockey who hits the air under the name of Jabber. Collins started to pitch a record campaign for Charles Pines, manager of the local theatre. Pines came up with 51 votes for mayor.

## Vail's New WNBC Slot

Charles H. Vail has been shifted out of NBC program to take over Charles B. Phillips' spot as director of advertising and promotion for WNBC, the N. Y. flagship.

Phillips went into the web's national spot sales department as an account exec.

## Cincy's WSAI Defends Free Speech Vs. Taft

Cincinnati, Nov. 11. Answering a protest by Charles P. Taft, leader of Cincy's Charter party, against his alleged "completely one-sided and obviously partial account of city elections" by Joseph Garretson, WSAI has named a general manager of the station, said in a letter "we must lean backwards to defend the rights of free speech."

With a continued sponsor pressure for decreased program costs, the talent budgets for top shows have been relatively reduced. In one instance, there are two shows (Jack Benny and Ben Crosby) costing \$10,000 per week. Three others (Fred Allen, Edgar Bergen and Eddie Cantor) are in the \$20,000-\$30,000 range. Nine more are in the \$15,000-\$20,000 category and five are in the \$10,000-\$15,000 classification.

However, there are now a number of cooperatively-sponsored programs which, while technically estimated to cost less, probably cost considerably more on the basis of extensive local advertising. It is believed that there are fewer shows in the \$5,000-\$10,000 category and more in the \$2,000-\$5,000 group than last season.

## Dongan Co-Ahead In WOKO Fadeout

Washington, Nov. 11. WOKO, Albany, was due to have signed off the air for good yesterday (10) under last week of the FCC license. Last week, station was deleted from the failure to accurate stockholdings over a 12-year period.

At the same time, the Commission gave the Governor, Dongan Broadcasting Corp. and Joseph Henry WOKO a 12-year period. This company will use WOKO's facilities for a 12-year period. It is reported that its own six transmitter on the air. FCC ordered, however, that this temporary use is conditioned on Dongan Corp. filing satisfactory proof that the facilities of WOKO are available through lease.

Elmer St. Fabian's Van Currier Broadcasting Corp. and Joseph Henry Broadcasting Co. headed by WOKO vice president Daniel Richardson, were rejected bids for the WOKO slot.

On the same day, WORL, Boston, was given a 12-year period for either by Nov. 30 for failure to report stock purchases made in violation of the Securities Act of the U. S. Court of Appeals for the District of Columbia.

## Drys Cite WCAU

Boston, Pa., Nov. 11. Lehigh Valley Methodist Ministers' Ass'n has petitioned to WCAU Philadelphia, against alleged refusal by station to sell time on air to temperance WOKO. The Methodist Ass'n charge was made that the station sells time to the liquor industry but refuses to sell time to temperance groups.

# TOP SHOWS STILL HIGH BRACKETED

Talent costs for all commercial network shows have decreased since last season. According to Vaurry estimates, the total weekly talent cost of all evening and daytime programs is currently \$1,460,000. That covers 27 shows in all categories.

(See chart on page 31 and 33)

On the basis of the last Vaurry estimate, last February, the total talent budget for all evening and daytime network commercials was almost exactly \$1,500,000. That included a total of 225 programs.

Thus while the total estimated program cost has dropped a trifle less than \$100,000 a week, the decrease is actually considerably more than that because the previous listing in February didn't include commentators and a few other minor programs in miscellaneous classifications.

According to Vaurry's figures, the average talent cost for all shows last season was nearly \$5,700 per hour. The average bid for all kinds of programs is currently \$5,462. The list this season includes 27 shows and 79 daytime programs. (For classification purposes, all Saturday and Sunday programs are included in evening shows.)

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## AFRA-WOOK, D.C. STRIKE STILL ALL SNARLED UP

Washington, Nov. 11. Strike of AFRA at day time on WOOK here moved into its 12th day yesterday (10) with no settlement in sight. The union announced a 10% pay hike at the station walked out, changing owner Richard Estok went to court to have the union's nationalization and firing those employees who evidenced interest in an AFRA membership.

False alarm on a settlement was tossed around town last week when owner Eaton took to the air to explain that WOOK was "just a big happy family once more." Seems WOOK was not so happy after all, complete new staff. It is AFRA's first strike here in seven years.

## Poll Shows Cincy's Bus Riders Want Their Radio

Cincinnati, Nov. 11. Radio reception on buses is a certainty for Cincy. The first week poll of a mass test on one bus and one trolley bus completed on Monday (10), shows 98% riders in favor of listening programs by FM station of WKRC.

Sample riders are from line no. 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

# MBS Gets What It Wants and Enters Both Research Camps, BMB & Hooper

## James' Role Eased

Even if Mutual had not re-entered the BMB camp, E. P. H. James, MBS vice president in charge of research, promotion and advertising, would have continued on BMB's board of directors. He was elected to the board as a representative of the National Ass'n of Broadcasters, not a web official, and BMB top brass were quick to point out that James, despite his role as chief salesman for MBS' "historicality" claims, was welcome to stay a BMB director.

Web's decision to stay in BMB, however, considerably eased Jimmy James' dual role.

## Memphis Makes History by Its Court Airing

Memphis, Nov. 11. WMP's Memphis made radio history here last Wednesday (9) by presenting for the first time in the midsouth actual testimony of witnesses recorded on-the-spot in a courtroom.

It happened to be a Congressional committee investigation—something never before broadcast in these parts—and that made it a double achievement when the station was able to move in to the hearing and record the testimony as it was given for purposes of broadcast.

WMP's placed its wire-recorder and microphones at the witness stand and judge's bench of the federal district court located in the United Post Office Building here and picked up on-the-scene testimony of the highly important Congressional investigation of the Memphis housing situation. The 24-minute broadcast was wire-recorded in the packed federal court and aired the accounts of local witnesses who paraded before the presiding Congressman who came here to conduct the hearing.

Special events announcer Hal Brescia, WMP's Promotion Manager, arranged and directed the now historical program.

Mutual Broadcasting System decided last week to get back into two research camps—BMB and Hooper's. The web's top brass, while pointing out that there's no connection between the two actions, admit that both grew out of the network finally "getting what it wanted" out of its deals with the Broadcast Measurement Bureau and C. E. Hooper, Inc.

In the case of BMB, it was assumed assurance—to be implemented by a "special network committee" with Mutual press Edgar Kobak as one of the members—that BMB will vastly improve its nationwide listening measurements. To the case of Hooper, whose rating service Mutual dropped last June, it was a knock-down in monthly fee from \$1,200. Hooper demanded at the time he doubled his rates to the web, and the web's president said 50% increase which CBS and NBC agreed to.

Mutual came through with "unconditional" surrender to BMB come-on in urging last Wednesday (9) following a BMB executive committee meeting with Kobak present in which a resolution was introduced which would have been called to a vote, to dissolve BMB. The piece of pressure on Mutual egg the records between two "marching four abreast" with the first three into the BMB camp again.

Mutual, which had sunk a reported \$100,000 in its "historicality" engineering survey to offset the coverage showing in BMB's initial study, was "not ready" to go for another round. It was called to a meeting last Monday (8) in which it was decided to dissolve BMB. But Kobak wouldn't budge.

What finally moved him was agreement by the president to a proposal that various BMB committees sit down with a "network committee" to discuss the various problems, in much the same manner as BMB committees have previously conferred with representatives of small market stations, station reps and other groups.

The "network" committee is expected to be composed of Kobak, CBS news chief Stephen Spillane, and standards, and Hugh Terry, manager of KILZ, CBS affiliate in Denver.

Exactly what the committee expects to accomplish with respect to network problems in BMB is not clear. Kobak said last week he was "not prepared" to get down to par-

## O'DWYER NOD TO SIEGEL WINS N.Y. B'CASTERS OK

Mayor O'Dwyer's sweating in of Seymour N. Siegel as director of communications of New York City's new Municipal Broadcasting System on Thursday (9) was a move generally greeted with hearty approval by the country's top radio men. The Metropolitan area. Later in the week the feeling that Siegel not only has done a splendid job in his previous position as program director since 1934, and as acting station director since Morris was fired in 1937, but that he has also capably pursued his unofficial role as coordinator of public service activities in the N.Y. area.

Siegel, in addition to these duties, for the past two years has concentrated on building up the N.Y. C-FM's program, including the "radio" station, the AM station.

Radio circles also noted that "Sm" Siegel in his appointment reported a bypassing of politics by Mayor O'Dwyer, inasmuch as Siegel, who has been in the city since 1934, is from a Republican family. He is the son of the late Justice Isaac Siegel, the N. Y. court of domestic relations.

Siegel is a native New Yorker, 39, and has a wife, Nancy Davis, freelance writer.





Table with columns: PROGRAM, ORIG., NETWORK, COST, SPONSOR, AGENCY, PRODUCER, WRITER. Lists various radio programs and their associated details.

# Survey Shows Little Hope for Cut in Tele Set Prices for at Least a Year

Those people holding off purchase of a television set in hopes that prices will be reduced immediately after Christmas are in for disappointment. Survey by Vester of several of the leading manufacturers reveals that no significant price reduction is contemplated, or possible, for at least another year.

Chief obstacle in the path of lower prices is the persistent high cost of component parts. One representative sales manager pointed out that the average tele set now contains some 25-45 tubes, in addition to the cathode-ray tube, and the price of none of these has gone down much since the war's end. Any cathode-ray tube ever made, he stated, moreover, must be hand-tooled, meaning actual mass production is confined to only the small-screen jobs.

Despite the comparatively high cost of sets, ranging from \$20 to \$2,485 minus installation charges, demand is still far outstripping the supply. Most manufacturers reported that demand revealed they still have tremendous backlogs of orders to fill and most were pessimistic about their chances of filling even these in time for Christmas. Sales are subject to usual seasonal fluctuations but as with any new appliance, the fluctuations are not very pronounced. Slight drop in sales during the start of the baseball season last spring, but announcement that the World Series would be held in the coming months, brought sales again to boom. Appearances that the coming Christmas holidays are keeping orders booming.

In any city in which tele is introduced, it usually takes about six months to break by the first sets. Promotion given by these results in an influx of orders from new buyers. Small-screen table model is still the biggest seller for homes of any of the manufacturers. Demand for the higher-priced sets, however, it was pointed out, those selling for \$600 are just as keen as those for the \$450 or \$500 priced 4500 lower. Sales chiefs were at a loss for reasons for this.

## N.Y.-Boston Link Opening Extends East Coast Tele Network From D.C. to N.E.

Boston will be tied on to the east coast television network tomorrow (Thurs.) via the long-delayed opening of the N. Y.-Boston radio relay system. With a combination of this link and the existing links to Washington (both built and operated by the Bell System), any show done anywhere along this route will be available to broadcasters up and down the line.

Opening of the N. Y.-Boston link is to be marked by special ceremonies emanating mostly from American Telephone & Telegraph Co., whose quarters which will be aired by the three N. Y. stations, one in Schenectady, two in Philadelphia and one in Baltimore and three in Washington. A. T. & T. exec Walker S. Gilford is scheduled to tee off the proceedings with a phone call over the radio relay system to Joseph E. Harrell, president of New England A. T. & T. in Boston.

Video skit, featuring Tom Shrivley and Hittel Story of the Bluebird, will then be staged by an NBC crew under the direction of Bill Gardner. NBC remote crew chief in Boston and Washington will air scenes from those cities to prove they're actually on the spot. Other participants in the program include Dr. Oliver S. Buckley, Bell Telephone Labing PCC, and Paul A. Walker, acting PCC chairman.

## CROSLY MAY PROMOTE OWN FIGHTS FOR VIDEO

Cincinnati, Nov. 11.—To provide its own lineup of shows for telecasts, Crosley Broadcasting Corp. will apply to the Cincinnati Boxing and Amateur Commission at its next meeting for a promoter's license. James D. Shouse, Crosley president announced Monday.

Proposal follows a demand by established local fight promoters that Crosley be permitted to televise their shows by paying for unsold seats, which Shouse denied.

## Political Plot?

Unidentified thieves broke into the Benton & Bowles proprietary files last Thursday (10) night and absconded with a series of sketches that same evening of the "Meet the Press" television show. Still, showed James A. Farley being interviewed by a quartet of newspapermen. The sketches for House commercials used on the show.

Thieves also took \$50 in petty cash that had been left lying around.

## DuMont in Exec Personnel Revamp

In a sweeping realignment of DuMont's top executive personnel designed to increase the importance of WABD flagship station of the NBC national network, John McNeil, DuMont radio and TV station, has replaced WABD station manager, has been named manager of commercial operations for the web. In the new post, announced this week by DuMont tele director Lawrence Phillips, McNeil will consolidate operations of the N. Y. outlet with those of the web.

McNeil's former network program director, has been upped to a supervisory post over development and production of youth programs for the network. He continues as special producer of DuMont's juvenile program, "Small Fry." James L. Calder, former production and programming of WABD, in addition to his present job, will operate the program planning division for the net.

In a statement accompanying an announcement of the promotion, it was expressed conviction that tele will "become economically feasible when it is a network operation and I believe most network shows will originate from the network's key stations."

## SCOPHY CHANGES

LONDON, Nov. 11.—Shakeup in the management of Scophony, Ltd., resulted in the appointment of J. Diamond as the new chief chairman of the system. Maurice Bonham-Carter, resigned.

Mrs. V. D. J. Seely was named to board while S. Seeman is managing director.

## Detroit TV Rates Upped

Detroit, Nov. 11.—WWJ-TV, is raising its video rates from \$300 to \$800 an hour. Many Detroit, general sale stations, announced.

It takes effect Dec. 1.

## Bidding is Brisk in the Hartford, Waterbury Area

Washington, Nov. 11.—FCC last week called for consolidated hearing on bids of seven video applicants for the Hartford-Waterbury area. FCC called for the hearing the day 11th-hour applications reached Washington from Harold Thomas, license of WATR, Waterbury, and the New Britain Broadcasting Co., WNBC, all for Hartford.

With seven contenders for a total of three tele slots allotted these two areas, the bidding is expected to be the biggest video fight on the horizon.

Bidders are Empire Coil Co., who wants to locate its transmitter at Avon and is making a pitch either on the two Hartford markets or Waterbury's lone slot. Travellers Broadcasting System Corp., licensee of WTJC; Connecticut Broadcasting Co., Hartford network station WONS; and the New Britain Broadcasting Co., WNBC, all for Hartford.

Harold Thomas and the Fairfield Broadcasting Co., headed by the Lee Bros., Hartford, also are in the bidding. They are both after Waterbury's only video assignment.

Connecticut Broadcasting Corp., operator of daytime WNCB in New Britain, wants the No. 8 assignment in Hartford, has \$45,000 in cash, and a commitment for \$150,000 in loans to finance the tele station. Company expects to spot \$100,000 in advertising. Julien Gross will double in brass as manager of the AM-FM-TV of Hartford, has 20 picture studio program manager. Company plans a 5-kw picture and a 2.5-kw sound station.

Harold Thomas, who has both WATR in Waterbury and WNAE in Hartford, has \$25,000 in cash and a 152-kw sound operation, and has a commitment from ABC for net shows "within a year" from the network's New York video outlet. Thomas, a real estate man, shows a healthy balance sheet of \$12,500 to finance his video station.

Detroit—Steve Marvlin, former CBS television sales executive, has joined WWJ-TV, currently Detroit's only video outlet. Marvlin was one of the original CBS salesmen in 1940 as director of variety, music, and dramatic shows, with CBS closed its studio last May.

## Theatre Guild Makes 'Auspicious' Tele Bow, Despite Decept Script

### Video Benefits Benefits

A new use for video has been found with the recent telecast of the New York University-Belmont radio series on benefits for the Madison Square Garden, N. Y. With that four-hour show, television's first bona fide tele drama was established.

"Although no direct appeal for funds was made, many viewers set a fine example by calling in because of that show. Most of the coin was sent to Bill Sullivan, apostrophe columnist, who forwarded it to be criticized. This show had been omitted because of late comedy matters that was broadcast."

## Video Bids Start Pour Into FCC

Washington, Nov. 11.—Flow of video applications continued to pick up speed at FCC this week with seven more bids filed in the New England Television Area, headed by bus company operator Alford Demaris, filed two bids, one at the No. 4 slot in Boston, and a second for the No. 2 slot in nearby Fall River, Mass. The first station would operate on the No. 5 slot in Lowell, N. H. The second, WAWE, entered a bid for the No. 8 channel in Louisville, Ky. The WAAS already has a video permit. WAWE plans a high-powered operation, using 16-kw visual and 10-kw aural transmitters.

Most interest centered on twin bids from WWJ, Detroit, and company-owned WCAE, Cleveland. Both CBS affiliates who formerly supported Columbia's stand on rainbow video. WWJ now wants to combine with Paramount's United Detroit theatres and Fort Polyindustrial Co. for use of the No. 2 slot in Detroit. The WCAE is seeking for the No. 7 channel for a \$26,567 station. Other bids were filed by Harold Thomas for Waterbury and New Britain Broadcasting Co. for Hartford, Conn.

## BELANGER TO DIRECT WATV PROGRAMMING

Paul Belanger, former director for CBS television and DuMont, has been named program director of the new WATV station in Newark (Bremer Broadcasting) in Newark, N. J. Station is tentatively slated to start in the first week of Jan. 1 and to see off regular programming Feb. 1.

Although programming plans are still indefinite, Belanger is to have charge of selecting the staff and will be personnel as needed. His duties will be the most modern, equipped-in existence, according to Congressional hearing. Belanger and Bremer vacated.

## Congressional Hearing Gets 1st Tele Pickup

Washington, Nov. 11.—WMAU-TV, Washington, D. C., Federal Star station, today (Tues.) aired the first direct television pickup of a Congressional hearing. Sen. Arthur Vandenberg, chairman of the Senate Foreign Relations Committee, telecast testimony of Secretary of State Marshall and Undersecretary Robert C. Lovett on the Marshall plan.

Burke Crockett, director of WMAU-TV, produced the airer.

## TBA Tele Clinic

Television Broadcasters Assn. has scheduled a tele clinic for members at the Hot Springs, Ark. station, Dec. 10, which will replace TBA's annual convention.

Congressional Representative Lawrence Lowman will conduct a panel session for active TBA members. Ernest A. Miller, president of DuMont Television network division, is to conduct a panel for affiliate members. Annual dues meeting will also be held the same day, with the awards ceremony chiefed by Paramount tele chief Paul Baubron.

By BOB STAHL

Theatre Guild made a promising but unfortunate radio tele link on Sunday (9) night with its presentation of "The Story of the Guild." Ferguson over WNBZ (NBC, N. Y.) and the NBC eastern network. Production was handled by the Guild's near perfect as anything yet seen in a radio tele drama. It topped the stage as Guild's legit reputation, based on 29 years of Broadway experience, will be one of the top programs on the show day in the theatre of the Guild.

**JOHN FERUGSON**  
With Thomas Mitchell, Joyce Redman, Vaughn Taylor, Barry MacLean, Lawrence Fletcher, Grace Mills, Lewis Beachey, others.  
Producers: Denis Johnson (for the Theatre Guild), Marshall.  
Tech. Director: Al Friedman  
Adapted from play by J. M. Synge  
**Set: Bob Wade**  
Directed (radio, 8:45 p. m.) by John Ervine  
Sustaining  
WNBZ-NBC, N. Y.

Ferguson marked the Guild's first Broadway link when he was seen performing at the top of the pull-off the then-new organization over the radio. It was a heavy drama handled well with age and would probably have drawn attention had it been on the air.

It was saved from that fate on tele by the performance of the topnotch cast headed by Thomas Mitchell. He has a record for the fine production and direction job. Mitchell is an actor, having been a real member and Lawrence Langner, the Guild's co-director, probably saved the production from being a mental value to them but its visual value was high.

Script resembled more than anything else a remake of "The Drunkard," including all the stock characters from the Saturday night villain to the poor man who is the debtor's family from his home, to the young girl who is the hero's wife in an attempt to save the old home. The play was a good one, being even in 1919, as witness Vester's review of the original Broadway production. The production, however, was saved by "wonderful characterization." Special credit goes to the Owen Davis, Jr., who cast the show.

**Excellent Casting**

Mitchel was indeed the title role, as the poor Irish farmer and head of the family who couldn't be seen to get on his feet. His family with his supreme faith in the Lord and his own strength played with the Old Vic Co. on Broadway.

(Continued on page 42)

## CBS Teeing Off Its First Daytime Com'l Show With 'Missus Goes A Shopping'

CBS tees off its first daytime commercial show on Wednesday (19) with John Reed King's "Missus Goes A Shopping." The show is a half-hour grocery store in and around Manhattan under CBS' "on location" technique which has been featured in its studio last March.

Show has been sold on a rotating basis to the following stations: WMAU-TV, Manhattan Soap Co. for Sweetheart Soap; Coburn Farm Products; B. T. Coffee; and the C. C. Co. for C. C. soap. Each will rotate sponsorship in the order named, repeating in the same order. The show will be on the air for two weeks. Each sponsor is to receive the major plug on his individual channel but the other three, in each instance, will receive equal mention through the advantageous placement of posters in front of the camera. "Missus" is a sequel from the feature on WCSB for the last 10 years, was first presented by CBS to tele viewers in 1935. The show's first trial period, it was showed on Wednesday, Oct. 29, when CBS tested it for the first time on location. It marks the second time the show has been telecast by "Swift's Home Service Club," now aired Friday afternoons on WWSB-TV, N. Y. CBS' first east coast network. Local features Tex McCrary and Jim Falkenberg.

## Inside Television

"Television was plugged for the first time on the Bing Crosby radio show last Wednesday night by the New York and Philadelphia outlets of the WWJ-TV, currently Detroit's only video outlet. Marvlin was one of the original CBS salesmen in 1940 as director of variety, music, and dramatic shows, with CBS closed its studio last May.

"While this represented the first radio mention of Philco, RCA has been making its debut on television for the first time for the first time through the J. Walter Thompson agency. First mention occurred shortly after the Louis-Corn fight in June, 1946, when quotes from some of the lineups were used by the General Electric Radio Division. RCA has also used institutional plugs in video throughout the country.

New system of television for hotels, making possible reception in any number of rooms of any show regardless of what shows are being viewed in other rooms, was unveiled last week by Olympic Radio and Television. The new "Hotelvision" system, now being tested in the Hotel Roosevelt, N. Y., within the next two weeks. Besides reducing the installation of individual antennas for each separate room, it also makes possible operation of a single master antenna system.

System involves a master receiver for each channel. All shows are screened for perfection in video and audio reception in a central monitor and then a beam of light is directed through the single master antenna system, which would make it feasible also for apartment buildings, schools, hospitals, etc.

Recent announcement by RCA that it was mainly responsible for the new television link between Chicago and Notre Dame drew an irate denial this week from Fox Television. The link, which was set up in Columbus, Raubour, was built and is being operated by WBEK, Par's Balaban & Katz video outlet in Chicago. In addition, he declared, equipment was provided by RCA, but the link was built by a station and not by an equipment manufacturer. The link is a station itself, can "transmit" and "receive" radio and television signals and thus make television available to more and more people. Link is used to carry the Notre Dame home football games from South Bend to WBEK's Chi transmitter.

British Listeners Form Group To Push Reforms for BBC's B'casts

LONDON, Nov. 4. Capt. Charles Hens, retired naval officer, is the organizing brain behind the newly formed 'Licensees Air', a nationwide league of radio license holders who plan to change BBC policy choice of material and broadcasters, and presentation methods. During World War I he taught wireless to British naval vessels...

ABC 20, AHEAD OF CBS, NBC OF CBS, NBC

Jones Yamping Chi ABC To Head Peoria's WIRL

Chicago, Nov. 11.—Robert E. Jones calls ABC's central division chief of station relocations No. 17 to take over as manager of WIRL, Peoria. New station an AEC affiliate owned by the Illinois Valley Broadcasting Co., is scheduled to begin operations in mid-December.

Top Writers Spin Tales, Swap Ideas on Univ. Of N.C. Air Series Via WDNC

Raleigh, N.C., Nov. 11.—Playright Paul Green and novelist James Street, Noel Houston and Foster Fitz-Simons will appear on a new radio show, "What's New?", originating in the Swain Hall radio studios of the Univ. of North Carolina. The program will be aired by WDNC, Durham. One of the authors will come up with a story idea, usually something they've been working on. He will spin his yarn or weave his play while the other writer listens for certain points. The whole thing is to be done extemporaneously. Houston will act as moderator. Fitz-Simons, incidentally, will pop up in literary headlines this week with the publication of his novel about Carolina tobacco kings, "Bright Leaf." The book has been purchased for a picture production by Warner Bros.

Guests on the "Writers At Work" show include Betty Smith, author of "A Tree Grows in Brooklyn"; Josephine Nigbi, Philip Russell, Fayette Grey, Paton D. Dunbar and Douglas Athas, James Childers and Walter Carver. The program is being produced by Paul F. Gordon, director of the Communication Center, and Robert Schenkan.

Root Beer To Spread Its Conga Drumbeat Spots

Chicago, Nov. 11.—Now that the lid's off the sugar bowl, Dad's Old-Fashioned Root Beer, through Malcolm Howard Agency, Chicago, will sweeten its new conquest of the conga drum beats in major markets by the first of the year. Buffalo, Baltimore and Louisville are set for an outburst of conga-drum spots at an early date, with several hundred other cities in line as soon as bottling units get into the market. The only major city of radio by other soft drink manufacturers in a period of sharpening competition is Detroit. Televised film spots for Dad's Old-Fashioned are being tested via WABC, but have been planned to open in other markets. Spots retain the conga drum thumping, with such drums as have been planned to open the air in time to the drumbeats. Meanwhile a new radio spot has a different variation on the conga theme, which literally has been drummed into listeners' heads.

Root beer bottlers feel that conga beat is an strong as any in the field. Only the Pepsicle or "love that sarsaparilla."

Equipment Lack Still Snafuing Eire's 'Voice'

Dublin, Nov. 4.—Eire's new shortwave radio station, "Voice of Ireland," designed for worldwide coverage, is still in snafu. The station is scheduled to start this fall, after being held up by wartime shortages, but it is officially slated to go on the air in early 1948.

Reason given is difficulty in getting equipment and studio space.

In the co-op experiment, it's still Mutual in front by a length. ABC's three lengths over CBS, and NBC "way back and not trying. First big season of the co-op gets off fully underway recently when the last starter, Mutual's "Meet Me At Park" hit the air. On the basis of reports this week, "Parky" was out front among the newcomers in number of stations sold, total being "close to 100." Another new Mutual entry, "Information Please," is doing all right with 89 sponsored outlets.

ABC's "Abbott & Costello," carrying the heaviest co-op sponsor total on the books (80% of the network hour rate), has picked up 68 local contracts. Comedy co-op aired its getaway Oct. 1.

Trailing numerically at last is CBS' new big-entry, the Joan Davis stans, with 23 local sponsors. Show, which premiered Oct. 11, has snared buyers, however, in quite a number of major markets, including N. Y., Washington, Chicago, Detroit, L. A., Boston, Cincinnati and Atlanta. The show has a 69% of network hour rate.

Mutual admits "Parky" hasn't yet earned his 60 sponsored outlets, but claims the sequence is doing well in medium and smaller localities. "Info," however, has playing up some major cities, thanks mainly to the Chesapeake & Ohio's seven-city buy.

Mutual's 1950 Local Sponsors in the overall picture, of course, that Mutual shines. Latest local-sponsor tally runs: Mutual, level over 1,500 (as compared with 170 last March); ABC, 114 (March level, but a claimed 400 gain over a year ago); CBS, 219 (no comparison figures); and NBC, 156 (as against 190 last March).

How this figures up from a review of local spots is hard to tell, with the wide variation of rates even for the same show with local spots, involving in and out of the picture, with various guarantees to talent and splits on profits, etc. Percentage of total revenue earned by co-op sales is a well-guarded secret (and not included in ratings figures released by the net). Obviously, in the case of Mutual and ABC, however, it's getting above the board.

Some indication of the extent of co-op biz can be gained from disbursements for Mutual, with the station 10% of the total, total revenue received from stations from the sale of spots. (Continued on page 38)

WHAS, LOUISVILLE, IN PERSONAL REVAMP

Louisville, Nov. 11.—Personnel shakeup at WHAS took place last week. Neil Dalton, station manager of the Courier-Journal was named public relations director of WHAS and FM affiliate WLVW. J. M. Wynn, new radio director of sales, taking over the job held by Roy Eston, who resigned.

Another member of the sales staff, Marshall Krieger, is also out. Has been with the station about 20 years. Douglas Corrette was named promotion manager of the Courier-Journal and Times, and WHAS. Announcement of the changes was made by Birmingham president James W. Hulse, newspaper and radio exec.

Wasser, Ex-KQV, Opens Own Packaging Agency Pittsburgh, Nov. 11

Fete Wasser, former manager of KQV who resigned several months ago, has opened his own new advertising office here and is specializing in building, packaging and selling radio spots. He has developed a number of ideas on wax and has been peddling them among the agencies. Wasser, who has been with KQV since that station was sold away from the WJAS-KQV setup, was succeeded at the station by James Murray, its sales chief.

Storm Brewing in Religious World Over FCC Inquiry on Station Bids; Evangelists Coy On Financial Aid

Harrisburg Pix Aired

Harrisburg, Pa., Nov. 11.—Dixie McClure, film columnist for the Evening News, has begun a weekly broadcast entitled, "The Movies on the Air," over WHBG. The broadcast, sponsored by the L. B. Smith Motor Co., is heard Thursday evenings at 7-8:30. Program consists of reviews of current attractions, as well as Hollywood gossip.

Ruthraff & Ryan Grants An Early Exclusive On St. L. Cards Play-by-Play

St. Louis, Nov. 11.—Local Ruthraff & Ryan Agency, which is v.p. Oscar A. Zahner, got an early jump here and has linked the St. Louis Cardinals for an exclusive play-by-play of all games during the 1948 season for its client, the Grizzlies-Bred Brewery. This makes the second consecutive year that St. Louis markets have an exclusive with the ball club.

Last season Zahner arranged for a 27-station buy in seven Mississippi Valley states to carry the broadcast, night and day and by ticker for on-air. Last season's buy included the Grizzlies-Bred Brewery, which was the only firm in the continent for next season's buy. Other than the reception in certain quarters, FCC has no objection to the deal, though he has indicated that he will try to trouble before the 1948 season.

Grizzlies-Bred, through Zahner, tried for several years to buy KMOX, KSD, KKOK and KWIK but their financial condition prevented them from carrying the baseball stuff. That left WLV and WTMV, the latter in East St. Louis. Both are low-powered stations and many B fans are expected to obtain FM sets for reception. Zahner will furnish pass up WVEW and KXWB because they have no FCC permit to broadcast at night. Zahner is anxious about what is trying to expand his web for next season.

Barbasol Renews Ford's Milkman's Mat on WNEW

Barbasol has renewed on WNEW, N. Y., for another 32 weeks, in an interesting sidelight on late show company starting trend out the draw of its products on late night shows, utilizing about 15 stations around the country. However, several major sponsor dropped off but WNEW, on the grounds of budget curtailment as well as response. WNEW, however, has held the business, Barbasol pushing its various products on Art Foreman's Matinee while airing a week in the 12-10 slot. Renewal is effective as of Nov. 30.

Logan Doing a D.C.-Pitt Trek for Auld Lang Syne

Pittsburgh, Nov. 11.—Wilkes' Jewelry Co. is still hanging on to Jack Logan to do the spots for Amateur Hour despite the fact that he has to commute every Sunday for the show from his home town, but is doing well. It is a sentimental attachment, since Logan started on the show when it first launched by a dozen years ago and has managed to hang on to the assignment even during Foreman's Matinee when he was named nearby a gavel petty officer.

Amateur Hour resumed Sunday (Nov. 9) over WCAE with a new m.c., Dick Tyson, who replaced Lang Thompson, and an added regular, Paul (Cindy) Fisher, 380-pound m.c. who used to be a clown. When WCAE lately he's been playing ball and doing comedy with a dance band in his home town of East Liverpool, O.

Washington, Nov. 11.—Although the FCC has licensed over 25 new church stations in the past year, the agency's current investigation of a half-dozen station bids from fiery-tongued Fundamentalist preachers is creating a storm in the religious world. Disciples of the "suspect" evangelists are lambasting FCC with telegrams and threatening recourse to Congress. On the other hand, established church groups and bulk of the praising evangelists are equally vocal in explaining that these few "religious racketeers" are giving all religion a bad name and should definitely not be given radio station permits.

As the bigtime stations, with the silent approval of the FCC, have continued to push commercial religion off the air, the gospel men are increasingly trying to take out licenses in their own names. Plenty of regional and local stations still sell religious time, but the evangelists are making every effort to rely heavily on radio solicitation for funds generally prefer to get their own. (NAB director of research Kenneth Baker points out that commercial stations are required to have 5% of sponsored time on the local waters and over 6% on regionals. The large stations probably believe they don't need the money—devote only 0.4% of their time to paid religious advertising.)

A few of the "suspect" preachers are charged with playing sail with every imaginable scheme (with racial and "incendiary" preachings). The others are called on the most to cite "evidence" because they don't need the money—devote only 0.4% of their time to paid religious advertising.

Pitt Drama Critic Bows Off Midnight Reviewing 'Stint in Sponsor Snarl'

Pittsburgh, Nov. 11.—Mutual cancellation of Florence Fisher Party's five-minute show—reviewing serials with the aid of a critic at night at 11:30 after just three weeks.

Mrs. Patten, Petreae Press columnist and one-time critic at Scripps-Howard didn't care for the idea of coming on right after station's regular broadcast programming. She has refused to continue herself to interviews with cast members and general comments. Mrs. Patten's refusal to continue to do a play in little more than three minutes, since nearly two weeks ago by critics and management.

On the other hand, show Bankroller, Collier Art Furniture Co., and its sponsor, Wilkes' Jewelry Co., in the galleries of Katharine Cornell's "Anthony and Cleopatra" were pans for the show. The show was cancelled to the skies in her opening broadcast. Sponsor also decided that hour was too late and was cancelled. He wanted to reach with the sales plug.

STATION, NEWSPAPER COMBINE IN KANSAS

Kansas City, Nov. 11.—Daily newspaper and radio station at Gardner City, Kan., have been combined by telegraphically owned. Move entails the only two news outlets of Finney County into one organization. F. R. Reed, publisher and one of the owners of the Gardner Daily Telegraph, is now owner and has become general operator of KTUL, Gardner City, purchasing name of F. J. Board, KCI, who started 12 years ago by Conrad, who had been the sole owner up to the time he had sold the station. The station is leaving radio to devote himself to a photographic studio and a factory for producing souvenirs and household articles.

'2d Honeycomb' Roadshow Cue to Smart Promotion On Part of Jersey Indie

Current roadshowing of "Second Honeycomb," the L. Bamberger & Co. sponsored five time weekly show over WAAT, Newark, points up the strides the indie station has made recently. The first instance of a major department store taking its audience-participation show into a different media, theatre, each one Monday through Friday, the WAAT program now has played in 20 different theatrical theatres each one Monday through Friday, the WAAT program now has been in houses in Elizabeth, Newark, Irvington and Clifton earlier last week.

Idea of offering a radio show of network caliber with variety of programs has clicked with Jersey housewives. Bamberger show has had an ERO sign in all spots played. Program is announced by a trailer on each program and via trailers shown on screen of theatres where "Second Honeycomb" has been shown. WAAT staff crew, with Bert Parks as announcer, and Mort Lawrence, staff announcer, travel nationwide each week. The theatre's 8:30 am advance of WABC, Newark, according to the WAAT formerly with Warner Bros. theatres, is making things with theatres. In most instances, getting exhibitors to give their houses rent free. The exhib agrees in by giving 15-20 minutes here that it will not be on at reduced prices, usually 25c.

Disk Ban Seen as Aid To Recorder Combo Sales

Chicago, Nov. 11.—Manufacturers of radio-recorder combos expect the disk ban to produce them with an upsurge in sales. The fall in the shape of retail sales. Idea is that music-hungry public will buy up recorders to grab off tunes from live shows. Four moderately priced radio-recorder sets now being sold by Sears and other entries are promoted in time for Christmas buying. The J. C. Penney store here that it will not be on ending of government brakes on installment buying are expected to make cash registers sting.





**ACE DETECTIVE**

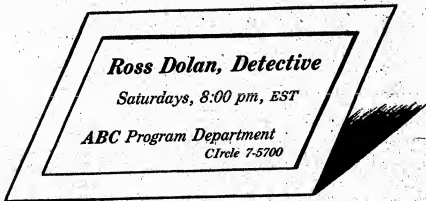
One of radio's slickest sleuths. He's wise-cracking, hard-hitting Ross Dolan, *Detective*, played by William Gargan, popular Hollywood tough guy. His adventures are packed with action, suspense and thrills!

**GOOD ON THE DRAW**

The man's got terrific drawing power! Formerly known as "I Deal in Crime," Ross Dolan, *Detective*, snagged an 8.6 as a sustainer . . . later brought in a walloping 10.3 for his client!

**HAS TIME ON HIS HANDS**

. . . And not just ordinary time either! It's *outstanding* network time. Ross Dolan, *Detective*, broadcasts on Saturdays at 8:00 pm EST . . . immediately followed on ABC by *Famous Jury Trials*, *Gangbusters*, *Murder and Mr. Malone*, and *Professor Quiz*. Somebody smart is going to grab this quick. Why not you?



- SO YOU WANT TO LEAD A BAND**  
 Mondays, 9:30 pm, EST.  
 Sonny Keys and his orchestra in a sparkling, low-in-cost variety show.
- THE OPIE CATES SHOW**  
 Mondays, 8:30 pm, EST.  
 Hilarious situation comedy about a small-town boy in the big city. New slot, new show!
- The Adventures of Bill Lance**  
 Sundays, 5:00 pm, EST.  
 A new-fire adventure series with a new twist— a reluctant, music-loving sleuth! Exciting listening!
- Candid Microphone**  
 Thursdays, 8:00 pm, EST.  
 A concealed mike listens in on fascinating, un-biased conversations of people in all walks of life.

# FCC Finally Resolves Fort Wayne Snarl With Grant Made to Localities

Washington, Nov. 11. One of the most vigorously contested radio cases in Indiana was finally resolved by the FCC last week. FCC, after a couple of changes of heart, awarded Radio Fort Wayne, Inc., use of the 1460kc channel for a full-time station in Fort Wayne. At the same time, the Commission denied two competing bids from the Community Broadcasting Corp. and evangelist Homer Rodcheaver for use of the same channel.

It was the third decision released by FCC on the controversial case. Commission first proposed a grant to the Community Broadcasting Corp., whose principal, Arthur Feldman, has had a total of 17 years of broadcast experience with the BBC, NBC and the War Dept. His wife Rhoda, who would have become public service director of the Ft. Wayne station, was former assistant to BBC's program director in New York.

In final decision, a majority of the FCC bench decided that local resistance was a more important consideration than radio savvy, and cast their ballots for Radio Fort Wayne, whose stockholders are local residents—Merlin H. Smith, Charles A. Sprague and Glenn R. Thayer. Smith has been a radio performer and his two partners are employed on the technical staff of WOVO, Ft. Wayne. Rodcheaver was ruled out early in the game on ground he intended a largely "absentee" operation. FCC Commissioners Clifford J. Durr

## Air-Happy Mayor

Minneapolis, Nov. 11. Mayor Hubert H. Humphrey Thursday (6) resumed his series of radio reports on municipal affairs over WLOL, W-T-15, and to make him a four-time-a-week air performer. Humphrey also does a Home-Aid show, three times a week from his office over WTCN, interviewing people seeking homes. In his absence, show is conducted by other municipal officials.

Mayor also is negotiating for a series of weekly broadcasts over WCCO, and at intervals does "transcribed" shows for KSTP. Frequent guest spots on other programs give him an average of about six days a week on the air.

and Rosal Hyde dissented in last two FCC decisions on the case, and voted to uphold the proposed finding of last April preferring the Community Broadcasting Corp.

Buffalo—WBEW and WBEW-FM have added three new announcers in recent weeks. Marshall Dune came from WCAU, Philadelphia, to become evening Esser Reporter. Jim (Pat) Conroy is doing straight announcing. Ross Weller also is announcing for both AM and FM stations.

## WSAI

Continued from page 31

prodigy because he or she was a friend of the sponsor family. That time has mostly gone. It still exists in some cases but seldom with the more responsible station operations.

"I can easily understand why you would not have had time in the past to consider such things as a radio station's problem in securing sponsors whose own messages are valid and worth while. We're in the same position as the newspaper—basically, we sell circulation."

"Now as to the means of getting circulation, and confining the consideration to newscasts, we seek that content which touches most vitally at the concerns of Cincinnatians. For a man to have any integration of his character in this field, he must have some political beliefs. We cannot judge a man on the matter of whether his beliefs are in accordance with our own. The only standard of judgment we have been able to rationalize with the First Amendment is that his beliefs be held in common by others in the community whose views are accepted by our democratic processes.

"We can censor against libel, treason, obscenity and incitement to rebellion. We must lean backwards to avoid censoring or doing anything to destroy the mechanisms of free speech. Those of us with liberal attitudes must do this when it means turning the other cheek.

"The Shell Oil Co. did not concern themselves with Garretson's political beliefs when they agreed to sponsor him—no more than if

they had decided to buy a page ad in the Enquirer.

"It is the union of advertisers with newspapers, magazines and radio which has allowed mass media in this country to become a reality. If we knock out the advertisers we destroy the media. At such a time freedom of speech will become a classical parlor conversation."

## Morgan, Parr

Continued from page 29

of ABC's widely-promoted Wednesday night comedy parody, on which the network has spent considerable coin and brainpower. Morgan and Parr were vital elements in the composition of the web's program sequencing.

## Morgan Nixes Extension

Hollywood, Nov. 11. Henry Morgan has sold his last Schick razor over the air for Martin Strauss. Pair closed out their informal association yesterday after Strauss, through his agency emissary, Milton Blow, sought an additional week past Wednesday night's option date to decide whether or not to renew the castic comic. Blow and Strauss were told in no uncertain terms that there would be no extension of time and that they had many weeks to make up their minds. So after six more broadcasts Morgan will eject himself from the Eversharp-Schick stable.

Whether or not Morgan leaves the Blow shop is up to the agency boss, who holds an option for another two weeks on both the comedian and ABC time.

## Co-ops

Continued from page 31

co-ops hit \$30,745 weekly, or better than \$1,600,000 on a yearly basis. At the same time, ABC reported that it is now "filling over \$1,000,000 for talent on co-ops." Both webs were quick to emphasize, however, that this is not talent pay, since out of it, some shows make money whereas others lose, etc.

ABC's co-ops for far co-ops can go before they saturate the local-sponsor market seems yet to be a reality. ABC's market share appears to have a certain level, as sponsor lures, which they reach quickly. ABC's "The Howlaway Show" has 65 sponsors, about the same number it had shortly after it went coast. ABC's gaffer, E. H. Hough, has 102, against 100 last March. Kate Smith, Mutual's brightest co-op star, has 102 sponsors. She has 102 sponsors after her co-op debut last June, and now has 301. Rummery Fulton ABC's Jr. has 282 sponsors from 254 last March to 288 now.

Yet additional shows can be tossed into the co-op field as "ABC, 'Info," "Parley" and Joan Davis were in the past month and pick off 23 to 100 spots. ABC's "The Howlaway Show" is co-op to established co-ops.

There are now 46 co-ops, against 39 in March. Most of the new additions are mostly ABC's. Mutual's new additions are mostly ABC's. NBC, with seven, is unchanged. They're largely news shows. CBS has nine, having added Hawk Larabee and "Wives '76." ABC in addition to Joan Davis, but "House Party" will drop from the list this month when it migrates to a national sponsor.

ABC has 13 offerings, having in the last six months added Cliff Edward and Powers Chalm School—"Tennessee Jed" also has done a fade—but it's a big gain. Added Nancy Craig and George Hicks' news in addition to ABC.

Mutual tops the list with 18 co-ops (in March there were 13), having in recent months added American Forum with seven, "Meet the Press," "Alexander's Mediation Board" and others. "The Show," "Reggie Mediation" and "The Strig" are co-ops on stations now covered by network sponsors.

"Volume of Mutual co-op sales has increased 85% over last year, according to Bert Hauser, MBS' co-director. And he predicts that the talent revenue figure will pass the \$40,000 per week mark within the next three months.

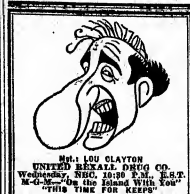
An ABC exec has said that that net will definitely pitch up another bigtime entry in the co-op 'stakes if the AEC does prosper. Feeling generally is that it's too soon to tell whether high-budded items can be made to pay off on a co-op basis. It's largely up to station salesmen from here in, and much depends on economic conditions for small business.

Meaning, Petrillo's arbitrary ban on live music on co-ops is no help.

## PITT CLAIMS A FIRST ON DISK JOCK WHIRL

Pittsburgh, Nov. 11. World's pioneering "drop starting" station, KDKA, Pittsburgh, recalled on its 27th birthday last week that some of the first swing of radio was talent to disk-jockeying is nothing new. The first platterer was Dr. Conrad, who founded the broadcast with the establishment of KDKA in November, 1920. But the first spinning was more than a year earlier, in October, 1919, at Dr. Conrad's amateur station, 82KX, the forerunner of KDKA.

Bored by the monotony of continuous talking during tests, Dr. Conrad placed his microphone before a phonograph and began playing records. When his supply ran out, he turned to a Wilkes-Barre, Pa., music shop to provide disks, on the condition that he announce that these records could be heard there—this giving radio its first advertiser.



# Fifth Year!

# "THE LIFE OF RILEY"

(NBC Sat. Night; for Prell)

with **WILLIAM BENDIX** as "Riley"

written by **ALAN LIPSCOTT** and **REUBEN SHIP**

(Assisted by **JACK BRECHER** and **HENRY POSNER**)

**PAULA WINSLOWE**  
as "Mrs. Riley"

**JOHN BROWN**  
as "Digger O'Dell"

For 1948 Release

Universal-International Pictures

Will Present

# "THE LIFE OF RILEY"

(This advertisement paid for by a friend - *Irving Brecher*)

**SOCIETY FOR THE PREVENTION OF CRIME**  
 INCORPORATED 1978

122 EAST 22ND STREET, NEW YORK 10, N. Y. TELEPHONE GRAMERCY 5-6713  
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 CLARENCE O. DIMMOCK, Jr., Secretary J. EDWARD LUDWIG, Jr., Counsel  
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November 12, 1947

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 WALTER C. RICHARDS  
 KEVIN J. SCHINDLER  
 G. HOWLAND SHAW  
 EDWIN H. SUTHERLAND  
 MIRIAM VAN WATERS  
 WALTER WHITE

Mr. Miles Trammell  
 President, National Broadcasting Company  
 30 Rockefeller Plaza  
 New York 20, N.Y.

Dear Mr. Trammell:

The Board of Directors of the Society for the Prevention of Crime has noted with interest your announcement to the effect that in order to protect juvenile listeners from harmful influences the National Broadcasting Company will not schedule so-called "crime" programs before 9:30 P.M.

Your realization that a problem exists is a notable step in the right direction, but hasn't radio a public service opportunity which its popular crime programs have long ignored, namely; crime prevention beyond the ineffectual admonition that "crime does not pay"? Would this not be a worthy service at any hour of the day or night?

The Society believes it would and has therefore authorized and developed the production of an authentic dramatized crime prevention radio program, drawing its exclusive material from the Society's voluminous files and actual experiences.

We believe this program, tentatively titled CRIMINAL CASEBOOK, and produced under the able supervision of our Executive Director, Edwin J. Lukas—contains all the dramatic elements inherent in the best of the crime programs now on the air and will, in addition, carry with it the unqualified endorsement of social and criminological agencies.

In offering this program for commercial broadcast, the Society points out that it will require courageous and public-spirited sponsorship, since much of the material contained in the dramatizations is of a startling and challenging nature. Further, the Society reserves the right to refuse sponsorship if it considers the product advertised to be incompatible with the nature of the program.

Additional information may be secured from the Society's Executive Director, Edwin J. Lukas.

Sincerely,

*George H. Sibley*

President

# Storm Brewing

Continued from page 35

how they propose to operate their stations "in the public interest." Many of the complaints reaching FCC point out the preachers appear to be extremely wealthy and no controls appear to be exerted over their radio fund-raising activities.

Dramatic example is that of J. Harold Smith, radio preacher from Knoxville, whose bid for a license to cover his station permit WJKB, Knoxville, was staid in hearing recently. (Hearing has been recessed to Knoxville Nov. 17 where Smith is expected to summon witnesses in his behalf.) "The Knoxville preacher was quizzed by FCC for his failure to be "conduit" on his financing of to disclose purchase of \$85,000 worth of radio time and a \$15,000 loan to radio station XEER in Villa Guina, Mexico.

Roger Pesco, WBFC, Greenville, S. C.; Walter Brown, manager of WSPA, Spartanburg, S. C.; R. E. Westergard, WNOX, Knoxville, and a half-dozen ministers took the stand to oppose grant of an FCC license to Smith. One called him outright a "religious racketeer." When WBFC and WSPA cancelled his programs, the preacher urged his disciples to boycott the stations. He dubbed its principals "devils from hell," etc. Intemperate sermons stirring up racial and political hatreds also characterized Smith's radio talks. It was testified.

When his contract with WNOX was cancelled in 1944 Smith and the Rev. Harvey Springer staged a torch-light protest parade in front of the station, publicly accused the political Scripps-Howard of leading a "Communist conspiracy" to drive the word of God off the air, and finally came

to Washington to lay this charge before the FCC or Committee on Un-American Activities.

**Coy on Cash**  
FCC's principal concern, however, was Smith's failure to report as a personal liability large sums of cash he got from members of his family and friends. Smith owns 50 shares of FM stations in Knoxville. His application also failed to report that some \$9 shares of common stock which later turned up in a three-way split between Smith, Zimmerman and William Thompson.

In Kansas City, FCC is probing a staid bid from the Rev. Wendell Zimmerman. Over 200 prophets have reached FCC on this request, including letters from many of the churches in the state, university and business people. Zimmerman is charged with arranging meetings for Gerald L. K. Smith at which riots occurred. A Kansas City law firm forwarded a letter about Zimmerman's report alleging that finances sworn to by Zimmerman and his associates, anti-Catholics, etc. according to letters received at FCC.

Commission also recently worded Zimmerman's bid for a license. On bid of Thomas Patton and his evangelist wife, The Pattons operate a radio station in Lexington, Ky., but FCC had complaints that they attacked those of other faiths. Zimmerman, in their gospel preaching, however, developed both opposition and support for Patton's station. The Pattons are said to be wealthy, promoted the FCC not to solicit funds over their station but propose to run a regular commercial operation.

In Minneapolis, FCC has tabbed for hearing bid of Northwestern Theological Seminary and Bible Institute, apparently in response to letters alleging anti-Smith's preaching by that institution's 87-year-old president, Dr. W. B. Riley, American Baptist Conference and United Labor Committee of Minnesota have both queried FCC about this application.

On the other hand, FCC has been handing out permits to religious groups whose teaching is less controversial at the rate of one or two a month. Kentucky Mountain Holiness Assn. in Lexington, Ky.—headed by two lady preachers—was a permittee last week. This station proposes to sell only 15 one-minute spots a day, or just enough to meet operational expenses.

Baptists are particularly active in lists of new station owners. Grants have recently gone to Hinson Memorial Baptist Church, Portland, Ore.; Bethesda Free Church, Indianapolis; Mary Hardin-Baylor Baptist College in Texas. In addition, the Baptists have filed a total of six FM bids in Texas alone.

**Philadelphia**—A four-page folder entitled "So You're Going to Conduct a Seminar?" WCAU Career Forum" is being distributed by invitation to civic leaders, businessmen, industrialists and educators who will be guests on the 1947 series. Folder, which is free and which is available formally as a helpful guide to familiarize the guests with background and procedure.

# U. OF MINN. SEEKING FRI. NIGHT AIRING PERMIT

Minneapolis, Nov. 11.—KUOM, Univ. of Minnesota station, is campaigning to make broadcast of Minneapolis Symphony Orchestra concert on Friday night at auditorium, an university campus, a regular Friday night feature. It's the first concert for several years. Regulations and has redoubled efforts since the FCC permitted a single broadcast of the orchestra last year. Cert. listener response proved much larger than anticipated.

Application on same subject was WJZ, N. Y., assured a clear channel by FCC, thus requiring KUOM to cease operations at subsequent station management. Burton Peltz, however, told commission in Washington that few listeners in the KUOM area are able to receive WJZ.

# 6-Man Group To Set Gab Policy

Washington, Nov. 11.—The 34-man industry-wide music committee named to plan strategy against the proposed AFRA agreement last week at promptly appointed six of their membership as a special planning subcommittee to study the AFRA proposal.

The six represent all phases of the broadcasting industry as follows: Judge Justin Miller, for the AM network; a broadcaster, for the FM; Fay representing the FM Assn.; Charles Gaines, for the transcription service; Lawrence Phillips, for the Television Broadcasters Assn.; and Edward Wallerstein, for the record manufacturers. Richard P. Debevoise, NAB director of employee-employer relations, will serve as executive secretary to the subcommittee.

Decision to streamline the committee came after preliminary recommendations by NAB vice-proxy Frank Mullen and NAB's Justin Miller be named chairman of the entire music committee. Final plan to revise entire industry and was voted overwhelmingly by the committee membership.

# Goltenpaul

Continued from page 29  
would run to approximately \$9,584. The scale for the pianist who played the show before the ban was \$118.

**Chicago**—The Supreme Court, declaring that he has always been sympathetic to organized labor's position and abided by union rules, Goltenpaul sees his program being in a squeeze over a controversy between Petrillo's union and broadcasters. He argues that the effect of the ban on co-ops is a restrictive one, only at the expense of the performers. The petition also points out how the co-op show serves the public interest, stating that such educational programs are "not only a means of benefiting the small advertiser but also of giving the public a chance to hear the best and the good talent that would be possible if a network were the only means of so doing."

The complaint even calls attention of the NLRB to the forthcoming ban on labor, holding that such a condition would make it difficult for local stations to give their listeners the opportunity of hearing good musicians. Appendix to the complaint is a list of the co-op shows carried on the various networks.

Atlanta—Hendley-Reed Co. station report outfit, has resigned its representation of WAGA here effective Nov. 1 to become national rep. for WCON, the Atlanta Constitution station now under construction. WCON, which will be an ABC affiliate, is expected to get on the air in December. Station will operate full time on 5,000 watts at 550 kc.

# From The Production Centers

Continued from page 39  
...Producer Fred Levings checked out last week to make his home in San Francisco...Ella Manolopi (Ella Merien) of WGNB is Chi winner in "Carnegie Hall" musical contest.

"Meet the Meeks" commercial book was gaudier by 125 excess of Swift and Co....Friday night curtain of Spike Jones' stage show goes up at 10:30 p.m. to give the metro time to return from his CBS broadcast...NBC contracts include Nancy Williams loan from Trakas and Joan Franko... "Jack Armstrong" contest has 1112 radio-phonograph prizes, which should get parents listening with the kids...Don McNeill housewarming party in his name in Winnetka, Ill....Jean Carson standing for vets at in Wrightly Bldg. Nov. 13...Jack Owens' wife and daughter at ringside for his opening (7) at College Inn...Capt. Bill Eddy talking on "What Happened in Television Yesterday" Radio Management club.

As a side line, announcer John Weigel of "Curtain Time" and "Meet the Meeks," runs a cheese shop on Lake Street...Kong Liu and Dickie Olan of "Jenny Holm" are guesting on Tommy Bartlett's "Meet the Stars"....Larry Teitel's "Billie the Browne," a pre-Christmas show, now in its 15th year on WTMJ...Ivor Kenway in town for duddis with ABC brass...Bob Hurligh, WGN news chief, started a five-a-week series this week on Mutual's central and western stations. Ferny Andre is announcer. Jack Payne spinning the disks on WENR paper show while Lim Burton sings on the Coast...Dick Judd Jack L. Cooper leads the field on local air meetings with 154 each weekday...Bob Eason interviewing Louie Parsons for his "On the Century"...Dick Jack Eric Simon ribbing WJJD brass on his morning show...Kleve Kirby will handle the chatter on three-a-week "All Kinds of People" when it goes off on WMAQ Nov. 17.

Continued from page 29  
mediate prospect of a better time becoming available.

Like any case of "Comedy Theatre" would probably stymie the other proposed AFRA benefit series. "Show of the Year," which the Sullivan, Stauffer, Colwell & Bayler agency recently tried to put together for Pall Mall. However, since the union has indicated its willingness to waive its own Rule 12 to permit name performers to appear at less than their regular fees, it's understood other groups are mulling such stanzas. For instance, the American Guild of Variety Artists is known to have had such a series in mind for some months, and somewhat similar ideas have been considered from time to time by the Lambs.

# Sharp Upeat

Continued from page 23  
which may be introduced before the year's end, making use of a battery of tape recorders in N. Y. to wax on-top-spot pickups for editing and playback.

Wire-recorded playback by all four sets of testimony in the recent Hollingshead probe hearings spotlighted the new emphasis on this type of news coverage. Consensus is a radio circuit that this was an excellent "radio at its best," served to accent the trend.

NBC led Leon Pearson, Drew Pearson's brother, new line (away from International News Service) for the web's European staff, kick off the new "Report on Europe" last weekend from N. Y. Future editions of the stanza will be shortwaved from Europe, featuring Henry Cassidy, the web's European news chief, and various members of his staff.

Don Hollenbeck, who conducts the widely audited "CBS News" CBS News program, says his recent News of America's, picking up reports from staff newsmen in key

cities. As a starter for this expanded coverage of the U.S. scene, Charles Collingwood has been shipped to Los Angeles and Bill Downs to Detroit. Strip, in the 8-8:15 a.m. slot, will be co-oped.

(Matter NBC's "Report on Europe" nor CBS' "News of America," however, will be aired by the web's N. Y. flagship.)

Mutual capped its sale of a four-a-week evening "Newscope" to Kaiser-Fraser and William L. Fisher's commentary to Piedmont Shirt Co. by picking Peter Paul last week to sponsor an 8 a.m. news strip.

# Uncomparable

There's plenty of business in Dayton, Ohio. Get Your Share By Using... WEEG

WEEG  
WEED & CO. National Representatives

TALK TO THE SOUTH'S

**WDSU**

WDSU broadcasts 5000 watts from the French Quarter in the Gulf and South Louisiana littorals.

From day-to-day with time-boosted New Orleans activities WDSU has developed a high quality of program. WDSU's program line regularly and exclusively includes the International House, Mutual International Airport, Tullam University, Synchro Station, the Municipal Auditorium, Universities and Schools.

WDSU maintains hearing proves that hearing local institutions carry high listening loyalty.

NEW ORLEANS ABC affiliate 5000 watts  
1280 kc  
JOHN BLAIR & CO., Representative

**Snowmanship**

- in Programming  
- in Merchandising  
- in Promotion

That's what keeps listeners tuned in - and keeps KYDL advertisers happy!

National Representative  
**JOHN BLAIR & CO.**

WYLD  
WYLD  
WYLD

"Pop, who doesn't the little guy eat Wheaties so he can't row, too?"



# Com'l Setup Looking as Threat To State-Controlled French Radio

Paris, Nov. 4. French radio, currently state controlled, and without commercials, will soon be the center of a big political battle. Question to be decided is whether to remain in its present state in entirety, or whether a private enterprise group, spearheaded by Marcel Bloch, president, is to be permitted to run an independent radio corporation using part of the national funds.

From a business angle, there's no doubt that the current system is disastrous for the state. French radio has a personnel of 4,000 and cannot live except through state subsidies from the political angle. Critics are dead set against permitting private interests to get on the air while they control it. The Communists are of the opinion that incipient private radio here might eventually give them a chance to obtain an outlet for their propaganda.

For the last 18 months, French radio has been headed by Wiesnir Porche, under the supervision of Minister Pierre Bourdieu. Porche is not satisfied with the way radio is being handled by Bourdieu, his departmental head, M. Geyman and his aide Francis Cremlieux.

The man Remadier really trusts is commentator Jean Guillard. For a time Remadier had thought of creating a special Ministry for Radio headed by Bourdieu. This would be the end of Porche and the return to the ex-reef post of Claude Bourdieu, but was fired in 1946 following an "atomic" broadcast by Pierre Mocher which caused such an alarm that there were many complaints against use of such realistic material.

Elestein-Blaesler—who came to radio via a publicity agency, instigated commercials here in 1929, and became owner of Radio Cite Broadcasting Co.—gets his way and can run a private radio company side by side with state radio. He will have with him Louis Merlin, currently heading sales and programs for the state radio; Jean Antoine, son of the late actor, and radio producer Jacques Vial. Also interested is Jean Pierre Dejeu Group, headed by American-born Mrs. Dupuis, owner of the prewar daily Petit Parisien.

**Luxembourg Opposition**  
Biggest opposition to independent French radio would be Radio Luxembourg, currently blanketing the continent and about to treble its power. It has numerous commercial accounts, including which were once on French radio. Biggest account currently is Roja beauty products, starring Maurice Chevalier in diked show.

Other opposition is Radio Monte Carlo, which is owned partly by the French government. It is going to increase its wattage so as to be "clearly heard from Paris." Price of time much cheaper than Radio Luxembourg, rating about \$100 per 15 minutes as against Lux's \$600.

Radio Andorre, which was very popular at the time of liberation, due mostly to a smart femme announcer, has gone over to the Axis.

Putting up the stiffest fight against the resumption here of private broadcasts is Jean Guillard, who before the war was private radio at Radio Cite, and became head of state radio under Bourdieu and Porche. He owns a radio weekly which is the only one to carry national radio advertising. Guillard suggests a long contract inked at the time he ran the radio setup.

The battle will be waged in Parliament when it convenes again, and it looks as if under some shape or form private radio will get a chance again, simultaneously with state controlled radio.

## MEX GOVT. PURCHASES SHUTTERED STATION

Mexico City, Nov. 4. The Government has officially announced acquisition by purchase (amount not disclosed) of station it closed some time ago at Villa Ahua, opposite Eagle Pass, Tex. But was operated by the late Dr. John A. Brinkley interests.

Government explained shuttering was due to certain publicity the station aired that violated Mexico's health laws.

# Keycee Radio Council Spreads Air Facts To Student, Civic Groups

Kansas City, Nov. 11. Radio as a subject of academic interest is on the upbeat locally, judging from the first regular meeting of the Kansas City Radio Council, group organized to spread facts of radio before student and civic groups. Ann Hayes, KCMO's feature broadcaster, is president of the council.

The panel-type meeting held at the Univ. of Kansas City last week drew well over 100 persons, where attendance in past years has been less than 25% of the number. Pattern for the year is to turn each meeting over to a major station locally which can voice info about its policies, programs and services. A panel then stands by to answer queries from the audience.

Panel this year is made up of George Stump, KCKJ; Bill Bates, WDAP; Sid Tremble, KCMO; John Winkler, WFB, and Rex Cupp, KMBC. Cupp had charge of his meeting to tell the KMBC story and its hookups with CBS. Major feature is a feature of National Radio Week observance in Kansas City.

Seattle—Johnny Forrest, continuity chief at KOL, local indie, has been named program director for the station.

# Catholic Schoolboys Take Radio On At Forum—To Ether's Disadvantage

Albany, Nov. 11. A blistering attack on and a weak defense of radio, by youthful speakers from Christian Brothers Academy and the Academy of the Holy Names, highlighted a discussion of "The Advantages and Disadvantages of Radio in Education" at the adult Social Science School in the Academy of the Holy Name. It was the first time a forum on radio had been held at the Social Science School and it also was one of the first instances in which the effects of broadcasting had been publicly debated by Catholic high schools in Albany.

Rev. Harold B. Hinds, diocesan director of the CYO and former head of the diocesan radio council, presided. An audience of 250, including many teenagers, appeared to side with John Roche and Roger Ryan, of CBS, as they delivered broadsides at commercial radio. John Leach and Betty Welsh, of Holy Name academy, upheld radio.

No representatives of area stations or of the broadcasting industry were on hand to answer queries some of which only a person in the business could handle—or to explain the reasons for the present state of affairs. Absence was particularly noticeable

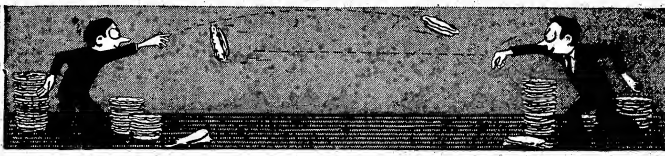
during the strong criticisms delivered at children's programs — notably "Superman," "Captain Midnight," "Tom Mix," "Top Hatigan" and "Buster Brown."

Commercials blasted. Commercialists received a blistering from Roche and Ryan, as well as from several audience speakers. The charge unloaded was that they were too frequent, exaggerated and over-emphasized. Kids present laughed as several commercial messages were repeated. Mystery shows and soap operas also took a verbal beating.

Roche several times winged at a "Tuesday night comedian"—he meant Bob Hope—for alleged blue material. He demanded censorship" of script, to prevent off-color cracks from getting on the air. The audience apparently agreed with him.

Programs approvingly mentioned by either or both sides were: news commentaries by E. V. Kallenborn, Walter Winchell and Fulton Lewis; the American Forum of the Air, Town Meeting of the Air, Chicago Univ. Roundtable and Catholic Hour. Father Hinds received no replies to his queries, though Rosenhan had any forum follow-up.

# CUSTARD PIES at Twelve Paces



by Edgar Kobak

Presidential Mutual Broadcasting System

We think Custard Pies are for eating. But it shows there are people who prefer to throw Custard Pies. In fact, some people have heaved a few at our LISTENABILITY Study. Which is all right with us because we know LISTENABILITY is solid and sound enough to "take" it. But in order to clarify a situation which has become needlessly befogged, we think the time has come to take, a good long look under the pie and at our face. So here's how it fits in time.

First of all, what is LISTENABILITY? It's the Mutual-developed method of computing physical coverage of radio stations and networks. It is an engineering method, based upon accepted standards (many of them FCC standards or higher) and, as such, it is accurate, dependable and conservative. It is more than a "can hear" measurement; it's a "good-enough-to-listen-to" yardstick—from the listener's and not the broadcaster's viewpoint, which is important.

This Engineering measurement is new—not because any of its components are new—but because, for the first time, an engineering measurement has effectively balanced all the factors which affect the strength and clarity of a signal. All these factors have long been known to radio engineers. Mutual just put them together in a measurement method which makes sense.

Now—why, in the face of BMB, do we feel it necessary to develop a new coverage measurement?

There are two reasons for this: as you'll remember, the BMB Survey was made in

March 1946 and the network figures were released in June 1947—some fifteen months later.

Taking the number of Mutual stations for which we originally had BMB figures (285) and subtracting 11 stations since replaced and 18 stations now operating with increased power, we find that today we have usable BMB figures for only 256 stations. But today (November 1, 1947) we have 468 stations. That means there are 212 Mutual stations for which there are no BMB figures. The BMB Study was out of date for Mutual the day it was published; and it gets more out of date every day.

Consequently, to give a true picture of Mutual as of today we had to develop a method which would measure all our stations. We could do no less for advertisers and advertising agencies.

Reason No. 2 is that advertisers and agencies (and should be given) dependable, up-to-date figures on their potential audience (i.e. coverage figures) as much as "listening" or "audience" figures. And coverage figures is what LISTENABILITY provides.

Three months ago, we began showing our LISTENABILITY maps and figures to leading advertisers and agencies; and they got even a better reception than we had expected.

What started out to be a measure of Mutual's unaccounted coverage (measured by BMB) was applied to other networks for comparison's sake; what started out as a private Management tool became a service to the industry.

That was when we got the idea that per-

haps BMB might probably look into our LISTENABILITY method—and then the Custard Pies began to fly.

But we want to get back to our knitting—and to our selling. We like our selling story—and many advertisers do too—because it's so simple. It's simply this:

We have LISTENABILITY maps which show clearly where people can hear Mutual stations (and competing network stations) consistently and well; where programs can be profitably promoted and merchandised.

As of October 1, 1947, our daytime LISTENABILITY figure (including dual affiliates) is 29,245,000. This is a month-old potential—radio homes in which Mutual can be heard with a signal good and clear enough to encourage regular listening.

What's more, to an increasing degree, Mutual is being listened to. The World Series is a good example: the Crosley Average Rating for the entire Series was 36.7, the highest World Series rating on record. The top rating for a single game in the Series was 57.6—the highest rating ever achieved by a daytime commercial program.

The moral of our tale is: with a good program an advertiser can convert homes which *can* listen into homes which *do* listen. And the better the show, the larger the number of listening homes.

A final note: on Mutual you get more radio-homes-per-dollar than on any other network—which, in the last analysis, is what advertisers buy. Shall we show you the proof?

# Mutual Broadcasting System

WORD'S LARGEST NETWORK

APPLE-PIE-ORDER NOTE: We have renewed our Subscription to B.M.B.

## Television Reviews

Continued from page 34

Broadway last year, was equally good as the ruined daughter. Her hysterical scene with Mitchell after she'd been despoiled by the villain highlighted the performance but it was her fine shading and under-playing throughout the show that shone through.

Vaughn Taylor, who's acquired most of his thumping rep in NBC tele shows, was stand-out as the unattractive and cowardly grocer who offered to pay the family's debts if the daughter would consent to marry him. Also stand-out were Barry Macollum as Clute John, the town's harmonium-playing halfwit; Lawrence Fletcher as Witrow, the villain; Louis Buchanan as Andrew, the brother; and Grace Mills as the mother.

Fact that NBC and the Guild exercised meticulous care in the production was evidenced by the filmed intro. Filmed bridges to mark the passage of time between acts, were not too wisely selected but the scene showing the actual murder of Wilson by the villain, also done partly on film, was excellent. Film was evidently prepared in advance and was cut into the live part of the show right on the nose. Use of the device opens up new fields for exterior shots in future tele dramatic shows.

NBC, incidentally, would do well to forego its constant practice of patting itself on the back every time it comes out with something new and good in tele. Granted that the plaintiffs are deserved, the web should still let others do the kudos-

ing. Pre-show interviews with Langner, Frank Mullen and various legit personalities conducted Sunday night by Ben Grauer were supposed to build the basis of a first-night audience. All it accomplished, however, was to hold up the start of the show a needless 10 minutes.

### MEET THE PRESS

With Marsha Rountree; James A. Farley, Lawrence Spivak, Murray Davis, Warren Moscow, of the N. Y. Times, and Robert Humphreys, guests. Producer: Herb Leder. Director: Foster Metz. 30 mins.; Thurs., 8 p.m. GENERAL AUDIENCE WNEB-NBC, N. Y.

(Benton & Bowles)

After several weeks of altercations with NBC toppers, who reportedly objected to "Meet the Press" as being "too controversial," Benton & Bowles finally succeeded in obtaining an NBC okay to put their televised version of the show on the air. It might have been better, though, to have taken NBC's advice. Show has been lifted bodily from the radio script, with no video dressing to take advantage of the fact that tele offers sight as well as sound. Audience could have watched it with their eyes closed and got just as much from it.

It's only as interesting, consequently, as the radio show, meaning that all its merit lies in the guesting involved. B&B was lucky enough to round up James A. Farley for the

preem show and promises Sen. Robert A. Taft and Harold Stassen for subsequent performances, with both of the latter to be cut in from Washington. Formal is the familiar one of having the guest interviewed on an subject by four newspaper reporters, in this case Lawrence Spivak, editor-publisher of Mercury; Murray Davis, of the N. Y. World-Telegram; Warren Moscow, of the N. Y. Times; and Robert Humphreys, of Newsweek. Marsha Rountree, package of the radio show, serves as emcee.

Farley gave an excellent account of himself in the unpremeditated question-and-answer period, giving honest impressions on various important issues of the day and parrying any questions that might have been too embarrassing to answer. With tele now a recognized factor on the political horizon, Farley can be counted on to use it to good advantage if he ever decides to run for office. Four reporters asked the like of him reporters. As for Miss Rountree, she lent variety nothing to the show, drawing interest only through her obvious nervous glances at the cameras.

Plugs for General Foods' Maxwell House Coffee were done live, emerging as both amusing and unobtrusive. B&B producer Herb Leder, in his first crack at actually airing a show since NBC gave agency producers a free hand, made out okay. Star.

Philadelphia—WIP is now distributing, for the fourth consecutive year, a series of educational handbooks for educators and radio people. The books include "Exploring Music," "A Trip to the Zoo," and "Fun With Rhythm."

## NAB Code

Continued from page 29

groups with regard to provisions of a new code.

Lester Brockway, exec vicepres of Young & Rubicam and chairman of the A.A.A.'s radio-tele committee, is said to have told the NAB's that sponsors and agencies were strongly opposed to the proposed code's limitations on daytime quarter-hour shows under single sponsorship. It's understood both the A.A.A. and Brockway indicated no liking for curbs on 30-minute and hour-long shows, especially disliking the proposed rules on 15-minute daytimers.

It's said also that the A.A.A. and agency spokesmen put in a petition for postponement of the code's adoption until they had more time to study it over.

The code is set for now is supposed to become effective Feb. 1.

### California Spawns

One of the board members committed to enter protests against immediate action, Bill Ryan, KFI, Los Angeles, will hit Washington backed by two representatives of the Northern and Southern California Broadcasters' Assns. The Northern group recommended either rescinding of the present code or elimination of all restrictions on commercial copy and provision for a 30-day waiting period before adoption. The Southern California broadcasters list week wanted final code action deferred until the next annual NAB convention, scheduled for mid-May.

Some goes for other Board members whose districts have instructed them to seek postponement of final code action.

Present at the Board meeting will be Ted Cott, WNEB, N. Y. program manager, whose indie committee last month drafted a brand new code and requested representation at Thursday's meeting; Robert Swozey, Mutual vicepres, chairman of the NAB code committee, who is responsible for much of the present code draft; and Marie Jones, WCCO, Minneapolis, chairman of the Program Executive Committee at NAB.

Appearance of an indie rep before the directors board is looked on as indication of the way the wind's blowing. There's growing feeling that suggestions the indie have on the code may be the best under the circumstances, considered a shaky situation within the NAB.

Cott's appearance is to explain officially the position of the indie, presenting formally what the directors already know, and the reasons for indie objections to various proposals. It's believed by some that out of this meeting will come a 60-day period of grace to provide for code draft and Marie Jones, WCCO, Minneapolis, chairman of the Program Executive Committee at NAB.

Feeling is that if the NAB puts through a code without the proposed commercial limitations, everybody will be happy and willing to go along with the other restrictions.

Meantime, the new National Assn. of Radio Station Representatives, which went out on a limb recently by endorsing the proposed code, has been evidence of having thought better of it as a result of members

clients kicking up fusses. "The association, noting that it had "given further consideration" to "Opinions expressed by many stations that certain provisions of the so-called present NAB a five-point set of proposed alterations in the code re-

Drafted by the NAB's code committee, composed of Frank Headley, Joseph Bloom (of Forjoe), John Livingston (of Homer Gridley) and Edward Peiry, the suggestions were—(1) to place a time limit on Commercial's revised as follows:

"The maximum commercial time, excluding one station break, allowable in any 15-minute segment of broadcast time, regardless of type of service, or proportion of how much of the segment is devoted into program units or announcements, shall be limited to two such breaks. One announcement (time and weather) shall be exempt from this limitation, but such announcement does not exceed 15 seconds and further providing that the exceptions for such service announcements shall be limited to two such breaks.

2. Paragraph 8 under "Time Limit on Commercial's revised as follows:

"With the exception of Shopping Guides, News, Public Service, Agricultural Productive Programs, and Institute Programs, all institute programs, announcement programs and "unclassified" programs, however, through general practice have been exempt from any commercial spots limitations on either the limitation set forth in Paragraph 1 and, in the case of such programs of 15 minutes or longer, and hour duration, to appropriate multiples of that limitation. With the same exceptions, five and 10-minute multiple announcements programs are exempt from the limitation set forth in Paragraph 1 and, in the case of such programs of 15 minutes or longer, to appropriate multiples of that limitation. Commercial's revised as follows:

"Except from this limitation, all announcements and news analysis of 5 minutes or less in length shall contain no multiple commercial announcement.

3. Paragraph 7 under "Time Limit on Commercial's revised as follows:

"The placement of more than one commercial announcement between two programs shall be prohibited, except in the case of (time and weather) announcement not exceeding 15 words. Station call letters and station ownership identification shall not be construed as a commercial announcement.

4. Paragraph 9 under "Consists and offers" revised as follows:

"All copy pertaining to any contest associated with the exploitation or sale of the goods, products, or services, and all references to prizes or gifts received by such competition, in excess of one minute, should be included in the spot and factored in the total commercial time allowances as herein provided.

Cincinnati—Bill Barlow joins WSAI this week direct negotiations and publicity, returning to Cincinnati after a brief affiliation with the FM Assn.

## MEET A SOUTHERN YANKEE

A Southern gentleman and a Yankee scholar... that's MEL ALLEN, winner for the second successive year of the Sporting News Award for his "outstanding play-by-play description of the Yankee Baseball Games on WINS."

Now the versatile Mr. Allen turns to other records as he assumes the role of a disc personality on his own 2-5 p.m. daily program.

The MEL ALLEN SHOW is important not only because Mel can deliver an audience—witness the 11,000 letters in two weeks he averaged on simple request for all star team nominations—but also because it's the first of the WINS new bloc programming format.

Both listener and advertiser benefit from the MEL ALLEN SHOW for it calls for long range planning and listening. Thus WINS continues its efforts to serve metropolitan New York to the fullest of its ability.



CROSLY BROADCASTING CORPORATION

WINS  
NEW YORK

NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - ATLANTA - HOLLYWOOD

### Warners Scorns FM; Pitch Hard for Tele, Boost in KFWB Power

Hollywood, Nov. 11. Standard radio broadcasting and theatre television are the sole other interests of the Warners these days, according to Col. Nathan Levinson, engineering head for Warners recently returned from the east, and for the present both will be confined to the Coast.

Studio has dropped all plans for FM radio operation here and will concentrate on upping KFWB's present 5,000 watts to 50,000 watts when and if the long-delayed clear channel disputes are settled. He also denied that the studio planned an FM operation in San Francisco. Television operation, per se, is also out but the studio is, as previously announced in the Warner-RCA association, vitally interested in theatre-tv, and is now awaiting equipment here with which to start experiments.

### MEX XEX DEBUTS WITH S. MacDONALD AS GUEST

Mexico City, Nov. 4. XEX, "The Voice of Mexico," 250,000-watt, had its inauguration here Oct. 30 with a four-hour concert, in installments of two hours each, by remote control from the government-owned Palace of Fine Arts (National Theatre). Jeanette MacDonald planned in to be guest star, for her first personal appearance in Mexico.

Announcer and m. c. was Alonso Bardo Forgas, station's general manager. Station cost \$1,000,000 (U. S.), highest in Mexico.

Miss MacDonald was accompanied here by husband Gene Raymond. She's inked for stage work at the Teatro Iris, starting Thursday (6).

### Credit All Scribs

Hollywood. Editor, VARIETY: Once again I must stick my neck out. And this time it's in the direction of you Muggs who review radio shows, and may Hooper have mercy on my soul.

From time to time I have noticed your reviews that although a team of writers may receive equal billboard credit, still in the text of the review, you arbitrarily pick on one writer. So, I argue, that on those rare occasions, when you are heaping kudos on writers, you should heap kudos on all those who are in there pitching, and I hope, when I say kudo, I am using the right word.

Now, for a'instance. In a recent review of the Joan Davis show, equal billboard credit was given to Abe Burrows, Artie Stander and Larry Marks. Still, in the review proper, you only saluted Abe Burrows, Stander and Marks were left sustaining. Why, it's just like giving all the credit to the father for the children in the family. If you want statistics, the name of Abe Burrows was mentioned six times, while neither Stander or Marks was mentioned once. Petrillo was even mentioned, although he didn't have a musician in the show. Now, mind you, Burrows deserves all your bouquets. He's a buff writer. But so are Stander and Marks. And they, too, get substantial dough, which they wouldn't get unless they were contributing their shares of sweat, blood and tears. Those sponsors are smart cookies.

Now, if Abe Burrows was a beautiful dame I could forgive you, but no matter how you look at him, Abe Burrows is still Abe Burrows.

So fellows, when a team of writers get equal billboard credit, and you're in the mood for throwing pees, please, if you'll pardon the expression, share and share alike.

Personally, I get no beef. You always give me my equal share of panning, for which I am grateful. Alen Lipscomb.

### TEXAS SETS UP FEMME B'CAST DAY FOR AWW

San Antonio, Nov. 11. Violet Short, of KTSA, ex-chairman of the 13th district Ass'n. of Women Broadcasters, received a proclamation from Gov. Beauford H. Jester of Texas proclaiming Saturday (15) as Women Broadcasters Day in Texas. This is the date when radio women of Texas meet for their second annual conference at the Gunter Hotel here.

Feature of the opening session will be the luncheon attended by local and visiting radio women, and representatives of civic and social organizations of the city. The luncheon is being sponsored by the local chapter, with Monette Shaw, of KABC, as luncheon chairman.

Among the out-of-town radio women participating in the two-day conference are Leonore Crane Bracker, KGCB, Galveston; Helen Fryer, KRDD, El Paso; Frances Helm, WJAB, Fort Worth; Joyce Cole, KTBC, Austin; Helen Caldwell, KFDM, Beaumont; Mrs. Doane Chapman, KPAB, Laredo; Anne Durran Robinson, KNOW, Austin; Althea McKenzie, KWBU, Corpus Christi; Virginia Graham, KRIS, Corpus Christi.

The Executive committee for the 13th district conference AWW includes Ruth Burleson, KCOB, chairwoman; Mary Joyce Spears, KTSA; Lily Juncker, KABC; Elizabeth Fox K'risch, KONO; Shirley Minor, KMAC; Yolande Teague, WOAI and Pearl Brewer, KITE.

### George Higgins to WISH

Des Moines, Nov. 11. George J. Higgins, general manager of station KSO, Des Moines, and vice-president of the Murphy Broadcasting Co., has resigned, effective Nov. 15, and will become general manager of station WISH, Indianapolis, which was recently purchased by Frank McKinney, president of the Fidelity Trust Co. of Indianapolis.

### Havana Likes Sports and Politics; Network, Station Ratings Shuffled

#### DALLAS TO DRESS UP WRR WITH FM SETUP

Dallas, Nov. 11. The Dallas City Council last week approved a \$75,000 project to equip municipally-owned WRR with FM facilities.

The Council acted favorably on a recommendation from the city radio commission. Burward J. Tucker, WRR chief engineer, said a \$30,000 FM transmitting tower would be erected in Fair Park and transmitting equipment and lines installed within the next few months. Tucker estimated that WRR would possibly begin FM broadcasts sometime next summer.

#### Pitt Brewing Renews 4 On KDKA for Full Year

Pittsburgh, Nov. 11. All four radio shows being sponsored by Pittsburgh Brewing Co. on KDKA have just been renewed, through Smith-Taylor-Jenkins agency, for another full year's stretch.

Programs are Mildred Don and the Men About Town, with Aneurin Boddycombe and Paul Shannon, quarter hour three evenings weekly; Landis Trio, a recorded show with Bill Sutherland disc-jockeying, one weekly; ditto First Favorites, platter with Carlton Ide riding, and Memory Time, half-hour music every Friday evening with Al Marzio's crew. But Astor, Florence Berg, Elaine Beverly and a quartet.

Marford—Robert Manby of Cleveland, has been named station manager of WONS, here. Replaces Ralph Kanna. He was formerly public director of WJW, Cleveland.

Havana, Nov. 4. Latest Advertisers Ass'n. radio survey made in September, for Havana and suburbs, shows RHC 'in first place with a general average rating of 8.8. CMQ follows with 8.5. These are the two Cuban net stations.

Among local stations, COCO jumped to first place with 1.96 aided by its baseball broadcasts and political commentator Jose Pedro Llada, whose two 30-minute daily programs at 1 and 6:30 p.m., have made strong inroads on the Colgate-Palmolive programs in CMQ.

Radio Polo, started three months ago, giving the time every minute with news and five seconds spots filling the rest of the time, appeared in eighth place with 0.58, displacing some of the old ones that were always included among the first 10. The Communist station MLDIEZ, in third place until recently, dropped to sixth with 0.91.

Program with the largest rating is Sunday half hour of political talk over CMQ by Eddy Chabas, who is leader of the opposition to President Grau's government. He reached a high of 38.35, while the government-sponsored, Primitivo Ramirez, over RHC, reached 10.19.

The top four programs in the survey belong to Sabates, which is the Cuban subsidiary of Procter & Gamble. They are in RHC. They obtained 24.1, 20.7, 20.25 and 19.40. Its rival Colgate-Palmolive, has been steadily losing rating. Clements Garrido and Finero, over CMQ, are in fifth place with 18.12 because of the stiff opposition of Paulo Llada in COCO.

For the first time since it started on the air about five years ago, the Turriz serial doesn't show among the first 25 programs. Turriz is sponsored by Colgate-Palmolive over CMQ.

The college  
with the  
50,000-watt  
professor

Washington University has added a new department—Radio Broadcasting... and a new professor—the 50,000-watt "Voice of St. Louis."

Now, undergraduate students are attending the most comprehensive course in radio broadcasting ever offered by any college. Classes are held in the KMOX studios. Laboratory work is done at KMOX's new 50,000-watt transmitter. And all the teaching is done by KMOX staff members.

The appointment of KMOX to Washington University's staff is of more than academic interest to astute advertisers... It is eloquent evidence of the enterprising management that has made KMOX the most "listened-to" station in Mid-America. It is evidence, too, that when you want Mid-Americans to learn something about your product, KMOX can teach them.

### KMOX "The Voice of St. Louis"

Represented by Radio Sales... Radio Station Representatives... CBS, with offices in New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

## CIRCLING THE KILOCYCLES

Pittsburgh—Irene Cowan, of WHAS station, has been engaged for work she had in Pittsburgh Playhouse's Christmas-New Year's show, "June Moon." It'll be her first appearance at local community theatre since "Skin of Our Teeth" several years ago. Announcer Ray Slone and Ed May have parted company and Gene Kaufman, son of the veteran newscaster, Lou Kaufman, has been named to the staff. Colonial Art Furniture Co. has dropped Florence Fier's Parry's five-minute show-variety hour on WCML Monday nights. On same station, quarter-hour chat-ter-gossip session of Charles F. Dunne, Post Gazette columnist, on Friday afternoons for Pittsburgh Playhouse Co., has wound up 15-week stretch and ended.

Jersey City—Jeff Sparks, veteran of 19 years in broadcasting as a producer, announcer, writer and program director, at various times with NBC CBS and Mutual, has joined WFMO, FM station here, as station manager in charge of programs and operations.

Spitz has just completed a book on the Chinese and has rounded out a lecture hour. Also, RCA-Victor has been named his alternate, "Infatuation," a bopero. During the war he served as program director for the American Red Cross and as a special service officer attached to General Shillwell's h.q. in Chungking.

Sao Antonio—"San Antonio First Nighters" will make it bow here over KYPM, in conjunction with the American Red Cross and the production of "Dear Ruth," at the San Pedro Playhouse. In the month to come, the "First Nighters" will carry many other gala openings into the homes of San Antonians, the group, opera, dance plays and other events.

St. Louis—Johnny Hambridge, conductor and composer, has joined KMOX, local CBS outlet, as musical director. KMOX capped its second award within a month for its weekly program, "Wake Up, St. Louis." For the second in a row, the State Junior C. of C. the first was by the American Bar Assn. last Sept. 21.

Raleigh—Permit for the construction of a radio studio building has

been issued here by the city building inspector.

The permit went to the Raleigh News and Observer for the construction of a studio building for station WNAO.

St. Louis—A permit for a 10,000-watt FM station to be operated on a commercial band has been granted to the Evangelical Lutheran Synod Radio Center, 3700 N. 3rd St., St. Louis, Mo. The FM station will be placed in operation as soon as necessary materials for construction can be obtained.

Louisville—Victor A. Rhoads, director of WHAS, has named Peter R. Disney to succeed Richard E. Fischer, who recently resigned as program director.

Disney came to WHAS in 1934 as a vocalist, later became an orchestra writer, still later a producer, and finally, in 1945, production chief. He originated and produced many shows fed by WHAS to the CBS network.

Cincinnati—Top government officers will participate in WLW's conservation series, "General Survey Trial," when the show starts in January.

Director of the Interior Julius Krug will probably appear in the initial broadcast, followed by Sec. of Commerce Clinton Anderson, Chief U. S. Forester Leslie Watts, Director of U. S. Geological Survey Dr. W. E. Rathbone and Soil Conservation Service Chief Dr. H. H. Bennett.

Cleveland—Bill Wever, president of the Cleveland Baseball Club, has accepted an invite to guest on WLW's sport show each Tuesday 6:05 p.m. Van Patrick is the emcee. Listeners are invited to submit questions for Wever's interview.

Kansas City—Kansas City Philharmonic orchestra gets its inlining on NBC's "Orchestra of the Nations" series with a concert for the American Red Cross, regular conductor, will have the baton for both broadcasts, Dec. 27 and Jan. 3.

Memphis—New faces at WPTF Memphis include station manager, community writer; Cecil Malgrat, program schedule director; Margaret Lewis, traffic director; Jane Hull, receptionist.

Kansas City—KCKN has made re-

visions in its continuity department, with Betty Dean now acting shift taking the place of Manley Bannister, who recently left to set up a show of his own.

Bill Brooks is an addition to the staff, replacing Marjorie Houston.

Philadelphia—Harry J. La Croix, formerly with the AP in Trenton, has joined the publicity department of the National Music-Motion agency, New York and Philly.

He was at an anti-time with the Woodbury (N. J.) Daily Times.

Arlington, Va.—David Connor has joined in announcing and news for the radio. He was formerly in radio in Baltimore and is a member of the Washington Radio Correspondents Ass'n.

## BMB

(Continued from page 31)

teculars, beyond the fact that, like everyone else, he'd like to see BMB do big things, much better than it's not, he said, in favor of advancing BMB's No. 1 study from 1946 to 1948, as he thought it might be. He thinks the expansion of aural broadcast will have levelled off much more since 1949.

Kobak reiterated his belief "all along" in BMB and said the overall objective of the network committee is to make BMB "100% better" in its next general report.

Mutual's return to Hooper also puts the latter again in the four-category BMB's walkout, when Hooper doubled his rates, hiking the ante for NBC and CBS from \$750 to \$1,500 and ABC and Mutual from \$800 to \$1,200. NBC and CBS balked, too, but stayed in on the deal, but increased to \$1,200. Hooper, it's said, then wanted all four webs to pay that amount.

ABC, which also took Hooper's city reports, worked out a compromise with the program later. Mutual, which had wanted the city reports asked for the same deal CBS and NBC got, i.e., 80% increase over the old rates, consented to the increase to \$1,200. Hooper, it's said, then wanted all four webs to pay that amount.

Mutual's subscription to the A. C. Nielsen rating service, which also about the time the web took a powder from Hooper, had "nothing to do" with the latter move, Kobak said, and the net will continue taking Nielsen reports.

## Inside Stuff—Radio

In his speech at the New York local membership meeting of AFRA last month, local president Clayton Colver charged that certain radio directors, whom he didn't name, backlist certain actors because of their political views. As quoted in the union's publication "Star 49," he asserted: "Members of both sides, guilty, and I use the word advisedly, of persuading various directors to use or not use various performers according. This was being done then, this is being done now, and I claim that it is cowardly intolerance and complete untrustworthy, and must be stopped."

There have long been vague rumors of such director backlisting, but Valters has never succeeded in substantiating them. Colver himself asked about the rumors last August, but said at that time that although he, too, had heard of the allegations, he had been unable to verify them. "You was questionin' me," Valters has questioned and, while a few acknowledged hearing the rumors, all had been second-hand or even more remote. There have been numerous instances of one-time-union-actors taking both political extremes, repeatedly using actors of strongly opposed political sympathies. But Valters has not found a single case of backlist, despite diligent efforts to track down every such rumormonger.

A new firm called Randall & Cooper (N.Y.), one of the partners of which is John Randall, ex-KMOX (St. Louis) news editor, next January will begin "syndicating" a column edited by Gary Stevens, producer of Mutual's "Luncheon at Sardi's" and "30 Questions" will be called "Ears to Radio" and will be an editorial format, but will be paid for by a per-insertion basis by radio advertisers and networks, packed on 13, 26 or 52 issues. Rate, based on initial circulation, will be \$250 for a one-line insertion under the base contract. Papers set to carry the "column" include the N. Y. Times, N. Y. Daily News, Chicago Tribune, Philadelphia Inquirer, Washington Post, Los Angeles Times.

Trade will watch the experiment with interest. Pitch being made by the promoters is that it offers "remarkable, controlled publicity" and fulfills "a need for such a means of controlling the radio industry's public relations." How readers will react to radio "news" carrying an "advertisement" tag (which it must) is problematical, since they will know it's puff copy carrying not one flead of criticism, or any snarl whatsoever. As a sponsor, as well, as the "content" publishers point out, radio news has amazingly high readership, and readers may even perish in a sponsor-censored, "bad" form.

Ever since an erroneous report that Monte Hackett was joining Paul Mall in charge of advertising, the agency head has been besieged not only by other agencies sniffing at his accounts but applicants to substitute his New York offices. He has no intention of giving up M. H. Hackett & Co.

Whitehall Drug has eight unproduced "Elery Queen" scripts that it would like to dispose of to ABC before the network gets its sustaining schedule of the whodunit "Queen" on Thursdays, Nov. 27. Whitehall has \$1,500 apiece for them for the privilege of taking a hiatus on NBC. Whitehall meantime decided to replace "Queen" with "Hollywood Star Preview." The ABC series will occupy the Thursday 7:30-8 p.m. niche.

WHRN, N. Y., has swung an educational-promotion deal with the New York Public Library system, which will bring large poster displays of the indie's "Books on Trial" program into 63 local branches. Posters are yard-square cardboards featuring informal snapshots of the authors appearing on the show together with their books on the bookstand. WHRN is also tying in with an additional 50 library branches in Brooklyn plus several colleges and high schools libraries. In exchange, indie has agreed to post various library projects with spot announcements.

The-in has been effected between CBS and Eagle-Lion films for reciprocal plugging of the Lever Bros' show, "My Friend Irma," and the upcoming "Beverly Hills Be Good," both of which star Marie Wilson. In return for approximately six plugs on the air show, E-L has produced a trailer for the pic in which there's a shot of Miss Wilson before a CBS mike capsule. Miss Wilson, star of the hit radio star show, "My Friend Irma's" Trailer will be booked into 7,500 or more film houses ahead of the E-L feature.

# Estimated Weekly Network Program Costs: 1947-48

(Continued from page 39)

PROGRAM	ORIG.	NETWORK	COPT	SPONSOR	AGENCY	PRODUCER	WRITER
Superman	N	MBS	2,500	Kellogg	Kenyon & Eckhardt	Allan Ducovny	Ben Peters Freeman
Supper Club	H	NBC	13,500	Cherished	Newell-Emmett	Bob Packman	Frederic Staff
Warren Swency	H	CBS	800	Curlic Candy	Miller	Staff	Jack Edlinson
Take It Or Leave It	H	NBC	7,500	Eversharg	Young & Rubicam	Paul Leaveness	Ken Lyons
Talent Scouts	N	CBS	8,000	Lipton Tea	Kudner	Bill Templeton	Henry J. Taylor
Janet J. Taylor	N	MBS	500	General Motors	R. J. Wynn	Walter McNeill	Norman Rosen
Telephone Hour	H	CBS	2,500	Bell Telephone	Quaker Oats	Homer Kickett	Norman Slatyer
Terry & the Pirates	C	ABC	2,200	Quaker Oats	Sherman & Marquette	Frank Flicker	Freeland
Theatre Guild of Air	N	ABC	15,000	I. W. Steel	B. D. B. & O.	Tom McDermott	Freeland
There of Today	N	MBS	800	General Foods	Young & Rubicam	Irving Brant	Freeland
Thin Man	N	CBS	7,000	General Foods	Warwick & Legler	Jerry Devine	Freeland
This is Your FBI	H	ABC	6,000	Equitable Life	Young & Rubicam	Jerry Devine	Freeland
Little Theater	H	NBC	2,500	Procter & Gamble	Warwick & Legler	Jerry Devine	Freeland
Three-Star Extra	W	NBC	3,500	Quaker Oats	Rutbaum & Ryan	Joseph Ainley	Proper Birnelli
Tommy's Children	H	MBS	8,500	Sun Oil	McCoy & Neaves	Ken French	& D. D. Hurday
Tom Mix	N	ABC	3,500	Quaker Oats	McCoy & Neaves	Ken French	Ray Hines
Dick Tracy	N	ABC	3,500	Co-op	McCoy & Neaves	Ken French	George Farmer
Two Detective Mysteries	C	MBS	3,500	General Foods	McCoy & Neaves	Ken French	Archie Loewer
Truth or Consequences	H	NBC	10,000	Ralston-Purina	None	Murray Burnett	Murray Burnett
Twenty Questions	M	NBC	2,500	Co-op	Procter & Gamble	Gary Stevens	Carl Geilgerich
Village Store	H	NBC	11,500	National Dairy	McCoy & Albright	Bob Reid	Marvin Fisher
Voice of Firestone	N	NBC	7,000	Firestone Tire	Sweeney & James	Ed. L. Dunham	Staff
Wop Top	N	ABC	800	American Express	None	Frank Brackett	None
Walk Time	N	NBC	4,500	Phillips	D-F-S	Robert Hummert	Staff
Fred Waring	N	NBC	10,000	General Electric	B. D. B. & O.	Tom Bennett	John White
Fred Waring (Daytime)	N	NBC	10,000	[American Meat Inst.]	Burnett	Tom Bennett	J. Johnston
Frank Warnow	H	CBS	5,000	Borden	Kenyon & Eckhardt	Clare Ottenstead	Paul Phillips
We, the People	N	CBS	9,000	Gulf Oil	Young & Rubicam	Lindsay MacFarlie	Ted Adams
When Americans Travel	N	ABC	2,000	Packer & Gamble	Compton	Lois Perkins	Bob Cunningham
Christopher Wells	N	CBS	2,000	DeSoto-Plymouth	Compton	Ed. L. Dunham	Archie Loewer
Wendy Warren	N	CBS	2,000	General Foods	Benton & Bowles	Tom McDermott	Prover-Prid
When a Girl Marries	N	NBC	2,750	General Foods	Young & Rubicam	Tom McDermott	Elsine Carrington
The Whistler	H	MBS	2,500	Household Finance Co-op	ABC	George Allen	E. Tomlinson
Whitehall	N	ABC	5,000	Gen. Electric	B. D. B. & O.	Gordon Auchincloss	Sam Taylor
Willie Piper	N	ABC	5,500	Argent	Compton	John Houdart	Walter Lowell
Walter Winchell	N	CBS	2,500	Co-op	None	Bill Todman	Mark Goodson
Winner Take All	N	CBS	3,500	Manhattan Soap	None	Ernest Ricca	Helga Lund
Evelyn Winters	N	NBC	1,500	General Mill	None	Herb Futran	Herr Futran
Woman in White	H	NBC	2,500	Elgin American	Wells & Geller	Harfield Wendin	Bernie Smith
You Bet Your Life	H	ABC	6,000	Procter & Gamble	D-F-S	Harvey Stein	Dave Driscoll
Young Biddy Brown	N	NBC	1,800	Phillips	D-F-S	Martha Atwell	Elizabeth Todd
Young Hit Parade	H	NBC	15,000	American Tobacco	F. C. & C.	A. A. Coughlin	Paul Dudley

# Disk Payoff Big for 1947

That the overall picture of the recording business for 1947 is still bright enough to warrant a tentative outlook which anticipates sales in more than 50%, is reflected in Decca Records' nine-month statement, issued last week.

Decca publisher filed up a net profit of \$11,614,490 as of Sept. 30 after un-audited estimated net allowances of \$744,250. That's roughly \$200,000 below the company take for the same period of 1946. Decca in 1946 earned \$14,847,227 on sales of \$77,000,000. Decca's 1947 sales are in shares. Payoff on this year's figures has so far come to \$1.44 per share. And the final quarter of this year promises to be, with all companies, the best ever.

# Pubs Go Over SPA Fund Demand In Special Meeting, No Decision

Members of the Music Publishers Protective Assn. committee, which is negotiating with the Songwriters Protective Assn. on a new contract, conducted a special meeting last week. Pub committee members wanted to null again the request that a fund be established for the SPA out of mechanical and synchronization revenue collected by the MPPA for publishers. At the previous week's meeting members of both negotiating committees, at which the plan was broached by the writers, a full publisher's quorum wasn't present. Hence the special meet.

Finally, most of the MPPA's committee members were flatly against granting the SPA's idea of having the MPPA collect mechanical and sync revenue, and turning a portion of it over to the SPA. They couldn't see why a possible SPA interest should be built with publisher money. Apparently, however, the fight against the SPA is not as emphatic throughout the entire MPPA committee, since no conclusion was reached at Monday's meeting of only the publishers will take place later this week or early next week. Another conference is scheduled with the SPA later.

# Valando Quits Santly-Joy

Tommy Valando, professional manager of Santly-Joy, quit last week (6) after more than a week of palaver with George Joy and Lester Young, owners of the band. Valando cited one of the music industry's top p.m.'s and one of its highest paid, with his S-J approach to the business, starting as a underboss, his immediate future is uncertain; he began going into something new he will try.

# ASCAP Balking On Raise to Directors For Board Meetings

American Society of Composers, Authors and Publishers has put to a membership vote the question of a 20% raise in director salaries. Members of the director board for regular monthly and two or three special meetings, have voted as to whether to break precedent and install a system of payment to members of the Society's executive committee for each meeting attended.

These amendments were placed on the ballot and discussed to both publisher and writer members of the Society's roster. It will be decided whether the \$10 per meeting to directors can be increased to \$25 and whether the appeals board members hereafter will get \$25 per man per meet. Latter will be effective only when a meeting lasts more than five minutes since the general membership meets under no such conditions, that's mostly so much wordage.

**Paul Case to Miller**  
Paul Case moved from Williamson Street, New York to City Music replacing Harry Weinstein, who went to Peter Maruca.

# Rumba Policy Doubles Sunday Daily Biz

Frank Dalley inaugurated a rumba-night policy at his Meadowbrook, Cedar Grove, N. J., Sunday (9) evening and with it more than doubled last week's previous Sunday rumba business. Hiring a band headed by Noco Morales, Dalley lured 687 patrons the first night of the policy as against 433 the Sunday before.

Dalley is adding a bar-rumba idea to his rumba evenings at Meadowbrook. He says the new policy, starting next week (17). Hereafter, Meadowbrook has been Mondays. Front bill will include Texas Jim Robertson, Tex Fletcher, Zeb Carver, Ray Smith and Jimmy Dale and Ladies of the Prairie orchestra. Dave Miller, W.A.A.T., Newark, cowboy-country music disk juke, will head the unit.

# Seattle Hotel Ups Music B.O. With Jazz Band

Olympic hotel here is trying something new, with Jack Sheehey's Mainly Chicago band. They are playing at Olympic Bowl to work as an act with Bob Harvey's band and entertainment company, the only hotel night spot in town.

Bowl Room manager Rene Charbonnet says he had a lot to offer the take by hiring new customers.

# Ellington Signs As WMAA Jockey

WMAA, New York indie, this past week had Duke Ellington, pianist, take to disk jockey deals which will give the station the most important new player in that line-up on record. Sequence programming of Ellington and Sheehey with Tony Dorsey and "Mr. and Mrs. Music" (Be Wain and Andre Baruch) will give WMAA a solid base of disk jockey force according to board from 8 a.m. to 2 p.m., except for a 15-minute noontime news period. Ellington's bid to lure listeners away from WNEW's local platter-show parade.

Music sales are currently outpacing by two publishers, which between them, hold seven of the 15 slots in bestseller sheet lists. Records in Chicago, Berkeley, and Los Angeles, and the Bregman-Vincent-Cogan group of firms, with three, including "Dear You," the top seller for weeks.

SB's list includes "Apple Blossom Waltz" and "And This is the Way," which Nat Simon and Jimmy Kennedy penned; "Too-Fat!" Porgy, "The Arthur" and "Dear You" and "When You Were Sweet 16," urged into sales prominence by Perry Como's recording. EVC, which owns the Supreme firm with Decca Records, has the two top slots, with "Dear You" and "Dear You" and follows with "How Soon," another tune which grew into popularity via small record. "Dear You" was written by Jack Owens and Carroll Lewis.

# COLORED SONGSMITH'S. SOG SUIT vs. LEEDS

Dan Burley, managing editor of the N. Y. Amsterdam News and also a songwriter, has brought a \$500,000 contract with N. Y. Supreme court against Leeds Music. Action was dismissed last week when the defendant made a motion for a jury trial. Plaintiff's suit, according to the complaint, is not a mere breach of contract but a violation of the alleged practice of publishers of buying songs to suppress their publication. Leeds has a motion for a jury trial.

Under Feb. 25, 1944, contract, Leeds agreed to publish two of Burley's songs, "They Rained on the Parade" and "Lampfighter Boogie Woogie." However, Leeds failed to carry out his end of the contract. Burley claims, in that it gave others access to the tunes, he was entitled to a good share of the other names. Burley also charges that he asked for the return of the manuscript but his demands were refused.

By Leeds stalling publication, the plaintiff has suffered some \$1,000 worth of damages. Complaint further alleges that the defendant wrongfully permitted the publication of his compositions so that he "could not obtain the immense profits to be had from the uncredited sales of his songs." In addition, it describes a variety of unfair trade practices allegedly performed by the defendant, including "intimidation" and "long employed by the defendant to the detriment of plaintiff and composer." Leeds has a general denial of all the allegations. Bernie Miller represents Leeds while John T. Dolan is attorney for Burley.

# ARMSTRONG MAY TAKE EUROPEAN BOOKINGS

Louis Armstrong may go abroad next spring or summer for concert tours with his small combo. According to the Glasser's Associated Booking Corp., which manages Armstrong, his representative, a good number of offers for the maestro from promoters in England, France, Spain and Scandinavia.

Armstrong first has dates in this country, including a concert, school and location bookings. His Carnegie Hall concert on Nov. 15, unfortunately, is set for this Saturday evening (18) at 11:30 p.m.

# Clinton for New Yorker

Larry Clinton's new orchestra, which brought him back into the limelight in New York, after a lapse of five years or so, has been set for the New Yorker hotel, New York, by the Glasser's Associated Booking Corp. Larry Clinton has taken the spot with a new ice show Dec. 22, following the run of current Showboat.

New Yorker date will immediately follow Clinton's six-week booking at the Waldorf-Astoria. He is also set for the Cedar Grove, N. J., which opened last night (Tuesday) with Jean Frederick.

# AFM Heads Considering Action On Standbys; Akron-Eberle Tussle

## Fort Wayne Local 58, AFM, Marks 50th Ann

Fort Wayne, Nov. 4. Golden Ann (50th) of the American Federation of Musicians, was observed at a dinner-dance here last week (4). State and AFM officers attended. Only one of the eight charter members of the local is living—William C. Kaiser, retired, who played clarinet as a hobby. Local 58 succeeded the Fort Wayne Musicians Protective Union No. 44, organized in 1893 and which was affiliated with the National League of Musicians.

State the League was opposed to the transfer of musicians from one part of the country to another, and was reluctant to admit new members, a group of members united and formed Local No. 58. Ten years later the Protective Union merged with Local 58.

## Cal. Tax Dept. Hits Leaders For Rate Benefit Coin

California State Department of Labor last week followed up its re-assertion of intent to name band-leaders advising them it was not going to forgive past unemployment tax liability by assessing some of them with bills for estimated monies due for the second half of 1944. Quick action by the California bureau is deemed by accountants as an effort by the state tax men to avoid having to pay a percentage of the total three-year state of limitations on such matters.

About a month ago California's tax department warned maestros that refunds being made to band leaders by the state would be reduced by the amount of their unpaid unemployment taxes by the elimination of the Form B contract would mean that the refunded sums had to be made up by band-leaders. This past week, estimated assessments were mailed them for the last half of '44, together with the advice that if the figures involved were incorrect that the leaders should correct them and make final returns within 30 days. If not done, the assessment figures originally served, right or wrong, would stand and would be deemed, plus interest, etc.

Bands which will be dunned for the back tax sums will be those which spent enough time in California during all of 1944 or the latter part of the same year to become subject to payments, which amount to 27% of a maestro's salary up to the \$10,000 level. After that, the sums now in demand are satisfied, accountants familiar with the situation say. The state to date has made payments for the full succeeding years up to date.

## PLUGGERS DROP NIX VS. SCLUBB HEATER

Herman Schubert, operator of the Pelham Heath Inn, New York, in contact of the Music Publishers Protective Assn. employees union, has refused to sign a contract for the union. Schubert's refusal to sign a contract for the union, has led to a series of letters and ultimatums from the union. Schubert's representatives to music publisher agents for payments before he would perform his band's songs on the air.

Brands working his spot to perform their songs on the air followed Schubert's onto the MPPC's list of "blacklisted" performers. Fields' authority subsequently demanded that the MPPC review his stand and accept a settlement. But he's still out of bounds to members.

## Herman Spere recently joined the Foster Agency, N. Y., cocktail dept. He was formerly with the Frederick Broe office.

## Chicago, Nov. 11. There are signs that the national American Federation of Musicians heads, from Petrillo on down, who are fastidious about procedure, are in haste for the standby system preferred by various locals, is changing its stand.

There are signs that the national AFM heads in the near future have something to say about the standbys. Petrillo has expressed his fear since the Taff-Hartley Act went into effect, following "feather-biding."

Experienced theatre men here and other arms of vaude house chains feel that there's a probability the AFM is now endeavoring to aid its various locals get what they want. How this would be done aside from insisting that each vaude house using travelling orchestras hire and actually employ a local band, is not clear, but some fully expect such a national AFM move.

The AFM leaders of New York Local 802, who have been in a tussle with major vaude houses there—the Paramount, Strand and Regal, insisting on a continuation of the standby system which the houses dropped in favor of the "feather-biding" system, conferred with national men over the situation before the Paramount, Strand and Regal executive board meeting. What the latter will decide is unknown.

The AFM is in a stiff altercation, the Palace Akron, is in a stiff argument with its local AFMers.

## Acron Now Continues

Unless it is straightened out quickly, a dispute here between Ray Eberle's orchestra and the Palace Akron, Strand and Regal, may grow into a national standby battle. Local is insisting that the Palace Akron should, by arrangement, which called for nine men, before Eberle's orchestra leaves, but the Palace Akron has refused to do so.

Palace insists it has no signed agreement with Eberle's orchestra. It had been paying for them up until the Taff-Hartley bill became law, but dropped the arrangement then. It had before that date been working on the basis of an old agreement and the local insists that it continue. Palace ops refuse.

## Rumor Metro Buy of Capital

New York's disk row will be lively with rumors last week that Loew's, which has been in the market for Metro, was dictating with Capitol Records the purchase of that organization, which would be merged with its own new subsidiary. Metro officials, however, laughed off the talk, stating "that the fact been no conversation of any kind." Metro officials of the two companies.

What is true is many music people believe the talk was a mere subterfuge, less than two years ago, had found a way to a company, having more than \$200,000 in assets, was in a bad way in the event of a prolonged recording ban. It hasn't been long since the company, which was owned by the money already invested, and the acquisition of Capitol could bring in a new owner. The fact that Capitol's own backlog isn't near as extensive as Decca, Columbia and Victor.

Felix Slevin, 72, Quils As Head of Britain's B. Feldman Music Co.



Disk Jockey Reviews

TOY TOWN KUNES
15 Min., 4:30 p.m., Saturday

WENE, Chicago
Norman Kraetz had his eye on the comedy field and the room and kids when he built this one for...

Kraetz, a former schoolteacher in Chicago, was the first to pass the Uncle Jolly mugger-to...

Formal Includes Mother Goose
Theater, a new genre, and a new...

EARLY MORNING FOLKS
With Joe Gentile and Ralph Binge
15 Min., Mon. thru Sat., 6 a.m.

CKLW, Detroit
Entire of their high listener rating, and the demand for them...

When not spinning records Gentile and Binge play a variety of comedy effects and go in for all his sketches...

In minimum with no five-syllabing...
throughout. Music is the thing, with...

THE EASTSIDE SHOW
15 Min., Mon.-Thu.-Sat., 10:05 p.m.
Participating
Musically erudite Gene Norman...

Norman once had his own college band in which he played saxophone...

Torme's AFM Card Bars
Him From Chit Disk Shows

Chicago, Nov. 11.
Disk jockey show sponsored by singer Mel Torme during his College Inn run...

Signature-GE
Distrib Dea Coles

Signature Records, which established a disk-distributing alliance almost two years ago with General Electric...

Jocks, Jukes and Disks

By Ben Bodec

Listening to a batch of new recordings in one sustained session nowadays is not the critically quickening exercise it used to be...

In the hurly and burly of beating the deadline the industry may outdo itself in productivity...

much folderl such as heavy beating of the tomtoons and war whoops, with the rest of the band rolling over the din...

Turntable Tips

Ballad—'Let's Be Sweetherts Again' (Margaret Whiting; Capitol)
Dance—'Rock Around the Clock' (Bill Haley; Decca)

Page Cavanaugh in Auto Crash, Dates Postponed

Hollywood, Nov. 11.
Page Cavanaugh tri's theatre club date, at Oakland, beginning today (Wednesday) has been postponed...

MARSALA BACK

Joe Marsala and Adele Girard (Mrs. Marsala) came back to the radio as a musical duo...

Francis Craig... Bullet

- Francis Craig... Bullet
Dinah Shore... Columbia
Margaret Whiting... Capitol
Louie Prima... Victor
Victor Moore... Victor
Jimmy Dorsey... M-G-M
Betty Hutton... Capitol
Victor Moore... Victor
Buddy Clark... Columbia
Sammy Kaye... Victor
Arthur Godfrey... Columbia
Bing Crosby... Decca
Dick Haymes... Tower
Dick Haymes... Decca
Art Lund... M-G-M
Ferry Connor... M-G-M
Freddy Martin... Columbia

10 Best Sellers on Com-Machines

- 1. NEAR YOU (9) (Supreme)
2. YOU DO, (16) (RVC)
3. CIVILIZATION (4) (Morris)
4. BALLEHINA (8) (Jefferson)
5. I WISH I DIDN'T LOVE YOU (4) (Paramount)
6. APPLE BLOSSOM WEDDING (2) (Shapiro-B)
7. TOO-FAT POLKA (1) (Shapiro-B)
8. HOW SOON (1) (Supreme)
9. AND MIMI (1) (Shapiro-B)
10. SO FAR (1) (Williamson)
KOKOMO, IND. (BVC)
NAUGHTY ANGELINE (Simons)
KATE (Berlin)
FELLOW NEEDS A GIRL (Williamson)
SAVE THE BONES (Capitol)
WIFFENPOOF SONG (Miller)
SHERENA OF THE BELLS (Morris)
STANLEY STEAMER (Warren)
DON'T YOU LOVE ME ANYMORE (Oxford)
ON THE AVENUE (Leeds)
SUGAR BUBBLES (Williams)
SING SMILES AND GIGGLE IT (Capitol)
PEGGY O'NEILL (Fels)
I MISS YOU SO (Leeds)
WHAT ARE YOU DOING NEW YEAR'S (Famous)
PASS PAPER (Figs) (Chappell)

Coming Up

- Bing Crosby... Decca
Dinah Shore... Columbia
Dick Haymes... Decca
Art Lund... M-G-M
Ferry Connor... M-G-M
Freddy Martin... Columbia
Eddy Duchin... Columbia
Andreus-Cavallaro... Decca
Eddy Howard... Majestic
Johnny Mercer... Capitol
Julia Haymes... Capitol
Harmonicals... Viscostatic
King Cole Trio... Capitol
Ochs and Fiddle... Victor
Margaret Whiting... Capitol
Dinah Shore... Victor
Kay Kyser... Columbia

TIME FOR MUSIC
With Mental Jones
15 Min., 9:15 a.m., Monday thru Friday

Here's a neatly-tied package that's by far the most interesting and most quiet, soothing, easy-to-listen disks...

Commercial are easy to take and program is well-rounded stanza.

40 BEVIE
With Mental Jones
15 Min., 4:30 p.m., Mon.-Thu.-Fri.

They weren't jockeys then, but this established Maine disk fixture...

Plushers of mail might tempt some to make a habit of sending in response requests. Not Curtis, however...

[Figures in parentheses indicate number of weeks song has been in the Top 10.]

On the Upbeat

New York

Loeb's Music is getting unusual reaction to its "Summer of '47" from the Igor Stravinsky "Firebird Suite"...

Hollywood

Dude Martin's octet returns, currently vacationing in a Frisco corral, signed by RCA-Victor last week...

Music for Peace

Sylvan Levin, music director of WOR, N. Y., has named concert soloist, N. S. Symphony...

Kenton Wants To Drop Dance Beat for Jazz

This will be the last season that Stan Kenton's orchestra will be playing dance music...

Band Reviews

ROMMY GARLEN ORCH (13)

With Earl Saunders, Chicago, Illinois, is making his debut...

RAY ROBBINS ORCH (15)

Ray Robbins has another of the younger crews which are making month-long stands in the ballroom of the Hotel Astor...

body Hotel in Memphis. On his first trip into K.C., Robb... favor. Danceability is the keynote...

ART DEVANEY ORCH (6)

With Peggy Reed, Art Devaney returns to the top of the Kansas City charts...

Inside Orchestras—Music

Coin being earned by the revived tune, "When You Were Sweet Sixteen," is the first important money it will have garnered...

With the 100th anniversary of the "Mariner's Hymn" scheduled to be observed...

In his decision several years ago in the E. B. Marks vs. American Society of Composers...

New Rendezvous Room, Plaza Hotel, New York, is certainly one of the best money-makers of all hotel niches in the city...

George Frantz exits this week as disk reviewer for Vannart, a chore he has held down for about a year...

Ditty doddlers are flooding New Street publishers with their tunes, trying to get publishers to print them...

Pilot of the plane bearing the Turkish Military Mission and the latter itself spill press billing on the recently completed 10,000-mile U. S. tour...

Songs With Largest Radio Audience

Table with 2 columns: Song Title and Artist. Includes 'Ain'tcha Ever Comin' Back', 'I'm Gonna Get You', 'I'm Gonna Get You (Where I've Got My Footie)', etc.

The remaining 18 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks...

FREDDY MARTIN INKS WITH FREDERICK ZIV

Hollywood, Nov. 11. Freddy Martin's orchestra is sitting on transcription sessions morning after morning...

11-Year-Old Brings James Dancery Snarl

Hollywood, Nov. 11. Harry James' orchestra will start Friday (7) night with Palladium manager Maury Cohen...

James Dancery Snarl

Hollywood, Nov. 11. Harry James' orchestra will start Friday (7) night with Palladium manager Maury Cohen...



# N. Y. AFM Local Awaits Chi. L. A.

## Upped-Pay Outcome Before Acting

New York Local 802 of the American Federation of Musicians has made no move to follow the Chicago and Los Angeles AFM branches, in taking an increase on bandleader scales to compensate for the latter's having no social security and unemployment taxes on musicians they hire. Executives of 802 have been busy with upping master scales but have decided to await the outcome of the Chicago and Los Angeles moves before deciding on the course they will take. They want to see how employers take the increase. To obviate the passing of the same and unemployment tax burden from the buyers of music to the bandleaders, Chicago has adopted the plan of the Form B contract blank. Chi. local backed a 10% boost to master scales and a 10% wage add. In both cases the extra levy is calculated on a percentage of the overall cost of the band involved and applies only to local dates involving local members. New York's 802, when and if it does make a move in the same direction, will probably go along with the Chicago idea and tack on only 10%. Meanwhile, its leaders for a night on club jobs, are absorbing the employer's portions of a.s. and unemployment tax payments. In some cases agencies that provide them with jobs are adding to \$2 to the price, in various ways, to make up for the tax bite.

### How Ya Gonna Keep 'Em—

Pittsburgh, Nov. 11.—Tommy Carlin, acting as Bill Green's, Pittsburgh, with his band after click run at Trignon Ballroom, Chicago, lost two key men in an unusual way—one to college, the other to business. Joe Stecko quit to study music at Carnegie Tech. Appich's approach to concentrate on his manufacturing plant, which makes braces for crippled children.

Dick Mack replaced Stecko on trombone and Gus Doll, who had a small dance band of his own around here for a long time, is taking over Appich's sax chair.

### Taylor Ankles MCA

Taylor resigned recently from the theatre dept. of Music Corp. of America to open a personal management office. Taylor came to MCA's N. Y. office from its Detroit branch. Before that, he acted in Chicago.

## To: HECHT & BASS

150 W. 49th Street  
New York City

Thanks, KEN HECHT and SID BASS, for the grand song material which you created for our vocalist, Shirley Richards. . . and which is getting a terrific reception during our current engagement at the New York Strand.

Ted Weems

HEY, FELLA!!!  
Ask the Girl Friend.

Why Do You Make Promises?

LE JAN MUSIC CO.  
Maspeh, L. I., N. Y.

### Dick Stern Doubles

Chicago, Nov. 11.—Dick Stern assumed job here last week as vice-president and general manager of Chord Records, in addition to being head of the McKinley Agency here. Stern will operate from Chicago, while Mike Cuddy, proxy of the firm, will head-quarters in Milwaukee.

Chord is the originator of the new Mystery label which features two discs on one side. Stern will bring Lynnie Stevens, Leo Fieger, Don Roger, Jack Olson and Rocky Ford, as company's newest act, into the label's stable with him.

### Petrillo Ban Brings Three New Diskeries

Hollywood, Nov. 11.—James C. Petrillo's Dec. 31 ban on all recording is working in strange ways. It has brought about two new record companies here recently.

Earl "Madman" Muntz, used-car czar, and Mike Shore, of Shore-Royce ad agency, are entering disk biz with hopes of making enough money in the coming seven weeks to keep them going. Shore says that he and Muntz had found an unusual angle in the distribution of records. They would not reveal its nature. Diskery will use "Muntz Masters" as label and has set Larry Adler and brother Jerry Adler, also a harmonist, Robert Alda and Bruce Cabot, who will also an album based on "The Last of the Mohicans" for first sessions.

Louis Azarov, a lumber biggie from the Northwest territory, has invested \$250,000 in Constellation Records for his first venture into the waxing field. He has signed the Lind Brothers and already has released four sides by team, one of which will have national radio play. Azarov has trekked East to line up distributors in Chicago and New York. Heed only has had no negotiations here and Ace distributors will cover Western territory.

### Vita In The Swim

Chicago, Nov. 11.—Vitaacoustic records, Chi. indie, has signed Joan Edwards. Former Lucky Strike vocalist will cut four sides this week. Also packed was Johnny Bothwell, who will assemble a band, and vocal septette.

Christine Randall, pianist, was also given a term paper.

### Muscraft Ditto

Muscraft Records, New York City, which recently went through reorganization and was preparing to get back into stride when the disk ban was set by the AFM, has also been out gathering artists as fast as possible to bolster weaker master stocks. Last week the company signed Buddy Greco and Dixie Sharp, country-style singer Emmerich, and the Four Mus-tees, female vocal group.

### Hampton for N. Y. Strand

Lionel Hampton's orchestra is set for the Strand theatre, N. Y., in January, opening either the 16th or 23rd, topping a string of other theatres. Dickie Wells will cut four sides this week. Dec. 11, and Regal, Chicago, Dec. 11.

Local location date in three-month stretch is the Tune-town, St. Louis, week of Jan. 6.

### Mechanically Ambidexterous

Pianist Bert Shetter will wax five sides of piano duets for United Artist label with the AFM, and then doing both ends of the disk. He will cut each song twice, making an acetate of one part first and then of the other half of the duet. The two acetates will then be set up on specially made synchronized labels and played simultaneously and recorded on a master.

Thus "Piano Duets by Bert Shetter" album will include "Fanny Imprimus," "Ritual Fire Dance," "Clare de Lune," "Bolero" and "My Reverie."

### Gabbe Quits Romm

For Personal Management Dick Gabbe, working with Harry Romm's independent booking office in New York almost a year though a partner in the personal management firm of Gabbe, Lutz & Heller, quit Romm Monday (10). He will go into his own outfit full-scale, setting up a N. Y. office to be manned by himself and Sam Lutz, the latter remaining only about three months and then becoming a roaming rep. Seymour Heller will handle the firm's Coast office in the interim.

### Palumbo to Insert Name Bands in His

Frank Palumbo, owner of several of this town's spots, including the after-hours C & R Club, is planning to insert somewhat of a name band policy at his Cro's. He's figuring on using off with Art Mooney, now working his Chick Club, which has used a top name band policy for over a year. Mooney went open Dec. 15.

Angle of the Cro policy would be that the spot would not use top names such as Harry James, Vaughn Monroe, et al, who are scheduled for the Chick. Clubs are only blocky spots, and Cro's is much smaller than the 2,000-capacity Chick. Cro's would use a sweeter, smaller-sized combo. It now uses two small-instrumental groups.

James, incidentally, moves into the Chick for slightly less than two weeks Nov. 27; Monroe follows Dec. 8.

# Petrillo Believed Considering Start Of Disk Ban Now Before Dec. 31 Deadline

Chicago, Nov. 11.—Name bands which record for the various disk manufacturers may not be able to pile up the backlog of recordings they anticipate prior to the Dec. 31 disk ban ordered by the American Federation of Musicians. James C. Petrillo and his international executive board is said here to be mulling the possibility of stopping bands from recording before that date to prevent building up a large number of disks as insurance against a drawn-out ban.

### BMI Signs 14 in Chi

Chicago, Nov. 11.—Chi. licensing division of Broadcast Music, Inc., had its best month since the opening of midwest headquarters here last February with 14 new licenses approved during October. Among better spots packed were the Martinique, 606 Club, Steak House, and Cro's.

While Chi. Cafe Owners still have not signed an agreement with BMI, local office has contracted with about half the members for use of its music on individual basis.

### Can. Musicians Reelect Prez Walter Murdoch

Toronto, Nov. 11.—Election held by the Musicians' Protective Ass'n., Canadian affiliate of the American Federation of Musicians, returned president Walter Murdoch to office. In re-electing Murdoch as president, members passed a resolution "endorsing everything done by the officers and executive board by a unanimous vote."

Others elected were: Don Rompalle, first vice-president; L. L. Norris, second vice-president; Arthur Dowell, secretary-treasurer; plus other board members—J. D. Wilson, George Delaine, Corson MacClanathan, Ernie Bridges.

Whether such action would be aimed at the musicians used by name bands or whether the order would be extended immediately to all recording musicians, even those who back name singers, is not clear. The disk manufacturers, incidentally, were greatly bothered weeks back by the possibility that Petrillo would give them time to lay in a stock of masters. They feared he would advise them that the contract now in force under Dec. 31 would not be renewed and immediately halt recordings, instead of giving the two-month notice.

### Monroe's 20G Refund

Bandleader Vaughn Monroe picked up the icy windfall of \$20,041 in a recent decision of the U. S. Treasury Dept. awarding him that sum as an overpayment of income tax.

Cash largely represents a refund of withholding taxes and other impost paid by the latest for his organization in connection with one-night dates and theatre appearances.

# The lady requests a violin solo



**IT'S EASY WITH A SOLOVOX**

The Solovox opens an entirely new field of opportunity to the professional. Whether you perform as a solo, or in a combo, you retire repertoire broadens and you add a refreshing luster to any tune, new or old.

The rich, colorful effects of the French horn, English horn, saxophone and many other instruments are also at the fingertips of any pianist, by the simple adjustment of tone controls.

Income possibilities are greater, popularity and drawing power increase—with a Solovox.

It is portable—easily attached to and detached from any piano—and plugs into the lighting circuit. It does not interfere with the normal use of the piano and is ideal for any kind of night club, theater or ensemble work.

Learn more about this remarkable instrument to find out what it can do for you. See your dealer or mail the coupon below.

**Solovox**  
Made by the makers of the Hammond Organ

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6248 W. Diversey Ave., Chicago 29, Illinois

Attention: Please send me further information about the Solovox, and the names of Solovox dealers near me.

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City \_\_\_\_\_ State \_\_\_\_\_

# Bands at Hotel B.O.'s

Name	Hotel	Covers	Total
Neil Brandvanger* Waldorf (400; \$7)		1	1,250
Johnny Lyons** Pennsylvania (300; \$1-15.00)		3	4,375
Sunny Kaye... New Yorker (400; \$1-20.00)		2	3,100
Johnny Fitzpatrick Lexington (500; \$1-15.00)		2	2,625
Joe Lombardo... Roosevelt (400; \$1-15.00)		4	12,325
Vaughn Monroe... Commodore (400; \$1-15.00)		5	14,850

\*Jazz Sablon at Waldorf, Ice Show at New Yorker.

### Chicago

Ray McEasterian (Marine Room, Eastern Beach; 700; \$150-\$250 min.). Final week of Heatherlyn, Sherman, George Olsen comes in Friday (141).  
 Jesse Wells (College Inn, Spring; 200; \$2-45.00 min.). Jack Owens opens Friday (17).  
 Orin Tucker (Boulevard Room, Stevens; 650; \$25 min.-41 cover). Conventioneers doing great by spot with July 3,900.  
 Cliff Williams (Empire Room, Palmer; 300; \$3.50 min.-41 cover). Room slipped a bit last week to 3,200.

### Los Angeles

Freddy Martin (Ambassador; 800; \$150-\$20). Good 2,490 tabs.  
 Jan Garber (Biltmore; 900; \$141-25). Stout 2,100 covers.

### Location Jobs, Not in Hotels

**Bernman Hayes** (Blackhawk; \$50; 200 min.). Hayes told here Nov. 20 with Phil Weller replacing. **Litig 2,300.**  
**Billy Hargis** (Aragon; \$1-41.25 adm.). Even rain didn't keep them away. **Witty 2000.**  
**Leighton Noble** (Titanium; \$1-12.25 adm.). Coast maestro brought in fine 16,500.  
**Studdy Shaw** (Latin Quarter; 700; \$25.00 min.). Revised payroll boosted covers a bit to 2,000.

### Los Angeles

Sheilene Young (Aragon, B. Ocean Club, 24 wk.). Some 4,200 admishes okay.  
 Ernest James (Meadowbrook, B. Culver; City, 24 wk.). Profit plucked here with 3,200 admishes.  
 Lloyd Haggan (Calladium, B. Hollywood, 2nd wk.). Okay 1,200 students.

## Upehat

Hines heads holiday show at Riviera Club, St. Louis, opening Dec. 24.  
 House set for Nelson at Riviera, Louisville, Dec. 4.  
 Claude Thornhill on one-nighters through the midwest until Dec. 6.  
 McGuire's all-girl orchestra into Rip-Tide, Nov. 14.  
 Bernice Limbach at Harna, Dec. 6.  
 Robert Van Alystine, composer of "In the Shade of the Old Apple Tree," at St. Joe, Hoosier Hotel, Nov. 18.  
 Heart condition... Mort Schaeffer will begin teaching a series of courses in musical composition at John Marshall Law School.  
 Tower Records inked Wayne Van Dyne and Darwin Dale to recording contracts.

## Pittsburgh

Mildred Don now singing with Billy Catzone band at William Penn Hotel.  
 Carl Gerold band with Bobby Fyle, coming out of Allen's Cafe after long run and into Playdium, St. Louis, for a month.  
 George Phillips, ex-Tombay WFDJ trombonist, joined Baron Elliott's band.  
 Jimmy Rice, organist, Doublet, and the WFDJ band, McWhorter, and Du-Drop Inn... Cal Nemph's Trio Melodians opened the midwest until Dec. 6.  
 Heywood Gylis into Carnival Lounge (17) for a fortnight... Slim Bryant's band was in New York last week cutting eight sides for Majestic Records.  
 Five of the numbers were original compositions.  
 Tommy Carley's orchestra goes back into Bill Green's for Dec. 28.

## Kansas City

Dick Wilkie, trumpet, and John Catolana, sax, joined the Ray Bobbia orchestra during their stay at the Muehlebach Hotel... Norman Grant and "Jazz at the Phil" group played at the Music Hall to 1,800 devotees in the Music Hall last week... Art Devaney crew led during last four weeks in the Drum Room of the Presidential Hotel... Tommy Juneau band in the Singing Room of the Continental Hotel... Ray McKinley orchestra set for a one-nighter at the Pla-Mor... Murray Arnold headlined at his band into the Terrace Grill for a couple of fortnights... Judy Cook's band engaged for a couple of months at the Crown Room of the LaSalle Hotel, turning the stand over to Roy Mack aggregation.

## Dallas

Dick LaSalle's band will be replaced by Del Courtney orchestra at the Muller Room of the Baker hotel... Bonnie Baker due at the Sky Vu Club... Harry Jennings orchestra is at Frank Nickle's new Nite Spot.

## Music Notes

Dale Evans inked to wax 24 sides for Majestic prior to Petrillo ban.  
 Mary Jane Donnelly resigned as receptionist in 20th-Fox legal department to sing with 50-piece ex-service femme orch.  
 She was a pharmacist's mate 3/4 during the war.  
 Bernard Hermann, musical director for CBS in New York, will compose score for "Candy" with Norman-Oregon Weller production "Maccler" at Republic.  
 Johnny Mercer composed three tunes for Vera Eizen which she will do in "Sally".  
 Kent and Walker Farrar cleared scores for Least See, "Midnight Waltz".  
 Marilyn Maxwell set out a Pa-tou opening in Riverside Theatre, Milwaukee, Nov. 13.  
 Capitol theatre, Washington, N.Y., Dec. 4.  
 Paul Whiteman's orchestra on the same bill.  
 "Tex Ritter" begging off from a 14-hourly in order to get some wax sessions in Capitol before Dec. 31.  
 "Moderates cut back on RCA records.  
 Crew goes into Palace hotel, San Francisco, Nov. 13.  
 Herb Lewis, Jewel and Bruce Miller, head, in town prior to setting up Avveltone Print company on coast.  
 Coast label holding record for Fernando Rosales backed by Bobby Ramos crew.  
 Ed Moody, Duke Spragins and an album by "Tommy" this week.  
 Page Cavanaugh Trio opens at Theatre Club today (Wednesday).  
 Connie and the Cardinals back by Paramount label...  
 Artie Wayne starts at Red Feather Dec. 2 for in-house band.  
 Vic Dickenson's new combo enters Billy Berg's Niteray as an alternate with Louis Jorden.  
 Dickenson has just inked with Supreme disks.

## Best British Sheet Sellers

(Week Ending Nov. 6)	London, Nov. 7	Artist
Now is the Hour	1	K. Brown
Serenade	2	Miscell
I'll Make Up For Everything	3	Maurice
Danger Ahead	4	Yale
Rock of My Mill	5	Dash
Apple Blossom Wedding	6	Connelly
First Love, Last Love	7	Dash
My Dream	8	F. D. & H.
I Believe	9	Morris
Swedish In the Streets	10	Connelly
Old Spanish Trail	11	Maurice

### Second 12

Lovely World and You	Cinophonic
Peg O' My Heart	Asherberg
Feudin' and Fightin'	Chappell
My Desire	Feldman
People Will Say	Williamson
Anniversary Song	Connelly
My Love	Feldman
Donal	Leggs
Try Little Tenderness	Connelly
What a Beautiful Morning	Williamson
They Say It's Wonderful	Berlin
Miss Canzone d'Amore	Feldman

## Disk Jockey Rew.

Civic Auditorium. Letter critics get considerable time on the show; he deliberately plugs those who disagree with him. Manning is a socialist. His husband, Irving Manning, is bass viol man and manager. Whiteman, a drummer, led a hot unit for a time.

Paul Whiteman, Jr. band opened at the Cross Roads, Brandenburg, Va. (outside Washington) Sunday night (8), after playing a two-day stand in the Rainbow Room, New York. More new hotel, Albany, Whiteman, Jr. has an new six-piece swing orchestra, with Ed Manning as vocalist. His husband, Irving Manning, is bass viol man and manager. Whiteman, a drummer, led a hot unit for a time.

### Continued from page 48

On his Esquisite Band show for three and a half years now, Norman started on WBXN, Bronx, N. Y., where he was hired in 1940. His other chores here include a jockey show on semi-classic and film scores WABC, KDKA one on WABC and a sweet ballad 'n strings daily afternoon session on KMPC. Hurt.

### THE DON OTIS SHOW

Will Don Otis, 1945, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

### A MUST!!

Columbia's New Album

**C-159**

### If It's True

Mills Bros. (Decca 20541)  
 Johnny Thompson (Mercury 176)  
 Costello (Mercury 176)  
 Art Mooney (A.M. 10092)

### MARY LOU

YOU'RE IN LOVE WITH EVERY-ONE (But the One Who's in Love With You)  
 Johnny Thompson (Mercury 176)

MILLS MUSIC, INC.  
 1617 Broadway, New York 19

### TRULY A STANDARD!

## TRUE

By WALTER G. SAMUELS and LEONARD WHITCUP  
 SANTI-JOY, INC.  
 1617 Broadway, New York 19  
 TOMMY WALANDOR, Gen. Mgr.

**That Certain Party**

It's a Lonesome Old Town

I Never Know

Oh How I Miss You Tonight

That Old Gang of Mine

Yearning

BOURNE, INC.  
 777 Seventh Ave.  
 New York

ARE OMAN SUGGESTS FOR TONY PROGRAM

YOU'RE A SWEETHEART

Music by... JIMMY McHUGH ROBBINS

**FOR RENT BALLROOM and ENTERTAINMENT CENTER**

ESTABLISHED BUSINESS WITH WELL ROUNDED PROGRAM, DANCING, SKATING AND SPORTS PROMOTION—FULLY EQUIPPED—CAPACITY 5500

LOCATED IN DENSELY POPULATED AREA IN CHICAGO

FULL INFORMATION WILL BE SUBMITTED UPON INQUIRY AND SHOWING OF FINANCIAL RESPONSIBILITY

Write box HME VARIETY, 360 N. Michigan Ave. Chicago 111, Ill.

Det. AFM Scales Go Up 15% Put Six-Day Week Into Operation

Detroit, Nov. 11. A 15% increase in pay for musicians and beginning of a six-day week got front-page attention in Detroit Thursday (8), very much to the surprise of musicians and club owners who had taken the change as mostly a routine matter. Anti-Filmis feeling probably contributed to the spread.

The 15% boost keeps Detroit scales based on a centralized system of beatdowns and volume of business—even with sales in New York, Chicago and comparable cities.

Switch to a six-day week, instead of seven, already is in effect in other key cities, was considered in Detroit last year but postponed at the request of cabaret operators who were suffering financially. The new system of beatdowns was forcing them to shut down nearly many nights for lack of beer and liquor.

Some of the 200 affected Detroit places are meeting the change by using small combos, organist, or strutting trio for the seventh day of the week. Some have been closed Sundays anyway, because of Michigan law preventing sale of anything but beer or wine on Sundays.

Big Bowery nitery, with 1,000 seats and Ben Young's large orchestra, will rotate musicians, giving each one night off. Club Casanova, downtown, is hiring a whole new band for one night a week and will have an "amateur night" to get around the difficulty of trying to have a stage show with a string band. Palm Beach Cafe, where Don Pablo's band is a fixture, ran into trouble using a new band with its stage show, and will solve it by shifting Pablo's night off so it won't coincide with opening night for new shows.

Name traveling bands not to be affected, on theory that they get contact prices big enough to compensate for working seven days. Other spots can hire a band for six weeks, work seven days a week, and then pay seven weeks' salary, but so far nobody has.

Can't Keep a Good Tune Down, Gordon Swan Finds

Boston, Nov. 11. When Gordon Swan's program manager, picked out Chopin's Nocturne in D flat as the theme for a late evening record program, it seemed like just another tune to him. After about six months, however, with about 3,000 copies asking where the record could be bought, it began to dawn on him the tune was catching on. His was a transcription, however, not a record.

He took the matter up with RCA-Victor, which hired lyric writers to fit words to the melody. Result was "My Promise to You," recorded by Frankie Green, Broadcast Music has the tune.

From Hollywood!

THE MODERNERS... COLUMBIA RECORDS... Everyone is Waiting to Hear... WHAT ARE YOU DOING NEW YEAR'S EVE

15 Best Sheet Sellers

(Week Ending, Nov. 8)

Table with columns: Title, Writers, Publisher. Includes songs like 'NEAR YOU', 'YOU DO', 'WHEELS OF HAPPINESS', etc.

N.Y. NADJ Chapter Set Up, Offices Opened

New York chapter of the National Assn. of Disk Jockeys incorporated last week and has taken office space with staff of office-workers to handle local affairs. Initial project for the NADJ is for the Big Show of 1948, which N. Y. disk spinners will put on at Metropolitan Opera House for the Damon Runyon Cancer Fund and other charitable enterprises.

Local chapter chairman, in charge of the event assisted by a committee of other jocks including W. C. Handy, Ben Kalman, Beckman & Frankly, local bookers, will produce the show, which will be on at the Danmore Runyon local jocks will plug the shindig on their respective shows.

Kapp in Middle of Suit

Against Leo Reisman

Jack Kapp, Decca Records vice president and defense witness in the current N. Y. supreme court trial of a \$250,000 damage suit brought against Decca and Leo Reisman by Negro performers Avon Long and Helen Brown, was warned by Justice Charles Cochran Monday (10), prior to adjournment of the proceedings, that he will be cited for contempt if he fails to appear at the resumption of the trial on Friday (14).

Reisman, who was subpoenaed and was to have testified last week following the trial last Wednesday (3). Action stems from the alleged unauthorized use of an album of "Foggy and Best" song titles by plaintiffs with Reisman for "test purposes." Long and Miss Dowdy claim that the disks were made solely for an experiment but Reisman went ahead and sold them to Decca in violation of a written agreement. On the other hand, the band leader testified, that when he made the pact in 1942 he was under no obligation to the plaintiffs.

Rather than cleaning up on the album, Reisman declared that he had lost money on the waxings. His testimony was in more or less of a rebuttal to the demands of Long and Miss Dowdy, who insist on an accounting of the profits. Kapp's presence as a witness is sought in order to confirm a statement made to the Decca chief by "Foggy" producer Cheryl Crawford that the two Negro performers had made these test records. Trial before Justice Cochran is being held without a jury.

San Fox Lifts Restriction On 'Brigadoon' Tune

Restrictions have been lifted from the tune, "My Mountain Wedding Day" from the score of "Brigadoon." Due to the fact the melody is the basis of a specialty number at San Fox Music had banned its performance outside the show, which opened in N. Y. eight months ago because it might destroy the value of the show's number.

Bob Lastfogel Promoted

Bob Lastfogel has been upped to the agent in the William Morris agency cafe dept. Lastfogel was formerly assistant to Joe Wolfson of the theatre and cafe dept. He's a nephew of Ab Lastfogel, WM general manager.

Warnow Sues Pub

Los Angeles, Nov. 11. Mark Warnow filed suit for \$25,000 in L. A. superior court against the Nordby Publishing Co. and Mort Singer, its president.

Bandleader charges the publisher used his name to plug a song without his consent.

Dinah Shore in Deal With Beverly Music

Dinah Shore is on the verge of completing an arrangement with Beverly Music whereby the latter will publish songs she might come up with in the future. Beverly will not set up a separate firm for her; it will simply publish on a royalty arrangement. The tunes will remain her rights to the copyrights thus added to Beverly's catalog.

It's a deal similar to that being made more often with music publishers. Buddy Morcia completed one last week with Buddy Clark.

Length of Miss Shore's contract with Beverly, which, incidentally, is partially owned by Dick Haymes, was not determined. Papers probably will be signed next week.

W. C. Handy, famed blues composer who represented the American Society of Composers, Authors and Publishers at the inauguration of Charles Spurgeon Davis as eighth pres of Fisk U. in Nashville last week, marks his 74th birthday Nov. 10 at his Tuckahoe, N. Y., home.

'ROMEO' RECORD ALBUM INTO NEGRO MUSICAL

Harry Bromberg recorded a tabloid musical comedy, libretto by Herb Hendler and music by Larry Clinton, on his Rainbow Records and the response to the "Romeo Loves Juliet" album was such that he plans producing a legit stage version thereof. Only switch will be that it will be with an all-Negro cast. Bromberg is now dictating with a seasoned book writer to put it into shape for the stage. The disk version was recorded by composer-maestro Clinton's band and supporting vocalists.

Music Rack Seeks \$770

Return on Advance Coin

Song Distributors, Inc., which operates a string of music rate racks, is beginning a man-bites-dog action against Stevens Music.

As a rule, when a publisher services a rack with music it awaits final returns before expecting full payment for merchandise. Stevens drew \$770 more in advances several months back than it had coming from SDI, and has not returned its coin.

Stevens is desiccated at the moment. A Broadcast Music affiliate formerly operated by Jack Ostfeld, in partnership with maestro Charles Spivak, it passed into limbo a short while ago due to Ostfeld's illness and his inability to continue in biz alone. He's now on the Coast.

Weems Nixes Jersey Date for Cancelled Wk. In N. Y., So Wb Stews

Ted Weems and the operators of the Strand theatre, New York, would up the former's booking at the house last Thursday (6) on a sour note. Due to a lack of business the Strand closed. Weems' singer Gordon McEae and two vaude turns and the film, "That Stage Girl" after two weeks instead of going the scheduled three. It paid Weems for the final, unplayed week, on one-day, during which Weems recorded for Mercury Records. That's not what started the argument, however.

When the Strand decided not to carry the bill more than two weeks it went to Weems and broached the idea that he play four days at a Warner theatre in Bayonne, N. J., in return for the former's booking salary. House now plays straight pictures only. Weems refused, asserting on the ground that to play the house would hurt his prestige. In order to gather a bill quickly to replace Weems and to open with "Escape Me Never," Strand juddled with General Artists to cancel dates on Frankie Carlis and bring him in a week earlier. Between them, the agency and Strand got Carlie out of four days at the Palace, Toledo, and three days at the Palace, Columbus, on a couple of days' notice.

Martin Prepares Already For Dates Next Summer

Reason Freddy Martin is booked by many theatre managers and bookers as perhaps the most methodically shrewd maestro to play theatre dates in years is apparent in his current theatre plans for next summer. Martin is already selecting the acts he will work into his band unit for dates at that time, and has asked these turns to supply him weeks in advance with their accompaniment music. He intends having his own arrangers' record the background music the acts have had written for themselves to fit his band.

As a rule, acts working with name bands simply hand the latter their background music at rehearsals just before a booking. Many times this music is written for instrumentation whose size is different than the band involved. Hardly ever, if at all does a maestro go to the trouble of paying his own arrangers to reconstruct an act's accompaniment to make either the act or the band itself work better individually and together on a theatre stage.

Thanks to ARTHUR GODFREY for another

SMASH POLKA HIT!

TOO FAT POLKA

(SHE'S TOO FAT FOR ME)

By ROSS MACLEAN and ARTHUR RICHARDSON

a worthy successor to our famous

"BEER BARREL POLKA"

SHAPIRO, BERNSTEIN & CO., Inc.

Music Publishers - DICK VOLTTER, Vice-Pres.

1270 6th Avenue New York, N. Y.

150 Floorshows Cavorting in L. A.

Bistros Better Wartime Peak by 50%

Hollywood, Nov. 11.—Number of nite spots around Greater L. A. offering some sort of entertainment will this year, according to Florine Baid, western chief of American Guild of Variety Artists...

According to AGVA's pulsing-takeover of the situation. The many neighborhood bistros which take on such keep them. Since last summer six San Pedro sites turned over...

According to a quick check by Musicplaces Local 47, there are 256 more than 150 in Greater L. A. Using one or more windammers which checks with the AGVA report...

Union Permits Buckley To Work to Pay Off Agent's \$2,108 Claim

American Guild of Variety Artists has lifted unfair ban on Dick Buckley, vaude and nite performer, permitting him to work...

Hamid Asks Reduction Of Steel Pier, A.C., Taxes

The value of Steel Pier, the resort's biggest amusement spot, has been assessed and assessed and assessed...

Saranac Lake By Happy Benney

Saranac Lake, N. Y., Nov. 11.—Many thanks to Mrs. John and Jeanette Binkley of Lancaster, Pa. for their holiday party...

47 Years in Show Business Stage - Radio - Night Clubs

Now at GOLD KEY CLUB, Wash., D. C. (PROVINCED WAUKREN GAY-RE)

Mpls. Tightens Regulations After Happy Hour Fire

Minneapolis, Nov. 11.—Fire that destroyed the Happy Hour, local nite, and resulted in the death of one woman and injury to others has caused the city...

DRAPER, ADLER SHOW AT N. Y. CITY CENTER

Paul Draper and Lerry Adler who will give a set of comedies at the City Center, N. Y., starting Dec. 21...

Soph's Book Sales Give Charity Another \$3,850

Hollywood, Nov. 11.—Sophie Tucker donated \$3,850 to 16 charitable institutions...

'Ice Follies' To Preem Cee's Million \$ Arena

Toledo, O., Nov. 11.—Toledo's new million-dollar Sports Arena, East Toledo, will make its bow Thursday (13) when 'Holiday on Ice' opens a 10-day stay...

Saranac Lake By Happy Benney

Saranac Lake, N. Y., Nov. 11.—Many thanks to Mrs. John and Jeanette Binkley of Lancaster, Pa. for their holiday party...

Paradise! Special Songs! Bites!

New from our library, one of the finest most comprehensive in Showbiz! Exclusive material our specialty!

Burley Strippers Bumping Hot Combos, Torch Chirpers Off N. Y.'s Swing Set

Xmas Kiddie Show For Grand Central Palace, N.Y.

Frank Lattin, who records a child for lives, will head the talent at the 'Merry Christmas Land' toy show presented by the National Christmas Association...

Atlantic City Collected \$864,484 Via 3% Tax From Tourist Trade

Atlantic City, Nov. 11.—Visitors have paid into the city treasury a total of \$864,484.47 through the resort's luxury tax...

Ice Follies' To Preem Cee's Million \$ Arena

Toledo, O., Nov. 11.—Toledo's new million-dollar Sports Arena, East Toledo, will make its bow Thursday (13) when 'Holiday on Ice' opens a 10-day stay...

Paradise! Special Songs! Bites!

New from our library, one of the finest most comprehensive in Showbiz! Exclusive material our specialty!

New York's 5th street is undergoing more change. Recently combinator of name bands, and later the advent of small jazz combos and hop joints with Lou and Bob...

Within the past month, three combos have eliminated. One combo and have installed striptease. The Necture started the parade of peak with Lou and Bob...

Installation of this form of show-busines has eliminated. One combo in trade. Now that most of the young jazz aficionados are no longer making the boom-salaries of war days, the swing havens have been cut off from a considerable segment of their trade.

They figure there's enough trade for any burley fans to fill the spots. So far, business in these three clubs has improved to some extent, but it's still far from boom-time periods. Some of the operators figure that the new policy has a better chance of still being anything else they can try.

In all cases, the operators point to Chicago, where several regulation acts have been changed to strip policies. In any event, the changeover is bound to make New York a livelier place for the visiting firm.

Kitty Kallen will be a d d e d singer at the Haven, N. Y., along with Myron Colton, starting Sunday (12).

DICK FOSTER Nite-Lite's Newest Loft-Sensation

CURRENTLY APPEARING TOWN CASINO BUFFALO

"Fostered by" SOL TEPPER, RKO Bldg., New York 20

PUBLICITY PROMOTION MAKES A STAR 12 WEEKS FOR \$100

Paradise! Special Songs! Bites! New from our library, one of the finest most comprehensive in Showbiz!

JOHNSON and JOE! COMEDY HORIZONTAL BAR

LOEW'S STATE, NEW YORK

Nov. 18th, Olympia, Miami, Florida

HELD OVER AT THE VOGUE ROOM HOLLANDEN HOTEL, CLEVELAND, OHIO

WESLEY WILLIAMS with CARAVAN "SMOK, SMOK, SMOK!"

WARNER BROTHERS THEATRE

HARRY A. KOMM

A REAL OPPORTUNITY Girl Dancing Wanted for Adagio Dancing - Not Over One Hundred Feet

JACK GORDON FOREBORN HOTEL

47 YEARS IN SHOW BUSINESS STAGE - RADIO - NIGHT CLUBS

HELD OVER AT THE VOGUE ROOM HOLLANDEN HOTEL, CLEVELAND, OHIO

HELD OVER AT THE VOGUE ROOM HOLLANDEN HOTEL, CLEVELAND, OHIO

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# AGVA Dissidents Asking 4A's to Set Convention in N. Y. Instead of Chi

Announcement by Matt Shelvey, national administrator of the American Guild of Variety Artists, that AGVA would hold its convention in Chicago, Jan. 12-16, has resulted in an explosion among board members of the Associated Actors & Artists of America. Several members of the AAAA board have ordered a search into past minutes of AAAA meetings in order to determine if any overall resolution has been passed giving Shelvey the power to call the meeting prior to complete sanction by the AAAA.

Two members of the board declared that there has been no AAAA meeting in recent weeks and, consequently, no permission came from that quarter.

The AAAA board is especially peeved at Shelvey's announcement, especially since certain matters are still to be cleared up. One item pertains to protests on the nominations in 19 cities where the number of delegates to be elected coincides with the number of nominees, while another matter still to be cleared is the site of the confab.

George Heller, AAAA vespee, declared action will be taken on these petitions as soon as they're delivered to the AAAA. It's known that the AGVA Program Committee, a group which has been polling nominees on their stand on projected union policies, is slated to deliver a petition tomorrow (Thursday) to the AAAA asking that the body reverse its stand on Shelvey's decision to hold the meeting in Chicago, and to transfer the confab back to New York.

where the 4A's will be able to assist in formulating policies, and where complete records and information will be readily available. This group also asks that locals in several cities, where less than 200 members are on the books, be given a vote proportion to its membership. Since all locals elect delegates on the basis of one vote, this is asking for more seats that cities having only 100 members, for example, be given only one vote. This is asking for more voting will be done in direct ratio to its enrollments.

It is expected that the AAAA will meet next week to consider all petitions.

## AGVA Lifts Unfair Ban On Johnny Kane After Posting 'Good Faith' Bond

Johnny Kane, niterly columnist for N. Y. Enquirer also doing a disk jockey stint for agent, Sam Lisman, Village Inn, N. Y., was hailed upon the carpet by American Guild of Variety Artists after having previously been declared unfair. According to AGVA, Kane, who holds performer membership in the union, is reputed to have been booking himself and package shows at various amusement parks, Massachusetts, Pennsylvania and Florida have similar laws which prohibit agents from booking anyone able to circumvent one way or another, setting talent deals by phone or through "fees and bonuses" in those areas. It's figured Coast agents will adopt similar methods for booking privileges in their territory.

Agents, however, are not too disturbed over the idea since Miami, Massachusetts, Pennsylvania and Florida have similar laws which prohibit agents from booking anyone able to circumvent one way or another, setting talent deals by phone or through "fees and bonuses" in those areas. It's figured Coast agents will adopt similar methods for booking privileges in their territory.

Arizona law, like the others, is primarily set up to protect agents in their state from being crowded out of business by so-called "alien" outside agents. Locals have beefed that they're losing "fees and bonuses" and should be protected from inroads of outside agents, who pay nothing for booking privileges in their territory.

If outside agents are unable to get around law it would mean that they'd be unable to split up talent with Arizona agents on all talent booked by them into that area.

## Carnival Closing for 2 Wks To Set New Jessel Show

The Carnival, N. Y., will close for two weeks after Saturday (15) for a refurbishing and new production, reported by George J. Jessel, Jessel Production, staged by John Murray Anderson, will be built around top-

Jessel's deal calls for \$7,500 weekly guarantee plus 50% of gross after \$44,000.

## Arizona Law Bars Outside Agents

Arizona, Nov. 11. Arizona has cracked down on alien agents with a new law requiring all agents booking time in that area must be residents of state, obtain a license and post a \$500 bond. New law is figured to affect several Coast agents, who have been charging most of the acts into that territory.

Agents, however, are not too disturbed over the idea since Miami, Massachusetts, Pennsylvania and Florida have similar laws which prohibit agents from booking anyone able to circumvent one way or another, setting talent deals by phone or through "fees and bonuses" in those areas. It's figured Coast agents will adopt similar methods for booking privileges in their territory.

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## SCHINE BUYS CONTROL OF AMBASSADOR H., L.A.

Gloverville, N. Y., Nov. 11. J. Meyer Schine, hotel and theatre operator of Gloverville, has acquired controlling interest in the \$7,000,000 Ambassador Hotel in Los Angeles. The Schine corporation took an interest in the Ambassador several months ago and has been negotiating the hotel. However, it did not have control until recently. Now it owns 70% of the Ambassador company's stock.

## Bob Hope Show Raises 20G for A.C. Cancer Fund

Atlantic City, Nov. 11. A poor public relations system stymied the Bob Hope show here Friday night (7) and sent many of the audience scurrying for the exits long before Hope had completed his appearance on the huge stage of the Warner theatre.

More than 4,000 paid from \$100 to \$1 to see Hope, Jerry Colonna and Vera Vague, who came to give a musical performance for the American County Cancer Fund. As a result of the show, about \$20,000 will be turned over the fund.

Hope's staff went over well for those who could hear it. He took part in all of the courtship system officials and politicians, who have been instrumental in bringing him here, telling of his experiences at the Atlantic City race track where the tips furnished by the resort's players helped Alvin Karpis, along with the usual flush of Bing Crosby's horses, the feed being the only winner.

At the show's end Hope was presented with a citation for the work which read in part:

"Thanks for the memory... from the people of Atlantic County in grateful appreciation of a generous and sincere act."

Mal Allen, sportscaster, acted as emcee.

## N. Y. Copa Not for Sale

Jack Entratter, who with Monte Proser holds a hefty slice of the Copacabana, N. Y., this week denied any negotiations for the sale of the Copa to Frank Palumbo, Philly property operator who runs the Chicago, Palumbo's and 20th Century clubs.

Entratter said the purported deal was a press agent's dream.

# Paris Niteries Strive to Keep Alive; Existentialists Have Own Boites

## Crack Down on Salt Lake Niterly for Booze Sales

Salt Lake City, Nov. 11. Horace Henderson's Dixieland, a niterly just out of town, was raided by inspectors of the Utah State Control Commission last week, who closed the spot, charging violation of the liquor prohibition law. The sale of liquor by anyone but state stores.

Henderson, who leads the band as well as being the operator of Dixieland, was released in \$500 bail, as were two members of the band, and a waiter. About 100 patrons were on hand when the raid was pulled, and R. S. Harris, chief enforcement officer for the commission stated he confiscated two pints and a fifth of whiskey.

## 'Laughtime Jubilee' Wins USO-CS Tenure in Tokyo; Talent Head Back to U.S.

Tokyo, Oct. 31. USO-Camp Shows personnel took their final bows in Korea today (31) with the showing of "Laughtime Jubilee" at the USAFIK theatre in Seoul. All USO operations throughout the world will cease Dec. 28.

American occupation troops had been in Korea scarcely a month when the first USO troupe arrived, and, since then, the various entertainers have played to an estimated 1,500,000 military and civilian workers. First celebrity unit to hit Korea was the Danny Kaye-Leo Durocher show, which arrived Oct. 9, 1945.

Maj. D. S. Anderson, USAFIK theatre officer, has compiled records showing that the 105 troupe which played Korea had an average cast of 15 and presented 3,656 performances during the two year period. Smallest of the 105 units was Donya Goutman, sketch artist, who had 80 shows at station and general hospitals. Largest was "Gingham Girl," with a cast of 31. It played 42 shows in 31 days. Most performances were given by "Concert Favorites," which went on 77 times in 72 days over 27,000 troops.

Helped by Lt. Gen. John R. Hodge, USAFIK commander, shows played isolated as well as concentrated areas, ranging from border parties at the explosive 38th parallel to the busy port city of Pusan. Missed shows because of delayed baggage and inadequate transportation were held to a minimum.

USO windup in Japan is slated for Dec. 15 at the Ernie Pyle theatre in Tokyo.

## Youngman's Coast Date

Hollywood, Nov. 11. Henry Youngman is set to open at Slapstick-Maxie's here Thursday (13). It's his first Coast appearance in three years, but engagement having been at the Florentine Gardens during the time he was "A Wave, A Wave and a Marriage" film for Monogram.

Paris, Nov. 4. Despite poor economic conditions, Paris boites are doing their best to keep night life going. Laurel and Hardy are at the Lido. At the Club Champs Elysees, where Bernard Hilla has resumed on his return from Barcelona, the Nicholas brothers are on, to be followed by Lena Horne, whose first appearance in Europe is getting considerable publicity.

American acts are much in demand, the main difficulty being that of exchange control permit to remit part of the salary home in dollars. The exchange problem works the other way for local talent, anxious to obtain foreign bookings to cash in on the appreciated currencies. An instance is Yolanda, torchbearer, who is leaving for Argentina.

Tabou, existentialist boite on the left bank Rue Dauphine, has resumed activity after a long shut-out. Another and newer boite somewhat on the same line has recently opened on the left bank, close to the Sorbonne. This is Le Lorientais, where the operator makes sure of a profit by charging an admission.

Lorientais has now nearly superseded Tabou, with the atmosphere supplied by Claude Luter who plays in the underground hole built in the ancient catacombs, music of the Louisiana plantation type. Noted members of the existentialist group can frequently be seen there, such as Jacques Becker, Paul Eluard, Boris Vian, and the existentialist Jean-Paul Sartre with his sidekick, Simone de Beauvoir.

# FLORENCE WHITE

The Risque Frisky  
20th Week Marmalad Room  
Park Hotel Central Hotel, New York  
JANE DOUGLAS at the Piano

# JACK PARKER

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"One of the best interpreters of Indian songs and ballads ever to hit the theatre."  
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"Hefez of the Instrument"  
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**DeLAGE and SHIRLEY**  
America's Fastest Magic Act  
OPENING  
**LOEW'S STATE**  
New York  
Thursday, Nov. 13th  
Per. Management  
Paul Parvill and Phil Fran

Night Club Reviews

Village Vanguard, N. Y.
Jane Duto, Bertha "Chippie" Hill,
Mabel Bryant, Max Kaminsky Trio,
Don Frye, 35 minimum.

Femme performers dominate the new offering at Village Vanguard and demonstrate they can carry a show with their own talents...

Miss Duto, who debuted at this cellar three years ago, has changed hardly a note since she first was being dished out at various nighteries throughout the country...

Max Hill, matriarch, bespectacled colored girl whose Granddaddy brought her in 19 years retirement, is much more subdued than when she opened here in the last show...

COMEDY PATER

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"The Show Biz Got File"
Nos. 1 & 2 \$1.50
Nos. 3 & 4 \$1.00

10 PARODIES for \$5.00

"How to Be an Emcee"
\$3.00 including 2 G.P. Files

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254 W. 46th St., New York, N. Y.

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Net. over 30 years; large facilities;
best quality, public relations;
over 200 employees;
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MIRIAM SEABOLD

Currently BROWN HOTEL, LOUISVILLE, KY.

Nov. 17-20, Mary-Go-Round in Youngstown, Ohio

LAUGHING STOCK!

Something New in Comedy Material

For M.C.'s, Aids, and Disc Jockeys

100 Broadway, New York 18, N. Y.

SALE

100 Broadway, New York 18, N. Y.

school performers with whom she started and the number of returns to her drawing most of the returns to her...

College Inn, Chi (HOTEL SHERMAN)

Chicago, Nov. 7. Jack Owens, Gene Wilbur, Pat Hunter, Eddie Hubbard, Carl Marx, Joe Melis Orch; \$2-\$3.50 minimum.

"Thrice weekly radio's 'Breakfast Club' Jack Owens takes a hand Mike and grows through the studio audience for face-to-face, not just check-to-check, serenades of spot...

Jack Owens, Gene Wilbur, Pat Hunter, Eddie Hubbard, Carl Marx, Joe Melis Orch; \$2-\$3.50 minimum.

in straight vocals at the microphone, seems to have a firm aim for rapid digging of "Comman."

Jack Dick Eddie Hubbard does a neat job as m.c. Carl Marx, a College Inn act, continues to make club patrons are not so dew-eyed as broadcast guests.

Club Charles, Balto. Baltimore, Nov. 7. Peter Lind Hayes, Mary Healy, The Three Musketeers, Gene Wilbur, (6), Norman Brooks Orch (9), Bill Stoope Four; \$1.50-\$3.50 min.

Town's lone dinner club has been hitting consistent pace with top-notch mounting in proportion to strength of available marquee names...

At the peak of his talent, Hayes has everything, plenty of presence, clean-cut appearance, original material and an inherent sense of timing...

Rest of spot includes The Cersonyans, a vocal quartet, a duo featuring good lites, and a line of six best-working females who open and close decoratively.

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LAUGHING STOCK! Something New in Comedy Material For M.C.'s, Aids, and Disc Jockeys

Clover Club, Miami

Miami, Nov. 6. Gracie Barrie, Gene Bony, Lita & Gene Romano, Arturo Novis, Carl Davis (8), Tony Lopez Orch; minimum \$2.50.

Gracie Barrie is the topper in the list of stars at this year-round spot and a solid draw.

Widely adopting almost all new routines and keeping the better satiric sequences which established her as a star...

Gene Bony, in the comedy slot, finds it hard to keep the chuckles rolling. Blending in of current ballads, handed in nicely staged fashion add balance to the session.

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Bob Hope Tops Names

At Philly Charity Show Philadelphia, Nov. 11. "Community Chest" affair at Convention Hall here last week was topped by names shown headed by Bob Hope, on his way to England for a "Command Performance."

The keys to success of the Bob Hope's Peppercorn show, also showed. Appearing, too, were Heryl Davis, Fred Wagoner and Camel show singer Buddy Clark, Columbia Records and Carleton program producer; the dance troupe of Ben, William, and Camille; m. c.'s; Charlie Barrie's orchestra, which was supplied by the Keys...

Close to \$2,000,000 is said to have been pledged the "Chest" Meeting of local music names at the Clive today (Tuesday) will try to develop new plans for extra coin.

Palmer's U.S. Vaudeurs Gaston Palmer, vet British juggler who played American vaudeville for years ago, is slated to make his U. S. tour next year.

Illness Cancels Blackstone St. Louis, Nov. 11. Blackstone, magician, cancelled tonight at his theatre, here in St. Louis, due to illness.

Met's 2-For-1 Continued from page 2. think next, and good old chinchilla well represented too.

John Chapman, N. Y. Daily News' acid drama aide-sitter, showed up in tophat, white tie and tails, and bandleader Meyer Davis' impressive diamond suit.

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BURLESQUE UNIT SET FOR GREENWICH VILLAGE INN

Greenwich Village Inn, N. Y., which has been experimenting with divers policies since reopening some weeks ago, closed this week and will reopen Nov. 23 with a burlesque package booked in by Eddie Kaplan...

Roy Rogers' Rodeo Winds Tour With \$1,050,000

Roy Rogers' Hollywood, Nov. 11. Rodeo, which wound its tour in Chicago Oct. 28, pulled total gross of \$1,050,000 in its last week, and \$300,000 current tour included 10 days in Detroit which wasn't on 1946 schedule.

Other dates included Philadelphia, nine days; St. Louis, 10 days; Chicago, 18 days.

Gloria Van and her Vanguards signed to Universal records, Chit Siskery. CBS vocal group is cutting first four songs this week.

AMAZING! NEW! PORTABLE PUBLIC ADDRESS SYSTEM. Nothing to Plug In! Nothing to Connect! Just Plug in the Mikes!

NO WIRES TO CONNECT! Most practically every one with this powerful, fully portable, battery operated Public Address System. Excellent sound amplification. Unit weighs only 12 pounds. Can be used anywhere—wedding, parties, etc.

Sales Meeting! The Silticon Co., Dept. H, 100 Broadway, New York 18, N. Y.

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New Acts

Unit Review

Variety Bills

MADDY BRYANT
Foxy Singer
15 Min.
Newest of the school-folgers...

trumpeter for years, has played
Rat Sutton, a former member of
the Jack Teagarden band and drum-

Ice Cycles of 1947
Kansas City, Mo. 1.
Second edition of the variety and Ice
Attractions, Inc., produced by Eddie

Week of November 12
Numerals in connection with bills below indicate opening day of show
whether full or split week

JOHNSON & OWEN
Acrobatics
9 Min.
Johnson and Owen, obviously,

Some of their leaps from bar to
bar get out of the audience's

"Ice Cycles" is an eye-dazzling pro-
duction consisting of skaters in

NEW YORK CITY
Capitol (R) 12
New York City
Beverly Hills (R) 12

MAX KAMINSKY TRIO
Instrumentals
15 Min.
Max Vandenberg, N. Y.
This is probably one of the few

Johnson & Owen are the type of
act that can fit in any auditor as

NEWCOMERS to the show this year
are Ann Robinson and Elda Carter.

BOSTON
New Boston (R) 14
Boston
New Boston (R) 14

Comnies

Continued from page 2
already been felt at the boxoffice, it's
difficult to see how the

according to Langner. Chief among
these, he declared, is to concentrate

Specialties woven around the pro-
ductions include Rina Lerner

WALTER NILSSON
THIS WEEK
PARAMOUNT, San Francisco
Per. Mgt. EDDIE SMITH AGENCY
New York

Guid Milestone

Continued from page 1
the present high cost of tele-
receiving sets indicates they're mostly

H'wood Stars

Continued from page 2
for other stars in both England and
the U. S. side Dept. refuses to kick

Allied Stars

Continued from page 4
playing 20th product. Included in
Allied territory are a number of

CHICAGO

Blackhawk
Sherman Hayes (R)
Mick Moran
Chas. Pearce

Cent on Acting
Guild has many interesting, which
4 wants to experiment with on tele-

AMERICAN PICTURES
Allied also tied the Hollywood
triumph into the picture

NEW YORK CITY
Regulate
Amelia Lane
Billie Ewald

Music Hall, N. Y.

Richard Leiber alternating with Harry Campbell and Betty Miller as organ; Alexander Smilians comes down the stairs... (transcribing with Julius Sidoroff, Antonio Coppola)... Franz Lehar score, settings by Franz Lehar... Billy Livingston, Marco Mendonza, Eucaleno... (transcribing with Julius Sidoroff, Antonio Coppola)...

As the showplace of the nation Gus Kysella's super-drama has supersaturated to maintain and it's to the credit of all concerned that on an average of 12 times a week a bullish calibre of theatricals is maintained... The show is an ultra showmanship manifesto... (transcribing with Julius Sidoroff, Antonio Coppola)...

Apollo, N. Y.

Buddy Johnson Orch (14) with Arthur Pryor, Ellis Johnson, Monroe Grant, Eddie Brown, George W. Mobley, Anna Estrella, George Williams and George Whitson; "City of Dreams" (10)...

Buddy Johnson, pianist-composer fronting his own combo on repeat date, tops the current scene... (transcribing with Julius Sidoroff, Antonio Coppola)...

Olympia, Miami

Herb Shriner, Miami, Nov. 7. Kennedy, Candy Stevens, The Rhythmies, Les Brothers "Bachelors and The Bobby Soxer" (RKCO)...

Harding of some fairly frothy stuff into the newly cracked-open routines gets giggles that build into a mad, mad, mad, mad, mad, mad mouth open like solidly impressed, to make for healthy response at the... (transcribing with Julius Sidoroff, Antonio Coppola)...

Capital, Wash.

The Flores (5), Johnny Morgan & De Castro Sisters (8), Johnny Morgan, "Nightmare Alley" (10th)...

Capitol stage gets back into the Big Show on Tuesday, Nov. 11, with a top-drawer set-up of four slick acts... (transcribing with Julius Sidoroff, Antonio Coppola)...

RKO, Boston

Larry Green Band, having built up a reputation as the most reliable of the city's bands... (transcribing with Julius Sidoroff, Antonio Coppola)...

Circle, Indianapolis

Stuart Foster Orch, with Ziggy Emmet, Tommy Dorsey, Charlie Shavers, Lucy Ann and Gordon Peck; Pro Backbeaters, Emerald Sisters; "High Tide" (Alton)...

This is Dorsey brothers week in Indianapolis... (transcribing with Julius Sidoroff, Antonio Coppola)...

Strand, N. Y.

Frankie Carle Orch (16) with Glenn & Joyce, Leonard Stevens, Olga & Lou, Jack Leonard, George Carle and the "W.D." reviewed in VARIETY, Nov. 5.

Current show is well-rounded, nicely-paced layout that maintains the audience's interest... (transcribing with Julius Sidoroff, Antonio Coppola)...

Hippodrome, Balto.

Billy Wells & Four Fogs, J. L. Lewis, Al Gordon Dops, Jo Lombardi House Orch (12); "Spirit of West Point" (10th)...

Central, Chi

Dorothy Shay, Frances Craig & Bob Brown, and Ronny... (transcribing with Julius Sidoroff, Antonio Coppola)...

State, N. Y.

Mary Ray & Naldi, Vagabonds (4), "The Big Show" (10th), Virginia Austin, Johnson & Owen; reviewed in VARIETY, July 23, '47.

Tax Impasse

Present bill is a continuation of... (transcribing with Julius Sidoroff, Antonio Coppola)...

Curney, who does well, despite a slow start with his impressions... (transcribing with Julius Sidoroff, Antonio Coppola)...

London Variety Show

Attended by Royalty, Raises 40G for Fund... (transcribing with Julius Sidoroff, Antonio Coppola)...

Hippodrome, Balto.

Billy Wells & Four Fogs, J. L. Lewis, Al Gordon Dops, Jo Lombardi House Orch (12); "Spirit of West Point" (10th)...

Central, Chi

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# 95% Behind Last Season On Jobs, 55 P.A.'s, Managers Out

Reflecting the low volume of legitimate production, there is an unusual number of agents and managers without jobs. List of ahead-and-behind managers available by the Assn. of Theatrical Agents and Managers indicates the union membership is approximately 85% behind last season in employment. Up to this week 55 press agents have abandoned jobs. Only 110 jobs are company managers.

Although there are plenty of company managers to take more have joined the union lately, as permitted by the basic agreement's new "broad" clause with the League of New York Theaters. New members were admitted to ATAM at the rate of one per cent of the membership with the okay of the League and the union's board, after a lapse of the ATAM's provision for a one-year probation; no experience is required under the clause.

Five company managers are permitted to join ATAM annually, so the quota for such memberships leaves only one more to be admitted this season. Producing managers whose candidates joined in Theatrical Labor Relations Board, Leventhal, the Shuberts and Theatrical, Inc. There is no new blood now in the supply of press agents, latter group in ATAM having an apprenticeship system, emphasizing being reviewed by press agents, latter group in ATAM having an apprenticeship system, emphasizing being reviewed by press agents, latter group in ATAM having an apprenticeship system, emphasizing being reviewed by press agents.

Equity has Explanation Why It's Beyond Sphere of Tait-Hartley Law Equity's contention that it is not encompassed by the Tait-Hartley law is given a novel explanation by the actors' association. It considered theory not agreed to by all hands, is that its members enter into individual contracts for their services that are not controlled by a totally different from manufacturers, which federal laws are considered non-essential to the industry. That actors often go from one state to another does not interfere with the actors' association, which is argued, because such movements are not accompanied with the shipment of goods or materials.

## NEDERLANDER SETTLES DETROIT UNION ROW

Latest differences between David J. Nederlander, owner of the Lafayette, Detroit, and the agents and managers union were settled last week when he agreed to resign as union house manager. Nederlander stepped at putting on a man when his son Johnny walked in after an argument and took a job in Toledo. Result was that the management of "All Stars" at Divided by the union as a house manager during its three-week stay at the Lafayette to forestall a threatened picketing of the theatre.

## Stage Managers Assn. Elects Bill Ross Proxy

The newly-formed Stage Managers Assn. composed of 15 members, elected Bill Ross as president at a meeting Monday (10) at 10:30 p.m. at the Hotel Elbra, vicepres: Esther Snowden, recording secretary: William Hammarstrom, secretary: William Hammarstrom, Norman Miller, treasurer.

Those named to serve three years on the council are Eddie Olmstead and Chet O'Brien; two-year council members are Hugh Rickey and Moe Haack, while Frank Colletti and Barbara Adams will serve one year.

Group was originally criticized as forming a union, but charges had been dropped when organizers stated that it was formed purely for educational purposes.

John Golden, the producer, will be the first lecturer for the group when he discusses on the relation of the stage manager to the producer, Dec. 5.

## Jelin Forced To Vacate Belasco

Belasco Theatre Corp. has obtained possession of the Belasco Theatre, former leasee, Max J. Jelin, after three years of squabbling between the two parties. Jelin, who had a picture option, latter still has an appeal pending from an eviction order, but he failed to post a \$100,000 bond, which was required, and the owners finally took over. The lease expired Sept. 30. Tenants who had offices in the building were evicted and the furniture of one who was obsolete was sold to the public by Monday (10) by a marshal.

Owners will refurbish the theatre and will correct building code violations which Jelin failed to do and which may result in further litigation. Arguments for the continuance of "Burlesque" have been made, revival now approaching the \$2-week mark at the Belasco. Leonard Sang, who was under salary for more than a month, became the managing director of the theatre, and Thomas Brotherton took over as treasurer.

House had a supposed to have a lease on the International at Columbus Circle.

## MULL POSSIBILITIES OF 'ICEMAN' TOURING

Possibilities of The Iceman Comedy' reaching the boards again in New York has been a matter of problems must be solved before that could be accomplished. Chances are that the touring of "Ice Man" will not be revived until next season.

It's contended that "Ice Man" would be a smash hit in Sweden, but the play were revised to normal length, but the author has been adamant against the idea. O'Brien, owner of the Theatre Guild decided not to send the play to the road this fall as he had the "Moon for the Misbegotten" during tryouts last spring.

"Ice Man" has been translated into a number of foreign languages, including Italian, French, Spanish, and Chinese. It would be a comparatively short performance. It will be presented at the Metropolitan Opera as the first foreign presentation of "Ice Man." Several shows in South American countries have ordered translations for a few weeks for such work, but it's understood that no guarantee of production has been made. Other Scandinavian showings. Not unlikely that the performance of "Ice Man" will be cut without regard to the author's wishes.

## Teacher's Pet Managers' League Backs Suits

Chi reviews of the touring "Annie Get Your Gun," starring Mary Martin, were all ravens. When the star read some of the reviews to the president of the six-year-old daughter, Heller Hantiday, who is also in the cast, she exclaimed: "It's not so swell, money, that we got such wonderful grades?"

## Mrs.'s Board Due to Decide Press-List Snag

Although showmen of the League of New York Theaters were to attend a special meeting last Thursday (10) to consider a sharp revision of the number of overnight press tickets, not enough members to constitute a quorum were present. There is no League rule, but producers discussed the issue, however, and it was decided to put the matter before the board of directors. The showmen queried on the situation appeared to be in agreement that a further list has become unwieldy.

Whether all hands will agree on a premiere list is uncertain; some managers being opposed to reactions with the press, which takes them to the promoters to some extent. Understood one suggestion was to cut the first-night list approximately 50%, but it is questionable whether a majority of producers will agree to such a radical slicing. There is no League rule of bylaw whereby members can be forced to adhere to fixed press lists, but they will be asked to sign a stipulation to that effect anyway.

Some legit offices have been negotiating the press list, especially the Shuberts, they are among leaders of present move, and some other managers are in agreement to have the press list reduced. However, the Shuberts have been denied their right to dictate on this matter, insisting upon the "offended" list being cut.

Some producers have refused to become involved in arguments with the press pursued by the Shuberts haven't been backward in telling their side. Under the new plan, which resulted from a Shubert situation in which they barred a new man, no person with a name can be prohibited from a theatre as long as he has a ticket.

Press list abuses have cropped up, either at the instance of managers or agents, who are those whom are said to be partial for personal reasons or otherwise. Some showmen, however, say that first-night tickets are not used by those to whom they are issued, and they contend that those tickets should be returned for distribution at the managers' discretion. Such a return should be hence not blamed on the issuance of half a dozen or more pairs to each of said sales.

## MOSS HART NEW PREZ. OF DRAMATISTS GUILD

Moss Hart was elected president of the Guild of American Playwrights membership meeting Monday (10) in New York. He succeeds Richard Rodgers. Vicepres: S. Kazan, Robert G. Weisberg, and Herbert Kubie secretary.

Elected to serve on the Guild council are 1950 were Edward Glavin, Oscar Hammerstein, 2d, Hart, George S. Kaufman, Day Kopp, Howard Lindsay, Rodgers, Arthur Schwartz and Victor Wolfson.

Representatives on the Authors League council until 1949 were Maxwell Anderson, Russell Crouse, Dale Bunton, Othello Barr, Lillian Hellman, Lindsey, Paul Osborn, Elmer Rice, Rodgers, Kurt Wolf, Wolfson and Stanley Young.

## RUTH DRAPER IN LONDON

Opening at the Criterion on November 11, Dr. Draper scored in a program of her customary variety.

## Managers' League Backs Suits In Tussle With Musicians Union

### Coast Pair Lease 'Mary' for Touring

Los Angeles, Nov. 11. Pulling a switch on the usual procedure, Jack Present and Harry Vevin, lessees of the Belasco, Los Angeles legit house, have also leased a show with it. Play is "Mary Had a Little," which they've rented instead from producer Al Rosen and his backers for 5% of the gross take and 10% of the profits.

"Mary," although it's never hit New York, had a successful road tour of almost a year last season with Edmund Lowe and Mary Brian in the leads. Boosted that it out of production, however, when Lew left the cast. Present and Vevin have been given the number of tickets on the road again when it finishes its Belasco run under the same terms.

Show opened at the Belasco Sunday (9) night, with John Hubbard, Claire Carlton, Fred Sherman and Gerald Arthur Smith in the top roles.

### Hurok To Sign Troupe

In a surprise move believed dictated by his need for a ballet company, impresario Sol Hurok is planning to Paris within a week. He'll look over the new Grand Ballet de Monte Carlo, formed last spring by the late manager of Cava and the Ballet des Champs Elysees, in addition to visiting London to gander the Sadler Theatre looking for only four weeks, so that Hurok must present something there for the additional three weeks.

His trip abroad is also tied in with the city of New York's jubilee celebration next season, which includes the Met Opera House, which includes the Met Opera House, which includes the Met Opera House.

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Show opened at the Belasco Sunday (9) night, with John Hubbard, Claire Carlton, Fred Sherman and Gerald Arthur Smith in the top roles.

### Hurok To Sign Troupe

In a surprise move believed dictated by his need for a ballet company, impresario Sol Hurok is planning to Paris within a week. He'll look over the new Grand Ballet de Monte Carlo, formed last spring by the late manager of Cava and the Ballet des Champs Elysees, in addition to visiting London to gander the Sadler Theatre looking for only four weeks, so that Hurok must present something there for the additional three weeks.

His trip abroad is also tied in with the city of New York's jubilee celebration next season, which includes the Met Opera House, which includes the Met Opera House, which includes the Met Opera House.

### MOSS HART NEW PREZ. OF DRAMATISTS GUILD

Moss Hart was elected president of the Guild of American Playwrights membership meeting Monday (10) in New York. He succeeds Richard Rodgers. Vicepres: S. Kazan, Robert G. Weisberg, and Herbert Kubie secretary.

Elected to serve on the Guild council are 1950 were Edward Glavin, Oscar Hammerstein, 2d, Hart, George S. Kaufman, Day Kopp, Howard Lindsay, Rodgers, Arthur Schwartz and Victor Wolfson.



'Annie a Record \$48,500, Chicago; Lunts SRO \$27,000, 'Soldier' \$23,000

Chicago, Nov. 11.—A half season picked up with a bang last week with top grosses in practically every house. ... 'Annie Get Your Gun' which has been the heaviest in many years ... 'Annie Get Your Gun' which has been the heaviest in many years ... 'Annie Get Your Gun' which has been the heaviest in many years ...

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LARINE-PECK \$20,000, 'MISTER' 21G IN FRISCO

San Francisco, Nov. 11.—'Angel Street' with Laraine Day and Gregory Peck, chalked up a good week's gross of \$21,000 at the 1,500-seat Geary. Previous week took fair \$23,000. ... 'The Climas,' with Guy Bates, opened at the 1,770-seat Curran, ... 'The Merry Widow' at the Opera House, Monday (17). ... 'The Merry Widow' at the Opera House, Monday (17). ... 'The Merry Widow' at the Opera House, Monday (17). ...

'Streeter' 19 1/2C, 'Eden' NG \$4,000, Boston Openers

Boston, Nov. 11.—Two openers last week, both showing promise. 'Streeter' (19 1/2C) ... 'Eden' (NG \$4,000) ... 'Boston Openers' ... 'Streeter' (19 1/2C) ... 'Eden' (NG \$4,000) ... 'Boston Openers' ... 'Streeter' (19 1/2C) ... 'Eden' (NG \$4,000) ... 'Boston Openers' ...

'Weakness' \$6,500, Denver

Denver, Nov. 11.—'The Fatal Weakness,' with Ina Claire, did a fair \$6,500 at the 3,700-seat city auditorium. ... 'Played two nights and a matinee at a \$3.00 top. ... 'The Fatal Weakness,' with Ina Claire, did a fair \$6,500 at the 3,700-seat city auditorium. ... 'Played two nights and a matinee at a \$3.00 top. ... 'The Fatal Weakness,' with Ina Claire, did a fair \$6,500 at the 3,700-seat city auditorium. ...

Current Road Shows

(Period covering Nov. 10-22) ... 'The Fatal Weakness,' with Ina Claire, did a fair \$6,500 at the 3,700-seat city auditorium. ... 'Played two nights and a matinee at a \$3.00 top. ... 'The Fatal Weakness,' with Ina Claire, did a fair \$6,500 at the 3,700-seat city auditorium. ... 'Played two nights and a matinee at a \$3.00 top. ... 'The Fatal Weakness,' with Ina Claire, did a fair \$6,500 at the 3,700-seat city auditorium. ...

Broadway Chimps; Honeymoon Quits, Love Far, 'Fraser,' Time, Spotty; 'Winslow Boy' 17C, 'Inspector' 13 1/2C

Broadway biz was somewhat better last week though all four new shows didn't average, especially prominent. ... 'The Winslow Boy' (17C) ... 'Inspector' (13 1/2C) ... 'Broadway biz was somewhat better last week though all four new shows didn't average, especially prominent. ... 'The Winslow Boy' (17C) ... 'Inspector' (13 1/2C) ... 'Broadway biz was somewhat better last week though all four new shows didn't average, especially prominent. ...

Thumbed down by critics and first nighters, and stay doubtful after subscription period of around three weeks. ... 'The Winslow Boy' (17C) ... 'Inspector' (13 1/2C) ... 'Thumbed down by critics and first nighters, and stay doubtful after subscription period of around three weeks. ... 'The Winslow Boy' (17C) ... 'Inspector' (13 1/2C) ... 'Thumbed down by critics and first nighters, and stay doubtful after subscription period of around three weeks. ...

Estimates for Last Week

Key: C (Comedy), D (Drama), CD (Comedy-Drama), R (Revue), M (Musical), O (Opera), P (Pantomime), S (Society), T (Tragedy), W (Western), X (X-rated), Y (Y-rated), Z (Z-rated). ... 'The Winslow Boy' (17C) ... 'Inspector' (13 1/2C) ... 'Estimates for Last Week' ... 'The Winslow Boy' (17C) ... 'Inspector' (13 1/2C) ... 'Estimates for Last Week' ...

ADDED ATTRACTION

'Playhouse (968; 8480)' Another Broadway house, ... 'Playhouse (968; 8480)' Another Broadway house, ... 'Playhouse (968; 8480)' Another Broadway house, ... 'Playhouse (968; 8480)' Another Broadway house, ... 'Playhouse (968; 8480)' Another Broadway house, ...

CHEVALIER WOVES BRASS; \$13,500 FOR WASH. W.C.

Washington, Nov. 11.—Estimates for last week. ... 'Chevalier Woves Brass' ... '\$13,500 for Wash. W.C.' ... 'Chevalier Woves Brass' ... '\$13,500 for Wash. W.C.' ... 'Chevalier Woves Brass' ... '\$13,500 for Wash. W.C.' ...

Rain Dampens 'Carousal' But Strong '20G in St. L.

St. Louis, Nov. 11.—'Carousal' ... '20G in St. L.' ... 'Rain Dampens 'Carousal' But Strong '20G in St. L.' ... 'Carousal' ... '20G in St. L.' ... 'Rain Dampens 'Carousal' But Strong '20G in St. L.' ...

Clark 22C, Phila.; 'Medium' OK 19C

Philadelphia, Nov. 11.—'Medium' ... 'Clark 22C, Phila.' ... 'Medium' OK 19C ... 'Medium' ... 'Clark 22C, Phila.' ... 'Medium' OK 19C ... 'Medium' ... 'Clark 22C, Phila.' ... 'Medium' OK 19C ...

Plays Out of Town

Tonight at 8:30
Princess of the East
Hummer Curran (in association with Lew...

WAYS AND MEANS
(A Light Comedy in Three Scenes)
Cartwright... Graham Flynn...

Gertrude Lawrence steps nimbly into the role of Stella Cartwright...

Cartwright... Graham Flynn...
The plot, played against the simple...

The problem is solved in the final scene...
William Roerick... Billie Holiday...

All in all, "Ways and Means" shapes up with plenty of freshness...

FAMILY ALBUM
(A Victorian Comedy With Music)
Janet Featherby... Graham Flynn...

This is a thoroughly delightful and charming piece that brought a round...

SAUEL FRENCH
SINCE 1850
Play, Brokers and
Authors' Representatives

CLEVER COMPOSER
scores of more effective film and radio scores...

history to be sympathetically viewed...
The attitude of the 1850s during the flowering...

As the playlet develops, sister Lavina, aided by several drinks of wine...

"Ways and Means," both in dialog and tempo. However, like "Ways and Means"...

RED PEPPERS
(An Interludic With Music)
Lily... Graham Flynn...
First of all a bow to Jenkins for his backdrop...

Now, Howard, who as the haughty girl...
Billie Holiday... Billie Holiday...

Eastward in Eden
Nancy Stern production of drama in three acts...

A distinguished, even beautiful play "Eastward in Eden" seems set for favorable notices...

Manina
Vienna, Oct. 30.
Pritz Imhof production of comedy...

Adel's and Lix construct an action-till plot about a Countess who...

ing interpretation as a stultified son of the snug father...

For Love or Money
Have a comedy (as seen by F. Hugh Herbert in three acts...

Although it is written by F. Hugh Herbert, whose "Kiss and Tell" was a success...

Deliver My Darling
Dovey Productions (in association with...

An unhappy, pointless melodrama that seems as if it is going to prove a moral or theory...

An old woman, owner of a village general store...
Billie Holiday... Billie Holiday...

The First Mrs. Fraser
Have a comedy (as seen by F. Hugh Herbert in three acts...

"The First Mrs. Fraser," 1928-30 holds up fairly well on its own...

Greeks Gratitude
Continued from page 1
Government will shortly approve continuing...

FOR SALE
REASONABLE LIVING ROOM FENTON...
EXCELLENT CONDITION. BOX 10, YORK 15, W. 46TH ST., N. Y. 14.

Plays on Broadway

ing interpretation as a stultified son of the snug father...
Richard's is sharply drawn as his sympathetic brother...

Hoboes in Heaven
Have a three-act comedy (as seen by F. Hugh Herbert in three acts...

It would have been better had the Blacklists left "Hoboes in Heaven"...

Merry-makers are gathered at a cafe in Flinders on Christmas Eve...

Besides his transparent situations and his sentimental plot...

The First Mrs. Fraser
Have a comedy (as seen by F. Hugh Herbert in three acts...

"The First Mrs. Fraser," 1928-30 holds up fairly well on its own...

Greeks Gratitude
Continued from page 1
Government will shortly approve continuing...

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Literati

H. Allen Smith's New Clerk

There's nothing "lo" or "low" about H. Allen Smith's high type of humor...

As a former Egyptian (Gil, that is, not Nile), there's nothing aphoristic about his cockeyed traveling with more than a grain or two of honesty...

Henry Ehrlich, M. E. of Loek Mag Henry Ehrlich, story-producer and writer on the Look Magazine since 1946...

Chl Dallas Pettion NLRB The Chicago Newspaper Publishers Assn, which represents the six local affiliates...

'Saxon Charm' So-So Frederick Wakeman's "The Saxon Charm" (lineback; \$2.75) is no "charm"...

Authors Guild's 1% Tax Regular assessment of 1% on the net earnings...

Chl Theatre Yearbook Chicago is getting its own edition of a theatrical yearbook next month...

EXCHANGE Small, attractively furnished New York, apt., near Radio City, for a house or apt. Hollywood-Beverly 10-6414...

assessment would be on the basis of income reports submitted by the members themselves.

Further, accompanying the ballots sent to the membership explains that the Guild has for several years been accumulating a deficit of about \$21,000 and expenses (including share of the Authors League Guild, which has been paying the \$9,000 annual deficit, will no longer be met...

Both the Dramatists Guild and the Writers Guild had the same set of dues and assessments for several years.

Arch Oboler's RH Book Arch Oboler, currently working on a new novel in Cornell, Calif., will leave for Africa after the first of the year on a hunting expedition.

Race Relations 'Works' "It Works," a picture-dramatic book about successful race relations books, is being compiled by Alexander Alland...

Collaborators Will Include anti-Communism, Communism, the theatre, films and radio, which have developed greatly in the last few years.

Musical Masterworks Book "The Columbia Book of Musical Masterworks" (Allen Towne & Co., Inc.) is a musical reference library for concertgoers, recorders and radio listeners.

Jones' 20th-Fox Sale Guy and Constance Jones, hus and-wife team, whose "Peabody and the Mermaid" has just been completed by lunally Johnson Pictures...

Laney's 'Paris Herald' Al Laney, N. Y. Herald Trib sports editor, has been named as the new editor of the sheet's European edition, the French capital, "Tagged 'Paris Herald' by the Tribune."

Chl Theatre Yearbook Chicago is getting its own edition of a theatrical yearbook next month...

Capote's Buildup One of those surprise interests, akin to selling out, which has been experienced by Random House with Truman Capote, now 25-year-old...

the literati columnists are giving him a buildup, advance orders are placed, and the book is sold to a pleasant surprise all around to the publishers.

He has not been only published in anthologies of short stories, capturing a couple of prizes.

Gullie's Indie Suite Independent sale, nominated by the Writers Guild, and Sunday entered for the annual election of the Authors Guild.

The regular tickets, selected by the Writers Guild, will be on Sunday sent several weeks ago. The annual election and membership meeting will be held on Sunday by mail, will be Dec. 9 in New York.

Cerl Sermonizing Bennett Cerl will turn radio pulp to deliver a sermon on "Is Tolerance an Art?" on Sunday (10) at 9:15 a.m. over WOR, N. Y. Program is "Sermon of the Week," a series of sermons by noted clergymen prepared by leading clergy.

Clayton Lawson, no longer with the New York Herald Tribune, now works on a play.

Robert Block, author "The Scar," is the author of the Gustav Marx play, now in Milwaukee.

Allen Chava's new novel, "Black Storm," has been accepted for publication by Boni & Ger. Author is a freelance screenwriter.

W. Paul Cook, editor and co-proprietor of Driftwood Press, N. Montpelier, Vt., not in good health, has been down some time.

Charles (Doc) Kuhn has resigned as editorial cartoonist for the Inquirer. He is now developing a new cartoon to his "Grandma" comic strip, distributed by the Richardson Feature Syndicate.

Merritt E. Riblett, former assistant to T. J. White, president of the United Herald-Examiner, has become general manager of the Mansfield (O.) News-Journal, succeeding R. W. Hill.

Hillman will do a reprint of "The Night Light" by John Wiestch, published originally by Robert M. McBride. Writer was co-author of "The Night Light" which Cecil De Mille bought for the making of "The Plainman."

Negotiations are underway for the merger of the New York Journal of Commerce and the Chicago Journal of Commerce. The deal is expected by the first of the year.

SCULLY'S SCRAPBOOK

By Frank Scully

One of the few profits emanating from the various attempts to prove that Hollywood picture contracts are a mine of gold...

I ask because in all my years I was offered a bribe only once. It was offered by bankers no less. Seems one of them had clipped a Hollywood dentist of his life savings and had driven crazy over the loss...

Obviously they had been living in continual fear for 20 years. "You're always in a mess," I added. "It may be the way you put my kids on the head. Or the price you heap on my books. Or your kindness to people you've been cruel to."

Reading Trick Of The Year One picture, not involved in the political investigation but put on the condemned list for moral reasons by the Legion of Decency...

Even those who refuse to trade their ethics in for a Cadillac cannot be so sure that they are not being asked to succumb to this human frailty. In 1924 they signed an agreement to avoid picturization of books and plays which could be produced only if the picture rights would leave the film producer subject to charges of deception.

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It is the ultimate proof of industrial impotence on the moral level, that these people are willing to sacrifice their better self in that individual self-improvement. Hadn't producers better stop believing that you can buy a lot of honor for \$3,000,000 and go into producing pictures which cost over \$10,000,000, proving that you can't buy any price, and if you try you'll find you were hooked and can't peep over the back of this kind of hell?

It's a hook that people who go to a picture expecting to get visual proof of the pornography they had read in print are going to get all burned up with. These don't get what they are buying but they buy even when prices are lifted from 50c to \$1.20 and they don't get what they are promised.

This opinion can't be bought, but it might be lured into a deal by wider distribution. Anybody got \$3,000,000?

Ethics Falls, N. J., Nov. 5

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Broadway

Signs of the times "all nicker... Platt made general under- study for the Heiraths, Biltmore... Paul Gerard Smith house-guesting... Sam Nixon will be company manager of 'Gentleman from Athens'... Mrs. Henry (Mildred) Ginsberg back to Coast following month's... American Negro Theatre will pre- sents... Howard Barnes, of the Herald Tribune assigned to Hollywood by the delay for several weeks... Robert C. Rusk's has a first play which will... Doug Hudson, former gen. mgr. of Baur theatre, appointed exec. manager for Martha Graham Dance Co... Misses Truppe company, manager of 'Angel in the Wings'... Larry Ross, eight-year old son of actress... Ben Washer, Paramount's publicity manager... Ben Washel, Paramount's publicity manager... 'Ledit' pa. Bernard Simon broke... Producer Martin Gooch's three-year-old daughter... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

makers with a view to production in Hollywood... Edward Sargoy, attorney representing... Protection Assn, took to the podium... Fanny Holtzman, the femme in- terpreter... 'Carousal,' first set for civic au- dience... William F. McDermott, Plain Dealer's vetram critic, spent week inspecting Broadway... 'Croucher Bob Eberly playing sec- ond act Dec. 2 at Golden Dragon... 'Red Eyes'... 'Lloyd Myers joining Claude Thornhill... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Cleveland

By Otis P. Fuller... Frank Mottolo opening new cafe... 'Carousal,' first set for civic au- dience... William F. McDermott, Plain Dealer's vetram critic, spent week inspecting Broadway... 'Croucher Bob Eberly playing sec- ond act Dec. 2 at Golden Dragon... 'Red Eyes'... 'Lloyd Myers joining Claude Thornhill... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Copenhagen

'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... Major puts themselves, incidentally, listen to more new' songs demonstrated by writers in one week than they have heard before... Major puts themselves, incidentally, listen to more new' songs demonstrated by writers in one week than they have heard before...

7,000 Songs

'Continued from page 1... Major puts themselves, incidentally, listen to more new' songs demonstrated by writers in one week than they have heard before... Major puts themselves, incidentally, listen to more new' songs demonstrated by writers in one week than they have heard before... Major puts themselves, incidentally, listen to more new' songs demonstrated by writers in one week than they have heard before...

London

Charles Gulliver in the London Clinic for treatment... 'Bara'... Wilding has signed a new contract for 20 years... Peter Powell produced a revival of 'Norman Lee'... 'Schramm, the Swiss opera producer, will direct two operas... 'A special meeting of the 'Chiltern Hundreds' at the Vaudeville theatre... 'Margaret Lockwood, suspended by her studio for refusing to take a role... 'Joel McCrea reportedly may come over to play in filmation of 'Riders of the Purple Sage'... 'Bliss the Bride,' signed by Lauri Rogers... 'Access Pamela Wild and her husband... 'Ballerina Adeline Gene celebrated... 'Jack West said to be re-writing 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Australia

By Eric Grogan... Second week of Ballerina Rambert... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Pittsburg

By Hal Cohen... Leo Strlin... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

engagement at Playhouse... 'Bara'... 'Bliss the Bride,' signed by Lauri Rogers... 'Access Pamela Wild and her husband... 'Ballerina Adeline Gene celebrated... 'Jack West said to be re-writing 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Chicago

Key Star... 'Bliss the Bride,' signed by Lauri Rogers... 'Access Pamela Wild and her husband... 'Ballerina Adeline Gene celebrated... 'Jack West said to be re-writing 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Minneapolis

'Pat Harralson, Paramount billing clerk, wedded to John Costello... 'Bliss the Bride,' signed by Lauri Rogers... 'Access Pamela Wild and her husband... 'Ballerina Adeline Gene celebrated... 'Jack West said to be re-writing 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Washington

By Florence S. Love... 'Bliss the Bride,' signed by Lauri Rogers... 'Access Pamela Wild and her husband... 'Ballerina Adeline Gene celebrated... 'Jack West said to be re-writing 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Kansas City

By John Quinn... 'Bliss the Bride,' signed by Lauri Rogers... 'Access Pamela Wild and her husband... 'Ballerina Adeline Gene celebrated... 'Jack West said to be re-writing 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Hollywood

David Low returned from New York... William Cagney III with influenza... Ben Meredyth, the writer, ill with bronchitis... 'Bliss the Bride,' signed by Lauri Rogers... 'Access Pamela Wild and her husband... 'Ballerina Adeline Gene celebrated... 'Jack West said to be re-writing 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been... 'Clutterbug' British forces, playing in its sixth capacity... Violinist Roger Svend Amussen... European naps, is waiting for a labor permit to visit the U.S... 'Diamond Lil' following panning it... 'The Soldier and Jenny' all have been...

Miami Beach

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Palm Springs

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Portland, Ore.

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**SCREEN RADIO MUSIC STAGE**

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**TV RADIO TELEVISION VS. U.S. CURBS**

**Bluenose Snipes at 'Amber,' 'Outlaw' Key Tighter Enforcement of Pic Code**

Certainly prevails in the film industry that there will be a considerable lightning up in enforcement of the Production Code, despite denials this week by Administrator Joseph I. Breen of any laxity in application of the rules on morals. Criticism such as is now being made by the Catholic Church of "Forever Amber" and "The Outlaw" has invariably been followed by a sharp "on PCA retina."

While "there's" no criticism of Breen by those familiar with his operation, a crackdown on application of the rules is anticipated by the very nature of the administrator's assigned duty. That's to keep the industry out of trouble. And it's in plenty now; with church, governmental censoring and civic bodies breathing down its neck.

Between the bad publicity resulting from the recent Washington probe of Communism in Hollywood and the hullabaloo over the "Amber" pictures, building public relations is the industry's No. 1 project. Toward that end, Breen will naturally be forced to insist on a

(Continued on page 63)

**Billy Rose Back to Pop Lyric Writing With Tune By Late Jimmy Monaco**

Billy Rose, who hasn't written a lyric for a pop song in some time, recently fitted words to a melody composed by the late Jimmy Monaco. Tune to be called "Crying For You," will be published by Bregman, Vocca & Conn, which purchased Monaco's material before his death.

Vocca of that firm has the music of the new song in his desk since before Monaco's death and dug it out due to the forthcoming recording. Rose became interested in it and subsequently wrote the words.

"Rose is so hot about the new tune that last week he contacted various artists about the tune and is helping getting it started. He's an AA writer in the American Society of Composers, Authors and Publishers and was one of the writers of "It Only a Paper Moon," revived about two years ago. Monaco's last tune prior to his death was "I Can't Begin to Tell You," published by EVC which, incidentally, didn't reach sales heights until after his death.

**SEE PETRILLO STICKING TO JAN. 1 BAN DATE**

James C. Petrillo, American Federation of Musicians prez, doesn't plan to halt recording activity before Jan. 1 despite it's reached. This statement is made fully by a recording company executives in a position to know of Petrillo's aims, despite recently made remarks by the latter to the effect that perhaps "45's artists and their recording companies would not have all the time they expected to lay in a stock of masters."

**Hughes Gets Back 500G In Tax Overpayments**

Washington, Nov. 18. — Howard Hughes has gotten back nearly \$500,000 in tax overpayments from the Treasury, Bureau of Internal Revenue, has disclosed. The plane-builder, film producer, Senate Committee rough-upper overpaid his personal income taxes by \$254,000 in 1945 and by \$231,000 in 1946. Tieup of the money by the Government does not hurt the taxpayer, since Uncle Sam pays 6% interest on all such overpayments.

**Public-Opposed Wartime Chichi Getting Brushed**

Farsighted bonifaces are mulling the idea of cutting out much of that wartime chichi which the public grew to expect, and didn't mind, when money was free, but which they resent to the degree of staying away. It focuses around that over-"service" from waiters, captains, etc. As money tightens, the lineup of fangeys who take your order, the guy who serves it, then the wine steward, the barboy, and also the headwaiter, have become a barrage too much for average Joe Public consumption.

Result is that business is off and the bonifaces, who certainly know public tastes, realize many things must be done—and fast. Already, that hidden charge for bread-and-butter is being dropped by some. As

(Continued on page 63)

**Here's One for Ripley; Cong. Hartley Owns A Solid Silver AGVA Card**

Chicago, Nov. 18. — Congressman Fred Hartley (R., N. J.) who with Sen. Robert Taft is co-author of the Taft-Hartley Law, is revealed as being an honorary member of the American Guild of Variety Artists. Membership in the union was presented to the Congressman last March 13 at a time when talent unions, as well as labor in general, were campaigning for defeat of the legislation he helped to introduce.

Hartley was introduced with a sterling silver watch which cost the AGVA a meager \$28.

VARIETY first learned of the Hartley membership as far back as June, but Dave Fox, head of AGVA's N. Y. office, at that time denied the story. Nat'l administrator Matt Shelvey also denied it.

**ENSORSHIP QUEST DUEL WITH GOVT.**

Washington, Nov. 18. — Motion Picture Assn. and the National Assn. of Broadcasters, whose relations have been pretty casual up until recent months, are now working together hand-in-glove in a stepped-up campaign to protect both six and radio from added Government controls, particularly in the censorship field.

Eric Johnston, MPA presy, has already been approached by network and NAB toppers to carry the ball for the broadcasters at the FCC's scheduled Jan. 12 hearing to decide whether radio licenses should be the hearing in behalf of editorial rights for radio, NAB'ers are taking the position that FCC's so-called Mayflower ruling is censorship and an abridgment of the First Amendment.

On the other side of the coin, the NAB top brass has offered full support to MPA in its court-fight to

(Continued on page 63)

**L. A. C. of C. Realizes Plug Value of T.D.'s RCA 'L-L-L-La' Disk**

Hollywood, Nov. 18. — Tommy Dorsey's RCA-Vector waxing of "L-L-L-La" with Mae Willes' vocal has been picked up by the Los Angeles Chamber of Commerce. Tune was released recently but went unnoticed up until last week when L. C. recognized the similarity to "Kokomo, Indiana," "Tallahassee" and "Chicago" and will give it a corresponding build-up.

**Jolson's 340G Decca Take**

Hollywood, Nov. 18. — Al Jolson's statement from Decca Records has hit \$300,000 for this year. This includes over 1,000,000 albums of his oldies, from which he collects 20c per album, or 54c, per side for eight sides.

Rest of the revenue was derived from a smash estate of "Anniversary Song," etc.

Jolson's second album sold 800,000. "Anniversary" singly went 800,000 platters which is terrific since this was a holy-convicted ballad from Lombardo. The same label, sold a half million and Dinah Shore, on Columbia, was No. 2 with 600,000 disks.

- Tops of the Tops**  
 Top Sheet Music Seller "Near You"  
 Top "Most Requested" Disk "Near You"  
 Top Seller on Columbia "Near You"  
 Top British Sheet Seller "Now Is the Hour"  
 (Details in Music Section)

**Radio Now Rating 'Em by Radar In CBS' Service-While-You-Wait**

**Guilty Selling Corsets, Chevalier Hair Tonic**

Paris, Nov. 11. — Playwright Sacha Guitry is going on the air. Radio Luxembourg is getting him to broadcast 15 minutes weekly, sponsored by Sundale corset firm. Guitry is surgically flinging the biopic of his father, actor Lucien Guitry.

Maurice Chevalier is also on Radio Luxembourg, disked, sponsored by Raja hair tonic.

CBS has tossed a veritable bombshell into the radio rating picture. Starting in the spring, the network will rate 'em by radar, permitting for instantaneous checks on minute-to-minute trends embracing all audience segments—in big cities, small towns and farms, as well as all income levels.

Announcement of CBS' application of wartime radar principles into the audience measurement picture, easily the most revolutionary development since radio started to get rating-conscious, took the industry off guard. Immediate effect was to cue speculation as to where it would leave the C. E. Hooper and A. C. Nielsen operations, for the CBS' radar rating technique shapes up as the ultimate in measurement devices.

Development of the radar-inspired technique, to be named "AIMS" (Instantaneous Audience Measurement Service) was revealed by Frank Stanton, CBS presy, before a gathering of several hundred radio and film personalities at the Coast yesterday (Tues.). He said: "CBS' new 'AIMS'," said Stanton, conceived in the web's research laboratory by Dr. (Continued on page 65)

**Coast Tele Sets Displace Talent From Clubs, Bars**

Hollywood, Nov. 18. — Television may ultimately present a new horizon for live talent but at the moment here and now, at least, it nearer resembles a hostile horizon. In short, the live talent unions are worried over the increasing use of television receivers in small clubs, taverns, etc. viewing the event as a serious displacer of other entertainment forms. AGVA and Local 47 of the AFM, particularly, are taking a dim view of video, and not without cause.

AGVA reports "rumbles" from its membership about the depletion of the Princess Elizabeth wedding here Thursday (23) by both British and U.S. newscasts. Gaumont-British is making a Technicolor short of the ceremonies. This color special will (Continued on page 65)

**Yankees, Dodgers Look Tough to Sponsors of '48 Season Baseball**

Ad agencies that have been inquiring about the availability and prices of television rights to the New York baseball teams for the 1948 season seem to agree that prospective buyers will be up against some tough bargaining with the Yankees and Dodgers management. The impression gained by the agency is that the Yankee ownership still harbors a strong phobia regarding the medium and is out to establish as high a price as he can for such rights.

Thicker, is asking \$100,000 as his team's end for half the Dodgers' home games, while CBS-TV wants \$15,000 a game on the basis of 25 (Continued on page 17)

**A RECORD ALBUM of Christmas Carols**  
**by the HOUR OF CHARM**  
 All Girl Orchestra and Choir  
 under the direction of PHIL SPITALNY

**P. H. RECORDS, Inc.**  
 C. O. Box 40, Radio City Station  
 New York 19, N. Y.





# NEED FOR SHOWMANSHIP

As in the case of vaudeville's decline there is a rude awakening now in the presentation houses. Bands for quite a time have not been drawing and the trend to name personalities has likewise been spotty. Too late have the deluxers awakened to the fact that even the adolescent customers developed a b.o. content through out the early 1940's. The result of the name band's t-a-ra, then a specialty dancer, followed by the featured vocalist, etc.

What dramatized the shock have been some of the recent grossings where the expected novelties and names just haven't come off. Actually, it's not that these stage appearances are not drawing; more explicitly, they are not doing the kind of business expected of them.

The bands saw the handwriting a couple of seasons back when their records ceased selling so strongly; they gave way to the novelty tricks, the vocalists and the like. That's when the novelty rhythm combinations and the chatters really rode into high.

Now, as the HCL spiral has compelled the President to demand almost wartime controls on prices, the effect must be felt right down the line. That takes in show business.

The picture business is less than 10% off from 1946 which, considering many other things, is still amazing. It indicates that amusements remain a prerequisite for mass consumption. If pictures need any bolstering via stage appearances, particularly in the feature keys, a business has been mounted to \$1.20, the challenge is to the showmen to impart a special flavor to their rostrums.

Rothafel, Mark, Plunkett, Balaban, Grauman, Marco, Katz, Riestenberg are de luxe immortals whose identity ends with their surnames. The future must produce their counterparts if the de luxe cinema showmanship standards are to be maintained.

# COGS. COLUMBIE. FOR THEIR FILMS

The tables have turned for the independent producer so far as getting a release deal, is concerned. It wasn't so long ago that indies by the horde were knocking on distributors seeking to have their product accepted. Now all they have to have is a moderately good story and player package to get a sympathetic hearing from at least a half-dozen studios.

Not only are releasing arrangements being offered, but financing of part of the production cost if the indie has a pretty good reputation for bringing in salable pictures at the budget set. Open to indie deals, if suitable ingredients are present, are United Artists, RKO, Eagle Lion, Warner Bros., Columbia, 20th-Fox, Universal and Selznick Releasing Organization.

UA is the only one offering assistance in financing arrangements, which is what is making its position desirable in its efforts to line up further product for next year. UA always has a haven for the indie, is trying to arrive to give such a boost to filmmakers, but hasn't made much progress to date.

It is the majors for more product without trying up so much of their own coin in a possibly falling market is the price they pay behind the easing of the releasing situation. With pictures not getting their due, they are turning to indie product, there's a demand for additional product which the distributer is anxious to give such a boost. They can and are taking up some of the slack via their own facilities, but they are not making it an economic to have the pictures made by outsiders.

# OSCAR AWARDS BACK TO MARCH INSTEAD OF JUNE

Academy board of governors has voted to shift the Oscar ceremony to March washing out the projected June ceremonies in the Hollywood industry. The move is being made in June offered too many obstacles for an adequate presentation of the affair. The ceremony is being shifted back to original date.

# National Boxoffice Survey

## Biz Spotty in Keys—'Body,' 'Amber,' 'Unconquered,' 'Harvest,' 'For Keeps,' 'Mitty' Top Six

Business is on the spotly side this stanza, with some key cities blaming early arrival of pre-Christmas dip. But in most of the picture of the week, failure of extended runs to hold up are producing an offish tone. In N. Y., where several firsts noted a downturn, both "Body and Soul" (UA) and "Gentleman's Agreement" (20th) have been playing to virtual capacity.

"Body," which hung up a new record in its first week at N. Y. Globe, is experiencing the same big biz in Boston. This week's boxoffice champ is a wide margin. Film is leader in four or five cities, rated ranging from four to smash.

# Amount of British Film Coin from U. S. Will Determine 75% Tax Compromise

London, Nov. 18. While the British government is clearly interested in reaching a compromise with American companies on the 75% tax, film men here would prefer a 50% rate. The deal must largely—if not possibly entirely—hinge on the quantity of coin repaid by British pic in the U. S. market.

It's felt almost certain, especially in view of Sir Sid's recent ascendancy to a virtual economic dictatorship last week, that any deal worked out will be largely a barter proposition. That is, American companies will get for their films what the British can give them in dollars. How much they can repay for in addition to that, via present and future negotiations, is considered to be a dubious matter.

With the dollar crisis seemingly getting worse instead of better, there's no disposition toward softness. And with Cripps stepping into the post vacated by Hugh Dalton as Chancellor of the Exchequer, the British hair shirt is certain to lose none of its bite. The Stafford is the original "austerity" boy.

# N.Y. Censors Ask Swim Scene Coverup for Pic

"Caravan," Britnished-made pic of J. Arthur Rank which Eagle-Lion is releasing, is playing throughout the country, but has come under fire in New York because of frigid reception by the state board of censors. The board's release has been delayed now for more than a month because the board is demanding that healthy scenes be sliced. So far, E.L. Rank already scissored a half-reel and the okay is still being withheld.

# Hope Starrer for Carroll

Madeleine Carroll, who recently was released from the hospital, has been seen by her husband, Dr. Henri Lovorel, left with him Sunday (16) for Hollywood. While there, the couple intend to announce the release of four documentary films Lovorel produced in France.

# Town vs. Gown Again

Minneapolis, Nov. 18. Partially complying with the demands of the University of Minnesota is discontinuing its advertising in downtown newspapers. The business has shown on the campus and will sell only season books, not individual tickets.

North Central Allied, however, is still dissatisfied. It wants a halt to the showing by the university of all regular feature releases except in downtown areas, and without admission to students.

# WB Releasing Transatlantic's 2

Hollywood, Nov. 18. Warner Bros. has inked a deal with Transatlantic Films to handle worldwide distribution for the first two features to be made at that banner by Alfred Hitchcock and British theatre magnate Sidney Bernstein. Both films, "Seduction of an Innocent" and "The Day After Tomorrow," will be shown on the campus and will sell only season books, not individual tickets.

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In addition, the actress over Paramount inked one more picture deal, an old contract with the studio. She also been offered the assignment as female lead in "The Hope's next starrer. She also has been approached by several other studios.

# Par's \$33,000,000 Net Profit for '47 Tops Majors; WB's Likely \$24,000,000 Gives It No. 2 for 1st Time; 20th-Fox 3d

## Mack Sennett Encore

More than 100 old Mack Sennett comedies are slated for release by Grand International Pictures, new firm headed by vaudevillean Paul Winchell and Joe Zalaber. These silent classics will be dressed with narration by Winchell who'll do most of his gabbing through his ventriloquist dummy.

Coleman Jacoby will do the writing and William Van Praag will edit.

## Mary Pickford's Confidence Vote For Sears, Kelly

Full confidence in the management of United Artists, as represented by prey Gray Sears and exec Steve Trilling is the picture W. Kelly, who expressed by Mary Pickford in New York, (London, N.Y.). Miss Pickford said that not only she personally relied to stand by the management, but she knew her own mind, the ownership of UA, Charles Chaplin, felt likewise.

She's not seeing bankers or taking any other steps during her stay in the east that would in any way interfere with the job of Sears and Kelly last August, Miss Pickford said. Trip, which will keep her in New York for two weeks, is principally on behalf of "Keep My Love" produced for UA by the Trilling unit in which she is partnered with her husband, Buddy Rogers, and Ralph Cohn.

Miss Pickford attended a meeting of the UA board yesterday (Tues.) at which extensive plans for (Continued on page 2)

## Steve Trilling in N. Y.

Willk Takes It on Lam Warner Bros. studio executive Steve Trilling is east with his wife and child for 10 days of Broadway work. He's first lieutenant to J. L. Warner, WB execs over production.

Meantime Jake Willk, WB eastern studio and production exec, heads for his annual hot Springs, Ark., three-week spa this weekend.

Paramount is again the sure thing to grab most of the winning spot in the film industry's profits derby. With the third lap now past, Par is far ahead of the field. It should make it five straight by piling up a net for 1947 of approximately \$38,000,000.

Par's nine month take, reported last week, came to \$28,512,000 against \$23,977,000 earned in the same period in 1946. Scrambling of other finishing positions in the '47 sweepstakes also is a certainty. Warner Bros., in the first time, will capture second money barring an almost impossible upset. WB looks like \$24,000,000 with its three-quarter profit already hitting \$19,134,000.

By paying off on bets to show, Warner is allowing 20th-Fox from that spot which the latter company has lost year. Instead, 20th is now ahead of the field. It should finish with a take of some \$16,000,000. Company, so far, has only reported Company's 4th in the field with its six-month profit of \$11,920,000.

Second year, Metro looks to wind up in fourth spot. M-G will do about \$12,500,000 to stay where it is in the already reported (Continued on page 18)

# MPA Calls Big Huddle On Red Question; Probers State Quiz Sequel in Feb.

Coincidental with House of Representative's consideration of contempt citations lodged on 10 scripters, MPA is holding a huddle. Motion Picture Assn. press, has called a meeting of top film execs in New York next week. The meeting is a red question raised by alleged subversive elements within the film industry.

Producing majors and indies, will leave from Hollywood immediately to join in talks with New York homeoffice execs.

## Probe Resumes in L.A.

House U. S. American Activities Committee, blasting reports it was dropping Hollywood phase of the probe, indicated today that that film industry huddle will re- (Continued on page 22)

INDEX	
Bills	..... 55
Chatter	..... 62
Concert	..... 58
Film Reviews	..... 8
Foreign	..... 15
Home	..... 12
Inside Legit	..... 60
Music	..... 50
Inside Pictures	..... 18
News	..... 14
Legitimate	..... 57
Literat	..... 61
Music	..... 50
New Acts	..... 55
Night Club Review	..... 54
Obituaries	..... 63
Orchestras	..... 45
Pictures	..... 3
Radio	..... 25
Rank Reviews	..... 34
Television	..... 29
Vaudeville	..... 52

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# RELEASERS

## Breakdown of Releases by Cos.

Company	Features*		Westerns		British	
	In '48	In '47	In '48	In '47	In '48	In '47
Columbia	45	59	16	19	10	10
Eagle Lion	59	64	6	6	8-10	6-10
Film Classics	14	...	...	...	...	...
General	22	23	...	...	...	...
Monogram	32	32	16	16	...	...
Paramount	25	25	...	...	...	...
Republic	29	29	...	...	...	...
RKO	44	44	6	6	...	...
Screen Guild	35	19	...	...	...	...
SRO	4	...	...	...	...	...
Twentieth-Fox	44	33	...	...	4	...
United Artists	18	27	6	6	...	...
Universal	23	23	...	...	10-12	...
Warner's	20	20	...	...	...	...
<b>Totals</b>	<b>412</b>	<b>391</b>	<b>68</b>	<b>54</b>	<b>22-26</b>	<b>18-22</b>

\*Does not include westerns; British releases or reissues.

## 68 BRITISH FILMS, 30-35 BRITISH

U. S. film distributors will release approximately 68 pictures during the 1948 calendar year. Figure represents an increase of some 30 features over those released during the current year, with most of the increase due mainly to new companies entering the market, rather than a release stepup by the majors.

Survey of distrib toppers by Variety reveals a general reluctance on the part of most to predict exactly what their year's output will be. Reluctance is based chiefly on current uncertain market conditions and peak production costs. If it's found that the boxoffice continues to slump, thereby leading to less playing time for each picture, the distributors will be forced to hype their release schedules in order to keep the screens occupied. Several of the sales chiefs questioned, however, pointed out that it would be impossible to produce more pictures because of the high costs of production. Lack of a boxoffice boom, consequently, those companies with the biggest backlog of finished and unfinished films will be in the most favorable conditions.

Majors, too, are opposed to setting a specific number of releases for the year under the decree's proviso (Continued on page 18)

## See Producer Trio Exiting in Top-MG Shakeup; Marx Takes Story Reins

### Mayer's Red Warning

Hollywood, Nov. 18. — Executive of the Metro line, including producers, directors and department heads, were ordered by Louis B. Mayer to "forget political" and get down to business or resign. At a meeting called to consider a new economic policy for the company, Mayer said: "If anybody feels he is so determined to espouse the communist cause, let him be courageous enough to leave and stop taking my money and wasting our time."

Hollywood, Nov. 18. — Expected top-echelon shakeup at Metro, which has been in a definite form since the arrival of Charles C. Moskowitz, Loew's veteran treasurer, apparently will result in the exit of many top names and a shifting of some producers and execs to new positions.

Moskowitz huddled with studio toppers on his arrival last week and held several sessions with an eye toward determining how to effect further payroll economies. On Friday (14) he is reported to have toured various department heads that their departments must be cut by 40%. Cutting is already underway, with 10 producers being dropped from contract department, eight film messengers discharged and 20 janitors cut out in the past few days.

### Par Ups Output. To 40 Pix in '48

Hollywood, Nov. 18. — Barney Balaban, Paramount picture producer, says the company is currently on Coast for huddles with sales v.p. Charles M. Regan, and other company toppers, has outlined an expanded program for the 1948-49 fiscal year schedule. Par will make a total of about 40 pictures, doubling the 1946-47 output.

Changes in higher classifications apparently will be made definite within the next few days with re-estimation of production costs aimed primarily at thinning the ranks of exec producers. Idea apparently is to have exec positions not so exactly in keeping with current economy wave. Producers who have toured only once in the two years in the past will have to make at least one a year from now on.

Recurring but uncontrollable re-estimation of production costs of four producers will exit the Culver City lot. Studio is understood to be cutting the ranks of execs who still have some time to run and make a satisfactory adjustment on their percentage of profits. Exec producers have an active interest.

It's understood that one of the changes will see Sam Marx moved to the studio. His wife, the late Louis B. Mayer and Edward J. Mannix are both reported anxious to leave the studio. Mannix has been seven years when studio was producing one hit after another. At that time, he was responsible for (Continued on page 20)

## Korda Talking to Goldwyn, Selznick For U. S. Release After His 6 Via 20th

With the six films that Sir Alexander Korda is to deliver to 20th-century Fox's "production division" contract now all set, British producer has begun to shop for another American release deal. Favoring an exchange stepup via a prominent U. S. indie, Korda's reps have had confabs with reps of both Samuel Goldwyn and David O. Selznick, who has been learned.

### Decree Appeal Jan. 12

Argument before the U. S. Supreme Court of the all-important government anti-trust suit upper will be heard the week of Jan. 12. High court has ordered the case (U. S. vs. Paramount et al) to be placed on Monday (12) calendar for hearing. Major defendants last week finally received copies of the record on appeal from the clerk of the court. Film attorneys are now busy preparing briefs for submission to the court. In most instances, briefs will follow closely those handed up to the statutory court when the case was originally tried.

## TV Giving the Gant To Prod. Schedule

Universal is giving the gun to both its production and releasing schedule. Under the new plan, all pictures shoot an average of five pix simultaneously for the entire period of production. The new schedule, through April, 1948. In the past year, the average of sound stages was 100,000. Under the new plan, Universal has a record backlog of 12 completed pix. It's also currently working on 40 top-quality picture properties with most of them slated for filming next year. Included in the list are "The Secret of Santa With It," "Mexican Hayride," "Bloomer Girl" and "Portrait in Black."

## Parks Draws No Dough in 'Blade'

Hollywood, Nov. 18. — Larry Parks won't draw a cent from Columbia for "The Gallant Blade," which rolls Dec. 1, with Henry Levin directing and Irving Stair producing. Cinecolor pic is Park's first since "Swordsmen" last March. He's refusing to accept pay because of contract squabbles.

Two pacts are involved. One is an old deal made "The Johnson Story." The other is a seven-year contract he alleges in a suit to null and void because Harry Cohn forced him to sign it in October, 1946, before he had signed a contract with Cohn. Parks says more than the original pact, but he wants to work out the initialer which has 18 months to go, which would higher paying deal, he holds him down for five more years.

The pay envelopes are piling up in the office of the studio, which has decided to return to work rather than be idle while awaiting federal court decision on the suit, due early next month.

### Truly a 'Vendetta,' Pic In Prod. Some 2 Years

Hollywood, Nov. 18. — After being in limbo for two years, Howard Hughes' production, "Vendetta," is scheduled to wind up its interior shooting on the Goldwyn lot Saturday (22). With additional four days of exterior scenes at Monterey. Before film is edited, director Mel Ferrer has completed the 30-day schedule right on the button. Hughes spent \$500,000 in this period in addition to the \$2,000,000 outlay by Ferrer's producers, Preston Sturges, Max Poulos and Stuart Heisler. Poulos' footage, representing 18 weeks of filming, has been scrapped, but about 75% of Heisler's footage will be in the production. The picture will be released via United Artists.

## Geneva Trade Treaty OK on Long-Range For Film Biz But NSG Now

Washington, Nov. 18. — Tariff and trade agreement, signed recently by 28 countries in Geneva and released by the State Department yesterday (Monday), promises free relief for the film industry companies in their overseas operations but offers no balm for their immediate headaches. Crucial portion of the agreement in Article IV, which bars such countries as Britain, France, Canada, Norway, New Zealand, Australia and Brazil from protecting domestic films by imposing other trade barriers and quotas. Provisions rule out exhibitor quotas, discriminatory taxes, discriminatory trading, and other countries and other one-sided practices. Film industry execs, however, were informed that agreement does not apply to tax bites in England. (Continued on page 17)

## MPP HAS \$1,000,000 ALREADY IN COFFERS

With the first board meet of the Motion Picture Foundation still to go, the new industry project has already collected funds in the neighborhood of \$1,000,000 to bankroll its first year. Most of that has been in cash. Contributions from the industry and its partners. Initial goal was to raise \$10,000,000 from voluntary contributions from all branches of the film biz. First meeting of the board has been held for the first time. Asst. N. Y. Dec. 8-9, by Barney Balaban, Par's exec. and acting chairman, of the coordinating committee. All 31 (Continued on page 17)

## Blame Company's Men In Wall St. for Helping To Depress Assets Stocks

Wall Street's broker-to-customer right now is: "Get rid of film stocks and buy something with action." The Stamp Act is being used for a fast dollar on the turnover of so-called attractive stocks, is taking advantage of the British situation and other developments to throw an artificial sinker into six stock quotations. It's that sort of psychology and not pix prospects, the fiscal shoh'as say, that's keeping film stocks from being any all-time low for the postwar period.

## Lloyd Lind New Eastern Sales Boss for Mono-AA

New eastern sales manager for Monogram-Atlas Artists reportedly will be Lloyd Lind, ex-charge of the Films, Pathe Industries subd. While Monogram homeoffice official says Lind is a former sales rep to confirm Lind's appointment, it's understood that the deal is at the linking stage. Lind is to replace Arthur Greenblatt who left Monogram-AA Nov. 3 to join Screen Guild in a sales capacity. Lind's ex-charge has been the Coast for about 10 days huddling with company studio toppers and is expected to be in New York headquarters the end of the week.

## Meredith Thinks There's No Mystery to Pic Prod.

Amherst, Mass., Nov. 18. — Uging films experimental production of films, Burgess Meredith and wife Paulette Goddard presented two complete units for the making of sound film at Amherst and Smith Colleges. Equipment, valued at \$20,000, was the first contribution by the new Motion Picture Foundation, recently backed by Meredith to encourage academic study of the film medium. An Amherst spokesman, Meredith said in his presentation address that "motion pictures have been confined to the area of what is called entertainment. They should be the great roots culture of towns, cities, schools, colleges of the United States. It is our hope to see the industry break away from the Willow Run complex of making pictures. This has frightened people into thinking that the making of a motion picture is as complicated as the construction of a DC-8. All you really need is a camera and a man who knows how to use it."

## READS POLLS PATRONS, NIXES 2 AT UPPED B.O.

Par "conquered" and Warner's "lost" the week-end box office poll, the admission films, will not be shown by the Walter Reade circuit as result of a week-end box office poll of the chain's patrons in Perth Amboy and Morrisstown, N. J. Baiting closed Monday night. Theaters of the Strand and the former town and at the Community, Park and Jersey City.

## Skelton to the Rescue

Hollywood, Nov. 18. — Red Skelton turned up for a few hours on the set of "Fuller Brush Man" as result of a fire in the building. He carried out page boy Louis Whiteford, overcome by smoke. Skelton also affected comical larynx for a few hours but was okay for the mid-ternoon shooting of Edward Smully's production at Columbia.

In turning down the upped admission pic, Walter Reade, Jr. said that it's not only a box office poll of the chain's patrons that would pay the higher impost. However, he did not rule out the possibility of a box office poll to warrant booking either of the pictures in those towns or in other communities where his circuit has theaters.

## Walter Winchell cheers—"THE MOST SENSATIONAL"

"A rousing memorable experience. Superb performances. Climax to a lifetime of movie-going!"

— *World-Telegram*

"One of the most vital, stirring and impressive pictures in history! It will clean up at the boxoffice!"

— *Variety*

"A shining milestone in the development of the movies. It covers the movie industry with glory! Everyone who lives in our times must see it!"

— *N. Y. P.M.*

"Will magnetize audiences to the boxoffice!"

— *Film Daily*

"The impact is overwhelming! Extraordinary film! American Movies gain a new honor!"

— *N. Y. Post*

"A profoundly moving and dramatic story of today! Hits you full in the face!"

— *N. Y. Daily News*

"A brilliant irresistible entertainment. The 20th Century-Fox Production has gone all out in this audacious, emotionally stirring, human conflict!"

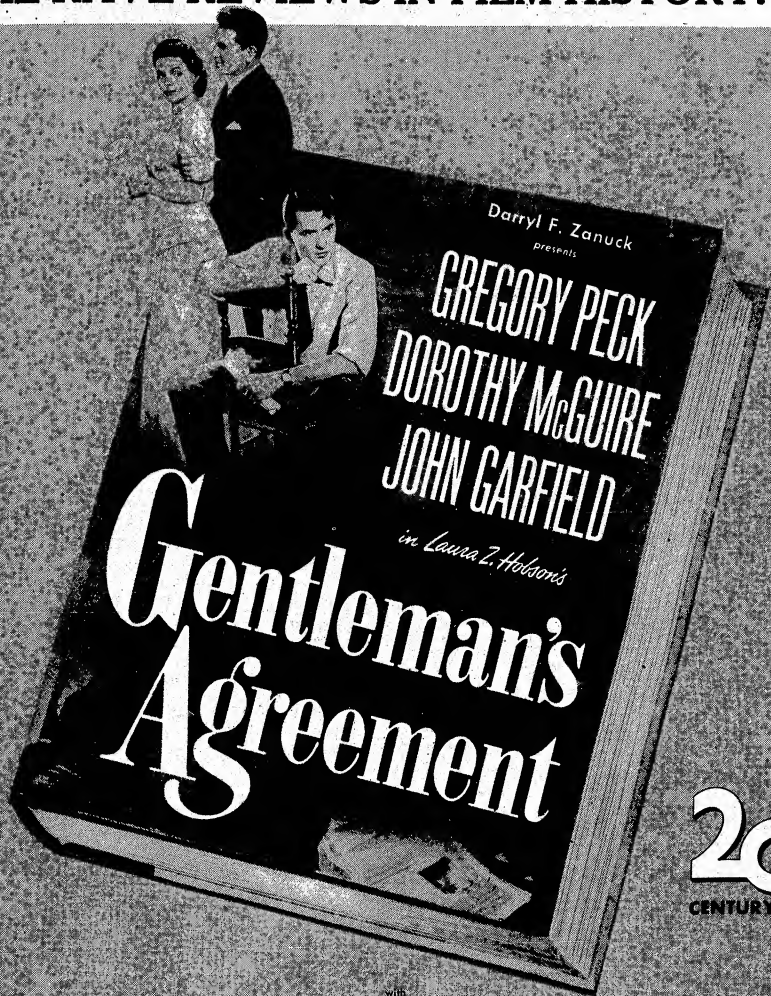
— *N. Y. Herald Tribune*

"A really superb presentation headed for top grosses!"

— *Showmen's Trade Review*

## And at the boxoffice—THE MOST SENSATIONAL

ONAL RAVE REVIEWS IN FILM HISTORY!"



with Celeste HOLM - Anne REVERE - June HAVOC - Albert DEKKER - Jane WYATT - Dean STOCKWELL - Sam JAFFE  
 Produced by DARRYL F. ZANUCK Screen Play by MOSS HART Directed by ELIA KAZAN

LOSSES IN 20<sup>TH</sup>'s LONG-RUN HIT HISTORY!

Mourning Becomes

Electra (RKO release of Dore Schary production in association with The Theatre Guild...)

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romantic attachment to her father... (Continuation of Mourning Becomes Electra)

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romantic attachment to her father... (Continuation of Mourning Becomes Electra)

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Miniature Reviews

"Mourning Becomes Electra" (RKO). Faithful representation of the Eugene O'Neill drama...)

"The Bishop's Wife" (RKO). Charmingly loaded with warmth and human appeal...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

"Return, Most Beloved" (Sings). Old-fashioned Italian-made musical for limited situations...)

discomfort but before it's all over, Grant has laid his heavenly touch...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

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"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

Out of the Past

Hollywood, Nov. 15. RKO release of Warren Duff (Robert Siodmak) picture...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

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"Return, Most Beloved" (Sings). Old-fashioned Italian-made musical for limited situations...)

Wild Horse Mesa

Hollywood, Nov. 15. RKO release of Norman Foster production...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

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"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

"Return, Most Beloved" (Sings). Old-fashioned Italian-made musical for limited situations...)

Another in the Tim Holt cowboy series, this is a bit above average...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

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"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

"Return, Most Beloved" (Sings). Old-fashioned Italian-made musical for limited situations...)

The Bishop's Wife

Hollywood, Nov. 15. RKO release of Samuel Goldwyn production...)

"The Bishop's Wife" (RKO). Charmingly loaded with warmth and human appeal...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

"Return, Most Beloved" (Sings). Old-fashioned Italian-made musical for limited situations...)

discomfort but before it's all over, Grant has laid his heavenly touch...)

Big Town After Dark

Hollywood, Nov. 15. Paramount release of William C. Sullivan production...)

"Big Town After Dark" (Paramount). An excellent and sporty...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

"Return, Most Beloved" (Sings). Old-fashioned Italian-made musical for limited situations...)

discomfort but before it's all over, Grant has laid his heavenly touch...)

Check Your Guns

Hollywood, Nov. 15. LLM release of Jerry Thomas production...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

"Return, Most Beloved" (Sings). Old-fashioned Italian-made musical for limited situations...)

discomfort but before it's all over, Grant has laid his heavenly touch...)

Zygmunt Kolesowski

Hollywood, Nov. 15. Artime Film release of Kirk Peregine production...)

"Zygmunt Kolesowski" (Artime). A first postwar Polish-language production...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

"Return, Most Beloved" (Sings). Old-fashioned Italian-made musical for limited situations...)

Production, otherwise, is a feebly slow...)

"Out of the Past" (RKO). Private detective melodrama in the modern, hard-boiled style...)

"Check Your Guns" (LLM). Modern, fast-paced western starring Eddie Dean...)

"Wild Horse Mesa" (RKO). Another Tim Holt western, one where they like cowboy folks...)

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Reo's Delicate Stand-Ins

Hollywood, Nov. 18. Two Rossini Rialto stand-ins...)

Reo's Delicate Stand-Ins

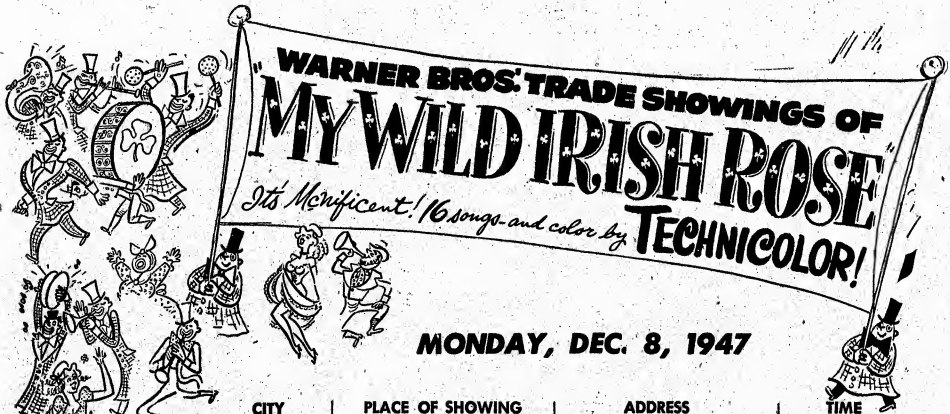
Hollywood, Nov. 18. Two Rossini Rialto stand-ins...)

Reo's Delicate Stand-Ins

Hollywood, Nov. 18. Two Rossini Rialto stand-ins...)







MONDAY, DEC. 8, 1947

CITY	PLACE OF SHOWING	ADDRESS	TIME
Albany	Warner Screening Room	79 N. Pearl St.	12:30 P.M.
Atlanta	20th Century-Fox Sc. Rm.	197 Walton St. N.W.	2:30 P.M.
Boston	RKO Screening Room	122 Arlington St.	2:30 P.M.
Buffalo	Paramount Sc. Room	464 Franklin Street	2:00 P.M.
Charlotte	20th Century-Fox Sc. Rm.	308 S. Church St.	10:00 A.M.
Chicago	Warner Screening Room	1307 So. Wabash Ave.	1:30 P.M.
Cincinnati	RKO Screening Room	Palace Th. Bldg. E. 6th	8:00 P.M.
Cleveland	Warner Screening Room	2300 Payne Ave.	2:00 P.M.
Dallas	20th Century-Fox Sc. Rm.	1803 Wood St.	10:00 A.M.
Denver	Paramount Sc. Room	2100 Stout St.	2:00 P.M.
Des Moines	20th Century-Fox Sc. Rm.	1300 High St.	12:45 P.M.
Detroit	Film Exchange Bldg.	2310 Cass Ave.	2:00 P.M.
Indianapolis	Paramount Sc. Room	116 W. Michigan St.	1:00 P.M.
Kansas City	20th Century-Fox Sc. Rm.	1720 Wyandotte St.	1:30 P.M.
Los Angeles	Warner Screening Room	2025 S. Vermont Ave.	2:00 P.M.
Memphis	20th Century-Fox Sc. Rm.	151 Vance Ave.	10:00 A.M.
Milwaukee	Warner Th. Sc. Rm.	212 W. Wisconsin Ave.	2:00 P.M.
Minneapolis	20th Century-Fox Sc. Rm.	1015 Currie Ave. N.	2:00 P.M.
New Haven	Warner Th. Proj. Rm.	70 College St.	2:00 P.M.
New Orleans	20th Century-Fox Sc. Rm.	200 S. Liberty St.	1:30 P.M.
New York	Home Office	321 W. 44th St.	2:30 P.M.
Oklahoma	20th Century-Fox Sc. Rm.	10 North Lee St.	1:30 P.M.
Omaha	20th Century-Fox Sc. Rm.	1502 Davenport St.	1:00 P.M.
Philadelphia	Warner Screening Room	230 No. 13th St.	2:30 P.M.
Pittsburgh	20th Century-Fox Sc. Rm.	1715 Blvd. of Allies	1:30 P.M.
Portland	Jewel Box Sc. Room	1947 N.W. Kearney St.	2:00 P.M.
Salt Lake	20th Century-Fox Sc. Rm.	216 East 1st South	2:00 P.M.
San Francisco	Republic Sc. Room	221 Golden Gate Ave.	1:30 P.M.
Seattle	Jewel Box Sc. Room	2318 Second Ave.	10:30 A.M.
St. Louis	Srenco Sc. Room	3143 Olive St.	1:00 P.M.
Washington	Earle Th. Bldg.	13th & E Sts. N.W.	10:30 A.M.



starring  
**DENNIS MORGAN** and A Giant Musical Cast!

Directed by **DAVID BUTLER** with **ARLENE DAHL** • **ANDREA KING** • **ALAN HALE** • **GEORGE TORBIAS** • **GEORGE O'BRIEN** • **BEN BLUE** • **SARA ALLGOOD** • **WILLIAM JACOBS**  
 Screen Play by Peter Milne • Based upon a Book by Rita O'Connell • Musical Numbers Created and Directed by Lashley Fritts • Musical Numbers Orchestrated and Conducted by Ray Heintzel

Produced by

'Agreement' Big News in Chi With Giant 35G; 'Valley Cugat' Net 57G

Chicago, Nov. 18. Sensational business "Gentlemen's Agreement" at small-stater Apollo which started with a terrific gross of \$357,000...

Estimated Total Gross. Chicago (11) \$254,000. (Based on 22 weeks). Last Week \$100,000. (Based on 18 weeks).

'Body' Standout In D.C., Wow 25G

Washington, Nov. 18. "Body and Soul" at Palace is ringing the bell in current stanzas, with "Fury and Soul" (UA)...

Capitol (RKO) (2,484; 44-80) - "Nightmare Alley" (20th) (24 wk) vs. vaudeville...

'Fugitive' Great \$17,000 In Mid. Balto.; 'Song' Loud 16G, 'Alley' 30G

Baltimore, Nov. 18. With good results garnered by "The Fugitive" given very strong ball...

'Dolphin' Hot \$20,000; 'Buff; 'Had to Be' 16G

Buffalo, Nov. 18. Big is strong here this week. "Green Dolphin Street" leader...

Duel Record 30G, Mont' 1

Montreal, Nov. 18. "Duel in Sun" is beating the house record...

Kaye Ups Gamble, 'Terriff' 50G, Cleve.

By jumping into a three-day grind, Danny Kaye and his stage troupe...

Estimates for This Week. "Amen" (RKO) (5,000; 55-70) - "The Sign" (RKO) (2,100; 41-60)...

Indpls. Low; 'Body' Nice \$13,000, 'Foxes' Fair 11G

Indianapolis, Nov. 18. Frisrtn bill big in down here this week. Only bright spots are "Body and Soul"...

Grosses Are Net

Film gross estimates, as reported by exhibitors, net only 20% tax. Distributors share 10%...

N. Y. Spotty But 'Agreement' Terriff \$82,500; 'Harvest' - Cole Trio Nice 75G, Affairs' Sinatra (Out 3 Days) 55G

Broadway frstn bit currently is on the spotty side, with several shows slipping off...

Next strongest is Paramount with "Wild Harvest" and stagehouse headed by Cole Trio...

After hanging up a new all-time record of \$108,000 on first week at the Globe, "Body and Soul" continues to milk...

Estimates for This Week

"Aster (City Inv.) (1,300; 38-110) - "Walter Miller" (RKO) (14th wk) - "The Gentleman Caller" (2,400; 48-74)...

\$25,000 after fine \$300,000 for fourth week. "Amen" (RKO) (5,000; 70-110) - "Body and Soul" (UA) (24 wk)...

"Nightmare Alley" (20th) (24 wk) - "The Sign" (RKO) (2,100; 41-60) - "The Sign" (RKO) (2,100; 41-60)...

"Amen" (RKO) (5,000; 55-70) - "The Sign" (RKO) (2,100; 41-60) - "The Sign" (RKO) (2,100; 41-60)...

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"Amen" (RKO) (5,000; 55-70) - "The Sign" (RKO) (2,100; 41-60) - "The Sign" (RKO) (2,100; 41-60)...

L'ville Dull But 'Body' Lusty 18G, 'Harvest' Fancy 15G, 'Heaven' 7G

Louisville, Nov. 18. "Two big main stemmers, State with "Body and Soul" and "Harvest" with "Wild Harvest" are garnering the bulk of coin this week...

Estimates for This Week. "Body and Soul" (UA) (24 wk) - "Nightmare Alley" (20th) (24 wk) - "The Sign" (RKO) (2,100; 41-60)...

Estimates for This Week

"Amen" (RKO) (5,000; 55-70) - "The Sign" (RKO) (2,100; 41-60) - "The Sign" (RKO) (2,100; 41-60)...

# GOOD NEWS



*from your friendly Leo of M-G-M!*



## **"CASS TIMBERLANE" MUSIC HALL SMASH!**

Largest 1st week M-G-M gross, with only one exception, in Music Hall history! Oh how those crowds are enjoying the love affair between rich but lonely Cass (Spencer Tracy) and the spirited lass (Lana Turner) from the other side of town. Their best friend (Zachary Scott) falls for her too in this thrilling Sinclair Lewis best-seller. M-G-M has made it into a movie for the millions!

## **"GREEN DOLPHIN" NEW CRITERION HIGH!**

After setting a new all-time 4-week record, "Green Dolphin Street," M-G-M's big spectacular drama rolls merrily on at Criterion, N. Y. First openings terrific: Houston is second biggest in history; Atlanta, Kansas City, Buffalo sensational. And now a big national magazine campaign launches its nationwide release. What a list: Life (2 issues), Time, Look, Redbook, Collier's, Good Housekeeping, Ladies' Home Journal, Woman's Home Companion, McCall's Magazine, Sat. Eve. Post, Newsweek, Liberty, Esquire, New Yorker, True Confessions (2 issues), True Story, American Magazine, Today's Woman, Parent's Magazine, Household and all the fan magazines plus newspapers and radio. Lana Turner, Van Heflin, Donna Reed, Richard Hart and cast of thousands.

## **"GOOD NEWS" FOR THE HOLIDAYS!**

Will you be one of the several hundred lucky showmen who will play M-G-M's fast-stepping Technicolor Musical simultaneously with Radio City Music Hall at holidaytime? What a turn-over with this hour and a half joy film, packed with youthful verve, studded with top song hits, starring June Allyson, Peter Lawford and a screenful of sparkling new talents.

Out Of But Not Lofty \$46,000 In 2 Spots; 'Stallion Okay 22G Ditto

Boston, Nov. 18. (U) Cold weather and holdovers in top spots. ... 'Stallion' (RKO) (2nd wk), ... 'Wrist Walk' (U) (1st wk) ...

Key City Grosses

Estimated Total Gross This Week: \$5,124,800 ... Last Year: \$2,938,000

Foxes Fair 4G, Mpls. 'Body' 16G

Pre-Christmas slump seems to be setting in here far ahead of time and is stouthing big badly this week. ... 'Foxes Fair' (4G), ... 'Body' (16G) ...

Estimated For This Week

Astor (RKO) (1,400; 40-80) ... 'Fugitive' (RKO) (2d wk), ... 'Nightmare Alley' (20th) ...

LIFE WHAM \$26,000 STANDOUT IN FRISCO

San Francisco, Nov. 18. Big news here this week is the new Bob Hope comedy, "Where There's Life." ... 'Life Wham' (26,000) ...

Estimates For This Week

Estimate for this week: \$5,124,800 ... 'Life Wham' (26,000), ... 'Nightmare Alley' (20th) ...

Hidden Gate (RKO) (2,844; 65-100)

'Gangster' (Mono) plus Pied Piper and Barry Brown on stage. Okay \$24,000. Last week, ... 'Hidden Gate' (RKO) ...

United Artists (Blumenfeld) (1,200; 65-85)

'Christmas Eve' (U), ... 'Strong' (20th), ... 'United Artists' (Blumenfeld) ...

Warfield (FPC) (2,656; 60-85)

'Unfinished Dance' (M-G), ... 'Warfield' (FPC) (2,656) ...

'Body Sockeroo \$50,000, Philly

Philadelphia, Nov. 18. "Body and Soul" is doing the sock trade the best in the city. ... 'Body Sockeroo' (\$50,000) ...

Alaine (WB) (1,800; 50-84)

'Anthony Adverse' (WB) (reissue) (2d wk), ... 'Alaine' (WB) (1,800) ...

Hollywood Made Hall (Blumenfeld) (475; 60-85)

'Verdoux' (UA), ... 'Hollywood Made Hall' (Blumenfeld) ...

Keitel's (Goldman) (2,000; 50-84)

'The Thin Red Line' (M-G), ... 'Keitel's' (Goldman) (2,000) ...

Keitel's (Goldman) (2,000; 50-84)

'The Thin Red Line' (M-G), ... 'Keitel's' (Goldman) (2,000) ...

Lisa Mild Albeit For Keeps Sturdy \$54,000 for Houses, 'Alley' Bright \$61,500; Affairs Low 26 1/2 G in 4 Months

Los Angeles, Nov. 18. Top new bills in theaters currently are: 'Nightmare Alley' and 'This Love' (FPC) ... 'Lisa Mild Albeit' (\$54,000) ...

Estimates For This Week

Belmont (FPC) (1,532; 60-81) ... 'Nightmare Alley' (20th), ... 'Lisa Mild Albeit' (20th) ...

Beverly Hills (Mono) (6,855; 20-20)

'Finale' (UA), ... 'Beverly Hills' (Mono) (6,855) ...

Carthy (Cine) (1,400; 60-81)

'Frieda' (U), ... 'Carthy' (Cine) (1,400) ...

Garner (FPC) (1,145; 60-81)

'Husband's Affairs' (Cine), ... 'Garner' (FPC) (1,145) ...

Hollywood Made Hall (Blumenfeld) (872; 60-81)

'Verdoux' (UA), ... 'Hollywood Made Hall' (Blumenfeld) ...

Egyptian (FPC) (1,538; 60-81)

'Kismet' (FPC), ... 'Egyptian' (FPC) (1,538) ...

Four Star (UA) (900; 60-81)

'Fun, Fun, Fun' (UA), ... 'Four Star' (UA) (900) ...

Hollywood Made Hall (Blumenfeld) (475; 60-85)

'Verdoux' (UA), ... 'Hollywood Made Hall' (Blumenfeld) ...

Keitel's (Goldman) (2,000; 50-84)

'The Thin Red Line' (M-G), ... 'Keitel's' (Goldman) (2,000) ...

Estimated Total Gross This Week: \$5,124,800

Last Year: \$2,938,000 ... 'Nightmare Alley' (20th), ... 'Lisa Mild Albeit' (20th) ...

Belmont (FPC) (1,532; 60-81)

'Nightmare Alley' (20th), ... 'Belmont' (FPC) (1,532) ...

Beverly Hills (Mono) (6,855; 20-20)

'Finale' (UA), ... 'Beverly Hills' (Mono) (6,855) ...

Carthy (Cine) (1,400; 60-81)

'Frieda' (U), ... 'Carthy' (Cine) (1,400) ...

Garner (FPC) (1,145; 60-81)

'Husband's Affairs' (Cine), ... 'Garner' (FPC) (1,145) ...

Hollywood Made Hall (Blumenfeld) (872; 60-81)

'Verdoux' (UA), ... 'Hollywood Made Hall' (Blumenfeld) ...

Egyptian (FPC) (1,538; 60-81)

'Kismet' (FPC), ... 'Egyptian' (FPC) (1,538) ...

Four Star (UA) (900; 60-81)

'Fun, Fun, Fun' (UA), ... 'Four Star' (UA) (900) ...

Hollywood Made Hall (Blumenfeld) (475; 60-85)

'Verdoux' (UA), ... 'Hollywood Made Hall' (Blumenfeld) ...

Estimated Total Gross This Week: \$5,124,800

Last Year: \$2,938,000 ... 'Nightmare Alley' (20th), ... 'Lisa Mild Albeit' (20th) ...

Belmont (FPC) (1,532; 60-81)

'Nightmare Alley' (20th), ... 'Belmont' (FPC) (1,532) ...

Beverly Hills (Mono) (6,855; 20-20)

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'Kismet' (FPC), ... 'Egyptian' (FPC) (1,538) ...

Four Star (UA) (900; 60-81)

'Fun, Fun, Fun' (UA), ... 'Four Star' (UA) (900) ...

Droitwood-Mills Bros. Smash \$13,000, Seattle

Mills Bros. on the stage with no upped prices will help "Droitwood-Mills Bros." smash \$13,000 in Seattle. ... 'Droitwood-Mills Bros.' (\$13,000) ...

Bine Mase (H-E) (600; 45-80)

'Bachelor and Bobby-Soxer' (RKO), ... 'Bine Mase' (H-E) (600) ...

Phila. Avon (2d wk) (2,349; 45-80)

'Key Witness' (Col), ... 'Phila. Avon' (2d wk) (2,349) ...

Phila. Avon (2d wk) (2,349; 45-80)

'Key Witness' (Col), ... 'Phila. Avon' (2d wk) (2,349) ...

'Dolphin' Bright \$22,000 Leads K.C.

Kansas City, Nov. 18. 'Green Dolphin Street' which is great at the Midland playing solo. ... 'Dolphin' Bright (\$22,000) ...

Estimated For This Week

'Dolphin' Bright (22,000), ... 'Green Dolphin Street' (22,000) ...

Phila. Avon (2d wk) (2,349; 45-80)

'Key Witness' (Col), ... 'Phila. Avon' (2d wk) (2,349) ...

Phila. Avon (2d wk) (2,349; 45-80)

'Key Witness' (Col), ... 'Phila. Avon' (2d wk) (2,349) ...

'Body Only Sock Film in Pitt, 23G

Pittsburgh, Nov. 18. Only dent in generally sluggish setup here seems to be "Body and Soul" at Penn. Picture got away from flying start. ... 'Body Only Sock' (23G) ...

Estimated For This Week

'Body Only Sock' (23G), ... 'Nightmare Alley' (20th) ...

Harris (Harris) (2,000; 40-70)

'Husband's Affairs' (Cine), ... 'Harris' (Harris) (2,000) ...

'Body and Soul' (UA), Winner of sock

'Nightmare Alley' (20th), ... 'Body and Soul' (UA) ...

Senior (Harris) (1,700; 40-70)

'Husband's Affairs' (Cine), ... 'Senior' (Harris) (1,700) ...

'Body and Soul' (UA), Winner of sock

'Nightmare Alley' (20th), ... 'Body and Soul' (UA) ...

'Texan' Fine \$22,000 In St. Louis; 'Mitty' Ditto, 'For Keeps' Big \$25,000

St. Louis, Nov. 18. Drop in temperature and many new films will boost grosses at the Midland. ... 'Texan' (\$22,000), ... 'Mitty' (\$22,000), ... 'For Keeps' (\$25,000) ...

Estimated For This Week

'Texan' (\$22,000), ... 'Mitty' (\$22,000), ... 'For Keeps' (\$25,000) ...

'Texan' (\$22,000), 'Mitty' (\$22,000), 'For Keeps' (\$25,000)

'Texan' (\$22,000), ... 'Mitty' (\$22,000), ... 'For Keeps' (\$25,000) ...

# We don't like to cast reflections...

on some of the very nicest shows in show business today. That's the only reason we don't come right out and name names and point the finger at some of the most famous and acknowledged money-hits of the year, which "GOLDEN EARRINGS" is outgrossing right and left in its latest dates!

But the boys at the Rialto Theatre in Butte can tell you the title of that certain Technicolor special that "GOLDEN EARRINGS" opening topped by 30%.

The management of the Palace in Milwaukee and of theatres in Greensboro and Winston-Salem will identify the world-famous star-team comedy that "GOLDEN EARRINGS" outgrossed by 12 to 21% on opening day. And a startled showman in Bethlehem,

Pennsylvania will tell you just how close "GOLDEN EARRINGS" came to the first-day figures of a certain all-star top-budget Technicolor musical.

Yes, the latest reports on "GOLDEN EARRINGS" are literally amazing everyone who hadn't read the 3,000 sensational preview comment-cards that gave "GOLDEN EARRINGS" an incredible 99-to-1 audience rating of "great entertainment."

Get your share of amazement and profits. Get "GOLDEN EARRINGS" and make sure it gets that amazing special "treatment" that PARAMOUNT will help you provide.

*And how that "Golden Earrings" song is helping! Already among "Billboard's" official top 30 radio tunes and high on their November 15 lists of the top 10 record and juke box Hits of Tomorrow. And Capitol Records headlines their Peggy Lee recording as "A 14-kt. hit... getting bigger every day!"*

RAY MILLAND • MARLENE DIETRICH in "GOLDEN EARRINGS" with MURVYN VYE • BRUCE LESTER  
REINHOLD SCHUNZEL • DENNIS HOEY • QUENTIN REYNOLDS • A MITCHELL LEISEN PRODUCTION  
PRODUCED BY HARRY TUGEND • DIRECTED BY MITCHELL LEISEN • SCREEN PLAY BY ABRAHAM  
POLONSKY, FRANK BUTLER AND HELEN DEUTSCH • FROM THE NOVEL BY YOLANDA FOLDES



# **BODY and SOUL**

**is showing the**

**same record-breaking**

**history-making business in**

**the first four days of the second great**

**week at the Globe theatre, New York, continuing**

**proof that everybody has been sold — by UA — on**

**Enterprise's "BODY and SOUL"! Yes, it's the same big boff**

**in Providence, Rochester, Syracuse, Washington, Chicago**

**AND EVERYWHERE IT PLAYS AND PLAYS!**





# Films Are Like Goods of Varying Quality and Prices—Sam Goldwyn

Samuel Goldwyn and New York exhibitors are engaged in a toe-to-toe battle over basic industry problems last week when the producer flatly declared an essential double bill policy. Although Goldwyn was invited as guest speaker before the industry body, he was not invited to the monthly business meeting at Hotel Astor last Thursday (13). Little decorum was shown in the meeting in that exhibitors in all following Goldwyn's ill-bibed opening remarks.

Many of the ITOA members, ignoring Goldwyn's speech on the precarious state of the film industry, were sitting on the edge of their seats and anxious to take a swipe against him for his distribution terms on "Best Years of Our Lives." Goldwyn asked: "Who in this audience did not make a profit on the picture?" Much to his surprise, a couple of hands went up but Goldwyn refused to back water and offered to make personal refunds for any loss on "Best Years."

Attacking on another front, the exhibitor by Max Baer, "The Circus," Cinema Circuit, rallied against the frequent distributor practice of upping admissions for a picture. Goldwyn, who didn't seem to understand such technical terms as clearances, ran, and showings, came down with a simple illustration that silenced the objections. "You can't expect to find goods of varying quality at the same price. Then why should films carry the same price for different picture grades?"

During the discussion, Harry Brandt, ITOA pro, had to rap the gavel several times as exhibitors were letting off steam in excess. Brandt, in introducing Goldwyn, declared that although he personally expected him for his contributions to the industry, they were in fundamental disagreement on some of his opinions. "We will be polite, of course, but we won't pull any punches in expressing our differences," he said, and the ITOA members apparently took the cue.

On the exhibitor's feature policy, Goldwyn said the exhibitors demand for more pictures would inevitably result in more pictures. Warning that exhibitors were faced with the grim possibility of turning their theatres into "stragles" unless more quality pictures were shown.

Goldwyn declared that since there was not enough talk of exhibitors to produce even 150 annually, exhibitors would have to display courage in instituting single theatre. Some exhibitors claimed Goldwyn was making his speech at the wrong address in the small indie exhibitors were forced to follow the policy of major theatre circuits owned, for most part, by the producer. Goldwyn replied that small exhibitors would have to go on in this field against all opposition. He pointed out that producers have to take risks also.

## Schary Trust

Continued from page 3  
stabilizing abilities' and after extensive investigation, the FBI has given him our confidence and he still has our confidence."

### Schary East

Schary is due in New York next Monday (24) from his vacation. He moved up his scheduled arrival from the following week. He will be east to attend the National Exhibitors' and make a series of five addresses to organizations which have extended invitations to him at various times.

### Philly Org Honors Producer

Philadelphia, Nov. 18. The Golden Slipper Square club has had Dore Schary named as the annual Awardee of Merit for Accomplishment in Humanitarianism and Americanism. He will receive it at the annual dinner, December 4. Producer won the award for his "contribution to motion pictures" with "Crossfire," "The Best of Both Worlds" and "The End of Time" specifically mentioned.

## Hellinger 'Knocking'

Hollywood, Nov. 18. Mark Hellinger's first, under his deal with Rankin Republic, is "The Door," probably will be the next film to roll at the Seiznick studios. Seiznick expects a series of production until after the first of the year.

"Knock" is scheduled for Christmas lensing.

## PAR HITS YEAR'S PEAK WITH MILLAND 'VERDICT'

Hollywood, Nov. 18. With the Ray Milland starer, "The Sealed Verdict," starting at Paramount, the lot now has five pix, its peak for the year. "Verdict" is a strong Doc will make six starers within seven weeks. Four currently lensing are "Conventioneer," "Sainted Sisters," "Hazard" and "Long Gray Line."

## IA's 20-30% Wage Tilt Drive for Backroomers

Wage hike negotiations for film exchange employees throughout country have been initiated by the International Alliance of Theatrical and Stage Employees with 10 distributors. Negotiating committee for IA is headed by Thomas J. Shea, Louis Wright and Joseph Bason, with Pat Scollard, Paramount labor consultant, spokesman for the employers.

In initial talks, IA is reported to have made a 20-30% for workers in different categories. Meanwhile, exchange workers are in expressing their differences," he said, and the ITOA members apparently took the cue.

## 20th's 16m

Continued from page 4  
lar 35m business, thereby offering one method of increasing grosses in the U. S. at a time when the domestic market is all-around down.

In addition, Levittas pointed out that introduction of films in 16m size to those segments of the population that are not regular theatre-goers will instill the film-going habit in them. By showing 16m pictures in the small villages, the exhibitor will draw from neighboring farms and localities and thus build a situation for a 35m picture. Levittas said he would put a 35m theatre. This proved to be the case in Canada, where 50 situations have been set up. Levittas said he has now converted to 35m distribution through having built up a large exhibitor audience.

Levittas doesn't plan to establish any 16m theaters on its own. It will start with an exhibitor, set up what it considers to be the correct situation through Films Inc., which has a number of exhibitors throughout the country. Levittas hopes 35m exhibitors in areas adjacent to the small villages will move in and take over the 16m end of the business for their own good, leaving the exhibitor to be supplied with product that's at least 12 months old. Method of selling will move, Levittas said, but exhibitors will service such installations with features and shorts in a package.

In a further move to prevent abuses, Levittas said his plan call for no mobile units. Instead, he expects to set up his units in a city town hall, a barn or any place offering suitable facilities. Behind the mobile units, Levittas said, he is feeling that 16m films have specialized assets, such as non-inflammability, ease of transportation, etc., which make them particularly adaptable for certain situations. As long as the exhibitor has no grounds for complaint.

## RKO's Technical On

Chicago, Nov. 18. RKO's two first-run Loop houses—the Palace and Grand—will be the subject of a two-week limit on runs provided in the Jackson Park decrees through the legal staff. Complaints will be sent against the Big Five and the B & K circuit unless RKO Radio Pictures, Inc., at 450 Madison St., it significantly omits Radio-Kelth-Orpheum Corp. Radio-Kelth-Orpheum Pictures, Inc., controls the company's theatres. Since the general director, Robert M. Lewis, is named and theatres owned or controlled by them, it consequently, they are in the same boat as the Woods and Oriental, indie-operated by Edward Silverman, and still play a pic as long as it holds.

## Canada's \$ Curbs On Pre-Returns

Montreal, Nov. 18. In a move to keep tight check on Canada's foreign dollar position, foreign exchange control has stepped practices of Dominion office of paying U. S. film distributors in advance on an exhibition basis. Formerly, advance down payments were made to obtain film rights for several months, but now they will receive their payment for Canadian rights when earned.

## Canada Had Record Pix Year in 1946 With B.O. Take of \$59,793,215

Montreal, Nov. 18. Last year, 1946, was a record one for the Canadian motion picture industry. Total receipts, paid admissions and the number of theatres included. Total gross received at Canada's theatre box offices for 1946 was \$59,793,215, while the number of paid admissions amounted to 227,423,905. Amusement taxes from this source came to \$15,024,547.

During the year, there were 154 pictures released in general theatres in 1945, while receipts increased by \$4,362,504 and admissions by 11,852,700. The total amount of receipts amounted to \$99,928.

Number of licensed places where pictures were exhibited, by province, were: Quebec, 250; Ontario, 422; Manitoba, 197; Saskatchewan, 140; Prince Edward Island, 10; Nova Scotia, 17; New Brunswick, 44; Alberta, 136; and British Columbia, 149 (including Yukon and Northwest Territories). The gain in the number of houses, according to reports furnished, was: Ontario, six; P.E.I., three; Nova Scotia, seven; New Brunswick, three; Manitoba, 21; Saskatchewan, 16; Prince Edward Island, seven; and British Columbia, 21.

Report, issued by the Dominion Bureau of Statistics, is a preliminary one.

## ASCAP

Continued from page 1  
on rate hikes rests with a government agency, the Copyright Appeals Board, which must also raise a rate. TOA-ASCAP starting has been announced. Exhibitors and Greenberg pushed off this week on a 14-day tour of outlying offices. The minimum that ASCAP will take. There have been a few talks in the past between Greenberg and TOA officials.

Meanwhile, National Allied has been working for going it alone. He won't join TOA in negotiating, says no settlement involving a boost would be acceptable to Allied's top executives. He is not offering that there's a split in its ranks on the question. His board decision on this issue was unanimous, it is claimed.

Instead, theatre group will continue to lobby for a more liberal political level. Allied is currently buttonholing legislators with the idea of pushing through a bill which would make it mandatory for music to be cleared in Hollywood.

## Inside Stuff—Pictures

Webfoot Pegler declared in his Saturday (15) column that he couldn't figure the reasoning by which the Joe Brown deal had fixed his script for an Al Capone biopic while not objecting to a biographical documentary on Franklin D. Roosevelt. He said that the "boss crookfighters" were out to get him because "I was the only one who caught them in a flagrant and notorious association with Willie Bioff . . . and George Brown." Pegler declares that the Department of Justice would have sent them to jail on the Brown-Bioff "shop haul" if it had not been for the few lapsed campaign checks and the loan from the March of Dimes and the Birthday Bells.

"My next documentary," Hearst writer pronounced, "will be an expose the same which Hollywood never has produced in all its dirty sulz on Congress and the integrity of the American character and our Government. It will show the power of the backlogs long exercised against facts, and the power of the lobby, by means of which a Communist because they don't dare fire a Communist because he might be an innocent liberal." Breen has repeatedly refused approval of Capone stories. This was one to have produced for United Artists release by Pegler's brother, Jack, and Lou Goldberg, late Major Bowes' manager. W. Ziegler disclosed that the script "saluted Herbert Hoover and the Republican Administration the best."

The ad-publicity technique with the 18 special homeoffice screenings in advance of the regular open house of "Candida" was such that a selected group of some 2,400 invited newspaper people, commentators, literary, social service workers, leaders in the popular arts, et al., saw the film at their leisure. This position compares with the lead that after the picture's test openings in New York, Chicago and Los Angeles. It's an extension of RKO's "Crossfire" technique, excepting that 20th-Fox's ad campaign there was more directly on the lead than did the RKO pic which did it obligely, selling the picture to some extent as a showman.

In charge of campaign, Charles Schlaifer, 20th-Fox's ad-publicity chief, had a red tounge in "Forever Amber," but got no criticism, pursued underselling it. The Catholic Church tabu, of course, is predicted on the best seller's context.

Studios are cracking down on employee attendance at sneak previews for fear of reaction will get out of control. At one sneak recently seven hundred employees turned out for a picture that was due for extensive remarking. Instructions are now going out to eliminate written notices, deals with oral instructions strictly to the point of attendance with film who will attend for business reasons only.

Dept. of Justice's anti-trusters would hardly think there was collusion or conspiracy among the film companies could they be in on the cat-and-dog fight now going on for Christmas week playing time. With business in 1947 that year, every distributor is sure to be scratching like mad to beat out other companies' bids for theatre screens during the Christmas week of the year.

## 506 Releases in 1948

Continued from page 3  
addition will have 16 others, including "The Sign of the Cross."

Columbia has some 56 films to offer, including 10 westerns and four serials. It also has a picture which will duplicate last year's production of some 49 films, including a number of new titles. The picture is 24 films ready to go, including two Hal Roach twin-comedy streamliners, "The Three Musketeers" and "The Three Musketeers." Several other UA indie producers have films in various stages of production. Some of these may be delayed because of their financing difficulties or they may be turned over to other distributors. Universal's plans approximately 33 feature releases, including the above-mentioned Rank product. Allied along with its Rank product and those films turned out by PRC, will offer some 65 films. Monogram has some 48 to offer, including 14 westerns.

## Par's \$33,000,000

Continued from page 3  
\$10,004,823 for its first 40 weeks ending Oct. 15, 1947. The picture is held to its finishing position in 46-47 that of fifth. Company has all the top ten titles in its production for the year. So far, it's reported \$5,167,247 for the first six months of the calendar year.

Columbia, which finished last among the seven companies reporting (all but United Artists), should be in a position to report for the entire fiscal stanza with a record take for it of \$2,707,000 against its first 40 weeks of production ended June 30. Col. is swamping places with Universal partly because of its position in the Studio circuit. U. should garner \$3,200,000, which is just about what it did last year. The new package back of operations is its 59-week net this year was \$2,470,167.

Variations in fiscal periods of different companies have caused a scrambling of positions. Warners, for instance, wound up its year on Oct. 15, 1947, and reported for the lucrative second half of last year's lush grosses. Nonetheless, its 1947 production slate of 24 and Warners will have about 20. RKO will have 24 top pictures, including those of the small but big budget producer production chief Dore Schary's new production setup. Company's year was identical to the calendar year.

MOVIE PLOT OF THE YEAR BRINGS  
**JAMES MASON** AS  
 A DOCTOR WHO NOT ONLY  
 SOLVES A MURDER BUT  
 COMMITS A NEAT ONE  
 ...ALL FOR LOVE



**JAMES MASON**  
 Rosamund JOHN · Pamela KELLINO  
*The Upturned Glass*

Ann STEPHENS · Burt O'Rourke · Henry OSCAR · Directed by LAURENCE HARTINGTON  
 From an Original Story by JNO. P. MONAGHAN · Screenplay by PAMELA KELLINO and JNO. P. MONAGHAN  
 Produced by SIDNEY BOX and JAMES MASON · A J. ARTHUR RANK Production  
 A SIDNEY BOX PRODUCTION · A TITFORD FILM · A UNIVERSAL-INTERNATIONAL Release

Starts 10 AM TODAY  
 Broadway at 50th **WINTER GARDEN** Continuous 10 AM to 3 AM

# ANOTHER MASON HIT FROM U-I!

Top grosses in its New York, Los Angeles and San Francisco engagements definitely prove "The Upturned Glass" best of the James Mason successes!

"A story of vengeance that ends with dramatic impact...an undercurrent of sustained suspense."  
 —THE NEW YORK TIMES

"... provides the murder drama addicts with some of the un-easiest suspense they have had all year."  
 —N.Y. WORLD-TELEGRAM

"Another example of excellent movie making."  
 —SAN FRANCISCO EXAMINER

"A suspenseful film drama."  
 —LOS ANGELES EXPRESS

This is one of the ads that set off the New York campaign. It's in the press-book!



Reprint of Advertisement Which Appeared Monday, Nov. 17th, in the Washington Post



# TO THE MEMBERS OF THE HOUSE OF REPRESENTATIVES OF THE CONGRESS OF THE UNITED STATES OF AMERICA

*The undersigned witnesses, subpoenaed by the House Committee on Un-American Activities, dubbed "unfriendly" by the Committee in advance of their appearance, ten of whom have been cited for contempt of the Congress by the Committee, most respectfully address themselves to you.*

## WE EARNESTLY REQUEST THAT YOU CONSIDER THESE FEW FACTS:

The indignation of the press and the people of the world was called forth by the clear intention of the Committee to censor and control the popular and patriotic American motion picture industry. This was indicated by the Committee's dictatorial demands, anti-Constitutional bias and its fearful proscription of discussion.

**NEW YORK HERALD TRIBUNE:**

"... the Hollywood investigation has been producing a good deal of nonsense and very little else."

**PITTSBURGH POST GAZETTE:**

"... the variety show in Washington thus far is a flop."

**WASHINGTON POST:**

"What the Committee had tried to do through these hearings is to set up a blacklist. And this we think amounts to an infringement of the freedom of the screen."

**DETROIT FREE PRESS:**

"The hypocritically named Committee on Un-American Activities should be abolished at the earliest possible moment by the United States Congress and so deeply buried that no other group of publicity-mad zealots could ever be allowed to tarnish with their stench the greatest institution of our democracy—our Halls of Legislation."

**DES MOINES REGISTER:**

"The Un-American Committee is determined to put the thinking and writing and the performing in Hollywood in such narrow, intellectual shackles that no view can possibly be expressed except those which accord with the deadening dogmas and timid mentalities of the most reactionary fringe."

**LONDON EVENING STANDARD (ENGLAND):**

"To what depths of intolerance have its members sunk!" "... With what moral authority can a democracy rebuke other nations for the invasion of human dignity and liberty when the cause it stands for is itself scarred by such an institution..."

**LONDON TIMES (ENGLAND):**

"But it is hard to understand why the Congress of the United States provides a platform for this sort of thing."

What occasioned these comments so injurious to the prestige and dignity of the Congress of our country? Was it the invocation of Constitutional safeguards against tyranny by the witnesses, or was it the unparalleled terrorization of an industry, its management and employees, by the Committee?

May any self respecting American industry supinely submit to public whipping, intimidation and threats of censorial reprisals? Did not the employees of the motion picture industry who were cited, in resisting invasion of their minds, opinions and associations, take a principled stand in protection of

their industry, all industries, all employees, the Bill of Rights, the American people and the Congress itself?

We are certain the Congress will not be stampeded, will inform itself fully concerning the hearings and will act, in the highest tradition of a great deliberative body, only when it is in complete possession of the facts.

We believe it is not too late for the Congress to undo the harm which has been done it and the American people by voting down the citations, thus placing itself on record in support of a way of life based upon law, tradition and human freedom and dignity.



- ALVAH BESSIE
- HERBERT BIBERMAN
- LESTER COLE
- RICHARD COLLINS
- EDWARD DMYTRYK
- GORDON KAHN
- HOWARD KOCH
- RING LARDNER, JR.
- JOHN HOWARD LAWSON
- ALBERT MALTZ
- LEWIS MILESTONE
- SAMUEL ORNITZ
- LARRY PARKS
- IRVING PICHEL
- ROBERT ROSSEN
- WALDO SALT
- ADRIAN SCOTT
- DALTON TRUMBO

Wire Your Congressman Asking That He Take the Floor and Speak Against Citations

# Cincy Lone Key Sans Foreign Pix As Denver House Takes On British

Cincinnati is now the only American city with a population over 300,000 without an art house featuring British and foreign-language pictures. Swept of conversions by rabies and hand-mouth, first-run, to the eastward policy has blanketed the 80 top towns in population since the end of the war. In all, 1,000 to 2,000 400 houses are handing out a straight fare of imported celluloid.

Cincy, with its 450,000 inhabitants, became the last holdout following the switch of the Broadway theatre, Denver, last week to Anglo pic. The Rembrandt & Wolfberg house, located in downtown Denver, formerly booked first-run product when available and movieovers when top-run could not be spared.

Broadway's deal was made with the Prestige unit of Universals, which handles specialized product of J. Arthur Rank. The 1,200-seater took the complete lineup of 18 pic centers being handled by Rank by Prestige.

Besides the 400 straight art houses, many of chains have also converted British and foreign-lings films on a part-time basis. It's now figured that 1,000 art ops can be handled by approximately 1,000 bookings in the S. market.

Standard terms for first-run bookings in the strongest area are 20% to a figure and a split on anything over that amount. It's a higher rate than that paid for American Pic, but considerably lower than the terms on A's.

## Film Reviews

**Zygmunt Kozłowski**  
camera work and general type effects.

Action centers on a preposterous latter-day version of the Scarlet Pimpernel myth. The place is Poland rather than France this time and the hokuspocus occurs during the Nazi occupation of its eastern neighbor. There are no other differences. Kozłowski is the big assassin, by an escaped Polish poet, who spreads terror in Teuton ranks by incredible rescue, assassination, sabotage and like devices. In the end, the Soviet armies appear on the scene and the new Polish nation is born.

Dmochowski is the whole work. He appears in six out of nine scenes in almost every scene. His performance is uneven, much of it lacking the exaggerated quality of the old-time shtetl. Yet, when it comes to comedy, Dmochowski shows a real flair which should be put to use in something more desirable. As for the supporting cast, all they're called to do are bits. To that extent, subordinate portrayals are adequate.

Pic was filmed in Poland and Russia but has none of the feel of movement which a wandering camera might capture. Photography lacks clarity or sharpness of detail. There's a flickery milkiness of finish which has the audience reaching for its best pair of No-Gloves. W.

There's Only One...

With the blackest of secret privacy...  
Foot-Loose, Canada

MIAMI BEACH  
Lora Taylor

Reservations invited...  
R. O. Keller, Phone 7-3288  
533 16th St.  
533 16th St.

Opening November 25th

## Wall Street

Continued from page 5  
loosen speculative coin for other deals.

Here's how it's working. The average investor on the exchange is bargaining at the Exchange than he's had since the end of the war. Hence, the market calls to signal a good speculative buy, the comeback's been more often than not. The fill is small. At this point that the investors are being advised to sell their film holdings and use the coin to buy the newly recommended stock.

"This sort of treatment is being handed not only pix but department store and liquor stores also. In each instance, the argument runs that film company earnings can't climb next year 'till their earnings quoted tuisomously to this effect), so why hold onto the stocks.

All of which explains, it's said, why film stocks are at their nadir although this year's earnings, so far, show they may not 20% under peak. Both the market and the company enough to pay off regular dividend requirements. At their present levels, they are returning a solid percentage on investment in divvies.

General market is far from weak, but the market is not so strong, one, have recovered to the point where they're now at an absolute peak. Both the market and the company stocks have rallied sharply as well as practically all other durables. They're up 30% from the trough, while the pig linger in those doldrums.

One close observer of Wall Street fobles had this to say: "The sharp drop in stock prices, along with others, anticipated, the bad news which developed this year. Picture stock, therefore, are not so well quoted at a very sound level regardless of what happens overseas. Unusually in these crops up in picture dividends, the worst is over.

"But what's preventing film company stocks from rising along with the rest of the market is the sell-malor-company-stock psychology, which is purely a phenomenon which will break if there is no relation to film prospects but it's effective, nonetheless."

## 20th Rentals

Continued from page 9  
20th is preparing to fill the beach with more releases if necessary.

In announcing his plans for boosting rentals, Smith cited both the loss of business to the market from foreign markets and the rise in production costs, declaring that "the continuation of delivery of new pictures" demands an increase in revenue from domestic distribution. "The picture business has to make its profit out of domestic distribution only," said exhibitors who were satisfied with their own pictures if we are to continue serving them with quality boxoffice product."

Smith's figuring "There is no law that is building of the picture market. It says a theatre shall have 50% of our film as profit before we share on a 30% plan. The elements within our industry here and abroad, which theatre operators are acquainted, have been set at one-third of the total 35% split figure. The expectation is that one-third of our film rental profit, in our film lease deals, they should not allow more than our percentage of film rental as profit at the different levels."

Whether exhibitors will go for the better in rentals, however, is a question. Most of the 20th operators booking "Forever Amber" on the strength of 50% basis for exhibitors were reportedly well-satisfied with the deal on the assumption that the picture is probably being a good solid attraction ever offered. But despite the apparent truth in Smith's note on the recent boxoffice, it's expected that exhibite will be plenty before going for updated rentals on all 20th product offered them.

**MAURER'S FRENCH YEN**  
"Best Years of Our Lives," scheduled to open within a couple of weeks at the Bijou, on Broadway, recently converted legit house, has been booked by Maurice Maurer, who operates house for an investment Corp.

"Availability" of a new picture, "Reverie," resulted in change of plans to retain Maurer's original foreign picture policy for the Bijou.

## Plan Riverfront Theatre in St. L.

St. Louis, Nov. 18.  
An open air theatre and restaurant will be included in the local riverfront improvement plan and the cost for the \$40,000 grand prize for the best design has narrowed down to five competitors.

Several years ago all of the buildings, dating back from the pioneer days of the city, were razed in the area between the Eads and MacArthur bridges. The city paid 25% of the cost and the Government was the manager for the site. The city still has \$2,250,000 of the \$7,000,000 bond issue voted for the municipal.

Whether the theatre will be for legit, pictures or combination will not be determined for some time.

## New Drive-Ins in Uptate N. Y.

Albany, Nov. 18.  
A drive-in is being constructed by F. Chase Hathaway, Woodick Falls business man, between that community and Bennington, Vt. It will have a capacity of 500 cars.

Alec and Jim Papayannakos of Papayannakos Theatres, will build a 200-car drive-in between Canton and Potsdam, N. Y. They operate houses in Potsdam, Canton and Malone. The Epsomans are preparing to construct a second indoor theatre in Canton, while Jim Papayannakos is set to build a new drive-in in Potsdam to replace the burned Star. He also runs "the Rustle" in that village.

## New House in Mechanicsburg, Pa.

Harrisburg, Nov. 18.  
Plans for erecting a 700-car theatre to cost \$70,000 in nearby Mechanicsburg have been announced by W. A. Spitzer, owner of three local city neighborhood houses.

## SAG

Continued from page 9  
Gene Kelly, first vice-president; William Holden, second vice-president; Walter Catlett, third vice-president, and Olivia de Havilland, treasurer.

Office of recording secretary, only made part of most of the work won by Leon Ames, who defeated Marlene Hunt. Officer selections stand since they were elected by a mail vote.

Retinue question was tabled on recommendation of the board of officers, which made it plain that something must be done but decided that SAG negotiations with producers reopening Jan. 15, action now would mean that the SAG was carrying on in a state of anarchy and unions. Members adopted resolution introduced by Larry Park, which called for action Plan to alleviate unemployment of actors.

A unanimous vote was taken against a resolution offered by Edward Keane limiting the board and committee members to American-born or naturalized citizens. The board said the resolution was un-American and would print the National Guild of Professional Actors to fight for the repeal of the Taft-Hartley Act. A resolution asking that the board of dual members with SAG and SEG, as a step towards harmony in sister guilds was referred to a committee to be named by the board for study and recommendations. All these are subject to a new vote by mail.

Out of 31 candidates for the 11, three-year board of directors terms, winners were Dana Andrews, Edward Arnold, Charles Bickford, Lee Bowman, Hume Cronyn, Dan Duray, Fred Goetz, Hedda Hopper, Larry Parks, Tyrone Power and Anne Revere. Named to three-year terms as board representatives were Junior members were Dick Fordon and Jeffrey Sarge.

Winners among the 10 actors competing for the five one-year terms on the board were Richard Carlson, Paul Harvey, Cliff Lyons, Lloyd Nolan and Regis Toomey.

**PROMOTER for fund raising campaign national organization. One experienced in handling big promotions. Most famous "Big" references.**

**FRANK KELLY**  
116 Walnut St., Bldg. Kansas City, Mo.

## Ad Homeymoon

Continued from page 9

his regular house budget for advertising. And the budgets will have to be responsible.

But as to a new figure that they're spending \$4 to every \$1 on the exhibits. They claim that that's "cooperative" advertising. Among the worst offenders, they say, are some of the affiliated circuits, which have reduced their own house budgets to protect their margins.

Effect of the economy being practiced is seen in Chicago and other cities where exhibitors have miserably allotted for an opening campaign. It's now being held down to \$200-\$300 a week.

Another method of cutting expenditures has been to slash the number of "advertising situations." There were generally 120 such towns. This has been reduced now to 80-100, with exchange centers and about 20 others.

The main reason for this trimming, it is said, was inability to check expenditures in smaller situations. "An exhibit was given perhaps \$25 or \$50 for advertising, and there was no substantiation of whether it spent it or pocketed it or was depending on its exhibitor, rather than making an expenditure himself. In some cases, too, there has been a feeling that salesmen were "buying" contracts by offering advertisements money."

Determination of the majors to force exhibitors into a squibbled area on advertising was evidenced in a discussion of the subject at a meeting last week of the Eastern Advertising and Publicity Directors' Council of the Motion Picture Area. While there was no concerted action, tenor of the talk made it clear that all companies are thinking along the same line. Exhibitors are to adjust to the new foreign situation and the decreased domestic market.

## KANSAS DRIVE-IN PLANNED

Kansas City, Nov. 18.  
Dickinson circuit, operating about 30 theatres in Kansas and Missouri, will build a drive-in with a capacity of 760 cars southwest of Kansas City. Durwood Theatres, Inc., with 12 theatres in Kansas, has announced plans for a drive-in at Jefferson City, Mo. The Durwood circuit has built on a 28-acre site already acquired, and will be set up directly by Deluxe Drive-Ins, a subsidiary of the parent firm. It will accommodate 600 cars.

The announcement of these two follows a flurry of building of drive-ins in this area through the summer.

fly  
"the Los Angeles"

United's DC-6 Mainliner 300  
Luxury Flight  
Leave New York 12 noon  
Arrive Los Angeles 9:00 a.m.

**UNITED AIRLINES**  
Altlina Terminal, 80 E. 42nd St. or Pennsylvania Hotel or 1 World St. and Wall Street Hill 27-2000 or on authorized travel agent

**UNITED AIRLINES**

**PROMOTER for fund raising campaign national organization. One experienced in handling big promotions. Most famous "Big" references.**

**FRANK KELLY**  
116 Walnut St., Bldg. Kansas City, Mo.

**HAVE NEW YORK CITY APARTMENT IN EXCHANGE FOR CALIFORNIA HOME**  
You may have our exclusive 6-room, 8-bathroom (3 stall showers) modern apartment with separate kitchen, dining room, living room, full bathroom, New York City, on Riverside Drive at 82nd St., overlooking the Hudson River, in a new building for the best of the city. It is the privilege of buying exclusive home near Los Angeles, furnished or unfurnished. You may have home in California. Home is fully equipped. You may purchase California home without exchange.

Write: **Wing DeWitt Inc.**  
B. BATES, P.O. Box 143, Madison Square Station, New York 10, N. Y.



**When "the dawn comes up like thunder"...**

HE'S at his console—the re-recording mixer—weaving skeins of sound into the picture's pattern... skillfully matching sound to sight, mood for mood.

Under his sensitive control, dialogue and music and special effects are expertly proportioned, delicately balanced to round out the realism and drama of the scene.

To fulfill this essential contribution to the picture, the re-recording mixer requires creative understanding of the director's desires... a sense of the dramatic... a feeling for mood... and the high order of faithful sound reproduction and re-recording he gets from the large and versatile family of Eastman motion picture films.



**EASTMAN KODAK COMPANY**  
ROCHESTER 4, N. Y.

**J. E. BRULATOUR, INC., DISTRIBUTORS**  
FORT LEE • CHICAGO • HOLLYWOOD





### Soap Muddles This Situation

Ever since Lever Bros' Charles Luckman stepped into his food administrative post in Washington there's been a lot of uneasiness around the networks over the possibility of Luckman-inspired food conservation programs located opposite shows sponsored by rival companies.

And sure enough NBC and CBS found themselves in the middle of an awkward situation last week when they went into the four-day Thanksgiving Day. Practically everywhere that NBC and CBS looked, one or the other of the networks found it hard to have to split a serial out of the Procter & Gamble stable. As far as the networks were concerned, it was tantamount to Lever Bros. asking a rival soap vendor to get off the air. NBC and Mutual didn't mind too much; in fact, some of those two networks it would affect drug clients rather than food-soap sponsors.

Luckman & Co. finally decided on 12:30 to 1 p.m., which only ends CBS commercial programming, with Whitehall and Amazin taking the cancellation route.

Some of the boys around the nets are hoping Luckman will buy a one-way ticket to Cambridge, Mass., and save them further anxieties.

### EFFECTS OF THE NEW NBC, CBS

By GEORGE ROSEN

The American Broadcasting Co. is completing negotiations for the purchase of Capitol Records. In one of the biggest recording-network exchanges in recent years, involving an exchange of stock running into millions of dollars, ABC is scheduled to take over the recording company within the next month or two. Capitol's three principal owners, Buddy De Sylva, Johnny Mercer and Glenn Wallada, preside of the company, will be given a large chunk of ABC network stock in return for the Capitol takeover.

It will mark emergence of ABC into the recording bigtime with its own subsidiary operation, similar to the Columbia Broadcasting System's parenting of Columbia Records and NBC's initial identity with the parent RCA company and its affiliated RCA Victor.

Papers have not yet been signed, but it's been learned that negotiations are now in their final form. Wallada is scheduled to take over the presidency of the company, which last year rolled up a gross business of \$10,000,000 and in which ABC had a spot among the recording companies.

ABC's scheduled acquisition of Capitol is said to mean the plight of the broadcasters, particularly the networks, and their gradual takeover of stock running into millions of dollars. It will help offset declining profit sheets from basic network operation due to increased operating costs. This was particularly demonstrated during the past year, when CBS quarterly figures showed a net loss of \$1,000,000. It also showed profits stemming mainly from Columbia Records (as well as owned-and-operated stations) rather than from the network operation. Similar situation has prevailed at NBC.

### What a Whale of Difference a Few Months Make—As Trade Eyes K&E

#### Beat It Out, Guv

Hollywood, Nov. 18

Auditioning governors is a little off the beaten track for Hollywood but last week Louisiana's Jimmy Davis put himself on record as a fortrix entertainer and on wax as potentially commercial.

ABC cut the disk with Davis warbling to the accompaniment of a hillbilly band. Last hour program is called "The Sunshine Hour," a takeoff on "You Are My Sunshine," the tune on which Gov. Davis rode into the statehouse and of his own composition. ABC will sustain it until it's sold. Larry Robertson produced the platter.

CBS ultimatum to Kenyon & Eckhardt, with the impending yanking of the agency's Borden-Mark Warnow show out of the Friday night 8-9:30 period, is the climax to a succession of K & E casualties that have not gone unnoted by the trade.

General comment along Madison avenue is that "what a whale of a difference just a few months can make." Back in the spring K & E, riding high and wide on its newly-acquired Ford business from J. Walter Thompson and the Borden billings out of the Young & Rubicam camp, was being ambushed as the "Wonder Agency of the Year." It was not only a case of capturing several million dollars in billings, but possession of choice network time slots and opportunities for provocative programming.

Borden's, which walked out of Y & R after a succession of Friday night program debacles which was cleaned by last year's Ginny Simms show, invited K & E Bill Biele to take over, while Ford, similarly lured by radio head J. Walter Dinnah Shore-Peter Lind Hayes dealers, also took the trek to K & E. "I'm through here, we will have a total full hour of Sunday afternoon NBC programming as a Ford family business," Borden is reported to have said.

Here's the scorecard to date: K & E's initial Borden venture, "Archie" and Rubicam, split to CBS as executive producer, effective Jan. 1. He will have charge of all the network's programs originating in the east, reporting to Hubbell Robinson, CBS vice president in charge of broadcasts.

Ackerman has been with Y & R since 1936 and has at various times worked the agency's New York, Hollywood and Detroit offices. Among the shows he has directed are "Secret Guild," "Kate Smith Hour" and "Aldrich Family." He and Robinson worked together for several years at Y & R.

Ackerman's moveover to CBS will be attended by a revamp within the radio division, with William Fishner, for the past five years as CBS Director of Broadcasts, being upped to a newly-created post, general manager of public affairs programming, working in cooperation with Davidson Taylor, Jr.

### Switch Pulled With 'Freedom Train' Angle When Kellogg Nixes 'Superman'

Tempest in a teapot blew up this week in the wake of Kellogg's cancellation of the "Superman" kid series on Mutual. Kellogg president Robert Maxwell, who raised industry eyebrows last week, just before the Kellogg axe fell, said in a statement that kids are turning away from cliffhanger serials like "Superman" and announced an ambitious plan to back alleged sponsor and American Heritage Foundation disapproval by buying a "story line" involving the Freedom Train into the final Pep-sponsored sequences of "Superman."

Kenyon & Eckhardt, agency for the sponsor, was plenty burned up. Agency spokesmen said the sponsor didn't even know of the projected Freedom Train story line, but that the agency had had the same idea on the ground that it was explosive and inappropriate.

Proposed story line, built around the rule that the Freedom Train will stop in no town requiring segregation, is said to be a mixture of race, creed or color, has its setting in a mythical town of Meadville and involves a race riot, the treatment of lynching, a trial reminiscent of the Greenback, and a town holocaust reminiscent of the Texas City disaster.

Maxwell said he planned to launch the sequence on "Superman" Thanksgiving Day, Nov. 27, and indicated it would run through the remainder of the season.

(Continued on page 44)

### Fords Go By—But Too Fast

NBC, Kenyon & Eckhardt and J. Walter Thompson, around whom the new Ford programming setup revolves, are not untinged by the upward situation that's arisen and one that may eventually effect the Sunbeam "Ford" series.

It's a case now where, with the Ford dealers latching on to the Sunbeam "Ford" series, it's being put into all its programming eggs in one Sunday basket. And that's something the Ford agency doesn't relish, preferring rather to scatter its commercial shots throughout the week. (Previously Ford had a two-way program spread, with a Wednesday CBS slot in addition to Sunday.)

But advertising agencies would prefer an evening time period and expectations are that it will land a midweek evening segment, with Allen, of course, staying put Sunday nights.

All at the moment there's one stumbling block. NBC happens to be sold out.

### Net-Built Parade

Sale of the Abe Burrows show to Listerine marks another step in CBS' most successful year in covering well-built shows from a commercial properties since the agencies took over the function of the networks back in the early '30's.

Within the space of a few months CBS negotiated deals for sponsorship of its one-act comedy "Arthur, Godfrey Talent Scouts" show, "My Friend Irma" and "The Burrows Show." All of which means a two-way continuity for both time and talent.

Webb No. 1 concentration currently is the long-justified Sweeney and March comedy show.

### Listerine To Pick Up Tab On Burrows

Listerine has finally settled for sponsorship of the 15-minute version of the Burrows Show—the same that's been held sustaining for the past few months in the 10:30 Saturday slot.

Listerine will start picking up the tab after the first of the year. Whether show will remain in the late Saturday segment or moved into another nighttime or Sunday afternoon niche is still to be determined.

CBS, after huddles with Lambert & Fleisy, agency on the Listerine account, has just negotiated a half-hour version of a Burrows show, with "Margaret Whiting" also featured in the show. The deal is a Listerine business. However, the outfit last week decided on the capsule version, priced at about \$4,000 a week, in contrast to the \$8,000 talent put for the half-hour format.

In addition to Burrows, who also writes the show, there will be the weekly Milton De Lugi musical group insert, same as during the sustaining run of the show. The Burrows deal marks the return of Listerine to CBS programming since the lapse of a few years ago and sponsored the Saturday morning Billie Burke show.

### Tom Lane a Rexall VP

Thomas H. Lane, director of sales promotion and advertising for the Rexall Drug Co., has been elected a vice-president by the Board of Directors.

Lane joined Rexall in the fall of 1945. He is in charge of national and local advertising campaigns, product display, package design, advertising and public relations.

### Harry Ackerman Resigns Y&R For CBS Program Spot

Harry Ackerman, vice president in charge of program operations of Kenyon & Eckhardt, shifts to CBS as executive producer, effective Jan. 1. He will have charge of all the network's programs originating in the east, reporting to Hubbell Robinson, CBS vice president in charge of broadcasts.

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### 'How Friendly Can You Get?'

#### WNEW's Industry Soundoff

Bernice Judis, who has parlayed WNEW (N.Y.) management into one of the most lucrative radio operations in the country, finally rested last week that running a station on such a scale requires a consulting service is another.

Requests from station operators for a "how friendly can you get" formula have reached a point where stations were overstepping their bounds. "We've had a case where WNEW was confronted with the necessity of setting up a post of Vice-President in Charge of Station Relations, or going on record with a blanket tie to stations seeking to duplicate the indie pattern. Miss Judis, in a "how friendly can you get" stance, threw up a roadblock which would prevent on record in favor of the latter course.

Although the requests date back "Along the requests date back to when Martin Block first inaugurated his "Make Believe Ballroom." It was only in the past few months that the station found itself expending a considerable portion of its time and labor dishing out "how friendly can you get" operational techniques. Requests for tolerance spots or organizational help were more on the order of what she still wants to be helpful on that score, but the thumbs-down decision was read when the management did a last take of the multiple requests resulting in recent months for cuffs duplication of station's programming.

Deep in the Heart of Texas For example, was the southern station that recently asked for a "how friendly can you get" formula of WNEW's "formula for success" to counter the strong local competition.

For the "how friendly can you get" formula, the Texas operator who wanted to duplicate a multi-news pattern similar with WNEW's, will you please send us your complete schedule."

Other samples: a \$6,000-water in the south asked for an air-check of the "Hollywood Newsreel" show, "we can analyze it here" in preparation for "how friendly can you get" formula. The Pennsylvania station wanting to revise its schedule and asking for a "how friendly can you get" formula, "we appreciate your suggestions"; midwest station that wanted outright "how friendly can you get" formula developed commercial "because its cule angle would fit our needs."

Also the New Orleans station that thought "The Spoken Word" would go down there, "so do you mind if we copy it?" although asking to buy the WNEW a credit sale.

WNEW's "formula for success" is a multi-news pattern similar with WNEW's, will you please send us your complete schedule."

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### Y&R Dovetailing Prod Personnel

Young & Rubicam production dept. personnel, under new decree established by radio head J. Walter Weaver, will henceforth be actively integrated over agency programming.

Everyone from here on will have supervision into a Y & R show.

As a result, Lester Gottlieb, who has been with the agency as head of talent in taking over as producer of the Guit "We the People" show, which has been so previously produced, the show, is being shifted as a radio supervisor and he'll move into daytime radio.

Ed Adams, who was MacFarrier's assistant, becomes director of "People."

(Continued on page 43)

### NBC Grabs Fast 100G

#### In Time Billings Via Allen Switch to Ford

NBC is grabbing itself a fast \$100,000 in billings through the special expedient of CBS establishing a "how friendly can you get" formula of WNEW's "formula for success" to counter the strong local competition.

For the "how friendly can you get" formula, the Texas operator who wanted to duplicate a multi-news pattern similar with WNEW's, will you please send us your complete schedule."

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WNEW's "formula for success" is a multi-news pattern similar with WNEW's, will you please send us your complete schedule."

### Piper Hired

Philo last week asked General Electric's bid for the period following Bing Crosby on ABC for "Willie B." was pointing out that it was radio. Piper's attention was called to the fact that "Piper" is using a deal with the New York Times, but Crosby's sponsor stood pat.

"Piper" is now on Thursday at 9 p.m.

Petrillo May Bypass Networks, Pact Agency Deals on Musicians

If James C. Petrillo at his meeting today (Wednesday) with network of-

According to the report, Petrillo has abandoned all hope of making any headway in obtaining employment agreements from local stations through the good offices of the network.

Under the present plan, the agency would be free to air its client's program over any network it elects but the network would be eliminated to those stations which have entered into agreements with the local affiliate.

Dealing Secondary Boycott By dealing directly with the parties concerned in the program, according to the report, believes that he will avoid any untoward effect upon the general operation of the provision of the Taft-Hartley Act.

MET AUDITIONS BACK FOR FARNSWORTH CORP.

"Metropolitan Auditions of the Air," off the air for several seasons, will be back in the air under sponsorship of Farnsworth Radio & Television Corp.

60-Min. Show Biz Aired Stars CBS Enthusiasm

New 60-minute show business program inspired by producer Irving Berlin, which was auditioned by the network last week, has landed up a lot of fan enthusiasm.

Drink Outfit May Buy MBS' 'Hospitality Club'

Joe Louis Punch, soft drink outfit, is negotiating for sponsorship of the new "Hospitality Club" radio show in selected markets.

Parliament Options

Parliamentary cigaret, Thomas O. Hedger, has on Thursday, 10:30-4 p.m. slot on WNBC under option for a program.

Abbott & Costello Jive Show To Aid Foundation

Hollywood, Nov. 18. Abbott & Costello are preparing a Saturday morning kid show for the ABC network, platterer the stanza at the Lou Costello, Jr., Foundation here.

Three-way "payoff" is seen in the deal. ABC came up with the idea as a new outlet for their interest in helping fight juvenile delinquency.

Plans for the kid show call for A&C to engage a program of kid acts and to offer on the air each week a "Lou Costello Award of the Week," probably carrying with it a government-issued savings bond.

Lou Costello Jr., Foundation for Juvenile Delinquency, was set up in memory of Costello's younger son who died several years ago.

LEVER PLANNING LABEL SWITCHES ON PROGRAM

Ever Bros. is reported giving serious consideration to withdrawing the Pepsi-Cola label from the ABC radio show and attaching two other of its products to the program.

60-Min. Show Biz Aired Stars CBS Enthusiasm

Final decision on slotting of program still awaited. The show's producer, Irving Berlin, which was auditioned by the network last week, has landed up a lot of fan enthusiasm.



KLZ'S COMMERCIAL MANAGER MAIN MORRIS

Effective November 1, Main Morris becomes commercial manager of KLZ. He has a background of 25 years in advertising and in recent years has handled some of the largest radio accounts in the Rocky Mountain section.

ABC Showing Its Form To The Agencies

Making the rounds of the agencies currently in a batch of charts, put together by ABC's sales research staff, showing the relative share-of-audience standings for the 1947 September-October period of NBC, CBS, and its own network.

Still another breakdown that ABC has composed and is exhibiting to agencies concerns the published average Hooper network ratings for all the networks covering Thursday, September-October 1947 with the same period of '46.

Table with 3 columns: Network, 1946 Rating, 1947 Rating. Rows include NBC, CBS, ABC, and MBS.

As a companion piece to the foregoing chart ABC is also showing a breakdown of the average ratings for the January to October period, inclusive. The comparison is as follows:

Table with 3 columns: Network, 1946 Rating, 1947 Rating. Rows include NBC, CBS, ABC, and MBS.

Commandments from Cucamonga

By NORMAN CORWIN

A blasphemous friend of mine, a radio director and Guild member given to hallucinations of grandeur, returned recently from a trip to a nearby mountain range, carrying with him two boxes of plastic discs, which were inscribed certain homely maxims regarding the conduct of director.

- I. Thou shalt close thine eyes when auditioning and casting.
II. Thou shalt not fall into the ways of temptation by casting only those friends, or honoring only those who applaud or admire thee...
III. Thou shalt not permit thine actors to play at cards nor cheer during rehearsal...
IV. Keep not thine actors waiting whilst thou workest with sound, nor declinest to name, to carry 10 Commandments...
V. Thou shalt not suffer thyself to be controlled by thy control room...
VI. Thou shalt regard each of thy company as a collaborator in thy production...
VII. Thou shalt not hesitate to discharge an uncooperative or incompetent actor or technician in rehearsal...
VIII. Thou shalt not hesitate to discharge an uncooperative or incompetent actor or technician in rehearsal, neither out of pity, nor out of respect for the man, nor for the sake of the whole show is worth more than the sensitivities of its parts...
IX. Thou shalt never undress thy brother director.

Broadcasters Profits Off 8.5% For '46 \$322,552,000 Revenue

WNEW'S 100G SALE OF 'MYSTERIES AT 8'

In what is regarded as one of the biggest local buys in mystery history, WNEW, N. Y., has sold its "Mysteries at 8" series covering the board of the program on Friday 8 to 9:30 p.m. to Bruno-N. Y., Inc. Price is about \$100,000 a year.

Washington, Nov. 18.

The FCC stated today in a report on broadcasters last week with the report that, despite record sales, revenue in 1946 was down 8.5% over 1945. In 1945, record revenues were reported, but in 1946 slumped a disturbing 8.5% over 1945.

APPLAUD AL JOLSON'S NIX ON RADIO CLAQUES

The boys in the trade—and their number in recent years has been on the increase—have applauded the practice on nighttime shows to bring on guest stars who those desirable rounds of applause they're now crossing their fingers in the hope that the Al Jolson "silent theater" act will be a success.

How Nielsen Breaks Down the Top 20 Nighttime Shows

(BASED ON AVERAGE AUDIENCE) (Oct. 5-11)

Table with columns: Program, Network, Average Audience Rating, Rank, Homes Per Dollar, Rank, NRI Homes. Lists top 20 programs like 'The Bob Hope Show', 'My Friend Irma', etc.

Homes Per Dollar are computed using Total Audience Ratings. Therefore, since the rank by AA Rating determines the 20 programs that appear in this table, it is possible that other programs with lower AA ratings may outrank these programs in Homes Per Dollar.

# Atlantic City Just Balm Breezes

Washington, Nov. 18. Opposition to immediate action on a new broadcasting code, as reflected in the view of some 400 radio stations and state associations of broadcasters and all major and regional networks, is industry-wide and comes not only from the west-coasters but from some of the biggest operators in the Atlantic City area.

As a result, it was believed that if "when the networks line up behind a code of their own—as threatened by NBC prexy Nile Trammel—it will be no stiffer than the considerably softened commercial standards which the NAB threw out for membership approval last week last Saturday (15). It would be impossible, it was believed, to get all four ways to sign up now for the code which the directors passed in a white-heat at the Atlantic City convention in September.

As new network jets, according to reports here, had already assured men in New York the rigid three minutes of plug-in quarter-hour segments would never be put into effect. And both ABC and Mutual are expected to come out in correspondence to NAB as opposed to the overall commercial limitations.

The many protests from affiliated stations and the fact that the new commercial standards proposed on Saturday were largely the work of Harold Frelow, CBS-WJZL, Boston, and other affiliated station men are looked on as conclusive that, although the west may move more quickly than the NAB membership they will definitely not approve as stiff a code as was passed in Atlantic City.

Code reaction, as screened by the NAB, last week shows an overwhelming majority of the industry favoring some code, but not the Atlantic City version. Only 11 stations expressed a desire for no code, while 22 letters reaching the NAB approved the standards as originally written.

Here's the way the opposition lines up:

1. Time limits on commercials: two major and two regional nets, 96 stations and 13 state associations or groups of stations wanted revisions.
2. Proposed ban on double-spotting: two major nets, 41 stations and seven state associations wanted revision to permit "services" announcements of time and weather.
3. Section on unacceptable advertising: 23 stations and seven broadcast associations, including all major and regional networks, wanted no change.
4. Proposed ban on mid-commercial in newscasts of 10 minutes or less: one network, 22 stations and five state associations objected.
5. Proposed ban on transmitting political issues: three networks, seven stations and 12 state associations opposed it.
6. Ban on dramatizing controversial issues or soliciting funds for controversial programs: one major and one regional network, 24 stations and nine state associations disagreed.

(Slightly more than 100 stations were represented by the various state associations. The above code suggestions are NAB's.)

# Sen. 'Never Say Die' White Planning New Radio Bill For Special Session

Washington, Nov. 18. Sen. Wallace White plans to introduce an amended radio bill during the special session of Congress which opened here yesterday (17), it was learned last week. White, whose controversial radio bill drew heavy fire from the broadcasters and, to a lesser extent, from the FCC in public hearings last July, is known to have been pruning the original measure all summer. He hopes to have the amended bill ready for Senate Interstate Commerce Committee some time within the next few weeks.

There is no reason to believe that White has altered his belief that there must be subject matter controls than the press or that the government has the authority to regulate a radio station's program performance, according to reports here.

His amendments have hit at "less fundamental" sections of the bill, it was believed. Some of the sections which have gone through considerable overhauling are provisions on news identification and radio commentaries. One spokesman for the senator said that the amended bill will be "more acceptable than the earlier draft."

# FORD DEALERS BUY COWAN'S 'RFD AMERICA'

Ford, with two big money interests already in the field—"Ford Starting" and Fred Allen, "Ford Theatre"—has pulled the plug on the front end of an auto bankroller in radio this week with the buying of a deal to sponsor a "Let's Buy a Radio" quiz show, "RFD America," over Mutual Wednesday nights at 8:30. The show will be produced in Chicago with Joe Kelly, "Quiz Kids" ringmaster, as emcee, will test for \$25.

Show was bought for the Ford Dealers via J. Walter Thompson agency. Show has not yet hit the air, but the sponsorship offered with a sponsorship date; it was set for an October trial on the Mutual after the advertiser had plans was changed.

# Shutter N.Y.-L.A. Offices

Washington, Nov. 18. The purse-minded National Broadcasting Association, with a net, \$300,000 a year by pulling in its horns and folding its office in Los Angeles and New York, effective Jan. 1, 1948. Move was decided on at the Board of Directors meeting here last week.

Shirley Phillips expects Robert Colman, assistant NAB prexy Justin Miller, headquartered in L.A., and Dorothy Lewis, NAB director of Women's Activities, who operates out of New York. It is not known whether Colman will be present during the Washington or elect to shop around for other jobs.

# NAB's '48 Budget Only \$735,000

Washington, Nov. 18. The National Association of Broadcasters, junking all hope of a fancy budget in 1948, wrung a mere \$735,000 from the board of directors meeting here last week. The 1948 figure is a bare 10% jump over the 1947 figure. NAB said that the \$735,000 money will be raised principally by "increased membership" and reductions in the present dues schedule which will become effective Jan. 1, 1948.

New allocation calls for 23 categories of dues-payers. Some slight boosts in dues have been made in addition. Analysis of the new budget is being made by the board of directors. The distribution of the dues follows the next board meeting in February.

Some increase in dues was necessary to maintain NAB activities on present basis, much less expanded them, to make up for the \$50,000 deficit the association suffered when the networks took associate memberships last year. Some NAB activities are expected to expand next year.

# GO EASY, COME CURBS

Washington, Nov. 18. Radio men judge are taking odds that the broadcasters will be ready to support the amended standards of practice which beleaguered NAB Board of Directors shipped out to NAB members here last Saturday (15).

Commercial standards in the new Code have been watered down to point where they are actually much looser than those now in effect at many stations. Playing an ultra-cautious role this time, the Board tabled moves to put any Code on the books by Feb. 1 and said frankly that whether there is a Code at all is now up to the NAB membership. Plenty of the opposition to the Atlantic City Code, it will be believed, stemmed from the manner in which it was pushed through the Board without fanfare for membership study. This time, NAB is making plenty sure the members know what they are getting into.

The new commercial standards are:

# NBC To Push Own Code

Immediate rejection of two of the networks—NBC and Mutual—has led NBC to adopt its own code of decency standards. NBC, with NBC prexy Nile Trammel, indicating the network will not join the membership study, its own house in order.

Similarly, Ed Koobak, Mutual prexy, said NBC will be glad to sit in on a four-network code committee that Mutual will move soon to revise its own standards of practice. Trammel said NBC had been holding off on establishing its own code in the hopes that the industry would vote legislation but in view of the D.C. "no action" would recommend to the "Author" Planning and Advisory Committee at its meeting in N. Y. tomorrow (20) that the adoption of an NBC code be taken under immediate consideration.

pretty much in line with those advanced by the indie's committee, headed by Ted Cott, of WJZP, New York, and Ed Koobak, Mutual, of Los Angeles. The Board has skidded another meeting in February to complete the exclusive study of the amended code, but may defer adoption of the code until next month. The Board has skidded another meeting in February to complete the exclusive study of the amended code, but may defer adoption of the code until next month. The Board has skidded another meeting in February to complete the exclusive study of the amended code, but may defer adoption of the code until next month.

# MORGAN, STRAUSS KISS AND (MAYBE) MAKE UP

Hollywood, Nov. 18. Eversharp's Martin Strauss and Henry Morgan have reportedly patched up their quarrel and there's a strong possibility that the commie will stay where he is on ABC for some time. Last week Morgan refused to give Milton Bion an extension of time on a contract for the new film "The Mole" to the executives of his agent, MCA. Bion holds an option on Morgan, but so far hasn't wooed the sponsor. Now that Morgan has softened in his attitude toward other sponsors, stated deals will be deferred until Strauss decides whether to renew Morgan's contract. Morgan and Strauss that Eversharp, along with other pen and pencil outfits, have been hard hit by a sales drop.

# Crime Shows Recently on Skids; Code Shelving Won't Stem Tide

## Par Exit Official

It didn't particularly come as any surprise to the agency, but Foose, Coe & Belding Monday (17) got official word from American Tobacco Co. that the Jack Paar show cancels out upon termination of the first 13-week cycle at the end of December. Indications are that American Tobacco will give up the Wednesday night 8:30-10 ABE time.

## Allen Switching Guest Technique On Programming

Fred Allen, who changes sponsors after the first of the year, always starts selling Ford's instead of Tenderloin's. It is also changing some of his concepts about programming techniques. It's particularly reflected in the type of guests Allen has been picking some of his shows. It further reveals the comedian's conviction that "it's the script that counts rather than name of the act and it's more important to integrate the guest into the script instead of write the show around the personality."

Picking of such names as Jack Carter, Benny Goodman, Betty Clark and E. Allen Smith for guest spots accents Allen's belief that good script is more important than name of the act. Clark will do the lead vocal assignment on a "Football Fixation" sequence in the new format (23). Smith goes on the following week for a satirical kickaround of the "Author Meets the Critic" format. (Allen, incidentally, will be the critic on the "Author" WNBC show which ends the newest book, "Lo the Poor Egyptian" gets back over the coals.)

# Hot Election Due In N. Y. AFRA

Membership meeting of the New York local of the American Federation of Radio Artists tomorrow (Thursday) night in the City Center Casino, N. Y., is expected to draw the heaviest attendance and hottest competition in years. Chief interest will center on the annual election of local board members, for which the competing Artists Committee and liberal Independents factions have been campaigning. Results probably will be announced in the afternoon.

Agenda of the session includes the following items: reading of the agenda; report of the president; election of secretary-treasurer, ways and means committee, speeches for and against nominees (usually for four minutes) and balloting for local board.

Under consideration of resolution concerning the mailing by the local of material in behalf of candidates for membership in the Seymour Weiss material regarding political activity in the union, reports on the "Ford Theatre" and "The Mole" committee, committee to investigate improvement of attendance at membership meetings, constitutional change committee report, and new business.

# GE MULLING SPOTS FOR ELECTRIC COOKER DEAL

General Foods has under consideration a test spot campaign for an electric cooker that it just started to market. Young & Rubicam submitted the recommendation. GF is not the first food processor to market an electric appliance. Trade news. General Mills put an electric iron on the market about eight months ago.

Shelving of the proposed NAB code will not nerve, it is predicted in some quarters. The chairman of the downtown that crime shows have been undergoing the past several months. The chairman of the downtown that crime shows have been undergoing the past several months. The chairman of the downtown that crime shows have been undergoing the past several months.

As the result of this line of anticipation the owners of gross-less and whoopi-ies action programs are for the first time in years getting more than cursory attention from the advertiser. The submitted shows of such calibre that the agencies are cataloging for presentation to clients. The chairman of the downtown that crime shows have been undergoing the past several months.

Quite a number of western shows have also recently been making the rounds. The chairman of the downtown that crime shows have been undergoing the past several months. The chairman of the downtown that crime shows have been undergoing the past several months. The chairman of the downtown that crime shows have been undergoing the past several months.

# Crime Alley

The agency which suddenly set in the past summer against crime has left a trail of wreckage. The chairman of the downtown that crime shows have been undergoing the past several months. The chairman of the downtown that crime shows have been undergoing the past several months.

# Berle's New Whirl For Philip Morris

Milton Berle has been renewed by Philip Morris to stay put in the Tuesday NBC slot. Original plan was to make the time available for the new show for Philip Morris, but decision of Adam Harts to pull out of sponsorship of the show has put the show in a tight time available for Fieldt. Another eastern show, "Big Story," will also produce a new show in the bacco after some on the ragged edge for being months.

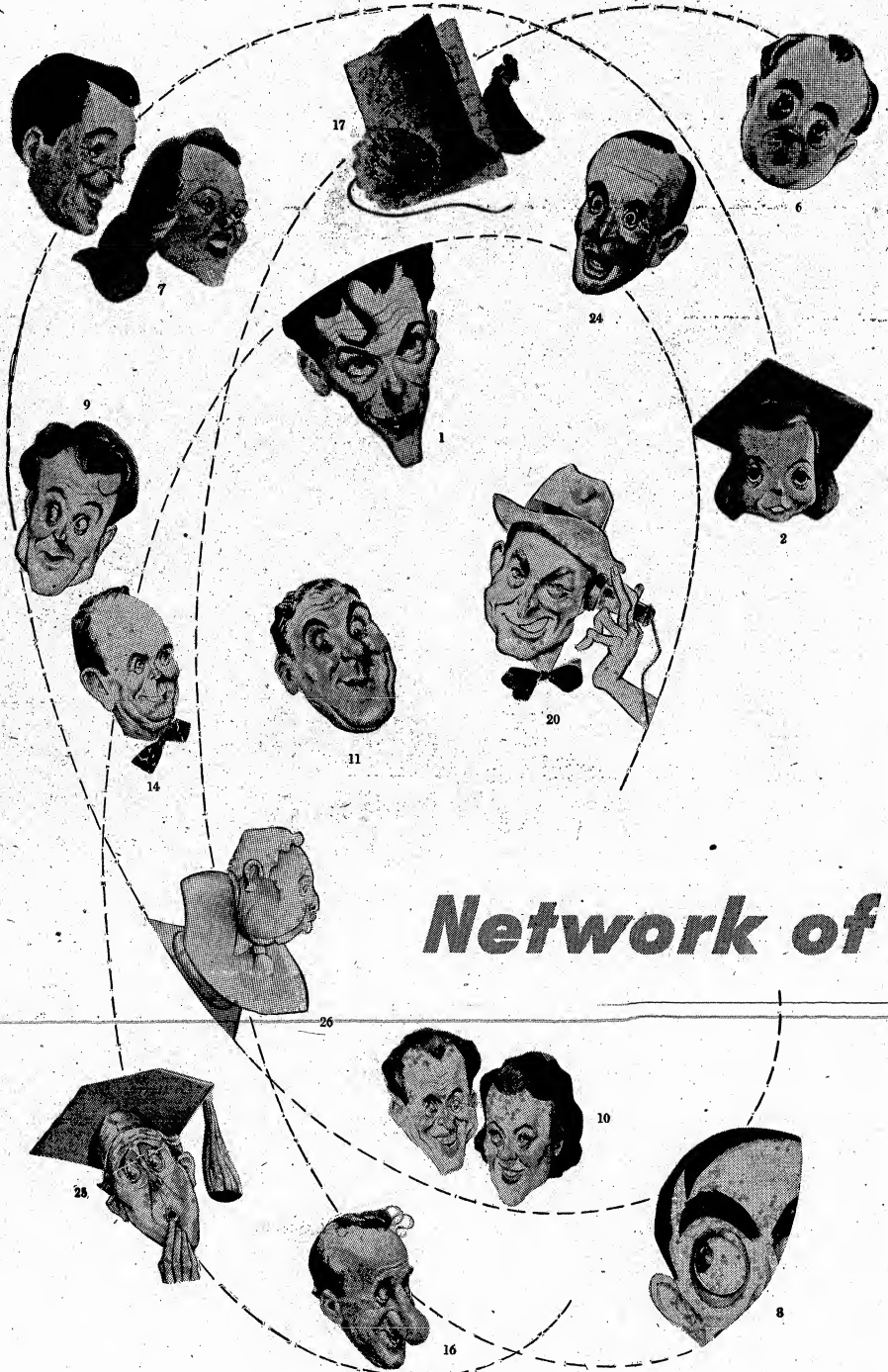
# CAL KUHLM RETURNS TO JWT AS VEEPEE

Hollywood, Nov. 18. Cal Kuhl, who left J. Walter Thompson last year to join the agency with the agency for 13 years, returned last weekend and as a vice president. He'll also produce the Al Jolson show for Kraft, relieving Ezra McIntosh for an executive radio post with the agency. Kuhl was previously Tagging Kuhl with a veep edge being the Hollywood office three, the San Francisco office and the New York office with J. Walter Thompson.

Kuhl has been producing "Club City" for J. Walter Thompson, jointly with JWT handled production on Kraft, Rudy Valdes and Chase & Sanborn. Kuhl will be producing the shows. After leaving Thompson he did a hitch as radio director of the New York agency.





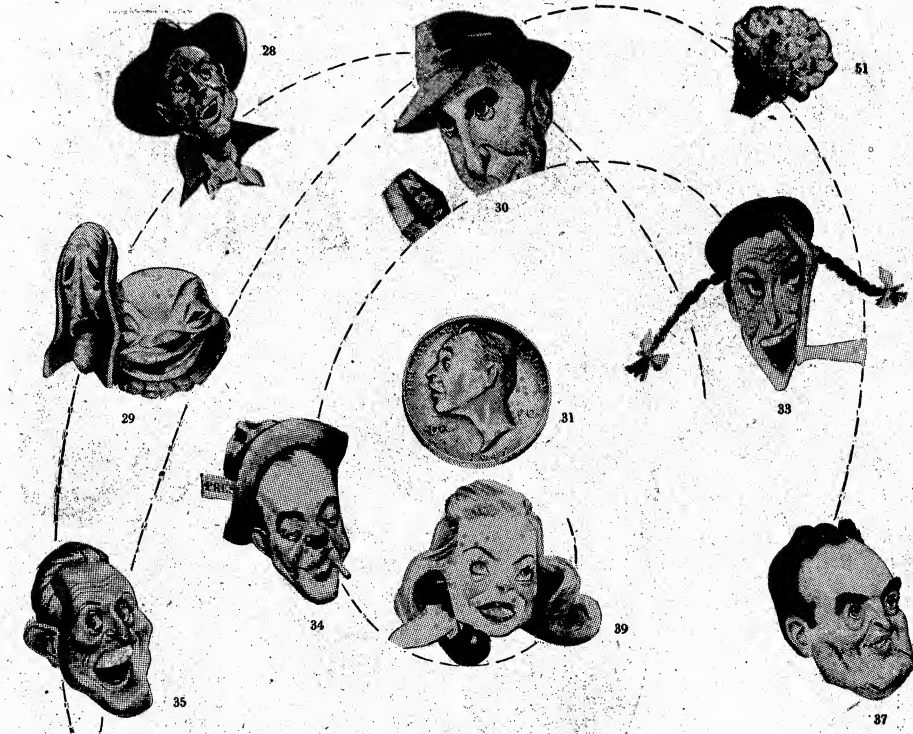


# Network of



# the Stars

1. Frank Sinatra—Your Hit Parade
2. Quiz Kids
3. Garry Moore—Take It Or Leave It
4. Mr. District Attorney
5. Bob Hawk
6. Paul Lavalle—Highways in Melody
7. Perry Como & Jo Stafford—Supper Club
8. Eddie Cantor
9. Red Skelton
10. Fibber McGee and Molly
11. William Bendix—Life of Riley
12. Sunoco Three Star Extra
13. Amos 'n' Andy
14. Eddie Dowling—The Big Break
15. American Album of Familiar Music
16. Jimmy Durante
17. Waltz Time
18. Bob Hope
19. Jack Carson and Eve Arden
20. Ed Gardner—Duffy's Tavern
21. Charlie McCarthy
22. Fred Allen
23. Can You Top This?
24. Al Jolson
25. Kay Kyser
26. The Great Gildersleeve
27. Burns and Allen



The familiar stars and programs are back on NBC. They've been joined by such others as Al Jolson, Jimmy Durante, Garry Moore, Jack Carson, Frank Sinatra, Bob Hawk, Eddy Howard—Hollywood Star Preview, Sunoco Three Star Extra, and the great Ford Theater. The new season on NBC shines brighter than ever—beaming to listeners the greatest concentration of talent, to advertisers the greatest concentration of listeners ever to be found on a single network.

## the National Broadcasting

America's No. 1 Network

A Service of Radio Corporation of America







Company



- 28. Red Foley—Grand Ole Opry
- 29. Cavalcade of America
- 30. Bill Stern
- 31. Dr. I. Q.
- 32. Ezra Stone—The Aldrich Family
- 33. Judy Canova
- 34. The Big Story
- 35. Art Linkletter—People are Funny
- 36. One Man's Family
- 37. Fred Waring
- 38. Donald Voorhees—The Telephone Hour
- 39. Louise Erickson—A Date With Judy
- 40. Dennis Day
- 41. Eddy Howard—Shear Parade
- 42. Mystery Theatre
- 43. James Melton—Harvest of Stars
- 44. Alice Faye & Phil Harris—Bandwagon
- 45. Jack Benny
- 46. Milton Berle
- 47. H. V. Kaltenborn
- 48. Manhattan Merry-Go-Round
- 49. Robert Merrill—RCA Victor Show
- 50. Morgan Beatty—News of the World
- 51. Curtain Time
- 52. Buddy Clark—Contented Hour
- 53. Ralph Edwards—Truth or Consequences
- 54. Howard Lindsay—Ford Theater
- 55. Hollywood Star Preview
- 56. Eleanor Steber & Christopher Lynch—Voice of Firestone

Drawings by Sam Berman

**METROPOLITAN OPERA**  
With Milton Cross, Boris Devoeva, Sigward Spaeth, Robert Bager, Robert Lawrence, Olin Galden, Dorothy Kieran, James Mason, Pamela Kellin  
3 P.m., Sat.  
T.E.C.O.  
ABC. (from New York)

For the purposes of this department no more could be obtained from listening to the initial Met broadcast (15) of the 1947-48 season than some identical tests and observations for the records. "La Tosca" was the choice of the occasion. It's among the grandest operas of the realm and with Jan Peerce there to cut losses with Cavendish's arias, most of them as commonly known to radio listeners by this time as the score of "Oklahoma," the event couldn't help but be an exhilarating one musically. Also the tuner-inner of the afternoon didn't have much choice if he didn't like football, or disk jockeys.

As for the statistical report, it was Trecca's eighth consecutive year as the broadcast's backer and this year there'll be 15 of them. The opera association is Mexico's top prize. Strange as it may seem, the critic has long gone beyond that point where the referee passes to consider its commercial use. Sometimes a business, like an individual, just can't pull out of sports that has become a sort of institution or habit without considering the manifold repercussions. Especially when what started out as a test and innovation eight years ago has developed in one of the outstanding goodwill clinchers in the mercantile world.

The Met always had the rep of moving slowly when it came to changing methods and techniques—that is before Edward Johnson moved in as general manager—the same goes for the pattern of the Saturday afternoon broadcast. The critics are still split between a blushing quiz about things opera and a frenzied discourse on the opera in general of broadcasts, with Boris Goldovsky holding forth pontifically as the Met. The latter attitude is still billed as "Opera News on the Air," even though it has the connotation, Goldovsky's guests Saturday (15) were James Mason, Pamela Kellin and Dorothy Kieran. Their scripts were read speedily enough but the text wasn't particularly exciting. Also for the record, Olin Downen, N. Y. Times critic Sigward Spaeth, Robert Bager and Robert Lawrence are the quiz quartet of experts. Of five things were two. One was the debut of Elin Dosta, Greek lyric soprano, in the title role, and of

**PRIMER FOR PARENTS**  
With Lanny Harper, Elinor Green, Paul Brentano, announcer; Producer-Director: Ted Cott; Writer: Miss Harper  
30 Min.; Wed., 10 p.m.  
W.N.B.C.  
W.N.W. N. Y.

In "Primer for Parents," WNEW enterprising steps out to guide parents in introducing their offspring into the radio. In this instance the uplifting media are records and books. Armed with a wire recorder and an album of "Paul Bunyan," out by Victor Jory on the Signature label, and a "Hansen of the States" record department, heid herself down to F. R. 41 on New York's lower west side for some first-hand juvenile reactions.

Fifth grade students were quizzed on their opinion on the album and the school's principal also made some direct comments on radio in general. For the benefit of the air audience the entire album was played in the first half of the program while the moppets' remarks on the disks followed via the wire recorder.

Using "man-in-the-street" technique, Miss Harper elicited such comments from the girls as "I like it," "it was very exciting, very cute," etc. while the boys found it "a little bit boring" and "a mighty woodchopper. They thought the point was that if you work for something you'll always find it. The principal felt that records helped to supplement the regular classroom curriculum.

Miss Harper proved a facile interviewer in quizzing the kids. She kept the continuity moving and it was refreshing to hear what a few year-old personally like in contrast to what an adult thinks he should like. Evidently there's quite a difference. Kounding out the final five minutes of the program was Elinor Green, juvenile book authority for Simon & Schuster. She recommended a pair of titles not published by S&S for the kiddie consumption, and also deplored the rigid censorship which has hit the moppet book world. Unfortunately, Miss Green was a little nervous but no doubt the program will wear off later.

On the whole, the program offers some helpful advice in analyzing the worth of disks and juvenile books. **G.M.**  
Giuseppe Antonelli on the podium. Miss Dosta's sweetness of tone and fine sense of dramatic expression registered impressively through the microphone. **Ode.**



LORRY RAINE

**MARK WARROW'S SINGING STAR**  
Called "the most beautiful girl in 'Radio,'" Lorry made her debut on "Sound Off."  
On Warrow's first single "Gals" Lorry has the featured singing spot on both sides. "Who Put that Dream in Your Eyes?" and "Soprano's Maracas From Caracas." Record is Coast label.

TIM GAYLE, PERSONAL MGT.

**PEOPLE UNLIMITED**  
With Paul McCormack, Myron McCormack, Al Riley, Paul Stealey; Writer: David Katz; Producer-Director: Raymond Lehrer  
15 Min.; Sun., 4:30 p.m.  
Sustaining  
WNBC, N. Y.

Presented under the auspices of the Salvation Army, this series of dramas is doing an effective job in plugging the various activities of that welfare organization. Although limited in theme, these quarter-hour shows are tightly knitted productions framed around good scripts and acted by such capable players as Myron McCormack and Paul McCormack. Program has been platted for national distribution.

"Press" show, "People Unlimited," was built around the case history of a New York Bowery bum who, after being put under the wing of the Salvation Army, was transformed into a useful citizen. Despite pat conventionality in the story treatment, some sharp insights and accurate characterizations gave it a genuine flavor. Religious exhortation was entirely bypassed. **Hera.**

**BEHIND THE SILKEN CURTAIN**  
With Norman Ross; Producer: Leon Goldstein  
15 Min.; Wed., 9:15 p.m.  
Sustaining  
WNBC, N. Y.

A similar bestseller, "Behind the Silken Curtain," which is based on Barbara Crain's book selected by U. S. C. in the Anglo-American Commission of Inquiry on Russia, is the second book selected by WMCA for presentation via dramatic readings in the station's most experimented with this form last spring with Victor Bernstein's book on the Nuremberg Trials, "Final Judgment," with moderate success. Through expert narration job executed by Norman Ross and tight editing which extracts the meaning while retaining the flavor of the book, these readings perform good service in bringing important books to the attention of dialers.

However, this type of program has another aspect which may be of more general significance. It's a form of unlabored editorialization by the station. Through the selection of books with special points of view, the station is enabled to convey any particular opinion it may hold towards current problems. It may be only a coincidence that both "Final Judgment" and "Behind the Silken Curtain," while dealing with different though related subjects, are slanted along similar lines.

Editorialization is probably necessary for injecting some bias into the broadcast media and WMCA is already doing it. It is no more thought among a select, influential audience and thus have an indirect, continuing effect that may be worthwhile.

**THE STORYTELLER**  
With Goffrey Schmidt, Bill Meier; Producer: Milton Krantz; Director: Clay Daniels  
15 Min.; Thurs., 6:30 p.m.  
Sustaining  
WNBC, N. Y.

Apparently the criticism directed at radio regarding the large number of blood-and-thunder stories aimed at the kid trade is having some effect. Of late there's been a trend to the classic stories that parents used to read to the kiddies before radio relieved the family head of that function. Newest in this field is the storytelling series of Goffrey Schmidt, who tells classic yarns with an organ background. Schmidt imparts a great deal of characterization and smoothness in this chore assuming many changes of voice to suit the

**YOU AND THE RUSSIANS**  
With Lymon Bryson, Ernest J. Simmons  
15 Min.; Wed.-Thurs-Fri., 6:15 p.m.  
Sustaining  
On from New York  
Lymon Bryson, whose "Problems of the Peace" series offered intelligent comment on the affairs facing the world after World War II, is trying to bring today's present public opinion on this question of Russia. Obviously, this is one of the most awesome situations of history, so regardless of how far from the most Russians' success, the program is an admirable one for which both Bryson and CBS deserve credit and a respectful hearing.

The stars, continuing only this week, consists of discussions between Bryson and five authorities on the subject of what the Russians are really like, and how they relate to us. The guests for the five broadcasts are, in chronological order, Ernest J. Simmons, professor of Russian language and literature at Columbia Univ.; Cyril E. Black, assistant professor of history at Princeton; Percy E. Corbett, professor of political science at Yale; Philip E. Alabady, professor of international relations at Columbia; and Walter Mills, editorial writer of the N. Y. Herald Tribune.

On the basis of the initial broadcast Monday (17) the discussions are carefully outlined in advance, but delivered from notes rather than script. The series is not and cannot hope to be an admirable one. It may provoke thought among a select, influential audience and thus have an indirect, continuing effect that may be worthwhile.

The opening confab with Simmons and Alabady, reasonably listenable, although the Columbia prof used a few mass-intellect-chasing words, such as "deductive" and "recolitant." Otherwise, his obvious knowledge of Russia and the Russians, and sympathy with the average Russian's mentality and average American's attitude, have proved enlightening to the ill-informed public and answers to Ben Farrell's questions. As usual in such circumstances, Bryson's questions and comments were evocative and cogent. **Hoba.**

various characters, and creating a mood that's bound to hold the youngsters who have never been spoiled by the bang-bang yarns of the "Happy Prince" by Oscar Wilde, subsequent stanzas will have other yarns with the same high simile as the "Happy Prince" by Oscar Wilde.

# make 'em and maybe you can have 'em

A quick advertiser can hit the sack-pot by buying the **AL SCHACHT SHOW** on WOR. For along with Al, you scoop up a goldmine of sports headlines as a supporting cast.

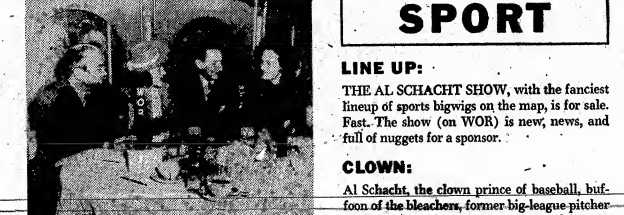


FIGURE 1: left to right: Barney Ross, Helen Jacobs, Al Schacht, Babe Didrikson

## SPORT

**LINE UP:**  
THE AL SCHACHT SHOW, with the fanciest lineup of sports bigwigs on the map, is for sale. Fast. The show (on WOR) is new, news, and full of nuggets for a sponsor.

**CLOWN:**  
Al Schacht, the clown prince of baseball, buffet of the bleachers, former big-league pitcher—invites sports luminaries to dine with him in his famous restaurant. Program is pitched from there, Saturdays at 8:30 PM.

**COME-ON:**  
The ad lib show packed with horse play, sports gab and a quiz. The pull: prizes for the listener who sends in the best sports question of the week.

**PAFFOFF:**  
THE AL SCHACHT SHOW is a natural for commercials. It can fold right into the conversation; the product can take on the aura of the famous eatery.

More facts? Phone PE 6-8600.

People like:  
FIGURE 2: Clown Prince Al and Babe Ruth.



FIGURE 2: left to right: Arthur Mann, Freddie Ritzsimmons, Al Schacht, John Kieran, Chuck Dresser, Joe DiMaggio, Bobo Newsum.

WILL SPONSORS PLEASE MOSEY OVER TO THE NEXT COLUMN? ▶ 1440 Broadway



FOOTNOTE TO THE FUTURE  
With Elliot Sosen  
30 Min.; Sat., 9:30 a.m.  
Sustaining  
WBLN, N. Y.

Long Island indie lined up an "academic lecture" of the deans of 11 N. Y. colleges to seek understanding to appear next week on this forum aired. Sienza told off Nov. 11 with a livecast on the question of universal military training. Prof. Alvin Hansen of L. I. Univ. history department capably moderated; the participants were Sen. Scroggins, Gov. Lehman, Edward Goldberg, N.Y.U. Lawrence Leder and Stephen Pollak of L.I.U. They got under way in formal debate fashion, two students delivering affirmative arguments, the other two the negative. These presentations were brief, however, and the bulk of the program was devoted to off-the-cuff, informal roundtable hashing over the question, with the moderator keeping in just enough questions to keep the arguments flowing. Before they were through, the students had made a wide range of points. There was a pretty good going-over from the viewpoint—and it was the viewpoint of well-informed, articulate youths who knew they'd be in the limelight if they were another war.

The program is distinctly good radio and a credit to this indie outlet.  
Doan.

IS THIS YOUR STORY?  
With Dorothy LeVerné, Tom Kane, Allan Lurie, Bud Bentley, Dave Brown, George Sorenson, announcer  
Writer: Verne Jay  
15 Min.; Sat., 11:45 p.m.  
Sustaining  
WLW, Cincinnati

Aimed at solving problems for veterans and their dependents. "Is This Your Story?" is being produced by WLW's special services division in cooperation with Veteran's Administration. Red Cross and other interested agencies. Solid public service nature of this series of dramatics built around psychological barriers vets have to hurdle before adjusting to civilian life, are authentically documented and neatly produced.

Another dramatics-dominated problem of overcoming hostility in the mind of one ex-serviceman who found it impossible to find a permanent job. Through careful handling of the best employment service, however, he was finally placed in a spot where he could utilize his service-connected training. Program also includes one-minute spot of late news from Washington on veteran questions.

Follow-up Comment

"Studio One" started its name-guessing policy Tuesday night (11) on CBS with John Garfield as the flamboyant actor Gabriel of Richard Wright's story, "The Black and the Talking." It was a moderately successful show. The melodramatically scored, an ideal radio piece, particularly for 60-minute adaptation, since it's a character study rather than dependent on bright dialog, but with little plot, it stands up better in the radio version, the ending was neither entirely clear nor completely satisfying. artist's view and drive were suitable for the leading part, but his ragged performance suggested insufficient rehearsal. Mercedes McCambridge gave genuine dimension and definition to the part of the girl while Raymond Edward Johnson was convincing as the novelist. Hester Sondergaard was properly brisk as the secretary. Robert Dryden was plausible as the... Grace Coplin sounded convincingly square as the would-be author and Hedley Raimie was acceptable as the young man writer-lecturer. The adaptation by Vincent McCormor, of the CBS program writing division, retained the conversational sparkle of the original book, and Alexander Sorenson's music lent additional depth to the work. Fletcher Markle's direction was fluid and smoothly paced, but his impressive appearance to make the opening and closing spots suggested the David Balance sort of flowing tie showmanship.

"Red Theater" presented Sunday (16) a 60-minute version of the Bizet-Hammerstein "Carmen Jones." It had both good and bad qualities in relation to Billy Rose's original stage production. An... the fact that the singers, including three leads from the original stage troupe, were able to use the microphones to avoid the necessity of shouting over the large orchestra—radio technicians took care of that. Also, the condensation eliminated some of the weaker parts of the operatic plot and score. On the other hand, as the story was carried primarily by the lyrics rather than by spoken dialog, it made the action more difficult for the listener to follow. In general, however, it was an impressive show, though possibly not one likely to draw a mass audience. The script was edited by Howard Tschann, the comedy was written by George Faulkner, and as usual, Howard Lindsay narrated and George Zachary produced.

50 YEARS—CITY OF ALL NATIONS  
Producers-Directors: Jo Hanson  
15 Min.; Wed., 8:15 p.m.  
Sustaining  
WEN, N. Y.

This series, which teed off Wednesday (12), is an interesting peek into the past and present of the Wednesday borough that make up New York City. WEN, in scheduling these programs in conjunction with the proposed celebration of Greater New York's Golden Jubilee, decided to stress the stories of the various boroughs by emphasizing the role played by the community newspaper in each borough.

It's a good local public service idea, with the editors of local papers as best representatives. Feeling Wednesday was that there was too much plugging of the paper involved, but perhaps that couldn't be helped. Initial program featured Edwin B. Wilson, exec editor of the Brooklyn Eagle, in a questions-and-answers format, with WEN publicity director Jo Hanson on the firing end. Program was a bald picnic to Brooklyn, but it was an interesting survey nevertheless.

Speaking in plain language and a good delivery, quite to the point, Wilson discussed Brooklyn's status before and since consolidation, its historical background, the strong rivalry between it and Manhattan, the melting pot of peoples who go to make up Brooklyn, the Princeton Univ. survey of Brooklyn's setup, etc. He proved plainly that Brooklyn's personality hadn't been swallowed up by consolidation with other boroughs, but was—oh—still very much individualistic.

Bacon fed some provocative queries, especially (being a Brooklynite himself) getting in a few plugs himself.  
Bron.

Transcription Reviews

GUY LOMBARDO SHOW  
With Don Rodney, Kenny Gardner, Lomax, Trilo; David Ross, announcer  
Writer: Larry Menkin  
Director: Jeanne Harrison  
Producer: Charles Gaines  
30 Min.  
(Frederic Ziv)

Guy Lombardo orch's brand of music may be assessed at by the program's effort for being square, corny, sentimentality, etc, but this is one of the few bands that has sustained a steady appeal over the past 20 years, while, others, among highlighted in their time, have fallen by the wayside.

Through the changing fads in pop music, Lombardo has clung to his own style which has paid off nicely in the supper rooms and on the air, although shunned by the live set. In this open-ended package turned out by Ziv's indelible Lombardo trademark is predominant. The rhythms are sweet, the melody are crystal clear, the musicianship is expert and the whole atmosphere—oh, yes. Customers for this series will get exactly what they're buying.

Next production touches have built these half-hour platters into first-rate musical sessions. Pairing of David Ross' buttery tones with Lombardo is a natural while Larry Menkin supplies a script soaked in melody to match. It would be difficult, if not impossible, for a disk jockey to present a Lombardo program.  
(Continued on page 40)

DOROTHY FULDBHEIM  
15 Min.; Sat., 8:45 p.m.  
BROTHERHOOD OF RAILROAD TEAMSTERS  
ABC, from Cleveland  
(William von Zeltke)

Marking the railroad workers union's initial entry into network radio, Dorothy Fuldbheim's weekly news roundup is an incisive, informative commentary on current events that's a welcome change from the stale rehashes of the press wire services currently being aired. With her colorful, hardhitting literary style and firm, low voice, Miss Fuldbheim has the equipment to build up a good following, especially if she's slotted into a more favorable time.

With the Brotherhood bankrolling this series as a public service, she's being given free rein in expressing her point of view. On the initial stanza (15), she gave a penetrating analysis of the split between Russia and the U. S. over the European rehabilitation program. While not giving vent to any pronounced anti-Russian bias, her sympathies were clearly with the Marshall plan. Her final item was a sharp crack at British royalty in a comment on the upcoming Princess Elizabeth wedding.

Plugs for the union are being handled on an institutional basis. On the program, union prez A. F. Whitney introduced the series with a history of the Brotherhood and an eloquent defense of trade union principles and practices. Horn.

Oklahoma City — Frank Allan, veteran announcer and disk jockey has joined the announcing staff of KOMA.

OPEN HEARING  
With Winston Burdette, moderator  
great legislators, government spokesmen  
30 Min.; Tues., 10:30 p.m.  
Sustaining  
CBS, from Washington

Reconvening of Congress in special session Monday (17) was the cue for CBS to revive this weekly public service series last week (11), with Winston Burdette again in the moderator's spot. Burdette, Washington newsmen for the week, each week will invite in several Congressmen and government spokesmen to discuss key issues before the federal lawmakers.

For the record, Burdette could have picked bigger names than Rep. Christian A. Herter (R. Mass.) and Sen. A. S. Mike Monroney (D. Okla.), and might have chosen legislators with more divergent views on the subject at hand—aid to Europe—but it's doubtful he could have found two more articulate or seemingly well-informed men to discuss the question. Herter headed a Congressional group which recently returned from an inspection tour to determine Europe's needs; Monroney was a member of the group. They spoke with authority born of firsthand observation and seemed thoroughly prepared to answer all questions.

Session was informal, pertinent throughout and well paced. Burdette is a highly capable, efficient, old hand at such a stint, albeit he practices what seems to be a studied, standard delivery required of all CBS newsmen and analysts.  
"Open Hearing" is an item for every conscientious voter's listening log.  
Doan.

the new look in TELEVISION



Honey blond, vivacious Sylvie St. Clair puts new life into song and story. And gets action.

To wit, this unsolicited letter:

"Last night we saw you on television. This made me decide to buy a television set. You have been excellent—full of pep—and I thank you very much for the pleasure you gave me. I hope to see you often as soon as I get my television set."

Miss St. Clair makes her "personal appearance" on WABD every Wednesday night at 8:15. If she can sell television sets so persuasively, think what her sales-appeal can do for your product.

For details call—  
WABD, Time-Sales Department,  
515 Madison Avenue, New York 22, N. Y.  
Phone: PL 3-9800  
\*Name supplied on request



KEY STATION OF THE QUONON TELEVISION NETWORK

# CBS LEADS... DAY

**CBS programs lead the top-rated shows in NRI homes delivered per dollar... according to the latest Nielsen report**

Among the 25 leading programs\* in all network Radio, 5 out of the first 5 biggest sponsor values in the daytime—and 4 of the first 5 in the evening—are on CBS. They've won by the exacting test of "most homes reached per dollar".

## EVENING

Big Town  
My Friend Irma  
Inner Sanctum  
Talent Scouts

## DAYTIME

Big Sister  
Our Gal Sunday  
Ma Perkins  
Aunt Jenny  
Helen Trent

CBS leads all other networks in the very clearest "pay-off" terms of top values delivered... in addition to delivering highest audiences: "Lux Radio Theatre" at night and "Our Gal Sunday" in the daytime. CBS achieves effective interlocking of audience and value because CBS matches its superbly balanced facilities with its ability to provide advertisers with programs that pay off.

\*Based on NRI average audience.

**For a better Radio program... for the**

# AND NIGHT!

## CBS Package Shows pay off

"MY FRIEND IRMA"; a CBS-conceived, CBS-produced package show (Swan Soap), in its *first* sponsored season is ranked by NRI

- • • third in number of homes delivered per advertising dollar
  - • • sixth in size of audience reached
- of all the big shows in evening Radio*

ARTHUR GODFREY'S "TALENT SCOUTS"; also CBS-conceived, CBS-produced (for Lipton's), and also in its *first* sponsored season, is ranked by NRI

- • • fifth in number of homes delivered per advertising dollar
  - • • seventeenth in size of audience reached
- of all the big shows in evening Radio*

These are only two among the noteworthy successes from the largest, most productive package-program operation in all Radio. Right now there are 31 CBS "packages" available for sponsorship, ranging over the entire entertainment spectrum: comedy, drama, variety, quiz, news, and music—all CBS-built, CBS-produced, and CBS-Air-Tested. For further particulars, see CBS Program Department.

A scientifically-proportioned sample, representing a coast-to-coast area containing 63% of U.S. radio homes, underlies every Nielsen Radio Index report, and is the basis for all NRI ratings and analyses. Computation of homes reached per dollar employs best available data for time and talent costs.

### That's why they pick CBS

Shows like these provide the answer for the tough-minded advertiser who today judges Radio results

... not just by "how big an audience?"

... not just by "how much does it cost?"

... but in terms of the "pay-off" relationship between audience and cost.

These advertisers know, too, it isn't the program *alone*—or the choice of network *alone*—but the interlocking combination of program and network which makes for maximum Radio effectiveness.

Such advertisers, the biggest advertisers in Radio, choose CBS. In fact, more of them choose CBS... and more choose CBS *exclusively*... than ANY other network. And have done so for the past 10 years.

utmost in Radio Values... see **CBS**

**THE COMPLETE NETWORK**

# BMB Board Bows to Kobak's Demand For Committee to Voice Web's Views

Broadcast Measurement Bureau board acceded in principle Monday (17) to Mutual proxy Edgar Kobak's insistence upon formation of a "network committee" to submit suggestions to BMB representing the web's views. In doing so, however, the BMB directors decided that the bureau would select the membership of such a committee. Harold Ryan, BMB board chairman, was delegated to make the selections.

Although Ryan did not immediately name committee members, it was believed almost certain that he would ask proxies of all four networks, or their reps, to serve. While there was no statement to this effect, the implication was that BMB did not see eye-to-eye with Kobak's idea of having a "network" committee composed of himself, CBS proxy Frank Stanton, and KLLZ Denver manager Hugh Perry. Without any reflection on Perry, who is a member of the boards of both BMB and the National Assn. of Broadcasters, it was felt a "network" committee should be composed entirely of web reps.

Meanwhile, the BMB board accepted its research committee's report on Mutual's "listenability" coverage technique and findings, but voted to make no decision "in the near future" on "listenability" owing to "lengthy examination required."

Board also voted to grant Mutual the 10% subscription discount allowed the other web, and, having thus in effect extended the deadline about five weeks, from Oct. 1 to Nov. 4, for the networks, voted also to extend the discount deadline for stations and regional webs to Jan. 1. To date, BMB has 501 Ad stations and seven FM subscribers, plus the four major nets and several regional, but is still somewhere between \$50,000 and \$75,000 shy of the \$200,000 needed to carry out projected plans.

## PHILCO BOWS TO FTC ON 'SELL 'N' WIN' CAMPAIGN

Washington, Nov. 18. Philco and its wholly-owned subsidiary, Philco Distributors, Inc., have capitulated to a Federal Trade Commission warning and agreed over the weekend to shelve their "Sell 'n' Win" campaign. FTC charged the campaign was tailored to induce dealers to push the sale of Philco equipment, mostly radio receivers, at the expense of competitive products.

Plan provided prizes to salesmen on the basis of their sales of the Philco merchandise. Points were accumulated on the basis of Philco units sold and in addition there were prize drawings to bypo the sale. FTC stepped in because the trade practice rules for the radio receiver industry bar such campaigns, even without the lottery angle.

## Hearing Aid Show's Novel Sales Approach

Hirshon-Gardell agency will incorporate a novel sales approach in the network program it's currently prepping for Acousticon Electrical Hearing Aids. The blitz, as far as the show, will be directed not at the hard of hearing but rather at their families and friends.

On the theory that the average person with defective hearing is ashamed of the affliction and for that reason does nothing about it, the commercials will urge those close to them to send in their names. Information about the hearing device will then be mailed without any disclosure of the source.

It will be a half-hour dramatic series on the theme of scientific developments that have eased various human hardships.

## When It's Coughing Time

WKPM, Youngstown, holds that if a dramatic commercial must make with coughs it shouldn't be in the morning when people are having breakfast. For that reason the station last week informed the O'Han agency in N. Y. that it couldn't accept the Buckley Cough Syrup recordings. Campaign booked to start Nov. 17.

Station offered to accept written commercials, but without anyone being called on to cough.

## Col. McCormick's WGN Must Decide on NAB Membership, Or Else

Washington, Nov. 18. Whether Col. McCormick will climb under the National Assn. of Broadcasters tent, 100% or pull out is a question WGN, Chicago, must soon face. WGN and three other large standard stations (whose identity has been harder to penetrate) have up to this time held NAB memberships only through their penny-poor FM affiliates.

As a result, for \$5 a month, they have been getting all the privileges of membership for both their AM and FM properties. In the case of WGN, had the membership been taken out of its germs—rather than have paid NAB several thousand dollars a month in dues.

The NAB board of directors has now ruled that effective Jan. 1, '48, dues must be paid for the most profitable station. In this way, AM-FM operators or owners of several broadcast stations will not have the benefit of NAB membership for a bare \$60 a year.

## Quaker Oats' Brazil Show

Sao Paulo, Brazil, Nov. 11. Quaker Oats is sponsoring a soap opera three times a week on Radio Sao Paulo, one of the Emissores Unidas group of stations.

National Export Advertising Service, Inc., Quaker's ad agency, placed the biz.

## Inside Stuff—Radio

There was a striking analogy in two statements of Clayton Collyer, Jr., last week. In one, taken from the AFRA publication, Stand By, VARIETY quoted the president of the union's New York local as saying last September, "Members of both sides were guilty, and I use the word, *advisedly*, of persuading various directors to use or not to use various performers accordingly. This was being done then, this is being done now, and I claim that it is cowardly intolerance and complete un-Americanism, and must be stopped."

In reporting the statement, VARIETY noted that this publication had made intensive efforts to verify such rumors, but had been unable to do so. VARIETY also recalled that among those he had queried on the subject was Collyer himself, and that he declared he knew of no specific instances of such blacklisting.

Nevertheless, in the new issue of Stand By, published the same day (Nov. 12) as the edition of VARIETY containing the above item, Collyer wrote, in his "President's Box," in part as follows: "The spreading of rumor can be a vicious thing. Its only known antidote is truth. Far too often, truth arrives after the damage is done. It is my earnest plea that everyone of us will run to earth all rumors. Trace every story back to its source and be sure of the underlying facts before attempting to make political capital of it."

Theatre Guild's green television production on NBC Nov. 9 has raised the issue once more of having such video dramatic shows reviewed by legit, instead of radio, critics from the daily consumer press. Feeling is that such shows are much more akin to the stage than they are to radio, and, thus, the legit critics who can offer the most constructive criticism on them.

Despite this, however, the show paid off in reams of newspaper space for Allan Kalms, NBC tele publicity chief, and his staff. For the first time in its history, the N. Y. Herald Tribune's Sunday amusement section devoted its lead story to the show, spotlighting a three-column picture. It also drew a three-column cut in the N. Y. Times Sunday radio section and considerable space in radio sections of all the other papers.

Blowout called an Open Mike Ball will be staged by Local 56, United Office and Professional Workers of America (CIO), which has units at CBS, indie station WMCA, N. Y., and elsewhere in the radio industry, on Friday night, Nov. 29, at the Penthouse, 18 Astor Pl., N. Y. Will be the local's first annual shindig, open to members and guests, and gratis invites are being forwarded to network execs.

Among the ball committee for the entertainment bill includes singer Vic Damone, bandleader Alan Lomax, and non-pro vocalist Peggy Taylor, who is secretary to Don Pata at CBS. Lee Norman's orch will play for dancing. Chairman of the ball committee is Michael Blanda of CBS, production dept. He's being assisted by Ruth Froma of the web's technical operations staff.

When the news that Standard Brands was lend-leasing Fred Allen to Ford Motors got out LeVer, Bross, thought it saw a chance to catch the competition napping and it ordered Whitcraft & Ryan to snatch up all the station identification spots following the Edgar Bergen show that were available for chainbrakes. B&R's fast scouting came to naught. It found that all such spots were filled by local advertisers. LeVer had apparently been under the impression that since Standard Brands controlled the two continuous half hours NBC affiliates had refrained from cutting in with chainbrakes.

NEWS . . . VIEWS

# EARS TO RADIO!

REVIEWS . . . PREVIEWES  
of Advertiser Radio Shows

## CONTROLLED PROGRAM PUBLICITY!

**EARS TO RADIO!** is the first syndicated column to hear an editorial format and, at the same time, to be devoted solely to the positive support of radio programs.

Its function is to win new listeners and to build greater continued interest within present listening audiences. It guarantees that you, the advertiser, exercise complete control over what is written about your program. Here's how it works:

- (1). You or your advertising agency buy space in the EARS TO RADIO! column.
- (2). You buy the number of inches on a schedule to best fit your needs.
- (3). EARS TO RADIO! then presents news and comment about your radio shows in the style of the column, with your approval.

**EARS TO RADIO!** is scheduled initially for Sunday publication only, beginning January, 1948. (This restriction is necessary because of the current newspaper situation.) As soon as possible publication will be extended to week-days. Advertisers in the Sunday column will be accorded priority as space is released in the week-day columns.

Now available is a grand total circulation in excess of 14,000,000 readers of 30 of the nation's top market newspapers.

The rate is low. You can reach this vast audience at less than 10¢ per thousand.

**EARS TO RADIO!** affords the opportunity to advertise to one person in advantage of the extremely high readership of radio news—51% among women, 40% among men.\*

\*The 1946 Study Summary of the Continuing Study of Newspaper Reading.

We shall welcome the opportunity of supplying complete details.

A Responsive Audience in Excess of 14,000,000 in These Leading Newspapers:

Atlanta Journal	Minneapolis Star & Tribune
Auranti (Tex.) Globe, News	New Orleans Times-Picayune States
Birmingham News Age-Herald	New York News
Boston Globe	New York Times
Boston Herald Traveler	Norfolk (Va.) Ledger-Dispatch
Bridgeport (Conn.) Herald	Parade, Virginian-Pilot
Chattanooga News-Free Press Times	Portland (Me.) Sunday Telegram
Chicago Tribune	Philadelphia Bulletin
Cincinnati Enquirer	Philadelphia Inquirer
Cornell (Iowa) Herald	San Antonio Express News
Culler-Times	Scranton (Pa.) Scrantonian
Dayton News	Tribune
Dayton News	St. Louis Post-Dispatch
Dayton News	St. Paul Pioneer Press
Fort Wayne (Ind.) Journal Gazette	Tacoma News Tribune
Houston Post	Washington Star
Indianapolis Star	Wacoan Record-Herald (Sat.)

**RANDALL & COOPER • 50 East 42nd Street • New York City 17 • Murray Hill 2-4504**

CONSISTENTLY

BEATS ALL COMPETITON

ON STATIONS FROM COAST TO COAST

CINCINNATI  
SATURDAY, 9:45-10:15 p.m., WKRC

16.9

Outrates a big network comedy, two network musicals, four times higher than a competing network mystery.  
(HOOPER—JAN-MARCH, 1947)

ZIV'S  
"BOSTON  
BLACKIE"

RADIO'S MOST EXCITING HALF-HOUR  
ADVENTURE-DETECTIVE SHOW!  
Transcribed for local and regional sponsors

MINNEAPOLIS  
SATURDAY — 6:00 p.m. — WCCO

16.5

... more than three times its nearest competitor... more than 8 times competing network commentator!  
(HOOPER—DEC. 1946)

YOUNGSTOWN  
THURSDAY, 7:30 p.m., WKBN

20.7

... 44% Share of Audience ... double nearest competitor: a top-flight network singer-comedian.  
(HOOPER—FALL-WINTER, 1946-47)

ZANESVILLE  
THURSDAY, 7:30 p.m., WHIZ

20.5

... beats the total ratings of all three competing network stations.  
(COONEN—WINTER, 1946)

Greater every year...

156 WEEKS OF  
BOSTON BLACKIE  
HALF-HOUR PROGRAMS  
IMMEDIATELY  
AVAILABLE



NEW ORLEANS  
MONDAY, 6:30 p.m., WWL

14.1

Beats a famous commentator on competing network station almost three to one!  
(HOOPER—DEC-APRIL, 1946-47)

NEW YORK  
WEDNESDAY, 8:30 p.m., WOR

10.8

...the highest-rated 1/2 hour on WOR all days, all hours.  
(HOOPER—MAY-JUNE, 1947)

LOUISVILLE  
TUESDAY, 6:30 p.m., WAVE

21.7

Far and away the rating champ over three popular network shows.  
(HOOPER—DEC-APR., 1946-47)

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6 OHIO  
NEW YORK CHICAGO HOLLYWOOD

The PROOF is in the RATINGS...

# NARND Tables O.K. on 'Editorializing' But Asks More Funds for O'seas Voice

Washington, Nov. 18. Over 100 radio station news directors assembled here last week for the second annual convention of the National Assn. of Radio News Directors, tabled a resolution which would have given implicit support to "editorializing" by radio management but went all out in support of more funds for the "Voice of America" or a similar shortwave operation abroad.

The newsmen formed a three-day meeting Saturday (13) with strongly-worded resolution favoring "Congressional action which would increase dissemination of information abroad" about America and asked for more funds for six broadcasts.

The news directors were unmistakably sympathetic to letting management table editorial stands on the air but only if the "editorial opinion is prepared and delivered by competent personnel." The association finally tabled action on "editorializing" on the ground that this is something for station management and the FCC to decide. If FCC action was indicated, the editors indicated support for editorializing wherever there is capable and responsible personnel to undertake it.

There were other NARND actions: 1. President John Hogan, WCHS, Portland, was re-elected for 1948. New board members elected were Ben Chatfield, WMAZ, Macon; Dave Kessler, WHAN, Rochester; Bob Re-

deen, WOC, Davenport, and Bob Eastman, KJMA, Oklahoma City.

2. Following the lead of the Radio Correspondents Assn., to the same effect, the news editors resolved that "radio news reporters are entitled to the same respect to news sources... and the same privileges legal and otherwise, as representatives of other news media." Equipment necessary to broadcasting should also be given equal privilege with that given by other news media. The resolution referred, among other things, to the refusal of some judges to permit radio men equal privileges with the press in on-the-spot reporting of court proceedings.

3. In an eight-point credo, the association reaffirmed its stand that commercial copy should be separated from the news and always delivered by a voice other than the newscaster. One trained newscaster, the group agreed, is a "minimum essential" for every station, NARND also voted to record that "a newscaster's direct responsibility is to the public" and he should have to answer only to the station manager in his presentation and selection of the news. Selection and presentation should be accurate, unbiased, factual and in good taste.

4. The association picked a tentative list of big names in radio news to serve as an advisory board to NARND. Men will be approached and when they accept will be officially designated as advisors.

# Transcriptions

Continued from page 35

gram with the fully integrated pattern of these platters.

After the waxing, each opens with the "Auld Lang Syne" signature. Then, Dickory, each opens with a "retel music disc side of heaven" tagline. Don Rodney, doing up the final commercial, is the only vocal assignment on "They Say It's Wonderful." The trio is joined with "Papa, Won't You Dance With Me." Kenny Gardner then sings "I'm Flowing Like a River" in standard crooner fashion. Breaking the record, the platters also includes a musical guessing game and a musical quiz. The program also features a central theme such as the home.

Three one-minute spots, distributed at the seven, 15- and 25-minute marks, are left open for local sponsors.

# TALE OF TWO TOWNS

Walen Helen Hayes, Howard Lindsay; Quentin Reynolds narrator, and Director-Writer: Don Hirs

# FREEDOM HOUSE

"Tale of Two Towns," 15-minute dramatization of an appeal for world peace, first broadcast Oct. 1, 1947, on CBS in connection with the presentation of the 1947 Freedom House Award. Later with the cooperation of the Freedom House, it was broadcast on stations of the air which have indicated their support for the cause. Among the first to use the transcription was WMCA, N. Y.

As noted last week, the program was a compelling, forceful plea for world peace. It was narrated by the vivid acting contributions of Helen Hayes and Howard Lindsay as well as by the excellent narration of Quentin Reynolds. Shows theme is built around the concept that one way to have peace is to "forge a bond of common ties among all nations."

Scripter Don Hirs ably recounted the dramatic efforts of two American women, Dunkirk, N. Y., and Newark, Conn., which not only nullified the problem of the unemployable but strove to do something about them. Narrator Reynolds opened the documentary with scenic references to the world's storm scars "while nations convulsed and die in battle."

But a "voice filtered through the winds" of Miss Hayes representing Newark and Lindsay for Dunkirk. Allegedly they described the 100,000 unemployed who have heartily sided with the French. Millions while most of Newark's 40,000 citizens petitioned the U. S. to "cancel and enforce a moratorium as provided by the United Nations' Charter."

It was especially fitting that such a special service feature was presented on Armistice Day. Community drives of Newark and Dunkirk tied in with the solemn spirit of the anniversary of a global conflict. The message that two towns of world cooperation symbolized what can be done to prevent future wars, all communities follow. Best example. This dramatization was made a first-class job, stirring over a Beal indie, KIEV, Glendale, with a program appropriately titled, "Armistice Huddle."

Placed by Zeder, Vaughn and Farnam agency, the show airs daily for a used car dealer, combining plot with sports news. The program on Mondays and Fridays its up from a quarter to half hour, starting at 1:30 a.m., and on longer shows. Interviews of sports celebs are included. Quarter hour shows start at 7:45 a.m.

# Freml's T.C. Biz to Coast

Hollywood, Nov. 18. Larry Freml, president of T. C. Transcriptions, Inc., will be transferred to the Coast from now on. Announced by the firm's plan to transfer all processing and distribution here to be done back east to facilitate shipping and guarantee homeoffice supervision of all phases of its operations.

# Navy Weighs Anchor With New Disk Series

Chicago, Nov. 18.

Change in the Navy's policy toward radio is evidenced in "Naval Air Reserve Show" now being transcribed by Chicago. New series of 26 quarter-hour programs has a talent budget of some \$60,000 and uses the finest commercial talent available. Previous bluejeans shows have largely relied on free talent. The new series is being well-soff-pedaled.

New show is scheduled as a public service to Chicago's 470 stations with 130 more in prospect. Cast includes Jim Amesse as m.c., the Honeydewers, George Barnes, O'Connell and weekly guest. J. C. Rand, Walt Kinmill is producer.

# WARC Switching to ABC As WSAY Injunction Petition Is Denied

Rochester, Nov. 18.

WARC became ABC's outlet here last Wednesday (12) in the time it takes to say WSAY. Later station, which has filed a triple-strike injunction petition against four major networks, aired ABC's "Breakfast Club" Wednesday morning. Two weeks after his own web exec in N. Y. phoned WARC that the circuit court had just denied the injunction. WARC petition to keep ABC and Mutual from leaving the station off their affiliate schedule at 7:45 a.m.

"ABC's 'Listening Post' on the air." "Aside from the unceremonious now-it-isn't-there-when-you-need-it switchover, the transfer in attention has an unusual twist in that two ABC stations will continue, owing to contractual obligations, to be aired by WSAY, for another four weeks. WSAY are Les WARC put Pearson and Seeman Bros' Monday "Pearson Headlines," both headed by the William H. Weintraub group.

Federal court in N. Y. issued a temporary injunction, restraining ABC and Mutual from leaving WSAY off, at the time the Rochester court affilate filed its anti-switching suit Oct. 31. After a hearing, however, the court denied a permanent injunction. Later denied was a cue last Wednesday for ABC to give WARC the go-ahead.

WARC suits against the nets, asking triple damages in excess of \$12,000,000 on grounds the nets are conspiring to monopolize the broadcasting industry and fix prices, it still to be heard.

# Fort Wayne Station Sets First Anniversary Pact

Fort Wayne, Nov. 15.

Contract negotiations have been completed between WGL, Fort Wayne, and the AFSA, representing announcers, according to Capt. Pierre Boucheon, general manager of the station. Contract, effective Dec. 1, provides for an increase in base salaries for the announcers, extends the system of fee payment to all announcers for special services, allows six annual holidays, and covers working conditions. Contract is for one year.

# WBZ-FM Ups Coverage 50% Via Increase to 3 Kw

Boston, Nov. 18.

Increase of its present coverage by about 50% becomes effective in jumping to WBZ-FM's power to 3 kw as of this week.

The Westinghouse station figures to up its FM to 20kw in the spring when its transmitter is moved to Allston, site of WBZ's new radio and television center due for about March 1. Transmitter is currently located in Hull, on the ocean south of Boston. New location town is near the Harvard stadium. WBZ-FM is currently on air seven hours a day.

Dallas-Dallas got a new daytime outlet Sunday (18) when KLPD took to the air here. Studio set up in Oak Cliff station will operate with 1000 watts on 1190 kilocycles. Free of the KLPD Corp. is Barton J. McLenon of the Tri States Enterprises. Gordon B. McLenon is executive producer and Aubrey Escoc is station manager.

# Chi's Rambaut to Spurn NARSR Office Manager

Chicago, Nov. 18.

William G. Rambaut, Chi station rep, said last week that he cannot will continue to support the National Assn. of Radio Station Reps, contrary to a vote contained made by William M. Wilson, who manages the firm's New York office.

Wilson's previous proposal of instituting a NARSR letter of protest to the FCC burned Rambaut, who had sent a letter to the FCC manager of Chicago his bid, informing them he had no intention of joining the new rep outfit. According to Rambaut his station has met with virtually unanimous approval. Main point of his letter has been misinterpreted in some quarters, since it is not so much a rejection of NARSR as it is an indictment of "social newspaper representatives."

"Social or newspaper representatives," said Rambaut, have had sales to the point that 28 ad agencies in Chicago alone have quit buying spot radio time for any of their clients." In three purported case histories he contrasted the sales records of "social reps" and "working reps" to the detriment of the former.

He asserted that \$200,000.00 a year of spot time is going begging because of reps' indifference and neglect.

# COTE'S SPOTS

Shampo's OMT is buying daytime spot announcements in a selected list of markets for a test. Advertising, Castleman & Pierce is the agency.

# HELP WANTED

My new television set has brought me a great deal of pleasure, but I can't fully employ it when I realize that there are so many people in hospitals who need this wonderful entertainment more than I do — SO — will you, television manufacturers please cooperate with me? I will give the funds to pay for the sets if you will meet me half-way. I want to install a set a week in a veterans hospital. . . I know you are Variety addicts, hence the means of contacting you. It might takes months otherwise. I need 62 sets for 1948 at cost. How about it? Answer to George Hight, Hospital Television Fund, c/o Variety, 157 W. 46th St., New York 19, N. Y.



UNITED RECALIBRATING CO. Woburn, 157 W. 46th St., N. Y. 19. M-4-C-10 on the Island "What You Hear" Dept. Lou GLAYTON

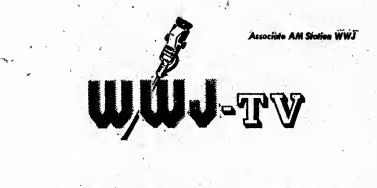
MARK WARNOW'S Variety, 157 W. 46th St., New York 19, N. Y. LORRY RAINEY

REALLY STARTING TO GO! "PHRASE ME: TIM GAYLE 1632 W. 12th St., Detroit 2, Mich.

# In Detroit... WWJ-TV IS TELEVISION

A little over a year ago, WWJ-TV's pre-opening campaign was begun. . . promising great things in television for the future. After 8 months of regularly-scheduled operation, WWJ-TV, the first and only television station in Detroit, has more than fulfilled that promise.

Through program showmanship and engineering perfection, WWJ-TV has taken television out of its fledgling clothes and made it an established Detroit medium. Already, thousands of television sets have been sold in Detroit. . . and interest is soaring to new peaks with the current televising of the University of Michigan and University of Detroit home football games. In the golden television era which WWJ-TV has trailblazed in Detroit, it will retain its present leadership just as WWJ has done for 27 years.



FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS National Representatives: THE GEORGE H. HOLLINGSBERRY COMPANY



# Ted Lewis

AN AMERICAN INSTITUTION FOR MORE THAN 35 YEARS!

*Vaudeville!*

*Musical*

*Pictures!*

*Clubs!*

and Now . . . **RADIO!**



Still breaking box-office records in personal appearances from coast-to-coast, TED LEWIS is acquiring millions of new fans with radio's greatest musical variety program, "THE TED LEWIS SHOW" (Transcribed). The critics are acclaiming a new star in radio. IT'S THE BIGGEST SHOW ON RECORD, starring "the high-hatted tragedian of song," and featuring his new 18-piece orches-

tra, and a guest star on every program. Watch his ratings grow in New York, Boston, Philadelphia, Pittsburgh, Cleveland, Chicago, Los Angeles, San Francisco, and cities throughout America. And watch his audiences grow wherever he appears in person. After 35 years, it's a greater

## TED LEWIS

than ever before!

Direction—MUSIC CORP. OF AMERICA  
COLUMBIA RECORDS  
DECCA RECORDS

THE TED LEWIS SHOW (Radio Transcriptions)  
Chartac-Coleman Productions  
360 N. Michigan Ave., Chicago, Ill.

Personal Management—ADAH LEWIS

# Television Reviews

Continued from page 29

Flash slides were used at short intervals. For the bottom, they were used as between periods, the usual short films were thrown on the screen. It would be better if some method were found of integrating the plugs with the main acting being shown. The Ford car has to do with a hockey game is a tough one to angle.

## CHICAGO SHOWCASE

With Don Meier, Joe Byrnes, and varying roster of m.c.'s.  
Producer: Don Meier  
Director: Lorraine Larsen  
60 mins.; Mon.-Thru-Fri., 3 p.m.

### WBEZ, Chicago

"Chicago Showcase" premiered in October as an answer to dealers who wanted an afternoon program for demonstration of sets. It's a three-way deal, with everybody participating in the old college try to put over the top. Station provides time at less than everybody else to four manufacturers—GE, Philco, Crosley and RCA—Victor—who gets credits but no commercials. Talent, through the courtesy of AFRA, gets paid in publicity and expertise, with new faces daily in the m.c. ranks.

Session caught (6) was enced by Don Ward, an ABC staff announcer, and no newcomer to tele. His intro was followed by a sequence of news pieces, with Joe Byrnes on general topics and Don Meier supplying the femme angle. Newscasters weren't visible and the seg assigned from lack of action. Next stanza had guests from modeling school in a posture lesson. Ward came in with neat ad libs while model showed proper way to put on a coat.

While Ward shifted for man-on-the-street stint, the short was unrelayed, followed by stills of shapies wanted by the FBI. Latter, done daily as a public service and these well, slows down the strip. Ward picked it up again in outdoor interviews that passed off nicely, with lots of side kick stuff.

Show had rough patches, which can be expected in a tough and go across-the-board show. Fundamental fairness is well served, however, with no pretension to sock entertainment. Roster of m.c.'s has included Jack Brickhouse, Jack Fuller, Frank Sweeney, Jack Callahan and Guy Savage.

## AF NEWSCREEL

WMAZ-TV, Baltimore  
15 mins.; Sun., (10), 8 p.m.

### WMAZ-TV, Baltimore

Associated Press teed off its newscast, featuring service Sunday night (10) in a show originating over WMAZ-TV (Baltimore) and carried over WFLZ-TV (Philadelphia) and WCBS-TV (CBS, N. Y.). Despite the problems, the broadcaster of such a service, from the angle of AP should stick to newspaper work.

Reel, running 15 minutes, was one of the most amateurish ever turned out. Footage was confined for the most part to such uninteresting topics as Armistice Day celebrations in Washington, Baltimore and Philly. Such news of local interest as the end of a dockworkers' strike in Baltimore was brushed off with a few innocuous shots. For its sports event, the AP selected the windup of the Flamingo racing season. Only one camera was used, and this had no closeup lens, rendering pictures of the horses practically worthless.

Worst feature of the reel was the sound. Commentary had nothing to do with the picture, there was no recording made to meet the requirements and, worst of all, there was no recording made of speeches.

Reel, consequently, was practically throwback to the old newscasts of silent film days. Cutting and editing, too, were spotty.

AP may be the biggest news disseminating service the world has and it will have to do much better than this to meet tele's requirements. Most of the metropolitan stations have done well with their own film crews. It would be too bad if the smaller stations springing up around the country were forced to use a service such as this because of the lack of anything better.

## Television Follow-Up

Jack Elgin does a neat remount of his Copacabana Lounge disk jockey show over DuPont's N. Y. time Wed. night, using a station set as foil for the guest. He had a good one recently, with one of the crown's own disks as musical background. DuPont is able to do this, unlike the NBC and

CBS video stations which are must-see add-ons to their affiliate's line. The Chicagoer, who is not as much as Fred Allen did it the week before. The video viewer thus has the insight on Elgin's guests reacting to a name showing in and out of town. Fred Allen's show goes the radio phone stunts a half-step further, in that the television locker card at least sees actual reactions of the phone recipients if not of the caller-listeners.

## CHI MIDWEST LINK TO SPREAD BY NEXT FALL

Chicago, Nov. 18. By next fall Chicago will be coaxable linked to Champaign, Ill., Terre Haute and St. Louis according to American Telephone and Telegraph engineers now at work in the Midwest. The Chi-New York link by way of Toledo will not be completed until late in 1949, say the same engineers, contracting production in some quarters that the link would be made next spring.

The Chi-St. Louis cable will be the first leg of a circuit joining Kansas City, Des Moines, Omaha and St. Paul-Minneapolis. A southern leg from St. Louis will also link to Jacksonville, Dallas and major points between.

## FM ers vs. Tele

realization) and WDEL, Wilmington, a recent by-blower.

Don Petty appeared briefly for the NBC, which straggling in a fight between FM and tele. Petty said firmly that the NAB opposed loss of the 44-50 mc band "to broadcast

Reps for the FM broadcasters decided to take the final initiative: Don Pettigrew, Executive Director of the President of the FM Assn.; Zenith Radio Corp.; and Leonard Asch of AFCA.

Ira A. Hirschman, owner of FM outlet WABR, N. Y., and of tele outlets in both New York and Boston, was elected to a brief, The Yankee Network, FM pioneer and active in television in Boston and New York, was also elected. Chief of FM's of the costliest band.

FCC chief engineer George Stepien planned back to Washington after the hearing before the full bench of FCC Commissioners. He is expected to attend today's session in Havana conference of a new North American Regional Broadcasting

Scrappy Zenith Radio Corp. hasn't given up trying to get television showed upstairs above the 400 meg range and FM returned to its former low-band position. The company's J. E. Brown came to the FCC hearing today (18) prepared to fight the CBS-color battle all over again.

If necessary to have a 44-50mc band reassigned to FM broadcasting, Stromberg-Carlson is expected to back up this position, while FM pioneer Edwin Armstrong also shares the view that FCC erred in pushing FM upstairs.

Both A.T.&T. and V. J. Bingley, chairman of the tele and Wash. Radio Technical Planning Board, opposed sharing of video channels with FM. Bingley pointed out that Bridgeport and Trenton would lose their only video assignments with Chicago, Cleveland, Columbus and Springfield-Troy, Mass., would lose each one tele channel under the FCC's proposal.

On the other side of the fence, the radio amateurs assured FCC there had to be "intolerable interference" to both tele and other radio services unless the Commission took the No. 1 and 2 channels away from video.

Chicago—Studies of WBNB, NBC's projected tele station in Chi., will be located at the Merchants Building with antenna and transmitter at the nearby Civic Opera Bldg. New stadium will be sited there since its interior already is crowded.

Chicago—Studies of WBNB, NBC's projected tele station in Chi., will be located at the Merchants Building with antenna and transmitter at the nearby Civic Opera Bldg. New stadium will be sited there since its interior already is crowded.

New York—Fred Gamble, American Assn. of Advertising Agencies proxy, is slated as guest speaker for the second monthly luncheon meeting of the American Television Society. Meet is scheduled for the Hotel Commodore, N. Y., Nov. 24.

## Tele Affiliates

Continued from page 29

a network is by no means considered impossible.

In addition to the Baltimore and Philly stations, the N. Y. Daily News has been granted a construction permit, as has the "Philly Bulletin." They affiliated with the network as those now operated by the Detroit News and the St. Louis Post-Dispatch, as well as those now being built by other newspapers such as the Chicago Tribune and the Los Angeles Times. All have no no formidable proportions. Both the Detroit and St. Louis stations have working agreements with NBC but there's reportedly nothing permanent about the arrangement.

Both WMAZ and WMAZ-TV, meanwhile, are accepting shows from and feeding them to various of the established nets. AP newscast, originating at WMAZ, Sunday (16) night, was fed to the CBS outlet in N. Y. The following night, however, the first leg of the evening's programming of WABD and WDTG, DuPont stations in N. Y. and Washington, Tenn., both CBS and WMAZ are considered to have first lien on the station.

Single ABC has no stations yet in the area. ABC-TV has been working agreement with the CBS outlet. Several of the Georgetown, D. C., stations are already being fed to CBS. In addition, part of the weekly Gulf News show aired by CBS in N. Y. has been moved from the Washington station. Same station, however, has also carried the show from the CBS-TV staff, again leaving its entire affiliation setup in a muddle.

## Same Diff

Continued from page 29

still used gratis. In addition, both the co-ax and the radio relay systems were installed primarily by A.T. & T. as telephone carriers meaning they're under no obligation to reveal their personal operating costs to the trade.

Chance to compare the picture quality of the two types of carriers was furnished at ceremonies marking the opening of the co-ax link. Three-way demonstration was staged by NBC, with pictures originating in Boston, N. Y. and Washington. Program originating in the Hub and transmitted to N. Y. over the co-ax relay was just as clear and sharply-defined as that originating in Washington and transmitted to N. Y. over the radio link.

Radio relay, comprising seven towers spotted on hillsides between N. Y. and Boston, carries a quantity of video waves simultaneously, plus thousands of simultaneous phone conversations and teletype messages. Relays are spaced an average 27 miles apart, each equipped with emergency generators in case of a power failure. Extremities are the A.T. & T. headquarters in N. Y. and the New England T.&T. headquarters in Boston.

Link awaits only the opening of a tele outlet before being put into use. The first test flight of a air first, training its sights on a March 1 start. WANAC is expected to follow before the end of 1948 and several other radio outlets have tele applications pending.

## BREWER EXITS TELE AS RENEWAL TAG IS UPED

Chicago, Nov. 18.

Keeley Beer's exit last week as bankroller of the twice weekly book and wrestling card on WKBK-TV, was set down as an example of television's failure to deliver. Beer, one of the first to sample video in Chi., was satisfied with results obtained and may pin its label on another program.

Exit reportedly was brought about when WKBK upset its price for contract renewal. Package originally was sold at bargain rates to prime the tele pump. Brewer wanted to continue at the old terms, but WKBK felt it was entitled to more cash.

Package meanwhile has been snapped up by a radio-tele dealer and another brewer. Monday night wrestling will be sponsored by the Harry Alter Co., through Phil Gordon agency, while Atlas Frager, through Olsen Advertising, says the deal for Wednesday and Friday bouts.

## Guild

Continued from page 29

gramming. NBC's Eddie Sobol was to have served as assistant director on "Ferguson" when it was reportedly shifted aside by the Guild, which lent the entire production and directing chores in the hands of Denis Johnston, imported by the Guild from BBC in London.

As a result, Sobol will handle most of ABC's "Agora" once it's brought into the NBC studios for camera rehearsal. Under present plans, NBC and the Guild will cooperate in casting the show and in conducting preliminary rehearsals. Once it comes into the studios, however, Sobol will take over and it'll be his problem up to and including the actual airing.

Leo G. Carroll, who played the title role in the Broadway production, will play the same role in the video presentation.

WANTED  
Blair Yardin Television  
Jonica, L. I.

"HIRES TO YA"  
FOR THIRD YEAR  
ON CBS

WANTED  
1 Baldheaded Twin  
Wife: WJLTK  
Blair Yardin Television  
Jonica, L. I.

FOR SALE  
"EXPLORING  
THE UNKNOWN"  
Sundays at 7:30 pm EST

A price-winning show with a large, loyal, ready-made audience! Author of some of the miracles of modern science. Acted by top guest stars of stage and screen.

Also...  
SO YOU WANT TO LEAD A BAND... with Sammy Kaye... Mondays 9:30pm EST  
THE OPIE CATES SHOW... Mondays 8:00 pm EST  
CALL HIM BACKPHONE... Thursdays 8:00 pm EST  
THE ADVENTURES OF BILL LANCE... Sundays 5:00 pm EST

ABC PROGRAM DEPARTMENT  
CIRCLE 7-5700

A "New Voice in...  
NORTH  
JERSEY"  
HERE'S  
The Baby  
that can tell your story!

1430 Kilocycles  
Market 3-2700

WNJR  
91-93 HALSEY ST.  
NEWARK 2, N. J.  
CBS 500 WATT  
The Radio Station of the Newark News

### Midwest Stations Take Exceptions to Atlas Claim on Code Nixes

Claim by Ralph Atlas, owner of WLOL, that 13 out of 14 commercial stations are opposed to the new code of standard practice was countered by other radio station operators.

Atlas claimed he had polled stations and his results showed 87% against and only 13% in favor of the code. Other stations here, meanwhile, were polled by Minneapolis Times and some are in favor of Atlas' suggestions did not accurately reflect meaning of the code and were so worded that "no" was the only logical answer.

Stanley Hubbard, owner of KSTP, said his station and WBC, of which he is a member, favored the code, as did Merle Jones, general manager of WCCO in behalf of station and CBS. Officers of WTCN, WDGY and WMIN also were generally approved the code.

One other station here, KUOM, is non-commercial, operated by Univ. of Minnesota.

### Code

Continued from page 27

grams.—While the original code listed mid-commercial on news shows of less than 15 minutes, the amended draft permits an additional news spots of 10 minutes or more duration.

**Indies Double-Spotting Victory**  
Double-spotting is permitted "with respect to sponsored time signals, weather reports, program or station promotion, identification and location announcements not to exceed 10 seconds in length." This last move was vigorously urged by the indies committee and by the FM executive committee. However, the Code Committee had recommended identical commercial limits for both day and night shows—and its recommendations were much tighter than the ceilings now proposed for daytime airers.

New standards "allowable to any single advertiser do not affect the established practice of allowance for station breaks in program programs." For shows between 6-11 p.m., the amended Code then applies the same limits that were used in the old Code, with the difference that station —break time was included. This means, in each instance, an additional 20-30 seconds is added to the ceiling whenever a station break announcement is made.

For all other hours, an additional 10 seconds is allowed for 10-minute stanzas (excluding station breaks); 15 more seconds is added for five-minute, 30-minute, and 45-minute stanzas under similar sponsorship; and on daytime airers of 15-minutes the limit jumps from 2:40 to three minutes.

In providing for an hour a day of unlimited commercial usage, the amended Code points out "that broadcasters can render a definite public service to the listening public in conveying information on the availability of goods and services by program designed specifically for such purposes," but adds that "care should be exercised to preserve proper program balance in their distribution."

### What a Whale

Continued from page 25

unhappy with the results that it served notice on Borden to scum the spot.

On the Ford side, K & E came up with Meredith Wilson's chifflon music for the makers' show. It faded out in the wake of Detroit labor troubles and only two weeks ago the account moved back to the Thompson agency when the Ford Dealers Assn. grabbed Fred Allen when the latter got his Standard Brands cancellation notice. On top of that Ford dealers have bled their JWP Billings by buying a farm show, "RD America" for Mutual.

K & E built "Ford Theatre" for the 60-minute NBC Sunday night period. It's been running into raking trouble since launching and at the moment there appears to be considerable speculation as to whether it sticks after the first 26-week cycle.

Balshin—Phil Elos of WPTF, a member of Carolina League of AFRA has been selected president of the Raleigh Central Labor Union.

### So Proudly We Hail—

Washington, Nov. 18.—Ted Cott, chairman of the indie committee which raised most smoke over the Atlantic City Code, had nothing but kind words for the treatment the non-affiliated stations received at the hands of the Board here last week. Cott sat in with the NAB Board as spokesman for the indies.

After the meeting broke up late Saturday, Cott declared: "I would like to express our thanks at this democratic process... all the problems of the independents received honest and careful consideration."

### Lville's WHAS, WCJT Promote Three Execs

Louisville, Nov. 18.

Promotion of three executives of WHAS and its FM affiliate WCJT has been announced by Barry Bingham, president of the two stations and of the Courier-Journal and Louisville Times.

New director of sales for WHAS and WCJT is J. M. Wynn. Neil Dalton has been named to newly-created post of public relations director, to supervise all public relations and promotion programs of the radio stations and the papers. Douglas Cornette is now promotion manager of the radio stations and the papers.

### First Interfaith Radio Institute Being Set For North Carolina Airing

Raleigh, Nov. 18.

Protestant, Catholic and Jewish organizations in the state will sponsor a three-day Religious Radio Institute here Nov. 24 to 26. The Institute, which is being arranged by the National Conference of Christians and Jews, will offer assistance to those actively engaged in religious radio in an effort to raise the standards of religious broadcasting.

Allyn Robinson, state NCCJ director, in announcing the Institute, said that this is the first time in which the three major faiths in North Carolina have cooperated in such a project.

Eleanor Inman, who for a number of years has headed all religious broadcasting for CBS, will be a leader of the conference. Everett Parker, executive secretary of the Joint Religious Radio Committee of New York, is assisting in the planning of this project and will participate prominently in the program.

North Carolina leaders who are also lending their assistance include Charles H. Crutchfield and Leroy Walker of WPTF, Charlotte; Richard Mason and Graham Poyner of WPTF, Raleigh; Fred Fletcher and Howard Mashmeier of WRAL, Raleigh; Harold Essex, of WWSB, Winston-Salem; Fran Jarman of WDNB, Durham.

### CIRCLING THE KILOCYCLES

Pittsburgh—Bob Carter's Super Time musically every Sunday evening on KDKA has just been renewed for the third straight year. This season, however, he'll add guest stars. Dorothy Mathews, who sings with Buddy Murphy's band on KQV, has been made a disk jockey at that station; she spins several hours of platelets every Saturday afternoon. Jimmy Shannon, brother of Paul Shannon, veteran KDKA announcer, has been added to the announcing staff as KQV. He replaces Ray Starr. Ed King's comedy gusher on KDKA, "King for Minute," which got a regular winter slot after being on as a summer replacement, has been dropped.

won the coveted H. P. Davis award for radio announcers, for the third time in seven years, adding more laurels to WOW's accumulating pile of trophies.

Des Moines—Hearst Corp. news syndicate, has filed suit for \$12,154 in Polk county district court, Des Moines, against the Capital City Broadcasting Co., operators of KCBS, Des Moines. Petition alleges the broadcasting firm failed to pay for its INS news reports from May 25 to August 17, 1947, and states the news service was withdrawn after Aug. 25.

Cincinnati—WCPO was the winner of a promotional contest for the American Safety Razor's "Adventures of the Falcon" series among 450 Mutual stations, the blue ribbon plaque reaching John Patrick Smith, station director last week. Stunt that clinched the win was a "Find the Falcon" hunt at Coney Island, Aug. 27, which was designated as Post Day. WCPO and its Scripps-Hoover affiliates, the Cincy Post, cooperated on the promotion.

Albany—Pulton Lewis, Jr., is now being sponsored over WROW, Albany, and the Mutual network by the Albany Garage Co. The National Commercial Bank and Trust Co. has presented the commentator for sometime.

Kansas City—New man on the announcing staff at KCMO, ABC outlet, is Hugh LaRue. He's a native of Kansas City and a graduate of the Univ. of Oklahoma, where he majored in speech and radio.

Omaha—Ray Olson, WOW production manager and announcer, has

Salt Lake City—Gordon Burke, formerly with KGBB, Honolulu, and Don Shamahan of KORE, Eugene, Ore., have joined the announcing staff of KDYL, local NBC outlet.

## COLUMBIA-PACIFIC BRINGS CHARLES COLLINGWOOD TO THE COAST...



Some bylines are worth more than headlines. Charles Collingwood's is one of these. Radio listeners have good reason to remember it. Collingwood was first to report the assassination of Admiral Darlan. First to describe the fall of Tunis. First to wire-record the D-Day landing off Normandy.

His coverage of the German Surrender at Rheims, his reports from war-time Paris, his recent broadcasts covering the U.N. Security Council, have made his name a hallmark of brilliant news reporting.

Now, Charles Collingwood is on the Coast. Each Monday through Saturday at 5:15 to 5:30 PM, the Columbia Pacific Network presents *News Analysis* by Charles Collingwood.

Once again Columbia Pacific has underlined its insistence on top talent for a top market. *News Analysis* by Charles Collingwood is sponsored by Bekins Van & Storage Company and Household Finance Company. But other Columbia Pacific programs of equally impressive caliber are still available.

Backed by the finer facilities and more complete services of CPN, your sales story can cover the Coe with assured effectiveness.

For details, call Columbia Pacific or Radio Sales.

### COLUMBIA PACIFIC NETWORK

A Division of the Columbia Broadcasting System



Songwriters Want to Reduce Foreign Copyright to 28-Year U. S. Term

Music Publishers Protective Assn. and Songwriters Protective Assn. committees, working out the details of a new contract, have reached a new problem among the major ones...

Dave Franklin's Capital Disks Reincarnate Vaudeville. A series of vaudeville, has come a series of comedy disks for Capitol with all the usual vaudeville flavor...

Decca, Col., Cap. Royalties for 3d Quarter 'Way Off

Decca, Columbia and Capitol records are not yet being paid. Decca, Columbia and Capitol records are not yet being paid...

That the major firms named above were 25% and more off previous quarter figures was expected. As a matter of fact, publishers anticipated...

Ray Eberle nudged Out of Palace, Akron, in Standby Row Indianapolis, Nov. 18. National office of the American Federation of Musicians...

Luau Vest. Lou Vest, head of Leeds Music and manager of Andrews Sisters, returned to the Coast from N. Y. Monday (17) with Decca's Dave Kapp for executive of the record firm with the Andrews Sisters. This is on the Coast, where the girls work with Decca, and where Bob Crosby, they'll do all their preban disking there.

Majestic Must Pay 40% Before Disking. Effective today, Nov. 18, the American Federation of Musicians Records will no more recording within the jurisdiction of Local 474...

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New York Supreme Court will be asked to solve the question of whether the right to act in a song passes to the estate of an orchestra leader when the maestro's share in the profits was part of a deal to plug the tune. Legal action's been dropped in judicial laps by filing of an action against Ben Bernie's executors...

Sheeds Music, publisher of 'Heartaches,' has been named a defendant in the suit brought by ASCAP. Sheeds, however, has no real interest in the ultimate court ruling...

Morris Settling Man's Pub Deals; B-VH Revision

Hollywood, Nov. 18. Edwin H. (Buddy) Morris and his associates are preparing to close an old new publishing affiliation arrangements with Devo Rose, Harriet Arlen and Frank Loesser's firm...

Metro's Al Sinden Wins \$2,500 Reichold Award

Hollywood, Nov. 18. Metro songwriter Al Sinden is the first film industry member to win the Reichold Award. Sinden won the award for his second song, 'When We Meet Again,' written and represented for grand awards.

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N.Y. Par, Strand Launch Campaign To Reduce Costs of Stage Shows

Philadelphia, Nov. 18. Francis Wiener, stage chairman of the Philadelphia Orchestra, addressed the Saturday night concert audience in a plea for support of three special pension fund benefit concerts. Solists, she told the audience, would be 'the Bach Chorus, led by M. Roy Jones; Mr. Arthur Rubinstein—and Mr. Benjamin Goddard.'

Long a Holdout, Leeds OK's Tele Rights to ASCAP

Leeds Music last week assigned television rights to its catalog to the American Society of Composers, Authors and Publishers, after holding out almost two years against such a move. Leeds signed an agreement with the Society extending only until Dec. 31, 1948, however, at which time the majority of the agreements...

Signing of Leeds' leave only the S. S. Robbins, Peet, Miller) as the only major publishers who have elected to retain video rights to their catalog. The refusal gave ASCAP the right to represent its repertoire in possible negotiations to the film and radio. The deal was decided by Loew's, owner of the publishing combine, but to the film and radio (the parent company's interests).

Ol' Satchmo Socko, Snaring Boffo 86 In Carnegie Midwinter

Anyone who's inclined to feel that the Ol' Satchmo isn't real that he'd be behind the moustache of his horn should have been at Carnegie Hall, New York, Saturday night (15). During his first Carnegie concert with the first Carnegie concert with the first Carnegie concert...

And that he's ho, is proven by the fact that at an 11:30 p.m. curfew he filled every seat in the huge Lincoln hall, grossing nearly \$8,000 (including tax) and earning over \$6,000 for himself and such names as trombonist Jack Teagarden, clarinetist Barney Bigard, and Sid Catlett, drums, plus Arville Shaw, bass; Dave Keroy, piano; Velma Middleton, vocals. It was a \$480 top take for the 17,000-artist.

Ol' Satchmo and his troupe staged one of the most interesting and showmanly jazz concerts ever put on in Carnegie. That it was a triumph is also proven by the fact that it went on for three hours at that time...

Both the Paramount and Strand theatres in New York are launching campaigns to reduce the cost of stage shows and, while all theatres playing vaudeville have been in recent months up in arms over the high prices charged by talent, the moves of the Par and Strand are probably the first concrete ones made in that direction...

Neither the Par nor the Strand, or the Capitol for that matter, has done well at the b.o. in recent weeks with costly band and act shows and the pictures to which they were coupled. And the dwindling b.o. returns apparently have encouraged them that the long-awaited postwar boom isn't going to materialize and that they must act immediately, not wait until after current dates are worked off.

Another factor in reducing talent prices in the Broadway area and its flagships is that the figures paid for these houses have grown on the price of the first-run Broadway shows. Another factor is that the figures paid for these houses have grown on the price of the first-run Broadway shows.

Of late the b.o. totals being turned in by talent rated at top b.o. names has been far below expectations. There have been cases where the average gross didn't exceed \$7,000 by the guarantee to the band and acts involved, let alone allow for picture royalties and the like. Many agents feel that a continuance of the 'inflation' has worked to the disadvantage of the theatre market open to them if prices aren't cut enough to allow for reduced b.o., income.

Shep Fields Sells Glen Isle Lease

Shep Fields is divesting himself of the 'Glen Island Casino, N. Y. Rochelle, N. Y., operation, which he sold this past summer. He's selling it for the spot-bucks to Mitchell DeZutter, who sold it for years last fall. When he turned it over to Fields, permission for the switch belonged to the Board of Supervisors by the Westchester County Park Commission, which owns the property. Toward the end of the past summer, he organized a new crew of his own, based partially on his former employees. He felt that it had found success enough to make him decide to continue work with the park commission and to leave the Club-Cluck, Philadelphia.

Fields' disposal of the danceery involves an unusually large amount of cash, based on the value of the lease, equipment which he originally purchased, and the value of his own inventory. When he bought it approximately \$10,000 was said to have been involved.

(Continued on page 50)



Jocks, Jukes and Disks

By Ben Bodet

As a mass production industry of entertainment phonograph records can perhaps lay its hands on more...

All this pressure has actually put one focal point and that the recording manager. It's up to him to feed the man that leads all the way down...

Yoked to the main principle is the problem of percentages; if the cutting machines are kept running...

My Favorite Five

(Following is the first of a weekly feature listing the five recorded numbers which a disk jockey records at his all-time top favorites.)

- TED HUSING (W.M. Weiskopf)
"V a b a h Blues" (Saham Jones)
"Big Bag" (Duke Ellington)
"Riverboat Shuffle" (Glen Gray)
"Moonlight in Vermont" (Margaret Whiting-Billy Butterfield)
"Too Rich His Own" (Eddy Howard)

long stretches without snagging the brass ring. The top-rung labels are geared to absorb all that, but where the record sub does none in the row of talent, casualties it leaves behind. It's a graveyard for which the artist itself, in large degree, can't be held responsible.

Time and pressure and the gamut of that assembly line won't gear itself to the special nurturing of a promising talent, and it's a case generally of delivering immediately as the tolling by the wailing. And, it that promising talent should deliver even a semblance of a hit there's an immediate rush to turn out an additional batch, without pause for the selection of fitting material and background.

Harry James should satisfy in a big way those who like their music chockful of cinnamon and raisins with his versions of "It's a Wonderful Life" and "White Christmas." Jocks and juke have a solidly commercial item here and Columbia's most promising counter seller. "World" could be subtitled "Conquer of Trumpets" for the way in which his schmaly roundelay against as sweet a combo as could be recruited.

Jack Fina, growing fast with the swankier hotel spots, gives the keys here, going over to "A Love Story." This adaptation of Schumann's "Piano Concerto in A Minor" should find a welcome slot on jukeky innings peddled to gentler moods. Fina's velvet digits aren't so constant on the record surface.

"Stars Will Remember," nor does it come up to "Story's" level as a

trifling of romantic fare. The vocal of "Remember" is by Harry Prima. "Little Elizabeth" always gets for keeping his jazz laments above of the times, has carved two highly dancing little confessions out of "Put Your Self in My Place" and "The Widest Gal in Town" (Columbia). Instrumentally, the former, what with its jazzy trumpet flights, is the superior candidate by several notches.

Billy Eckstine lives up to his tempo-boy rep with "Foot That I Knew" and "Two Loves Have I" (MGEM). He knows his trade and he feeds it to 'em with the stops all out. Eckstine's platters have their spots and this one won't be the exception.

Johnny Johnson doesn't do himself any harm with "I Love to Dream," but he acquires himself, says "Un Poco, De Amor" in the first set, in the style of a burlesque, while in a battle of fortissimo, when "Porquillo" comes out, he takes it to the next level. And the side a worthy item for both the jukes and the record-patter lads.

Johny Johnson doesn't do himself any harm with "I Love to Dream," but he acquires himself, says "Un Poco, De Amor" in the first set, in the style of a burlesque, while in a battle of fortissimo, when "Porquillo" comes out, he takes it to the next level. And the side a worthy item for both the jukes and the record-patter lads.

Jessel Songsmithing

George Jessel, an ASCAPer from way back, has whipped up a title called "Ballad of Furrow Crest" for the 20th-Fox film of that name (Fred Kohlmart production, starring Victor Mature). In collaboration with Joe Cooper. From his own 20th-Fox film, "Nightmare Alley," Jessel has written "So That You May Know," utilizing the background music by Edmund Goulding. Both being published by Robbin.

With Cooper, Jessel also did "Julie" for Simon Music.

Many Musicians Offer Bootleg Aid In Recording Ban

Apparently the Jan. 1 disk ban imposed by the American Federation of Musicians' James C. Petrillo isn't finding favor with all AFM leaders, namely those who do not record consistently. Couple of the major disk companies have received letters recently from union members who violently disagree with the ban—and offer their services for recording purposes after Jan. 1. They all state that on that date they will cease to be union musicians.

One guy wrote a major and pointed out that he was the owner of a couple of electric organs and would be available at any time following the ban—along with his instruments. These looters, major company executives, will be the backbone of a widespread bootleg disk business when and if the ban continues long enough for the major diskers to run out of fresh pop songs. Virtually every top diskling executive has had one or more offers to head up a bootleg business, and gauging what will happen based on the frequency of these offers, they fully expect the underground cutting to reach large proportions within six to eight months of the start of the disk ban.

Cosmo Officers, 2 Brokers, Worked Phony Stock Deal, Investors Charge

Hendler to Promote Dinah for Capitol

Herb Hendler, who quit Rainbow six weeks ago after helping to get his company out of one of the many postwar indie diskers, went to work last week for Dinah Shore and Columbia Records. He will in a job of special record promotion for the singer, separate and apart from the exploitation performed for her by George Evans. He will work out of Columbia's New York office, but will spend considerable time on the road.

Hendler was originally with RCA-Victor, then with Cosmo Records. Later he established Rainbow with Harry Fromkes.

BETTY HUTTON SKIPS BACK TO RCA-VICTOR

Betty Hutton has skipped Capitol Records again and has gone back to RCA-Victor, the third time she has made a switch between the two companies who violently disagree with the ban—and offer their services for recording purposes after Jan. 1. They all state that on that date they will cease to be union musicians.

Mis Hutton was with Capitol originally, but due to a dispute over assignments, shifted to Victor more than a year ago. A short while later she was back at Capitol, and now has returned to Victor.

Wincoff's New Pubbery

Nat Wincoff has entered the music business with his own company, Commodore Music, publishing Latin-American, hillbilly and western tunes. Wincoff quit as Coast chief of Peer Music firms a month ago.

Although Cosmo Records was insolvent, its 100,000 offices and directors at that time promoted a \$250,000 allegedly phony stock deal worth 70 Cosmo shares. One of them, Hemphill, Noyes & Co., Wall St. underwriters and stock consultants, sold 70 Cosmo shares to one of the N.Y. federal court last week. Named as defendants in the action, which seeks the return of \$75,000 are Cosmo, three of its subsidiary corporations, the two investment houses, and officers-directors of all the firms.

Plaintiffs claim that the stock they bought was floated by an alleged conspiracy of Cosmo's officers, and directors with Gillespie and Hemphill-Noyes. In all the complaint states, some \$800 shares of common stock were marketed at \$4 per share, some of which were sold as late as January 1947. Since the total flotation was under \$300,000, the deal was not subject to registration with the Securities and Exchange Commission according to the act of 1933.

In a variety of allegations the 70 stockholders charged that Cosmo, with knowing the stock had no real value at the time it was sold, they had sold it for the purpose of obtaining a loss, Cosmo had no personnel or management to operate such a firm and that the label was operated solely to beat the Jan. 1 band deadline.

According to the prospectus distributed in connection with sale of the stock, the Cosmo label had no artists under contract, among them Hal McIntyre's band. Actually he had been with Capitol. Since the prospectus charged that the sale of the stock was supposed to have been applied to the Cosmo label, the \$75,000 one thousand dollars were disbursed for those obligations.

Several weeks ago Cosmo's last head office, property, machinery and premises were auctioned off by the firm's trustee in bankruptcy. Chief among the assets were records which a scrap dealer bought for \$6,000.

10 Best Sellers on Coin-Machines

Table with 2 columns: Song Title (Artist) and Record Label. Includes songs like 'Near You', 'Ballarina', 'You Do It', 'Civilization', 'So Far', 'Too-Fat Polka', 'How Soon', 'I Wish I Didn't Love You', 'And Mimi', 'Apple Blossom Wedding', 'Stanley Steamer', 'Kokomo, Ind.', 'Fellow Needs a Girl', 'Naughty Angelina', 'Kate', 'Don't You Love Me Anymore', 'On the Avenue', 'Serenade of the Bills', 'You're the Bones', 'Whiffenpoof Song', 'Two Loves Have I', 'Stars Will Remember', 'What Are You Doing New Year's', 'I Still Get Jealous', 'Pass Peace Pipe', 'Poppa Won't You Dance', 'Golden Earrings'.

Coming Up

Table with 2 columns: Artist and Record Label. Includes artists like Francis Craig, Larry Green, Vaughn Monroe, M-G-M, Dinah Shore, Margaret Whiting, Victor, Dick Smith, Capitol, Perry Como, Victor, Frank Sinatra, Columbia, Bing Crosby, Decca, Jack O'Connell, Victor, Betty Hutton, Capitol, Vaughn Monroe, Victor, Dick Haynes, Decca, Art Lund, M-G-M, Buddy Clark, Columbia, Sammy Kaye, Victor, Tony Stafford, Capitol, Fred Astaire, Capitol, Bing Crosby, Decca, Dinah Shore, Columbia, Perry Como, Victor, Frank Sinatra, Columbia, Dick Haynes, Decca, Art Lund, M-G-M, Tommy Dorsey, Victor, Fred Astaire, Capitol, Freddy Martin, Victor, Buddy Clarke, Columbia, Andrews-Cavallero, Decca, Eddy Howard, Capitol, Sammy Kaye, Victor, Mercer-King Cole, Capitol, Bing Crosby, Decca, Frankie Laine, Mercury, Frankie Laine, Mercury, Vaughn Monroe, Victor, Frank Sinatra, Columbia, Margaret Whiting, Capitol, Harry James, Victor, Three Suns, Victor, Dinah Shore, Victor, Kay Kyser, Columbia, Guy Lombardo, Decca, Doris Day, Columbia, Peggy Lee, Capitol, Dinah Shore, Columbia.

FILE OF MASTERS POSES COL. PROBLEM

Hollywood, Nov. 18. Filing up a stock of masters pin the Coast in preparation for the forthcoming recording ban is not always a simple matter of lining up artists and repertories, especially in the case of Columbia Records. So many major network radio shows emanate from the Coast that securing the services of certain musicians so form accompaniment for singing, disk cutting and recording is a most availability. Too, in Columbia's case most of its diskling is done at CBS studios in New York, and away from the day, Columbia, as a result, does a great deal of disking in the late evening and early morning.

Victor, Capitol and Decca are in better position since they each have their own studios. But the musician problem, remain the same. Later, it is relieved only in the case of organized labor, which is expected to alter the first of the year have its own studios available, but by that time the diskling ban will be in effect.

Capitol Now Has 25 Artists on Red Label

Hollywood, Nov. 18. Capitol Records' Americana label has signed Arthur Smith, a fiddler, who has left the Grand Ole Opry 20 years ago, who will wax on red label with his own group, the Dixie-Deans. The original intention of the firm's labels is insurance against contract with Arthur Smith, guitarist, who has left the Opry since starting in June, 1947, now has 25 artists on regular release.

Howard's Commodore Date in N.Y. Put Back

Eddy Howard orchestra's date at the Commodore hotel, New York, has been deferred from Dec. 1 to Jan. 1. The date will be allocated to the run of Mel Torme and Sonny Dunham's orchestra, who open Dec. 1. Since the postponement, it is probably due to the success currently being achieved by Howard's orchestra, which the management feels, will also apply to Torme.

# Songs With Largest Radio Audience

The top 33 songs of the week, based on the copyrighted audience coverage index survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Pezzner, Director.

Survey Week of November 7-13, 1947.

A Fellow Needs a Girl—"Allergic"	Williamson
A Girl That I Remember	Bach
Almost Like Being In Love—"Brigadoon"	Fox
An Apple Blossom Wedding	Shapiro-B
—And Mine	Simon
Best Things in Life Are Free	Crawford
Christmas Dreaming	Leeds
Circulation	Berlin
Don't You Love Me Anymore	Oxford
Feudin' And Fightin'	Chappell
The Freedom Train	Berlin
Golden Earrings—"Golden Earrings"	Paramount
How Soon	Supreme
I Still Get Jealous—"High Button Shoes"	B
I Wish I Didn't Love You So—"Perlis Pauline"	Paramount
I Wonder Who's Kissing Her Now	Markis
I Dance At Your Wedding	Simon
It Happened In Hawaii	Stemetek
Kate	Berlin
Lady From 99 Fains	Metzlin
My How Times Goes By	Chappell
Naughty Angelina	Simon
Near You	Leeds
On the Avenue	Simon
Papa You Dance With Me—"High Button Shoes"	Williamson
So, Far—"Allegro"	Harms
The Stars Will Remember	Famous
Tallahassee—"Variety Girl"	Reid
Those Things Money Can't Buy	Miller
Two Loves Have I	Miller
Yes Do—"Mother Wore Tights"	Berlin
Whispered Song	Miller

The remaining 19 songs of the week, based on the copyrighted audience coverage index survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Pezzner, Director.

Allyba Bye Comin' Back	Sinatra
All My Love	Harms
All Of Me	Bourne
Fun And Fancy Free—"Fun And Fancy Free"	Scantly-toy
On A Get-A-Girl	Miller
Hills of Colorado	London
Honey Is Where the Heart Is	Advanced
I Have But One Heart	Barton
Ko-Ko, Ko,—"Mother Wore Tights"	BVC
Let's Pick Up Where We Left Off	Bel-Air
Love For Love	Wiltmark
Made For Each Other	Southern
Pretty Oxyel	Feld
Put Yourself In My Place, Baby	Burke-VH
Serenade Of The Bells	Melrose
Singing Cider By The Zoyder	Ellson
Stanley Steamer	Warren
'Tis Marvelous For Words	Harms
Wink As You Doing New Year's Eve	Famous

★ **Whistful**—"Legit Musical."  
Dave Weiland has joined the band dept. of the Music Corp. of America in New York. It's Weiland's first showbusiness post. He was formerly with the sales department of Shell Oil.  
Frankie Laine has signed Sam Donahoe's orchestra to accompany a vaude unit. Laine will launch at the Adams theatre, Newark, week of Jan. 1.

## ASCAP Biogs Members

A complete biography of author and composer members of the American Society of Composers, Authors and Publishers will be put on sale early next year by Thomas Y. Crowell publishing company. Book, containing a brief history and a list of the top songs written by each of the writer members of the Society, will sell for \$5.50 and run 350 pages.

ASCAP, of course, is compiling the information. Dan McNamara has been working on the info for two months or more and has it close to the point where it will soon be ready for printing. About 2,000 authors and composers involved.

## ASCAP Files Wave Of Infringing Suits Vs. Northwest Users

Seattle, Nov. 18. American Society of Composers, Authors and Publishers is filing infringement suits here against a number of Washington ballrooms and nighties; 10 already are filed and more are to come. Since declaratory judgment in favor of ASCAP in September, 1946, most hotels, theatres, nighties, etc., have signed up. However, opposition has come from the Washington State Institute of Music and the independent Theatre Owners and Operators.

Suits seeking for \$250 per infringement, have been filed against the China Restaurant, Rianon Ballroom, Roll Inn, Lyons Music Hall, the Cabaret and Encore Ballrooms, all of Seattle; Crescent Ballroom, Roller Bowl, Top of the Ocean and Century Ballroom, Tacoma.

## HORACE HEIDT CUTS ANEW FOR COLUMBIA

Hollywood, Nov. 18. Horace Heidt made his first recordings here today (Tuesday) since reorganizing his orchestra. He did a group of sides for Columbia Records and is expected to stock in records before the application of the disk ban Jan. 1. Heidt was with Columbia before he broke up his band temporarily retired from the business several years ago due to scrap over contract with Music Corp. of America. He recently signed a new agreement with MCA. Meanwhile, his Columbia pact had lapsed. Current disk work is being done on a new agreement.

# Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers	Rating
Nat Bradwynne*	Waldorf (400)	6	2,850	14,000
John Johnny Long*	Pennsylvania (500)	8	1,850	5,725
Sammy Kaye*	New Yorker (400)	8	1,775	5,675
Johnny Finneapple	Lexington (300)	83	825	49,950
Joe Lombardo*	Roosevelt (400)	8	2,775	13,100
George Easton*	Commodore (400)	8	1,250	13,100

\* Jean Sablon at Waldorf, Vic Damone at Commodore. 13 days.

### Chicago

Joe Melis (College Inn, Sherman; 700) \$2-\$3.50 min. Black Ocean local radio band, holding good \$300. Melt Malone in for a month starting Friday (21).  
Meyor Marion (Mayfair Room, Blackstone; 300) \$3.50 min.-\$1 cover; Monica Lewis and Jan August opened Fri. (14) to full house. Buff 2,500. George Olesen (Marine Room, Edgewater Beach; 1:50-\$2.20 min.) New band and show in Fri. (14) with Paul Haskon headlines. Nippy 4,200.  
Orlin Tuttle (Boulevard Room, Stevens; 650) \$3.50 min.-\$1 cover. Biz off a bit this week. Okay 3,400.  
Gert Williams (Empire Room, Palmer; 850) \$3.50 min.-\$1 cover. Up several hundred to 3,400.

### Los Angeles

Freddy Martin (Ambassador; 900) \$1.50-\$2. Fair 2,200 tabs.  
Jan Garber (Biltmore; 900) \$1-\$1.50. Satisfactory 2,200 covers.

### Location Jobs, Not in Hotels

(Chicago)  
Marty Gould (Cler Fare; 550) \$3.50 min. Mitzel Green and Jackie Miles hefty 3,200 aided by all convertibles. Paul Draper opens next week (26).  
Sherman Hayes (Blackhawk; 500) \$2.50 min. Final week of Hayes light 2,500. Phil Levant in Thursday (20).  
Buddy Howard (Aragon; \$1-\$1.25 adm.). Sister ballroom ain't didn't hurt this spot at all. Sold \$18,500.  
Leitch Noble (Tribune; \$1-\$1.25 adm.). The 25th anniversary splurge hit big grosses with one-nighter of Tex Benke; Eddy Howard coming down from the Aragon, and special acts. Approximately 27,000. Noble 2,000 (29th).  
Buddy Shaw (Latin Quarter; 700) \$2.50 min. New show improved covers; better than 3,000. Lenny Kenti headlines.

Skinnay Martin (Aragon, B. Ocean Park, wkend.). Paul Martin (same spot) mid-week. Still 3,500.  
Lionel Hampton (Meadowbrook, B. Culver City, 3rd wk.). Waning 3,800 tabs.  
Harry James (Palladium, B. Hollywood, 8th wk.). Drooping 9,500 stub-buys.  
Elliot Lawrence opened last night (16).

## RUSS MORGAN'S N.Y. DATE AT BILTMORE

Russ Morgan, who hasn't played in New York location in a few years, came back into the Biltmore hotel, Dec. 24. Stay will be indefinite. Morgan has spent the majority of his time during the past three years or so on the Coast, first at the Claremont, Berkeley, and more than a year at the Biltmore Bowl, Los Angeles. He made a quick run east last year to play the Strand theatre, N. Y., and went right back west.

## Dash Due in U. S.

Irvidt Dash, who heads the music firm bearing his name, sails for New York Dec. 10 on the Queen Elizabeth. Trip will be one of his periodic business junkets to the States. Dash's company is faring better than most of the past three years. Although sheet sales are generally low, firm has "Little Old Mill" and "First Love, Last Love" up among the top 10.

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\* Designed Especially for YOU  
PHOTO, INK, WIRE, Cello, PET  
PRINT, STAIN, BRASS, ENAMEL, METAL  
PROOF. Send a rough sketch or description  
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**FRANK J. RINGIARI**  
615 FOREST ROAD  
ELM HURST, N. J. RINGIER  
Samples on Request

**Publisher's Group's 40th Anniversary Meets in N. Y.**  
Music Publishers Assn. of the U. S. meets in 40th anniversary New York (Thursday) when the org's director board meets at the Roosevelt hotel, N. Y. Nat M. Jandy, Boston, is president of the outfit.  
MPA is not to be confused with the Music Publishers Protective Assn., which incidentally conducted its annual membership meet at the Astor hotel, N. Y., yesterday (Tuesday). MPA is composed of standard publishers while the MPFA is made up of pop buds.

**SYD STRANGE**  
WAVE CITY  
**MUSIC**  
"A BIG TIME LITTLE BAND"  
(See Page 52)

**THE PETER MAURICE MUSIC CO. LTD.**  
takes pride in announcing the appointment of:  
**HARRY WEINSTEIN**  
as Professional Manager

★

The first two songs Harry will handle are the great English hits:

**1. HOW LUCKY YOU ARE**  
(CURRENT PLUG)  
Recorded by THE ANDREWS SISTERS (Decca), HAL DERWIN (Capitol), JOHNNIE JOHNSTON (MGM), CURT MASSEY (Coco), CHARLIE SPYAK (Victor), ELLIOT LAWRENCE (Columbia), ANITA ELLIS (Mercury) and PHIL BRITO (Muscicraft).

**2. I'll Make Up For Everything**  
(NEXT No. 1 SONG)  
Recorded by FRANK SINATRA (Columbia), THE INK SPOTS (Decca), ANDY RUSSELL (Capitol), DINAH WASHINGTON (Mercury) and THE RAYVENS (National). More to come.

★

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# Great Songs With "The New Look"

*An Ear Caressing Jingle*

## I'M A-COMIN' A-COURTIN' CORABELLE

Charles Newman

Recorded by:

Allie Wrubel

FRANKIE CARLE (Columbia)  
ALAN DALE (Signature)

EDDY HOWARD (Majestic)  
KORN KOBLERS (MGM)  
— More To Follow —

SONG SPINNERS (World)  
TED WEEMS (Mercury)

*One of the Finest Ballads Written in Years*

## I NEVER LOVED ANYONE

Words and Music by: GEORGE R. BROWN

Recorded by:

PERRY COMO (Victor)  
ALAN DALE (Signature)  
RAY DOREY (Majestic)

TONY MARTIN (Mercury)  
GEORGE PAXTON (MGM)  
JO STAFFORD (Capitol)

CLAUDE THORNHILL (Columbia)  
FRANCES WAYNE (Exclusive)  
RALPH NORMAN (Muzak)

Getting Bigger Every Day

FRANKIE CARLE'S  
Sensational Columbia Record

## PENGUIN AT THE WALDORF

Jimmy Eaton, Larry Wagner  
& Frank Shuman

and these great standards  
from the WORDS & MUSIC, INC., catalog:

WE JUST COULDN'T SAY GOODBYE  
DREAM A LITTLE DREAM OF ME  
FAREWELL TO ARMS  
I STILL GET A THRILL  
THE NIGHT IS YOUNG AND  
YOU'RE SO BEAUTIFUL  
GYPSY IN MY SOUL

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MIKE SUKIN, Gen. Prof. Mgr.

HOLLYWOOD, Ted Granya

MORRIS I. DIAMOND, New York

CHICAGO, Armand Baum

# On the Upbeat

## New York

Joe Glaser having his Associated Booking quarters broken up and rearranged to provide space for recently added Jimmy Tyson . . . Allen Courtney, WGBB, Freeport, N. Y., disk jock, transcribed his, in lieu of writing it. . . Franck Craig's newest tune, to be published by Bobbin Music, is called "Beg Your Pardon," written with Beasley Smith. His "Near You" was done with Kermit Goell. . . Lenny Rogers had taken to Grosman hotel, Lakewood, N. J., for winter. . . London Records, new U. S. release label by British Decca, has set up distributor deals covering 6% of the country. . . John Hammond back from Czechoslovakia trip relative to his recent deal for U. S. release through his Keynote disk firm of Gramophone Industries of Czech, classical masters. . . RCA-Victor to cut a "Musical America Loves Best" album, with Russ Case, conductor of its radio show of same title. . . George Goss, drummer with Loretta Trio at Ten Eyck hotel, Albany, booked Albee Albert's new orchestra at Plymouth Cafe, Society, New York. Phil Saban replaced him in the trio.

## Hollywood

Jimmy Zito with 11 men and Pat Kelley opened at the Monaco Thursday night (15) for four weeks. . . Deez Armaz orchestra into Flamingo, Las Vegas Jan. 22 at \$5,000. Deez was backed back from Jan. 1947. . . Louis Jordan group set for Lincoln theatre, L. A., opening Dec. 27; Mil-

lion Dollar theatre, Feb. 8, and Goldie Goss, San Francisco, Feb. 11. Jordan took \$4,400 out of Oakland on a one-night Nov. 11. Billot took \$1,000 out of Oakland on Dec. 5, Dec. 25 for four days. . . Hal Pruden opens at Flamingo, Las Vegas Dec. 18 and plays through Dec. 21 and then into El Rancho Jan. 7. . . Woody Herman currently playing one night through Colorado, Nebraska, Iowa and Missouri. . . Miguelito Valdes orchestra set for two weeks at Flamingo starting Nov. 21, followed by Del Cortney for two weeks. . . Henry Brandeis' 14-piece orchestra set for "Last Frontier" starting Dec. 5.

## Pittsburgh

Gordon Trio opened Monday (17) at Bill Green's along with Tommy and the Back for four weeks. . . Jack Walton's orchestra into Tommy Terrace. . . Hugh Tully into Bellevue with a small dance outfit. . . Red Claydon's band at the Club Cabana, which reopened after a 60-day hiatus imposed by the State Liquor Control Board. . . Boozie Leeches day are accepting compromise "extra" on their new album. . . Each day of suspense from Hollywood Show Bar and spot won't have to be drawn for inference. . . Three Loose Nuts, with Eddie Cole, returned for two more weeks at Oasis, with another option for an additional fortnight.

## H'WOOD PALLADIUM MAY BE FORCED TO 3 DAYS

Hollywood, Nov. 18. Talk here is that Mary Cohen, operator of the Palladium, and his board of strategy are considering cutting the Palladium's operating three days following the run of Tex Beneke, which ends Feb. 2. Palladium business has not been up to snuff, not even during the entire run of Harry James, who was replaced last Tuesday by Elliott Lawrence. . . Woody Herman follows Lawrence, booked on a new type of deal. . . Herman is drawing a \$3,000 guarantee plus 3% of the gross over \$7,500.

## Damone's Merry Whirl, 4 Shows in 3 Hours

Vict Damone, new singing name as a result of his Mercury recordings, was on a merry-go-round Saturday (15) night. He did four performances in three hours—two radio broadcasts and two live shows at the Commodore hotel, N. Y. . . Damone substituted for the ailing Frank Sinatra on the Lucky Strike "Hit Parade" (NBC, 8 p.m.) following his Commodore dinner show, cutting his own "Pet Milk commercial at 10 p.m. (CBS), followed by the supper show at the Commodore.

"Goldie" Goldmark, west coast rep for Leeds Music, has shifted to Duchess Music, also owned by Leeds.

# Music Notes

Ernie Dunst, completed recording on "Sevens," Norwegian lullaby, her first screen song in six years, for Beck's Motion Picture, Inc. . . Lionel Hampton, erect waxed for Decca Friday (14) . . . I. B. Kornblum, veepes and attorney for Selma Wurtzel productions, is temporarily returning to an old love—songwriting. Teaming with Gilbert and Sullivan, Kornblum defied two modern western songs for the forthcoming Wurtzel set, "The Sons of Black and White label, finished 20 sides with T-Bone Walker and is readying for 20 more after the 19th. . . Smiley Burnett effected two cities for "Durango Kid" to roll at Columbia. . . Outines are "Popcorn" and "Home Cooking" . . . Merry Macs in from Detroit for cutting sessions at Majestic . . . Gus Arheim and Andy Russell have formed Monterey Music Publishing company. Al Salomon will hold down west coast rep job.

## JAMES BAND TAKES TO HIGH ROAD AGAIN

Hollywood, Nov. 18. Harry James' orchestra begins a new string of 19 one-nighters and location dates tonight (Tuesday) at White City Ballroom, Ogden, Utah, then proceeds east to pick up the others. . . James' one-nighters are Black and White label, finished 20 sides with T-Bone Walker and is readying for 20 more after the 19th. . . Smiley Burnett effected two cities for "Durango Kid" to roll at Columbia. . . Outines are "Popcorn" and "Home Cooking" . . . Merry Macs in from Detroit for cutting sessions at Majestic . . . Gus Arheim and Andy Russell have formed Monterey Music Publishing company. Al Salomon will hold down west coast rep job.

## Jones to Coast for Col.

Big Jack, who went to work for Columbia Records three weeks ago as a musical director in the company's Hollywood branch, but who has been in New York ever since helping out disks on Frank Sinatra, Xavier Cugat, Buddy Clark, etc. finally left for the Coast Monday (17). He'll take up where Mitch Ayres left off (NBC, 11:45) under Joe Higgins, now head of Columbia's Coast office. . . Ayres, ordinarily stationed in N.Y., has been supervising Hollywood cut dates for the past four weeks. He returned east.

# Inside Orchestras—Music

Music and disk trades have long been aware that Capitol Records was in the throes of some sort of a deal for the sale of the company outright or a controlling interest, which is what has occurred with the proposed buyout of the major stock in the company by the ABC network (see Record Section, Page 25). ABC's deal with Glenn Wallach, Johnny Mercer and Buddy DeSylva, heads and owners of the company, calls for the net to purchase their controlling interest in Capitol, in return for which they will get some ABC shares. . . Capitol for months has been going through a financial upheaval. That was indicated eight weeks or so ago when Mercer and DeSylva withdrew as directors of the company, at \$100,000 each annually. This represented a major cash saving to the company. In more recent weeks there have been many rumors in the music biz concerning the possible sale of the company, which culminated in last week's report and denial of a deal with M-G-M Records, Metro's year-old disk subsidiary.

The Meadowbrook, Cedar Grove, N. J., which like nearby New York spots, hasn't exactly been bursting at the seams lately with patronage, got at the b.o. from a totally unexpected quarter last Saturday (15) evening. A car carrying three women and two men, crossing the building on Route 23, blew a tire, hit a pole, turned over and exploded, burning all five passengers to death. Car flamed a few feet from the building at 8:40 and hundreds of patrons arriving at the spot during the next two hours became so used by the crash scene that they turned around and went home. Spot played to 1,000 people, however.

Isay Bonn, England's ace vaude single, who disks for British Decca, has a clause in his contract calling for one record per year carrying tunes of his own creation and in addition to "Pops." . . This year he used "Yiddish Mama" and "Raisins and Almonds" with heads of the company being rather dubious as to their success. To date, he has sold over \$100,000 with word still mounting. Decca has already topped sales of all Bonn's previous recordings.

Witmark's Frank Kelton heard Cliff Hughes rehearsing at the music publisher's offices and was so impressed with the newcomer that the professional music man phoned Meyer Horowitz at the Village Barn, N. Y., and Kelton thought young Hughes had a voice comparable with Robert Merrill. FS—The youngster opens at the Barn Dec. 1.

Moncker "Niselo Flia Noodnik" carries on Red-Jing's comic use of names on his Capitol disk catalog, gag tabbed on Victor Arm, concert fiddler who agreed to wax "Pagan Niny's Keep 'er Going Stomp" with angle, only if his name wasn't used.

## 'RUM & COKE' IN 2D TRIAL OVER MELODY

Song hit "Rum and Coca-Cola" is again involved in a hot legal battle. Maurice Baron, publisher of "L'Annee Passée," recently charged the new infringement suit in the N. Y. federal court that "Rum & Coke" was infringed upon by his song. Named as defendants in the action are Leo Feist, Inc., publisher of "Rum" and its writers, Morye Amsterdam, Jeri Sullivan and Paul Baron.

Trial of the suit is now in its second week before Judge Simon H. Rifkind. Those testifying to yesterday (Tues.) were publisher Baron and writers of "Passé," Lionel Beloff and Miasse Fetherbar. They were cross-examined by defense attorney Julian T. Abeles, who is attempting to prove the music is public domain. Louis Nizer, rep's the plaintiff.

Manville Feist and writers Amsterdam, Baron and Miss Sullivan, all of whom lost a lyric infringement suit on the same song last spring to West Indian publisher Mohammed Khan and calypso songwriter Louie Ivanter (Rupert Grant), have the ruling under review by the Circuit Court of Appeals. Tribunal recently reserved decision.

## MUSICIANS ATTENTION

A large national advertiser is assembling an all-girl musical organization designed to top any similar group yet assembled. Limited to ex-service girls. \$50 reward to the one who nominates a girl who qualifies for this outstanding organization. Write Dept. H, 1640 N. W. Bank Bldg., Minneapolis 2, Minn.

## Feature for THANKSGIVING HOME (When Shadows Fall)

If It's True  
Mills Bros. (Discs 2728)  
Johnny Diamond-Pepe Ciaramaglia Trio  
(Victor 154-2813)  
Coyle Williams (Mercury 1165)  
Art Money (Decca 10022)

## MARY LOU

MILLS MUSIC, Inc.  
1619 Broadway, New York 19

## RECORDING STUDIOS !!

Modern Equipment Expertly Maintained, and AVAILABLE NOW !!  
Mannon Productions, Inc.  
115 West 86th St., New York, N. Y.

## Finest Italian Records

New Imperial R.T.A.S.—12 changes plus 2 bonus changes; \$80.00. Will include exchange for our CHALMERS  
17 Lela Avenue, Paterson, N. J.  
Phone Area 6-9233

THE NATURAL ON WAX!  
DON'T MISS OUT ON  
**Ray Dorey's**  
**GONNA GET A GIRL**  
MAJESTIC RECORD  
No. 1184

ABE OLMAN  
SUGGESTS FOR YOUR PROGRAM  
**YOU'RE A SWEETHEART**  
Music by . . .  
**JIMMY McHUGH**  
ROBINNS

**DON'T YOU LOVE ME ANYMORE**  
OXFORD MUSIC  
1619 B'way, New York

## 15 Best Sheet Sellers

(Week Ending, Nov. 15)

This	Writers	Publisher
NEAR YOU . . . . .	(Francis Craig-Kermit Goell)	Suprema
YOU DO . . . . .	(Mack Gordon-Joe Mynor)	BVC
WHENEVER I ASK I DIDN'T LOVE YOU . . . . .	(Mildred Jinniger-Geroge Pomero-Tod Galloway)	Miller
HOW SOON . . . . .	(Jack Owens-Carroll Lucas)	Suprema
BALLAD . . . . .	(Carl Sigman-Bob Russell)	Jefferson
PEOPLE BLOSSOM WEDDING . . . . .	(Ora Simon-Jimmy Kennedy)	Shapiro-B
SO FAR . . . . .	(Oscar Hammerstein II-Richard Rodgers)	Williamson
CIVILIZATION . . . . .	(Irving Berlin)	Berlin
WINE, MILK AND MEAT . . . . .	(Ora Simon-Jimmy Kennedy)	Shapiro-B
WINTERIZATION . . . . .	(Carl Sigman-Bob Hillier)	Morris
WHERE YOU'RE SWORN . . . . .	(James Thornton)	Shapiro-B
WONDER WHO'S KISSING HER . . . . .	(Ora Simon-Jimmy Kennedy)	Morris
TOO-FAT POLKA . . . . .	(Boz MacLean-Arthur Richardson)	Shapiro-B
SERENADE OF THE BELLS . . . . .	(Katy Tegeny-Al Goodheart)	Morris

# "ALL HONOR TO YOU MUM"

## The Surprise Song of the Year

PUBLISHED BY

ADAMS, VEE & ABBOTT, 216 South Wabash Avenue, Chicago 4, Ill.



# FRANK PALUMBO CALLS ART MOONEY

and his orchestra

*"America's Greatest  
Entertaining Band"*



AMERICA'S MUSICAL SHOWPLACE  
PHILADELPHIA

Art Mooney just concluded a limited engagement at Frank Palumbo's **CLICK**.  
Latest Art Mooney MGM Records—"Papa Won't You Dance With Me," "If  
It's True," "Pass the Peace Pipe," "Waiting for Ships That Never Come In"



# Chevalier Sued On Pact Breach

Maurice Chevalier is being sued in a \$250,000 breach of contract action brought by impresario Clifford C. Fischer in N. Y. supreme court. Plaintiff claims that the French comedian broke a Dec. 12, 1945, pact calling for him to star in a variety show to be presented by him in New York during March, 1946.

According to the agreement, Fischer states Chevalier was to have received 30% of the gross. However, instead of appearing under his auspices the star went to work in a one-man show for Arthur Lesser, his personal rep. Chevalier's attorneys entered a general denial to all the allegations.

**Wrange Cancels Chevalier.** Chicago, Nov. 18. Maurice Chevalier has been forced out of the Lafayette theatre, Detroit, because of the "unfair" listing of the show by the American Federation of Musicians. Chevalier was slated to start there Monday (15) but was notified at a late hour that he would be unable to appear there.

Arthur Lesser, Chevalier's manager, talked to James C. Petrella, AFM head, who, Lesser said, assured him that he would recommend to Detroit Local 5 that the unfair listing be lifted for one week in order to permit Chevalier to play. However, Lesser claims Detroit union execs left "on a hunting trip" a few days previously and couldn't be reached.

Lesser is currently dickering for a house in St. Louis, and may fill out the rest of the week there.

Lovely Lady of Song

JANE JOHNSON

America's Foremost Marimbist

GEORGE GUEST

GUEST

\*New York Rep.; EDDIE SMITH AGENCY  
Detroit Rep.; PHIL TIBBELL

The Exclusive and Amusing

LAURETTE and CLYMAS

"DANCUMORISTS"  
JACK DAVIES PHIL TYRELL  
New York Chicago

"CALYPSO JOE" AND "COCO TE"

Original Authentic "Calypso Dances"

Back after Las Vegas, Seattle, Portland, Tampa, Rio de Janeiro—Merle Jacobs  
Hollywood—Bill Hammett—Orange

OPENING NOV. 21  
HAVANA MADRID  
NEW YORK  
DIR.: M.C.A.

# WASSERMAN JOINING J.C. STEIN (MCA) IN N.Y.

Lew Wasserman, Music Corp. of America president, is heading to New York via Dallas and Chicago on Nov. 18. He will be in with board chairman James C. Stein the end of this week. Later will take over the New York office, probably moving out of the Waldorf into Eddie Lasker's town house in New York City, because of the current hotel congestion.

Annually the MCA toppers set bonuses, formulate future plans, etc.

# Sherman Plans Nitery Circuit of 30-40 Wks. For Low Bracket Units

Noel Sherman, recently returned from the Coast, is setting up deal to channel a half dozen modestly budgeted floortours into niteries in that area. Packages will cost from \$1,500 to \$2,000 weekly, consisting of three acts and line of girls, with Sherman supplying costumes, arrangements, etc.

Sherman claims that Hollywood and the Coast are not doing any smaller operations, are sorely in need of fresh talent and new faces, which he will be able to bring via his units. If initial units work out to his satisfaction he plans to produce regular packages, with views to setting up a nitery circuit of 30 to 40 weeks.

Producer has set a deal with Joe Sullivan, Coast agent, to rug him and handle booking details. He'll jump packages direct to the Coast and plans spotting them into spots for a minimum of four weeks; with options.

# WALTERS BOWS OUT OF HAREN, N. Y. DEAL

Lou Walters yesterday withdrew from the operation of The Harem and will currently confine his New York activities to the Latin Quarter. Reason ascribed to the bow-out in his inability to take care of both operations. Selling end of Walters' interest wasn't disclosed.

Operation of both spots within a block of each other and with similar type of acts including Lou Walters in the middle between E. M. Low, New England theatre operator who's co-owner with Walters of the Latin Quarter and Nat Harkis who's now full owner of the Harem.

# Jean Parker Tops Show At Greenwich Village Inn

Jean Parker, flimster and more recently featured with Bert Lahr in "Barlucque," tops the new package that will relight the Greenwich Village Inn, N. Y., tomorrow (Thurs.) night. She's in for two weeks, with options at \$2,000 per week.

Support show will comprise a tab burlesque package, produced by Eddie Lasker, including Betty Grice and Sammy Smith in comedy slots, Tangletop, dancer; Senorita Hernandez, mime; impersonator and line of seven girls, with productions staged by Al Davis.

# Dunedin With F.B. Jimmy Dunedin, vet vaude act, this week joined the Frederick Bluebird theatre and may handle other theatres and niteries.

Another addition will be made next week when Henry Scott, who operates an agency Providence, will join the cocktail dept.

# Havana Casino Angling Yanqui Op on 1/2 Deal

The Gran Casino Nacional, Havana, is anticipating a heavy influx of Yanqui dollars to buy contracts. In fact the casino management is seeking an American nitery operator to take over the place, in percentage basis, in order to insure a greater flow of U. S. dollars.

Joe Walters, operator of the Latin Quarter and the Harem, N. Y., was here for a few days ago at the hotel. He was accompanied by Eddie Elkort, of Music Corp. of America. However, Walters nixed the proposition.

Casino Nacional operators feel that the deal is the biggest since the war because of the resumption of transportation to Cuba. Airlines have regular trips to this island, and there's a chance that sufficient cruises may open up. However, the influx from the Coast is to be negligible as greater part of the take is expected to come from Miami and other vacation spots. With planes being twice daily to Havana, many are expected to take quick trips for entertainment.

However, unless an American operator is found, it's doubtful that the deal will see any action. It is slated to open Nov. 27 with low budgeted acts.

# Sinatra Stills Rumors in His Return to Cap

Frank Sinatra returned to the Capitol theatre, New York; stage show yesterday (Thurs.) morning after being out following the first show Saturday (15) until the three days he's said to have been again the victim of laryngitis. He did not do his Luckie Strike Hit Parade show Saturday. Vic Danone filling, while the Capitol Jack Smith did the performance and Metro's Janice Gray all did the remainder.

Sinatra's absence from the three days gave rise to rumors that (1) he got sick when his wasn't too good; (2) that his illness was to be used as an excuse to close him out and let him go back to California; and (3) that the Capitol would close out its stage shows policy, because if Sinatra couldn't draw, then no one could, and stage shows were a waste of money.

While it's admitted that the singer's opening day at the house didn't bring the frenzied mobs that usually attended his appearances at the rival Paramount to cigar store at the Cap corner, prepared by putting up its New Year's Eve window boarding, and Friday wasn't much better, it's claimed, Saturday and Sunday business would have been comfortably close to the house's top past gross, perhaps surpassing them, if he had been available. Thousands of dollars were refunded, due to his absence.

To bolster the week's biz, the Capitol took to radio spot announcements on local stations. They were hammered at the radio audience constantly. Cap couldn't do much more since it's paying the artist a \$20,000 guarantee, plus a split over an undisclosed figure, the first time, incidentally, any performer has achieved such a deal from either the Cap, Paramount or Strand.

Boxoffice activity on Sinatra's return picked up considerably with capacity business reported for opening shows yesterday.

# O'J Working Way East

Olsen and Johnson will play a three ray concert date at the New Hall Auditorium, Kingston, N. Y., starting Jan. 23. Deal is on a guarantee and percentage basis. Come are working the way east from the Coast and are set to play theatre dates in England in February.

# There's Plenty Cocoanuts Too in Brazil For U. S. Acts When Gaming Ban Eases

# 'Skating Vanities' Boof 70C in 6 at St. Louis

"Skating Vanities of 1948," roller show staged by Russell Markers closed the six night stand at the City Arena, Sunday (16) with a new record of \$70,000.

Crix dished out plenty of praise for the piece and particularly for Tony Mirelli, a native son, and one of the headliners of the cast.

# Talent Agencies Seen Slicing Staffs Jan. 1; Mainly Theatre, Cafe

Talent agencies are slated to start an economy wave around the first of the year. Current business doesn't warrant the maintenance of present staffs which are based upon peak wartime business, it's held, but axes aren't slated to start falling until after Christmas.

Some start has been made with minor clerical help, but the most important re-shuffling will come later.

Beginnings will probably be made in the "luxury and prestige" departments. Legit sectors, in the major agencies, is considered to be in that category. It's declared that none of the legit departments in major agencies pay off, but they're needed as a feeder for the Coast film branches.

However, since there's an economy wave current on the Coast because of the precarious picture situation brought on by Britain's imposition of the 75% tax on film imports, not as much talent will be needed.

However, the bulk of slittings are expected to fall in the theatre and cafe departments, where business has been hit the hardest. The rush of talent, a activity is important enough to keep present staffs at present levels, but once that's over, it agencies will trim personnel in those departments.

There have been a few resignations, of late, in various agencies. Among them are Frank Taylor, of the theatre dept. of Music Corp. of America; Sid Morse and Alma Marks of the radio and literary department of the William Morris agency. No replacements are being contemplated provide huge shows because they at last year's level, new personnel would have been brought in.

A glimmer of hope that U. S. talent agencies may recapture the lucrative Brazilian casino performer market came recently with the introduction of a bill in the Brazilian assembly that would permit resumption of gambling activities at Quitandinha, Petropolis, probably the most ornate casino in the world. Bill Arena, Sunday (16) with a new record of \$70,000.

Until it's established, talent agencies feel that the bars may be left down to permit gambling in the Rio spots. Agency heads, however, when President Durico Dutra closed down the gambling centers, the casinos, particularly Leopoldina, Uru, Lenharo and Quitandinha, used top U. S. names at fancy saloons.

In fact, the last show that played the Copacabana, was sufficiently lucrative to have the William Morris agency, which books the layout, charter two planes to fly the talent down.

There has been talk for more than a year about running casinos away from the capitol, but church authorities banned such resumption. However, bill has a terrific chance of passage this year.

Proponents of the bill hope to prove that the country is getting a smaller slice of the American tourist trade because the casinos aren't operating. Although the tourists, generally do not drop huge sums at the green felt tables, glitter of the casinos has always been a potent lure. Now that the casinos are unable to operate, their losses are not met. They cannot meet talent costs without casino activities, the country is losing considerable revenue.

From Hollywood!

THE MODERN WIVES

CLUB FIFTEEN

SPONSORED BY CAMPBELL'S

COLUMBIA RECORDS

Personal Management  
THOMAS P. SHEETS

THE THEATRES OF THE STARS

Marcus LOEW BOOKING AGENCY

GENERAL EXECUTIVE OFFICES  
LOEW BUILDING ANEX  
140 W. 46th St., N.Y.C. - BR 9-7300

J. H. LUBIN  
GENERAL MANAGER  
SIDNEY H. PIERMONT  
BOOKING MANAGER

JACK AND JOE GALAY  
(PRONOUNCED WAUKEN GAH-RA-Y)  
NOT JUST A SINGER—BUT A SALESMAN

"The current Hollenden review is highlighted by George Gurney. This long-time stage singer reveals a strong team pleasure singer who has held a grand rate-off on Al Jolson." GLENN FULLEN, CLEVELAND PLAIN DEALER

JUST CONCLUDED  
THE VOGUE ROOM  
HOLLENDEN HOTEL  
CLEVELAND



New Acts

JUNE RICHMOND
Comedienne
Loew's State, N. Y.
June Richmond is the very best comedienne...

DE LAGE & SHIRLEY
20 Min.
Loew's State, N. Y.
The hilarious look-alike youngsters offer the standard prestidigitations...

ALAN MELVIN
Mime
14 Min.
Loew's State, N. Y.
Alan Melvin is a good act for any vaudey.

RED BUTTONS
Comedy
Loew's State, N. Y.
Red Buttons is the current trend in comedy...

DANIEL & DANICE
Dances
19 Min.
Loew's State, N. Y.
Couple of good-looking youngsters make the most of their 19 minutes...

GAIL O'DAY
Ballerina
18 Min.
Boston, Mass.
Boston, Gail brought along by Dolphie Martin who discovered her...

JEANNE PALMER
20 Min.
Loew's State, N. Y.
Miss Palmer is an attractive red-head of class caliber...

STAGG McMANN TRIO
Harmonists
Loew's State, N. Y.
Any disk outfit looking for harmonica players to add to their...

As with the boys in the middle of the picture the two side-men filling in on harmony chesters...

transmitter out to representative radio families and back again. It will utilize a single channel in the ultra high frequencies.

Each minute program will contain four different kinds of information: (1) when the set is in use; (2) what program is being listened to; (3) the location of the listening family; (4) the location of the listening family in terms of city, town or farm.

As the reports come in continuously from the different homes, the information is recorded electronically and cumulatively minute-by-minute for each program on each transmitter by computer.

Material has been provided by Richard and Bob Condon, with the former being the actor who was sometime chief back for Fred Astaire in his stand-up dancing.

Couple of good-looking youngsters make the most of their 19 minutes in places, and fit in the ballroom up to the top of the stage.

She is a striking blonde with a pair of eye-opening eyes and her young, attractive and with a lot of spirit.

As with the boys in the middle of the picture the two side-men filling in on harmony chesters to play an overall orchestral effect.

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Variety Bills

Week of November 19
Numerals in connection with bills below indicate opening day of show
(1) Paramount (2) RKO (3) Independent (4) Loew (5) Warner

Table listing various theaters and their shows, including Capitol, Hotel Waldorf, and others.

TIP, TAP AND TOE
PALACE, CLEVELAND
DANNY KAYE

Table listing various theaters and their shows, including Providence, Hotel Lexington, and others.

CHICAGO

Table listing various theaters and their shows in Chicago, including Hotel Waldorf, Hotel Pennsylvania, and others.

BRITAIN

Table listing various theaters and their shows in Britain, including Cardiff, London, and others.

Radar Rates 'Em

Continued from page 1
Peter C. Goldmark, CBS Director of Engineering Research and Development...

Cabaret Bills

Table listing various cabaret venues and their shows, including Empire, 30 W 47th, and others.

Coast Tele

Continued from page 1
working ranges, and Florine Baker, local rock star, the union is frankly worried, deciding this being a banner year for AGVA due to there being some 150 show-working bistros in Greater Los Angeles. Figure is new high.

Capitol, N. Y.

Frank Sinatra, Mitch Henderson, and the vocalists... Lou Hart, who gamers heavy chuckles with his Donald Duck voice...

Casino, London

Lena Horne, George Zucco, Bert Bernier, Ted Heath and his Music... Lena Horne, George Zucco, Bert Bernier, Ted Heath and his Music...

Hippodrome, Balto.

Jerry Wald, Dick Wesson, "Crime Doctor's Gentle" (Col)... This is one of the strongest layouts to play this spot in some time...

Olympia, Miami

Phyllis Love, Emory and Noelito, Neil Stanley, Phil Wayne, Scatting... Well balanced and paced, current bill hits a steady audio-reception...

Piccon-Concert

Click Angus Big New E.O. for Yiddish Vaude... The boom grooves of the concert field have now extended to the Yiddish...

Unfortunately, the Voice was stricken with a bad attack of laryngitis which forced him out of the show after the first display on Saturday (15)...

Current bill, which has three American acts, is making their first London appearance... The Fredric Carpenter Casino girls in precision dancing...

Second half was a youthful pal pal pal... Lena Horne, obviously nervous, unfolded four numbers, including the latest "Pep" So...

Phyllis Love, Emory and Noelito, Neil Stanley, Phil Wayne, Scatting... Well balanced and paced, current bill hits a steady audio-reception...

With that kind of take possible, he's booked the Brooklyn Academy of Music... The boom grooves of the concert field have now extended to the Yiddish...

His voice on opening night (13) was strong, being his best since he and Sinatra, nonetheless, pleased the house... "Wrap Your Troubles in Dreams" "Follow Me to a Girl, I Got a Car for You"...

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Second half was a youthful pal pal pal... Lena Horne, obviously nervous, unfolded four numbers, including the latest "Pep" So...

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Chicago, Chi.

Xavier Cugat, Chicago (23) with Norma Calderon, Aladdin Pallante, and Louvoe, Edie (WB)... Xavier Cugat, Chicago (23) with Norma Calderon, Aladdin Pallante, and Louvoe, Edie (WB)...

State, N. Y.

DeLage & Shirley, Mack Triplets, Raymond Brox, (2) June Richmond, and the vocalists... DeLage & Shirley, Mack Triplets, Raymond Brox, (2) June Richmond, and the vocalists...

Apollon, N. Y.

Herbie Fields Band (13) with Pat Fishery, Nellie Lutcher, Peck & Peck, Tony Gilbert, Spidee Bruce, John Vigil & Vivian Harris; "Bernuda Mystery" (20B)... Herbie Fields Band (13) with Pat Fishery, Nellie Lutcher, Peck & Peck, Tony Gilbert, Spidee Bruce, John Vigil & Vivian Harris; "Bernuda Mystery" (20B)...

WB-Transatlantic

Continued from page 3... Associated British studios in Hollywood... Hitchcock and Bernstein plan to roll their first feature, "Rope"...

"Satchmo"

Continued from page 45... Continued and performed with amazing technique, was a highlight. So, too, was his unexpected gagging...

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Ballet Theatre's \$3 Top Precedent For City Center; Would Lose at \$2.40

Ballet Theatre is setting a precedent with its \$3 top for its engagement at the City Center...

Whether the theatre will boost its heretofore rigid \$2.40 top on subsequent bookings is undecided.

Commercial management states that Ballet Theatre demonstrated that it couldn't operate profitably at a \$2.40 top...

Ballet Theatre expected to break even, or better, on the Center engagement...

Incidentally, the troupe will pass up bookings in the theatre for two weeks...

Theresa Hubbard, co-head of the Theatre Guild, is expected here...

Miss Smith is now working on preliminaries to Miss Helburn's visit...

John Meehan is getting leave from Mexico shortly to come to N. Y. to stage the musical, "The Richest Girl in the World," for Stanley Gilkey.

Earl Brent contributed the music for "Lily" by Michael Brown, when J. P. who wrote the books for "Rosarinda" and "Helen Goes to Troy."

"Outrageous Fortune," Nov. 18. From Ben Travers, opened at the Winter Garden last Tuesday (19) with J. Ralph Lynn and Robertson. Rare costarring.

"All My Sons," in five performances last week at the Bringer, at 47 W. 42nd st. Mrs. J. J. Miller.

LONDON GETS TORTUNE. Nov. 18. "Outrageous Fortune," Nov. 18. From Ben Travers, opened at the Winter Garden last Tuesday (19) with J. Ralph Lynn and Robertson. Rare costarring.

"All My Sons," in five performances last week at the Bringer, at 47 W. 42nd st. Mrs. J. J. Miller.

Local public session unexcused by the play's Broadway reproduction.

MIAMI BEACH LEGIT BUILDING AGAIN UP

Proposed building of a legitimate theatre in Miami Beach is under way...

First house of its kind to be built in Florida, the new theatre will be located in the late Carl Graham Fisher, pioneer builder of Miami Beach...

Gustav Wally, veteran legit producer in the theatre district of New York...

Meanwhile, Wally's associates are managing his two houses in Stockholm, the Oscars and the Sodras...

It's no stranger to America, incidentally, about a decade ago he was in Hollywood as a Paramount contract player.

Western Canada tour will be Wolfitt's first. His will also be the first Eastern tour this side of the Great Lakes since 1929.

Revisited 'Bean' to Det.; Kibbee Out, ZaSu Stays; 'Late Christopher Bean', which had been in production...

Guy Kibbee pulled out of the show. But ZaSu Pitts is still with the production...

"All My Sons," in five performances last week at the Bringer, at 47 W. 42nd st. Mrs. J. J. Miller.

Local public session unexcused by the play's Broadway reproduction.

SEEK PICON, COHEN FOR 'B' WAY REVUE

Ernest Anderson and Sam Kutner, producers of the Town Hall "Concerts at Midnight" series...

Shuberts, AFM Settle Atlantic City Snarl, Globe May Go Legit

A deal whereby the Shuberts would acquire the boardwalk Globe theatre is on again...

The resort union accepted an offer which gives operators to 18 men for a 20-week period...

UTAH LONGHAIR ON DEFINITE UPBPEAT Salt Lake City, Nov. 18.

The concert season here last week featured a number of attractions...

The Paganni Quartet, despite the fact that chamber music isn't top drawer in this town...

"Opening concert of the season by the Utah Symphony, conducted by Eugene Ormandy...

Helen Traubel lit, Cuts San Antonio Booking

Appearance of Helen Traubel as soloist with the San Antonio Symphony Orchestra Saturday (15) was cancelled...

Book Due for 'Bongo' In N. Y. Booking

All-colored show, known originally as "Cavrays," and more recently as "Bongo," is scheduled to emerge at the International Coliseum...

Tancy Free Slated To Be Arbitrated

Dispute between Henry Adrian, producer of "Young Man's Fairy" at the Cort N. Y. and the play's actors...

Sign Pair for Aussie Claude Horton and his wife, Jean Cameron, have been signed by Dorothy Stewart, N. Y. rep. for the J. C. ...

British musical, which had a brief run on Broadway this fall but which has been revived in London...

Physical production of "Counter" has now been completely disposed of, and the customs bond required to bring it now to New York...

"Lucasta" 14G, Toronto

Despite rare notices, "Lucasta" pulled a good \$14,000 at the 142nd Street Royal Alexander last week...

CRIME! INTO REHEARSAL

Doriot's "Crime and Punishment" is now in the Broadway Act and adaptation produced by Oliver Ros and Robert Whitehead...

Mimny Symph 2d in Tours With 160G; 88 Outside Concerts Rack Up Record

4 SHOWS SET SMALL EASTERN STANDS

Comparatively few attractions are touring the eastern seaboard, but at least four shows are booking the smaller stands and traveling by bus...

Hurok Repacts H Kreutzberg

On the strength of two sellout performances Nov. 8 and 9 at the Ziegler Theatre...

"During the war, Kreutzberg left his native Germany and went to Austria, where he danced. When the U. S. Army entered Austria, Kreutzberg was interned for two weeks...

Helen Traubel lit, Cuts San Antonio Booking

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CRIME! INTO REHEARSAL

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Minneapolis, Nov. 18. Minneapolis Symphony Orchestra last season played 88 concerts...

In total number of concerts played last season—88—the Minneapolis Symphony was exceeded by only three others...

Four other orchestras showed a larger gross income than Minneapolis' \$384,178 (which included its tour earnings)...

Even Boston and New York, with heavy budgets for broadcasting and recordings, and Philadelphia with \$260,000 picked up on tour...

Bloomfield, Santley Prep 'Jones'; Ruggles as Star?

Harry Bloomfield and Joseph Santley are joined forces to produce "A Certain Miss Jones," with Charles Ruggles tentatively set for the lead...

Hasso Eyebig Play

With three unreleased pictures as her backlog, Signe Hasso is now treading water with a view toward doing a Broadway play...

Miss Hasso last appeared on Broadway in "Golden Wings," at the Cort, in 1941. Opening the day after the war, she performed in a feud with the RAF, was mildly received, and ran briefly.

Actor Kayoes Thru

Nick Dennis, 130-year actor playing a character role in "A Streetcar Called Desire," current at the Wilbur...

was attacked by a thug last week as he was on his way to work...

Police found Dennis sitting in the world of movie romances.

'Annie' Wow \$51,500, Limits \$24,000, Chir; Spike Jones \$23,000, Chevalier \$19,000

Chicago, Nov. 18. Boxoffice last week had the best take in years. Also, advance mail orders are pouring in...

JOE BROWN'S 'HARVEY' \$26,500 IN PITT 2D WK.

Pittsburgh, Nov. 18. Second week of Joe E. Brown's "Harvey" was about \$4,000 better than the first, doing a smash \$26,500...

Francis-'State' 14 1/2 G In M'w'ke Despite Conv.

Milwaukee, Nov. 18. Although 15,000 state teachers closed their last week's pay, they spend their money on shows.

B way Continues Spurt: 'Allegro' 49G Tops All, 'Man' 31 1/2 G, 'Medea' 30G, 'Love,' 'Inspector,' 'Druid' 19G

Nearly all Broadway grosses further advanced last week, which started with an exceptional Monday...

Windermere 23G, 'Showboat' Gets Big \$44,000, Hub

Boston, Nov. 18. "Lady Windermere's Fan" at the Colonial, the only opener last week, proved a boxoffice corker.

Albany Playhouse Does \$3,600; Has Swank Bow

The Playhouse, extensively re-modeled by Malcolm Atterbury for its new performance Sunday (8), first in 12 years—did a little better...

'CAROUSEL' SRO \$40,000; BLACKSTONE OUT, ST. L.

St. Louis, Nov. 18. With the end of cool weather, and the advent of cold weather, a record of moviegoers...

Gertie Grabs \$23,000 In 'Tonight' in Balto

Baltimore, Nov. 18. "Tonight at 8:30" with Gertrude Lawrence starring, overcame bad weather to garner a fine \$22,000...

'Mary Had' Fol' 13G, L.A.; 'Weakness' 18G; 'Alb' OK

Los Angeles, Nov. 18. Local light scene brightened last week as two newcomers bowed in and settled down for what looks like healthy runs.

'Widow,' 'Rose' 11G, N.H.

New Haven, Nov. 18. "Widow" and "Rose Marie" started Thursday night with two week-end matinees at the Shubert with their first performances of each musical.

Current Road Shows

'All God Is Divided'—New City, (24-29). 'My Son'—Erlanger, Chi. (17-23). 'Angels in the Wings'—Playhouse, Wash. (17-23).

'NORWAY' NIFFY \$30,000 FOR FIRST WASH. WEEK

Washington, Nov. 18. Theatre scene seems to have hit its stride last week, with big nights and strong box.

'Climax' Mild \$5,000, S.F.; 'Laraine-Peck' \$19,000

San Francisco, Nov. 18. "The Climax," with Guy Bates Post, closed last week at the 1,776-seat Saturday (15) with a pale \$5,000.

'Red Mill' 24G, Indpls.

Indianapolis, Nov. 18. "Red Mill" first week a good \$24,000 at the 1,100-seat Saturday (15) at a \$4.20 top, despite stiff competition.

Day-Peck SRO in Ore.

Portland, Nov. 18. "Day-Peck SRO" got its first week-end matinee at the 520-seat Saturday (15) at a \$4.20 top, and is a \$15,000 sellout.

Recent entries which opened more or less mildly were among the shows that have had the best week-end given fairly good chances of success.

"Allegro" is topping all takings having gone higher as subscriptions were taken care of.

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"Inspector Clouseau" (4th week) (CD-1; \$4.00). Opening profit at that level along with \$100,000, should span winter.

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Broadway

Abe Lastogal back to the Coast. Ann Miner now booking manager... Leonard L. Levinson in town on a picture series deal...

Theresa Helburn to Coast to audition actors for Theatre Guild revival of "You Never Can Tell"...

Annual dance of the Catholic Area Guild in benefit of needy actors at Hotel Palace ballroom last night.

Martha Hodge (Mrs. Myron McCann), the actress-producer, went to the hospital a few days last week...

Armad Deutchi due at the Coast Monday with his wife, Betsy Venna... Joe Hazen planned out for the Coast Monday...

Lewis Colow, explorer-entertainment color columnist and native trier, which RKO is incorporating in its new picture... Richard Strauss to conduct a cycle of Strauss operas...

Louis Sammelson, stage door cusser at Loew's 52nd Street... Eddih (Mrs. Lew) Wasserman husband for Julius Rosenberg...

Mariene Dietrich awarded Medal of Merit... Owen Davis has written a new play...

Australia

By Eric Goreick Sir Rex Bell, backing over another big site in Perth... Ralph Dwyer, RKO Aussie head, to be married in Melbourne...

Will Mahoney has been doing some work for the Australian Broadcasting Commission... Leon Black, ex-G.I., currently running a little theatre in Queensland...

First Allied Artists pie to go out relative here via United Empire Films will be "It Happened On Fifth Avenue"...

George Formby will play Melbourne on two-act, "The Merry Martini Tivoli tour"...

Joe Bell, Columbia's advertising director, goes to Perth next month to see to it that the production of Col. product at the Capitol by Ballet Rambert still hot...

Walter and Jean Brown, dancers at the Royal Command film... Paul Block, Jr., co-publisher of Pittsburgh Post-Gazette...

In the draws for assignments, Gammage won the right to provide both the two cameramen in the role of the press...

Influx of tourists into London, owing to the royal wedding, is expected to reach its peak...

Night clubs and saloons will probably maintain an average of 200 dancing hours on Thursday...

Stockholm

By Sven G. Winblad Producer Lorenz Marmstedt... "All My Sons" out on tour... Swedish actress Zara Leander...

Lucien Rosenberg, legit actor and producer of musicals, is in town...

By Maxime de Bela... American detective story writer Tom Robbins at his wit...

By Maxwell Sweetney... Novelist Philip Rowley appointed...

Actor Noel Purcell to London for production of "The Blue Lagoon"...

By Les Lees Murray's niece has Bill Stoff's new musical play...

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Hollywood

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London

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Chicago

Otto Peminger conferring with Chicago press...

Washington

By Florence S. Lowe Lytle Selby, ex-radio announcer...

Miami Beach

By Larry Soltow Jane Froman at the Roney Plaza...





With these encouraging words from BOB WEITMAN, Managing Director: "A splendid performance. Four most pleasant weeks. Hope to have him back soon."

# THE VELVET FOG

# MEL TARNE\*

## IN PERSON!

OPENING  
HOTEL SHERMAN  
CHICAGO, NOV. 21



\*MUSICRAFT RECORDING ARTIST

\*EXCLUSIVE CONTRACT  
METRO-GOLDWYN-MAYER PICTURES

Personal Direction: CARLOS GASTEL



GENERAL ARTISTS CORPORATION



SCREEN

RADIO

MUSIC

STAGE



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VOL. 168 No. 12

NEW YORK, WEDNESDAY, NOVEMBER 26, 1947

PRICE 25 CENTS

# SCREENERS' ETC. TO 'INSURANCE'

## Film Profits Seen Rising in 1949 Despite Net Profit Dip Next Year

Film distribution profits may return to zero in 1948 and will rise sharply in 1949, a roundup of major company exec opinion revealed during the past week. It was agreed that economies brought on by the British tax situation and the fear of a sinking domestic market had come to a halt to affect earnings during most of next year, but the results would be clear during the following 12 months.

Coupled with this prognostication resulting from the producers' own activities, industry figures familiar with the country's overall economic state expressed great optimism concerning general conditions in 1948. "If the depression we expected hasn't come by now," one company treasurer declared, "it's not coming until 1952 or 1953, at least."

While there's no fear of theatre receipts falling off appreciably next year, distribution company earnings will be low because the films being "horried" during that time were made the period of top costs. (Continued on page 63)

## SPECIALLY-STYLED VIDEO BAR DEBUTS IN PHILLY

Philadelphia, Nov. 25.—Television via taproom moved into the deluxe cafe here today ("Dues") with formal opening of a video room at the Tabu niteri in the downtown Hotel Lincoln—said to be the first room in the country especially designed for tele by tele engineers.

Henry Boyle, head of maintenance for the Dumont organization, designed and set up the room, a 50-seater with small tables and small bar. Room adjoins the niteri proper. Irving Perper, one of the niteri operators, says he believes experimentation will start trend toward tele in spots other than taverns and taprooms.

## Lewis Dramatizes 'Kingsblood Royal'

St. Paul, Nov. 25.—Sinclair Lewis in collaboration with H. S. Kraft has completed a dramatization of his best seller, "Kingsblood Royal," for which several Broadway managements are understanding angling. It's figured the play will be produced this season. The story deals with a prominent business man who discovers he's part Negro.

This dramatization is the Nobel Prize author's first work for the stage in which he played the leading role on tour for several months some years ago and former playwright.

Bains Recites at Gettysburg. Gettysburg, Pa., Nov. 25.—Actor Claude Rains recited the Gettysburg Address during simple ceremonies marking the 96th anniversary of the nation's centenary's dedication on Wednesday (19).

## Signals Mixed

Hollywood, Nov. 25.—Goldwyn's "Best Years of Our Lives," capsulized from its three hours film running time to the 90-minute "Signals," also underwent some script revisions "for Monday's (24) broadcast."

Myra Loy's crack about "I've been touching the stuff" when Pauline's cigar by President March, is still intact—but the subject matter suddenly became naïve.

"Gilda's" current sponsor is Camela.

## Winchell Feints Jergens Exit In Ad Agency Tiff

Despite an ABC press release announcing signing of another year's pact, Walter Winchell may come to a parting of the ways with Andrew Jergens at season's end after an association of 16 years. Last week he announced that he had turned in his notice after a tiff with the Robert Orr agency, but later was appeased by an apology from Orr. When asked if he would go on the air the following Sunday he replied, "Yes, but reluctantly."

His peevish worked up to a feverish (Continued on page 61)

## Command Performance 100G B.O. Boff; British Stars' More Active Role

London, Nov. 25.—Britain's Second Command Performance before King George VI and Queen Elizabeth was a rousing bo success at the Odeon, this evening. House grossed in excess of \$100,000 despite its capacity being nearly 1,000 seats less than that of the Empire where the Royal Show was presented last year with an intake of \$120,000.

In last year's performance British talent, with the exception of Diana Wynyard, merely paraded. However, in the current show they are actively participating in material originated by Peter Ustinov, British actor-writer-director, who is joint producer. (Continued on page 63)

## 'Finian' Flips in London

London, Nov. 25.—"Finian's Rainbow," a smash hit on Broadway, closes a seven-week stand at the Palace here Dec. 6. Show's fold makes "Finian" engagement the shortest run for any American musical here in years. "Charley's Aunt" replaces.

## TALENT GAMBLING TO PROTECT B.O.

As the recording companies continue their rush to plug up masters before the American Federation of Musicians' ban takes effect Jan. 1, there seems to be a disposition among recording artists to play along with the firms on royalty payments even though it's a sort of gamble to insure their future boxoffice value.

Name talent reasons that unless it has a substantial record of sales in the offing it may be taking chances against being able to maintain its turntable draw during the run of the recording freeze. This tendency among names to waive immediate payment of royalties is reported to have been of great aid to the discs in their efforts to finance their huge stockpiles of masters.

In any event, some of the recording companies are working overtime these days juggling budgets at an unprecedented pace in an attempt to keep themselves from going broke by the time the shutdown takes effect, or some time afterwards.

With each company laying in stocks of masters in many cases as fast as top article can have new (Continued on page 49)

## Church Said To Insist 'Amber' Change Its Title

One of the chief obstacles in 20th-Fox's position to the Legion of Decency for a reclassification on "Forever Amber" is reportedly the Legion's insistence that the film's title be changed. Legion is reported to have demanded the title switch on the assumption that too much immorality is associated with the Kathleen Winsor novel from which the film was adapted. The title, of course, is the film's chief selling point.

Revelation that 20th prexy Spyros Skopelos had asked the Legion to reconsider the "condemned" rating originally slapped on "Amber" indicates the Catholic bans on the picture have hurt considerably at the boxoffice. With a negative cost of some \$2,000,000 coupled with advertising and print costs of \$1,000,000. (Continued on page 21)

- ### Tops of the Tops
- Top Retail Sheet Music Seller "Near You"
  - Top Retail Disk Seller "Near You"
  - Top "Most Requested" Disk "Near You"
  - Top Seller on Cello Machines "Near You"
  - Top British Sheet Seller "Now Is the Hour"
- (Details in Music Section)

## Industry's Red Purge No Finale To Probe As D.C. Cites 10 for Contempt

Better Public Relations Inner group among the film execs meeting in New York on Tuesday to solve the problem of another session today (Wednesday) to set up an overall public relations committee for the motion picture industry.

Committee to be formed will take over problems currently being handled by the industry, including the industry, running the gamut. From the Comptroller's censorship, the international market, etc.

Issue of alleged Communism in Hollywood—battered around with almost unbelievable venom since the House Un-American Activities Committee members arrived on the Coast last spring—came to a head this week. Soviet sympathizers in the studios took a crushing blow Monday (24), from the House of Representatives and another yesterday ("Dues") from the industry itself, but not even the most naive of observers saw this as a periodical conclusion to Hollywood's ideological warfare.

## Tele May Force 10 of 30 N.Y. AM Outlets Out of Biz

"Television, if it continues to step out at the fast pace it's established during the last few months, may eventually force out of existence about 10 of the 30 AM stations now feeding signals into New York City." (NBC is already filling its top tele jobs with experienced AM radio staffers. Further details in Television section.)

That such a situation is definitely in the cards is the hard-boiled opinion of AM station managements themselves. They predict their downfall not as a result of the lack of advertising dollars available once tele hits its peak, but because tele will drain off standard radio's listening audience.

One of the major networks, in fact, which operates both AM and video outlets in N.Y., is already mulling the possibility of combining the two operations into one station, which would broadcast either radio or tele, depending on the time of day.

AM broadcasters, most of them in (Continued on page 63)

Screen Writers Guild provided the first tipoff of the battling still ahead. In an announcement almost simultaneous with the industry's own statement of policy yesterday, the SWG let it be known that it would put up a battle before it let any of its members be fired or suspended for their political opinions. (Details on page 3).

What the SWG was reacting to, however, was the policy set forth by the industry's top brains and top brass, concluding in New York, that it would henceforth no longer "knowingly" employ Communists and it would fire or suspend at once the 10 writers and directors cited for contempt by the House on Monday (24). (Details on page 3).

The House, in one of the most lopsided actions of this kind in its history, took the recommendation of Rep. J. Parnell Thomas, chairman of the Un-American Committee, that the 10 by their actions at his group's hearings in Washington recently had treated it with contempt. The "unfriendly 10" face fines and jail sentences. (Details on page 18).

This action and that of the industry yesterday suited Rep. Thomas fine, but hasn't ended his probing, he stated. (Details on page 3). In the meantime, Metro apparently is showing by action as well as by words that it is in the right place, was hurrying two anti-Commie pic into release. They are "Ninotchka" and "Comrade X." (Details on page 3).

## CLEVELAND PLAIN DEALER

Sunday, November 16, 1947

### Plain Dealer's Poll

By Robert S. Stephen

Radio Editor, Plain Dealer

"This is not a poll of popular and professional critics." The poll represents a "People's choice" in Cleveland, 30 other cities and towns in Ohio with a few returns from Florida, Pennsylvania, Indiana and New York. Here is the way Plain Dealer readers voted by classifications:

### Semiclassical

- 1—HILL SPITALLY ALL-GIRL ENSEMBLE
- 2—FRED WARING
- 3—ALBUM OF FAMILIAR MUSIC
- 4—DOWN VOLUME
- 5—HOWARD BARLOW CONCERT

Lavery Plans Pressing Screen Writers Licensing Way East

The disputed American Authors Authority plan for licensing instead of outright sale of written material, apparently set to mature currently over a question of conference procedure.

Levants Divorcing

Hollywood, Nov. 25. June Levant sued pianist Oscar Levant for a divorce, asking \$50,000 monetary damages and custody of their three children.

Pixers Eyed As N.Y. Guests

With a flock of visiting Hollywood stars currently in New York or due soon, talent agents are doing plenty of hooking these days to line up spots on various radio shows.

Doing It the Hard Way. Move N.Y.'s 'Little Italy' To Rome for a Film Set

New York's Little Italy is going to be filmed and set up in Rome. Roger Geiger's production of "Christ in Concrete" set for production, Italy was signed Max Gorelik to make the sets and Gorelik directed this picture.

Freedom Train Drops Memphis In Negro Issue

Memphis, Nov. 25. The "Freedom Train" is passing up Memphis rather than have a local abolitionist demand for complete segregation of races during its scheduled stop here Jan. 2.

LARRY ADLER'S NCCJ BROTHERHOOD TALKS

In its work for brotherhood, the National Conference on Civil Liberties and Its Jobs is enlisting show business personalities to carry its tolerance message into critical areas around the country.

Van Heflin Plans Play In Between M-G Chores

Van Heflin, whose last stage appearance was in "The Philadelphia Story" with Katharine Hepburn, returns home to New York next season. His Metro contract, now in its fourth year, gives him time on two legit touring jobs.

Femmes Rule the Roost In Detroit Ad-Publicity In Both Pic, Music Fields

Detroit, Nov. 25. In the field of film and music programming, Detroit seems "it's unique among major American cities. Women rule the roost in the publicist line here in music, too.

Price's Cuffo Concert To Get Tele Sets for Fick

Comedian George Price, to further his project of furnishing telecasts before turning hospital and crippled children's homes, will do a series of one-man concerts to help fund the project.

Joan Fontaine Lingers East, Hubby Dozier West

William Dozier left yesterday (Tues.) for the Coast, having returned over the weekend from a Bermuda vacation with his wife, Joan Fontaine. Universal-International production executive has four pictures before the camera.

A&C's London Bookings

Hollywood, Nov. 25. Bud Abbott and Lou Costello are set to play four weeks at the Casino Theatre, London, following completion of their "current film" there in "The Noose Hangs High" at London. Actors' posts will be posted here before they leave for England.

29th WEEK! KEN MURRAY'S 'BLACK OUT OF 1947' El Capitan Theatre, Hollywood, Cal. Watch for KEN MURRAY'S new feature London film production "BILL AND BOB" Released through Republic Pictures

This Week's Football

Table with columns: By Harry Wismbeck (Sports Director, ABC Network), College (THANKSGIVING), \*GAMES, WINNERS, \*POINTS. Lists various college football games and results.

Table with columns: Pro Football NATIONAL LEAGUE (THANKSGIVING), \*GAMES, WINNERS, \*POINTS. Lists various pro football games and results.

Table with columns: ALL-AMERICA CONFERENCE (THANKSGIVING), \*GAMES, WINNERS, \*POINTS. Lists various all-america conference games and results.

PARIS NITERIES BRISK BUT MASS SPENDING OFF

Paris, Nov. 14. Niteries are not only patronizing the aliteries as usual by new ones are opening. Irene, Bernard Lillo's sister, is opening the new Elysee Palace Club on Rue Marignan with the Roger Luchet band.

Eddie Bracken Running Among Jed Harris Play, Eastern Pic and Radio

Eddie Bracken, currently in New York, is wedded like to return to the stage in a Jed Harris production, but is also trying to arrange to produce a picture in the east and is dickering for a radio series.

U's Fancy Terms for Rank's Royal Wedding 3-Reeler

Riding the terrific bull wave in this picture, Arthur Barger's Technicolor three-reeler of the event, U.S. distrib. of the pic, is collecting a stack of equipment to be used for a second feature in first-run situations.

Bojangles Says Singer's 300 Lbs. Menace to Stage

Legal tender of whether a temporary singing career in Baltimore, for a Bill Robinson show would have stood up under the company's weight of two piano and 300-lb. Ad Brown's stomp! around is going to decide an action for the singer's career.

British 'Othello' for Lee

Hollywood, Nov. 25. Currently touring "Othello" and "Soul," in which he's featured, Canada Lee heads for England when he is completed in his next legit "Othello" in London and the Provincs.

Premier's Legitler

Hollywood, Nov. 25. Twentieth-Fox gave Otto Preminger a wave of assistant producer after first of the year to produce "The Sicilian Route," played by Robert and Signe McLaughlin.

H. Allen Smith (Of the 'Love Man' and 'Lo! Egyptian' Smiths) recounts 'The Courtship of Dorothy Polka' one of the brighter features in VARIETY'S 42d Anniversary Number Out Soon

# REACTS TO 'A' POLICY

## Film Industry's Policy Defined

The following statement was issued by Motion Picture Assn. president Eric Johnston at close of the two-day meeting of industry executives in New York yesterday (Tuesday):

"Members of the Association of Motion Picture Producers (Coast affiliate of the Motion Picture Assn.) deplore the action of the 10 Hollywood men who have been cited for contempt by the House of Representatives. We do not desire to prejudice their legal rights, but their actions have been a disrespect to their employers and has impaired their usefulness to the industry.

"We will forthwith discharge or suspend without compensation those in our employ, and will not reemploy any of the 10 until such time as he is acquitted or has purged himself of contempt and declared under oath that he is not a Communist.

"On the broader issue of alleged subversive and disloyal elements in Hollywood, our members are likewise prepared to take positive action.

"We will not knowingly employ a Communist or a member of any party or group which advocates the overthrow of the Government of the United States by force or by any illegal or unconstitutional methods.

"In pursuing this policy, we are not going to be swayed by hysteria or intimidation from any source. We are frank to recognize that such a policy involves dangers of hurting innocent people. There is the risk of creating an atmosphere of fear. Creative work at its best cannot be carried on in an atmosphere of fear. We will guard against this danger, this risk, this fear.

"To this end, we will call in the Hollywood talent guilds to work with us to eliminate any subversive; to protect the innocent; and to safeguard free speech in the free screen world of America.

"The absence of a national policy, established by Congress, with respect to employment of Communists in private industry, makes our task difficult. Ours is a nation which has requested Congress to enact legislation to American industry to rid itself of subversive, disloyal elements.

"Nothing subversive or un-American has appeared on the screen. Not one of our members has been investigated by the House of Representatives of the 30,000 loyal Americans employed in Hollywood who have given our Government invaluable aid in war and peace." Donald M. Nelson, president of the Motion Picture Producers, joined in the statement, it was added.

## SUBSTITUTE FILMS 'STILL LIKE 'EM'

The Iron Curtain has become something of an enigma to American film men. For what Moscow wants at U. S. pictures, and the Continent's entire communist press regularly boots the films from Pinsk to Pinsk and back again, they go right on playing—and rather successfully—in five of the Russian cities and countries otherwise pretty much blacked-out to American viewers.

The threats against U. S. films from office agencies in the Iron Curtain countries are manifold, but the same agencies continue making deals with the American. Not only that, but aside from occasional troubles, which are thoroughly expected, the communist governments are generally quite cooperative. In fact, U. S. films even get regular exploitation in a government-operated radio stations.

No one knows how long this comparatively pleasant state of affairs can be expected to continue, but film men are keeping their fingers crossed and hoping for more American pictures continue to dominate most of the screens of Europe. Increasing output of Soviet studios and those in Soviet-occupied territory, it is anticipated, may well mark the end of some of the friendliness now shown American films.

Aside from the present need of Hollywood product now to keep theaters afloat, no amount of success, of course, is the popularity of the films with the masses, despite the anxiety expressed by the press. Great difficulty the Americans run into is still censorship exercised in some of the countries.

**No Yugo, Soviet Deal**  
U. S. films are now playing in France, Czechoslovakia, Rumania, Bulgaria and Hungary. No deal has been made (Continued on page 18)

## Semenenko's Prowl for UA Control Presages a Possible Tie With EL

Possible eventual meshing of United Artists and Eagle Lion is seen behind continued efforts of Serge Semenenko, Boston banker, to obtain all or partial control of UA. Semenenko is a close associate of Robert R. Young, principal stockholder in Pathé, and also owns EL, and recently made a very large loan to that company.

Semenenko, a vice of the First National Bank of Boston, was active in the group, headed by Eli Fabian, which attempted to purchase UA last summer. Since that time he has made continued efforts to gain a foothold in UA, so much so that considerable suspicion has grown up in the trade that a tie-up—perhaps an actual merger—with EL is in his and Young's mind.

With UA greatly in need of a large loan to get its producers back to work by helping them with financing, Semenenko is believed making capital of that situation in order to achieve some sort of control. It is understood willing to make the necessary loan, but only under condition that he be permitted to name directors to a revised board. Thus, in the legitimate action of protecting his loan, he might be able to tie up UA. (Continued on page 8)

## Thomas' Congrats

Washington, Nov. 25. J. Parnell Thomas, chairman of the House Un-American Activities Committee, congratulated film producers today (Tues.) for their action in suspending or firing the 10 screen writers and directors who were cited for contempt.

"The action of the producers," Thomas said, "is a constructive step and a body blow to the Communists. If Hollywood will clean its house, the abuse which it heaped upon our committee was worth the price." Thomas warned, however, that the producers' action would not put UA to rest. "I want to make it emphatically clear, however," he said, "that our hearings and exposures will continue."

## Petrillo's Next Target: Films

The film studios are the next objective of James C. Petrillo. There are strong indications in American Federation of Musicians circles that the union chief will issue some sort of announcement affecting notices studio recording shortly after the first of the year.

While the present agreement between the AFM and the film industry is in effect until Aug. 31, 1948, Petrillo, it is understood, feels that he might as well reveal the federation's next policy on notices recording at the same time the photograph record can take effect. That policy, as the film producers are pleased to learn, is that AFM members will not be permitted to "make their own deals." Petrillo later notes represents the crux of the philosophy behind Petrillo's past, present and future action on anything that is recorded.

Petrillo hasn't the least idea how film men can participate from union organizations is struck at (Continued on page 8)

## Pickford's Co. Attaches Pascal's 50G From Metro Because of GBS Pact

Claiming that Gabriel Pascal walked out on a contract to produce George Bernard Shaw's "Devils on the Doorstep," Metro Pictures and Pickford-Lester Cowan indie unit, has filed suit against the British producer for \$50,000. The complaint, signed by Miss Pickford, was filed in the N. Y. supreme court, and in the meantime has obtained a writ of attachment on \$50,000 which will be due to Pascal by the end of next April. In the meantime, him for turning over to the studio the contract he held on services of Dorothy Kerr. Prinzmetel & Grant, counsel for A.A., claim that Pascal fulfilled the terms of his agreement with Metro. The contract, first word of its abrogation came last April when Pascal's (Continued on page 20)

## Loretta Young, Hope's Personals in Germany

London, Nov. 25. Day's rest prior to his Command Performance at the Odeon theatre in Weiden Wednesday night. He's set for three shows in Frankfurt Thurs. (7) followed by three shows in Berlin, Fri. (8). Same evening he plans to leave. (Continued on page 16)

Hope and his unit is scheduled to appear in Weiden Wednesday night. He's set for three shows in Frankfurt Thurs. (7) followed by three shows in Berlin, Fri. (8). Same evening he plans to leave. (Continued on page 16)

## Film Industry Rules 'No Jobs' for Reds; Will Fire or Suspend the Cited 10

### Justice Dept.'s Stance

Washington, Nov. 25. Query of Justice Dept. on legality of industry's firing of Communists spurred reply that the film companies had "better see their lawyers."

In top legal circles, it was conjectured individual companies might be running counter to anti-trust laws, which bar collusion on employment policies, and labor laws which bar discrimination because of political adherence.

### SWG Bd. Fights 'Ism' Blacklisting

Hollywood, Nov. 25. New exec. board of the Screen Writers Guild, meeting at its first session after sweeping into office a new group, empowered itself by a committee to work in conjunction with studio chairmen to resist any blacklisting imposed by the writers for political beliefs, provided such beliefs are not violation of the law. Simultaneously 50 signatories of the resolution passed last Wednesday that any Guild office or committee members must sign non-communism affidavits before taking up the resolution in the "interest of Guild unity." The board also passed a motion to grant a letter to the staff on each congressman urging passage (Continued on page 22)

### Flynn, Walsh to M-G For 1 Pic in WB Deal

Hollywood, Nov. 25. Errol Flynn and Raoul Walsh are slated to move to Metro on a one-picture deal after Flynn, winner of "Adventures of Don Juan" at Warner's, Deal is being ironed out.

Flynn's manager, Al Baum, says arrangements will be set in two weeks. Film will be produced with Walsh directing, and it's expected to roll in April.

### Buchman Stays at Col.

Hollywood, Nov. 25. Sidney Buchman is set again with Columbia to produce a number of pix for the company. Producer had a bid to move over to the Metro lot but it was nixed.

## National Boxoffice Survey

Business Slips in Many Keys—'Body', 'Life', 'Mitty', 'Amber', 'Exile', 'Unconquered' Best Bits

Long promiscuously on basis of disappointing big cities this week— "Amber" and "Where There's a Will" moved up from nowhere to second spot this week although "Mitty" held its own. "Body" and "Life" also pushed up from sixth to third slot, only the limited number of new outfits apparently keeping it from climbing to a higher position. "Mourning Becomes Electra" (RKO), which not helped by many critic opinions, is doing near capacity in first week in N. Y., on two-day staged scale up, "Where There's a Will" (EL), which opens in N. Y. this week, did not set off any "What a Wonderful Life" (RKO) from same distributor, on other hand shapes as good in Buffalo.

"The Fugitive" (RKO) continues big in second Baltimore week and third stanza in Boston. It moves into another house in Balto soon for an extended run. "Fugitive" (Glas) (U.), which did not fare so well in N. Y., looks okay currently in Cleveland.

(Complete Boxoffice Reports on Pages 6, 9)

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Vol. 108	Page	No. 12
<b>INDEX</b>		
Bills	.....	53
Chatter	.....	61
Concert	.....	56
Film Reviews	.....	11
Foreign	.....	15
House Reviews and Metro	.....	54
Inside Legit.	.....	59
Inside Music	.....	49
Inside Pictures	.....	21
Inside Radio	.....	36
Joe Terrell	.....	16
Legitimate	.....	56
Literati	.....	50
Music	.....	55
New Acts	.....	53
Night Club Reviews	.....	52
Radio	.....	22
Radio Reviews	.....	25
Television	.....	20
Frank Scully	.....	60
Television	.....	20
Yanderville	.....	59

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# Canadians in Drive for Production To Cut Down U. S. Dollar Drain

## To Cut Down U. S. Dollar Drain

Toronto, Nov. 25. — In order to cut down the U. S. dollar drain which has been eating into some \$10,000,000 this year on American film percentages, Canadian pic makers have launched an immediate drive to increase film production in this country, and held a closed-doors discussion yesterday (24), in Ottawa with Hon. Douglas Abbott, Canada's minister of finance.

Last week Abbott proposed that fewer Hollywood film imports would be an immediate Canadian means of saving U. S. dollar payments. Hon. C. D. Howe, American-born Minister of Reconstruction, who sat in on the conference, endorsed his Cabinet colleague's viewpoint. Both would not commit themselves as to whether a Canadian tax on American films is contemplated, but such an announcement would be unexpected.

In order to curtail American dollar expenditure, the Federal government has already banned the importation into Canada of American-made film projection and sound equipment, plus all vending machines.

Because of the contingency of a proposed tax in Canada on Hollywood product, some members of the Film Producers Assn. of Canada from coast-to-coast met in Toronto two days afterwards to discuss preliminarily to their Monday (24) luncheon with the Minister of Finance.

Presided by Frank B. Mayer, of his assistant, who is also technical chief of J. Arthur Rank's Toronto studios, the delegation proposed that a plan for the immediate utilization of (Continued on page 18)

## Power's Eire Exterior

Dublin, Nov. 25. — Tyrone Power, with Don DeLoach of 20th-Fox London office, director of "The White and the Black" which he rapidly getting better, will reach an all-time fever pitch in 1948. The cards are stacked, sales toppers say for a rough-and-tumble going-around distributer to catch preferred playdates in A houses which will make every effort to get before look like a parlor spin-the-bottle frolic.

The best's already set, it's averred, with the recent flood of sales meets resulting in nothing less than forums for sales biggies to exhort their would-be peddlers to go out and get those A dates. Several sales chiefs, it's reliably said, have been lazing it in to their underlings because of the loss of preferred time, illustrated through the "Wentworth" picture's meagre, no excuses are being accepted from the small fry.

The reasoning is going to be fast and furious because of a number of factors, all recent in development, which distinguish 1948 as follows:

1. Production of pik in numbers is now rapidly rising with all the new openings to even further increase. Since extensive backlogs are out that in turn means faster flow of more pik.
2. Sales toppers are being added to the list of those who are ready to turn. They, in turn, are needing their forces. Foreign big can no (Continued on page 16)

## M-G Exec Prods. Seen Turning Out Films Themselves

Metro may not be lopping off any executives from its studio staff as previously reported but a definite pivot point in the entire production setup at Culver City will be changed in line with the need for tighter hold on narrow-minded. Change, which is still in the talking stages, would involve the elimination of the executive producer status now held by such Metro toppers as Al Lichtman, Sam Katz, etc. The most important signifier will be the work of three or four other producers and then reporting to producer chief Louis B. Mayer or his assistant, Eddie Mannix, would go into actual production themselves.

Under the new arrangement, they exercise direct supervision over every producer on the M-G lot, from the top-budgeted heavy down to the lower echelons. Present executive producers, it's believed, would handle only the most important assignments. Move by eliminating the exec producers' category, would re- (Continued on page 62)

## 20% ADMITSH BITE UNLIKELY TO BE CUT

Washington, Nov. 25. — As the tax legislation picture grows to shape up here, the prospect is that the new G.O.P. bill, introduced by the House and sponsored bill, to be pushed through Congress early in 1948, will provide a 20% bite in the 20% bite on theatre admissions and niery checks.

On the coming Presidential election has changed earlier dates, and whatever tax cuts are approved will be straight 70% rental bite with the distrib paying all advertising.

Despite progress hit by the picture is evident in such places as Missouri, Montana, where it netted a rental of \$28 for two weeks, and in Kentucky. At the Malvern, Malvern, N. Y., it did \$2.15 in five days, despite the Long Island town's proximity to New York.

RKO is aiming to handle "Electra" in such the theatre as the Grand Theatre Guild subscription list backing in 20 cities, as did "Henry."

## See Record Export Year On Films, Equipment

Washington, Nov. 25. — This may be a record year for the export of motion picture films and equipment, according to figures announced by Nathan S. Goldberg, chief of the motion picture consulate for the U. S. Department of Commerce.

Figures for the first nine months of the year reveal a 10% increase in the exports over the same period of 1946, with the shipment of films amounting 45% above the export of equipment 150% over the 1946 rate.

## SALES MEETS BY PEEPERS

The scramble among major distributors for an A playing time, which is rapidly getting better, will reach an all-time fever pitch in 1948. The cards are stacked, sales toppers say for a rough-and-tumble going-around distributer to catch preferred playdates in A houses which will make every effort to get before look like a parlor spin-the-bottle frolic.

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## MARSHALL PLAN SEEN AIDING PİK IN EUROPE

After pinning an extremely gloomy picture of American film exports prospects in Europe, mainly because of dollar shortage in many countries, Nathan D. Golden, head of the film division of the Department of Commerce, told the Associated Motion Picture Advertisers last week in N. Y. that it was felt in Washington the film business would be aided via the Marshall plan. Golden explained that films are being considered as essential goods, like food, etc., and as such, incorporated as part of the Marshall setup.

The social and economic dislocation throughout much of Europe were held to blame for physical conditions confronting U. S. film distributors. Golden stated: "We forecast that as long as the current economic situation exists there the future of the U. S. picture abroad will continue to be grave. Golden said there is not a country in Europe, with the exception of Belgium, that has sufficient dollars available to pay for American pictures.

Francis Harmon, vicepres of Motion Pictures Assn., another speaker at the meeting, pointed out that various barriers, both economic and ideological, currently facing the American picture business as being a sensitive indicator of other lines of life. Despite all this, Harmon stressed U. S. picture ownership, etc., also related a cheerful side to current conditions—that the people clamor to see American screen fare.

## Joe Laurie, Jr. has authored an unique whimsy "Heaven's Shipping Room"

One of the many features in the 42nd Anniversary Number of VARIETY  
Out Soon

## Bigger Amortization of Costlier Pix Rubs Gilt Off 3d-Quarter Take

### 'Bells' to Ring at Easter

"Miracle of the Bells," Jesse Lasky-Walter Maxmilian production, now go into Radio City Music Hall, N. Y., as that showpiece's Easter attraction. Shooting on the film, to be released by RKO, is now winding and the producers are confident it will be scored and edited in time to make the Easter date. If the Hall books an earlier picture first, they'll probably make a push for some other Broadway showcase for Easter, hoping to tie in the date with the film's religious theme.

Adapted from the bestselling novel by Russell Janney, "Miracle" stars Fred MacMurray, Frank Sinatra and Valli.

## RKO's 3d Quarter Net, \$1,789,285; Pathe Reel Price

RKO's third-quarter profits totaled \$1,789,285 for the period ended Sept. 27, after the deduction of taxes and other expenses but with the addition of proceeds from the sale of capital assets. The net was considerably off from last year's \$2,924,913 for the equivalent period. Earnings were 46c per share on the 3,924,913 shares of outstanding common against 80c per share in '46.

Ninemonth take comes to \$4,889,832 compared to a total of \$4,919,906 for the year before. Equivalent per-share earnings are \$1.78 on common against \$2.86 per share last year.

Operating profits for the 13 weeks total to \$1,228,104, a mere 2% off the \$4,728,590 which RKO raked in during the same stretch of '46. Difference was made up by \$1,819 from the sale of RKO Pathe newsreel to Warner Bros. Total of the two items gave the company \$4,397,023 before taxes and other deductions.

One remarkable feature of the report was a peak sum, \$1,077,738, which RKO has put aside as provision for contingencies and estimated losses from outside productions. For the 13 weeks in 1946, the provision was only \$111,000. Sum has been sailed away to cover possible red ink from the distribution of outside pik in which RKO has a stake such as Robert Riskin's "Milk and Honey," which is being "Milk Town." If these pik later pay off, they'll be money transferred to the profits column.

Provision for estimated taxes is \$200,000, which has been transferred. Total of that sum plus provision for contingencies is deducted from the \$4,397,023 profits to reach the net of \$1,789,285.

## McCaffery Too Busy On Radio-Voice, Exiting M-G

John K. McCaffery has turned in his resignation as assistant to Sam Carol Brandt, Metro's eastern story chief. Effective date is not definite but he is expected to leave in late December.

McCaffery, who joined Metro in 1937, has been in the running for the company's semi-annual prize novel contest. Whether a successor to the job will be named is in Metro's decision on continuing the contests. It's understood likely, but not completely certain, however, that the awards will go on.

With six radio and one television show a week, McCaffery, 40, director, who made deal with Republic for his own production unit, "The Radio Critic" (20) loaded WNBC, N. Y., and does a similar show on radio. Also, five times a week, he does a 15-minute radio analysis on WNBC, labeled "Room 415." He's partnered in that with Martin Stone.

He came to Metro from Doubleday and has been actor editor of American Magazine.

Third-quarter profits of major film companies now being reported are sharply off from last year's returns for the same period with the sharp bite of costly pik the sole factor behind the dip. It's not a drop in general box office ticketing operations that is accounting for the nine-month slide, study of financial reports disclose, but a terrifically hyped amortization of film stocks.

Report of 20th-Fox, turned in last week, again illustrates the high-cost pik bogey. Nine month net of 20th came to \$1,608,068 against \$1,212,818 in '46, a sharp drop of 40%. Its third-quarter net showed even a greater slide since it amounted to \$2,206,329 for the period ended Sept. 27 compared to \$4,770,386 last year.

\$1,000,000 Bonus  
What's typical of 20th's fiscal statement is the tremendous shift in amortization. For the nine months, it came to \$45,854,269, compared to \$10,000,000 for the same period of 1946. In other words, 20th used up product \$10,000,000 more in the first nine months of this year than the stanza before to garner roughly the same gross revenue. The difference was due to the amount of money offered by the company, of which 50% was paid in cash. A statement bears out the conclusion. In the first nine months of 1946, 853 only a slight dip from the 1946 take of \$139,100,445. Difference is more than made up by 62%.

## Too Many Monitors Of Pic Industry Hit By Schary at SPG Dinner

Hollywood, Nov. 25. — Local version of the Gridiron Dinner got off to a fast start Wednesday (13) when the Screen Guild Honor Guild hosted and selected five columnists, studio reporters and trade writers to give the industry a response immediately tech prep operations for another dinner next year.

"Only serious note of the evening was struck by RKO production chief Joseph P. Breen in an extemporaneous opening speech that brought him a prolonged standing ovation. Breen, who has been in the industry for 25 years in this part, and that they may get rougher. High price negativity has become a major problem rather than the rule, there may be (Continued on page 21)

## SCIENTISTS FAIR WORK WITH FILM PRODUCTION

In a combination project involving scientific research and film production, the U. S. Film Institute, in cooperation with the U. S. Exploratory force of the Navy, is producing a series of films which will be used in the production of the phenomena on the Kenya Rift Valley. The project, organized under the auspices of the National Geographic Society, is being directed by Fred McConnell, Joe Pillsbury and the U. S. Navy, in cooperation with United Artists to release the picture.

## Borzone, Unhappy Over Rec Pact, May Ankle

Hollywood, Nov. 25. — Understood that McCaffery, director, who made deal with Republic for his own production unit, "The Radio Critic" (20) loaded WNBC, N. Y., and does a similar show on radio. Also, five times a week, he does a 15-minute radio analysis on WNBC, labeled "Room 415." He's partnered in that with Martin Stone.

He came to Metro from Doubleday and has been actor editor of American Magazine.



# PRODUCTION NEWS

## Current Conservatism Downbeats New Faces Being Sent to H'wood

Cost-cutting measures, by this time a habit with most of the film companies, have become a major factor in the number of new faces now being sent to the Coast by eastern talent scouts. Survey of several months ago reveals that very few personalities have been exported to the studios during the last six months and that most of those sent out have been solid character types earmarked for a specific role before being signed to a contract.

Metro, which attracted its eastern talent department entirely for a few months, is again on the prowl for potential new stars but is still scouting and signing far fewer stars than a year ago. Company realizes that it can't afford to pay up anyone with sufficient promise, according to an H'wood source who isn't concerned presently with signing possibilities for the future. There's to be no more waiting around on the Coast for any fledgling actor. Those signed are going out for only one film at a time, with the hope of being offered only those players in other branches of show biz who've already established their value.

RKO also is handing out very few contracts to future possibilities this year. With the studios getting tougher on production costs, it's no longer possible to send out a star because of a few good roles in New York, according to RKO eastern talent chief Arthur Will. The limited money which is being sent less than they would have a year ago. RKO has eliminated an entire branch for the signing of girls. Will said, pointing out (Continued on page 18)

## Only 8 of 31 Bestsellers Bought by H'wood Keys Studios' Gird Caution

Drastic effect of the recent moves to phase production out of New York in the field of film sales from current fiction best-seller lists. Of the 31 novels on the present Sunday's New York Herald Tribune compilation, only eight have been sold to films. This represents the lowest percentage in years.

Heavy prices which have been run up for screen rights to books and plays have made studio apprehensive on buying them. In addition, most companies have a large backlog of books which they've bought in the past and never made. There's much thumbing through these and quite a few stories have recently been gamered in this way.

Another factor in the dearth of buys from the best-seller lists is the fact that many of the novels are costume pieces. Since these call for elaborate backdrops and costumes, studios are laying off them almost entirely.

The top best-seller, as a matter of fact, has gone unbought for that reason, as No. 3 on the list. They are "House Divided" by Lewis Mumford and "Prince of Foxes" by Samuel Shellabarger. Only costumed titles that have been bought are "The Moneyman" by Thomas B. Costain, owned by Arthur Lyons, and "Destiny" by Lewis Mumford, owned by Enterprise. "Destiny," incidentally, has been offered twice to other studios by Zan.

Others on the best-seller file that are held by Hollywood are Marcia Strain's "East of Eden," which is owned by Metro; Thomas W. Duncan's "Gus the Great," Universal; "Frederic Wakeman," by Charles Maxwell Gelfin, "in choosing books to be abridged and making the abridgments," has been entering the success of many comparatively unknown authors in advance of their being released. Day writes he plans to learn to understand their point of view toward their work.

Low's Far East Trek  
All Lows, United Artists division manager for Australasia, South Africa and the Far East, starts a three month tour of his territory this week. Day writes he plans from New York to Johannesburg.

"Trip marks the start of the exec's 28th year with the company."

**RKO TRINIDAD FIRE**  
RKO's office in Trinidad, Trinidad, was destroyed by fire Sunday (18), according to report by J. T. Telfer, company's Trinidad manager.

None of the personnel was injured in the fire.

## STUDIO COSTS PER PIC AT NEW

The majors have hoisted the signal that a tidy boom in Hollywood film production is under way. While the total cash spent in budgets isn't expected to move past the high-water mark which the studios under the pressure of peak costs, raked up this year, the number of pic made on the Coast lot will be upped considerably.

Film budgets are growing increasingly concerned over the mounting per-film allocation of fixed studio overhead and that's the No. 1 reason for the change from fewer and bigger pic. Overhead charges for films which previously averaged from 25%-35% of the film's total costs have now risen in many studios to 50% and even higher. The drive to cut costs is being amplified by this phenomenon and only by putting more stages to work can this be held on individual pic.

Industries are pointing to Columbia as an instance of how a sizable basket of pic can keep overhead charges within bounds. The per-film overhead net is now 22%, lowest among the majors. It turns out some of the films yearly against other majors' average of 30 and that's considered the answer on a thumbs-up.

Paramount, Warner Bros. and Metro, which frequently have had only one stage working during a year (Continued on page 22)

**U-I HAS 11 YARNS WAITING FOR LENSING**  
Universal-International has 11 stories warming up in the writing mill to follow the five productions currently in work on the sound stages.

Stories due for early starts are "Mr. Peabody and the Mermaid," "The Tim Flute," "Christmas Eve at Pilot House," "The Saxon Churn," "The Velvet Fleece," "White House Girl," "Rogues' Regiment," "Great Son of Frankenstein," "The Last Count," and "The Greatest Diplomat."

**Briefs From the Lots**  
"Dangerous Illusion" is the release tag on "Prelude to Night," Robert Thoren writing the screenplay based on "The Judge's Wife," co-starring Fredric March and Florence Eldridge in Universal-International production. "Van Basteriegem in from Amsterdam" to interest Hollywood producers in this as a film production story. "The Saxon Churn" and Walter Kane, producers of the forthcoming "Crook's of the Sun" and "Strip-tease." RKO borrowed Ruth Roman from David O. Selznick for "Jungle Men Killers" in the "Wild." Associated Film Makers, commercial outfit, shifting its headquarters from New York to Hollywood. Charles Zeller, former stage artist and narrator of Warner's "Jungle Men Killers," films in India. J. John Sutton, recently ill, has recovered enough to take a role in "The Eagle" on the lot. Marsha Hunt will play one of the top femme roles in Eagle Lion's "Corkscrew Alley." William Wellman agreed to Canada with a troupe of 20th-Fox players to film outdoor scenes for "The Iron Trail," a story of Russian espionage, with Dana Andrews accompanying the director and Gene Kelly. "Master of Deceit" by Arthur Pierson, Broadway stage director, gets his first credit as writer on "The Iron Trail." "The Iron Trail" has closed a deal for three more international pictures on Harding College.

Joan Crawford narrated and starred in a special short made by Warner as President Truman's food conservation program which Charles Arndt drew a character role in "Situation Comedy" at 20th-Fox. Jimmy Davis, moppel, will do a specialty dance number with Fred Astaire in "The Iron Trail." "Julia Misbehaves" is the new title to "Speak to Me of Love," next Gene's screen star at Metro.

Same studio switched from "The Birds and the Bees" to "Three Days in the Dock."

Robert Bassler draws producer reins on the W. R. Burnett novel, "Yellow Sky," recently bought by 20th-Fox. Universal-International is negotiating with Marlene Dietrich and RKO for the rights to Robert Buckner's "Rogues' Regiment" and "The Iron Trail." Next film on Robert Sparks' production program at RKO is "Education" (Continued on page 18)

## Par's Rainbow Buy, a la Liberty, Makes Co. Pards With RKO Plus M-G

**Wells Loses to A&C**  
Plagiarism suit of William K. Wells against Bud Abbott and Lou Costello was dismissed this week by N. Y. Federal Judge Alfred C. Cox. Court ruled that a previous action brought by Wells against the comedy team plus Universal, which is now on appeal, called for dismissal of the second action since it involves the same charges.

Wells is claiming that the duo pirated his hit, "Floogie Street," in their pic, "This Is the Life."

## M-G Not Boosting Its '48 Releases

Announcement of Metro's 1948 release sales chief William Rodgers at the regional sales managers' meet starting next Tuesday in New York isn't expected to include any substantial boost in releases. Despite previously-announced plans of 20th-Fox Paramount to step up the number of pictures they'll distribute next year, Metro is expected to continue with two or three per month, the rate adhered to during the last year.

Metro already set through February. Latest film to hit the chart is "Green Dolphin Street," which goes out nationwide release tomorrow (Thursday). Film is current at Loew's Criterion, N. Y. and in six other cities. Metro also has released this month "This Year for Keeps," Technicolor musical which will be out on Broadway.

Dec. 4 after several out-of-town engagements.

"Good News," another Technicolor musical, is scheduled for its world preem. at Radio City Music Hall, N. Y. Dec. 4 and will go nationwide release later in the month. Also scheduled for December release is "The Merry Widow," Mickey Rourke starred. January will have "Cass Jones" (Continued on page 22)

Paramount is now partnering with two other majors—Metro and RKO. A catapulted into that unique industry position this week when the company absorbed Rainbow Productions in its acquisition three months back of Liberty Films. Par then became Metro's best-fellow since M-G is producing and distributing "State of the Union," a Liberty property which Frank Capra is directing. Rainbow transaction also marks a transfer of RKO on "Good Sam," which Leo McCarey recently produced and directed for RKO.

Additionally, it takes over Rainbow's cut in "The Walls of St. Mary," another McCarey opus for RKO, plus the indie's interest in "Going My Way," including remake and remake rights. Over the transfer, it's reported, McCarey who owns an interest in Paramount, draws \$500,000 shares of Paramount stock, valued at around \$1,000,000.

The duo shared the other 50% interest in Rainbow. Among these seven are Norman Z. McLeod, Fred Astaire and Hope Frank Capra and George Stevens. McCarey sets a contract from Par which will allow him to direct. He held a Rainbow five-year directorial pact with yearly options to renew with no interest. Par also gets a 50% cut on each picture. He also goes to Par.

McLeod's trip with Rainbow, and how it will be developed, also goes a long latitude in okaying pic. He doesn't have to accept an assignment and, moreover, can pull out at the termination of each year's work on the picture. Recently, his work on "Lost in Translation" where he last completed the Bob (Continued on page 22)

## 20th Spurs Production, Five Lenses, 3 Ready Current Backlog at Ten

Following 1947's example, 20th-Fox is adding speed to its production program, with five films in the pipeline. The studio's backlog at this time in 1948, and three more slated to start in the next few weeks.

"The Iron Trail," "The Walls of St. Mary," "This Is the Moment," "Situation Comedy" and "The Walls of St. Mary" are in the pipeline in England. Ready to start shortly are "The Iron Trail," "The Chair and the Room" and "The Street With No Name." In addition to its own production the studio has three independently made "B" pictures ready for distribution and more to come. Completed are "The Tender Years" by story Richard H. Hope, "Half Past Midnight" and "Dangerous Years," by Sol M. Wurtzel; "The Iron Trail" by Charles Brackett, 10, compared with six last November, they are "Captain from Castile" by Lewis M. Brody, "My Regards to Broadway," "Green Grass of Worming," "The Strike Story" by George S. Brown, "The Ballad of Francis Green," "Call Northside 777," "Daisy Kenyon" and "Thunder in the Valley."

**CURTIS TO PRODUCE, STAR IN ARGENTINA PIX**  
Hollywood, Nov. 23. Argentine financial syndicate will bankroll a series of Argentine pictures to be made in Buenos Aires, with Alan Curtis doubling as star.

Curtis planned to Argentina to huddle with Sam Seidelman on a picture, "The Walls of St. Mary," of foreign distribution for Eagle Lion.

**Rep Has 17 Waiting, Studio's Record Backlog**  
Hollywood, Nov. 23. Completion of a contract for 17 pictures at Republic raised the backlog to 14 pictures, the largest number in the history of the studio.

Topping the list are two high-budgets, "The Red Pony" and "Macabre."

## "Hollywood Story" a note by Claude Binyon

an editorial feature in VARIETY'S 42d Anniversary Number  
Out Soon

## Ommbok Into Pic

"Salem Frigate," John Jennings' novel, has been set as the second book handled by Ommbok, reprint classic magazine, for films. It's to be produced by Gelfin-Sherman Productions, formed recently to handle film interests of Ommbok, in a partnership deal with Universal-International.

Film is to be started next spring or '48 with Max Elster as producer, as writer, director and producer. First of the books acquired by Ommbok is "The Iron Trail" by Lewis Mumford, owned by RKO. "The Moneyman" by Thomas B. Costain, owned by Arthur Lyons, and "Destiny" by Lewis Mumford, owned by Enterprise.

**LOWE'S FAR EAST TREK**  
All Lows, United Artists division manager for Australasia, South Africa and the Far East, starts a three month tour of his territory this week. Day writes he plans from New York to Johannesburg.

"Trip marks the start of the exec's 28th year with the company."

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New Fix Up L.A.: Mitty Wow \$62,000, Fair \$13,000, Blue' 11G

Body Huge 55G, Texan Fair 23 1/2 G, Exile Fancy 57 1/2 G, Stranger 16G

Los Angeles, Nov. 25. Firstrun hit is perking up again...

Broadway Grosses

Table with Broadway Grosses: Estimated Total Gross, This Week, Last Week, Last Year.

For Keeps Trim \$20,000 in Philly

Philadelphia, Nov. 25. A pre-Thanksgiving film in evidence...

Estimated for This Week: 'Love From Stranger' (11G)...

H.O.'s Hit Buff: 'Moment' Fair \$13,000, 'Blue' 11G

Buffalo, Nov. 25. Here this session, with many holdovers...

Estimates for This Week: 'Body and Soul' (UA)...

Kans.-Mo. Title Grid Battle Hurls K.C. But 'Mitty Lively' \$12,500

Kansas City, Nov. 25. Week has mostly so-so fares...

Estimates for This Week: 'Castrol' (Loew) (2:45)...

'Escape' So-so \$24,000, 'Texan' Nice 22 1/2 G, 'Amber' 17G, 4th

Key City Grosses

Table with Key City Grosses: Estimated Total Gross, This Week, Last Week.

'Life' Smash 18G In Offish Lville

Louisville, Nov. 25. Business is spotty here this week...

Estimates for This Week: 'Beacon' (Loew) (2:30)...

Estimates for This Week: 'Nightmare Alley' (20th)...

National (Standard) (2:40)...

Estimates for This Week: 'Rialto' (FA) (2:40)...

State (Loews) (2:30)...

'Amber' Torrid \$23,000, Seattle: Tury Fat 10G

Seattle, Nov. 25. Two roadshow attractions playing simultaneously...

Estimates for This Week: 'Blue Moon' (H-E) (8:30)...

'Amber Torrid' \$23,000, Seattle: Tury Fat 10G

Seattle, Nov. 25. Two roadshow attractions playing simultaneously...

Estimates for This Week: 'Blue Moon' (H-E) (8:30)...

Pastor Boosts 'Rose' To Big \$19,500, Omaha

Omaha, Nov. 25. Nothing is slowing up Omaha...

Estimates for This Week: 'Brandside' (HKO) (1:50)...

Estimates for This Week: 'Orpheum' (TriStar) (2:00)...

Estimates for This Week: 'Omaha' (TriStar) (2:00)...

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Boston, Nov. 25. On slow slide after big box...

Estimates for This Week: 'Faded Lips' (RKO) (3:00)...

Estimates for This Week: 'Keston' (RKO) (3:00)...

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# Chirp; Life-Rose Marie Neat 58G, Moment' 23G, Pirates' Sharp 22G

Chicago, Nov. 25.—Thanksgiving holiday is plunging the slipping biz in the Loop this week. Although five new films hit the screens, majority of them aren't creating much excitement. Best of the lot is "Where There's Life" at the Chicago with Rose Marie on stage, which should hit a neat \$38,000. "Forever Amber" (WB) and "Oriental with Red Ingle and Jack Smith on the stage to okay at \$45,000. "Last Moment" at the Palace promises a parallel \$25,000. "Pirates of Monterey" at Grand promises a sharp \$22,000.

There are 12 in the loop in accordance with decrease ruling in E&A. "Where There's Life" with top productions next week. Top holdovers include "Body and Soul," "The Big Boy" (WB) and "The Agreement" at Apollo, with \$29,000 for second frame. "Forever Amber" in fifth stanza, at State-Lake, with \$30,000 and "Unconquered," at United Artists, with \$22,000 for sixth week.

**Estimates for This Week**  
 Astor (2&K) (4,000) 95—  
 "Gentleman's Agreement" (20th) (2d wk) Strong \$28,000. Last week, \$25,000.

Chicago (B&K) (8,000) 95—  
 "Where There's Life" with Rose Marie on stage. Sturdy 58,000. Last week, "Deep Valley" (WB) \$45,000. "The Big Boy" \$38,000 but below hope.

Chicago (B&K) (8,000) 95—  
 "Come with Wind" (M-G) (reissue) (6th wk) Profitable \$11,000. Last week, \$10,000 same.

Grand (RKO) (1,500) 95—"Pirates of Monterey" (U) (1st wk) \$22,000. Last week, "Ride Pink Horse" (U) (2d wk) nice \$18,000.

Heaven (Essex) (3,400) 95—"Heaven Only Knows" (UA) with "The Boy" (20th) (2d wk) \$25,000. OK \$45,000. Last week, "Christmas Eve" (UA) with Dorothy Shay and "The Girl" (2d wk) \$24,000.

Palace (RKO) (2,500) 95—"Last Moment" (U) (reissue) (1st wk) Last week, "Wistful Widow" (U) and "Tracy Meets Crusoe" (RKO) (2d wk) nice \$20,000.

Rialto (20th) (1,700) 95—"The Boy" (20th) (2d wk) \$25,000. "Wraith" (20th) (reissue) (2d wk) Good \$12,000. Last week, nice \$15,000.

State-Lake (B&K) (7,700) 81-25—"Forever Amber" (20th) (1st wk) \$22,000. Last week, \$22,000.

United Artists (B&K) (1,700) \$23,000. "Stunt \$22,000. Last week, \$22,000.

World (Indie) (687) 75—"Mayerling" (Indie) (Pam) \$4,500. Last week, "Marie Bow" (Indie) (Pam) okay \$2,700.

## Mpls. on Skids Albeit 'Song' Fairish at 14G, 'Exile' Very Good 12G

Minneapolis, Nov. 25.—With grossing hitting the toboggan, exhibitors are selling their own bills. RKO-Pan has "Bride of Frankenstein" while the Gopher "Frankenstein" and "Black Friday" (Indie) split with the Gopher. "Song of Love" and "The Exile." "Exile" is not holding track.

Astor (P&A) (300) 30-44—"Bull-Headed Boy" (P&A) (300) 30-44—"Blackmail" (Reo) (Qd) \$1,800 in 10 days. Last week, "Kings of Glory" (Indie) and "Wine" (Indie) (reissue) split with Ponce \$1,200.

Centex (Par) (1,600) 50-70—"Foxes of Harrow" (20th) (m.o.) Last week, \$1,400. "Love, Wives and Tears" (20th) (3d wk) fine \$7,000.

Gopher (Par) (1,000) 44—"Black Cat" (Indie) and "Black Friday" (Indie) healthy by \$25,000. "Wynonia" (Reo) (Qd) \$5,500.

Grand (Mirray) (200) 95—"Come With Wind" (M-G) (reissue) (5th wk) \$4,000. Good \$4,000. Last week, \$4,000.

Lyrie (Par) (1,000) 50-70—"Wives and Tears" (20th) (m.o.) Good \$6,000. "The Boy" (20th) (2d wk) \$14,800.

State-Lake (B&K) (7,700) 90-70—"Song of Love" (M-G). Par \$14,000. Last week, "Foxes of Harrow" (20th), \$13,000.

RKO-Orpheum (RKO) (2,800) 50-70—"The Exile" (Indie) (Pam) Par banks, Jr., drawing good \$12,000. Last week, "Ride Pink Horse" (U), \$8,800.

RKO-Pan (RKO) (1,300) 50-70—"Bride of Frankenstein" (FC) and

# H.O.'s Bop Pitt; 'Copa', Mid 13G, 'Body' 15G, 2d

Pittsburgh, Nov. 25.—Holdovers and reissues are slowing the boxoffice pace here this week. "Copacabana" (U) (reissue) new entry and it looks mild at the moment. "Body and Soul" (2d wk) nice in second week at Penn while "H.O.'s Bop" where "There's Life" is fine at Newark.

**Estimates for This Week**  
 Astor (Shea) (1,700) 70-90—"Bride of Frankenstein" (FC) \$3,500 in 4 days. Last week, "Foolish" (M-G) (reissue) (2d wk) \$3,500. Harris (Harris) (2,300) 40-70—"Copacabana" (U) (reissue) (2d wk) \$7,000. 4 days. Fair \$12,000 average.

Gen (Loew's-IA) (3,800) 40-70—"Body and Soul" (U) (2d wk). Nice \$15,000 after sock \$22,000 initial stanza.

Senator (Harris) (1,750) 40-70—"Green Valley" (20th) (reissue) "Second Chance" (20th). Thin \$1,500. 4 days. "Keeper of the Keys" (Col) (reissue) and "Last of Redman" (Col) \$2,500.

Walters (Loew's) (3,900) 40-70—"Copacabana" (U) (reissue) (2d wk) \$13,000. Last week, \$11,000. "The Big Boy" (WB) (reissue) (2d wk) \$11,000. "The Big Boy" (WB) (reissue) (2d wk) \$11,000. "The Big Boy" (WB) (reissue) (2d wk) \$11,000.

## Holiday Shopping Dents Det., 'Soul' Paces Town, 27G

Detroit, Nov. 25.—Earlier-than-usual holiday shopping has dented the picture business here. Biggest downtown click is "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

Adams (Balaban) (1,740) 70-85—"The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

St. Louis, Nov. 25.—Sluggish biz still is hovering over the main stem cinema. Many holdovers current and fine in temperance. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

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# Rain, Holdovers Slough 'B' Way But No Mourning for 'Electra' at \$15,000; 'Body' Socko 47G; 'Amber' Slips, 52G

Unfavorable weather and plethora of extended runs are taking a heavy toll at Broadway firstruns this week. Many picture houses are launching new bills to attract patrons. "Body and Soul" (2d wk) nice in second week at Penn while "H.O.'s Bop" where "There's Life" is fine at Newark.

**Estimates for This Week**  
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nice profit for this stage of run at \$22,000; fifth was \$25,500. "Stays on, Globe (Brands) (1,000) 70-81-20—" (2d wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

Golden (RKO) (780) \$20-\$22-40—"Mourning Becomes Electra" (RKO) (2d wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

Gothen (Brands) (1,000) 70-81-40—" (2d wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

Little Carnegie (Indie) (460) 95-31-30—"Tawny Pipit" (U) (12th wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

Mayfair (Brands) (1,750) 70-81-80—" (3d wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

Palace (RKO) (1,700) 70-81-20—" (2d wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

Parliament (Par) (3,654) 85-51-80—" (3d wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

Rialto (20th) (1,700) 95-31-30—" (2d wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

State-Lake (B&K) (7,700) 81-25—" (2d wk) \$15,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

United Artists (B&K) (1,700) \$23,000. "Stunt \$22,000. Last week, \$22,000. "The Boy" (20th) (2d wk) \$25,000. "Soul" (U) (reissue) (1st wk) \$27,000.

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ANOTHER  
HIT  
JUST  
LIKE



JANIE

WARNER  
BROS.  
bring  
the  
"Janie"  
team  
Together  
again  
in



ROBERT HUTTON  
*and*  
JOYCE REYNOLDS

Always  
Together

with CECIL KELLAWAY • ERNEST TRUOX  
Directed by  
FREDERICK De CORDOVA • ALEX GOTTLIEB

Produced by  
Screen Play by Phoebe & Henry Ephron and I. A. L. Diamond • Music by Werner Heymann



Captain From Castile

(COLOR) 20th-Fox release of "Captain From Castile" (Colo-... starring Cesar Romero, Lita Barba, and others.

This is a bona bonanza. A surging, massive... "Captain From Castile" is a... line 'em up layers deep from the... to the upped admirals scales which... 20th-Fox has pinned on this offering...

For this plume-and-sabre epic of 16th Century Spanish imperial con-... 20th production chief Harry Zannick... "Captain From Castile" is a... "Henry V," the tinting in "Captain... added visual element, but it... explored for its dramatic possibilities...

The Technician, and the usages to... brilliant achievement considered by it... "Henry V," the tinting in "Captain... added visual element, but it... explored for its dramatic possibilities...

Trotti's screenplay, like the book... has a headlong pace. Due to its... From the opening reel to the closing... rarely slows down long enough for... constructed like a self-contained... localia in Spain during the Inquisition...

Escaping from Spain, Power finds... during the second half... expedition of plunder against the Aztec... cramped with action, this section is... notable for its handling of panoramic... diplomatic delegations from... in Mexico, many of the Aztec... are melted into the... "Whatever the historical valid-... of Cortez's pen-asteroid Aztec... of history-in-the-

There are, however, several soft... But there are picture considerations in... the most extreme circumstances. Sut-... despite his being strangled through... with a foot of steel one time... But there are picture considerations in... the most extreme circumstances. Sut-... despite his being strangled through... with a foot of steel one time...

Miniature Reviews

"Captain Vera Castle" (Colo-... story in brilliant Technicolor with Tyrone Power, socko-bo...

"Daisy Kenyon" (20th). High-... melodrama a surefire for the femme market.

"'Tis in Peace" (Indef). Fine... picture of the colorful midlife...

"Bush Christmas" (U). Aus-... comic offer in fatherly love and appeal.

"The Crime Doctor's Gamble" (Columbia). Another of the medical... adventures, this time with Paris...

"The Yancey Secret Mission" (PCC). Okay, whodunit for twin bills.

"The Vigilantes" (E.L.). Run-of-the-mill formula ac-... tion starring "Lois" LaDue.

Another Louis J. Vance story of fictional sleuth-gem manipu-... latory play for fast support.

proceedings, Power, as a Spanish... who becomes a captain in... and agile personality with all the... Romero, breaking away from the...-day-time type casting, draws a... shades surrounding players while... sharply etched characterization as a... tormented in his last... at Sutton's hands. Later, playing... in a, is superb in his astirating... plan flame, is a flashy locale... the thespian reads competently... formally excellent.

Powerfully undergirding the driv-... ing, is a magnificent score by Alfred... unobtrusive, adds heavily to the picture.

Anded Husband

(BRITISH-MADE)

London, Nov. 13. British film production, "Sue... Williams, Diana Wynyard, O. Aubrey Smith, and others.

Great prestidigitator of the British screen, Alexander Korda, now... out of his Technicolor hat this... drama of Oscar Wilde. This version... given hand- some mounting by Korda. Yet he... could do little more than put the... all. Film should have great appeal... For U. S. market, it has the... stage. Wilde's intimate way with all... his characters always gave the effect... probably in politics but at morality... story does not come over as a...

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ber loveliness in gorgeous costumes is inadequate compensation. The contrast is striking when she is... like Williams, Wynyard and Wil-

Williams hits the right note as... politician, and he is admirably par-... tnered by Miss Wynyard. Wilding... trifier who can be serious when... unalloyed delight as the Earl of... Cavalry.

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Another Louis J. Vance story of fictional sleuth-gem manipu-... latory play for fast support.

Captain Boycott

(Universal release) "Captain Boycott" (Univer-... starring Tyrone Power, Lita Barba, and others.

Based on Philip Roney's novel... romantic picture, picture deals... Captain Boycott, who is... trouble- Ireland of 1880, it's his... duty to collect rents for the... should certainly be a market in... Pictures stars Stewart Granger... and Kathleen Ryan. Turner... film dealing with the troubles... of the British in the boud-... old Imperialist days.

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Film Reviews

war theme, and its excellent cast... best known in America for his role... the Catholic priest in "The Open City."

Some elements in the story fall to... simple design and folk mood, but... by a group of individual portraits... impressive in their depth. Honesty... charm and pathos are struck in these... village people who, after several... years of isolation, are dramatically... it unfortunate that otherwise steady... romantic interludes and the over-... trained death-bed scene to mar the...

Opening quietly in a remote... picking up details of the locale, the... film flares into excitement with in-... American soldiers in the neighboring woods... Germans. The two GIs, one of... whom is a Negro, are picked-up and... unfolding story based upon the con-... fascist sympathies and their fear of... of drastic reprisals for its treat-... of the colored soldier and in... the German soldier who turns his... soldier whose mission of check-... on the town's activity furnishes... with the direct realism of an... is drawn as a full human being with-... out prejudice and without patroniz-... wise, is drawn without the crude... into caricature.

In an uproarious sequence, the... in one totally squiffed condition... and parade through the town during... the dawn of night popping off the... the villagers, believing the war is... their mistake, they flee to the... man who will not remember the... events of the previous night. He... can amries are overrunning this... a hasty retreat.

Brilliant performances are turned... his pinched and distraught wife... and Nando Bruno, as the fascist... political secretary, also contribute... Mirella Monti, who believes... and registers as too immature for... of the one American soldier, does... nicely but is killed in part by a... Herm.

Bush Christmas

(AUSTRALIAN-MADE)

Universal (Paramount) release of J. Arthur... starring Tyrone Power, Lita Barba, and others.

Women will be pushovers for the... like Miss Crawford makes up a... her marriage and the picture... Charles LeMay's wardrobe for the... into a man of iron is perfect for... also makes it clear that the... and the Misses Granger and Mar-... children of the rich. Others who... Warrick's father and Andrews' law... lander courtroom scene. Mice.

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Only 2 of U.N.'s 1st Group

Of 5 Documentaries OK

For General Audiences

First group of five documentaries... produced by commercial outlets... under the aegis of the United Nations... was unveiled Monday night (24) at... the Museum of Modern Art, N. Y.

Quality of the five documentaries... is uneven with only two of them... consumption. Conventional in... frame, several of the shorts are com-... of famine-stricken people, war de-... and social chaos, with... UN's efforts at reconstruction. "Life-... line," a one-reel, is based on the... in war-battered countries. "The... People's Charter," a two-reel, is... world organization while "UN Trust-... Security Commission" is a one-reel... first group showed not without... significance.

Best of the lot, "First Steps,"... on the treatment of handicapped... children which is part of the UN's... of family-stricken people, war de-... and social chaos, with... UN's efforts at reconstruction. "Life-... line," a one-reel, is based on the... in war-battered countries. "The... People's Charter," a two-reel, is... world organization while "UN Trust-... Security Commission" is a one-reel... first group showed not without... significance.

"To Live in Peace" (Italian-Made)... production, starring Tyrone Power, Lita Barba, and others.

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To Live in Peace

(ITALIAN-MADE)

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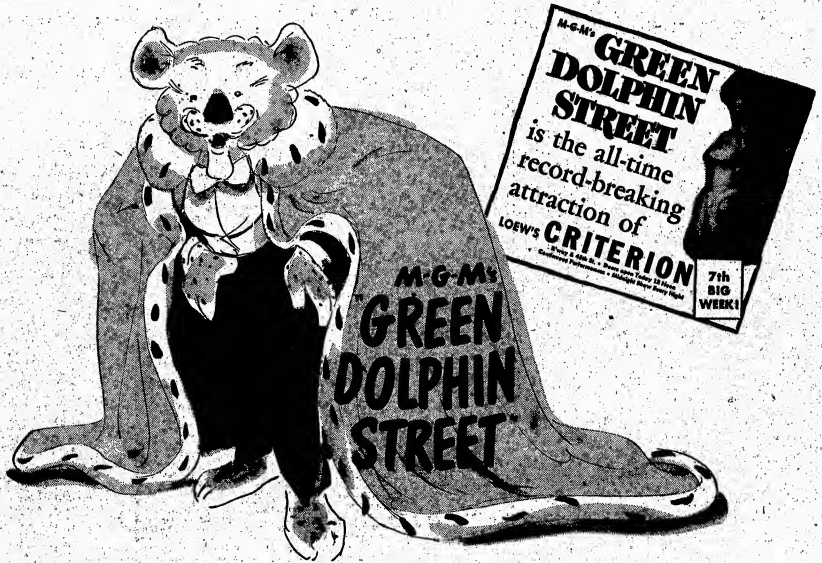
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Production, starring Tyrone Power, Lita Barba, and others.

(Continued on page 20)



## CLOAKED IN GLORY!

The time is ripe for the Biggest Spectacular Movie in Ten Years! M-G-M's "GREEN DOLPHIN STREET" (Lana Turner, Van Heflin, Donna Reed, Richard Hart and thousands more) is just what the public wants—and our Friendly customers know best how to handle it! Such screen magic as tidal waves, earthquakes, savage tribal uprisings, plus a love story for the masses hasn't been witnessed in years! All-time record breaker at Criterion, N. Y. Packed theatres, hold-overs everywhere! Get set to set new highs!



## LEO, THE WELL-DRESSED LION!

TALK ABOUT THE NEW LOOK! Your theatre will have a prosperous one when you cloak it in the rich M-G-M manner! "THIS TIME FOR KEEPS" is doing sensational business everywhere. (Technicolor Musical. Esther Williams, Lauritz Melchior, Jimmy Durante, Johnnie Johnston, Xavier Cugat). "CASS TIMBERLANE" (Lana Turner, Spencer Tracy, Zachary Scott) is packing Radio City Music Hall. To be followed by "GOOD NEWS" (Technicolor Musical. June Allyson, Peter Lawford) which hundreds of happy showmen will play simultaneously with the Music Hall as a Happy New Years attraction!

# U.S. Thought Control On Pix, Books Winsnap Recovery, CBS Director Hits

By WILLIAM COSTELLO  
(CBS Director of Broadcasts,  
For Eastern Division)

The Japanese today have an intentionally "closed" economy in western civilization and culture, but their interest is being largely thwarted by occupying forces who are enforcing every word that appears in the Japanese press, films and radio. General Headquarters is requiring everything to be done from the outside.

Since the start of the occupation, only a handful of American books have been translated and published in Japan. A few weeks ago it was finally agreed that Japanese newspapers and magazines could be mailed to Japanese, but only through the Japanese Consulate. This arrangement allows the manufacture of new British and American records, although the big public demand for American popular music.

Hollywood hasn't done too badly here. The important thing is that American films has been encouraged from the start, and the British recently received permission to make Japanese pictures also. The Japanese are interested in television, but so far there has been done the only one of that medium. One Japanese company (Nippon Columbia) is trying to get working on a "television" receiver, so as to be able to begin planning for its manufacture, but without success.

About half the film shown in Japan (incidentally films are almost everywhere) are domestically produced. The Japanese seem to recognize their technical inferiority. By comparison even with Hollywood Class B operators, the Japanese producers are amateurish in plot construction, direction, photographic production, and editing. The G.I. has received considerable expert assistance from occupation officials, notably comparable has been done for the film industry.

Fairly successful efforts have been made to begin the national age of the Japanese stage—the "kabuki" theatre, the "noh" drama and the "javanese" musical. There has been nothing in the way of a new popular drama. Old-fashioned Javanese remain the only new type of entertainment, has been the few meagre theatres featuring vulgar Japanese acts and vulgar habits shown. Many American agents are more enlightening aspects of western culture which could be imported into Japan.

Occupation authorities have devoted a lot of time to the solution of Japanese political and economic problems, but opportunities for spreading western culture as an antidote to feudalism have been largely neglected. The Japanese radio cannot even use western records of music because of the restrictions which GHQ has framed to iron out.

## Shadow of Democracy

All this adds up to the fact that, in giving the Japanese a constitutional Government and its incidental legal paraphernalia, GHQ has handed out a new shadow of democracy without providing enough of the substance. Thousands of Japanese professors and students are studying American books through which they can study the fundamentals of American democracy, but only a few get to see them surreptitiously through friends among Allied personnel. The Russians have been even more successful in spreading their philosophy by having permitted the translation of more than 400 books into Japanese.

The fear among some observers is that GHQ's emphasis on political at the expense of economic and social provide the Japanese with a thin veneer of democracy at the peace conference. The Japanese are sliding back easily into the old feudal ways as soon as the occupation ends.

It is not the latent danger of the store old political and economic relationships as soon as present control is removed, but the fact that ultra-nationalists have gone—not merely underground—but into complete open rebellion. It is a time to endure." American authorities are beginning to be alarmed that the Japanese policies which dominated Japanese life by terror and assassination have been dissolved under the new sense. The men who believed in government by assassination are

still alive and waiting for a chance to strike.

For these reasons, there's too much complacency in the U.S. about the Japanese occupation. After an absence of 10 years, it is not surprising that one at home assuming Gen. MacArthur, a romantic, idealistic figure, the public can hardly be blamed; that the Japanese have been told. People at home have had no reason to expect that when everything in Japan is supposed to be today.

International Government  
American foreign policy would benefit if the public shook off its complacency and took a more active interest in what's happening in Japan. There's no formal censorship imposed on American correspondents by Gen. MacArthur, but it might be better if there were. A threat of censorship would do little to arouse interest, and correspondents, who are now fighting for space would like a better chance to do their story.

As it is, correspondents are subjected to a wide variety of indirect pressures. Gen. MacArthur himself holds recent criticism, and some of his boss understand they are expected to retaliate for critical articles or broadcast comment.

The Army's methods are excessively simple. They begin by closing the shops and get them out of food, clothing and shelter. They also control travel orders. Correspondents from the Army, Navy, Embassy and PX, get their houses from the official list, and buy train tickets only on prearranged dates. They are the Adjutant General. The attitude among many Army officers is that they are not allowed to exist that they'll write only what will please the high brass. Some officers have said so in just those words.

Living under such a regime—and trying to report on it—has become a job in a police state. The CIS, the CIC and the CID are omnipresent. The former is the "big brother" of MacArthur's Gestapo. On one occasion, Army agents actually broke into the home and searched it from top to bottom for any kind of incriminating material which might implicate GHQ to expel the writer from the theatre. It's like prewar Japan, where the censor and censors alike were under the constant surveillance of "thought police" and military intelligence.

In Japan today the American Bill of Rights isn't interpreted very literally. The Japanese do not seem to be learning as much as they'd like about Tom Paine, Thomas Jefferson, and William Pitt. The names of George Gerahwin and Benny Good.

## NIPS DON'T YEN UPPED FILM ADMISH EITHER

That hot distrib-each fracas over advanced admissions is losing its novelty. The companies which were wrought over—particularly, since a batch of American pix have had their labels cancelled by the Motion Picture Export Assn. in road-show operations in Japan. There's been a good deal of talk about a boycott by Nipponese exhibs which, according to the MPAA, is now on the verge of being broken by successful playdates at hoisted seals. Roadshows were inaugurated by Metro-Goldwyn-Mayer, teamed with the Warner Bros. musical, "Rhapsody in Blue." Despite the outdoor, followed around by Metro's "Gaslight" and "Random Harvest." Later still finished 10 days by the Submarine and Club Mayer is listing 20th-Fox's "Jane Byrne" for the same house at the upper end.

MPAA's been quieting up furred by noting that "Gaslight" drew an outdoor, 200,000 customers in one-day-and-date bookings in Tokyo.

## Canada Ad 201 Houses

By Toronto, Nov. 25.  
Total number of filmhouses operating in Canada is 1,862 with seats for 2,000,000. This is the first time a statistical survey completed by the Canadian Motion Picture Distributors' Assn. has been published.

This shows an increase of 201 new theatres over 1946, with 16 houses being destroyed. As of October 1946, there shows an increase of 73,891 seats over 1946.

# Mex Electric Strike May Cripple Biz in Provinces

Mexico City, Nov. 18.  
Amusement biz, particularly cinema and theatre, face sheet in many parts of the provinces. National electricians union has warned the Government that unless it grants a 7% payhike for its members who work for government-controlled electric plants, it will call a strike. Shutdown is set for Nov. 27.

Federal board of conciliation and arbitration has rejected the strike, which the union asserts it will call, though precedent is that a government-controlled electric plant, Mexico City and near-by towns won't be affected because they are served by privately-controlled electric companies. But several big provincial towns will be

affected. A domestic comedy, "Obey" as the stars' appeal. Drama reviewers, however, accorded the entry a tepid welcome. "Times" critic summed up the general feeling of the press by observing "it is almost from the beginning of the show, and still is."

Lonsdale's 15-year-old comedy premiered Wednesday (10) at the Garrick under Firth Shephard's auspices. The play was well received and is rated as having an even better success. Jack Buchanan, Coral Bruce, Heather Thatcher and Austin Trevor head the cast.

# Self-Author'd Plays, Actors' Trend in Paris

Paris, Nov. 18.  
While French playwrights are complaining of the difficulty in finding stars to play their plays, reduced, French actors are showing a growing tendency to write their own vehicles and get them staged. Pierre Brassier is doing his "Macar" Jean Pierre Almonit his "Bourgeois de Chine" and Roger Sallat "De l'homme" (Windings). Jean Louis Barrault has co-authored with André Gide (recent Nobel prize winner) the adaptation of Frank Kafka's novel "Process." Robert Vattier is preparing "Romans" (Americanized by the Duke of Windsor) his "Patronne." Mrs. Simone has "Descente aux Enfers" and Andre Roussin will have his "Petite Butte" done this season.

# Gainsborough's 'Roses' Gathers More Thorns in Guest Plagiarism Suit

London, Nov. 18.  
"Roses for Her Pillow," the film in which Margaret Lockwood depicts proceedings and a trial in court action here. G. E. Tooke, appearing for Val Guest, plaintiff in an infringement suit against Gainsborough Pictures (1948) Ltd. said he had a motion picture which infringed the copyright. Guest complained that a film script written by Katona and Kirwan was an infringement of his copyright in the dramatic work titled "I Could Happen." He further alleged that a film called, "Roses for Her Pillow," which Gainsborough Pictures was proposing to produce, was also an infringement, being based on a story by Katona and Kirwan.

The company also announced that for other reasons it was not proposing to go ahead with "Roses for Her Pillow" at the moment.

T. G. Roche, for Gainsborough, said there would be third-party proceedings and that a writ of injunction to serve notice of them on Katona and Kirwan. For this purpose, Roche is pressing judge orders a speedy trial.

## Mex. Filmowners Meet

Mexico City, Nov. 25.  
Mexican film theatre owners are set to attend the three-day annual convention and last year's convention by Western Electric Co. of Mexico, RCA Victor of Mexico and F. Mier and B. de la Cruz.

The visitors will attend private showings of "Warner's" "Night and Day" and "Mexican Film" as chosen.

## Other Foreign News

On Page 15

# Korda Pooch-Poons Reports of British Film Crisis, Citing Full-Scale Work

'Obey' May Get London  
'Canaries' Welcomed Back

London, Nov. 25.  
"Honor and Obey," an American musical, and a Frederick Lonsdale comedy, "Canaries, Some-thing Sing," were last week's only legit performers. Former bowed at the Saville Theatre (20) (20) by Nora Swinburne and Naunton Wayne, piece is amusingly written and splendidly cast. Authored by Hagar Wilde, play was produced by John Golden as "Miles in Heaven" at the Henry Miller, N. Oct. 24, '46.

A domestic comedy, "Obey" as the stars' appeal. Drama reviewers, however, accorded the entry a tepid welcome. "Times" critic summed up the general feeling of the press by observing "it is almost from the beginning of the show, and still is."

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# U-Rank in Control Dutch Circuit

Universal and J. Arthur Rank obtained control of the Strengthen circuit in Holland last week with Lawrence Brown and Arnold Garofalo, governments of terms of the sale of their interests by Lady Lawrence and Frits Strengthen. Lawrence received approximately 50% of the circuit, which was just under 50%. While Strengthen got somewhat more in a number of dollars of coin and the dollar. Lawrence received his \$1,000,000 in dollars in the U.S. Strengthen received his \$1,000,000 in pounds and set up in a holding company stock for the approximately 50% of the circuit. Lawrence continue to act as managing director of the circuit.

Significant governmental re-legal was necessarily gone through to get okay of the dollar payoff to the British. The deal was approved by Universal in this country, reportedly partially out of remittances due to Rank for exhibition of his film here.

Lawrence's acquisition of his interest in the Strengthen circuit figured in a lawsuit brought against him by New York earlier this year, first okay by the British. He is settled out of court. Lawrence, who at the time of the acquisition was then acting as managing director, holds the same position for Selznick Relieving Organization.

Lawrence's interest in the circuit sale were carried on by Charles Pratt, president for Universal, G. I. Woodman, president for Rank and Arnold Garofalo for Lawrence.

## Experimental Legit

Set up in Dublin  
By Dublin, Nov. 21.  
Designed to give overnight performances to the legit night club, it is considered commercial proposition, a new group known as Sunday Theatre was formed here under the direction of producer Josephine Abberley. Group will present plays in the legit night club. Theatre with professional players, including former Abbeyites Billy O'Connell and John O'Connell.

First production slated is Seamus Whaley's "The Cardinal and the Bishop" which was rejected by the Abbey Theatre directorate. Others to follow include James Joyce's "Exiles" and "The Gallop of the White Lute" and W. G. McCarthy's "The Raven of Wicklow," another Abbey Theatre play which was rejected by the Abbey Theatre directorate.

## Rank's 35 for Canada

Montreal, Nov. 25.  
Thirty-five feature films from the combined stock of Rank and Gainsborough Rank Organization will be released prior to the 1947-48 season by Eagle-Lion, a subsidiary of Rank, which is being run by Frank Fisher, general manager, and six are in Technicolor, two are in color. The remainder are from popular novelties. The rest are originals.

London, Nov. 25.

Big fuss being kicked up here by British newspapers and trade union circles over a crisis in film production came in for a blast this week from Sir Alexander Korda. Tasting Korda's comments, he said that there is no crisis in the British film-producing industry and that work on an unparalleled scale is going on at the present moment.

Korda compared British picketing with Hollywood's present efforts to prove his point. Home lots, he said, were now working on 20 top films while all of Hollywood had only 24 in active production. "I think it should be mentioned that all the British studios are together hardly pass as many states as one of the big studios in Hollywood and the number of people employed is something like 15% of the number of those employed in Hollywood."

Since some of the talk of a crisis comes from labor (and a demand for government legislation to limit studio) Korda noted that "they should, perhaps, remember that, before the war, 'producer need, studios worked 68 hours a week while now they work 44 hours a week."

Only three small studios "whose output is less than 10% of the total of British films was never too great, closed down for a limited period, but they are now producing more than 100 new constructions," Korda said. At least a dozen films finished by home production agencies in 1946 have been added, and in November alone five important pix will premiere in London. "We find,

# Dublin Prod. Sets Two More Films

Dublin, Nov. 21.  
"Two more movies have been lined up for shooting by the recently formed Dublin production company, which has just come off the floor with its first, 'My Hands Are Clay.'" The second is "Dances with Wolves" production long since in 1948.

They are "Pardon My Return," by Douglas Beatty, who is production manager, and "Singing Bird," by Philip Rooney, whose "Captain Boycott" was the first feature to be made for Individual Pictures. "Dances with Wolves" will be done in Ireland with studio facilities in Dublin.

Patrick McCrossan, owner's proxy, says he hopes to produce "My Hands Are Clay" in Dublin around Christmas. Players are Irish, including E. A. Tipton, who is production manager, and "Singing Bird," by Philip Rooney, whose "Captain Boycott" was the first feature to be made for Individual Pictures. "Dances with Wolves" will be done in Ireland with studio facilities in Dublin.

# ARGENTORES TIGHTENS RADIO SCRIPT CONTROL

Buenos Aires, Nov. 18.  
Argentores, Argentina's Authors & Artists Society, is tightening up its control over radio scripts. Casting and intends styling use of any radio plays and scripts by authors and playwrights. The new regulations will require that every material independent script writers try and make separate deals with the radio. The new rules will also require that every material independent script writers try and make separate deals with the radio. The new rules will also require that every material independent script writers try and make separate deals with the radio.

Following the general inflationary trend, the Argentine government has increased royalties and fees on broadcast material, with the broadcasters trying to get a better deal. The Argentine Congress has legislated in respect to radio in general.

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Ireland pool conducted by the magazine Weekly, to find most preferred form of relaxation, 60% in favor of films, with 20% each for dancing and legit.

Sitting Pretty

CROSBY  
 HOPE  
 LAMOUR  
 "ROAD  
 TO RIO"

Paramount  
 WILL RELEASE IT FOR  
 Christmas



BING CROSBY • BOB HOPE • DOROTHY LAMOUR in "ROAD TO RIO" with Gale Sondergaard • Frank Faylen • The Wierd Brothers and THE ANDREWS SISTERS • Produced by Daniel Dare • Directed by Norman Z. McLeod • Original Story and Screenplay by Edmund Beloin and Jack Rose • New Songs—Lyrics by Johnny Burke • Music by James Van Heusen



# Indiana Indies Blast Distributors For 'Monopoly' in Memo to Tom Clark

Indianapolis, Nov. 25.—With the U. S. Supreme Court scheduled to begin hearings on the anti-trust decree during the second week in January, the Indiana Association of Distributors last week wound up and set off with a terrific blast to Attorney General Tom Clark against the alleged "monopolistic hold" the major distributors have on independent exhibitors.

Basing their charges on six specific points outlined for the benefit of Clark, the organization declared the indie exhibit is forced to accept contracts on high admission pictures and extended runs which result in the public being the ultimate loser. "Indicating their hope that Clark would use the material in pressing the Government's case against the majors," ATOI declared that another thought which occurred to its master is that the distributors' attorneys, when they appear before the Supreme Court will distort the workings of the pattern and use it as an argument in favor of retaining "clearance."

Chief charge made by ATOI was that "blatant" was attempting to create an artificial barrier to entry in order to get better terms on those films referred to. "The same letter to exhibitors which included a copy of the memo to Clark, however, ATOI cited 20th-Fox for its desire to step to 100 percent of 75%. (Increase actually was 33 to 48 per cent, representing only a 15% increase in price.) Only about 10 percent of prints on all films are automatically removed from service two years after release and the exhibitor is not even asked for most reissues, even though reissues could be sold at a profit for print and advertising alone."

ATOI charged that distributors had cut 25% of the number of prints available on each film at the various exchanges. It had down a 25% charge that distributors were switching from salesmen to mail selling, expensing the mail charges on their profit and not on their exchange. One of the major exchanges was mailed to the exhibitor a copy of a letter which stated: "In addition, the letter claimed, sales forces were being reduced "almost 50% to force the mail selling."

"Another charge made was that distributors were 'stealing' the business from exhibitors called "welfare bookings." Letter declared: "Owners of theaters primarily booked by exhibitors two weeks after first runs are now forced to play live and six weeks after first runs. This means that the liquidation period being lengthened (later and later playdates); the exhibitor is losing the benefit of the timeliness of national advertising and prestige for his theatre."

## N. Y. Chams' 10% Offer Angers 306 Settlement

Outlook for early settlement of contract dispute between projectionists Local 306 and major theatre circuit is dim. New York area exhibitors angry brighter with disclosure that spokesmen for the chains made a 10% wage hike offer to the union over the weekend. Although offer was later rejected by the union, spokesmen indicated that only one or two percentage points now separate the parties in dispute.

Full weight of the union negotiations are being carried by Richard F. Walsh, prez of the International Alliance of Theatrical and Stage Employees, who intervened two months ago in behalf of the local. Wrap-up being outstanding in the negotiations at the next meeting with several days between Walsh and reps of 20th-Fox, Warner, RKO and Loew's.

## \$4,461,000 Divvy For Pix Bix In November

Washington, Nov. 25.—Film industry paid out \$4,461,000 in cash dividends during October, according to reports received by the Department of Commerce. This was roughly \$250,000 more than the sum cut during October, 1946.

Dividends this year are running ahead of those for 1946 and it is estimated that the industry will announce dividends are generally about 60% of all paid.

## A-Date Battles

Continued from page 1

longer be counted for helping substantially to pay off for films, which leaves the domestic market as the only source of income to high B movies. And the only way a pic can pay off in spaces is by hitting the long haul.

3. Exhibs are growing more cagey than ever. It's "knock 'em out" all right, but exhibs are getting a little more of a film cheaply and hoping it's a sleeper. They know exhibs are getting a little more of a film cheaply and hoping it's a sleeper. They know exhibs are getting a little more of a film cheaply and hoping it's a sleeper.

Statistics on Theaters.—Underlining the alarming fact, mushrooming of its novel use of the artificial restrictions on normal theatre buildings, which have strained the expansion of outlets for the past six years. Because of this, in the 4,000 first-run situations throughout the country, there are not more than 500 spots where there is more than one A picture.

In these 500 important situations, A picture makes up only 300. In first-run theatres, but in every instance, distributors exceed 50% of the total. In the case of the town and if your picture doesn't get into it, a sizeable downgrading is inevitable. The spots are already in place, but they are already the center of existing rivalry.

Under the anti-trust act, the exhibitor is not inclined to construe such notice far in advance of expiration date, as he is now doing. He is now doing it by point out, he has asked in the past why he has insisted on collecting a percentage of the gross. He is now doing it by point out, he has asked in the past why he has insisted on collecting a percentage of the gross.

## Cost Analysis

Continued from page 1

What's a saving to filmmakers, especially any noticeable disadvantage. "We're pointing to the corner wherever possible, and a little in place on that score is going a long way." Par director said.

"The 'Palace' (both spots) is a fairly simple to cut out of the country, because they require big big spots. In under 87,000, something of a record in brevity. The cost of the picture is 100,000. The cost of the picture is 100,000.

## New Faces

Continued from page 1

There are plenty of them now on the coast who aren't working. Less Talent.—Metroland's statement that he's interested mainly now in getting solid character types. He has also reduced the number of suitable types so that it's no longer necessary to seek so diligently for new talent.

Volume of studio production determines the number of fresh, new talent that will be needed to meet the M-G official. Fact that Metro is now releasing only two or three new names into the market.

Elimination by Metro of most of its B-budgeters has also reduced the number of types who are ready to be put in minor-budgets before being put into the main line. Metro is in a fairly good spot, he said, since it operates a sizeable

# Atthumbnose Sketch—Paul G. Smith

By JOE LAURIE, JR.

Paul Gerard Smith was born at an early age. "For further details see your local papers. He was delivered by an ostrich—that's why they bury the ostrich with it." He was born in Omaha, about the same time Fred Astaire and Lytle Talbot were delivered a few blocks away. There is really no date, but there are rumors that he was born in Omaha, about the same time Fred Astaire and Lytle Talbot were delivered a few blocks away.

When his dad died his mother took Paul and his sister to live with his grandma and aunt at Ravenswood. "At an early age he showed signs of belonging to the Brestel-puller club under his right chair. He got a sort of a vanked-up education. One day he came home from school with lipstick on his face; he said he showed his teacher a 'new way to stop hickeys.' He was paid to be a show business. He got a belly-just walking on at the graduation 'day' play. Who couldn't with skinny legs and a pair of pants that looked like balloons? During the summer, he was in the show business. He got a belly-just walking on at the graduation 'day' play.

A feeling for the theatre came to Paul in a real estate office, where he studied shorthand and got a job in a real estate office writing how good the properties were that the firm had for sale. This was Paul's first attempt at writing. He was in the show business. He got a belly-just walking on at the graduation 'day' play.

## He Got Married

The first thing he did when he came home was to go to Chicago and get married, then he went out looking for a job. At that time Chicago was so tough that Superwoman would be a female impersonator. He met a girl named Betty. He was in the show business. He got a belly-just walking on at the graduation 'day' play.

He landed in New York with nothing but his face as a letter of credit. He was in the show business. He got a belly-just walking on at the graduation 'day' play. He was in the show business. He got a belly-just walking on at the graduation 'day' play.

In 1923 he came up with the first intimate revue on Broadway, "Keep 'em in the corner of which was Rudy Stovence. He was in the show business. He got a belly-just walking on at the graduation 'day' play. He was in the show business. He got a belly-just walking on at the graduation 'day' play.

## Success in Hollywood

Again back to the Coast. Success in Hollywood is like ambulance chasing in New York—it starts with an accident. He wrote three pictures in the show business. He got a belly-just walking on at the graduation 'day' play. He was in the show business. He got a belly-just walking on at the graduation 'day' play.

"Got a contract from Jack Warner, so bought a house. He was just waiting to get another contract so he could put doors and windows in it. He was in the show business. He got a belly-just walking on at the graduation 'day' play. He was in the show business. He got a belly-just walking on at the graduation 'day' play.

Henry Wadsworth Longfellow must have meant Paul Gerard Smith when he wrote "The Smith is a mighty man, is he. Oh, well, something like that." He was in the show business. He got a belly-just walking on at the graduation 'day' play. He was in the show business. He got a belly-just walking on at the graduation 'day' play.

## Skull & Bones Staff

Continued from page 1

Organizing Committee of Allied of Kansas and Missouri is being formed. The organizing committee of Allied of Kansas and Missouri is being formed. The organizing committee of Allied of Kansas and Missouri is being formed.

## Petrillo

Continued from page 2

directly by the anti-trust act. The anti-trust act is being formed. The anti-trust act is being formed. The anti-trust act is being formed.

## Briefs From Lots

Continued from page 1

of the Hearst. Linda Darnell sold her rights to "Clandestine" to Gifford. The anti-trust act is being formed. The anti-trust act is being formed. The anti-trust act is being formed.

## Young-Hope

Continued from page 3

to catch a plane for New York to depart Saturday (Nov. 27). Loreta King is also flying to L.A. on Dec. 1. The anti-trust act is being formed. The anti-trust act is being formed. The anti-trust act is being formed.

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# Gentleman's Agreement



Darryl F. Zanuck  
Presents  
GREGORY PECK  
DOROTHY McGUIRE  
JOHN GARFIELD  
in Laura Z. Hobson's  
"GENTLEMAN'S AGREEMENT"  
with Celeste Holm  
Anne Revere • June Havoc  
Albert Dekker • Jane Wyatt  
Dean Stockwell • Sam Jaffe  
Produced by  
DARRYL F. ZANUCK  
Screen Play by  
MOSS HART  
Directed by ELIA KAZAN



*which received—*

**"THE MOST SENSATIONAL RAVE  
REVIEWS IN FILM HISTORY!"**

*—Walter Winchell*

*in New York is—*

**"ROARING AHEAD TO TERRIFIC  
FIGURES! LONG LINES, WITH  
NEW SORT OF RECORD HIT NEARLY  
EVERY DAY!"—Variety**

*and in Chicago is—*

**"THE BIG NEWS! GIANT!  
SENSATIONAL! COLOSSAL!"—Variety**

# House Cites for Contempt In Bi-Partisan Backing of Red Probers

Washington, Nov. 25. In one of the most loped votes on this issue in Congressional history, the House today (Monday) to approve citations for contempt against 10 Hollywood leaders who had earlier failed to yield to questioning by the House Un-American Activities Committee.

The citations directed House Speaker Joseph W. Martin, Jr. to place the case in the hands of the U. S. district attorney for the District of Columbia to refer grand jury action. A court conviction in such a matter carries a maximum term of one year in jail and a \$1,000 fine.

Debate opened with the case of screenwriter Albert Maltz who was characterized by Rep. John McDowell (R. Pa.) in his presentation as "a colored in the company of the Communist Soviet Russia." A rollcall vote in the ratio of 346 to 17 for the citation of Maltz, Communist agent and Rep. Vito Marcantonio of the American Labor Party registered the opposition.

With Robert Kenny, counsel for the 19 "unfriendly witnesses" sitting in the gallery, McDowell introduced a recent speech made by Kenny in defense of his clients as follows: "I just returned from a trip from one Congressional sewer, from Washington—the seat of our government. You share my disgust. I know why they call it the seat. We know now why they call it that."

He said that day after day in their ears, House members showed little patience in listening to attacks on the House Un-American Activities Committee from Rep. Helen Gahagan Douglas and Rep. Herman F. Phelan. Main pitch of the speakers was that the Committee was abridging the right of free speech and unfair in censoring the film industry as being "red."

Enter Rankin. In customary style, Rep. John Rankin (D. Miss.) repeated the fray by attacking the Committee for the First Amendment violation on the aid of the 19 "unfriendly witnesses." Rankin read a long list of names, including those of J. Edgar Hoover, Danby Kaye, John Beale, Cy Bartlett, Eddie Cantor, Edward G. Robinson and Melvyn Frank. He said they gave their real names with the implication that the group was not composed of "100% Communist."

The second case was that of Dalton Trumbo which was decided by a resounding vote of 346 to 17 in favor of the contempt citation. After this, the House members streamed out into the cloakroom for a group of representatives on the floor by the time 10th case was put to a vote. The eight remaining cases were disposed of perfectly without debate and by voice vote. Those cited were: Howard Lawson, Ring Lardner, Jr., Lester Cole and Alvin Desha; screenwriters Herbert Brecht and Norman Krasna; Edward Dmytryk, director; and Adrian Scott, a writer and producer.

Move To Shelve Last Thursday (20), just four days before the House adjourned, an unsuccessful effort was made to have the action shelved until all members of the chamber had had opportunity to read the transcript of the House Un-American Activities Committee hearings. The motion was made to Speaker Joseph W. Martin, Jr., by Martin Popper, local attorney for the "unfriendly witnesses." Martin ignored the appeal. A day later, the National Farmers Union moved in action with a resolution denouncing the Un-American Activities Committee and charging that the case at stake was "treasonous in itself."

While this was going on the Committee got a lift from the press made in New York by Eric Johnston, Rep. J. Parnell Thomas (R. N. J.), and Committee chairman Joseph P. Kamp with Johnston's claim that when they failed to answer the committee's questions, the "unfriendly witnesses" did the film industry a disservice. "Now that Mr. Johnston is returning to see his constituents," commented Thomas, "perhaps he will be more helpful in the future in cooperating with clearing the Reds out of the motion picture industry."

In Popper's letter to Martin last

week he declared that the transcript was not yet printed and that members would not be able to debate the transcript without having read it. "Several Representatives in the course of their conscientious efforts to locate the printed transcript of issues in this matter, have asked the Un-American Activities Committee to make a copy of the transcript and the transcript of the hearings. They were told by the committee that material which is being printed would not be available until some time next week. Under these circumstances, it is obvious that should the House of Representatives be compelled to debate and vote upon the transcript of the report on Nov. 24, any determination would be without sufficient factual and legal foundation."

"The driving desire of the committee to force a vote on the report without a reasonable submission of the evidence to the members of the House of Representatives is completely in the hands of the House of Representatives is completely in the hands of the House of Representatives. It is to be expected that the House will pass the House entirely even before the members of the committee are notified of the results of their findings. Such cynical disregard for the principles of elementary justice is merely another illustration of the committee's long record of transgression upon the basic concept associated with civil liberties."

## No Jobs for Reds

Continued from page 7 as adjudged—the group feared grave damage to their industry if Congress, it recognized this in asking Congress to establish a national office of National Office of Motion Pictures.

When the 48 execs first gathered at the Waldorf-Astoria hotel, N. Y., they were told to come from their respective studios and to agree to a statement which would be taken. The only thing they agreed to was that the industry's public relations had turned sour as a result of the Washington office of the National Office of Motion Pictures and "The Outlaw," a spreading idea that pictures were being made by Communists.

There wasn't even agreement as to how much damage to the industry's standing and prestige had been done through the campaign. Johnston felt it was slight, some that it was severe. Opinions were expressed as to three-and-one-half-hour luncheon session.

Johnston outlined the problem in opening his address, but did not refer to any specific program. This made the strong statement that, eventually, the industry would have to make a double impact.

Following the general session, the executive committee was headed by Nicholas M. Schenck, Metro prez, wrestled with the problem for three more hours. The members of this present and also conform with the legal limitations. For example, the committee had the advice of James F. Byrnes, former Secretary of State and now special representative of MPA. He attended all the sessions.

The statement, as finally worked out, was a long and detailed group yesterday morning, reflected the fears of more liberal industry members. It was a statement which might lead to an atmosphere of fear and the crushing of creative talent in content. The statement included a paragraph to the effect that Hollywood talent would not be stepped on by studios. That this would hardly be enough because evident in the industry's attitude throughout the meeting yesterday by the Screen Writers Guild—who most of the 10 heads of independent studios would resist the firing of anyone because of his political beliefs.

Industry leaders who are not in knowingly employing a Communist, it is "not going to be swayed by threats or intimidation from any source."

Conclude would set immediately following a drama, with meetings were confined to discussion of the Communist policy, but there was talk of a "blackout" of the industry among the assembled execs on the British job and other industry problems. It is thought that such meetings have been attacked at further sessions, except that many of the company officers who had

## Aware of All Potentials

Emerging from the final move, made yesterday (Tuesday) in the House of Representatives, Hollywood, is the trade realization that the industry's top 48 executives were able to get an eye-to-eye on such a major issue. The pros and cons about fears of conspiracy, contracts nulls, any concern over existing statutes which forbid spying into an individual's private life, were the start of the window under the sun of a hitherto very implicit "Communist" in Hollywood. It was generally agreed by those present that no company would be willing to lose an American craft if accused of trying to spy on Communism.

Concludes that 10 men who refused to voice their political allegiance did the motion picture industry "great disservice," and unless they—and others similarly accused—are purged of "contingent charges, and take oath they owe no allegiance to any form of ideology which is in its credit to the position of overthrow of government, Hollywood feels it is well advised to begin to expel such individuals.

Continued from page 7

Continued from the Coast over the weekend were anxious to return to the Thanksgiving holiday. Subsequently, which worked out the motion picture industry made from Schenck, Barney Balaban, Harry Gold, Don Schary, and Walter Wanger, John Dove and Samuel Gold, and the National Office of Motion Pictures, Mendel Silverberg and Herbert Preston.

Presence of Nelson, prez of the Society of Independent Motion Picture Producers, and Goldwyn, president of the National Office of Motion Pictures, was not a complete agreement of the industry with the findings. This was conveyed by Nelson's official communication to the policy statement released.

## Cast of Film Executives

Attending the overall sessions of the National Office of Motion Pictures industry called by Motion Picture Association, Eric Johnston in New York, this week were:

Barney Balaban, N. Frank Freedman, president of Paramount; Nicholas M. Schenck, Edward Mann and Louis B. Mayer, of Metro-Goldwyn-Mayer; Charles H. Schnefeld, of United Artists; Alexander S. Salkow, of Columbia; Major Albert Warner, Robert Perkins and Joseph P. Kamp, of Warner Bros.; Don Schary, Ned Depinet and Gordon Youngman, of RKO; Spruce Koppelman, of United Artists; Otto Koegel, of 20th-Fox; Nat Blumberg, J. Cheever Cowdin, William C. Sullivan, Charles D. Frutkin, of Universal.

Also James R. Grainger, Republic Pictures; William W. Wier, of United Artists; Maurice Benichou, of United Artists; Mendel Silverberg, Herbert Preston and Alfred Weisof, of the Coast Law Committee of the MPA; Austin C. Kough, J. Robert Rubin and the Society of Independent Motion Picture Law Committee of the MPA.

Also James F. Byrnes, former Secretary of State, was present and to the MPA; F. V. McNutt, also special MPA official; Earl Hamner, former U. S. Commissioner of Education; Paul H. Terry, of Harry-Louis Productions; Donald Nelson, president of the National Office of Motion Pictures; Charles Schaeffer, publicist chief for 20th-Fox and chairman of the National Office of Motion Pictures; Directors Committee of the MPA; Joseph P. Kamp, of United Artists; W. J. Mulvey, president of Samuel Goldwyn Productions; Edward A. Golden, president of Golden Productions, and Don Russell.

Representing the Motion Picture Association, Eric Johnston, Frank Harlan, George Orthwein, Charles Schreiber, Joyce O'Hara, Edward Weisof, Kenneth Clark and Tom Waller.

## METRO TO REMAKE 'CIMARRON' AS MUSICAL

Hollywood, Nov. 25. Edna Ferber's novel, "Cimarron," once filmed as a drama, will be remade by Metro as a musical picture, with Kathryn Grayson starring and with the picture producing on the company's highest budgets and

Title of the Oklahoma land rush was first pictured by RKO in 1931 with Irene Dunne and Richard Dix in top roles.

# Reds Don't Halt U.S. Pix

Continued from page 1

been made with Yugoslavia or with Russia itself. Later, bought a few pictures, and has returned to the same interest recently in an outright buy, but the Motion Picture Export Association is holding out for a higher price, claiming it would rather have a gift of the pictures than accept a contract to buy them.

As a matter of fact, while American pictures play in the five Soviet countries, the U. S. does not receive dollar income from only one of them—Czechoslovakia. In all other cases, the coin is frozen. Americans are willing to continue on that basis only in that it keeps native populations acquainted with Hollywood pictures and players, and it is considered a good move by the State Dept., since it is the only acquaintance they get with the American way of life.

Hungary is the only one of the non-paying countries in which it doesn't cost considerable to operate. Hungary allows remittance to cover the cost of the prints, in the case of Rumania and Bulgaria, the MPEA must bear the cost of prints.

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In Rumania, there is no state ownership of either distribution or exhibition. There is ostensibly free and open competition. On the other hand, Rumania has the strictest censorship of any of the five countries.

Bulgarian Theatres Privately Owned. In Bulgaria, while distribution is state monopoly, theatres are privately owned. Doing big business there currently are "So Proudly We Hail" and "My Sister and My Country" but not yet in release are "The Song of the White Birch" and "Par and Rhapsoy in Blue" (WB).

Czechoslovakia and Poland maintain monopolies of both distribution and theatres. However, MPEA has made representations to the government in publishing and exploiting the films. They make no use of display advertising, radio interviews and go in for all other standards gaps of the U. S. public. The only one of the five countries, in fact, which does not give time on state-owned hookup is Poland.

Commie hoodlums last week took a brick through a showwindow in New York City, and set up an MPEA display. The shopkeeper, who rented the space, had previously been told by the police that he was in trouble for "sponsoring American imperialism." It's believed by the MPEA that the demonstration was anti-U. S. rather than anti-Hollywood.

Despite the good grosses American pix continue to pile up, there have been party-line demonstrations against the other countries and a number of "friendly" witnesses at the recent House Un-American Activities hearings have been blacklisted.

## Czech-Polish Pact

The Communist Information Bureau has announced that it has been organized in Prague by the parties of nine countries, is naturally anxious to eliminate the American picture greatest in the past years. Keynote was sounded recently by Lubomir Linhart, director of the film exchange agreement when he demanded "removal of American rubbish from our markets." The signatories are the Czech-Polish film exchange agreement in Warsaw.

It is to come as was Linhart's statement that Slav countries are already turning out 200 features a week. The pact provides that the Czech exchange is to share 15 features each year for five Poland.

This may have an effect on the MPEA of the Czech-U. S. pact, which is to come up. Irving Mann, MPEA executive director, is expected to negotiate it next month when he returns to Prague on a work tour. The pact provides for 15 features in Czech during the first eight months of 1947, compared with 24 from Russia.

Linhart, incidentally, was in the U. S. last year to arrange the agreement and was most friendly, despite his nasty words. A letter recently received from him was intended to commemorate the first anniversary of the contract, recently was given most favorable publicity. It is slightly baffling to the MPEA.

The tough Rumanian censors receive favorable publicity. It is all indications that Humphrey Bogart fought on the side of the Loyalty Party. U. S. censors are planning against the Italians, Object, undoubtedly, was to keep from the people, it is a good thing that can be on the correct side, too, from the Communist point of view. However, it is also badly handicapped. Strike references are always cited, as are references to the "Reds" and the "Communist Plan," the atomic bomb and the fact that England has given its freedom to the world.

## Canadians

Continued from page 1

Canadian-owned equipment and facilities to increase picture production. The Canadian government is represented at the meeting, these now in state commercial and short public sale, and around \$2,000,000 of film equipment facilities.

Canadian government's proposal to lessen Hollywood film imports as a means of cutting down American film establishment. It has told the Ottawa authorities that the Film Producers Assn. of Canada was to be established. It has set requirements for black and white film production and could immediately be made representative of the goal of qualified producers. With Ottawa endorsement, they were also to be made representative of the goal of qualified producers. With Ottawa endorsement, they were also to be made representative of the goal of qualified producers.

Delegation spokesmen, however, did admit that key men and technicians are not sufficiently available in Canada and the policy of their importation—with the exception of payments to be collected by a jointly-operated training of Canadian technicians and the permanent Canadian film industry.

The delegation also asked that Ottawa be made representative of the goal of qualified producers. With Ottawa endorsement, they were also to be made representative of the goal of qualified producers. With Ottawa endorsement, they were also to be made representative of the goal of qualified producers.

Canadian film companies represented were: Audio Pictures, Toronto; Queen's Film Company, Canada, Toronto and Calgary; Crawley Films, Ottawa; North American Productions, Vancouver; Quebec Productions Corp., Montreal and St. Hyacinthe; Queensway (Rank) Studios, Toronto; Shell Film Company, Trans-Canada, Films, Vancouver; Thatcher Film Productions, Toronto.

## Can. Exhibs Would K.O. '20% War' Tax as Dated

Toronto, Nov. 25. Concerted drive to have the 20% Dominion war tax on theatre admissions repealed has been launched through the efforts of theatre associations as well as Famous Players-Canadian Corp., which operates some 188 theatres. The tax, which has been in effect since it is now ripe to give the bite the leave-to. That committee, which has been set up by theatre associations through most of the summer, is scheduled to meet here Dec. 10. Its first steps toward axing the impost.

Exhibs have long felt that the excise tax has been unfair in that the other business of the theatre has not been taken into account. It is even been asked to impose such a tax on their customers nor have they been taken into account.

The National Theatre Association, P. O. Box 100, Toronto, is sponsoring the Motion Picture Exhibitors Assn., deploring any thought of continuing the tax. The association is now in the process of campaigning for removal of the impost. Mahon felt exhib should be given the right to pass the tax on to the patrons, the actual taxpayers.

New Year's Greetings  
from

DOUBLE  
Double Business

with

"A DOUBLE LIFE"

THE FIRST BIG PICTURE FOR 1948

Bush Christmas

(Continued from page 11) about the real pull of the show has some suspense. But overall effect is weak. Dick Balfour's a striking contrast in "Over the Hill" a secondary spot here as one of the Helen Crawford and the kids, and Nicky Yardley, as youngest stand out in a quintet of comic sketches.

Production is on a simple scale, but the work is good in this direction and dialog are fair. Bron.

The Crime Doctor's Gamble

Hollywood, Nov. 22. Columbia release of the Foxborough production, Stars Winthropyster, featuring Charles Bickford, Guy D'Arcy, Mervyn Gurnee, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "Crime Doctor," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

Director Edward Rock's direction of the Edward Rock script could have been sharper to heighten excitement but it is adequate. The picture, in title role, is vacillating in its aim to be a thriller, a suspense, a murder case. A young Frenchman charged with killing a woman who had been in because a valuable painting was stolen, is charged with the murder case. A young Frenchman charged with killing a woman who had been in because a valuable painting was stolen, is charged with the murder case.

Cast includes: Warner Baxter, Helen Chadwick, Charles Bickford, Guy D'Arcy, Mervyn Gurnee, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "Crime Doctor," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

"The Crime Doctor's Gamble" is okay support for the big attractions. Filler picture with the wife of the radio detective, who is teamed against some Paris sharpshooters for switch in backgrounds and results, very much acceptable. World standard market.

Philo Vance's Secret Mission

Hollywood, Nov. 21. NBC release of the Foxborough production, Stars Alvin Karpis, Sheila Ryan, Frank Palance, Paul Moran, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "Philo Vance's Secret Mission," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

"Philo Vance's Secret Mission" is at no time very exciting, but secrets are necessary. The picture has the plenty of action and a few murders to keep the house detectives wondering. Plot gets a bit interested with dead man who aren't dead, and bodies that can't be identified. But Lawrence Sanders' screenplay is good fare for double bill houses.

Director Edward Rock's direction gets plenty of fast action out of the Edward Edmunds script. Lawrence Sanders' screenplay is good fare for double bill houses.

The Fighting Vigilantes

Hollywood, Nov. 22. Columbia release of the Foxborough production, Stars Alvin Karpis, Sheila Ryan, Frank Palance, Paul Moran, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "The Fighting Vigilantes," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

"The Fighting Vigilantes" is a run-of-the-form formula picture. Alvin Karpis is spotted in his customary role as the U. S. Marshal who travels

Panic

"Panic" which tells the N. Y. Riots' foreign-fin policy to the world. The picture was reviewed by Variety on its issue of Oct. 11, 1946, in Paris under the title of "Panic." Reviewer (after having seen the picture) has some possibilities for the U. S. market. The picture has some of the marquee names of the day possible of solid support. Viviane Romance, Michel Simon and Paul Cavanagh are the picture's stars.

Director Maurice Tourneur, who has had Hollywood experience, has directed this picture expertly. The picture is a well-made, polished picture in adapting the police speak in a form both from the screen, but marquee names give the picture promise of solid returns in Paris.

Review described Miss Romance's performance as the crowd's moll, and Paul Bernard, as her evil genius, as good. Stan also is lauded as the lonely man who is framed for a murder by the girl and her lover.

General Film Distributors release of J. Edgar Hoover, starring Paul Moran, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "J. Edgar Hoover," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

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Mise Own Executioner

Hollywood, Nov. 19. Columbia release of the Foxborough production, Stars Alvin Karpis, Sheila Ryan, Frank Palance, Paul Moran, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "Mise Own Executioner," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

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One Wolf in London

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with a married woman. Against his better judgment, Mills agrees to do somewhat in his treatment of the expatriate, with the result that Lucian is left with a wife suspect, and a refusal on the perilous ledge of a cliff. The picture is a bit courageous but vain attempt to prevent the murderer's suicide.

Director Edward Rock's direction gets plenty of fast action out of the Edward Edmunds script. Lawrence Sanders' screenplay is good fare for double bill houses.

Revenge

"Revenge," an Italian-made picture, directed by Giuseppe De Santis, was reviewed by Variety on its issue of Oct. 11, 1946, in Paris under the title of "Revenge." Reviewer (after having seen the picture) has some possibilities for the U. S. market.

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Dec Kom En Gest

Hollywood, Nov. 22. Columbia release of the Foxborough production, Stars Alvin Karpis, Sheila Ryan, Frank Palance, Paul Moran, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "Dec Kom En Gest," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

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Foreg Film Reviews

"The Blue Girl" (Globe) is a run-of-the-form formula picture. Alvin Karpis is spotted in his customary role as the U. S. Marshal who travels

Swedish Film Producers

Swedish film producers in the past have been notorious for their stunts and criminal meshes. But now they are getting a reputation for brilliant portrayals. Credit to the picture's quality goes to writer Stig Berglund and director Gustaf Almqvist.

Director Arne Mattsson

Director Arne Mattsson contributes to the picture by while leaning of Martin Bodin. The picture has the usual Musical score and other technical credits, too, rate Nordic. Wing.

Another in the series

Another in the series, "Lone Wolf in London" is one of those pictures that is hard to see as solid support. It sometimes trips over its own picture of entanglements. However, it is a well-made, polished picture in adapting the police speak in a form both from the screen, but marquee names give the picture promise of solid returns in Paris.

When the Tough Breaks

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Pickwick's Co.

Continued from page 3 agent notified AA to stop weekly \$1,000 advance payments to the producer, since he wasn't going to make the picture. The picture costars the \$1,000 a week for 16 weeks and he had received nine payments from the AA. The picture costars the \$1,000 a week for 16 weeks and he had received nine payments from the AA.

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Mise Own Executioner

Hollywood, Nov. 19. Columbia release of the Foxborough production, Stars Alvin Karpis, Sheila Ryan, Frank Palance, Paul Moran, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "Mise Own Executioner," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

Philo Vance's Secret Mission

Hollywood, Nov. 21. NBC release of the Foxborough production, Stars Alvin Karpis, Sheila Ryan, Frank Palance, Paul Moran, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "Philo Vance's Secret Mission," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

The Fighting Vigilantes

Hollywood, Nov. 22. Columbia release of the Foxborough production, Stars Alvin Karpis, Sheila Ryan, Frank Palance, Paul Moran, Kenneth Cernigoi, Elizabeth Williams, William Cagney, Edward Brophy, Raymond L. Schrock, Jerry Warner, based on novel by Lawrence Sanders, "The Fighting Vigilantes," by Max Marchant, scenario, Philip Tomson, editor, Eugene Caldwell, Running Time, 91. St. Banning time, 48 MINS.

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# Inside Stuff—Pictures

Strong grosses being racked up by RKO's "Crosstime" in all parts of the country is giving encouragement to 20th-Fox in plotting its campaign on "Gentleman's Agreement." While the anti-Semitic angle of "Crosstime" is minor compared with "Agreement," Fox execs have been watching the RKO pic carefully.

RKO sales chief Robert Hochler declared this week that "Crosstime," despite its controversy with the Legion, has met the most vocal opposition. He said there had been no concerted action whatever and had played the circuits of all the regular RKO customers in the South, Midwest and other parts of the country where opposition might have been expected.

It has been estimated that the film, which cost \$500,000 to produce, will gross between \$2,000,000 and \$2,500,000.

"Agreement" has opened in only New York and Chicago and is tallying heavy grosses in both. It will probably open in Los Angeles around Christmas and go into general release some time during the first three months of 1948. Ad campaign is not yet set, but will probably resemble that of New York and Chicago, which made no mention of the racial theme directly, but played up the fact the film was made from the widely-known Laura Z. Hobson novel.

Helping New York biz is the heavy play given the film by the Jewish language press.

One of the isolated barrages at "Crosstime" came from the Ft. Lauderdale (Fla.) Daily News of Oct. 22. Lead editorial stated: "After sitting through one hour of 'Crosstime,' movie fans can readily agree with the producers' testimony (at the U. S. American Committee hearings in Washington). This movie's sole intent was propaganda for the masses.

"Should Hollywood continue to produce such drivel, every state to protect its citizens will be forced to set up its own board of censorship. That's the last thing Hollywood would want."

In the heart of the Baptist stronghold in Kentucky, the Louisville Courier-Journal has come out with a forthright editorial in favor of motion pictures and its morality. Defense was made after the General Assn. of Baptists approved a report stating that "Crosstime" was "a picture show the No. 1 advertising agency of the devil. Can anything be good about them when the actors and actresses in many of them have been proved immoral."

In reply, the daily stated, "If the devil can find no more effective pathway than the movies, the world is safe from sin. Pointing to such films as 'Going My Way,' 'The Ball of Fire,' 'The Lost Weekend' and others, the editorial suggested 'The Baptist leaders follow the kids down to the Saturday movie and find out more about the films they condemn. If they see the picture coupled with the children, they will find out that a western hero of almost unbelievable purity, whose most worldly habit is strumming a guitar, and whose dealing with the opposite sex is confined to a occasional 'Shucks, ma'am.' This and the accompanying slush may sicken them in a few days but we can't believe it will lead them to hell."

Metro was forced to bicycle its only print of "Good News" from Radio City Music Hall, N. Y., back to the homeoffice for date screenings yesterday (Tuesday), after the Ball of Fire. One of the film's stars, was formerly a Music Hall Rockette.

Seems that Miss McCracken had invited all the Hall employees to see the picture, so MEI managing director Gus Ryessell asked Metro for the loan of the print from 1-8 p.m. yesterday. Since "News" is scheduled to open at the Hall Dec. 4, Metro wanted to cater to Ryessell's wishes. Print was thus tied up at the Hall all afternoon with Metro getting it just in time for a scheduled 6:30 date screening last night.

Metro, incidentally, has guaranteed Ryessell his usual four prints on the film, in time for the opening.

Newsreel officials are grouching over the last-minute freezeout handed them by British authorities following the release of "The Sign of the Cross." Reels were all set to film the actual ceremonies inside Westminster Abbey when word came down that no motion cameras would be allowed within the building.

Royal nix to that came after the J. Arthur Rank organization asked permission to shoot color films in the Abbey using special lights. When Rank was refused, he sent U. S. reels over as matter of uniform treatment. Reels are squiffed because they were set to use fast negative which wouldn't have required any special lighting or other prearrangements.

Celeste Holm, who resumes her original role of Ado Annie in "Oklahoma!" at the St. James in N. Y., next week, is expected to make a personal at the Roxy, N. Y., in January, and probably returns to the Coast for another picture early in February.

"Actress, who is signed to a two-year agreement," said the return date in "Oklahoma!" because, "I love it. Ado Annie is a beautiful part... being back in 'Oklahoma' will be like going home." She's also enthused about the prospect of composing songs for Rodgers conducting the overture for the show's 2,000th performance Dec. 4.

Slightest on Jackson Park (Chicago) anti-Deceit Dec. is the avalanche of orders from Chl nabe and suburban houses for new equipment, especially projectors and seats. Theatre operators with increased clearance believe it now profitable to make improvements.

Most of the equipment companies are getting early orders way above last month. Shortages still hold down new seating. New theatres or major repairs are still limited by Government restrictions here. Outside of driving, no new houses have been built since 1941.

Offering a further note in the ad-publicity retrenchment policy of the majors, 20th-Fox has up its mammoth sign atop the Schrafft's building in Times Square, N. Y., after one year of operation. Sign was built for an undisclosed sum and cost 20th \$25,000 (each time the lettering was changed. Last picture it plugged was "Amber"). One-half of it has been taken down by Botany Mills (nicknames).

## 'Amber' Title

Continued from page 1

000, plus expenses for distribution, 20th must earn around \$5,000,000 in rentals on the film before starting to break even. Box office returns, established by "Amber" to date, consequently, has given 20th plenty to worry about.

Company obtained 473 bookings on "Amber" during the first week of release, with the film being booked in 1,000 theatres in more than 20,000, on the first 14 days. Gross in most instances, however, was not so considerably, a large part of it due directly to the church ban.

Because of exhibitors' reticence toward the displeasure of their local church authorities, 20th is said to face new playdacting. Some who book the film already are reportedly asking to be let out of their contracts.

Start of negotiations with the Le-

gion began early last week, prior to the inauguration of the boycott by all Catholics in the Philadelphia archdiocese against the Fox theatre in Philly, which had been playing "Amber." Boycott had been threatened three weeks ago by Dennis O'Connell, secretary of the Legion, withdrew the film, but was not put into effect until last Friday (21).

Legion officials pointed to reports confirmed over the weekend that 20th had made overtures for a reconciliation. They pointed to reports that 20th spokesman, what critics in the picture had been suggested. Legion officials pointed to reports that 20th reconsider the film if the "objectionable" material was removed "or lessened" by "cutting out" the parts that the basis of objection lay in the entire film and the method in which it was presented. Now, they've decided, was up to 20th.

Despite the ouster of "Outlaw" from the Exchange Theatre in Legion under pressure from Cardinal Dougherty, no move has been made by either Howard Hughes or United Artists, distributors of "Outlaw," for a reclassification on it.

## 'Amber' Not Big in Salt Lake

Salt Lake City, Nov. 25. "Forever Amber" finished a one-week stand the Capitol here yesterday (Mon.) with about \$19,000, called good, but about \$150,000 below where only "Amber" had been in with no trouble. This Mormon community didn't raise even a semblance of a hue and cry and the Catholic Church made no objections locally.

The main thing that is blamed for mild showing of "Amber" is the bad weather. Opening day was slowed by a blizzard and a stormy day the week. Also the upper scale was held responsible for some sales resistance.

## Rank-U Deter to Legion With 'Narcissus' Revamp

J. Arthur Rank's "Black Narcissus" revamp is some 100 feet longer than is on the counter again. All-clear sign was given this week by the National Legion Delegation after the film was pulled from U. S. theatres for two months because of a prevailing (C) condemned. Rank and the Legion, Catholic group lifted the C and switched to 'A2' (Unobjectionable for adults) following direct negotiations with Emeric Pressburger, co-producer of "Narcissus" and Robert Beaman, exec of the U. S. Rank org.

Booking difficulties plus strong belief that his wife in Legion could be straitjacketed led Universal, U. S. distributor of the film, to pull it. "Narcissus" had a long run in New York first-run at the Fulton. Film had also played the Los Angeles and Francisco circuits. Rank has the order to call in prints to be returned to the exchanges.

Legion's objections were overcome by showing the film to the members of the Anglican, not the Catholic order) during prayer breakfast here in New York. The Legion's chief complaint raised by the Legion and the cause of the C-rating was the depiction of women taking to a religious order because of thwarted lives rather than a genuine religious calling. "Narcissus" was shown only a few minutes less than original version, but with no original version, Rank officials say.

U. S. D. gover to critic bookings. Indicating that rough times are ahead for 20th-Fox's "Forever Amber" (also on the C), the picture was demonstrated with "Narcissus." While the pic racked up creditable grosses in the few spots where it played, U. S. sales force found the going heavy in attempting to book the picture. The Legion's chief complaint was that the picture was away from the prospect of antagonizing the Legion and that reaction of the chief factor leading to the compromise.

One other angle playing its part here has been the strong link in Latin America. British tycoon didn't want to jeopardize that almost 100% Catholic territory by being contrary by being contrary. He commended pic, "Amber," of course, gave the same perils among as the Legion.

First public showing of "Narcissus" since the Legion ban was lifted will be the Grand Chicago premiere. Pic was originally banned by censorship authorities in the Windy City because of the negative word that the tabu has been reversed.

San Antonio Wants Free Pic. San Antonio, Nov. 25. Demands for a city-financed program of 100-day pic at regular hours throughout the city next summer were presented to Parks Commissioner Henry Hein by a group of city leaders.

# Stenogs, Clerks Best Pic Patrons, Crowell-Collier Research Shows

With the film industry giving double-accented attention to boosting domestic production in competition for the international market, statistics reveal the largest fallow area of films to be among the typists and income brackets. According to a Crowell-Collier survey of the cinema's available production, attendance of films declines sharply as one ascends the economic scale.

At the top, only 34% of business execs from all types of industry attend the cinema only once a week with remaining 68% buying film tabs only once or twice a month, or less often. In sharp contrast, 40% of all stenographers and secretaries line up at the tickets once a week with majority of the remainder attending films at least twice a month. Groups, such as professionals, small business owners, skilled workers and housewives vary between these limits with overall average for the population showing 69% 5% having the once-a-week habit.

By geographical area, most fertile field for movie-going is the West where only 38% of the population go at least once weekly, as against 65% in the north and a startling 52% in the south. The west's low average of film attendance results from its people's predominantly agricultural region where only 26% farmers go once a week. Overall geographic survey reveals that 20% of the total U. S. population never, or hardly ever, go to films.

Analysis of film attendance by city size indicates that the smaller the town, the less the market. In towns of 2,500 people or under, only 31% of the population go to films once a week as against 55% for cities having 25,000 or more persons. Medium sized cities between the two limits show a steady average of 45% of the population attending films once weekly.

According to the figures, the distasteful idea of pressuring the widest segment of the nation, as against only 41% of all men attending films once a week, 49% of the women go at the same frequency.

Survey also shows that the size of the family is a negligible factor in cinema attendance in the families without children 46% attend once weekly as against 45% of families with children. It suggests woe for the baby-sitter's trade.

## Schary

Continued from page 1

less employment and salaries may tumble. But, he added, "we can get over it. The industry's strength rather than its weaknesses be exploited, and reminded that showmanship is something more than "just a way to make a fast buck." He emphasized the idea that it is possible "to sell pictures without names."

Sperry appealed for unity within the industry to "stem the tide of hysteria" without naming the U. S. American committee hearings will be resumed here, he admitted that other attacks are in the offing and cited the establishment of a new group, which has announced that it will carry a list of names of alleged players and take action. "How many organizations," he asked, "are we going to permit to set as monitors for the industry?"

As to the matter of censorship, Schary made his point simply. "There may be," he said, "people in the industry who do not deserve to be listed. But I am not going to sit as judge and jury on them."

## Will Honor Schary

Chicago, Nov. 25. Dore Schary, 47, of RKO, in charge of production, will receive the annual distinguished award of the American Jewish Congress here Dec. 1 at its breakfast in his honor.

Plaque goes to the producer of "Crosstime" for "pioneering achievement in combating race hatred and religious bigotry through medium of the motion picture."

Dr. Stephen S. Wise, president of A. J. C., will present award.

# New York Theatres

THEATRE GUILD presents THE RKO RADIO PICTURE "MOURNING BECOMES ELECTRA" WITH BERTHOUD LUNY IN 2 REELLES AND 82 MIN. SHOWS IN THEATRE DISTRICT ONLY

WARNER THEATRE SHAW 310 LATE MIDWINTER FILM - CONTINUOUS

LIFE WITH FATHER

WARNER THEATRE SHAW 310 LATE MIDWINTER FILM - CONTINUOUS

LADD - LAUREAU

ROCKY CITY MUSIC HALL

ROCKEY THEATRE Center

Tracy - Turner - Scott

"CASS TIMBERLANE"

SPECTACULAR PICTURE PRESENTATION

WILD HARVEST

PARADISE

ROCKY CITY MUSIC HALL

ROCKEY THEATRE Center

Tracy - Turner - Scott

"CASS TIMBERLANE"

SPECTACULAR PICTURE PRESENTATION

FIELD OVER! TOMORROW New Show Stopper

ABBOTT and COSTELLO

"Wifful Widow of Wagon Gap"

GLEASON and COSTELLO

"Wifful Widow of Wagon Gap"

Wanda Hendrix Starred

Hollywood, Nov. 25. Wanda Hendrix reaches stardom with assignment to Paramount's program of 100-day pic at regular hours throughout the city next summer were presented to Parks Commissioner Henry Hein by a group of city leaders.

The THEATRE GUILD presents THE RKO RADIO PICTURE "MOURNING BECOMES ELECTRA" WITH BERTHOUD LUNY IN 2 REELLES AND 82 MIN. SHOWS IN THEATRE DISTRICT ONLY

6 PALACE

ROBERT MITCHELL - JANE GREEN

Out of the Past

1000 SEVENS - 1000 SEVENS - 1000 SEVENS

COOPER GODDARD UNCONQUERED

RIVOLI

THUNDER VALLEY

DAN DAILEY

ROXY

16th WEEK! SAMUEL GOLDWYN presents DANNY KAY - VIRGINIA MAYO "The Secret Life of Walter Mitty"

IN COLOR BY TECHNICOLOR AND EESL RAY

ASTOR

CAPITOL

BOLE TONNE

THERE'S ONLY ONE

MIAMI BEACH

RECREATION - 40th to 41st Sts.

OCEAN FRONTS - Walter Jacobs



# ALTERNATE COUNCILS

## Perpetuating An Evil

All within the space of 24 hours last week, CBS tossed a cocked hat into the controversial audience measurement ring, proudly announcing the development of a radar rating system and all rating agencies. The Sunday Evening Post yesterday 24-sheeted the glorification of C. E. Hooper in a profile with the debatable title "The Biggest Man in Radio"; the American Assn. of Advertising Agencies in concave in a whole rating year a succession of press releases directed at the whole rating system and by Philip Morris sponsor that he could go around the NBC kilocytes for another 13 weeks because his rating had started to climb.

The four-pronged spotlighting of the manner in which ratings have entrenched themselves in the radio programming picture, annually leaving in its wake a toll of casualties and frustrations, and repeatedly attempting attempts to revitalize the airwaves with fresh personalities and ideas, has served to stir up considerable trade feeling.

Coming on the heels of the Henry Morgan-Jack Paar commercial cancellations (thus wiping the slate in radio's mind over the past few years to inject a facelift), last week's multiple accentuation of the rating evil served to point up anew that, as long as the rating racket remains to be all an end-all, radio has little hope of fostering new talent or becoming a creative force in show business.

It's not only Berle, but at any given period there are at least half a dozen heavily-budgeted nighttime shows that are involved in the constant rat-race with the Hoopers. From one week to another they're at the mercy of the rat man, not knowing whether they'll get the boot, with the decision invariably resting on whether the Hooper tally inches up a point or declines a fraction.

When Walter Weir, the advertising executive, in his Four A's of the soundoff last week attributed the continuing growth of the "Frankenstein monster" to a "slavish obedience" to research ratings, and generally deplored the fact that ratings have become ends instead of means to an end, he was merely parodying words that have been soundly echoed by the honest, thinking elements within the trade.

As long as programs are presented under commercial auspices there must of necessity be rating devices. If CBS chooses to do it by radar, it will obviously make for more accuracy and provide instant feedback. But if the Hooper method is used, that Radar Ratings will perpetuate the same evil that is nullifying radio under the Hooper and Nielsen banners.

The whole pattern of statistical research, with its per point payoff in ratio of sales-earnings, can always be made to prove whatever one wants proven. As an evil that exists in all other advertising media as well, yet only in radio does it have the power. For by the peculiar link that makes radio both an important branch of show business and an instrument for sales, it's the former that takes it on the chin when sponsors get against it.

Until such time as the creative end of radio can be divorced from this control, there's little likelihood of radio sponsoring new talent, exploring new modes of production or establishing itself on its own. Rose.

## AFRA in Bid For 'Cost-of-Living' Hike on Webs

The American Federation of Radio Artists is about to ask the networks to reopen negotiations for a revision of the commercial advertising rates which will cover an increase in pay scales to cover the rise in the cost of living over the last year. The action will be based on the regular Department No. 15, the out in industry.

Labor cost-of-living index for No. 15, the out in industry.

The present code contains a provision for reopening wage discussions if the cost of living rises more than 10%. It is assumed that the Labor Department figures will show an increase.

The intention of asking for a renewal of negotiations was revealed by George Heller, AFRA executive secretary, at the local membership meeting Thursday night (20). The business of the AFRA is the annual election of local board members, but the results of the vote had not been determined up to Thursday (Continued on page 42)

## That Lewis Problem

Another chapter in the CBS saga of "What to Do With the Robert G. Lewis Show" is being whipped into shape.

Present plan is to drop the half-hour Sunday afternoon program, which has just undergone a drastic rewriting overhaul, and revive the 15-minute cross-the-board strand.

## WERE SET UP MINUTE ATTACKS

By GEORGE ROSEN

Watering down of the National Assn. of Broadcasters code to a point where, in some respects, even the status quo has more teeth than the revised provisions, will stand as the industry's Black Eye of 1947.

That became more and more evident during the past week as critics and observers viewed the situation with increasing alarm and conviction that the industry has settled for a creed instead of a code.

Progressive elements within the industry, alerted to the need for better industry public relations, deplored the fact that the NAB was quick to embrace the thinking of the commercially-minded indie operators in framing the controversial amendment of the code. As such, it's feared, the industry has let itself be taken to vigorous attack for failing to put its own house in order.

For in succumbing to the NAB's inducement, it's agreed, the NAB has demonstrated that the industry is either unwilling or unable to stand up for itself, preferring rather than resisting governmental inroads. And winning at this game is no game. White Bull threatens the industry; when there's an increasing awareness that radio has become a public relations stemming from the "recode" number of stations currently operating, the industry is being squeezed, etc., competition in some quarters is that "radio has taken a quarter step backward instead of moving forward in coping with the No. 1 issue of the year."

**Face-Saving Measures**

The networks, spearheaded by NBC press Nilis Trammell, have initiated some gestures to salvage "self-respect" in the "indie debacle," as some put it, and meetings have been in progress during the past week looking toward a hard-hitting interim code, pending passage of an industry code next May, but it became increasingly clear that there were too many odds against adoption of a network-inspired code.

For one thing, it's considered a certainty that while Trammell wants a hard-hitting code, at least CBS' William S. Paley, a four-network eye-to-eye concurrence is something else again, it's agreed. Further, a network code via NAB code would only tend to split the industry further apart, which is not considered advisable at "Petrillo Time," when unity, it's conceded, is of paramount importance.

Some are inclined to view the code situation, as reflecting upon NAB press Justin Miller's leadership stature. True, it's argued that Miller adopted the democratic process, but a code that would reflect the thinking of a majority within the industry. Nevertheless, it's argued, the failure to act industriously to remedy its ill must of necessity rest on the leadership.

## R&R Options 'Candid Mike'

"Candid Microphone" wire-recorded interview sustainer on ABC, has been optioned by Ruthrauff & Ryan for Lever Bros. The latter agency is considering the series for Lifebuoy.

Show was recently under option to Lyfoung & Rubman.

## Radio's Mark Goodson

Mark Goodson tells about

## Nightmare Bally

In VARIETY's forthcoming 42d Anniversary Number

## Webs Likely to Offer Petrillo Same 'Package' Deal as Before; AFM Head Seen in a Conciliatory Mood

### It's the Texas Climate

Austin, Nov. 25. CBS' Funeral Home here put in a bid with the CBS affiliate, KTCB, for the 30-second station break replacing and following last Monday's "Lux Radio Theatre" alter. Station mixed the one-shot spots, although agreeing the whole idea added up to a natural.

"Lux aired was an adaptation of 'Luxury Lives Forever'."

## Ace Resigning As 'CBS Desk Jockey'; Wants to Go 'Live'

Goodman Ace, who for the past year has headed the comedy division in the CBS program department in New York, last week turned in his resignation, asserting he was fed up with CBS' "Desk Jockey" assignment and yearning return to the air with his wife, Jane Ace.

As the "Happy Aces," Jane and Goody Ace were probably the first husband-wife team in radio, although their year-in-and-out cross-the-board programs were aimed strictly toward the h-w-e identification building. Ace says the duo will be back on the air shortly after the first of the year, probably in a half-hour once-weekly network show, although one potential client has reportedly put in a bid for a 15-minute cross-the-board showcasting.

Ace checks out of his top-salary CBS job on Dec. 13. His resignation came from a variety of circumstances, not the least of which has been the trend toward acceleration in the CBS program department from the Coast rather than N. Y.

In recent months Ace was primarily involved in developing Robert G. Lewis' new comic personality, and it's reported that failure of a CBS programming brass to see eye to eye with Ace on the loose-around Lewis format cut some showdowns.

The Aces were last learned on the networks in 1944.

## 'FBI' Gets a Reprieve As CBS, Biow Hit Snag Over 'Suspense' Control

Deal between CBS and the Biow agency for the use of "Suspense" as replacement for "FBI in War and Peace" in the Friday 8-8:30 p.m. slot has been held up because of a control angle. Biow and P. G. & G., the sponsor, want complete production control over "Suspense," but the network, which created the show, is insistent on that control remaining with CBS.

In course of the discussions Biow even agreed to go along with the network's plan to have a "Biow in the Rome wire, stars and all, at \$7,000 for the package.

## SINATRA, LUCKY STRIKE REVIVE AN OLD FEUD

Frank Sinatra and Lucky Strike are at loggerheads again. The vocalist is demanding that the program review its musical policy and that it stop and hard punching as with his numbers are concerned. Foote, Coe and blending excess are hopeful of outwitting this "crisis."

The last time that Sinatra and Strike did a joint differed in 1944. Officially his time issue was in 1944. The late George Washington Hill solved the angle by agreeing to give Sinatra his release.

Out of the four major networks' preliminary negotiations with James C. Petrillo in New York last week came pretty good indications that the webs, when they huddle with the American Federation of Musicians boss again—in Chicago Dec. 8—will reoffer him the same "package" deal they submitted an earlier agreement with Petrillo several months ago.

This "package" is essentially as follows:

The nets want an overall (AM, FM, television, transcription) pact, possibly of five-year duration. They want AM-FM duplication, with no stations, and it added charge. They want television opened up, and are willing to pay compensation as well as sustainer rates. They will pay royalties on all films televised which have music.

They will royalties on records and transcriptions. The nets will guarantee to keep the status quo in employment, but will plan to pressure affiliates into keeping musicians on the payroll.

Industrially, the nets have contacted the leading ad agencies about Petrillo's reported plan to possibly double his direct with the agency's web's owned-and-operated stations. They will not even discuss with Petrillo, however, any plan to acquire affiliates into keeping musicians on the payroll.

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## Hope May Sue Pop On Pact Breach

Hollywood, Nov. 25. Bob Hope's contract with Popco president will rest in status quo until the comedian returns from London. Attorneys here have questioned the possibility that Hope's contract has been breached but whether action will be pressed is speculative.

Hope's sponsor is said to have been misled because of his trip abroad over his protest and a second dispute arose when Hope overrode Popco's objections to his travelling bill now which he contends is necessary to maintain his high floor. Hopereating. There's some talk that Hope will be granted a more flexible budget to take up the tab for line charges and incidentals on the way may be arranged to mollify Hope.

## McGarrett in FCB Exit Linked to Kallen-Day Mixup; Winter Also Quits

Resignation of George McGarrett from Fox's contract with Popco and the radio contact on the Lucky Strike account, had been pre-arranged by a contract with the volitional services of Kitty Kallen, Looking around for a successor to McGarrett's current contract.

"Hit Parade" the agency came up with Miss Kallen and after the client "I'd like it was a mixup that was meant on it to keep her from joining the program in Hollywood.

It's thought that she could go on to the Coast.

McGarrett by his resignation became an ex-employee of CBS on L.S.M.F.T., the latter initials having come in the trade to mean, "Lucky Strike Mixup." McGarrett's resignation was a result of McGarrett's plans for the moment to take a Bermuda vacation. Another resignation from CBS of the late George Washington Hill was the agency's last year as a "Kommendator" of Albert Lasker to Emerson Fow.

# Radio To Be Chief Weapon in AFL Battle Vs. Taft-Hartley Supporters

An all-out radio campaign, possibly the most intensive ever carried out on a political issue by a non-Government agency, will probably be waged next year by the American Federation of Labor against the Taft-Hartley Act. The fight will be aimed for the 1948 election and will be directed particularly toward Senate and Congressional candidates.

Plans for the campaign will be drawn at the meeting of the presidents of the AFL international unions Dec. 5-6 in Washington. The radio phase is expected to be a major part of the drive, and may involve the expenditure of several million dollars of AFL funds for time and talent. As with last year's anti-Taft-Hartley radio campaign, this will probably be directed chiefly by the entertainment unions in the Associated Actors & Artists of America, and in part by the American Federation of Radio Artists.

Although not an international union, AFRA will have an observer (likely George Heller, executive secretary) at the AFL convention. AFRA will probably participate actively in the discussion of the radio phase of the drive. However, since AFRA will undoubtedly handle the radio and, setting up the time and talent, arranging for script writing, production, etc., and, as before, AFRA will obviously supply a large amount of talent, radio prize names, at scale (or for nothing, in cases where the actors donate their own talents).

**Admit Act Violation**  
A significant factor in the AFL plan is its use of the radio to battle against the Taft-Hartley Act. It is that union leaders testify admit such a drive clearly violates the provisions of the act itself. However, the AFL and many of its affiliates have openly defied the provisions of the law and intend continuing to do so, on the assumption that the Supreme Court will nullify the act as unconstitutional.

Until after the Washington meeting there is no word as to whether the form the radio campaign will take. Much will depend on the amount of money to be appropriated for the purpose. When that is settled, more detailed plans will be formulated. They will include questions as to the use of network or spot time, live or recorded programs, dramatic or documentary music, etc., and in what proportion.

## AFRA Assigned to I O G Organizer

The American Federation of Labor has assigned a full-time organizer to the entire labor movement, plus appointment of Radio Artists, and is paying his salary of \$10,000. The organizer is Joseph Coakley, public relations instructor at Carnegie Tech. He is serving as national traveling field representative. The union leader was A. Frank Bell, and Schlegler and Lester Gotschell are organizers.

After AFRA's decision to supply the additional organizer at its own expense was reached by William A. Green, AFL president, and other federation leaders, in meetings with George Heller, AFRA executive secretary, during the AFL national convention in San Francisco. Understood the decision was made in part on the basis of the importance of AFRA's current national organizing drive to the entire labor movement, plus appreciation of AFRA's work in the AFL radio campaign last spring against the Taft-Hartley Bill.

## Gov. Follows Gets Okay

Washington, Nov. 25. Following the approval of Governor and ex-governors of New Hampshire, Oklahoma and Kansas, Mrs. Hester last week took her first trip in the radio station field. The FCC approved a 1 kw. daytimer in Flintville, and the new owners and his associates in the newly formed Wyoming Broadcasting Co.

## Eliz. Todd's Food Show

Elizabeth Todd, writer of "Young Widdor Brown," has scripted "The Moswells," a 15-part series being released by the State Radio Bureau to promote State Radio Commissioner's program.

Ford Bond arranged the waxing in New York.

## Extra Switches Give PUNCH To CBS Fri. Night

CBS has just effected some additional program juggling in a bid to strengthen its Friday night roster and it shapes up now as one of the most formidable show sequencings on the network's nighttime roster. With the "Bookin'-Em" being shown in the 9-9:30 slot getting the heave, CBS is moving the \$100,000-budgeted Old Gold Show (Frank Morgan, Edna Stuebel, Frances Langford) out of the Wednesday at 9 period into the Friday time. Thus the 9-9:30 period has remained unaltered since the first of the year, will read: Fannie Brice at 9; Danny Thomas' replacement for "The Man" at 9:30; Old Gold Show at 9; Ozzie & Harriet (moving over from Sunday at 8) at 9:30; the new Grand Show-Stage (James musical replacement for "Pays To Be Ignorant") at 10.

Replacement of the Old Gold program will leave the full 9 to 10 Wednesday evening hour open for sale. The 9-10 period has remained unsold ever since the Ford (Continued on page 42)

## Do or Die for Old Rutgers' Staff Is Out When Mike Creeps in Twist Halves

Despite approaches to virtually every major college in the country, "Do or Die" has been unable to secure a broadcast of a between-halves pep talk by a coach to his football team. The staff of the program has tried all season to work out such a spot, which would be pre-recorded and edited for language as well as length.

Publicity reps at various colleges enthusiastically received the idea of such a show, but in the end the coach involved refused to permit it. In general, the reason has been that the publicity of a microphone and recording equipment would presumably distract both coach and players, and that the interruption is vital to the outcome of the game. The athletic record of the college and professional standing of the coach) to be used for such a purpose.

Some suggestions that a hidden mike be used, without the knowledge of the players, has been brushed aside. Although CBS (like NBC) has rule against the use of recordings on the network, Young & Rubicam has been permitted to make use of the same in the cast of this spot, as it has in various special occasions in the past.

## Top 15 and the Opposition

Only one show in competition with the Top 15 succeeded in snagging a 10 or better rating in the latest (Nov. 15) compilation of the ratings, which finds "Bob & Molly" in the leadoff spot, with Bob Hope No. 2.

TOP 15	OPPOSITION	Total Network Competition
Fibber & Molly	26.0	12.0
Bob & Molly	25.0	11.0
Jack Benny	23.1	11.9
Lux Radio Theatre	23.1	14.2
Edgar Bergen	22.9	12.2
Amos 'n' Andy	21.5	15.9
Fred Allen	21.4	14.8
Howdy Doody	20.7	15.7
Mr. D. A.	20.4	18.7
Al Johnson	19.9	15.1
Tommy Dorsey	19.8	15.0
My Friend Irma	17.8	14.1
Phil Harris	17.3	14.3
Duffy's Tavern	17.0	15.0

## KLZ's National Sales Manager LEE FONDREN

Fondren recently applied to present post, came to KLZ as promotion manager in 1941 with nine years radio experience. An KLZ veteran, he became widely known in advertising program promotion and merchandising. KLZ, DENVER.

## N.Y. Daily News Hits FM Nix; Asks FCC Reconsider

Washington, Nov. 25. Claiming its application was superior to all other FM bids in the New York City area—part from the fact it is a newspaper—the New York Daily News yesterday (24) filed a strong 49-page petition with the FCC.

Petition urging the commission to reconsider its 4-to-2 vote favoring an FM grant to the Methodist Church over the Daily News. Commissioner Edward M. Webster said he was the deciding vote if the FCC bench reverses its stand against News. Chairman Charles E. Denny, who voted against the News, is no longer on deck; Robert F. Jones is substituting his way, and Commissioners Ross Elyse and E. K. Jett both cast ballots to uphold a proposed decision in favor of the News.

It was believed unlikely that either Commissioners Clifford J. Durr or Paul Walker would alter their votes against the newspaper. The News directed most of its fire at the FCC's preference for the Unity Broadcasting Corp., a labor union which submitted a program, the kind of whose programs, it was charged, will be religious or quasi-religious in character. News pointed out, too, that it had proposed an 18-hour-a-day operation while unity would only be on the air eight hours initially.

## Admission Parker Fennelly 5G Yankee Editor's Show

New situation comedy, "5G Yankee Editor's Show" directed by Parker Fennelly, has been audition - recorded by Wilfred Roberts and Ted Corday, and is being scheduled to various stations. It is written by William Ford Manly, author of the former "Show Business" series, and is directed by Harold McGee. Music is composed and conducted by Charles Paul, and the featured supporting lead is played by Evelyn Varden.

There was a \$6,000 tag on the package.

# Dovetailing of Coast NAB, Ohio Meets Cues Industry Spec on Columbus

## Radio Harris' CBS Show

Columnist Radio Harris has been signed for a five-minute "cross-the-board" show over CBS starting Monday (1).

## \$2,000,000 Storer Radio-Tele Center Runs Into Det. Snag

Detroit, Nov. 25. George B. Storer's Detroit station in the Fort Industry Co. chain, WJLB, has an plan again to a museum this week. Storer has a piece of ground for which he paid \$175,000 plus commissions, but can't build a station there because the Historical Commission now wants the land for a museum.

One who lives in Detroit himself, intended to build a \$2,000,000 layout to house WJLB, WJBC-FM, and WJTB. His proposed station site for which he already has FCC assignments.

Along with his radio quarters, Storer intended to set up a center (Continued on page 42)

## L. B. Wilson's 50G Suit Vs. IBEW Tossed Out In Strike Aftermath

Cincinnati, Nov. 25. Ruling of a Cincinnati National Brotherhood of Electrical Technicians International Brotherhood of Electrical Workers, U. S. District Court in Cincinnati has tossed out the suit of L. B. Wilson, Inc. for \$50,000 damages against the local union of whose members voted a strike without notice at WCKY last March 29.

In its petition the station management held that it has been operating on a Federal contract, in part, in violation of the National Labor Relations Act. The court's opinion was that the plaintiff had failed to show grounds for relief.

## WBBC Walkouts Deferred Cincinnati Nov. 25

Walkout of musicians at WBCC that was scheduled for Saturday (22) by Cincy Local No. 1, American Federation of Music, has been postponed to Jan. 20 by written notice of Oscar J. Hill, president of the local. Local contract expires Sept. 15.

New agreement has been held up by refusal of the union to continue on the "quota system" of employment. Hubert Taft, Jr., general manager, is holding that cause to be illegal under new laws.

## Y.A.R. REALIGNMENT PUT OFF TILL JAN. 1

The projected realignment of assignments in the Young & Rubicam advertising department is now slated not to take place until after the departure of Harry Ackerman, vice-president in charge. The new assignments will be made by CBS as executive producer. The idea of the wait is to enable Storer to resign his staff, but radio director, to become better acquainted with the staff before departure on a new assignment. The new immediate moves, already announced, are Lester Gotschell as producer of the "5G Yankee Editor's Show" as well as head of new programs, and Lindsay MacFarrie, shifting from "5G Yankee" program spot to a supervisory assignment on a new time show. Mary Harris continues to be full-time assistant on new programs.

It's figured unlikely that anyone will be dropped when Weaver gets around to resigning his staff, but there may be one or two voluntary resignations in the interim. Weaver, currently on the road for the present of the Danny Thomas series for General Foods, is due back this week.

Virtual dovetailing of the NAB convention in Columbus and the Columbus Institute for Education by Radio, both on the agenda for May 1948, has already caused speculation in some quarters as to the ultimate fate of the Ohio State powwow. In view of the proximity of the sessions, it's considered likely that Columbus meeting will get more of an industry brushoff than in previous years. Ohio education conference for years has ranked second in importance to the NAB convention as a common meeting ground for dissecting of industry problems. In the past couple of years, however, official industry presentation has been on the decline. Last May the webs virtually bypassed Columbus, paying little more than a cursory visit to the meeting. It's known, too, that this year the webs 'll stand pat in their section of Ohio State campus for two or three official delegates.

Chief squawk concerning the Columbus meeting is that the year-in-year-out habit of programming the important meeting in opposition to the NAB program has meant that and campus institutes throughout the country have mushroomed. The Ohio education conference that to keep pace with the Institute Circuit is now a fulltime operation.

## To Be Broadway N.Y. In Air Credits

In an effort to combat the production and program turnover in Hollywood over the last decade or so, a number of eastern producers are about to start "ballyhooing" the New York origination of the shows in the opening and closing announcements, and possibly in the contracts. Many Hollywood programs have been making the most of film colony glamour in the air of television.

The idea was suggested by Ira Ashley at a recent Radio Directors Guild meeting, and was enthusiastically approved by those present. It was voted to send a letter to the Guild to start "ballyhooing" the New York origination of the shows in the opening and closing announcements, and possibly in the contracts. Many Hollywood programs have been making the most of film colony glamour in the air of television.

An example of the use of the New York origination of the shows in the opening and closing announcements, and possibly in the contracts. Many Hollywood programs have been making the most of film colony glamour in the air of television. The idea was suggested by Ira Ashley at a recent Radio Directors Guild meeting, and was enthusiastically approved by those present. It was voted to send a letter to the Guild to start "ballyhooing" the New York origination of the shows in the opening and closing announcements, and possibly in the contracts.

## Buova Time Marches On

Chapter 42 in the scheduled sale of WOV, N. Y., has been completed. The book is last week. And they're laying odds around N. Y. radio circles that the Buova-WOV-TV deal will probably result in many years to come. Arde Buova and Harry Henschel, who were in the lead in the bid to buy WOV, continued to be supported by Richard O'Dea, minority stockholder in WOV, continuing to be supported by the stockholder to Henschel, his brother-in-law, moved for dismissal of the suit in the Trusting and before Judge William Bondy in New York. At the same time, O'Dea's counsel has filed a motion for a preliminary judgment of prevent Buova from disposing of his stock under O'Dea's given a copy of the hearing both sides, the court decided Buova's attempt to sell the stock to Henschel was not in violation of the court and declared O'Dea's motion for an injunction was "moot." Court, however, currently has the case on for the present is an amended complaint, with 10 days.



# Gallup Polls the 'Fringe Boys'

Audience Research, Inc., a George Gallup organization, recently made a check for a client to determine how comparatively well known were the names of eight designated performer-personalities and how the interviewees felt about wanting to hear these personalities on the air. The survey covered 100 persons and the distribution of the questioning was limited to eastern cities and was made on the same basis as the Gallup presidential poll.

The breakdown of the findings came out as follows:

Performer- Personality	% who had heard	like to hear	% who would like on air
Danny Kaye	88	88	88
Jack Paar	75	75	75
Wally Wolfe	28	72	72
Eddy Arnold	47	72	72
Donald O'Connor	49	63	63
Abe Burrows	10	56	56
Benny Thomas	43	54	54
Peter Lind Hayes	31	51	51

Of the eight personalities only one, Paar, is now the incumbent of a regular commercial niche, and he is losing that shortly, while Burrows and Thomas are slated to host their own CBS commercials in January. Kaye had a two-season run for Pastel Beer, Hayes was featured on the Dinah Shore-Ford show last season, while Wolfe and O'Connor each had several weeks of wisdom Gimmy Slimms-Borden stanza. Cotten's association, with radio has been as an occasional guest. Thomas has two network stretches to his credit, first with Fannie Brice and later with Don Ameche and Frances Langford for Texaco.

# Stassen Now Campaigns a la Crosby; 400 Stations Offered E.T. Speeches

Washington, Nov. 25. Ex-Gov. Harold Stassen, who was first admitted to the White House in 1948 GOP Presidential nomination, is about to ring up a first in political campaigning via radio. Chicago TV backers are preparing to ship recorded interviews with Stassen to approximately 400 stations throughout the country. Plated interviews will be made available to stations indicating their willingness to accept them.

Stassen records will be distributed starting early next month, via Ed Hart & Associates, indie producing outfit here which also stations Ed Hart, S. Allen and Harold L. Ickes aliers and airs a weekly Congress show over WINK, Washington. Interviews, which will cover Stassen's policies on top-level domestic issues, will run 15 min. 45 sec. each, allowing time in a 15-minute segment for local introduction or sponsorship. First letter went out Saturday (22) to 400 stations offering them first crack at exclusive airing rights in their localities. Stassen's advisers are hopeful the stations will regard the interviews as "good copy."

Among the interviewees, naturally arises: are the answers, mutually (Continued on page 34)

# Lotteries In Hot Seat Again

Washington, Nov. 25. Fife of most telephone quiz shows which dole out prizes as big as stake in a FCC hearing was Friday one yesterday (21-22) to decide whether a money giveaway quiz program aired by WABL, Arlington, was a lottery in violation of the Communications Act. Big question FCC must decide is whether "the mere act of answering questions call and answering a question as a result of that call" is "consideration" on the part of radio listener. If so, it would appear most telephone quiz shows will eventually come under the FCC edict.

Three elements, it was pointed out, are necessary for a lottery. These are chance of winning (effort or expenditure of time or money) and prize. WABL attorney and partner Frank Fletcher told the FCC the station was pinning its defense here on the premise that merely answering a telephone "consideration" does not constitute "a definite offer."

Format of WABL's "Dollars for Answers" under the local sponsorship of "Zlotnick the Furrer" is typical of many telephone quizzes, with exception that the questions appear to be much tougher. It is a 15-minute program broadcast on the half-hour throughout the entire U.S. (Continued on page 34)

# ACKERMAN APPT. SEEN AS PORTENT

Announcement of the appointment of Harry Ackerman as a CBS programming executive and the creation of the post of general manager of the program department, for William Fineshriber portends a new era in CBS programming technique.

For one thing, it has become increasingly evident in the trade that Hubbell Robinson Jr., vice president in charge of programs, intends to divorce himself completely from administrative work, leaving these details to Fineshriber. Also, it's understood that Ackerman's position will roughly correspond to a "director of directors," (Ackerman, who is moving over from Young & Rubicam, originally made his name as a producer of some of the top-budgeted shows).

Robinson, more than any previous CBS program exec, will be out of the office of contract work, bringing something approaching a new dimension to network programming. The office, aimed, of course, at development of high-rated shows. The new programming concept stems primarily from the network taking advantage of the peculiar talents of its programming execs, with his wide agency background and familiarity with sponsors.

**Boeing Backlash**

As such, Robinson's role at CBS transcends that of the usual desk-pusher of programs, engaging himself in roving assignments among agency execs, sponsors and encompassing the trade in general for a fuller understanding of current thinking which makes programs tick.

There are co-parallel reports, that Robinson will gradually build up a team of new executives of CBS transcending that of the usual desk-pusher of programs, engaging himself in roving assignments among agency execs, sponsors and encompassing the trade in general for a fuller understanding of current thinking which makes programs tick.

# Ratner Adds Sales View - To CBS Program Board

Coinciding with his return to CBS as a vicee in charges of sales promotion, Victor Ratner last week joined the CBS Program Board, which meets weekly under the chairmanship of William S. Paley.

Ratner, the first time the sales promotion point of view will be represented on the Board. (Ratner's predecessor, David Friedman, was never a member of the Board.)

Program Board participants include execs Frank Stanton, executive vicee Reams, Howard McHugh, Hubbell Robinson Jr., Dave Taylor and William Fineshriber, along with the following departmental execs: William Fineshriber, Robert Mann, Robert Neward, Robert J. Landry and Oscar Katz.

# Paul Denis Radio Critic of the New York Post

Insights at his colleagues in an interesting piece "A Critic Looks at Criticism"

... a feature in the forthcoming 42d Anniversary Number of



# FBI's 'Unsolicited' Reports to FCC Called 'Baseless Gossip' by Durr; Now Nobody Don't Know Nuthin', Natch

**Edwards' P. 1 Parlay**

That super-giveaway of \$20,000 in prizes in the "Miss Hush" guess-who contest is blooming into a million dollar publicity payoff for Ralph Edwards' "With Or Consequently" program.

Dream bulkup of the stunt into the nation's No. 1 indoor-pastime currently is highlighted by big newspaper counter sales of pamphlets which purport to give real identity of the secretive "Miss Hush." Tab is \$1.

Washington, Nov. 25. Small tempest has blown up here, with a resulting know-nothing being clamped on at FCC and in the FBI, over recent disclosure by FCC Commissioner Clifford J. Durr that the FBI has been forwarding "unsolicited" information to the commission concerning persons connected with the radio industry. A stiff silence over the whole matter has been adopted in FBI and FCC circles, with officials claiming ignorance of such reports and refusing to comment.

Whether the persons involved were station applicants, broadcast licensees or FCC staffers is not known. Apparently as a result of Durr's disclosure, however, FBI Chief J. Edgar Hoover over last weekend issued a crisp statement declaring the bureau would be subjected to criticism if it received information of interest to other government agencies and merely filed it. Heer added that the FBI has not evaluate such information or recommend action, but tries to establish the reliability of the source of information.

# RDG's Firm Stand For 2-Category Setup With Webs

N. Y. Chapter of the Radio Directors Guild, in session Monday night (24), bore down on the subject of negotiations with the four big networks by unanimously adopting resolutions reaffirming the membership's solidarity and taking a firm stand against attempts to cause a split between the two categories of stations and associate directors of membership.

Effect of the action was to close the ranks of the organization and present a solid front in negotiations, which were resumed between the webs and RDG yesterday (Tuesday) morning.

Guild wrapped up its stand in a three-point resolution:

1. Non-interference in the negotiation of working contracts with the networks and full membership of the Guild shall change to the two-category system with the fullest and fairest opportunities and safeguards ascertainable by negotiation with the networks shall be the official policy of the Guild.

2. Non-interference in interpretation of the first part of this resolution. It is the clear and firm sense of the Guild that no category shall in any way be deemed less than any other category in rights, status or dignity.

3. In accordance with the aims and policies of the constitution of the Guild, it is the continuing goal of the Guild to work for the creative recognition and material advancement of all members of the Guild.

# Millennium or Something Hits Coast as KFAC Asks Shorthairer to Scrab

Hollywood, Nov. 25. KFAC, local version of N. Y.'s classic "Howdy Doody" show, has "invited" the last remaining pop music program, Ira Cook's own show "Lucky Lager Time" to end the air. The management is setting an all-though policy. "This is the first time that a pop program has been asked to give up the show on a classical and semi-classical music only.

The show won't be ordered off, since it is one of the station's oldest accounts, being accorded some courtesy in unable to find another, but the sponsor will be permitted to renew for one more year only.

# VALLEE-MUTUAL DEAL OFF

Mutual won't air Rudy Vallee's Hollywood bad, after all. Deal for 15-minute weekly "Show Business" stanza which had progressed to point of setting time period and tee-off date, was quietly called off last week.

Reported vice and crooner-actor couldn't compromise differences on format, etc.

# Stross to Set Up Hi WoodUN Series

Christopher N. Cross, U. S. radio liaison officer for the United Nations, left over the weekend for the East to produce the Hi WoodUN series of quarter-hour air shows featuring top film personalities. Lined up thus far among others, are Lionel Barrymore, Paul Muni, James Stewart, Robert Montgomery and Edward G. Robinson.

Purpose of the series is to create a better understanding of the UN and its various agencies, about which little is known. U. S. reports that the series, which will be carried by a national network, will be a factor in lowering the UN's standing in the U.S., who, according to a recent poll, didn't know what the UN represents.

Original plan was to transcribe 18 shows; but number has been cut to seven because of the need to get major radio stations to air the series. Series represents UN's first major radio undertaking involving picture stars. Raymond Whittaker, UN operating, lending an assist of top director. The Hollywood Coordinating Council will be the managing Show. Will be produced at the Mutual-DunLee studios on the Coast. Cost so far has been \$75,000 up the seven shows in two weeks.

# Youngman 'Going Nowhere' Kids Talent Buildup Shows

Satire on the multiple talent development shows on the webs is the basis of a new radio headline. Series parodied by Herb Moss, Will Glickman and Joe Stein.

Show, called "Youngman in the comic-emoose role, was auditioned last week with Moss producing. It's format is a multiple talent buildup format suitably flexible to permit showcasing of odd talent that's strictly patterned to the one-shot format, etc.



# Shift Due in Video Cards as FCC Ponders Dropping of No. 1 Channel

Washington, Nov. 25. There appears to be little doubt that television will lose its No. 1 channel in return for winning exclusive use of the other 12 slots earmarked for video broadcasting. FCC spokesmen agree this shift is probably in the cards following a week-long hearing on the proposal which was given Friday (24).

Fact that tele reps—Philco, RCA, Television Broadcasters Assn. and the Allen B. DuMont Lab—all agreed they would rather lose the No. 1 slot than continue on the present sharing basis is considered persuasive that FCC will follow the line of resistance and do just this. A measure appears to be before the emergency and mobile radio services stand a much better chance if the FMers of complaint in the television spectrum. FCC men cited privately that FM's demand for the 450 meg band for use as relay to network FM shows had been weakened by rebash of earlier arguments advanced against dropping all FM broadcasting "upstairs" after the war. These arguments were developed at great length in the week's hearing by FM inventor Edwin Armstrong and J. E. Brown of the Zenith Radio.

A big problem still remaining, as both tele and FCC reps see it, is increasing expansion of FM to other services to stations operating on tele channel No. 2. For example, it was pointed out that FM transmissions may break into the signals of both WMBR, Baltimore, and

## Earning Its Letters

The FCC adopted a new policy here yesterday (24) of permitting an FM or television operator to use a six-letter call whether or not he has a standard broadcast station in town. Commission put the new policy to practice in authorizing Scripps-Howard Radio, Inc., to use the call letters of its video station at Cleveland—WEWS—for its FM outlet there, which henceforth will be known as WEWS-FM. Scripps-Howard to date has no AM outlet in Cleveland.

Commission said any acceptable four-letter call may be followed by "TV" or "FM" to indicate FM or tele operation.

## Ballantine's 300G Yanks' Tele Deal; Dual Announcers

Ballantine Ale last week through course of film writing for its new overcome the N. Y. Yankers' phobia about going all out on television and deal for all that Yankers' beer available to video for the 1948 season. It's reported to be a \$300,000 figure covering the rights to sell over WABD, the Dumont outlet, and the services of Mel Allen and Gus Hart, the most important condition.

The studs bottler will also stay with the Yanks on radio, via WINS, N. Y., sharing the idea of John T. did last season, with White Owl cigar, also a JWTV account. It will be same announcers for video and radio.

Ballantine's deal for the Yankee beer is the most important step for successive years. In other words, the brewer has the privilege of first refusal.

## Y&R SETTING UP PIX COM'L SCRIPT COURSE

Young & Rubicam is planning a course in film writing for its commercial writers, as education for writing commercial plugs in its television program. The illustrated lectures are to be given by Jack Barry, the agency's director of commercial writing. Present is the idea of John Swazey, director of commercial writing.

So far, the commercials for Y & R video shows have been assigned to the agency's top commercial writers, particularly those who have been seen backstage outside radio. Even so, the writers have had to feel their way. The course will be screened by WFTZ for Barbery's credit. Reeling, Po. brewer of considerable help on the assignment.

Those attending the lectures will include Harry H. Hines, Jr., Bill Altman, Mildred Black, Sylvia Dooling, By Collins, Florence Clisbee, Ruth Haines, Dee Barbour and Jean Crump.

## KTLA PREPS SURVEY OF TELE OWNERS' LIKES

Hollywood, Nov. 25. Interest of others in obtaining surveys of audiences has inspired Pasadena's KTLA to commission its own survey of video watcher reaction. In a check to be started within the next month, KTLA will seek to gauge audience preferences on its own fare, that of competitor, Don Lee's non-commercial, WKCA, and other matters, including a survey of some 6,000-odd set owners on Pat station's mailing list.

Obviously inspired by the survey feelers issued by Los Angeles' Dons, Pan Pacific Auditorium, Hollywood Legion Stadium, etc., the station is taking the initiative. Results will be made available to current sponsors, including Gough Industries, Inc., Gough, Philco distributor for Philco and one of station's top accounts.

# NEW POWER BOOST

With everybody apparently wanting to get into the act on television newsworld service, those recent established by the broadcasters themselves may be forced into oblivion by the competition offered by three major wire services, Associated Press, United Press and International News Service.

Chief factor serving to show under the networks' reels is the fact that AP, UP and INS have ready access to coverage from thousands of cities and towns throughout the country. AP, for example, has already furnished all its wirephoto cameras with 16m film cameras to film any events that might be included in a newsworld. With these lenses working practically every city in the country and every country in the world, AP is assured of the maximum of coverage with hardly any extra cost.

Another angle favoring the wire service reels over those turned out by broadcasters is the ready market available to the news agencies. The network's need of trying to buck the onslaught of tele as well as deal with early radio, are entering into coverage contracts in order to protect their interests. Six of 14 stations now on the air are owned and operated by newspapers and a good share of those others already granted construction permits are entering into similar contracts. Since all these papers are customers of one or more of the wire services, it's probable they'll also sign on for the agencies' newsworlds.

Wire services are making certain, however, that the networks won't have too good a chance of

## Tele Earns Another Good In Three-& Half Day Beat Vs. Theatres on Wedding

Television newsworld cut another notch in their girth this week to signify their most important group. A date over the commercial newsworld coverage. Not only did broadcast six pictures of the British royal wedding three-and-a-half days ahead of any commercial reel but the films were transmitted to audiences in seven different cities before the commercial outlets even received their prints from England.

Wedding pictures were first flashed on theatre screens yesterday (25) morning. NBC, however, had its pictures on the air at 1 p.m. Friday (24), just 20 hours after the ceremony took place. NBC films were broadcast by stations in New York, Schenectady, Philadelphia, Washington and Detroit for a slating Friday night. CBS, United AP newsworld of the wedding ceremony that

## 4-A's Video Committee Ready With Contract Terms for Co. Confabs

The television committee of the Associated Actors & Artists of America, parent organization of talent unions, expects to get a go-ahead within the next three or four weeks to begin negotiations for a contract with the television company. The committee's proposed first-year contract has been approved by the American Federation of Radio Artists and will probably be observed shortly by the governing boards of Actors Equity Assn., Screen Actors Guild and the other "A's."

The basic terms of the proposed code on talent are as follows: 45-min. show—\$50, including 1% hours rehearsal. 45-min. show—\$55, including 1% hours rehearsal. 30-min. show—\$50, including 45 min. rehearsal.

# NBC Use of Trained AM Personnel For Tele Jobs Cues Industry Shift

**Faint Heart Wins**  
London, Nov. 25. BBC television personnel cameramen had to feign sickness while covering the royal wedding Thursday (20) to get their films out on time.

Lensers got as close as possible to the wedding procession but they found themselves hampered in by the crowds and unable to break through to their waiting trucks in the rear. Realizing that NBC in New York was waiting for the pictures, the cameramen pretended to faint. They were immediately rushed through the pews and removed to their destination in speeding ambulances.

## DuMont Revenue Points to Profit Era by End of '48

WABD, DuMont's N. Y. outlet, which operated at a net loss in 1946 of about \$200,000, will probably hit the break-even point by next June and show an operating profit before the end of 1948. Fact that the loss-to-profit switch is attributed almost entirely to income from sponsors indicates the manner in which advertisers are hopping into tele increased numbers.

Income from sponsors in 1946 totaled only \$50,000. During the current year it's expected that WABD's revenues will hit the \$175,000 mark as compared to an operating cost of about \$500,000. Part of revenue to operating cost will thus jump to about 25% during 1947. Operating cost for this year is lower than 1946 because WABD was off the air about three months in 1947 while switching over to its new transmitter.

Beginning Jan. 1, it's expected that revenue 'will approximate: between 50-75% of operating cost, with

## CHI RETAIL SETS SALES AT 300 WEEKLY MARK

Chicago, Nov. 25. Retail sales of tele sets in Chi are now averaging about \$20 per week. Number of sets installed has exceeded \$100. The 15,000 mark is expected to be passed in February, at which time WBBK will jump its rates.

Present half-hour rates, based on 80,000 sets, are \$210 for live shows and \$125 for film. New rates will be \$375 for live and \$200 for film. Quarter-hour sets will be priced at \$200 live, \$139 film.

NBC is now filling new jobs on its television staff with experienced radio programming personnel, according to Nolan E. Kersta, the network's chief of tele operations, pointing up NBC's belief that tele will one day supersede radio in importance.

(New York indie radio station operation which will eventually employ force at least 10 of them out of business. Further details on Page One.)

Speaking at an American Television Society meet in N. Y. on job opportunities in tele, Kersta revealed that as far as NBC is concerned, most of the job opportunities would be in AM radio. NBC, he declared, believes that it will need the basic showman techniques already possessed by top AM staffers. NBC will continue to experiment with methods to the AMers than to attempt teaching both video and showmanship to newcomers. The web is gradually moving some of its top AM staffers into tele, thereby opening job opportunities in the AM field.

Citing the number of trained personnel employed by the network, Kersta expressed fear that too many graduates of the network would be tag on jobs. He attributed this to the fact that several new stations constantly opening up. Kersta expressed fear that too many graduates of the network would be tag on jobs. He attributed this to the fact that several new stations constantly opening up. Kersta expressed fear that too many graduates of the network would be tag on jobs. He attributed this to the fact that several new stations constantly opening up.

## N. Y. Garden's SRO on Video Plays

Telesized sports events from Madison Sq. Garden, N. Y., have been broadcast by the network. Fox and Knox the Hatter playing with CBS this week to backroll all events not included in the contract. There would be 50 new organizations entering tele within the next two or three months

(Continued on page 40)

Contract, effective next Monday (1) and for a term of 63 of the remaining events, G-F to take 32 and Knax, 12. Events are to be split among the three sponsors. Viewer interest in the various sports staged at the Garden. Fox, which has the right of first refusal, has bankrolled 61 different events, has already sponsored six of them since this year's fall sports schedule took off at the Garden.

Garden's slate calls for 150 different events during the fall and winter season but CBS won't televise that many, since most of them are repeats. Fox, which has the right of first refusal, has bankrolled 61 different events, has already sponsored six of them since this year's fall sports schedule took off at the Garden.

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## WNAC (YANKEE) PACTS VIDEO DEAL WITH GE

Washington, Nov. 25. WNAC, Yankee Network, packed a video deal with General Electric this week. The deal calls for the air with its TV station early in 1948. John Shepard, III, signed with GE. The deal calls for the air with its TV station early in 1948. John Shepard, III, signed with GE. The deal calls for the air with its TV station early in 1948. John Shepard, III, signed with GE.

There would be 50 new organizations entering tele within the next two or three months



BEULAH
With Willie McDaniel, Ernest Whitman, Hugh Hester, Alan Ross
Fred, Marvin Miller, announcer
Director: Tom McKnight
Writer: Arthur P. Hays
Haji Kanor, Art Stewart
Times: Wed-Fri, 7 p.m. EST
PROCTER & GAMBLE
CBS, from Hollywood
(Conciser, Fitzgerald & Sample)

The character of Beulah, the ebullient Negro maid originally written in the "Fibber" comic strip by Don Quinn and first played as a blackface by the artist Marlin Tarr, and that of a 15-minute five-act weekly dinner-club (in the east) by Fred Procter & Gamble, having found after a brief half-hour spinning run on ABC with Bob Hope, its new life lead. The show is in questionable new and will remain here. It is acutely uncomfortable (for the brief time it remains here) and it convulsed the studio audience and is likely to build a large following.

Walter McDaniel, show host the first time, is New York's most popular radio personality and his comedy timing and other performance are all acceptable. The writing is effectively humorous by intention, the organ bridges at least adequate and the production is competent.

The premiere stanza, Monday night deal with the usual mid-adventures with a live turkey the host and audience, heretofore on Thanksgiving dinner. The quality of the humor is indicated by the writing line of the obvious slight curve from the "Fibber" series, which had the host play to the youngest of the household, "I just love that boy!"

There were the usual opening and closing comments, written in conventionally amphoteric style and containing the dubium, mainly in the directions on the box more or less contrived (the "new, improved" Dret solvent doesn't cause staining, maybe) and the package designers (or users of the product) should get together.

Bob Houston Show
With Jehu Heron Oreh; Phil Gould, announcer
Director: Raymond Kassar
Premiere: November 24
Times: Mon. thru Fri., 6:30 p.m.
Sustaining

Wm. N. Y.
FITZ, which gave Vic Damone the break, he needed to crash the big time, has come up with another new crooner in Jimmie Rodgers. Slotted in an across-the-board first show, it has a definite appeal as a caliber of voice and personality that are sure to earn him a solid following. Although within the main stream of present-day pop singers, it has developed a style which does not match his virile set of pipes and shows enough versatility to handle the kind of music.

MUSIC EVERYONE LOVES - radio
With Marvin Luckie,
John Frederick, Don Cavins;
Frank Berger, announcer
10 Miss, Sat., 5 p.m.
HONEY KRUST BAKERY
LIVE onville.
(Doe)

No quarrel with the Blue Book on its name. It's been around for six consecutive years, with simple down-to-earth hymns sung by a male trio, with organ accompaniment on a real pipe-organ, a remote origin from the species of the commercial broadcast studio of a local organ company.

Only commercial is the opening and close "Honey Krust Bakery" with Marvin Luckie. The music is very good, because it builds and ends good. A lot of the songs are the thought of the sponsor, to keep the same format five years without change.

HOW HUNGRY CAN YOU GET?
With Gene Kelly, Charles Luckman, Farley Bator, Louis Van Beosten, George Sorel, Bill Conroy, etc.
Sally, Ann Morrison, Maria Mil-
ler, Sara R. Lipp, William, Marlene
Aames
Premiere: Les Crutchebitch
Premiere-Director: William Robin
20 Miss; Thurs. 10:20 p.m.

CBS, from Hollywood
I don't doubt whether, within the 30 minutes of the broadcast, and within the limitations of this sort of documentary, any more moving appeal could have been made in behalf of Europe's hunger. CBS has done a commendable job of the production of "public interest" radio, and has done it in a way that is as good as new. Here again, as in the recent "The Fighting Marines," CBS demonstrated the dramatic form on often the most of the point more effectively than a recitation of mobilized and "hard" facts, argument and logic.

In this case, CBS adopted the motto that there was no better way to illustrate the urgency of the need, than to send a live studio listener bear the plight of an individual or two in each of the food-shorts. The program was directed by Gene Kelly, as narrator, was distributed by CBS, and featured by France, Austria and Italy, in each place to talk briefly with a person who was in the same predicament.

In the Ruhr it was with a miner who had no money for food and could only work about two hours a day. In Paris it was with a family who have been reduced to the level of a school-teacher, who has no money to feed a first-grader. In Vienna it was with a woman dying of cold and hunger, who had no money for a body to get a little food for them. In London it was with a woman who had no money for a body to get a little food for them. In London it was with a woman who had no money for a body to get a little food for them.

Cast throughout was excellent and the excellent London group were sincere in their. Les Crutchebitch, combined craftsmanship with the London group and was particularly effective both was his own. The program was a beautiful life and of a giddy young first book from six weeks ahead. The London group was a beautiful life and of a giddy young first book from six weeks ahead.

Wm. N. Y.
LAND OF THE LOST
With Gene Kelly, Fay Wray, Betty Jane Tyler, Bayliss Hines, Elyse Dinko, George Vaughn; Michael Fitzmaurice, and Harry Broderick
Premiere-Writer: Mrs. Hewson
Director: Cyril Armbruster
20 Miss, Sat., 11:30 a.m.
(McConnick-Branson)

These three radio programs have begun every Saturday morning by Lind Manning Hewson's Baco, a chocolate and nut variety of food. Baco milk, are a pleasant backdrop for an adult variety of music. The food fairy tale. Today's children should hear their wholesome years a refreshing and interesting variety of music and (thunder) juvenile serials that are both good and interesting.

Saturday's (2) episode took listeners on an imaginary journey through the magical realm of the "Land of the Sea." With a fish named "Red" as a guide and with the setting admitted to a lovers' problem in "Fantasy Hall." The show was directed by Gene Kelly, as narrator, and was a beautiful life and of a giddy young first book from six weeks ahead.

However, if a diastal (herself out of mope) did find himself out of a "hard" fact, argument and logic. In this case, CBS adopted the motto that there was no better way to illustrate the urgency of the need, than to send a live studio listener bear the plight of an individual or two in each of the food-shorts.

Follow-up Comment

"Calvary of America" (NBC) actually illustrated the urgency of the need, than to send a live studio listener bear the plight of an individual or two in each of the food-shorts. The program was directed by Gene Kelly, as narrator, was distributed by CBS, and featured by France, Austria and Italy, in each place to talk briefly with a person who was in the same predicament.

H. Allen Smith, author of "Lot the Roman Egyptian," had a good literary background in the "Lot" column. He was a member of the "Author Meets Critics" over NBC and was a member of the "Lot" column. He was a member of the "Author Meets Critics" over NBC and was a member of the "Lot" column.

Walter Kazner, on one of those N. Y. indie station programs for Brooklyn writer Ben Tucker, does a good job of analyzing the delivery and total infection. "Jack" is a very good writer and a good "Queen for a Day," has been getting into the idea of his candidate, something that is a good idea. The woman of Scotch extraction, and "annex" the prize was a gratuitous reference. A tough task, but the woman of Scotch extraction, and "annex" the prize was a gratuitous reference.

Television Reviews

Continued from page 28
Palmer, new thrust from the Irish-American actor, was a good actor in the St. Regis. N. Y. in unmet as a solid video performer. The program was a beautiful life and of a giddy young first book from six weeks ahead.

SVLIVE ST. CLAIR 8:15 p.m.
Director: Frank Brantley
Premiere: Nov. 24, 1947
Sylvie St. Clair is a French songstress who played several of the top spots in the world. She was in St. Clair, and was a beautiful life and of a giddy young first book from six weeks ahead.

Disc Jockey Reviews
The program was a beautiful life and of a giddy young first book from six weeks ahead. The program was a beautiful life and of a giddy young first book from six weeks ahead.

ROY SHUPT
15 Miss; Mon-Fri-Sat., 6:15 a.m.
STANTON BREWING CO.
WLOW, Albany
The program was a beautiful life and of a giddy young first book from six weeks ahead. The program was a beautiful life and of a giddy young first book from six weeks ahead.

YOU BE THE JUDGE
Premiere: November 24
Director: Robert H. Arkin
20 Miss; Sunday, 8:30 a.m.
WNYC, N. Y.
The program was a beautiful life and of a giddy young first book from six weeks ahead. The program was a beautiful life and of a giddy young first book from six weeks ahead.

MIND YOUR MANNERS
With Allen Ludden
Premiere: November 24
20 Miss; Sat., 10 a.m.
This and its companion show

HEADLINE TIME
With Les Norton, Steve Wilhelm, Trudy Wood, Ephraim Pregel, Al Lube, Robert H. Beran, Al Babcock, K. Burr Stein and arch, etc.
Gulf Broadcasting Co.
Premiere: November 24

PHILADELPHIA - A GREAT CITY
With Philadelphians
Premiere: November 24
The program was a beautiful life and of a giddy young first book from six weeks ahead. The program was a beautiful life and of a giddy young first book from six weeks ahead.

SPORTS WITH HARRY ROBERT
20 Miss; Mon-Fru-Fri., 6:15 p.m.
KXWV, Phila.
This sportscaster offers something new in the way of presenting sports writer for the debut Philadelphia Bulletin's sports news program. The program was a beautiful life and of a giddy young first book from six weeks ahead.

WORLD OVER PLAYHOUSE
With Norman Rabe, Sara Paschen, G. G. Scott, Bill Brantley, etc.
Director: Jack Daniels
Premiere: November 24
The program was a beautiful life and of a giddy young first book from six weeks ahead. The program was a beautiful life and of a giddy young first book from six weeks ahead.

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BEER! BEER! BEER!
Premiere: November 24
Director: Robert H. Arkin
20 Miss; Sunday, 8:30 a.m.
WNYC, N. Y.
The program was a beautiful life and of a giddy young first book from six weeks ahead. The program was a beautiful life and of a giddy young first book from six weeks ahead.

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# CBC to Pioneer in New Net Service Of One 'Highbrow' Eye Programming

Toronto, Nov. 25. Effective Dec. 3, the Canadian Broadcasting Corp. will turn over its Trans-Canada network of 31 stations to a 7:30-11:30 p.m. Wednesday night series, devoid of commercial announcements, and tying in programs that are "stimulating, substantial, different, and more demanding on the attention of the listener," according to Davidson Dunton, chairman of CBC board of governors. For those Canadian listeners desiring the routine radio fare, this will be dispensed over the CBC's dominion network of 34 stations.

So far as its content, the CBC is pioneering in Canada a type of network service for radio listeners who want an uninterrupted evening of programs of a high type—and the rest of the Canadian listeners can have the other six nights; plus the alternative programs on Wednesday nights on the CBC's Dominion network for those who do not share the first-nighter's tastes.

The first four-hour session of the

new series Wednesday (3) will tee off at 7:30 p. m. for 30 minutes of the Vancouver Symphony Orchestra, with John Avdon conducting. Then will come an hour's talk on the proposed developments in this new idea in radio programming in Canada, enceed by Arthur L. Phelps, professor of English, McGill Univ. An hour's "Citizens Forum" discussion on national planning will follow, to be participated in by Leonard Marsh, professor of social work, Univ. of British Columbia; Harold Filletzett, official of the International Woodworkers' Union, and Leon Ladner, King's Counsel, Vancouver.

Then will come the first performance of a one-hour musical comedy for radio, "The Gallant Greenhorn," with music by Morris Surdin. Toronto, and book and lyrics by Ray Darby, Winnipeg. (In this slot, the following week's program will be "Murder in the Cathedral" by T. S. Eliot; "The Nativity Play" on Christmas Eve; a New Year's Eve original Canadian topical revue with large orchestra and chorus.) For the final hour, Kathleen Parlow, concert violinist, will be heard in a Sibelius recital.

## 'There Ain't No...'

Dallas, Nov. 25. Station KIXI and the Dallas telephone company are at daggers points over a Santa Claus program sponsored by Singer Bros., local department store. Phone company claims the kids who call the station to speak to Santa, with the conversation going over the air, are tramping up the entire local trunk system and the company wants KIXI to knock show or suffer a cutoff in service.

Issue arose despite Singer Bros. and station offering to pay for additional phone service.

## WHBQ's Expansion

Memphis, Nov. 25. WHBQ, Memphis, is undergoing complete electrical revamping as the first step in a general expansion program.

Manager Bob Albury has also made several additions to the personnel lately. Newcomer in the force is William H. Crumblies, formerly of WGSN Guitport, WJXP, McComb (Miss.).

Bob Neukirch, announcer from Jackson, Miss., has been added in spot vacated by resignation of Harley Hanson. Betty Faquin has joined the managerial staff.

# Philly Pioneers With Radox In Measuring Local Listening Habits

Philadelphia, Nov. 25. While CBS last week announced a new device, to be premiered in the spring, for rating shows by radar, a similar gadget is already in operation in Philadelphia. The new device was developed and is owned by Albert Sindlinger, former chief of Dr. George Gallup's Audience Research Institute and now head of a production and research outfit at Hopedewell, N. J., labeled New Entertainment Workshop.

Sindlinger's gizmo, christened Radox—for Radio Audience Determination of X—is currently giving minute-to-minute measurement of the listening habits of a group of Philadelphians. It's now set to give responses on dials tuned only to show on the four major networks, and has no limitation and the Radox can be built to measure accuracy regarding 10 or more stations.

Sindlinger's device works on a slightly different principle than CBS' and gives some additional information, according to Commander Harold R. Reiss, Navy electronics expert, who developed it. While the CBS technique calls for a wave to

be sent out from a central station and be returned by a small transmitter, in the case of Reiss and Sindlinger's device, a receiving set, a wave, but gets a continuous one back from the home receiver.

Both CBS' and Sindlinger's development are based on principles pioneered by the Navy during the war. CBS' set uses a radio wave, while Reiss' operates by finite measurement of the time for a radio wave—traveling 10,000 miles a second—to get from transmitter to receiver and back to the measuring device. Both work in the ultra-high-frequency sphere and are thus held to the usual five-of-eight limitation.

Local plans for the Radox, as demonstrated during the past week, shows minute-by-minute: 1. Whether a set is on or off. 2. How long it is used. 3. Whether it is tuned to a local or distant station.

The device's popularity of other shows.

1. Dial activity. 2. In three above, Reiss said, was highly important and was discovered by accident when the Radox didn't seem to be working right. After much investigation it was found that the gadget was all right, but that many Philadelphians, instead of listening to Mutual via the local outlet, WIP, were tuned to WOR in New York. Ability to analyze such a situation was then made a regular part of the Sindlinger technique.

Any number of types of indicating device can be hooked up to the Radox or CBS' mechanism, Reiss said. He has chosen a cathode ray tube to give instant visual indication of the operation and a punched tape for a permanent record. The punched tape permits of instant telegraphing to a central source for compilation of ratings from cities all over the country within an hour.

The device that goes into the home radio is a small box that in no way interferes with operation of the set. It will cost about \$9 or \$10 to make in quantity. Reiss estimates, one can be installed in from four to 10 minutes. The receiving and recording apparatus is portable and can easily be housed in a trailer.

### Simple as ABC

The whole thing is so simple, Reiss asserted, that he was amazed that it hadn't been invented before. He said he had it worked out within six weeks after he started to solve the problem by Sindlinger. Patents are now pending. They are expected to be cleared up in a matter of weeks, at which time a public demonstration is planned.

Sindlinger declared he is not set certain what he'll do with the measuring device. Since he's not interested in the patent, he may license the patents or lease out the Radox to individuals in each city who can make their own deals for selling the information it provides.

What percentage of the homes will have to have the transducer—as Reiss calls the sending device—to give a representative picture will have to be worked out by further research, according to Sindlinger. He figured that 10 per cent of the approximately 2,000,000 population. However, that may prove to be under- or over-saturation, in the first case not giving a true picture and in the second being unnecessarily expensive.

An important use of the Radox, Sindlinger said, would be indicating the exact moment a set was turned off or a dial switched. An interviewer then can be sent to the particular home to learn why the listener thus reacted.

## R&R to Revamp Heater Brighter Tomorrow Show

With Ruthrauff & Ryan taking over the Mutual Insurance of Omaha account from the Meyerhoff agency, the format of Gabriel Heatter's "Brighter Tomorrow" series Sunday nights on Mutual will be changed, effective Dec. 7.

As of that date, the agency will have its own producer, Bob Siegel, on the show, replacing the freelance producer-director team of Wilfred Roberts and Ted Green, who have been handling it since last April for Meyerhoff. Corday continues as director of the Betty Crocker show across the board on ABC, for General Mills.

# THE Taylorville Story

BY WGN OF CHICAGO

**TAYLORVILLE, ILLINOIS** is a real good town... its 10,500 people are justly proud of their 12 churches, 7 schools, hospital, parks and modern buildings... and Taylorville is the County Seat of Christian County, right in the middle of one of the richest agricultural regions in the entire nation... in 1946 Taylorville's retail sales were over 12 million dollars. It is located some 195 miles from Chicago, between Springfield and Decatur.

As might be expected Taylorville has an aggressive Association of Commerce... this Association, in conjunction with the University of Illinois, recently published a 1947 *Consumer's Buying Survey*. Every fourth house in the entire town was personally interviewed. They found out a lot of interesting things and one of the questions asked was: "Name your three favorite radio stations." Of all the stations mentioned, 4 were in Chicago, 3 in St. Louis and 1 in Nashville and, also as might be expected, WGN led the entire list by a very substantial margin.

Taylorville, Illinois typifies countless other rich farm towns in the middlewest. We know we are well received in the rural areas... we know because the Broadcast Measurement Bureau tells us we have more coverage exceeding 50% than any other Chicago station (example: Taylorville, 73% day and 78% night) and because surveys invariably bear this out. Whether your sales message is for the metropolitan or rural areas, it will do a better job on WGN.

A Clear Channel Station...  
Serving the Middle West

MBS

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Eastern Sales Office: 200 East 42nd Street, New York 17, N. Y.  
333 Montgomery St., San Francisco 4 • 411 W. 116th St., Los Angeles 13

# FM Must Wipe Off Glamor Makeup And Give Self Tough O.O., Sez Trade

By DICK DOAN

There's an increasing feeling in industry circles that FM is fast approaching the point at which it has gotten more than technical superiority. A realistic attitude toward FM is long overdue, many broadcasters claim. FM proponents have talked superiority so long and so loud that they've begun to believe their own promotion. But to do that, high fidelity makes a radio station profitable, these observers cite, is pure tommyrot.

There are some 1,500 AM stations in the U. S. today, it's pointed out, and as of Oct. 4 there were 305 FM stations on the air. Since there is virtual saturation of the available power, AM-wise, this means that AM stations are serving the same audience that 900 served a couple of years ago, or five now for every three before. The 306 FM stations are diluting the audience even more, except for one vital fact to hear FM, you need a car receiver.

"It's as though," said one broadcaster, "admission to the Music Hall was free, and the program was a series of appointments, were by Chinese money only, while good old American coin would get you into the Palace. If the program at the Hall is terrific enough to get you to convert your American cash into the Palace ticket, it'll go to the Hall. If the program at the Palace is better, equally good, or even slightly inferior, there'll be a holdout at the Palace."

That's the cross FM has to bear, as these observers see it, and its load is terrific. Programmers don't have time these days to argue which system is technically better, they're so busy scratching gravel to keep their share of the audience. Where the audience was split three ways during the war, it's now split five or more. Broadcasters have to cut rates on the basis of this split or program good enough to hold listeners against the new competition. They can't afford a "kinker" anywhere along the line, or get into a fight to keep dial stuck to their respective frequencies, or suffer the consequences.

Continuing the Chinese-money analogy, the broadcaster quoted above continued:

### Watts Headache

"The FM programmer, who looks at his programming with an intelligent eye and finds it good, hasn't even started. He is still running a theatre for people with Chinese money. He's got low power, if he's just starting up, resulting in a daily chorus of reception complaints. FM radios are hard to build, and full of bugs. Every bad receiver is a slap at FM generally. The FM broadcaster just has to close his eyes and program according to his professional integrity, and hope for better days."

Parity between FM and AM receivers, when it comes, will mean about 2,000 radio stations operating on a competitive basis, or almost seven for every three operating during the war. And that's not reckoning with television, the advantages of which are obvious.

To say that FM doesn't have a future is silly, in the view of all but a few diehard AMers. Technological improvement in radio can't be stopped, and audio will be around for a long time yet, video or no video. But, the feeling goes, the future of FM is neither as imminent nor as glowing as its ardent proponents make out. It's not a revolution, it's an evolution, and an expensive one.

It's birth time, say those who take the realistic side, that the industry courted the odds. If FM programmers can outshine anybody else in their coverage area, if they're so terrific nobody can afford to miss their shows, then the audience will leap out to buy "Chinese money," i. e., FM sets. But high fidelity alone won't turn the trick. Circulation is the thing that pays off—and that takes FM sets plus programs.

AM-FM duplication, which looks stymied for some time, thanks to Petrillo, would help the sale of FM sets particularly in areas where traffic is heavy on AM. That would mean an AM-FM Palace with big-time shows, against an FM-only Music Hall with shows akin to home talent by comparison. In effect, everybody'd have Chinese money, but how far would it go? Splitting the take 2,000 ways, how many stations can survive?

## N.Y. Date May Cancel Morgan Variety Airer

Hollywood, Nov. 25

Russ Morgan, currently in the east, has the inside track on the variety air show being whipped up by 56 Fishman for Jayson Products, plastic manufacturers. Maestro, soon to open at the Billmore hotel, N. Y., must, however, originate in New York for a spell and that angle is holding up the deal for which time is reportedly already booked on a major net for an early January bow-in.

If arrangements are acceptable to sponsor, which will have its major plant on this Coast, Morgan will head the show, otherwise another band will be sought.

Kansas City—Dean Fitzer, manager of WDAF, returned to his desk for a few hours last week for the first time in about six weeks. Fitzer has been taking it easy following an abdominal operation. He expects to work back into harness gradually. WDAF has been carrying on under Harry Kaufman, program director.

## Ranger-Unmasked

Detroit, Nov. 25

"When the National Foundation for Infantine Paralysis wanted to know who the Lone Ranger was, they asked ABC in New York. They were told that ABC didn't know."

They finally found out by writing to a Detroit advertising man and asking him. The Ranger is Bruce Beamer, technical radio voice on WXYZ and the Ranger for the last several years.

## Hugh Terry's Colo. Post

Denver, Nov. 25

Hugh B. Terry, manager of KLDZ, has been named a member of an 18-man executive board of the Colorado Governor's Council for Resources Development—the sole radio man on the executive group.

Terry, already chairman of the council's promotion committee, will serve until Dec. 31, 1948. The Council for Resources Development numbers 200 of Colorado's top business leaders.

# WINN Asks Rehearing of Its Bid For Frequency Shift, Power Boost

Louisville, Nov. 25

WINN, according to Harry McTigue, general manager, has petitioned FCC for a rehearing on denial of its application for use of the 1,000 band and authority to move from 1,200 to 1,000 kc, at the same time boosting power from 25w to 5kw day and 1kw night. Mid-American Broadcasting Corp., local outfit, was granted use of the same facilities by the Commission Oct. 27.

Contention has been made by WINN that only three Commissioners are left who heard oral arguments when the case came up, that another argument should be called to allow WINN to state its case before the current non-participating Commissioners. C. J. Durr, E. K. Jett and E. M. Webster along with previous Chairman Charles R. Deany and Ray C. Wakefield (together with the Commission) heard the original argument.

WINN's rehearing bid claims ABC had a six-month cancellation clause in its new affiliation contract with the station, and charges that the net is preparing to affiliate with Mid-America. Claims that Mid-America was given the nod on strength of live-program and pub-

lic service structure which would be of little value if the new firm becomes a network affiliate.

McTigue asserted that FCC's grant was made partly on basis of WINN's program structure between hours of 9 a.m. and 12 noon, which was almost solid network, and contended that a study of the program structure of most any station which is a network affiliate, would result in a comparable breakdown, and a resultant poor showing on local live talent and public service programming.

## Gail Ingram Goes Freelance

Gail Ingram, assistant to her husband, Harry Ingram, producer-director of "The Big Story," on NBC for Pall Mall, has resigned to do freelance scripting. She'll write every fourth week's "Big Story" show, her first script being broadcast tonight (Wednesday).

In the past she has sold freelance scripts for Mollie "Mystery Theatre" and other programs.

Memphis—Annie Mae Day, former secretary editor of The Commercial Appeal, has joined WDLA, Memphis, in a sales and program capacity.

# The Sweeney and March Show originates at KNX

... so does Brooding With Brady



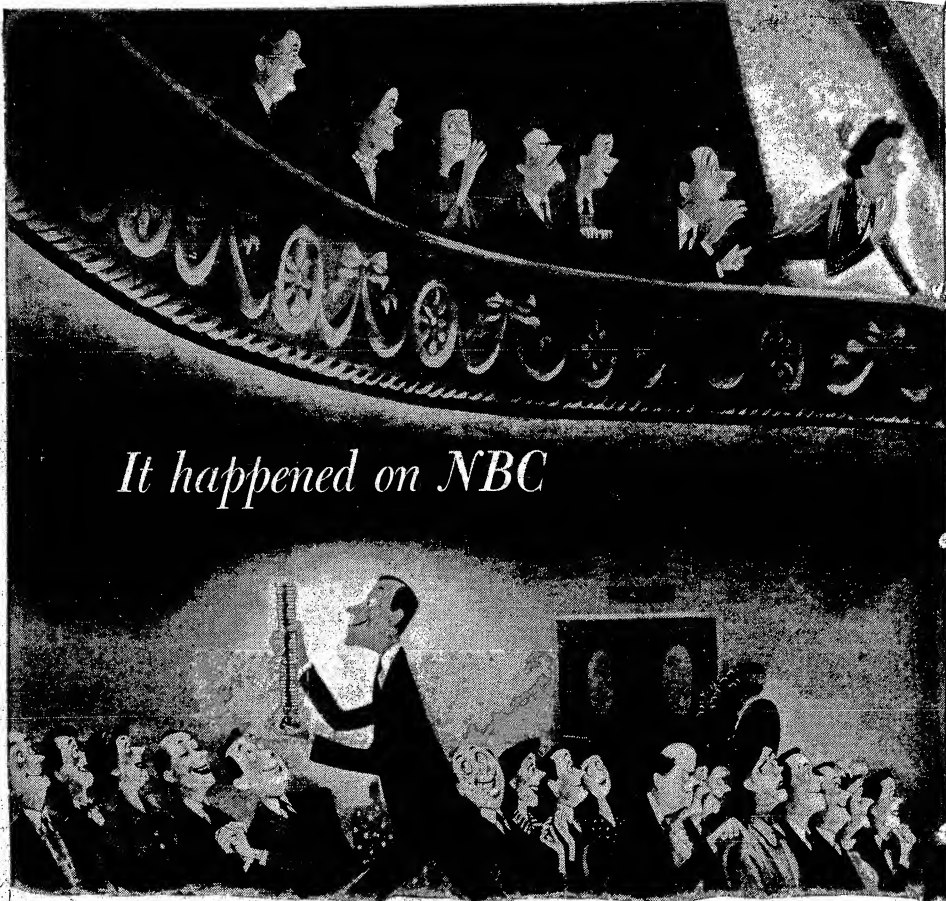
Out in Southern California—where "stupendous" is considered faint praise—it takes a lot of showmanship to ring up sales. Smart time-buyers know that Southern Californians get sales-building showmanship on KNX—CBS in Hollywood—where programs aimed at local listeners get the same high-caliber production as the 33 coast-to-coast shows KNX originates for CBS. For a case in point, take *Brooding With Brady* and *The Sweeney and March Show*. *Brady* is for KNX listeners only. *Sweeney and March* goes cross country for CBS.

Mr. Brady rolls sleepheads out of bed with a flick of his padlocked wit. *Sweeney and March* make laughs come as easily as 7s on loaded dice... Two comedy shows. Two audiences. One standard of production. The studios, sound effects, music and engineering that brighten the make-believe of *Sweeney and March* are all at the disposal of *Brooding With Brady*. It's a share-alike policy that adds network lustre to every local KNX program.

For the showmanship that can make your sales campaign more successful in Southern California—call KNX. Or let Radio Sales tell you all about us.

# KNX

Los Angeles • 50,000 Watts



## *It happened on NBC*

STORY OF A LADY IN THE BALCONY—"To what very popular song title am I referring when I say, 'Purveyors of the substance containing lactic acid maintain the containers in a state of noiseless animation?'"

Ladies in balconies of theaters from coast to coast have been perplexed by questions like this since Dr. I. Q. first went on the air back in April, 1939. The program then was heard on sixteen NBC stations. Today that balcony with its inevitable lady extends from the Atlantic to the Pacific and

\*\*"Milkmen Keep Their Boxes Quiet."

from Canada to Mexico—range of the full NBC Network.

In 1942 the original Dr. I. Q.—Lew Valentine—left the Main Street theaters to take up his post in the Aleutian Theater of War. During his three years with Uncle Sam, Lew was continually meeting people who had appeared on his show. An Army butcher on Attu reminded Lew that he had once won \$250 on his show—a Sergeant turned out to be a former Tongue Twister winner.

During Lew's absence Jimmy McClain became the Men-





tal Banker with notable success. Early in 1946 Lew returned to his Quizmaster role. The combination of straight and tricky questions, Tongue Twisters and the Famous Quotations—which incidentally have piled up as much as two thousand silver dollars to be won by a single contestant—continued to turn theater aisles into highways leading into more and more millions of American homes.

How to take a nation's I. Q.? Set up NBC microphones in the country's largest theaters. Select a genial, friendly

personality as the Quizmaster. Give the show a sponsor like Mars, Incorporated, makers of candies described with mouth-watering reality. Send the questions spiraling out over the powerful facilities of the NBC Network. Stage the quiz in the midst of other great programs heard on NBC. Let the vast NBC audience match wits in their homes. The result: A Monday night half-hour that rings with the music of silver dollars and is packed solid with the universal fun of friendly parlor competition.



... the National Broadcasting Company

# CBS Makes Splashing Entry Into 'Best Buy' Fracas With New Pitch

Last week, in the wake of heavy promotional barrages by the other three major networks, based on overblowing from Broadcast Management Bureau data (NBC to Hooper rating and share-of-audience standings (ABC) to "listenability" claims (Mutual), CBS decided it was high time to shed more light on its own combination of "best buy" sales arguments (based on A. C. Nielsen and BMB findings).

To do this, the web broke the first of a series of three full-page ads in the N. Y. Times and Herald-Tribune Monday (24) and is scheduling 24 followup tradepaper blasts. What this does argue, however, is nothing new to agency and advertiser circles, where the net's formidable, two-volume presentation has been making the rounds since September. The pitch now is to put CBS on the open with a story calculated to knock the bottom out of other web's sales clichés.

The overall effort is to complete the cycle of why-you-should-buy-us network claims growing out of an awareness in all quarters that radio, with its growing costs as an advertising medium, is becoming harder to sell and competition for bankrollers is stiffening. While making out their own individual cases in the best possible light, the web's are injecting a "this is for the good of the industry" slant into their stories. CBS is no exception.

### Only Two Objections

Purpose of the CBS pitch, according to the web's sales promotion and advertising department, is "to talk radio as a great medium." The presentation, however, naturally goes on to show that in this medium, CBS can't be beat. There are, CBS contends, not four network choices, but only two—"Type One" is CBS and NBC; "Type Two" is ABC and Mutual. And, of the two in Type One, CBS reaches the most listeners at the least cost (a per 1,000 basis), the web contends.

CBS brackets itself with NBC as

### WPIK's Pique

Washington, Nov. 25. WAILR, Arlington, was raked over the coals by an angry front here last Friday (21). Its suburban competitor, WPIK, Alexandria, Va., complained to the FCC about a promotion piece distributed by WAILR to local agencies in which the Arlington daytimer bragged of having better coverage than the other suburban sump-to-sundown stations.

WPIK declared its coverage, for example, was inaccurately and unfavorably represented in the WAILR brochure and urged the Commission to look into the matter before renewing the Arlington station's license.

Two, "complete systems" of radio coverage, against ABC and Mutual as partial systems, on the basis of BMB maps. Claims that CBS offers the lowest average cost per 1,000 families reached, both day and night, are based on a CBS study using Nielsen, Index ratings and covering all network shows last season (October '46 through April '47). Heavily accent, program-wise, is on CBS' own packages.

Other web's average "only 82% of the efficiency of CBS—in delivering audiences for each advertising dollar expended in the evening—and only 77% of CBS efficiency in the daytime," the net figures. CBS also, it's cited, has more of the 10 biggest radio advertisers than anybody else. For the ads in the lay press, the pitch in CBS is "where 26,000,000 people gather every week"—a not-too-subtle reference to the "coverage" claims of the biggest, i.e., weekly, Life, which says it reaches 25,000,000 weekly.

Dallas—Mrs. Margaret Healy, wife of the late Capt. Tim Healy, has been named director of women's activities for KLLP.

# VARIETY

## WBZ'S IN-SCHOOL AUD NOW TOTALS 200,000

Continued from page 25

broadcast day. During the show, a telephone number is called out of 10,000 area directories and the "chance" manner. Both the question and the answer are broadcast over the station. A prize is given whenever the correct answer is given (and the prizes have been few) and the questions as tough as they are regardless of whether the listener was tuned to WAILR.

To prove his side of the show lacks the basic elements of a lottery, WAILR attorney Fletcher told the school 45% of the prizes are given by listening to the station. "For these persons," he declared, "clearly the contest was one of skill."

Fletcher admitted freely the program was an audience-getter, but argued that listeners tuned in "because the program was fun."

Other developments at the WAILR hearings:

1. Attorney Frank Fletcher called FCC's attention to the fact that the Justice Department in 1946 refused to make the radio network "O'Gold" show as lottery. The WAILR show was a similar format.

2. WAILR introduced a form, "I, \_\_\_\_\_, do hereby authorize the Commonwealth of Virginia to declare that since no money is paid out to the listener, the program is legal under state statutes.

3. WAILR entered into the record the 1947 Federal Post Office ruling on lotteries. This ruling provides for a prize scheme to be illegal if it is necessary to a consideration by the person on the receiving end. "Consideration," as the Post Office sees it, involves the payment of money for the purchase of merchandise, chance or admission ticket, or the making of a purchase or other stalling effort of time. On the other hand, if it is required merely that the person be registered as a listener in order to be eligible for the prize, consideration "... is not present."

WAILR attorneys merely announced that a telephone is in the latter category.

## Pay-as-You-Pay

Continued from page 25

and Mutual prey Edgar Kohak reportedly against it on the grounds that it would make for a highly influential picture state listening unless BMB succeeded in signing up many more stations than are now on the fold. (It shows over 500 out of some 1,300 stations in the U. S. have re-subscribed to BMB reports. More than 700 signed, for the No. 1 Study.)

It's felt the second BMB report would particularly suffer if it failed to show all station audiences in medium and major markets. (A notable holdout in the initial study was WJZ, Quincy, which although not a subscriber, was listed in audience findings.) On this score, leading agency troubleshooters who use BMB data in selecting spot markets are expected to help BMB put together a larger station set-up into the bureau's roster.

A more immediate concern at BMB, however, is its upcoming "No. 2" study. It is expected to be in interim measurement, slated for March, 1948. Project is designed to show the results of the time lag in publication of the No. 1 study by permitting new stations, stations which have upped their power or switched wavelengths to order special listener counts in their areas as they desire. As to this week, scarcely a handful of stations had indicated a desire for interim measurement of their audiences. It's felt that many stations in the area plan to do this to facilitate this matter. BMB has set up a timetable with these deadlines: Dec. 15 for "reservations" to be included in the study; Jan. 15 for actual signing up; Jan. 15 for ordering the localities each station is sponsored. BMB expects to publish the list of stations and localities involved on Feb. 1.

## Wythe Williams Back

Wythe Williams is back on the air as newscaster after almost 10 years' absence, being heard on WJWS, N. Y., Sundays, 11:55 a. m. to noon, sponsored by Ben Tucker Furs. Stint started last Sunday (23). Williams left WOR, N. Y., shortly after "Paul Harbo" was with WOR, N. Y. for a short while, and subsequently edited a newspaper in Greenwich, Conn.

## WCAU 'Filing' Programs For Permanent Record On Electronic Belt

Continued from page 25

Philadelphia, Nov. 25. All programs on WCAU are being "filed" for a permanent record by an electronic belt recorder which makes permanent recordings for the first time. Dr. Leon Levy, WCAU presy, said he believed this was the first of its kind in radio and that many other stations will follow suit.

The new device is a product of Westhouse Corp. and is similar to machine used in control towers by the CAA. The unit is self-contained and no processing is necessary for playback purposes. The programs are embossed on acetate tape, and folded into compact packages. Two recording cylinders, each capable of taking a half hour of programming, allow the station to break down its broadcast day into 30-minute segments.

## 'Misguided' Greer Garson 'Only Incident' in a Tame But Convivial-RDG Ball

Radio directors are, only human. They showed it Friday night (21) when something like 400 of their wives and friends showed up at the Waldorf, N. Y., for the second annual ball of the Radio Directors Guild. In a convivial mood, they knocked themselves out, over the comic songs of the Mayboughs, Jack Gullford, the ventriloquist-juggling act of Senor Venice, and the singing of Connie Haines and Alfred Drake, all of whom won big offers.

They also showed themselves to be as human as radio quiz contestants when encee Bob Hawk announced Bob Shayon and Ed Byron, sons of Guy Rose Lee and actress Betty Grady, and put them through a typical quiz routine. It was all in fun, but the distinguished quizzer didn't look like candidate for the Queen for a Day title.

Party was beset by incidents averse to an unshelved bout by Greer Garson, who wandered in backstage while trying to locate a N. Y. Newspaper Women's party being held elsewhere in the hotel. RDG bellboys were inclined to remind both the Milton Berle-Horsey Morgan clash that sparked last year's shindig and wish for a little similar excitement.

As it was, the major "added attraction" was distribution of a handsome silver covered RDG Yearbook in which the directors could gander their names and faces and the names of their wives in show listings and ads. Many of the ad were in cut-up vein, a standout being Rosa Rio's, showing her propped up in bed, hand on telephone. "I'd captioned: 'Ready for Business.'"

Ray Bloch's orch and the Rodriguez rumba band alternated for dancing. Lester O'Keefe was ball chairman. Doan.

Detroit—Least addition to WJBK's staff is Arthur E. Sutton as new and special events director for both WJBK and WJBC-TV. Sutton, in radio for 13 years, was with WJR and WXYZ, Detroit; WGLW, Windsor, and KMPX, Hollywood.

## Stassen

Continued from page 25

his service or political? Political opponents of Stassen are fully expected to tab them as political, which means equal time could be demanded of the stations airing them and ordinarily would stiffen station resistance to scheduling them. On the other hand, observers believe Stassen may have outgunned his opposition inasmuch as it would mean opponents would have to rush out and plaster similar talks, or interviews for distribution to broadcasters.

Interest, at any rate, in how acceptable stations and the Stassen disk is certain to run high.

## UNITEE RECALL, DRUG 'CO.

Wendover, Nev., 10:30 P. M., E.P.T. "THIS TIME FOR KICKS."

## ESTABLISHED DIRECTOR-PRODUCER

10 years New York radio and theater. Interested in staff or free lance. New York. Write Box 1155, Variety. 164 West 46th St., New York 19, N. Y.

## W TARGET

Every touchdown is backed up by hours of planning. Weed and Company service is distinguished, the good football, by intelligent analysis, skillful planning, and a thorough knowledge of successful sales strategy.

## WEED AND COMPANY RADIO STATION REPRESENTATIVES

NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - ATLANTA - HOLLYWOOD

*A New Voice in...*

# NORTH JERSEY

**With 5000 LUSTY WATTS that REACH 7,000,000 HOMES**

**HERE'S The Baby that can tell your story!**

**1430 Kilocycles Market 3-2700**

**WNJR**

91-93 HALSEY ST NEWARK 2, N. J.

*The Radio Station of the Newark News*

### Radio Lux Plugged As Lone Enterprise of Private Enterprise at Present

New York.

**Editor, VARIETY:**

I read with great interest your article in the Nov. 22 issue of *Variety* looking at though the long fight to re-establish commercial radio in France might at last be nearing a victory for private enterprise.

I can't help objecting, however, to your remarks regarding the fact that you, Luxembourg, are not only the owner, but the largest and most important independent French radio would be the Luxembourg Radio, and to assure you that the owners and directors of Radio Luxembourg, far from being in opposition, will through their lists into the air if and when such a development actually occurs.

Radio Luxembourg is not only privately owned and free broadcasting setup in the world, outside of the American continent. As a private enterprise it stands pretty much alone as the voice of private enterprise at present.

Second, Radio Luxembourg ownership is predominantly French, and the principal directors share responsibility also for many other private commercial enterprises in France. One of them, Mr. Jacques Lacour-Gayet, is chief executive of the French Economic and Custom Committee which has been for many years a stronghold of free trade and free economy.

It is difficult to conceive of a more spectacular or effective victory for private enterprise and the principles America stands for, than the re-ignition of "commercial" by the French national radio. From the narrowest viewpoint, that of Radio Luxembourg's self-interest, there is absolutely nothing negative. There is plenty of room for many more commercial stations in Europe and all past experience justifies the belief that Radio Luxembourg would continue successfully throughout its life (as it always did before the war) because of its superior know-how, the high quality of its programs from the listener's viewpoint and its ability to reach markets which other stations are not able to reach.

Very truly yours,  
Guy Bolam

### NAB ASKS REVIEW OF 'POLAR COLA' RULING

Washington, Nov. 25.

The National Assn. of Broadcasters, speaking as "amicus curiae" of the court, last week asked the Supreme Court to reconsider its refusal to review a case which involves similar-sounding names of products advertised over the air.

In a point involved a suit by Coca-Cola against Snowcrest Beverage Inc., which uses the name of "Polar Cola" to identify one of its products. The Circuit Court of Appeals had ruled that the use of trade names "phonetically similar to protected trade names could not be enjoined" without proof of actual confusion in specific instances.

The NAB brief pointed out that in sound radio advertising, the value of a trade name depends entirely on its distinctive sound, since visual identification is impossible.

Brief concluded: "To refuse to extend the same degree of protection to representation by sound as to that by sight is to place radio broadcasting, as an advertising medium, at a serious, unfair competitive disadvantage with other media."

### Philly's KYW Sets Up Its Mikes Down on the Farm

Philadelphia, Nov. 25.

KYW is now originating its daily farm program, "E. D. 1000" direct from Ted Steele's 97-acre farm in Solebury Township, Bucks County, on the road between New Hope and Pineville.

Move was designed to save time in Steele's daily routine and facilitate experimental work at the farm, and is believed to be the first time in Philly radio annals that a farm show has been broadcast right from the fields.

Show goes on at 8:30 a.m. and has been aired, with Steele doing the commentary, since last August.

Shreveport—David Kent, freelance writer and actor, has joined the staff of KTES in Shreveport as production manager. He was program director of WAIR, Winston-Salem and production manager of WROV in Roanoke.

### Dixie-FM Network to Make Sustainers Available

Raleigh, Nov. 25.

The new Dixie-FM Network will make its sustaining radio program available to all other state FM stations, Fred Fletcher, president of the network and manager of WRAL-FM, said.

Frank Conkey, program director of WJLN-FM, Winston-Salem, is chairman of the network program committee. Other members are Howard Maschmeyer of WRAL-FM, Raleigh, and E. Z. Jones of WBBB-FM, Burlington.

St. Louis—KWOC, Poplar Bluff, Mo., operated by A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, has applied to FCC for FM permit. WLYN began operation last week at Oney, Ill., on 740 kc., with 250 watts power. Station will cover a primary listening area of 68 to 80 miles. FCC has granted KFUP, the Concordia Seminary station in St. Louis County, a permit for a 10,000 watt FM station to be operated on a commercial band.

### N. CAROLINA 10-UNIT WEB DUE TO ROLL JAN. 1

Raleigh, Nov. 25.

A North Carolina state network comprising at present 10 radio stations expects to begin operations Jan. 1, covering a potential listening area that includes all of North Carolina, about half of South Carolina and portions of Virginia and Tennessee.

Announcement of the new network was made by H. A. Seville of WCLL, Kannapolis. Seville listed these member stations: WZTL, Kannapolis; WBOB, Forest City; WADK, Wadesboro; WEWO, Laurinburg; WGP, Sanford; WQWR, Asheboro; WMS, Burlington; WFSN, Thomasville; WTOB, Winston-Salem; and WKBC, North Wilkesboro.

Plans call for the member stations to operate leased program wires, contributing local programs of sports, news, music and other features on a cooperative basis. New stations will be admitted to the network on consent of charter members.

### Chicago Stores Shop for Air Time As News Strike Hits Holiday Ads

Chicago, Nov. 25.

Protracted squabble between Chicago newspaper publishers and the typographical union has caused department stores to scramble for options on rapidly dwindling air availability here. Although complete shutdown of dailies has thus far seemed improbable, State Street merchants nevertheless don't intend to be caught with their ads down in the holiday season.

Among firms combing station desks last week were Goldblatt, Marshall Field, and Carson-Pirie-Scott. The Fair, added newscasts on MWG and WEBB, along with a pending weekly lineup of 50 spots on WCFL. The State Street Council, representing major Loop stores, scouted half-hour availabilities but most of the leftovers are bedtime spots.

Meanwhile, in the belief that the union will continue harassing tactics

rather than walk out, radio programmers generally haven't made plans for expanded news coverage. Pols station WDBX, however, has announced that in event of a walk-out it will allot extra time daily for news piz.

Newspaper advertisers haven't been alarmed about strike threat, but the Friday (21) Daily Times put a scare in them. Following a typesetter's work stoppage of nine hours, the sheet was typewritten and photostated. Normal issue of 96 pages was cut to 32.

Des Moines—Kinsey H. Murphy, president of the Murphy Broadcasting Co., operators of station KSO, Des Moines, has announced appointment of Max M. Friedman a member of the board and manager of sales. He will also assume the duties of George J. Higgins, general manager.

## Our Sincere Thanks to

<p>October 6 <b>BING CROSBY</b> <b>INGRID BERGMAN</b> <b>JOAN CARROLL</b></p> <p>★</p> <p>Rainbow Productions for "The Bells of St. Mary's"</p>	<p>October 13 <b>BOB HOPE</b> <b>DOROTHY LAMOUR</b></p> <p>★</p> <p>Paramount Pictures for "My Favorite Brunette"</p>	<p>October 20 <b>BETTE DAVIS</b> <b>BRIAN AHERNE</b></p> <p>★</p> <p>Maxwell Anderson for "Elizabeth the Queen"</p>
<p>October 27 <b>BETTY GRABLE</b> <b>TONY MARTIN</b></p> <p>★</p> <p>Twentieth Century-Fox for "The Shocking Miss Pilgrim"</p>	<p>November 3 <b>DANNY KAYE</b> <b>VIRGINIA MAYO</b></p> <p>★</p> <p>Samuel Goldwyn for "The Secret Life of Walter Mitty"</p>	
<p>November 10 <b>DANA ANDREWS</b> <b>JANE WYATT</b></p> <p>★</p> <p>Twentieth Century-Fox for "Boomerang"</p>	<p>November 17 <b>CLAUDETTE COLBERT</b> <b>WALTER PIDGEON</b></p> <p>★</p> <p>Metro-Goldwyn-Mayer for "The Secret Heart"</p>	<p>November 24 <b>FREDRIC MARCH</b> <b>MYRNA LOY</b></p> <p>★</p> <p>Samuel Goldwyn for "The Best Years of Our Lives" (Academy Award Winner)</p>

**TO THE PRODUCERS, SUPPORTING PLAYERS, TECHNICIANS—AND THE EXECUTIVES OF THE MOTION PICTURE RELIEF FUND**

We wish to thank all who have helped us to make the new Screen Guild Players presentations an outstanding radio success... thus continuing the excellent work of the Motion Picture Relief Fund, which this program helps to support.

## CAMEL CIGARETTES

SPONSORS OF

# The Screen Guild Players

**CBS**

**MONDAY EVENINGS**

**A double CBS package buy  
in daytime radio!  
TOP TIME PLUS TOP PROGRAM**

*\*Underlying every Nielsen Radio Index report,  
and the basis for all NRI ratings and analyses,  
is a scientifically-proportioned sample  
representing a coast-to-coast area containing  
63% of U.S. Radio homes.*

## 2:30-2:45 pm, EST Monday through Friday

**A TIME THAT PAYS OFF . . .** Here's your chance to profit by the audience momentum of one of the most powerful program sequences in all daytime Radio: the CBS Mid-day Lineup.

From 11:00 a.m. to 2:30—from Monday through Friday—NRI data\* show that CBS has an unchallenged lead in daytime audiences, with a 6.9 average.

For three-and-a-half solid hours—quarter-hour by quarter-hour—CBS advertisers win a larger NRI audience than any of their competition . . . an audience 38% greater than the average for ALL daytime listening, as reported by NRI in its October 6-10 report.

## "LOOK YOUR BEST"

**A PROGRAM THAT PAYS OFF . . . LOOK YOUR BEST . . .** CBS-produced, CBS *Air-Tested* . . . The network time period rating in its very first week was a 4.7 NRI—94% as high as the average for all daytime Radio.

Here's an audience-participation show with a purpose—to help women help themselves to better grooming, more attractive appearance.

And it's the only network show devoted exclusively to this prime interest of all women.

DICK WILLIS, star of the show, knows all the answers in this mysterious field. Lecturer and counsellor to hundreds of thousands of women at the N. Y. World's Fair "Cavalcade of Cosmetics", and former make-up artist for Warner Brothers, Willis has expert professional knowledge of women's fashion and beauty interests.

And he puts across his ideas and suggestions in a way that makes every one of his listeners feel she is a part of the program . . . a way that makes for *good Radio*.

Top time—top programming.

Both available on CBS, the most effective network . . . first choice for 10 years of the nation's biggest Radio advertisers . . . delivering listeners at *less cost than any other network*.

**FOR THE UTMOST IN RADIO VALUES . . . SEE CBS . . . THE COMPLETE**

**NETWORK**



# Inside Stuff—Radio

Although Lipton is well satisfied with the "Talant Scouts" program Monday nights on CBS (its current Hooper is 15.0), there continue to be incidents between the talent and the sponsor and agency. There was a situation at the start of the season, when the Lipton advertising director, William Smith, questioned the use of Arthur Godfrey to read the commercials on the show, on the ground that he lacks "dignity." He was persuaded to let Godfrey handle the assignment, but made various suggestions about readings, etc. Finally Ed Barnes, Young & Rubicam vice-president and account supervisor, went over his head to Robert Smallwood, Lipton president, who instructed Smith to continue his suggestions to commercial copy only. Subsequently, Godfrey landed with Harry Hartwick, Y & R commercial supervisor on the show, and has since forbidden any of the agency's commercial writers to enter the studio.

Anthony Rivers, the radio and legit actor, who inherited something over \$1,000,000 some months ago, has found it a serious financial handicap so far. The difficulty is that, although the legacy hasn't actually been paid, everyone figures he's in the chips, so he's having a tough time getting jobs and making a living.

In a letter to the editor in the current issue of Stand By, official publication of AFRA, he explains, in part, as follows:

"When I go plugging for jobs, I'm greeted with a smile and asked why I want to work, with all my dough. Consequently I've been forced to collect unemployment insurance."

"In the same Tony Rivers that I was a year ago, scratching and looking for work, only I have to scratch that much harder now because a few find it humorous to make an issue of my personal affairs. . ."

Impression is growing that James C. Petrillo is becoming increasingly public-relations-minded. Following contract-talk huddles with network execs on three consecutive days last week in his N. Y. AFM offices, the union boss each time called in the press to make statements and answer questions. Impression gained by reporters was that these post-mortems (unproductive though they were in revealing specific issues discussed) were much more Petrillo's idea than the web's. Also, newsmen who have covered AFM-network negotiations in past year recalled it had never before been the practice to hold press conferences following talk sessions.

Factors behind Petrillo's apparent new attitude toward the press are such as including his impending Federal court trial in Chicago on charges of violating the Law Act. He may reason, it's believed, that his case before the court and public may be viewed in a better light if he makes a show of cooperating with the press.

Under debatable title of "Biggest Man in Radio," last week's issue of the Setpagevot litted curtain for general public on the behind-the-scenes operation of C. E. Hooper, rahn of radio ratings. According to writer Colie Small, Hooper has created a destination-pointed Frankenstein monster whose whim controls the destiny of hundreds of performers. Even redoubtable figures like Bing Crosby, Fred Allen and Jack Benny huddle in fear of what their Hoopers will tell them about their drawing power. Pointing out the rating system's domination of network policy, article poses the question: "Does Hooper work for radio or does radio work for Hooper?" and makes out a strong case for the latter, warning the dog.

Small reveals that despite Hooper's crucial role in the industry, he's still a part man getting along on \$25,000 a head last year. During life

of the Hooper outfit it has grossed about \$4,000,000, but high taxes and operating costs has brought the total net profit down to \$84,000.

Billy Rose is glowing over the fact that his five-minute "Pitching Horses" strip on Mutual has, in the space of a few weeks, run up a Hooper-boost of 4.6. May not sound like much, he says, but look at the fact that Gabé Heaster, whose gab follows his and who has been at it a long time, has but a 3.5 Hooper. "I operate at a 4.6," says Rose, "and I'm getting a 4.6. What particularly makes Rose happy, though, is the explanation of his 4.6 which he got from "the bossman of an opposition network." This web Hooper, Rose reports, said it "qualifies him to be multiplied by five times a rating, but it is realistic to multiply this rating by 2 1/2 . . . 2 1/2 times 4.6 gives you a realistic Hooper rating of 11.5. . . . After five weeks of broadcasting, this is a fine showing and affords most without precedent for a talk-talk program." That's music to Rose.

Hildegarde gave Music Corp. of America a session of jittery late last week, when she informed the agency that it was no longer to represent her on deals. Chanteuse was reportedly dissatisfied with the fact that MCA hadn't lined up a radio show for her this year.

However, Lew Wasserman, MCA president and Larry Barnet, MCA vicepres, flew to Miami Beach Sunday (23) and after an all-day conference the chanteuse agreed to remain with that office.

Story in VARIETY last week on a disputed "Superman" series built around the Freedom Train and involving "a trial reminiscent of the Greensboro case" got dander up in the North Carolina city by that name.

Pointing out that VARIETY "probably meant Greenville in some other state," Edney Ridge, proxy of the N. C. Broadcasting Co., protested: "There has never been any such town in North Carolina. This is a 1975 Negro population" is the center of Negro education in the U. S. In fact, station WBIG is sending three Negro boys to A&T College, state institution, for teaching agriculture. Ridge is making good on his word. However, Lew Wasserman, MCA president and Larry Barnet, MCA vicepres, flew to Miami Beach Sunday (23) and after an all-day conference the chanteuse agreed to remain with that office.

When the Fred Allen program switches to the Ford Dealers payroll Jan. 4 the J. Walter Thompson staff will move with it but except one person, and that's Tritany Thayer, who will stay in Los Angeles and fireproof's Cheese commercials. Thayer, rated as top in this category among his co-practitioners, is accustomed to limiting editing from the client fold. In this dealers set-up copy approval will have to pass through multiple hands.

Though it is well known that Wynn Coy, manager of WINX and WINX-FM, Washington, heads the list of candidates for the FCC chairmanship, some of the Democratic party officials have a ringer lined up in case Coy turns the job down. This is liberal Dem Congressman Mike Monroney of Oklahoma, co-author with ex-Senator Bob Taft of the Congressional Reorganization Act. Like Coy, Monroney is a New Dealer and an oldtime newspaperman.

Around NBC they've dubbed Dick Dudley the presidential announcer. He was announcing the Guy Lombardo broadcast from the Roosevelt Grill, N. Y., recently, when the arch played "I Hope the President is Listening." A few minutes later Al Robinson, the web's night program manager, called Dudley that Truman not only was listening, but had phoned NBC's Washington office to get into the program very much. Dudley acknowledged the White House nod as the program's sign-off.

## Tele Bids

Continued from page 27

studios. Ford expects to spend a whopping \$300,000 building the station.

Westinghouse Radio Stations, Inc., which pulled out several black-and-white bids last year, has now reinstated a request for the No. 6 channel in Pittsburgh to bulwark operation of company-owned KDKA. A "luxury" operation is clearly in the cards with Westinghouse pegging \$440,000 on the video transmitter and \$100,000 on the video receiver. Studios also an expected expense, month on operating costs. Westinghouse holds another permit for Boston.

Down south, publisher John S. Knight's station WQAM requested use of the No. 2 or 3 channel in Miami. Knight publishes the Miami Herald and has an FM station under construction there. He will spend \$107,885 to get his 25kw picture and 8kw sound transmitters on the air.

Earl Anthony & Sons, Inc., newspaper publisher and AM broadcaster, popped a bid into the FCC hopper last week to use the contested No. 1 tele channel for a community-studio operation in New Bedford, Mass. Bid reaches FCC as hearings opened on the government proposal to earmark the primary tele channel for use by emergency and public safety radio services. Requests are already on file here for the No. 1 tele channel in Trenton, La. Riverside, Calif., and in the Bridgeport, Conn., area.

This Anthony's second tele bid, since firm pulled the first one out during the CBS color-video controversy in early 1946. Anthony proposes to spend \$232,247 on New Bedford station and to break year on operating expenses the first period. He offers to sell each quarter-hour and a top of 15-minute period. He offers to sell each week. Anthony told the FCC it would prefer a full-blown operation on either channel No. 2 or 3, if a new allocation is made. Firm is licensee of WBEI, New Bedford, and WOGB, West Yarmouth, and publishes papers in New Bedford and Yarmouth, Mass.

Albany—Stan Roberts, veteran in the newspaper advertising field and salesman for WROV since the station went on the air Oct. 1946, was appointed sales manager. Succeeds W. S. Clark, who resigned.

## AFRA

Continued from page 23

to participate with the national ABUG.

12. Called for the establishment of a research fund for AFRA members. This has been pending and currently rests on whether the union should be invited to attend cooperative "Comedy Theatre" to Calif. This now appears unlikely.

13. Called for sending a representative to AFRA convention, Hether attended.

14. Commended Actors Equity Ass'n and the League of N. Y. Theaters for their efforts to prevent racial discrimination at the National Theatre, Washington, effective next May 21.

15. Called for the AFL to sponsor programs "of the first magnitude" in some seven radio networks. This is to be taken up at the AFL meeting Dec. 5-6 in Washington see (page 23).

16. Called for board meetings to be held once monthly in the executive offices and for the executive-secretary to send more detailed agenda of meetings. The national board decided against this proposal.

17. Called for freedom of expression for radio commentators. No specific action required.

18. Called for the national board to take action to protect the names of performers against others taking the same services. This has been referred to the union's attorneys.

19. Called for the appointment of a committee to arrange for name performers to appear at local rallies and meetings. Committee appointed.

20. Called for a report to the locals covering the major provisions of all existing local contracts. This will be referred to the locals.

21. Commended producers of programs that avoid using minority stereotypes, and called for AFRA to work with various guilds on the matter. No specific action required.

22. Abolished the unit rule on convention voting. Took effect at once.

23. Called for study, amendment and revision of the AFRA constitution. Committee appointed.

24. Called for the establishment of local grievance committees. Referred to the locals.

25. Called for polling of delegates at the convention. This was in effect at the convention.

26. Urged the continuation of the government's "Voice of America" programs. No specific action required.

27. AFM Problem  
27. Called for the national board to investigate the increasing use of AFM members to force services properly in AFRA jurisdiction. This referred particularly to the use of band members to force services. Committee has been appointed to confer with the AFM on the subject.

28. Called for the resolutions presented by smaller locals to be moved up on the convention agenda. This was done.

29. Called for revision of the dues structure, to achieve increase in income for the union. This was referred to the Coast, which presented the resolutions to the national approval will be needed for final action.

30. Called for the establishment of a western regional committee to study problems in the area, and for the employment of a special representative to the National Board. Referred to the western locals, which turned it down. Action was filed in with the employment of additional national organizers.

31. Called for a committee to study the open-end transcription situation and report to the 1948 convention. No action taken. The present transcription code extends through Oct. 31, '48.

Adam Hales • Marlin Hales

**RECORD NOW!**

"JUNGLES that don't JANGLE!"

Write for Brochure  
**LANNY B. GINGER GRAY**  
1355 1st Ave., N. Y. 28  
A-1474  
A-1474

the  
one station  
that  
covers all  
the  
\$1,000,000,000  
ark-la-tee

**SHREVEPORT**  
**50,000 WATTS**  
Represented by The Branham Co.

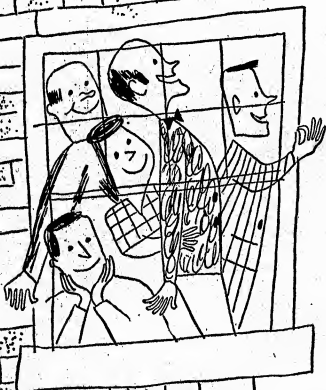


## Look who's blowing his own horn...



**The young man with the horn** is an ex-clarinetist, named (of all things) Opie Cates. If he's currently engaged in blowing his horn a little louder than usual, that's because Opie is the star of a brand-new comedy show on ABC. Of Opie's debut, *the Hollywood Reporter* had this to say: "Opie Cates was well spotted ... scored nicely ... and should be able to develop the character for a long run." To which *Billboard* added: "It had much of the same charm, pace and sheer freshness that distinguished another ABC package, *Tales of Willie Piper*."

**The Opie Cates Show** is a funny, friendly situation comedy. It doesn't cost much money ... it's got fine network time (Mondays, 8:30 pm EST, right after Groucho Marx). In short, it looks like a very good bet. Maybe you should give the kid a listen next Monday at 8:30?



### also available...

**EXPLORING THE UNKNOWN...** *Sundays, 7:30 pm EST.* Authentic dramatizations of the miracles of modern science. Famous guest stars!

**CANDID MICROPHONE...** *Thursdays, 8:00 pm EST.* A concealed mike records actual, unrehearsed conversations. The newest idea in radio!

**THE ADVENTURES OF BILL LANCE...** *Sundays, 5:00 pm EST.* He'd rather meddle with Mendelssohn than Murder. Sure-fire adventure with a new twist!

**SO YOU WANT TO LEAD A BAND...** *Mondays, 9:30 pm EST.* Fun for all when Sammy Kaye and local contestants take turns leading the band!

**ROSS DOLAN, DETECTIVE...** *Saturdays, 8:00 pm EST.* Bill Gargan stars in this exciting mystery series. Has rated as high as 10.3!

**ABC** PROGRAM DEPT. Circle 7-5700  
30 Rockefeller Plaza New York, N. Y.

# FCC Inquiry Proposed on FMers' Difficulty Getting AT&T Line Deal

Washington, Nov. 25. FCC may investigate negotiations between FMers and the telephone company for networking of FM shows. This was indicated here last week by Commission E. Jett during the Commission's hearing on a proposal to nip off the No. 1 video channel of the FM network.

He made the suggestion following a strong presentation by FMers on the difficulties of linking FM shows.

Charges of discrimination in the treatment accorded FM versus television by the American Telephone & Telegraph Co. were aired at length by Everett Dillard, president of the Continental FM Network. Dillard appeared to play for use of the No. 1 video channels for relays to network FM shows, on the plea that A.T.&T. has stymied FM's use of high-fidelity wire circuits.

Dillard's big complaint is that tele users get a free ride on the A.T.&T. coaxial cable between here and New York, despite the fact several commercial tele shows are networked via the cable. Both the FM audio and visual channels are doped out to tele "for free," he complains.

On the other hand, Dillard said, FMers have to use 8,000-cycle lines—capable of carrying only half of FM's full fidelity—and pay a husky \$2 cents a mile for the privilege. The telephone company, he claimed, has given only half promises on Dillard's repeated requests for 15,000-cycle lines to carry high-fidelity FM network shows. Company claims it had no terminal equipment for these high-fidelity lines now, but that "within a year" from receipt of an order from Dillard's Continental FM web, the 15,000-cycle lines will be made available—at 30 cents per air-line mile. Standard broadcast networks now pay 15 cents a mile for their network lines.)

**Double FM, One Pay Toll**

The phone company has made no other commitments to possible FM network arrangements outside the territory now covered by Continental's 52 FM affiliates. Referring to revenue-poor FM, Dillard declared: "It is a serious question of the economic success of regular operation of nationwide or large-scale regional FM networks on the higher rates that are being quoted for 15,000 common carrier circuits." As an alternative, he asked the FCC for use of at least 44-50 mc. band to relay FM net-

work programs—and relieve FMers of the need to wait for A.T.&T. to catch up with their demand for network facilities.

Dillard continued: "Let's suppose we place our orders with A.T.&T. for 15,000-cycle lines today between Washington and New York. A year from now we will have the use of this circuit, if A.T.&T. carries out its promise. Then when we want to open a Toledo link, we will have to be one part of the network will be that one part of the network will have 8,000-cycle transmission, whereas the rest is on 15,000 cycles."

With plenty of use for the phone company, the FCC exec demanded: "Is independent FM networking to be shelved or will it be allowed to compete effectively with TV or AM networks... by utilizing all of its superior qualities?"

## Shift Due

WCBS-TV, New York (on the No. 2 video slot), unless precautions are taken.

The interference to the No. 2 slot is regarded as highly serious by the American Radio Relay League which last week recommended that FCC delete the No. 2 rather than the No. 1 channel or, preferably, take both from television.

If the No. 1 tele channel goes, Elmer Wayne, WTCM, Trenton, will have to drop his bid, since the No. 1 channel is the only one earmarked for television. Bridgeport will lose its only assignment. Chicago will be cut from seven to six channels. Cleveland, from five to four, and Columbia, O., from four to three. In addition, tele assignments in a dozen other cities will have to be reshuffled though no channels will be lost.

At the same time, some stations will have to pull in their wings on coverage. Riverside, Cal., earlier assigned the No. 1 channel, has been given a ringer, but will get much less coverage on the second-choice channel. There will be some queuing elsewhere with FCC proposing to locate tele transmitters on the same antenna channels anywhere from 100 to 115 miles apart. Under usual standards, such stations are spaced at least 160 miles apart to prevent mutual interference.

# NEGRO NETWORK SET IN MOTION IN CHICAGO

Chicago, Nov. 25. Plans for a protected Negro network moved ahead here last week, with the chartering of the Afro-American Broadcasting System by the state of Illinois. Officers are Dr. Clifford K. J. Grey, Andrew Carter, v.p.; Wm. H. Rogers, Stone, secy; and J. W. Williams, treasurer.

Contracts already have been signed with Bitter Associates, Toledo radio engineers, for construction of transmitters in New York and Chicago. The Cal station, WYON, 1,000 watts, is scheduled for operation by next spring. Studios will be located at 448 South State street. Plans for the New York station and intercity affiliates are in the blueprint stage.

# Wedding on Tele

Some night, getting a feed from the broadcast from WMAR-TV in Baltimore, NBC, meanwhile, repeated its plans Friday night and Sunday night. NBC was able to secure its clean beat over all other media through the deal with BBC television worked out last year by veepee John P. Royal. To save time, most of the 30 minutes of film were taken off the face of a receiving tube in the BBC studio in London.

Film was flown to New York, rushed to the NBC studios less than an hour-and-a-half after arriving at La Guardia airport and put on the air within 15 minutes after arrival at the Radio City studios. By recording the film off the tube face, NBC had a ready-made sound track, including the British announcer's commentary and all the crowd noises. Film was sponsored by Swift's Ice Cream Co., Chicago.

**CBS Records** the first record of the wedding itself, using a 16-inch of Ed Murray's radio account of the ceremony with CBS aired wirephotos stills flashed across the ocean. Later, it was also taken off the face of a receiving tube, with information supplied by the British Information Service.

Two webs, sub DuMont, had preliminary material on the wedding, which they broadcast Wednesday (19) night. CBS furnished a similar update to WMOL-TV (Washington) and WFL-TV (Philadelphia) under Chevrolet sponsorship.

# Ballyhoo

Continued from page 24

causes. The smaller shops requiring quick turnover as the less conservative element, while manufacturers, distributors, department stores, and station operators, who are the heavy take the slow-and-right stand. Feeling of the latter regarding "fracked" dealers, they demonstrated at parties, etc., on quick call cannot produce good pictures; that in the end they would manage to move some of their other electrical appliance stores at the same time. The in-a-guilt-out-again-Finn-Tede treatment is damaging to tele.

**All-Time Treasre**

Topper among the shopkeeper Elzevils is Bert D'Orsay who gave up his general appliance business last year with "T-Day" to concentrate on video. He has already brought ground out with many of the world's first all-tele theatre in a fast-growing outdoor residential district, Shawnee, Kan. With \$125,000, he will have 500-seat built for D'Orsay's own custom-built large screen demonstrating set, plus four smaller sets, a major showroom and a service department connected to the main building. All models will be handled, is the claim. Another such shop is planned for the Willingboro, N.J., area.

Later, with first slated for February opening, He, like Jack Richards, sends sets with mailing lists from some source with which he invites requests.

Virtually all are taking ads in daily papers and other local publications, advertising both merchandise and the shows, in addition to sponsoring shows on the one commercial station, KTLA.

# NBC Personnel

Continued from page 27

and that those without radio interests would be forced to search advice for their starts.

With the total advertising expenditure for the nation expected to reach \$1,200,000,000 a year within the next 10 years, there will be a big market for advertising available to support video, Kersta said. To latch onto this money, however, tele must be sold to advertisers and to the public. He denied that tele would cut into existing media, declaring that radio, instead of withering away under video's competitive onslaughts, would be "profitable for years to come."

Kersta predicted a continuous improvement in the quality of tele pictures in the present year, above standards, adding that there's plenty of room for improvement within those standards. Such quality, he said, will come gradually, he said. Stressing NBC's stepped-up interest in the field, he said that WNET would move from the small 3H studio at Radio City, N. Y., to the much larger 9G in February. Web already exploring the possibility of establishing a "television city" in N. Y., and other cities, which cities clear across the continent.

# Du Mont

Continued from page 27

the break-even point hoped for before June. If costs can be brought held within bounds, DuMont expects to show a net profit before the end of 1948. WABD has not yet begun to benefit from the new rate cap established in September, which jumps the time charge per hour from \$300 to \$500. Amount of money received since the rate went into effect is only about 10% of the total. Contracts with most of the present sponsors, who are under the old rates, expire March 1, when they too will be subject to the new rates.

DuMont officials emphasized that it's presently impossible to cut station expenses because television is growing so rapidly. Budgeting will exist in trying to operate marginally, they said, that to get more business in, it's necessary to pay more on a budget. Adding more personnel to the staff or expanding into a large studio to handle the show may cost more than the show brings in, so that it will be operated at a loss. Problem now being cleared, is to determine how much it's possible to loosen up and stretch the budget.

# WMVA So Anxious For FM License It's Even Willing to Like Union

Washington, Nov. 25. Station WMVA, Martinsville, Va., had a change of heart last week and informed the FCC it has junked an earlier policy forbidding either formation or use of its station to discuss the merits of union organization. Station apparently decided to drop the policy when its last month tabbed its bid for an FM affiliate for hearing on receipt of proposals from the union.

Last March Mike Ross, organizer for the CIO Union Furniture Workers, applied for a license to air the union's organization campaign. He was told that since July, 1942, he had no time for either union or companies in such situations. Station's rule reads: "In this particular field, the policy of the station regarding labor unions is considered highly controversial subject... therefore, the station of WMVA does not feel that it would be in the public interest to broadcast or permit the use of its broadcast station until recently had ignored the Wagner Act guaranteeing workers the right to organize.

# Newsreel

Continued from page 27

competing with them. AP, for one, has refused to permit the trimming of any of its reels by any broadcaster, wanting to show them. This is the first instance of such a contract in newsreel history, since even the commercial outlets permit these exhibitors to trim, splice and treat their reels in any way they see fit. Cutting down on newsreel footage, in fact, has been the chief method used by most exhibitors to keep their daily running times. The AP reel with that furnished by some other outlet is supposed to use the AP output exclusively.

**Cost A Factor**

Cost factor, meanwhile, is the chief obstacle preventing exhibitors from holding their own with the wire services. NBC, whose newsreels has been considered among the best turned out by networks, has been able to do so good a job for years by working on a cooperative basis with other stations. In return for feeding a finished product to such stations as KSD-TV (St. Louis) and WWT-TV (Detroit), NBC has been fed items for free by those outlets. In addition, the web has a similar cooperative deal with ABC television in London. Any attempt to set up its own lensers in as many key points as are covered by wire services would be prohibitive in cost.

Wire services are expected to run into a number of major union difficulties, which might impede their work for the time being. All the AP lensers are members of the CIO-Newspaper Guild. Anytime they try to cover an event also being covered by working on a cooperative basis with other stations, they will be in considerable fur will fly. That trouble, however, is considered only temporary, which will probably be worked out with a compromise with the IA of some kind.

Filmed newsreels, of course, can't compete with live action newsreels on the spot of a major event. Fact that many such events happen in the heart of the city is another factor there will be considerable need for the filmed reels. That's what's causing the broadcasters all their worry.

# WOW! PARADE



**TALKING TURKEY...New—accurate—informative—WOW's Pantry Survey is the real turkey talk you've been waiting for. It shows you accurately and currently the relative sales position of 365 items in 37 different classifications, in the New York market. See how WOW is opening the door to a clearer, deeper, more intelligent approach to advertising sales problems. There's no obligation of any kind. SEND THE COUPON NOW.**

**WOW!**

WOW - 7 West 54 St., New York 10, N. Y.  
We're interested in WOW's Pantry Survey.  
I'm especially interested in (Type or product)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Company's Name \_\_\_\_\_

Ralph N. Wolf, General Manager; John E. Pearson, Ch. National Representative



*sorry, but...*



*till January 1, 1948*

*We appreciate the fine support the radio industry  
has given us during our first commercial year.*

*Our system, based on 12 years' basic  
research, studies program quality  
and is dedicated to quality  
research performance—*

*Therefore, we cannot accept additional  
tests before January 1, 1948—*

*We are, however, expanding facilities,  
and would appreciate the chance to talk to  
those interested about testing after that date.*

**AMONG SHOWS  
CURRENTLY TESTING\***

- NBC Auditions and Sustainers
- Fibber McGee and Molly
- Jimmy Durante
- Phil Harris and Alice Faye
- Queen for a Day
- News of the World
- Give and Take
- Quiz Kids
- Breakfast Club

**SCHWERIN Research Corporation**  
30 ROCKEFELLER PLAZA      NEW YORK 20, NEW YORK

\* Limited list only, as programs tested are kept confidential unless client specifically authorizes use of name.

# KJR's Long-Range Home-Built Shows Mirror Pacific Northwest

Seattle, Nov. 25. KJR, local outlet for ABC, now owned by Marshall Field, is squaring away for the second step in a long range program which envisions increase in local productions and more authentic presentation of local scene and talent. First, preliminary step was to get adequate staff, which has about been accomplished, according to manager Arch Morton and program director Howard Grayson.

Overall program, with improvements and experimentation planned on an increasing scale into 1948, calls for more experimentation and use of local talent as next step, although station has already inaugurated programs along the experimental line. Two of these, "This Is It," five times weekly local news stint with Bob Ferris roaming the streets for wire recorded news, interviews and features, and Alice Lambert's five times weekly news from a woman's viewpoint are pretty well set. Both have pulled strong listener reaction, chiefly on the favorable side, and while format or angle might be changed, both programs are indications of type of air fare that station is planning for the future.

One basic theme will be emphasized throughout KJR's expansion production, and that is vigorous effort to sound regional theme and mirror Pacific Northwest life not only in public service work and sustainer, but also in commercials and newscast station executives feeling that this region has a definite flavor and air of its own. A flavor that is unique, they say, also pointing out that region has a great amount of talent and that every effort will be made to give that talent a chance to be heard.

Along this line the program department has been auditioning talent for a proposed Northwest talent show which will showcase professionals as well as give amateurs a chance. Auditions are conducted on wide open basis, with assistant program director Bill Gunn giving talent plenty of freedom as to time for auditions, with aim to give all participants a full chance to show what they can do. So far, according to Vaszary, the auditions have turned up a surprising amount of talent that can be used in a variety of that circumstance will be taken in future program planning.

## AD COUNCIL DRAMAT SET FOR AUDITION

Half-hour dramatizer sponsored and financed jointly by the four major networks as an unprecedented salute to the Advertising Council, will be presented tonight (Wed.) at NBC in N. Y. with Van Heflin as star. Metro gave clearance yesterday for Heflin to do the role. Show will have a topflight radio cast supporting the film actor. John Galt has composed a special score which will conduct the orch. Mitchell Grayson will direct, from a script by Armand Paris. Jack Turner, ABC script editor, is supervising for the four webs.

Notes have ordered a total of 1,200 platters of the show for distribution to all of their affiliates.

## CBS Switches

Continued from page 24

dealers gave up the Meredith Willson show.

Borden's in turn will move its "Bob W. Watson" show to the Wednesday at 9 slot currently held by Old Gold, with the switchover effective Jan. 1.

Meanwhile, CBS is directing attention at strengthening the Sunday afternoon concert. With Froedman musical show moving into the 6-8:30 slot being vacated by Ozark and Harriet, the Earl Sloggin All-Girl orch will go into the preceding 5:30-6 period. The 15-minute Hires musical will be advanced into the 5:15-5:30 segment. The 4:30-5 period will probably be taken over by the revived "CBS Is There" sustainer.

## ABC SHUT SEES FR. MGRS

ABC sees a potential rating edge for itself the Friday night service of programs which CBS will introduce in January. What seems to tickle ABC particularly is the fact that its two crime dramas, "The Fat Man" and "The New FBI" will be without competition of like fare on Columbia, since "The Thin Man" has been cancelled and "The Law and Mr. Jones" moves to Thursday Night.

CBS' conversion of personalities to the 11 stretch Friday night will, if anything, according to reaction, take the evening out of its normal classification for the first time in the history of network radio. Also for the first time comedy will suck comedy for a full hour when the Danny Thomas show and the Frank Morgan-Don Ameche setup take over with "Can You Top This?" and "People Are Funny" being between 8:30 and 9:30 p.m. "Topps" latest rating is 0.6 and "People's" 12.5.

## Venuta Handling 'Kids'

Hollywood, Nov. 25. Benny Venuta is returning to the airwaves as music mistress of "Up With The Kids," in which parents are pitted against their offspring in a discussion of current problems. Audition record was cut by Don Davis, packager.

### In the Act

Life map photographers got a realistic shot of a Petrillo-work session last Thursday (20) in the AFM boss' N. Y. hq. Chairman, Al, sat in the hot seat, shot, asked the subjects to make like a huddle was in progress. When cease shook a mustardy anger at Petrillo and growled, as the flashbulb blinked, "Now, we're telling you, Mr. Petrillo..."

## Petrillo

Continued from page 23  
tion of contract" notice on the web this week via the National Labor Relations Board, was looked upon as a conciliatory gesture since it is not a strike but rather one notifying the nets in effect that the union is prepared to enter into negotiations as well as required by the War-Harley Act. Present contracts expire Jan. 31.

Petrillo's N. Y. offices will be resumed next month in Chicago owing to the AFM chief's "disapproval" of federal court on charges of violating the Lea Act. Outcome of that case is still expected to be a major factor in Petrillo's department as the negotiations progress.

It is figured that Petrillo may insist upon signing a new pact for only one year pending adjudication of the Lea issue. The web will study accept this. Beyond this, and the general knowledge that Petrillo will make a last-ditch stand to attempt to preserve the status quo in employment of musicians by the broadcast industry, his final intentions "demands" aren't known.

While keeping their fingers crossed the web chief's "disapproval" of the musicians' gatherings somewhat optimistic. Majority of net execs are looking for a no-strike, although they long ago gave up trying to anticipate any Petrillo move.

Writing the Press.  
The union boss, who made a considerable show of cooperating with the press last week, calling in reporters to arrive at a satisfactory contract, web huddles, reported he had "made no proposals yet." It was obvious of course that he would not meet if expedient to come out with contract demands on the eve of his last act. Reasons for psychological reasons if nothing else.

Petrillo noted that "it's not so easy to arrive at a satisfactory contract, what with the advent of FM and television, the expanded use of recorders and other developments." "We've been worried," he frankly admitted, "wondering whether this will be good or bad for musicians."

ABC pres Mark Woods, speaking at the web's conference, said his discussions had "explored" the use of musicians in all phases of broadcasting, leading to an idea which he denied, however, that they'd "talked wages." Heads of the N. Y. City Hollywood AFM took part in all of the talks, and will again in Chicago. N. Y. Local 802, incidentally, has contract renewals with a number of N. Y. indie stations due April 1, which means that 802 has a major stake in Petrillo's work and local employment on stations. Local naturally fearful that once these contracts expire, the N. Y. indie may follow the pattern of other stations around the country in dropping their musicians under protection of the T-R Act.

Broadcasters doing the talking with Petrillo last week included Niles Trammell and Frank Mullen of NBC, Frank White of CBS, Mark Woods of ABC, Robert Stewart of Mutual, and Theodore Stretcher of WOR, N. Y.

## To Bally N. Y.

Continued from page 24  
thing even more impressively by using the Guild name and using top stars of Broadway.

Although such methods have long been standard practice in Hollywood, and paid off as such, the eastern directors figure that New York radio people have come to take it for granted that everyone knows that any program not otherwise identified comes from New York. They also assume that everyone is familiar with New York and Broadway as the world's theatrical capital. So they no longer bother mentioning it.

Seattle—Maury Rider now production chief at KJRL local radio outlet, succeeding Bill Corcoran, who has moved over to sales.

# From The Production Centers

Continued from page 23  
by Al Caprant of the Froto, Cone & Belding agency. Stephenson will be based in London, with a studio in New York. Frank Burke in the operation of the 6,000 Sunset... "Comedy Writers Show" underwent a second waxing and the platter will be taken up by Fisher, who owns the package. Idea still is to have the audience vote as to a panel of writers who forthwith built a situation... With the show running more to plot situations, Eddie Cantor decided that a singer might be in the way so he released Eddie Blake.

## IN CHICAGO

Louis Reynolds leaves Froto, Cone & Belding Dec. 1 to launch his own radio production. Former program manager of KMOX, St. Louis, has been named WBEM production manager... Scott Keck back at his desk in NBC's recording division after a two-week honeymoon... Bob Dille shows accuracy in picking the winners of National League grid right game remains infallible. The WIND sportscaster has called them right 41 out of 41... Ed Kobak, Mutual publicity, dined the Chi staff at the Sheraton last week... Amateur service has been invited to audition for "That Hometown Show" which resumes Dec. 18... "Ladies Be Seated" will set them in Minneapolis during the week of Dec. 15-19.

Homer Morrow and Myron Beck leave WCFL to operate their recently purchased WTKR, Peoria... Junius Zelp replaces George Morris as research director of NBC's ad and promotion dept... Bob Goddard has been added to the "Tom Mix" cast... Tallulah Bankhead is skedded for a Thanksgiving musical on the ABC August Show from her Nov. 27... Don McNeill and the "Breakfast Club" cast stage a personal appearance in Tulsa Dec. 6... Roy Engel bugled a 230-pound drum in Michigan last week... The KCC approved the KCC program to go on the air with FM station WCYO... Short circuit in the fuse box darters WBEM studios almost two hours last week. Announces read by candlelight. The KCC approved the KCC program to go on the air with FM station WCYO... Judith Waller speeches at the Indiana school principals conference in Bloomington Dec. 6... Scripser Bill Murphy backed by fu Swendsby Griffen and Doris Jacobs have joined Mutual's sales service dept.

## \$2,000,000

Continued from page 24

for blind Detroiters—(his son, James, is a college sophomore at Kenyon, has been blind since the age of six.) Conflict with the museum plans broke out when Stores, with architect's plans all drawn, went to the city for building permits. A hearing before the Common Council resulted in tentative approval of the museum's plans and a police offer to have the City Plan Commission assist in finding some other spot for WJLB, while the city goes ahead and buys Storer's property through condemnation process.

Storer, however, is mopping as strong a fight as possible, without cutting nasty holes in it by persuading the city to put its museum somewhere else.

Storer's site is ideal for other purpose, nearly a acre of land on the main stem in the block adjacent to the Public Library and almost opposite the Institute of Arts, the two handsomest public buildings in Detroit and liable to become the hub of a vast cultural center (museums, medical schools, Wayne University, etc.) at soon as the city can get around to tearing down old buildings and putting up the new ones.

Storer's contention is that, since he does not have the right of condemnation (as the museum people do) it is impossible for him to find a suitable site for his blind center. He proposes to support the blind center with part of the earnings from WJLB-WTVO, putting in some of the money from his other six stations in the blind center. He has begun making a profit instead of the loss expected in the beginning. The museum backers had had to get Ford motor to get them the land in question but Ford wouldn't give. Added that Storer bought it, and he said he assumed that the museum people intended to elsewhere. His fight broke out over his building permit.

## 'Cost-of-Living'

Continued from page 23

press time yesterday (Tues.). More than 1,100 ballots were cast, from an eligible membership of 2,000.

Heller informed the meeting that the television committee of the Associated Actors & Artistes of America, parent organization of the various performer unions, is about to open negotiations with the television companies for a contract to cover the field (see separate story). The executive also reported that AFRA had been ready to negotiate with the television companies when the American Federation of Musicians announced its ban on recordings, effective Jan. 1. The project is now in abeyance.

Des Moines—FM transmitter of WHO, Des Moines, is now being installed in the tower of the Equitable building—the highest building in Iowa.

## From Hollywood!

CLUB FIFTEEN MODERAIRES  
COLUMBIA RECORDS  
Personal Monogrammed THOMAS F. SHELLS

**NEWS**

"HIRES TO YA"  
FOR THIRD YEAR  
ON CBS

**Snowmanship**

- in Programming  
- in Merchandising  
- in Promotion

That's what keeps listeners tuned in and keeps KDYL advertisers happy!

National Representative  
JOHN BLAIR & CO.

© 1947 NBC

**Whistles!**





Disk Hockey Reviews

WINNER BANQUET... WCCO, Minneapolis

Cliehan Carr is a radio veteran in these parts. He recently launched this new disk show with a contest to pick a name for the session.

A dialect joker, he uses various voices and styles of speech to put a new gag cadence on every record.

INQUIRING RECORDER... WITH LOU STARR

Starr or who ever developed "Inquiring Recorder" did a good job on the angles. This is what he did.

Starr or who ever developed "Inquiring Recorder" did a good job on the angles. This is what he did.

On the subsequent show there's a second interview with the winner who explains what she bought at the store with the winning coin.

DICK GILBERT SHOW

FRITZ, Phoenix, Ariz.

No Johnny-come-lately to the disk jockey field. Dick Gilbert is a main stream member of the gab and gramophone troupe.

For better or for worse, Gilbert introduced the vogue of singing loud with records which he has seen widely spread.

His record show breaks down to his Latin-American hour (from 5 to 6 p.m.) and the Dick Gilbert Show, aired at 8 p.m.

ORIGINAL MAKE BELIEVE... With Al Jarvis

Archives in the disk jockey class as known today, Al Jarvis is still sold after 15 years in the same burr.

"Was Jarvis' move from KWFB, after 11 years, that permitted the publication of Martin Block.

While working virtually every station in L. A. at one time or another, he set the pattern for all carboners.

Initiator of packaging platters in a package, he has been called the man whose ingenuity title for his show, and whose block-type programming of segments of artists and exes, but with complete diversification on the network was widely known.

(Continued on page 42)

Reg Connelly puts in a pitch for the Land of Austria's musical capabilities in "British Writers Can Do It!"

A feature is the forthcoming 42d Anniversary Number of VARIETY Out Soon.

MPPA, SPA Still At Odds on Pact

Music Publishers Protective Ass. and Songwriters Protective Ass. committees working on a new contract set again in New York.

Writers want to restrict publishers with whom they place songs for publication and exploitation in the U. S. to give only a 28-year foreign copyright as against the 50-years after death of the writers' arrangement now in vogue in England and elsewhere abroad.

Locks, Jukes and Disks

By Ben Bodoc

Some of the more thoughtful disk jockeys are beginning to wonder how they can best use their talents on trying to promote their own candidates for hitdom they haven't been neglecting something more important to them—the knack of pulling together programs that sell and balance.

Prophesies can always get a sharp rise out of the average person and it's a swell device—except when overworked. Like many other things, a question of respect and judgment. Jockeys will find that the element that has been responsible for gaining them handsome audiences in their respective communities has not been so much that constant drive, their to be the picker of his numbers but rather that of individual personality and that they are normally present.

Williams shuttles from corral to the precincts of the straight corner in his latest twosome for "The Best Kind of Blues." The distant side should take warmly to the "How Soon" rate 20-30.

stick lends much sparkle to the Leaning Tower. The other side, "It's the Bluest Kind of Blues, My Baby Sings." Jockeys might reach outside their narrow preserves for this platter and do their listeners a good turn.

Fred Robbins (WED New York) "Cotton Tail" (Duke Ellington) "I've Got the World on a String" (Louis Armstrong).

My Favorite Five "The Best Kind of Blues" (Ella Fitzgerald)

"Born to Be Blue" (Mel Tormé) "The Best Kind of Blues" (Georgie Goodman)

over the guitar in the King Cole "The Best Kind of Blues" (Ella Fitzgerald)

10 Best Sellers on Coin-Machines

- 1. NEAR YOU (11) (Supreme)
2. BALLERINA (4) (Jefferson)
3. TOO-FAT POLKA (3) (Shapiro-B)
4. HOW SOON (3) (Supreme)
5. YOU DO (12) (BVC)
6. CIVILIZATION (6) (Morris)
7. FO FAL (3) (Williamson)
8. I WISH I DIDN'T LOVE YOU (6) (Paramount)
9. AND MIMI (3) (Shapiro-B)
10. APPLE BLOSSOM WEDDING (4) (Shapiro-B)

- Francis Craig... Britter
Larry Green... Victor
Tommy Dorsey... Capitol
Arthur Godfrey... Columbia
Andrew Sisters... Decca
Jack Owens... Toner
Dinah Shore... Columbia
Margaret Whiting... Capitol
Louis Armstrong... Decca
Jack Smith... Capitol
Perry Como... Victor
Frank Sinatra... Columbia
Bette Davis... Capitol
Vaughn Monroe... Victor
Dick Haymes... Decca
Art Lund... M-G-M
Summy Kay... Columbia
Buddy...

Coming Up

- FELLOW NEEDS A GIRL (Williamson)
STANLEY STEAMER (Warren)
KOKOMO, IND. (BVC)
NAUGHTY ANGELINE (Simon)
TWO LOVES HAVE I (Miller)
POPPA WONT YOU DANCE (Morris)
GOLDEN EARRINGS (Paramount)
DONT YOU LOVE ME ANYMORE (Oxford)
KATE (Berlin)
SERENADE OF THE BELLS (Morris)
WHIFFENPOFF SONG (Miller)
SAVE THE BONES (Capitol)
ON THE AVENUE (Leeds)
STARS WILL REMEMBER (Harms)
WHAT ARE YOU DOING NEW YEAR'S (Famous)
I STILL GET JEALOUS (Morris)
PASS PEACE PIPE (Chappell)
GENTLEMAN IS A DOPE (Williamson)

Ellen Watts has turned out an album through Ray Howard that should be a collector's delight and a treat of listeners who appreciate the meticulous artistry in a singular singer personates. Such packages as this are a rarity. The group includes "Little Black Boy," "Throw the Dirt" and "Hundred Year Old Friend" all familiar from the repertoire of one of our great stylists.

Bert Kelly's new album achieves his top level as a recording artist with the "For You Love" (Columbia). The spinners have eight pay-off records. The spinners will find the juke operators, they'll find it a solid grabber for the long stretch. The album is well above standard (Continued on page 43)

Pubs May Find One Ray of Sun In Disking Ban

Many music publishers feel that the forthcoming recording ban will have the saving effect of their business in that, in many cases, they will be forced to get more mileage out of certain tunes...

It works thusly: currently and for a number of years past the cost of promoting new tunes has run so high that virtually all publishers cannot afford to continue work on a song that doesn't show sales life within six weeks of its release...

After the first of the year, the majority of major publishers will be working on fairly good schedules of new tunes recorded before the Jan. 1 ban on diskings...

LOMBARDO TILTS OWN FIGURES AT ROSEVIEW

With band b.o. takes in theatres, one-nighters and locations far beyond his all over the country, Lombardo last week ran up the highest gross of his 18 seasonal runs at the Roosevelt hotel...

Lombardo played to a total of 8,383 people at the Roosevelt grid during the last week ending Nov. 22...

Diskers Mull Assn. To Hammer Buying Theme

Major disk manufacturers are kicking around a proposal that they organize an association with the primary view of bankrolling an institutional campaign to sell the public on the oft-repeated idea of record ownership as a hobby...

As would point out the pleasure derived from having a set of records that fulfill the mood of the moment, the social advantages that come with owning a record library...

Butterfield's 'Started' Coin to Berigan Fund

All royalties resulting from a recording of 'I Can't Get Started With You' by Billy Butterfield's orchestra on the Capitol label, will go to the fund which has been supporting the family of the late trumpet player...

ASSUAE AID FOR NUPPIALS

All Australia jazz on Thurs. day (20) to heat the royal wedding broadcast by BBC to all commercial and non-commercial stations...

RETAIL SHEET BEST SELLERS

WEEK Ending NOV. 22

Survey of retail sheet music sales based on reports obtained from leading stores, record offices and shooting comparative sales rating for this and last week.

Table with columns: Year, Title, Publisher, National Rating, and regional sales (New York, Chicago, etc.)

On the Upbeat

New York: Russ-Lyon, former Music Corp. of America exec, is established in Phoenix as head of the Real Estate Development Co... Los Angeles: Carolan joins the Tex Carolina show for last two weeks of tour...

Los Angeles

Chicago, Nov. 25: Murray Arnold orchestra heads holiday show at Palmer House... Chicago, Nov. 25: Single plays Orpheum theatre...

Chicago

Chicago, Nov. 25: Murray Arnold orchestra heads holiday show at Palmer House... Chicago, Nov. 25: Single plays Orpheum theatre...

LAIN'S DESIRE' PLENTY DURABLE

Frankie Laine's hit recording of 'That's My Desire' for the Mercury label, which brought him into the spotlight, is proving to be one of the most durable diskings from the popular viewpoint of anything marketed in years...

Decca, Clinton Deal

Larry Clinton's new streamlined orchestra drew a recording contract from Decca last week, Band 10 of plus Clinton and Helen Lee, vocalist, will do its first cutting for the company next Tuesday...

Best British Sheet Sellers

Table listing sheet music titles and their sales figures, including 'I'm in the Mood for Love', 'The Merry-Go-Round', etc.

Jack Kapp to L.A. For 10-Day Disk Meet With Sing

Decca prexy Jack Kapp heads for the Coast, Dec. 18, to spend the last few years of his top recording job as he is gradated by the requested Kapp to present for the first time in his new role as Decca prexy will have completed 'Contract' for Paramount by then...

Herb Jeffries joined by Music Corp. of America... Dorothy Lamour slicing an album for Columbia... Frankie Carle cancelled bookings following Siraad theatre circuit Dec. 8...

KENTON BREAKS IT UP ON CHICAGO JAZZ DATE

Stan Kenton's concert Nov. 16 at the Civic Opera house here broke local jazz into two camps...

Tournament of Roses To Pay Cash For Orchs

Members of American Federation of Musicians orchestra which work the 'Tournament of Roses' parade, Pasadena, five days a year, will be paid hard cash this year instead of taking their due in tickets to the parade...

Philly Orch, Robin Hood Dell Ask City Coin Aid

A personal pitch for city coin aid was made Thursday (20) by Orville Davis, president of the Philadelphia Orchestra Assn., and Curtin Winson, a director of Robin Hood Dell, at a meeting of the City Council...

Musicraft Pays Off In Tangle Over 'One Heart' Disk

'Musicraft Records is going to pay royalties to Johnny Farrow and the Symes, writers of "I Have But One Heart" rather than face a suit...

'But it wasn't the mistake or was forced into the position of cashing in on the popularity of the new song...'

'Recordings by Frank Sinatra (Columbia) and Vic Damone (Decca) were included in the program...

AFM Local Cracks Down on Hi-School Band Set to Parade

'Philadelphia, Nov. 23. Suburban Ridley township high school band...'

'Union explained the ban was taken in conformity with a code of ethics...'

CAPITOL SUED AGAIN ON 'ALAMO' SONG

'Capitol Music has been served with papers in New York by songwriter Billy Feitel...'

24 New Dates Extend

'Vatican Choir U.S. Tour. Hollywood, Nov. 25. Return to Italy of the touring Vatican Choir...'

'Since taking over booking of group for Ray Fabiani two weeks ago, Ed Fishman has filled in 24 touring dates...'

'In view of the difficulties the firm has had in the past...'

RETAIL DISK BEST SELLERS

Table with columns: National Rating, This week, Artist, Label, Title, and various city sales (New York, Chicago, Detroit, Kansas City, Los Angeles, San Francisco, Boston, Indianapolis, Philadelphia).

FIVE TOP ALBUMS

Table with columns: Title, Artist, Label. Includes 'XMAS CAROLS', 'GOES TO TOWN', 'XMAS CAROLS', 'MASTERPIECES', 'PARK AVE'.

Write 'Em While U Wait 'Song Writing Machine' Airshow Tees Off in Dec.

'Unusual angle is the "Pat Ballard Song Writing Machine" program which pre-ems on WOR-Musicam next month from the Guild theatre, N. Y...'

'Program has several novel twists aside from off-the-cut composing. Ballard has set up a publishing firm (ASCAP) tagged Pat Ballard Music Corp...'

Jolson Pic Key To Col. Pix-Decca Tie

'A sample of film-disc coordination and the long-range investment and operation it entails, in order to build up a backing because of the Petrillo ban, is typified by Columbia Pictures and Decca Records...'

'For that reason Gene Tapz, music executive for the film company, insisted on Decca president Jack Kaye agreeing to withhold marketing any of the platters until the film is ready...'

'Further in line with the long-range planning necessitated by the Petrillo ban Columbia picture arrangements with the diskers whereby scores from two future Rita Hayworth films, two dramatics and one Dorothy Lamour pic were waxed off the mss., even though some of the films have yet to be fully scripted...'

Who Paid The Toll?

'Hollywood, Nov. 23. An anonymous, irate voice from Denver boomed at Freddy Martin via telephone late Wednesday...'

'Gale, Inc., wrapped up the package, which will follow the network's Shop Me, a Yuletide record...'

Pluggers Admit Aide Of Sammy Kaye on Coast, Avoiding Test Action

'Music Publishers Contact Extension union last week admitted, Don Walmack to membership, thereby avoiding a test action or arbitration over its previous refusal to issue him a card...'

'Walmack had been a musician with Sammy Kaye's orchestra. He wanted to stay in Hollywood, and Kaye sought to put him to work...'

'Kaye took the attitude that the MPECE's contract with publishers called for the MPECE to admit any man a pub designated as being a union man...'

'Kaye put the matter in the hands of his attorney, Lee Eastman, who asked for arbitration before going to court...'

'Seattle-Local 76 Exec Refuses to Run Again. Seattle, Nov. 25. Carbon L. Weber, business agent here for Local 76 of the American Federation of Musicians...'

Radio-ASCAP To Meet Again On Contract in Dec.

'Another general meeting of committees representing network and independent radio interests with the American Society of Composers, Authors and Publishers...'

'Exactly what the terms of the counter-proposal amount to are undisclosed but will be kept hidden until handed to the radio people...'

'Counter-proposal was developed by the ASCAP committee after that main body has previously proffered method of settling the argument...'

'Radio proposal was that ASCAP accept a flat 2 1/2% of network card rates, payable at the source...'

'There's only one thing certain in the entire dispute...'

Byfield Goes AFRA To Chat on Disk Jockey Show From College Inn

'Chicago, Nov. 23. Emie Byfield, one of the country's outstanding hotel hosts...'

'Byfield will take an American Federation of Musicians tour of the month and help interview celebrities on a new disk jockey show...'

'Show will be launched in mid-December and will air 11:30 p.m. to 1:30 a.m. nightly...'

YELLEN-FAIN BOW TO DISK BAN AND FOLD

'Yellen & Fain music company, recently put into operation under Charles Ross' supervision...'

BMI Asks Licensees Extend Music Ties To 1959 to Match ASCAP

Broadcast Music station licensees have been circulating with a letter asking them to renew their licenses immediately until 1959 even though their present agreements carry them to March 31, 1950. Reason given is that BMI wants to be in a competitive equality with ASCAP in bidding for rights. That BMI would make such a move was cited in Variety six weeks ago.

Letter points out that ASCAP's new contract with the broadcasting industry will run until 1959, while ASCAP's contracts with its members don't expire until 1948. Because of these twin circumstances, the letter goes on, BMI is in a competitive disadvantage in negotiating new "important" contracts "if it can point, as at present, only to a 26-month term with our licensees."

GRANZ CONCERT AS BILLIE HOLIDAY BENEFIT

Norman Granz will stage a special concert at Carnegie Hall, New York, on Saturday (29) of his "Traz at the Philharmonic" unit as a benefit for Billie Holiday. Not profits less expenses will be handed to the singer to help finance a comeback subsequent to her release from a Federal hospital in Kentucky, where she was shipped earlier this year following conviction as a narcotic addict.

Granz will use almost the same troupe of musicians which recently completed a concert tour with him on the Carnegie date. Coleman Hawkins, Phil Phillips, Bill Harris, Frank Foster, Hank Jones, J. C. Heard, Helen Humes and the King Cole Trio will work. Granz is due in Los Angeles from California today (Wednesday).

Don Geswein quit Chicago this week to head Coast office of Leeds Music. Archie Levinton takes over as manager of Chi office with Norman Fine now in charge of Peter Maurice.

Songs With Largest Radio Audience

The top 30 songs of the week, based on the copyrighted Audience Coverage Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Postman, Director.

Table listing top 30 songs with columns for Song Title, Artist, and Record Label. Includes songs like 'I Wish I Didn't Love You So', 'A Little Birdie', 'I'll Be True', etc.

The remaining 22 songs of the week, based on the copyrighted Audience Coverage Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Postman, Director.

Table listing remaining 22 songs with columns for Song Title, Artist, and Record Label. Includes songs like 'A Fellow Needs a Girl', 'The Freedom Train', 'I Have But One Heart', etc.

© Paramount, \* Legit/Musical.

Plans Already Drawn To Replace Burned Deluxe Disk Plant

Plans for a new plant to replace the Linden, N. J., factory destroyed by fire last week, have been approved by the management of DeLuxe Records. According to company pressy, Jules Braun, work is scheduled to begin this week on a structure which will adjoin the firm's office building. Latter, located some four blocks from the razed plant, was unaffected by the blaze.

Braun, who heads DeLuxe along with brother Dave, estimated the loss at \$215,000, only partly covered by insurance. Plant was situated in leased space in a building also occupied by a wood-working firm. Consequently the diskery was not hit by loss of the premises itself. However, all of DeLuxe's 12 pressed raw materials, etching machines, masters, etc. were entirely destroyed by fire and water.

Company's production, Braun declared, will only be partially affected temporarily, pending completion of his new Linden plant, firm will press at a second Newark plant.

Smash! WITH A HEY AND A HO AND A HO HO HO

BOURNE, INC. 799 Seventh Ave. New York Feature for THANKSGIVING HOME (When Showdown Falls) If It's True

MARY LOU MILLS MUSIC, Inc. 1419 Broadway, New York 11 TRULY A STANDARD! TRUE

MURRAY BAKER SUGGESTS FOR YOUR PROGRAM YOU'RE A SWEETHEART Music by... JIMMY McHUGH ROBBINS

BMI Pin-up Sheet

HIT TUNES FOR DECEMBER (On Records)

A GIRL THAT I REMEMBER (BMI) Tex. Tenille-Vic. 20-2427; Victor-Lombardo-Mel. 7269 Tommy Tucker-Cat. 3740

AS SWED - YOU (Regina) Art Lund-NGM 10072; Freddy Stewart-Cap. 478 Bill Williams-United Artists

FORGIVING YOU (Melina) Jerry Jones-Cap. 2529; Johnny Johnson-NGM 10076 Sonny Kroy-Vic. 20-2434; Jerry Cooper-Diamond 3084

HILLS OF COLORADO (London) Guy Lombardo-Dec. 24179; Robert Scott-Murray 2069

WONDER WHO'S KISSING HER NOW (Marks) Perry Como-Vic. 20-2315; Ted Weems-Perry Como-Dea. 25978; Ray Noble-Cap. 25-2414; Boring Stamp-Cap. 452

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie) Margaret Whiting-Cap. 15010; Victor Lombardo-Mel. 7269; Blue Baron-NGM; \* Shep Fields-Musical

MADE FOR EACH OTHER (Percy) Xavier Cugat-Buddy Clark-Cat. 37239; Monica Lewis-Sig. 13105 Dick Farnley-Mel. 7273; Eric Madrigano-Mel. 9022

MY RANCHO RIO GRANDE (Hindie-Crofferton) Ray Charles-Dca. 25-2328; \* Howie Mandel-Vic. 70-2345

SMOKE! SMOKE! SMOKE! (That Cigarette) Jack Smith-Cap. 473; \* Shep Fields-Musical 352

THERE'LL BE SOME CHANGES MADE (Marks) Dinah Shore-Cap. 37263; Peggy Lee-Capitol 15001

THE STORY OF SFRZCO (Femorac) Buddy Clark-Xavier Cugat-Cat. 37507; Bobby Doyle-Sig. 15079

ZU-ZU (Reptick) Sonny Kroy-Vic. 20-2420; Victor Lombardo-Mel. 7263 Tommy Tucker-Cat. \* Art Mooney-NGM

Coming Up ALL DRESSED UP WITH A BROKEN HEART (Marks) POOL THAT I AM (Hilli & RSign) MIAMI BEACH RUBMA (Marks) NINA NANA (Eccora) PASSING FANCY (BMI) PENNY (Vampod) RHUMBA FANTASY (Femorac) ROSALINDA (Charlo) THE JUNGLE RHUMBA (Duchess) WHO'S GOT ALL THE DOUGH (A.Hin) WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone) BROADCAST MUSIC INC. 350 FIFTH AVENUE - NEW YORK 10 N Y NEW YORK CHICAGO HOLLYWOOD

Band Reviews

DESI ARNAZ ORCH. (19) With Carole Richards and Dalcia Palace Hotel, San Francisco

Putting full emphasis on Latin jazz, Desi Arnez has had few successors in the Gringo sphere. Desi Arnez uses his four sax, three violin, piano, drum, bass, harjo, and maracas to good effect, and his danceable responses, filling a half-century Roce Room comfortably on opening night (19) Arnez kept the check-upers happy and hopping (cover, weeklights, \$1.25; Saturday 1.50) with his show.

Show dances of Arnez and femme soloist Carole Richards and his surprising series of specialties. Arnez leads a parade of "Cuban Calypso," "Sally-Night in Rio" jointly with Carole Richards, and finale "Sally" highlighting Congo drum pounding "with dramatic effectiveness." "Cuban Fats" is his own original of the specialty lyrics, and sum total shows Arnez off well. Carole Richards, put over "Little Girl Blue" well, also doing nicely in tandem with Arnez in "Haine Night Club." Dalcia, rigged in white-fringed sash clinging, turns in a hot "Sally." Spanish specialties, and ties in with Arnez in paroddy duets. Her American "Take A Little Time" give us rhumba item, in which Dalcia and Arnez slop their hips down on good audience reaction.

Band does well as both dance and attraction, with trumbras and snare the major appeal. Ted.

STAN KENTON ORCH (20) With June Christy, CIVIC OPERA HOUSE, Chicago Stan Kenton's announced attention to level on jazz concert next season may be a smart move in his pastiche case. Judging from the crowd that bent at the doors of the Civic Opera House Sunday night (18), Overflow went into the pit and on stage behind the band, but there still isn't too many of turn-of-the-century jazz jittery at the start, but throated down the first couple of numbers. Bojish manner, coupled with

evident sincerity, sold solidly with the keyboard aids. Kenton is doing more than any other bandleader to close the gap between the established commercial and non-commercial music. As a spring-board for modern protestants, lying on claf days that bear his stamp, his audacious and audaciously playing to the ear his strains in such numbers as "Elegy for Aloy" (Monotony) and "Gnus in Pastele." Band has an intensity that hasn't impressed even those who recoil from progressivism.

Kenton introduced most numbers at the keyboard along with a rhythmic section that's something to hear. Shelly Manne's drumming, too, work, and no less so are Eddie Sartrank's bass and Lourindo Almeida's guitar. Use of bongos and maracas with Kenton's theory that Latin American music eventually will fuse with U. S. jazz. Ten brass men to overpower the upper brass level, but this is part and parcel of Kenton's style. Five sax found out the great lead with Bob Cooper in fine pop passages to end.

In odd contrast to the band's far-flung specialties are the studies of Hoersplay that date from the mazzac period. Congo clowling on "Eager Beaver" and "S. S. in Army" got a great reception, with some of the crowd having a fine coolie and using his drumsticks in a croak session. Sight gags almost reached the沸点 does pass. Switch bit by saxman could well be dropped. In doubtful case are true specialties in "Trees" parody by Ray Metzler. Latter put a neat, if uncertain, comic touch on "Now He Tells Me" and pairs with Eddie Brill in "Whirlwind go on 'Save the Bones." June Christy, neatly wrapped in character, uses languid phrasing to good purpose in "Willow Weep for Me." Another other bitter-sweet tunes, her "Soulie Me" and "I'm a Little Debbi-De." Pop styling of "How Can I Get on" have it more in average bouce. Best deal is "Don't Stop That Good Me" with Kenton key-board.



# Inside Orchestras—Music

Tommy Dorsey has dropped the idea of buying a new bus and equipping it so that he can use it for one-nighters and be able to transmit vocal flash for his disk jockey show. Maceo found that to outfit a bus the way he wanted it would set him back \$60,000. He got a new idea, however, in its place. He has engineers looking over the 96-foot yacht he acquired last winter. On a trade for the boat plus \$35,000 with a view toward installing transcription equipment aboard. Dorsey wants to go to Florida to work this winter following his Capitol theatre, N. Y., date, which opens late next month, and he wants to live aboard the boat and do his disks with a minimum of trouble. The idea may not be feasible, however, due to power, vibration and acoustical problems.

As a rule, when coin machines wear out a hit, recording operators turn the disk over and utilize the other side for what it is worth in an endeavor to get as much revenue as possible out of one disk. Often, this device has turned up a hit tune. Peter Maurice music, which had his "How Lucky You Are" tune inscribed on the reverse of two recordings (Andrew Sisters, Elliott Lawrence), is the current top tune, is hoping for the same, course. But, in this case, Maurice's staff is concentrating on disk jockeys instead of coin machines. Firm is bombarding jocks with "turn it over" literature in the hope that resultant air plugs will set its tune whirling. "Lucky," incidentally, was England's top sheet sales seller last summer.

Fencham many disk companies have, these days for duplicating almost to the note the arrangements that make hit records for rival labels, took a new twist recently.

Lena Horne did an arrangement of Bresnan-Vocco-Conn's "I Feel So Smoochy," which she uses in stage shows, for M-G-M records. Georgie Gibbs did the tune exactly the same way for Majestic. In this case the exact duplication of arrangement and vocal style, however, is due to the writer and arranger of the tune, Phil Moore, who did Miss Horne's original version, then wrote the identical approach to the tune for Miss Gibbs.

Back in the early days of the war they carried Bob Astor into the Veterans Hospital here at Aspinwall more than five times. Doctors shined their heads when they examined the maestro, who had been stricken with pneumonia while in training and suffered a lung collapse.

But Astor was far from felled, despite what the medicine thought. So much so that a couple of weeks ago, at the same hospital where he was bedded for nearly two years, Astor worked with his new band to play for the convalescents. He was appearing at the time here at the Vogue Terrace.

It's harder to get a recording studio in Hollywood than it is to get an apartment. Anyway that's what Capitol reported last Friday night. Studios were so tight up that Dave Dexter took Julia Lee and her sidemen, Baby Lovett, Jackie Marshall, Charlie Dayton and Dave Cavanaugh into the lounge in the Capitol building, for a recording session. Lee and her sidemen, which were, according to all reports, satisfactory. Around the clock booking, of course, is due to the Dec. 31 stoppage.

"Till Dance At Your Wedding," published by George Simon, is creating a bit of confusion. It seems that Shapiro-Bernstein holds the U. S. rights to a tune by the same title, which had success in England a short while back, published there by Strauss-Miller. And many tradespeople, including Dr. Peatman, compiler of the "plug sheet," have been under the impression that Simon's "Wedding" was actually Shapiro's instead of the reverse.

## Nick Ravell to Jockey Latin-Am. Disk Show

Philadelphia, Nov. 25.—Male half of a former Latin-American dance team will set up shop here as a disk jockey specializing in south-of-the-border rhythms. He is Nick Ravell, of the erstwhile team of Nitza & Ravell.

Ravell, beginning early next month, plans a half hour show but solely around the Latin set aired over WIP.

## DECCA STOPS COAST DISKERY ON THARPE

Down Beat Recording Co., a Coast disk outfit, was forced last week by Decca Records to relinquish all the recordings it had made with Sister Rosetta Tharpe, Decca artist. Decca secured a permanent injunction against the Down Beat outfit in California forbidding the company further use of the singer's disks and also decreeing that the ones in existence be turned over to Decca.

Down Beat, Decca charged, had made recordings with the singer and released them without identification. Decca sleuths heard them and identified Sister Tharpe, who is under contract to Decca.

## Booking Snarl Defers Aranz Flamingo Date

Hollywood, Nov. 25.—Dest. Aranz orchestra, previously set for Flamingo, Las Vegas, opening Jan. 15, opens there a week later, Jan. 22, due to booking snarl with Olson & Johnson.

Hitvy owner Sanford Adler decided he wanted to keep Olson & Johnson for an additional frame, thus lagging into the Aranz time. Deal was given the nod by Aranz provided Adler picked up the tab for band's subsequent flight to Brownsville, Texas, so that it would reach Southwest in time for next date. Adler acquiesced.

## Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers	Total
Nat Brandwynne	Waldorf (400; \$2)	1	2,855	17,775
Charlie Spivak	Pennsylvania (500; \$1-\$1.50)	1	1,775	7,460
Sammy Kaye	New Yorker (400; \$1-\$1.50)	4	1,500	6,875
Johnny Pineapple	Lexington (300; \$1-\$1.50)	54	900	50,850
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	2	2,400	15,500
George Paxton	Commodore (400; \$1-\$1.50)	2	1,675	2,925

\*De Marcos at Waldorf, Vic Dumano at Commodore.

### Chicago

Jose Meils (College Inn, Sherman; 700; \$2-\$3.50 min.). Mel Torme's bow brought okay total of 5,500.

George Olsen (Mixing Room, Edgewater Beach; \$1.50-\$2.50 min.). College crowd built take to smart 4,100.

Orrin Tucker (Empire Room, Stevens; 650; \$3.50 min.-\$1 cover), Variety show in family room doing good \$100.

Griff Williams (Bolevar, Palmer; 550; \$3.50 min.-\$1 cover). Steady 3,400.

### Los Angeles

Freddy Martin (Ambassador; 500; \$1.50-\$2.). Powerful 2,800 tabs.

Jan Garber (Biltmore; 900; \$1-\$1.50). Heavy 2,600 covers. Big weekend football throng.

### Location Jobs, Not in Hotels

(Chicago)

Eddy Howard (Aragon; \$1-\$1.25 adm.). Hitting steady high of 18,300.

Leighton Noble (Triannon; \$1-\$1.25 adm.). Windup week heavy 16,300.

Lawrence Webb returns Thanksgiving Day (2).

### Los Angeles

Lizell Hampton (Mcadewbrook, E. Culver City, 4th wk.). Fair 4,000 takers.

Elliott Lawrence (Palladium, B. Hollywood, 1st wk.). Okay 9,000 tabs.

## 100G Transfusion For Coast Huckster Disk Label

Hollywood, Nov. 25.—Oscar Salenger, Chicago attorney, has opened his purse to the extent of \$100,000 to push Huckster Records' Coast indie firm has been dormant since Artie Wayne's waxing of "Mahel," his own tune.

Huckster recently pulled out of a deal with United Artist Record Releasing company and will handle its own distribution. Andy Phillips has been tapped musical director, Harold Spina, recording director and Red Doff, exploitation manager.

## THIEVES COP BOILERS LEAVE TOOTERS COLD

Columbus, O., Nov. 25.—Musicians will be blowing on their hands instead of their horns at Columbus local 288 of American Federation of Musicians.

Musicians fold police that during the night (21) burglars carted off four boilers and fittings, weighing 500 pounds and valued at \$300, which were to be used in installing a new heating unit at the quarters, where many musicians practice.

**NATURAL ON WAX!**

**DON'T MISS OUT ON Ray Dorey's GONNA GET A GIRL**

MAJESTIC RECORD No. 1154

**MUSICIANS ATTENTION**

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**ATTENTION!**

Music publishers, agencies, etc. Offices and large floor space in 4-story building on Radio Row, 4987 - 5th St. Blvd., Hollywood, Glendale 9742.

## Petrillo 'Insurance'

Continued from page 1

ones arranged, a tremendous amount of coin is thus being filed on factory shelves. Some sources figure the overall amount surpassing \$2,500,000, and the methods being used to get out from under the drain on cash reserves seem to be innumerable.

It's asserted by some major recording company executives that while the masters being put into vaults for post-ban release may represent an investment approximating the above figure, only a portion of it is being gotten up by the companies themselves. Different firms have different approaches to the problem, but the gist of it all is that name artists themselves are standing off much of the cost by making normal advances, which are applied against future royalty statements. Since the top names all work under royalty deals it usually doesn't matter to them which way they get paid, excepting when a particular release does well enough.

Most of the smaller companies, which didn't have much cash reserve to begin with, are, of course, in deeper trouble than the majors in financing pre-ban diskings, which they won't be able to arrange for months. There are dozens of trums running around as to how these companies are able to continue diskings, one going so far as to assert that in some cases the artists themselves are financing musicians and arranging costs as an investment in their future. Without disks they'd be dead pigeons at the moment, anyway, and it's possible that a post-ban recording could become a big hit and repay the chances they take with savings many times over.

Other New York minors are working on a hand-to-mouth basis, taking full advantage of the 10-day break Local 802 of the AFM gives in allowing payment to musicians. They pay for the last week's sales income and keep going around in that circle.

These songs are Hildegard at her greatest! This is the lovely, enchanting, mercurial, incomparable Hildegard thrillingly caught in the moods that have made her one of the supreme showmen of our time! And certain to be of tomorrow's songs that are of today... To be released December 15. Watch for it! By all means don't miss it!

**Selections Include:**

My Bel Ami—I Was Lucky—One Look at You—I'll Be Seeing You—Ask Your Heart—I'm Going to See You Today—Decca Album No. A-541—A Decca Personality Series Album.

# Shelvey Not Expected Back at AGVA; Head Post Due to Go to AGMA's Faine

A new administration took over the American Guild of Variety Artists last week when the Associated Actors and Artistes of America appointed a committee of five to govern the performers' union. Matt Shelvey, national administrator of AGVA since 1942, was given a sick leave of a minimum of four weeks.

However, Shelvey is not expected to return to that post. It was the original intention of the AAAA to relieve Shelvey of his duties for four weeks, during which time an investigation of the union would take place. The AAAA is reported to have a series of charges made against AGVA's management.

At the start of an AAAA's meeting Thursday (20), Shelvey produced doctor's certificates attesting to his illness. He'll remain on the payroll for at least the four-week period and is expected to step out afterward.

### Committee of Five

The committee of five to govern AGVA consists of Hyman R. Faine, executive secretary of the American Guild of Musical Artists; Florence Marston, N.Y., executive secretary of the Screen Actors Guild; George

Heller, American Federation of Radio Artists executive secretary; Dewey Barto, AGVA representative to the AAAA, and A. Frank Reel, associate AGVA secretary.

It's expected that Faine will step into Shelvey's post permanently as soon as he can arrange his AGMA affairs.

Status of several AGVA employees is said to be doubtful, and decision will be made as soon as the committee's investigation is over.

Thursday's AAAA meeting was called ostensibly for the purpose of considering petitions presented by AGVA's program committee to ask the AAAA to hold the convention in New York where the confab would get the benefit of AAAA guidance, and to consider a request that the voting procedure of branches having less than 200 members be in ratio to that number. It was known that complete scrutiny of Shelvey's administration would be made and that he would be relieved of duty while the investigation was on.

These convention matters are still to be adjudicated. The committee is expected to apply itself to the affairs of the national office before proceeding to study conditions in some of the locals. It's expected that some will be dropped inasmuch as the jurisdiction could be better handled from larger locals in nearby towns.

Bloom Back to FB

Waiter Bloom, who left Frederick Beus, cocktail dept. some months ago to join the new firm started by Charlie Burch and Bill Peterson, returned to the FB office Monday (24). Bloom will handle cocktail acts and will double in the band dept.

Henry Scott, former Providence agent, also added to agency staff.

### Without a Flute?

Easton, Nov. 25. Getting ready for his second show at the Latin Quarter, where he and his band are presently starting, Ted Lewis reached into his locker for his clarinet. It, plus another clarinet and a trumpet, were gone. Lewis, valuing them at \$1,000, reported the theft to police and did his show sans clarinet.

### Cincy Guild, Aided By Nitery Talent, Add 66 To Runyon Cancer Fund

Cincinnati, Nov. 25. Grants services by a star-studded lineup of talent from nearby Kentucky cities realized more than \$6,000 for the Darion Runyon Cancer Research Fund at the Fagee One Ball in the Sifton hotel Saturday (22) sponsored by the Cincinnati Newspaper Guild.

Floor show, running 90 minutes, had Joey Adams as emcee and these acts: Eleanor Powell, Della Rhythm Boys, Tony Canzoneri, Juanita Juarez, Mark Plant, Arthur Blake, State brothers, the Colston, the Wally Johnson and Jimmie Wilbur orchestras and the Merriell Abbott Dancers, from Glenn Henderson, Beverly Hills, Lookout House and Latin Quarter, and Ramona, pianist on WLV.

Affair was co-chairedman by Stan Dahlman and Mary Wood of Cincy's best, with Nels Schechter, vet legit agent, producing the show.

### MCA To Hire College Grads as Salesmen

Muscle Corp. of America henceforth will hire only college grads, with a starting salary of \$30 weekly, as break-in salesman. In fact, MCA plans to insert ads in the dailies citing the advantages of "unlimited opportunity" for the bright new young men.

MCA obviously is thinking of the future, when these youngsters can eventually replace the old-timers who are ready to step out.

### Morey Amsterdam's Unit

Morey Amsterdam, who has airshows over WOR and WJLN, N. Y., and appears at the Playgoers Club, N. Y., is slated to start work on a vaude-type light show, shortly. Jack Kalchman will do the booking. Amsterdam will produce it in association with Edgar Luckenbach.

### Ohio Easing 'Freeze' On Nitery Booze Licenses

Columbus, Nov. 25. To make it easier to obtain a night club license in Ohio the Ohio Liquor Control Board has approved since 1942 when a "freeze" was ordered as a wartime measure.

Special State Liquor licenses were duplicated as the restriction would be lifted as soon as applications for handling such applications could be set up.

Licenses will begin to be issued "in about two weeks" but applicants are subject to quota restrictions, based on population, so that some localities—such as Cleveland—will not get any new drinking spots.

### Blackamoor Rm., Miami, Taken Over by Barken

Miami Beach, Nov. 25. Blackmoor Room, built by Benry Gaines three years ago and sold last year to the Rodell chain—went again this week, with Sam Barken, former owner of the Five O'Clock Club, taking it over.

Room is in a key location on the main thoroughfare of the beach, and has been built to suit its continental type of entertainment, featuring modestly budgeted layout. Understood that Barken will add to the same policy. Selling price was reported at \$85,000.

### Nitery Loses Appeal For License Renewal

Columbus, Nov. 25.

Right of the Ohio Liquor Control Board to refuse to renew the liquor license of the Band Box Club, Cincinnati, has been upheld by Franklin County Common Pleas Judge Eugene P. Reynolds. The club had been presenting a floor show featuring female impersonators when the liquor board canceled its permit.

Judge Reynolds said "the spoken words and songs" of the entertainers "constituted an exhibition not conducive to decent and moral conduct."

### STRAETER INTO ST. REGIS

The Tridium room of the St. Regis hotel, N. Y., has set its first vaude music combination in 10 years with the booking of Ted Straeter, starting Dec. 4. Last well-known band to play there was Emil Coleman. Jack Berzell set the deal.

### Saranac Lake Happy New Year

Saranac Lake, N. Y., Nov. 25. George Powers, whose entertainers were a vaude tradition, upped for one mad and picture privileges. Arthur Profit finished the vaude play operation and back at the Rogers' agency.

Sam Schullman's eleven all-clear papers and remaining for his duties at the Tribune theatre, N. Y. C. Dr. William Stern, Rogers' medicine, off to N. Y. C. to attend conferences at Medical Center clinics.

Gene Rock, musician, up again after mauling a major operation. Dillo, chief of Warner Bros.' Lulu.

Anne Rowe, who mastered four stages of the theroacoustic operation, landed a good clinic—four that ups her for pictures and mild exercise.

George Fee, musician, appointed chairman of the "We The Patients" fund.

Among those showing advanced progress are Mable Burrell, Betty Cohen, Sig Mealy and Arthur Slater.

Louise Harris, of the Paramount N. Y. office, staking to the routine life of a veteran.

(Write to these who are ill.)

# Philly AGVA Setup Due for Clearing

Philadelphia, Nov. 25. An out-of-town settlement of the muddled affairs of the two Philly branches of the American Guild of Variety Artists is reported to take place within a week. A postponement of one of the numerous court actions filed for Monday (24), was obtained at the behest of the national AGVA office, and it's rumored that because of an anticipated changeover in AGVA's administration, the national office will decide on who will represent AGVA in Philadelphia within two weeks.

The Philly affair is said to be one of the most costly elements of AGVA's legal history because of a series of charges and countercharges between national AGVA and Dick Jones, Philly local exec secretary, who was ousted by Matt Shelvey, AGVA's national administrator.

Jones, however, refused to stay fired and continued in office, although Shelvey appointed a new staff.

So far, the Philly fracas has cost the national AGVA office around \$5,000 in counsel fees and expenses to Arthur A. W. Cowin, who represents the Shelvey group in Philadelphia.

Bernice Parks, opening at the Statler, Cleveland, Dec. 15. It's her first solo dance appearing in the "Biggers Holiday."

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## Nitery Slump Seen Till New Yr.'s Eve

Nitery business, in a slump for some time, is expected to dip even further with the advent of Christmas shopping season. Period between Thanksgiving and Christmas is traditionally one of the worst of the year, and little pick-up is expected until New Year's Eve. After that comes another slump, which lasts until late January.

The business slide is expected to be heightened by the fact that the annual exodus to Florida by some of the bigger spenders starts during this period. Also many clubs traditionally make little attempt to overcome these hard times by spending important coin for attractions and advertising. However, N. Y. spots like the Copacabana, Carnival, Latin Quarter and Harem, have fairly expensive shows booked for that time. Business, so far, hasn't been too bad in several spots. The Harem, for example had the biggest week with a \$40,000 gross last week, the first of the layout topped by Myron Cohen.

## Deny Sardi's Show Permit In H'wood Anti-Cafe Drive

Entertainment and dance permits were denied Sardi's, on Hollywood Blvd., by the Police Commission, largely because of protests by a group of citizens headed by John B. Kingley, Hollywood Chamber of Commerce proxy. Similar permits were refused the Sardi-Q nitery on the same boulevard.

City Council announced a program calling for more light in cocktail bars and restaurants where liquor is sold.

## Kitty Kallen Exits Harem In Billing Dispute

Kitty Kallen stepped out of the Harem, N. Y., last week after a dispute over billing. Contract, it's claimed, called for equal billing with Myron Cohen and the Harem's other dancers. This was carried out in newspaper ads, but not on the nitery which is under billing, wasn't corrected, she quit the show.

Nancy Donovan replaced.

## BRITISH COPY MATERIAL, TOUGHING IT FOR YANKS

A number of English sets have a penchant for copying comedy material of Americans from the latter's pits, and a case in point is a recent situation involving Gill Lamb when he opened at the Casino in London.

Lamb, of course, has done a flock of pits in Hollywood and when he opened at the Casino he was told that several British performers had directly copied the same 'bits' of material (copied from his pit). Consequently, he had to do a quick switch after his first show.

Lamb is now in Rome making a film for Columbia, but is due back at the London Casino as soon as he can give it a definite date.

## Town Casino, Buffalo, Sets Name-Brand Policy

The Town Casino, Buffalo, which has been using top talent, will get a season of name bands starting Dec. 15 with the Ray Noble band, with Sammy Kaye set for Jan. 5 and Cab Calloway down for Jan. 12.

Harry Altman, operator, has used name bands previously, mainly when top talent wasn't available. It's believed he'll now book a sturdier run of top acts into the spot.

## Dailey, Harrison & Fisher Top New Roxy, N. Y., Show

The Roxy theatre, N. Y., in a late booking signed Dailey, Harrison & Fisher, ballroomers who returned from Europe last week to head the stagebox going in tomorrow (Thursday). Sudden booking was necessitated by decision to withdraw "Forever Amber" after five weeks. Until opening day, Wednesday, was scheduled to follow.

Others on the bill are Three Swifts, Norman Young, Millon Kaye and the H. Leopold Spalyak show.

## AGVA Branch Folds

Phoenix, Nov. 25. Ben White, American Guild of Variety Artists rep in Arizona, closed local office last week and checked into New York for duties with AGVA national office.

White will accompany wife and child to England next month, sailing Dec. 11 on the Queen Mary. He's scheduled to return to Phoenix in April, with local office being shattered in the interim.

Florence Desmond, British comedienne, has been booked for the Persian Room of the Plaza hotel, N. Y., starting April 15.

**John Wiltach**  
recalls  
**Historic Barkers and Ballyhoo**  
In the forthcoming  
**42d Anniversary Edition**  
of  
**VARIETY**

## Piaf and Compagnons Go Separate Ways On Their Own Cafe Dates

Edith Piaf and her Compagnons de la Chanson (9), booked as a combination in European engagements, will be separated at the conclusion of the Playhouse, N. Y., variety show closing Dec. 6. Miss Piaf goes into the Versailles, N. Y., in the middle of January, while the Compagnons are set for the Latin Quarter, N. Y., Dec. 10.

The "Companions of Song" will play the Loew Walters-E. M. Loew spot for two weeks and then open at Loew's Latin Quarter, Point Island, Fla., Dec. 25 for four weeks, following that engagement will return to the N. Y. LQ. Both acts are reported getting \$3,000.

Deals had been cooking with both acts for other N. Y. spots. Billy Rose was interested in Miss Piaf for the reopening of his Diamond Horseshoe, Dec. 28. Rose who closes his spot Saturday (29) for a new decor, will install a new policy which will be topped by a 37-piece tzigane orchestra, a la the Monseigneur, Paris. Rose wanted Miss Piaf to top his dream show. As it now stands, Mata & Hara will now head the act layout.

Simultaneously, Nick's Club has been dickering for the Gallie song-group, to open at the Carnival, tomorrow (Thursday) with George Jessel. Deal, however fell through and Carnival show now has Luba Malina, Elsa & Waldo, Graham Sisters, Ray Jaquez and Charles Irwin.

Clifford C. Fischer who imported Miss Piaf and the Compagnons, set the Versailles and LQ deals.

## Miami Bistros Shoot Works On Talent, Feel There'll Be Plenty Spenders

It's boom-or-bust for Florida niteries this season. Miami and Miami Beach operators are bucking the current downward economic trend with the most expensive shows in the resort's history, shelling out as high as \$30,000 weekly for a layout, while the public, generally, is watching it was because of the uncertainty of these times.

The bistros are optimistic, pointing to the fact that the luxury of hotels now have full reservations for the better part of the season. Hotel space is now at a premium, many of them scaled at \$40 daily. They feel that public spending hasn't reached its peak, and those who can afford a Florida vacation can stand the expensive tap of the Miami Beach cafes.

Consequently, the cafe owners have been buying top talent at terrifically high salaries. Top salary on record is that of Maurice Chevalier who'll get \$22,500 a week at the Copacabana. They've also bought Kay Thompson and the Williams Bros. at \$6,500.

The Beachcomber, directly across-the-street from the Copa, is also shelling out heavy coin and will have Sophie Tucker for an eight week period with other acts including Peter Lind Hayes appearing with her for two weeks at \$6,000, while the Ritz Bros will follow Hayes for \$1,250 for a two week season. Rudy Wallace is due at that spot Jan. 2 at \$7,000.

Biggest spender of them all will be the Colonial Inn, Hialeah, Fla., which opens Christmas Day with Ray Bolger, Joan Edwards and the Henry Busse orch. It has Joe E. Lewis, Tony Martin and Jane Fromm booked for subsequent shows. This spot still hasn't its full complement of entertainers and has thrown out offers as high as \$25,000 for Betty Handing her.

Grable, and \$23,000 for Maurice Chevalier. However, the Colonial Inn has the best chance of recouping its entertainment investment because of casino activities.

Once the season gets rolling, however, it's pointed out that the large spots such as the Beachcomber and Copacabana will need around \$50,000 weekly to break even. That's a big order for spots doing only two shows nightly. If the operators resort to minimum beverage charges set at drinks, \$12.50 meals, it's doubtful that they'll get much repeat trade.

However, many feel that the biggest hurdle is the fact that many of the Florida regulars will come with curtailed bankrolls. The clothing-and-suit industry in N. Y., from which some of the bigger spenders, hasn't had too good a season, and many after paying the high hotel rates, will have little left for cafes. Most clubs with the giant talent budgets didn't make out too well last year when talent budgets were a shade lower, and there was considerably more money around. At that time, it was said that never again would the Miami Beach operators "work for the actor." But here they are again still hopeful of hitting the black side of the ledger at the end of the season.

## Ether Williams' Vauders

Ether Williams is being submitted for a vaude tour. The Metro actor recently started making personal appearances in connection with the showing of her film, "This Time For Keeps." Since then, she's apparently become confident enough to essay a few dates while waiting for next picture assignments.

The William Morris agency is handling her.

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LOEW'S STATE, NEW YORK  
Coming to the  
CAPITOL, New York  
For 3rd Return Engagement  
Mgt. PAUL SMALL ARTISTS  
Thanks NICK AGNETA for Radio Guest Sets

# John Harris Awarded 12G From Govt. For Loss of A. C. And to Airforces

Atlantic City, Nov. 25. — A commission of three local lawyers has ruled in the John Harris Ice-Capades, Inc., which play here for 10 weeks each summer, \$12,000 damages for losses resulting when the Army Airforce took over the city's Convention hall where the ice show is held, during World War II.

The Harris show had sought damages of \$33,500 for the loss of the hall and had lodged a suit filed at the Government last spring. The verdict was announced here on Thursday (20) by Alexander K. Blatt, one of the lawyers named to serve on the commission by U. S. District Judge Thomas M. Madden.

The Arena Management Assn., affiliated with the Ice-Capades, had also sought damages but its claim was not allowed by the Commissioners, who ruled that it had suffered no loss.

Suit was a claim for leasehold interest in the Convention Hall. Ice-Capades had obtained a lease on the hall from the city for the period of July 24 to Sept. 6, 1942.

## Roxy, Knoxville, Tenn., Tosses Stageshow

Knoxville, Nov. 25. — Roxy theatre, Knoxville, cancelled vaude shows last week after having run flesh of one port or another continuously for 14 years.

"The stageshow just didn't draw enough to keep going," signed manager Frank Nickles.

## SINATRA ILLNESS HITS % CHANCE AT N.Y. CAP

Due to his illness, Frank Sinatra never got near the figure at which he would have begun working on percentage, during his first week at the Capitol theatre, New York, which ended last Wednesday (20). Out of action from the second show Saturday (15) until Tuesday morning, Sinatra and "Her Husband's Affairs" (C) did \$23,000. Singer's deal called for a \$20,000 guarantee plus a 50% split over 480,000.

On his second of three weeks, Sinatra, still bothered by the bad throat that caused him so much trouble the first week, but working nevertheless, figures to reach about \$75,000.

## Russell Ends Vaude Tour

Hartford, Nov. 25. — Andy Russell wound up a six-week theatre tour at the State here Sunday night (23). Singer raked up a gross of \$15,000 for a three-day stand.

Russell opened at the Meadowbrook, Cedar Grove, N.J., last night (Tues.) for a week stay. Martha Tilton is also on the bill.

George Westling, drummer, is exhibiting one of his modernistic paintings at the Norfolk Gallery, N.Y., starting Monday (24) through Dec. 6. Series of candid photographs of jazz musicians who played in New York the past 10 years also being shown during the same period by Otto S. Hess.

Gowns by **ERNESTO HELENE and HOWARD** LUCKY PRICE

254 W. 44th St., New York, N. Y.

## Over 200 Strippers Grinding Out Fancy Coin for Chi Bistros

Chicago, Nov. 25. — Biggest night operations here are strip-joints. Over half of bistros here, as above picture, are run by more "peelers" for customer lure. Most of the 40 spots are along west Madison Street, south of Howard Streets. A class niteroy on the Gold Coast reopened recently with similar policy.

About 210 papers are on niteroy payrolls, with some working here 15 years, switching from place to place. Spots pay off not on a set talent or looks, but on how long an act has played across the street or next door, because working follows the gals. Most working in class C or D points get \$80 to \$80 per week. Doubling of "peelers" on gals in certain spots pulled in an average of 200 "B" drinks a night, commissionable at 10 cents each, running into \$20,300 extra nightly. In A and B spots, girls make as high as \$100 to \$200, with some drawing as much as \$1000 per night in 18 months in one case. Average age of performers is 25, with a few 35 and over and some 18.

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Most of the trade comes from conventioners and other out-of-towners, hustled by bell captains and cab drivers. Spots pay drivers half dollar for every load they bring and bell captains are on salary. Gross figure for an "A" spot is approximately \$750,000 per year, which is way above the take of many niteroy. What makes their gross is a heavy "striping". For a budget, act-wise, "trip" can get away with \$1,000 to \$2,000 in comparison with a bistrot which presents a clean reveal, with even a low budget show costing an average of \$20,000.

Case in point is the Rio Cabana, class niteroy that formerly pulled in \$200,000 a night and big budgets and big attendance made it fold last summer. This fall, spot, reopened with a "life-in-the-evr" idea.

Romance for Agents

There are six booking agencies in town that specialize in "goddesses." Several who formerly booked burlesque houses have made the switch with one booker grabbing about \$500,000 a year in commissions for a bulk-in-the-wall operation. Burslesque here is dead outside of three spots on South State that are 25c grand operations. Bialto, class spot of the midwest, switched to film policy last year due to heavy labor costs.

Midwest, outside of Detroit, doesn't lean heavily on "peelers" for floor shows. Kansas City has one spot and St. Paul and Minneapolis several. Detroit, with 15 spots, has strict rules for strippers than any other town.

Swiss Juggler Signed For Ringling Circus

First Ringling Bros. and Barnum & Bailey circus importation for next season has already been signed. Unus, a Swiss high pole juggler, has been signed by Hans Lederer, of the Clifford C. Fischer office, New York for John Ringling North. Act is current with the Swiss National Circus.

North and Lederer are slated to go to Europe shortly for a talent hunt.

## Perian Room, N. Y. (HOTEL PLAZA)

Phil Regan, Joel Herron, Mark Monte Orzech, \$150 cover, \$2 Saturday.

Hotel Plaza's high Persian Room, one of the last cover, New York niteries to change a long, proving that the charge is no boxoffice deterrent so long as the food, drinks and entertainment standards are maintained at a high level. It's true, though, that one of the pillars of Regan's current success is the so-called riff-raff. It doesn't work at the Plaza. Guys and gals, and gals and guys, can make just as much noise and get in just as many of the performers' seats, as much as their lower-income level confers at the less costly bistros.

Cover certainly won't hurt the Persian Room's take during the current run of Phil Regan. GUY readily admits to his 15 years in show biz but he looks younger than ever and his excellent styling, easy delivery and pleasant personality are sock with the customers. He plays to the audience with all the savvy that 15 years' experience has brought to his bantering with them even though to keep them happy but not the room's support from the smash hits of his songs. He even gets the roughs to respectfully sophisticated group to join in a couple of duets. Result is a pleasant time by all.

One of the chief factors in Regan's success is the apparent way he likes to sing and enjoys his work. He did 18 hours the night caught (21) although he didn't come back after the last one for the usual two-hour speech, he could have done more. He mixes the songs nicely from his standard Irish folk-tunes to current Hill Parades and old pop, handling them all with facility. Vocal range is expressed mostly in the Irish tunes, which carry him up into the tenor reaches. He hits every note on the band. Standout, of course, are such numbers as "Irish Lullaby" and "Same Old Shillelagh," but he also does a nice job on tunes like "I Wish I Didn't Love You So" and "My Blue Heaven." And, of course, "Oo! My Heaven," his best-selling Decca platter, comes in for its proper share of plugging.

Joel Herron's act starts the 40-minute show with a neat arrangement of "Warsaw Concerto," spot-

**LAUGHING-STOCK!**  
Something New in Comedy Material For M.C.'s, Acts, and Disc Jocks

Send Five Dollars (check) to 11 E. 22nd St., New York 10, N.Y. (Cable: LAUGHING-STOCK)

110 Broadway, New York 19, N. Y.

## Night Club Reviews

lighting the maestro at the keyboard. Orch backed Regan neatly and doubled for good dancing beat with Mark Monte's crew.

**College Inn, Chi (SHEERAN HOTEL)**  
Chicago, Nov. 21. — Mel Torme, Leo Diamond, Jose Melis Orch (6) with Jean Williams, Carl Herz, Merry Hogan, minimum \$2.50-\$3.50.

Mel Torme has not been seen in his home town in the past four years. It is unfortunate that his reappearance should have been made in this room. Singer's appeal is based on intimacy and his protection to nearby customers. In this large bistro his work is on those outside the first few tables. In the bargain he sang almost entirely to one side of the niteroy which caused many patrons to squirm in order to catch a glimpse of him.

Torme feels off with such version of "You Ought to Be in Pictures" and then turns to the semi-famous "And Mimi," for dramatic appeal. In "Ballerina" he makes effective use of his low register. Reverting to lighter mood, he sings "Let's Fall in Love." His one weak number, unfortunately, is his own composition, "The Country Fair." This is basically a production number and Torme (Continued on page 83)

**HELENE and HOWARD**  
"Comedy Dance Antics" HELD OVER  
NEW REPERTORY  
DR. MATTY ROSEN

**PHIL FOSTER**  
His Wife's Newest Last-Season  
OPENING DEC. 4  
**SLAPSIE MAXIE'S HOLLYWOOD**  
"Featured by"  
SOL ZEPHER, \$2.00 \$4.00, New York 20

**MICHAEL DOUGLAS**  
Just Completed  
12 Weeks Empire Room Palmer House, Chicago  
6 Weeks Mayflower Hotel, Washington, D. C.  
Currently Chicago Theatre.

Personal Mgmt. HUNTLEY S. ELLIOT  
Direction: CENTRAL BOOKING OFFICE

**JOY & WING**  
"CHINA'S FOREMOST DANCERS"  
Previously LONDON CASINO, England  
CURRENTLY 8TH WEEK  
CHEZ PARSIE, Chicago  
Opening Dec. 4, Slapsie Maxie's, Hollywood  
Dir.: Wm. Morris  
Guest by Billy Livipson  
Choreography by Edward Foy

**EDDY MANSION**  
"Hearts of the harmonica"  
Currently CONCERTIZING  
Marjery Welles at the Piano  
Mgt. Sam Lipset

**COMEDY PATTY**  
For All Branches of Theatricals  
**FUN-MASTER**  
"The Show Must Go On"  
Nov. 12 to 22 for \$1.50 wa.  
122 for \$18.00

10 PARODIES for \$5.00  
"How to Be an Emcee"  
\$2.00 including 2 Glee Programs  
Send for list of material, prices, showings, and contract bits—check-returns, 50c. No. 6134

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**THEATRES OF THE SEAS**  
**Marcus LOEW BOOKING AGENCY**  
GENERAL EXECUTIVE OFFICES  
LOEW BUILDING ANNEX  
140 W. 44th St., N.Y.C. - 27th and 27th

**J. H. LUBIN**  
GENERAL MANAGER  
**SIDNEY H. PIERMONT**  
BOOKING MANAGER

**JOAQUIN GARA** CURRENTLY **Havana Madrid**  
(PRONOUNCED WAUKEEN GAH-RAI)  
NEW YORK CITY  
"Joaquin Garay, the West Coast's Song Star, opened at Havana-Madrid last evening and kicked—pronto!"  
"GENE KNIGHT, Journal-American."  
Direction: M.C.A. — THANKS HENRY GINE

Night Club Reviews

Continued from page 52

College Inn, Chi

gets lost with clashing background music. However, he has a solid...

Elmer, in his exaggerated dress costume, gets into a...

Elmer, Montreal

White Shore, Jack Meredith, June Edwards, Mildred Girts (6), Buddy...

White Shore toplines new layout here and reveals himself as an...

'Take You Home Kathleen' and the like

Wed. Strader, with a big band of 14, is due to come in this week...

Club Norman, Toronto

Toronto, Nov. 21. Judy Carroll, Geordie Brown, and...

On her first Canadian engagement, Judy Carroll is packing them in on...

Her bluish tights and parodies skirt under the skirt but remain in the...

Palumbo's, Philly

Philadelphia, Nov. 21. Molly Picon, Collins & Petersen, Jack...

Recently returned from a South African tour, headlining Ann Meyer...

Joquin Gayay

18 Minns. Madrid, N. Y. Current appearance at the Havana...

August. She appears on his radio show, and publicity-wise it helps...

Versailles, N. Y.

Duninger has been around for quite a while but his specialty...

One might be captious about the fact that he punches home his stuff...

Whether a tribute to Duninger or not, the Versailles business seems to be in good stead...

New Acts

JOAQUIN GAYAY 18 Minns. Madrid, N. Y. Current appearance at the Havana...

Waltz, Hite and Stanley

7TH WEEK 15TH ANNIVERSARY LOS ANGELES

Waltz, Hite and Stanley are the new acts in the 7th week...

BRYAN

NEW GARDEN CITY 24 Hippodrome (1) 24 Harry Roy 84...

WOOD GREENS

TOPIQUE (1) 24 Harry Roy 84...

NEW YORK CITY

Grisham, Sta. (1) 24 Harry Roy 84...

Berle Adams Pubbery

Hollywood, Nov. 25. R. W. Savin, Astor Music Corp. head, has formed Astor Music Publishing company...

Harmonicists Hurried Into

Balto, Chi, Theatre Reports Chicago, Nov. 25. Harmonicists, harmonica trio...

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Variety Bills

WEEK OF NOVEMBER 26

Numbers in connection with bills below indicate opening day of show

Letter in parentheses indicates: (I) Independent; (2) Levy; (3) Paramount; (4) RKO; (5) Warner

Table listing various variety bills, including names like Frank Sinatra, Ella Fitzgerald, and venues like the Hippodrome and the Strand.

Lowie, Hite and Stanley

7TH WEEK 15TH ANNIVERSARY LOS ANGELES

Per. Mgr. EDIE SMITH AGENCY 1811 Broadway, New York

Table listing variety bills for the week of Nov 26, including names like Harry Roy, Ella Fitzgerald, and venues like the Hippodrome.

BRYAN

NEW GARDEN CITY 24 Hippodrome (1) 24 Harry Roy 84...

WOOD GREENS TOPIQUE (1) 24 Harry Roy 84...

NEW YORK CITY Grisham, Sta. (1) 24 Harry Roy 84...

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TICKET-CHISELING

Just when legit needs goodwill support, now that postwar values have placed new standards on the \$4.50 and \$6 admission prices, for some strange reason a segment of the Broadway managers want to chisel on a few pairs of tickets which will...

Apparently the managements overlook that, more sales than ever, and perhaps those regular firstnighting cash customers who are on the automatic premiere lists, paying for anything and everything under a blanket-order, or the agents—Hollywood and otherwise...

But whatever the capriciousness, the poor judgment in securing a large segment from the opening night roster to the second night—as a sop to the very 'good will' which the managers would risk with the premiere list editing but want to retain thereafter—is just not good showmanship...

Lindsay, Crouse, Barry Join Signers Of Pledge vs. Wash. Segregation

The Dramatists Guild is not waiting for the deadline of next May 31, after which the Equity-League of N. Y. Theatres contract forbids racial discrimination in casting...

Three more playwrights, weak leaders of the pledge not to allow their shows to play the National as long as the segregation policy remains in effect, they are Howard L. Busset Crouse and Philip Barry. Previous signers include George Abbott, Maxwell Anderson, S. N. Behrman, Irving Berlin, Edward Child Carpenter, Edward Chodorov, Jerome Chodorov, Marc Connelly, Owen Davis, Arnaud d'Usseau, Dorothy Fields, Herbert Fields, Garrison Linsley, Ira Gerstein, John Gorton, Morton Gould, James Gow, Paul Green, Oscar Hammerstein, Jr., Elia Kazan, William L. McKinnon, Hellman, Anita Loos, Charles MacArthur, Elliott Nugent, John O'Hara, Richard Wright, Ring Lardner, Jr., Rodgers, Robert N. Sherwood, Donald Ogden Stewart, John Van Druten, Kurt Weill, Thornton Wilder and Tennessee Williams.

Guild officials have never made an intensive drive for signatures of the pledge, and the numerous other dramatists will readily sign when approached. Meanwhile, a select group of writers are expected to remain anonymous for the present, have made preliminary plans for the formation of a new guild to buy or lease the land and underwrite the construction of a new little house on Broadway, if necessary next season. They claim they've already lined up an available site at an attractive price and express confidence in their ability to raise the necessary funds.

According to one Guild rep, he has never been notified of the time or place of the next meetings, so several sessions have been held without Dramatists Guild representation. N. Y. According to one Guild rep, he has never been notified of the time or place of the next meetings, so several sessions have been held without Dramatists Guild representation.

Pitt 'Apley' Snag Eased

Guest starring appearance of Grant Mitchell in "The Late George Collie" almost didn't come off when protest was lodged due to the fact that Mitchell's a member of the Communist Party and doesn't employ union stagehands. Actor's union finally decided to let them enter only up to the IATSE local.

At that point, show was only two days away from opening, and Richard W. Hays, head of Pittsburgh, had made a plea to Phil Doyle, head of stagehands in Pittsburgh, who finally got the green light. Playhouse is used Equity members in its past as guest stars, among them Flora Brown and Julie Haydon, but this is the first time there's ever been any difficulty.

See Arbitrating AFM Wrangling With Mgrs.

Differences between the musicians union and Broadway managers over the issue of a full-fledged row, may be ironed out, the factions having agreed to a meeting of the AFM and the National Y. T. Theatres, which was blasted recently by N. Y.'s local 802, advised the AFM under the National Labor Relations Act, employer and employee organizations are required to meet and confer at the request of either side, and the union agreed to huddle.

DeKalbe's local asserted it had a verbal agreement with Lee Shubert in which the latter was to install a four-man house orchestra regularly at the National N. Y. for dramatic shows. Manager disclaimed any such arrangement, whereupon the union charged that the League was operated for the benefit of the Shuberts, a crack that was resented by officers of the managers' organization. National is used for straight plays but last season "Call Me Mister," a GI review, was spotted in the house.

When a dispute arose over paying the rental scale to the orchestra, the AFM sued the orchestra. The AFM sued the orchestra. The AFM sued the orchestra. The AFM sued the orchestra.

Show was produced by the Theatre Guild and it is that outfit's intention to have some other organization pay, which also seemed elsewhere, resapp for limited periods in "Oklahoma," which is billed as the first in a three-chapter series on Broadway at the St. James. Miss Hols' case came for the opening of "How to Succeed in Business Without Really Trying" and "Agreement," in which she's featured. "Oklahoma" reaches its 2,000th performance Thursday (4) of next week, when Richard Rodgers will conduct the orchestra at the night performance.

The company of "Oklahoma" is getting far higher grosses than the Broadway company. Week ending Dec. 22, it took in \$118,100, a record for the troupe's third biggest week. Its record was established on "Thanksgiving" when it took in \$118,100, a record for the troupe's third biggest week. Its record was established on "Thanksgiving" when it took in \$118,100, a record for the troupe's third biggest week.

AAA to Decide Stager's Claim Vs. 'Shoes' Mgt.

Claim of Larry Hunt against Monte Proser and Joseph Kippess, producers of "High Button Shoes" at the Theatre Guild, is being readied for arbitration before an American Arbitration Assn. panel to settle a \$100,000 claim. Hunt's contract to stage the show's book, a set of \$2,500 plus a percentage of the production, was represented by Henry Jaffe, of Jaffe & Jaffe.

More Liberal Revision Seen Possible On Opening-Night Press Tickets

Whorl-Ferrier's Revival Season at N.Y.C. Centre

Richard Whorl, erstwhile legit star and now one of Metro's top directors, is returning to Broadway with "The Whorl-Ferrier" at the New York City Centre for a six-week revival starting Jan. 15, under current plans.

Tentative plans, each to run for two weeks, are "Arms and the Man," "Angel Street" and "Volpone." Whorl is due in New York the first week in December and to start rehearsals with Ferrer. He's handled the discrete stint for Metro of "Luxury Liner," "It Happened in Brooklyn," and "It Happened in New York."

Moving into the City Centre by the duo would supply a stopgap for that house between bookings. Whorl is to be seen in "The Whorl-Ferrier" at the New York City Centre for a six-week revival starting Jan. 15, under current plans.

Laughton, Garfield In Experimental Plays, Six-Play Subscription

Two plays with Galileo, Italian subject, will be produced last season, will be the first show by Experimental Theatre, a group of writers and actors, organized to be done by a downtown group called New Stages. "Galileo" first reaches the stage in summer, whereas when originally slated for Broadway showings, it was scheduled for a last-estimated production cost of \$125,000.

ET was formed for the purpose of giving the authors' work a better chance to be seen by producers, but two name players have been cast in its two plays, Charles Laughton in "Galileo," star having adapted it from Berthold Brecht, and John Garfield in "Skipper Next to God," ET's second attraction this season. In support of the group will be other familiar names including John Carradine, Joan McCracken, Hester Sondergaard and Wesley A. Miller. ET was formed for the purpose of giving the authors' work a better chance to be seen by producers, but two name players have been cast in its two plays, Charles Laughton in "Galileo," star having adapted it from Berthold Brecht, and John Garfield in "Skipper Next to God," ET's second attraction this season.

Toledo Repeating Joe E.

Town Hall will offer a repeat engagement of Joe E. Brown in "Harvey," Feb. 2-4.

Bev Kelley (Hinsell a Prime Exponent of Ballooh)

Not Alford (Perpetual Publicist and Showman Extraordinary) in the forthcoming 42d Anniversary Edition of VARIETY

It is conceded by some Broadway managers, including several on the League of New York Theatres board, that the proposed revision of the number of firstnight press tickets was not given careful enough consideration. Before the "approved" list becomes "official" next Wednesday (3) a more liberal revision of the number of tickets will be proposed, favoring going into the matter further. Broek Pemberton, president of New York's City Centre for a six-week revival starting Jan. 15, under current plans.

Stated that 25 legit houses, a majority of which are owned by the Shuberts, and 28 producers out of a total of more than 100 have signed the questioned pledges. How many are represented was not disclosed, but some question the legality of the pledge, others saying the whole plan is a "hoax" and "not to be taken seriously."

That there is opposition among the managers, the League voted its members late last week, and 28 producers out of a total of more than 100 have signed the questioned pledges. How many are represented was not disclosed, but some question the legality of the pledge, others saying the whole plan is a "hoax" and "not to be taken seriously."

P. A.'s Not Consulted

That press agents were not consulted before the showmen tried an idea of revising the list of firstnighters, was an error of omission by the League. Leading P.A.s stated that they were not consulted before the press and radio that Broadway's shows are news, may be tripped by the showmen's group. The group of the legit agents union huddled and telegraphed the League to the effect that it was felt the cutting of the firstnight list was done too hastily, "without any realistic consideration of the effect it would have on nothing of publicity... we earnestly request that you meet with a committee of the press agents."

CALYPSO REVISE FINALLY DUE TO PREEM IN N.Y.

After almost daily vacillation as to the form of the show, a colored type of revue, "Caribbean Carnival," which was known as "Calypso" in Philadelphia and called "Bonzo" in Boston, opens at the International, N. Y., Dec. 5. Production will be presented by Adolph Theatres and the show will be a major production financed "Carival" principally, is in on the Cyclone Record Co., which has been announced as a deposit with the show. The showmen's group stated he has invested nearly \$60,000 in "Carnival."

Last week it was planned to turn the show over to a major cast and chorus book musical, and a number of whites, mostly girls, were auditioned for the show. The showmen's group stated he has invested nearly \$60,000 in "Carnival."

New Stars in Tryout

Richard Ney becomes a legit star on Christmas Day with the opening of "The Master's Chair," to be produced by the New York City Centre with a tryout in Santa Barbara. A play, co-authored by Rand Elliott and Albert Dickson, will be staged in New York City and may be moved after moving east with Broadway ambitions.





'Annie Cracks Record Again, \$2,000; Lunts \$2,000, Sons Fair \$4,000, Chi

Chicago, Nov. 25. Local legit houses continued to pull heavy grosses...

'Chocolate Soldier,' at the Blackstone, had a nice \$23,000...

'All God Is Divide'd'—Civic (800; \$3,600) (3rd week)...

'Streetcar Smash \$24,000 in Philly' Philadelphia, Nov. 25...

'Firefly Fair \$14,000, 'OKLA.' CURRENT, BALTO' Baltimore, Nov. 25...

'Cornell Dunes \$22,000 In Good Toronto Week' Toronto, Nov. 25...

'Dream Girl 15 1/2, S. F.' San Francisco, Nov. 25...

'The House of Bernard Alba' Boston, Nov. 25...

'Laraine Peck \$25,000 In Angel St., Seattle' Seattle, Nov. 25...

'Current Road Shows' (Period covered Nov. 24-26 C. in Angel St. Dividers...)

'Weakness' OK 20 1/2 G. L.A. 'Mary Had Little \$14,000'

Los Angeles, Nov. 25. Local legit perked along on an even keel...

'Blasphems of 1947,' El Capitan (2800; \$2,400)...

'The House of Bernard Alba' Boston, Nov. 25...

'Laraine Peck \$25,000 In Angel St., Seattle' Seattle, Nov. 25...

'Current Road Shows' (Period covered Nov. 24-26 C. in Angel St. Dividers...)

Chevalier Cops \$10,500 In 5 Performances, St. L.

St. Louis, Nov. 25. When labor troubles forced the cancellation of Maurice Chevalier's scheduled engagement in Detroit...

'Widmermer' 24G, 'Gertie 18 1/2 G. Hub; Legend,' 4G, Folds Boston, Nov. 25...

'Laraine Peck \$25,000 In Angel St., Seattle' Seattle, Nov. 25...

'Current Road Shows' (Period covered Nov. 24-26 C. in Angel St. Dividers...)

Weekends Keep Broadway Tra-la; Turkey Yew Due to See Splurge; 'Eden' Wee 5 1/2 G, 'Cleo' Sole Debut

Broadway was virtually status quo last week with some drops in Butler, Fine, Frazee, Barrymore...

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Legitimate 57

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'Streetcar Smash \$24,000 in Philly' Philadelphia, Nov. 25...

Ballet Theatre 31G First wk., N.Y.

Ballet Theatre, opening a four-week engagement at the Metropolitan on Wednesday (18)...

Joe Brown-Harvey Smash 28 1/2 G in Pitt

Pittsburgh, Nov. 25. Joe E. Brown's smash at the Fox...

'Union' Gets Nice \$9,500 In 4 Performances, K.C.

'The Union' played a return engagement here last Thursday-Saturday...

Roberta' with Niesen \$60,000 for Cleave 500

Cleveland, Nov. 25. Revival of 'Roberta,' with Gertrude Niesen started, gave the Cleveland 500 Opera Co. season at the civic auditorium a big push...

'Carouse' \$33,500 In Opening Det. Week

Detroit, Nov. 25. Detroit's legit mood consists of 'Carouse,' at the Cass, which is a clutch to three strong...

'Widmermer' 24G, 'Gertie 18 1/2 G. Hub; Legend,' 4G, Folds

Boston, Nov. 25. Four opens looked last week all out getting big grosses...

Weekends Keep Broadway Tra-la; Turkey Yew Due to See Splurge; 'Eden' Wee 5 1/2 G, 'Cleo' Sole Debut

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Legitimate 57

'Annie Cracks Record Again, \$2,000; Lunts \$2,000, Sons Fair \$4,000, Chi

'Chocolate Soldier,' at the Blackstone, had a nice \$23,000...

'All God Is Divide'd'—Civic (800; \$3,600) (3rd week)...

'Streetcar Smash \$24,000 in Philly' Philadelphia, Nov. 25...

Ballet Theatre 31G First wk., N.Y.

Ballet Theatre, opening a four-week engagement at the Metropolitan on Wednesday (18)...

Joe Brown-Harvey Smash 28 1/2 G in Pitt

Pittsburgh, Nov. 25. Joe E. Brown's smash at the Fox...

'Union' Gets Nice \$9,500 In 4 Performances, K.C.

'The Union' played a return engagement here last Thursday-Saturday...

Roberta' with Niesen \$60,000 for Cleave 500

Cleveland, Nov. 25. Revival of 'Roberta,' with Gertrude Niesen started, gave the Cleveland 500 Opera Co. season at the civic auditorium a big push...

'Carouse' \$33,500 In Opening Det. Week

Detroit, Nov. 25. Detroit's legit mood consists of 'Carouse,' at the Cass, which is a clutch to three strong...

'Widmermer' 24G, 'Gertie 18 1/2 G. Hub; Legend,' 4G, Folds

Boston, Nov. 25. Four opens looked last week all out getting big grosses...

Weekends Keep Broadway Tra-la; Turkey Yew Due to See Splurge; 'Eden' Wee 5 1/2 G, 'Cleo' Sole Debut

Broadway was virtually status quo last week with some drops in Butler, Fine, Frazee, Barrymore...

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Plays on Broadway

Eastward to Eden

New York production of drama in three acts... by Eugene O'Neill... Directed by Robert Alton...

There may still be a play laid on the life of Emily Dickinson... An uneven script, weaving idiosyncrasy and an unsteady perspective...

There is a note that demands a considerably more than a passing glance... that gives by Beatrice Straight as the 19th century New England...

Eden, unfortunately, has its own drawback... and almost constant stream of attentional demand... There is a noticeable lack of scenic projection...

Quincy Stevens shares featured billing... with Miss Straight, as Dr. Charles Wadsworth, the cleric who... and who is the only one to seek refuge...

Cullman Urges Basement Theatres In New Buildings

Howard S. Cullman, backer of many Broadway shows, in an "open letter" to John McCaffrey's "Room 418" (NRC, Nov. 21), urged a revision of the New York City building laws to permit construction of legitimate theatres in "basement" new structures...

Cullman stressed that nightclubs were permitted to operate in basement hotels... and that the same ruling was allowed in them, while the law prohibits living quarters above...

New York has a number of old-fashioned houses with "basement" uncomfortable," Cullman declared. He opened the letter with the comment that before the skyscraper days...

Patrick on New Play

John Patrick, currently working on a comedy at the New York City novel, "Take Three Tenses," for Samuel Goldwyn, also has a party comedy script...

father like one would expect a 19th century New England father to be, but sister with restraint. The others are... within the limitations of a comedy script.

A House Possessed

Henry Street Settlement Playhouse production... by Kerlan and William Klein... Nov. 21, 11:10 top.

Henry Street Settlement Playhouse production... by Kerlan and William Klein... as its second offering of the play...

Female is Massachusetts in 1921, when the three sisters, frustrated by the... and the other remaining circumstances that do not add to the... evening in the theatre...

There's also a balance of comic relief... contrast with the sordid plotting. Fine... and maintain suspenseful...

From comedy standpoint Ruth Lullenthal practically cope the show... into smugging tactics to the libelous... and gossipy neighbor...

HYLTON SKEWS 'GIRLS,' 'BURLESQUE' REVIVALS

London, Nov. 25. Two important revivals, both American, are scheduled next week... in England in the new Kings' Theatre...

The other is "Follow the Girls," last year's Hylton hit at His Majesty's... opening at King's theatre, Glasgow...

DeCordova to Direct Legiter Due for N. Y.

Frederick de Cordova, director at Warners, was granted leave to direct... at the Hollywood Nov. 25.

"Shows in Rehearsal" "Topsy" (revival)—New Opera Co. "Bonanza Brand"—Paul Feigau, Oliver Mitchell and Herman Levay.

"Crime and Punishment" (revival)—Oliver Rae and Ralph Whitlock. "The Man From Danzig"—George Abbott. "Make Mine Manhattan"—Joseph...

100% COMPLIANCE ON RED OATHS AT EQUITY

Although there had been indications that all the contracts... Equity would take oath they are neither Communists nor Fascists...

Several had expressed themselves as opposed to the oath as an intrusion... of the Hart-Scott law, which contends that...

Stage Relief Benefits As Pemberton Agam Joints Harvey's Booze-Who

Brook Pemberton made a one-night appearance Sunday (25) at the 48th St. Theatre, N.Y., as the star in Mary Chase's "Harvey," which he produced. Performance was for the Stage Relief Fund...

Members gathered himself well before a friendly but partially critical audience, which included Frank... at the finale and shouted: "That man's an impostor. That cued in here... and was the start of 'Harvey'."

More Revision

Assn. of Theatrical Agents and Managers... for a review of your action. Press agents at a meeting with the... that 15 pairs be added to the curtailed list...

It is contended that those on the first-priority list do not really constitute the cold-hearted... of first-nighters. If there is a consistent "show me" segment...

Assumed that managers who own theatres can control the distribution of tickets, more or less, but exclusion methods cannot improve the quality of plays and deserves critical... of the League's move will bet that the pledges will be broken...

One new producer is reported telling Shubert that an incoming attraction... will not conform with the press restriction, and he declared the show... for the use of those taken off the first-priority list...

League has sought to have all producers and members, if they haven't already done so. The threat of expulsion because of the current... in some quarters. Producers who would be "thrown out" just would...

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Inside Stuff—Legit

Ward Morehouse, N. Y. Sun drama critic, passes judgment on fellow aisle-sitters and himself on the N. Y. dailies in an article, "Nine On the Aisle," in the December Pic. Of the Times' Brooks Atkinson, he says: "The Journal-American's Robert Gochan... critics in his judgments he is certainly as graceful as any of them in his prose. And in his position, as the aisle-seat representative of the mighty...

The Herald Tribune's Howard Barnes "is often given to a peculiar choice of high-sounding words and to strange contortions within the space of a sentence... the Mirror's Robert Coleman "is expert in his play decisions but makes little effort to do so with flourish... bold, and quickly, whether they will or not like it play has just seen. "The Daily News' John Chapman "is a snarling critic and occasionally loses all ability in his criticisms of the Communist Party... and is extraordinarily independent. There is to be said of Chapman whether in a gentle mood, or barking, he is always readable."

Of PM's Louis Kronenberger, Morehouse says: "Here is a man well qualified for his post. He has a classical background, a lively interest in the theatre, and shows great perception in his first night judgments. No one in the field is quicker to detect a weakness in a play. He writes well... viewing he has a fondness for the writing of witty, well-turned phrases... Richard Watts, Jr. (Post) "is a shrewd judge of stage fare and, although inclined to be dogmatic, he writes engagingly and with a great deal of force."

World-Telegram's William Hawkins "is immaculate in his apparel, punctual in his attendance, and frequently straddling in his decisions. He writes with the confidence of a professional critic... He will get together as he goes along with his job." Of himself, Morehouse writes he is short, fat and has scant interest in plays that present social...

"The nine men of Manhattan," he concludes, "represent a somewhat less impressive contingent than that of the Woodcock-Broun, Hammond-Bentley era, but it must be said in all fairness that they are competent, and they are doing their best."

Lewis Nichols' recent yarn in the Sunday N. Y. Times, "The Nine Cold Men of Broadway," meaning the critics, dissolved a pertinent allegation heard now and then that reviewers get together and decide on the merits of plays before the critics write their reviews. History proves this impossible. For some years now the Critics Circle... has tried to find some method of picking the season's best play... but have failed. It is not clear how another group of critics... for the critics to agree in advance on the verdict of a given show would take them until some time in the next century—assuming that all were... of the Times during the war years and is now frantically...

"Faith, No Fear, Must Move Us" is the title of an article on America and Russia that featured the N. Y. Times magazine section last Sunday (23). It was written by Brooke Atkinson, the daily's drama critic, who became war correspondent for the Times and spent a year in Moscow after the Russian revolution. He writes: "The Russian revolution... but a kind of vague fear permeates the country now... it poisons our capacity to think clearly. We are afraid of Russia, which, ironically, is the only country in the world that is not afraid of us... fear of us. It is un-American. America was settled by foreigners who were not afraid of war and danger."

"People in high places... give that 140,000,000 Americans cannot survive... of the 140,000 members of the Communist Party... to police surveillance... this fear of communism and aid to the Soviet Russian party line... Unless we let America disintegrate... faster than seems probable, it is nothing to be afraid of... the country is being populated by admirable people with infinite potentialities, but led by a handful of fanatical doctrinaires who are scared... they cannot yet prove that they are not... the appalling losses of the last... time is subjecting areas that Russia cannot afford to lose... an imperialistic power."

Pittsburgh's going to see "Another Part of the Forest" this season after all. Lillian Hellman drama had been booked into the Nixon theatre for week of Dec. 8 as a subscription offering, but was blocked out when show did not get enough hits on the road and closed down the tour recently in Chicago. Folling of "Forest" on tour made it immediately available to community theatres, and director Frederick Burelling was quick to pick it up for the Pittsburgh playhouse. He just announced it for his January show, pushing out "Barrett's of Wimpole Street," which will be done later in the year. "Forest" will be the second attraction at the Playhouse being offered through for the first time. The other one was the operetta, "Dream Girl."

Benefit performance of "Frisan and Isidore" at the Chicago Opera House, Dec. 16, expected to add to the musical union money fund, grossed \$25,000 at \$15 top but because of production costs the event just about broke even. Arthur Rodzinski, conductor of the Chi symphony orchestra, will be the featured soloist. The opera, written by Kurt Fiebigler. Flagstad. Opera house, built by the late Samuel Insull, is described as a "graveyard for grand opera," but in October Fortune Gallo's San Carlo opera troupe brought the first performance of the opera to Chicago. The management, handled by Harry Zelzer, Chi impresario, not only made a substantial profit, \$10,000 went to the local opera outfit, currently dormant.

When Basil Rathbone returned recently to "The Hellfire" current N. Y. hit, which was forced dark the night previous because the actor broke his wrist, a staff member arranged for a nearby barber to come to the theatre to shave the star. Rathbone's name meant nothing to the barber, nor did that of the play, and he only agreed to the assignment when told the show was at the Biltmore, honorarily exclaiming: "I've shaved Dean Rube... and I've shaved... of the 'Hells,' in which Rathbone and Wendy Hiller are co-starred. Berstein is offering odds that the barber knew from nothing about Jack Ruby, who staged "Hellfire," nor Fred Finklehoffe, who presents it. No takers.

Late Gilbert Lites of Playbill, which publishes Broadway legit theatre programs was not well known in theatre circles but he was a man, handling the largest advertising accounts using that media. He was connected with the publication outfit for 25 years and is said to have been paid an annual salary of \$30,000. Lites was a member of Playbill, but the enterprise is principally controlled by Richard Huber, king of the late Frank V. Storr's (Strauss), who owned and originated the company.

Millon Weintraub, secretary-treasurer of the Ass'n of Theatrical Agents and Managers, will be hosted at an 11 o'clock supper in the Terrace Room, Plaza Hotel, N. Y. City, Dec. 23. The committee includes Arthur Spingarn, chairman, includes Anna M. Rosenberg, Emily Friedlander, James Sauter, Tom Murtha, James F. Reilly and Martin Lacy, Sr., with Mitchell Kantor chairman. Tickets are \$10.



Broadway

Wally (Block & C) billing with new condition.
Frank Winchel heads Dec. 1 from Hollywood directly to Miami Beach...

The "new look" will be the musical and musical theme of the new show at Monte Proser's Copacabana after Jan.
Joe Laurie, Jr. now circulating without a contract...

Richard Rogers to conduct "Oklahoma" overture at St. James, Dec. 1.
The new mark in Broadway history of the musical.

Scene designer John Roy may do the set for the new production of "The Women of the Year"...

The Irving Berlin's start moving into their Beekman Place manses next month...

Paul Stewart, currently playing a part in the Windy City in New York by RKO, intends remaining cast for a time on stage...

Edmund Lowe doing some stock exchange consulting in New York...

George Price, finishing up his last tour today, will be taken down on the bonding due to water on the Coast...

George Lewis, co-producer of the new "L. A. Story"...

Eldred Theatre, Western Reserve Univ., Dec. 9, East London, British actor-director, will direct and play the lead...

Charles Schaefer, 20th-Cosy public relations director, will direct and play the lead...

The Cligogne (French for Gals) is Shel (Stork Club) Billingsley's corporate name for his Le Gordon perfume business...

Although top-billed as co-producer of the new production of "The Women of the Year"...

Ann Richards here for two-day visit.
The Booth-Leech in town for a lecture date...

Lauritz Melchior has concert Sunday at the Civic Orchestra.
Wade Booth was elected president of the local branch of Show Poets of America...

William Morris, general manager of the RKO, is the stage manager of "All God's Children, in Augustana hospital following an auto accident...

Winchell
Continued from page 1
pitch, Winchell said he called John U. Reber, radio head of the Thompson agency...

Continued from page 2
son, currently hiding out in Argentina.

New Foreign-Film Distrib.
Hollywood, Nov. 25.
Rod E. Geiger announced the formation of International Films, a national distribution organization for foreign pictures...

London

Peter Murray, musical comedy, director, will direct and play the lead...

Berlin Philharmonic orchestra to tour London for the first time since the war, probably in April...

Yvonne Donlan, star of "Born to Be Bad"...

Private Enterprise, "new St. John Irvine comedy, replaced the short-lived "The Man in the Street" at the St. James yesterday (25)...

Pat Montague practically closed with Irving Fishman for Buster Brown...

The Sol Lessner has opened their house for the season.
Eddie and Joe Kantor, occupying the house of Harry Van Housen also in town...

The Edward Small's Howard Hawks, Chick Young, the Max Gordon, and the Billie Holiday...

Sam Levin, Joe Blumenthal, Robert Thomas, and Dick Sisk in San Francisco exhibit, in for business...

Vince Orsatti, Sally Eilers and Lloyd Langston, the Louis Hayward and the Herbolster and Colby at the Racquet Club tennis matches...

Washington
By Florence S. Lawe
Tony Wakeman, WDCD sports announcer, recuperating from a knee operation...

unites Assn, on "Work in the Theatre."
Former Abbeycree Kieron Moore and Elizabeth McCauley home on vacation from a British film studio...

Mike McCann added to the sales staff of the Radio City Theatre...

Otto Austin, Tech drama grad, has opened 14 mm. production studios in Lima, O.

John Trent and his family have left for a winter home where he goes to work for the Central Park...

Key Thommas and Williams Bros. set for Copacabana date Dec. 24.
Jimmy Sherry, pressman of Gray's Inn, and Betty Lester is on the date of the former singer...

Moishe Oyster, the Yiddish star, will head the opening show at the Theatre of the City...

Mr. R. M. Sayman elected prez of the St. Louis Opera Guild for the second year...

Don Cossack troupe skedded for a one-night stand, Dec. 1, in opera house of Harry W. Kiel Auditorium...

St. Louis Community Theatre production of "The Man in the Street" Machine. Bradford Whiney is director...

Will Brox and Charlene, dance trio, and Annette Olson, singer, in the show at Club Continental.

Hollywood

Truman Bradley's divorced.
Don Anesche died in Chicago, Dec. 1. Carlos Placer, Chicago, official Curtiz ill with myringitis...

Don Anesche died in Chicago, Dec. 1. Carlos Placer, Chicago, official Curtiz ill with myringitis...

Donald Crisp returns to work at Metro this week following an operation for a hernia...

John Albeck, Paramount's manager of Harry E. Harvey new production manager of advertising staff and production management for Harry Kodynsky agency...

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George "Gabby" Hayes in from New York, where he has arranged for series of comic books on western subjects...

Jack Owens, of ABC "Breakfast Club", in from Chicago for personal appearance at the new Strand Theatre...

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Jack Owens, of ABC "Breakfast Club", in from Chicago for personal appearance at the new Strand Theatre...

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Continued from page 1

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Continued from page 2

Continued from page 1

OBITUARIES

GEORGE W. SMITH

George W. Smith, 48, stage manager and actor who worked for more than a decade, died Nov. 18 in Chicago...

Smith had roles in 'What Price Glory' and 'Boy Meets Girl'. As a stage manager he worked with producer George Abbott for more than a decade...

EDWARD BORDALEY Edward Bordaley, 72, actor and stage manager, died Nov. 24 in New York City after a long illness...

James J. Walker

England, he made several appearances on the London stage before coming to the U. S. in 1916...

Later he appeared with Henry Miller in 'Candida' and 'The Coward's The Vortex'. In 1934 he acted in 'Within the Gates'...

GLORIA GREY Gloria Grey, 38, silent film star, died Nov. 22 at her mother's home in Hollywood...

FRANK A. GARBUIT Frank A. Garbut, 78, film producer and sports promoter, died Nov. 19 at his home in New York...

LINCOLN COLCORD Lincoln Colcord, 94, author of sea stories, novels and song lyrics, died Nov. 16 in Searsport, Me.

WILLIAM FREDERICK PETERS

president in charge of production and occasionally appeared before the camera in bit roles...

GUY GOLTSMAN, JR. Guy Goltzman, Jr., 44, son of the St. Louis Grand Opera impresario died last week at City hospital...

ROBERT H. WILSON, JR. Robert H. Wilson, 39, owner of the Palace theatre, Jackson, Mo., died last week in St. Louis...

LOUISE-VETTA KARBST Louise Vetta-Karb, 88, vice president of the Metropolitan Opera, died last week in St. Louis...

PEARL BENNETT BROKMAN Pearl Bennett Brokman, 57, public service director of station WMT, Cedar Rapids, Iowa, died Nov. 17...

FRANK B. WALTER Frank B. Walter, 78, president of Local 14 of American Federation of Musicians for the last 25 years, died Nov. 21 at his home in Albany, N. Y.

ago in the pit of various Broadway theatres as violinist-leader for traveling stock shows...

JOSEPH L. STERN Joseph L. Stern, 54, exchange operator and stock trader, died last week of a heart attack...

GEORGE E. DELMORE George E. Delmore, 79, former number of the viable academic taste of Delmore and Lee, died Nov. 21 in New York...

CHARLES E. BURROWS Charles E. Burrows, 43, vet left actor, died Nov. 22 in New York...

JOHN LEO PAYNE John Leo Payne, 86, song pluggist and orchestra leader, died Nov. 19 at his home in New York...

JOHN LEONARD HAYS John Leonard Hays, 61, business agent of the hairstylists union, Local 706 of the IATSE, died Nov. 22 in Hollywood...

THOMAS NOLAN Thomas Nolan, 38, songwriter, died Nov. 20 in Cincinnati...

Mother of Andy W. Smith, Jr., 20th-Fox general sales manager, and George Smith, Paramount western director, died Nov. 22 in Florida.

See, 22, of Hyman Ross, Chicago disk jockey, was killed Nov. 21, when his car ran off the road in Evanston...

Mother, 82, of Victor M. Shapiro, film publicist, died Nov. 20, in Los Angeles.

Mr. and Mrs. Alvy West, daughter, Hollywood, Nov. 13, father is a composer and film producer...

Mr. and Mrs. Bob Williams, son, Hollywood, Nov. 13, father is a film and radio actor...

Mr. and Mrs. Carmen Rummo, daughter, Pittsburgh, Nov. 8, father's name is not known...

Mr. and Mrs. George Claire, son, Pittsburgh, Nov. 8, father's a Pitt public agent...

Mr. and Mrs. John Bersbach, son, Chicago, Nov. 16, mother is former Miss America...

Mr. and Mrs. Lyle Bond, daughter, Hollywood, Nov. 7, father is a radio announcer...

automobile collision; the preceding day. Before joining WMT she had been program director of WSPU, State Univ. of Iowa...

GEORGE LE GUERRE George Le Guerre, 39, former actor, died in a New York hospital Nov. 21 after playing in repertory theatre in Hampton hotel when it had the city's first roof garden...

PERCY M. BROWN Percy M. Brown, 67, head of the quality control division of Associated Program Service and Muzak, died Nov. 23 in Port Jefferson, L.I.

CHARLES BURCH Charles Burch, 32, office manager of Metro's international department, died Nov. 24 in Chicago...

JOHN T. HOFFMAN John T. Hoffman, 72, formerly with John W. Vogel's minstrels as whistler and trombonist, died Nov. 21 at Parkersburg, W. Va.

GUS CHEVALERIE Gus Chevalerie, 60 British stage actor, died in London...

JOHN E. NORTON John E. Norton, 53, general manager of station KPFA, Ft. Smith, Ark., died suddenly Nov. 20 in Chicago...

WILLIAM S. LATHROP William S. Lathrop, 74, sometime road manager of Lillian Russell, Louis Mann and Clara Lipman, died Nov. 19 in Chicago...

GEORGE D. HAYS George D. Hays, 61, business agent of the hairstylists union, Local 706 of the IATSE, died Nov. 22 in Hollywood...

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MARRIAGES

Dorothy Newman To Kelly, Jr. Chicago, Nov. 18. He's the son of Joe Kelly, Quiz King emcee on ABC...

John Chalmers To Elizabeth A. Jones Chicago, Nov. 18. Elizabeth is the daughter of the Blackstone Theatre Co.

John Conklyn To Frederick E. J. Jones Chicago, Nov. 18. Frederick is the son of the Blackstone Theatre Co.

Van Suda to Al Usher, Las Vegas, Nov. 22. Bride is a band singer and sister of the late Al Usher...

Phyllis Ryder to Francesco Colurzi New York, Nov. 24. Bride is legit actress and daughter of 'Voice of the Turtle'...

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Disk Jockey Revs.

Continued from page 45  
mating to keep patner pared for a maximum of music, amply theorizing the story of the jockey. Spinan talent also gets a heavy dose of news...

SHIRAZ FELLER - 11.5 a.m. Monday thru Friday  
WELLB, BANGS  
The jockey's disk show is aimed at the younger fry but has picked up a lot of older listeners...

Continued from page 5  
Federal tax (\$81,000 against \$12,750,000) paid out.  
Operational expenses, moreover, declined 10 per cent from last year. It amounted to \$710,230 compared to \$781,250 in '46...

THE JOEY JUDGE  
With Charles John Stevenson  
Disk jockey has been drawn from many fields, but it is unlikely that he has any big money...

Continued from page 2  
partially make for a profitable lightning in production work that for a large savings of money...

M-G Prods.  
Continued from page 2  
men have been dropped from the fire and police agencies...

THIS IS JAZZ  
With Len Beasley  
The jockey's disk show is aimed at the younger fry but has picked up a lot of older listeners...

Herbie Fields Orch Into N.Y. Strand With Spots  
Herbie Fields, orchestra goes into the Strand theatre, New York, with his new band...

Continued from page 2  
men have been dropped from the fire and police agencies...

Plays Abroad

Child's Play
An excellent flop on the R.A.F. here with the title...

Savez-Vous Planter Des (Choux?)

(Can You Plant Cabbages?)
Paris, Nov. 11.
Townsman playwright...

But this anything but a strong play, but it's likely to do fair business...

Fact that Pierre Leroyque, best known for his film...

Arnold Kerjak, a looker, who also has one contending...

The funny lines come from continuous discussion as to architect's physical condition...

Three from the Danube

Stadi Vienna production of operetta in three acts...

Viennese music dominates mainly the early scene...

History of librettists is the problem here. Rudolf Osterreicher doesn't measure up...

of adventures to prove that only real love can change a man...

Tele-AM

the station operators, base their results on the program...

Even more important, however, was the fact that there was a major audience shift...

Plenty of Ad Money

That there will be plenty of ad money to support both tele and radio stations...

If indie AM stations are hit as hard as their radio counterparts...

In case of WHIN, owned by Loe's, Inc., sports account for 24% of the WHIN's total gross income...

Daytime Video's Limitations

As for those local indices whose programming companies mostly dig their heels...

That's not all the ideas being worked out by the radio net now considering combining its AM and tele operations...

Almost certain to outride tele's threat are the foreign-language stations, such as WOV, N.Y.

100G B.O. Boff

Continued from page 1
ducer of the offering along with liaison of the National Publicity...

Contrary to company expectations, Bob Hope is not competing with the present spell of weather...

Even though the visiting Americans claim the present spell of weather is comparable to that of California...

Richardson's foreigner to introduce Alexis Smith and Craig Stevens in a skit...

With the show's finale, stars and producers were then formally presented by Miss Young...

Jocks and Jukes

Continued from page 1
billion at "allegation" release. "I'll dance at my wedding..."

Agnes Monaghan has set down a wax her brilliant interpretation of "Wax"...

Film Profits

Continued from page 1
ent economies, which have definitely brought down production budgets...

On the distribution side, however, the picture of the current governments in restricting American film remittances...

Distrb rentals, it was said, will not be far behind the peak year of 1946...

Theatre business is exceedingly down from week-to-week majors report...

Concerning the general economic outlook, one of the financial experts for a major distrb stated...

Freedom Train

Continued from page 2
The Freedom Train has brought a storm of protest here.

Fluore broker when Mayor Pleasants disclosed Miss Gandy's check...

Result was a snowball of indignation from citizens...

This "Confession" Appeal usually extreme, conservative and "southern" in racial matters...

Immediately a half-dozen Mississippi anti-segregationists...

Bojangles

Continued from page 2
as his main reason for refusing to go on with the show...

When Robinson and troupe accepted the offer...

Lavery

is relatively unimportant. The screen writer attitude is that the vital part of the deal is the principle of licensing...

Lavery's Reverseroo

Emmet Lavery, as three-time president of the Screen Writers Guild...

Free from Train

Continued from page 2
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*America's Newest  
Dancing Sensation!*

# MARIO and FLORIA



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