



RADIO VIDEO MUSIC STAGE

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U.S. ELECTRIC FILMS

Major Pubs, Diskers Must Readjust to Keep Step with Public 'Rhythm'

Major American music publishers have been driven into a spin by strange behavior of their buyers during recent months. "Good many are convinced they are going through a period of adjustment that eventually will amount to a completely new approach to the business of making records," one publisher says.

At the moment, there are one or two top-line publishers who claim to have spawned a new "rhythm" and are completely unshaken by the type of material that is becoming increasingly successful.

With sheet and recording sales down, many means income from the categories is far off normal. Costs of printing, etc., are up. "Things have reached the point where major publishers, namely those whose ability to develop public taste in melody is more or less acting strangely. They are, along with the small publishers, putting an axe to the ground and constantly in search of a 'new sound.' 'Toile Oille Doodle,' 'Swampbush,' 'Beg You Darling,' 'My Happiness.' They have found that the normal process of selecting an established writer's material, having it recorded, then promoting and exploitation is expensive stuff, is being smothered and pushed aside by what is termed 'atrocious' melodies and performances of tunes by obscure writers. Much of this is due, of course, to their hurried acceptance." (Continued on page 68)

Bring the Kiddies (And Also Rover) Explains B.O. Upbeat of Drive-Ins

Denver, May 4. Postwar difficulties in hiring competent baby-sitters are giving drive-in theaters a new twist—a terrific lingo and making them a place where young couples can catch a little rest and relaxation. These families are motoring to the open-air flicker at reasonable rates. The kiddies are put to bed in the rear car seats and their parents sit in the front and the show simultaneously. The dog angle is another strong factor. Patrons in these parts find they can readily take along their pets without any difficulties raised by drive-in management. It's a matter of finding a place to tie the fathers' unloosen their shoes; while the mothers and catch the show in the rear of the car.

Drive-ins are turning in whopping grosses and are bidding strongly for better paying small flats for very old cars. They're ready to kick in with pennies and in most locales the west are being charged at that rate.

Those 'Tips'

As a result of the many pop hits developed during recent months by small publishers and territorial record companies, major publishers are being "tipped" almost daily to promising songs. But the business of promoting in various ways the demand for a recorded tune, in the hopes that it can be sold to a major pub at heavy coin advances, is a racket.

Still, the way things stand at the moment, major pubs are often following up these tips on tunes so as not to miss anything, and frequently they fall for the artificial stimulation and pay big cash for melodies that never pay off.

Tele Rights Take Spotlight in Pix Bidding for Books

"Who gets the television rights?" is the big question authors' agents are asking these days when they get a bid from a film company for screen rights to a book. A query that was pretty much academic a short time ago has suddenly taken on great importance and is playing a part in all Hollywood's negotiations currently for picture rights.

Stand of the film companies is pretty much unbroken. They insist that their purchase of rights include both screen and video so far as the sale of the book is concerned. Beyond that, it's pretty much a matter of negotiation, with the outcome dependent on the publisher (Continued on page 71)

Official 'Leaks' Would Penalize Press, Radio

Washington, May 4. A shocker came to the attention of the Capitol hill press corps today (Tuesday), inserted in a bill reported out by the House Rules Committee was a provision permitting the selling of newspapers and radio commentators who print "leaks" in confidential information furnished by any Congressional committee. Rules group is headed by Rep. Leo Allen (R., Ill.). Previously, Rep. Clare Hoffman's expenditures committee had passed the bill along.

"We have consensus among several solons queried was that the provision never would get through, the turn of things in the congressional gave the news leads the shudders. Measure as drawn calls for a maximum \$1,000 fine or a year in jail for both for conviction.

SEE FORCED SALE VIA COURT EDICT

By IRA WIT

The cards are stacked for forced surrender by the film companies of their theatres in one form or another. The shocked impression of the picture industry's legal experts following Monday's (3) anti-trust decision by the U. S. Supreme Court. How many of the approximately 2,700 choice houses owned by the Big Five film companies—Metro, Paramount, 20th-Fox, Warner Bros. and RKO—will ultimately land on the block is the big question which must await later decisions. But divestiture (sale or transfer of theatre interests) is the probable result of the

Further detailed stories on U. S. Supreme Court decision affecting the major film companies on pages 3 and 18.

7-1 opinion written by Justice William O. Douglas, majority of defense lawyers believe. The U. S. Dept. of Justice's legal fight to break what it claims is a monopoly of eight companies in the film business was given its first shove by independent theatre owners 10 years ago. As a result of the latest ruling, the indie option is now in the strongest position. (Continued on page 18)

100,000 Video Jobs By '52—Austrian

Philadelphia, May 4. Some 100,000 jobs in the television industry by the end of 1952 are expected by an Austrian, vicee in charge of video at Foote, Cone & Belding, in a speech at the NCAU Career Forum. Looking further into the crystal ball, Austrian predicted that 63,000,000 140 cities will see regular tele programs over 400 stations within five years. He noted that 70 new tele stations are being built and 131 new applications are awaiting FCC action.

Austrian told the panel of eight Philly-area high school students that employment possibilities are "unlimited" in television. He warned, however, that those desiring to enter the field should train for some particular phase of the business.

- #### Tops of the Tops
- Retail Disk Seller "Nature Boy"
 - Retail Sheet Music Seller "Nature Boy"
 - "Most Requested" Disk "Nature Boy"
 - Seller on Coin Machines "Nature Boy"
 - British Best Seller "Galway Bay"

North Nixes Future Televising Full Circus; Burns at Macy's 'Why Go?' Ad

Youthful Bounce

It took his four kids to do it, but Bing Crosby, missing for some time from the Top 15 Hooper-Janks, bounced back and into 11th place in last week's radio poll.

Rating was made on the night Crosby's four boys appeared on the ABC-sponsored Philco show, with the advance. Louella it got via the previous Sunday's Walter Winchell and Louella Parsons programs contributing toward the 18.5 rating payoff.

This is the last year that John Ringling North will permit the circus to be televised in its entirety.

Not that the five showings via CBS-TV hurt the boxoffice. North says business was better than ever this season. But next year, with its anticipated 1,000,000 seats in circulation, may be another story, he reasons.

If the circus goes on television at all next year, it will be as a half-hour pickup, in the form of a "tease" or "comcon." But as far as a full three-and-a-half hour TV presentation goes, it's North's North to skip it after 48.

The clincher in North's decision, it's known, was the ad-run in New York during last week by Macy's, extolling the virtues of owning a television set, with the appendage, "Why go to the circus when you can see it in your own home?"

North, took a burn at the ad, even going so far as to question the ethics of such advertising. But beyond that, he realizes he's got a \$25,000 to \$30,000 a day investment to protect, and if this year Macy says so, how many will be saying it next year and the year after?

Jazz and Vaude 'Concerts' at \$3.60 Being Overdone

The jazz and vaudeville concert promotions field has passed its peak and the law of diminishing returns has taken over, according to trade findings. "This type of entertainment, which started an upward climb about three years ago, has now become a risky proposition in too many instances, and it's feared that it won't be long until solid concert stops such as Carnegie and Town Halls, N. Y., will again become the exclusive province of the longhairs."

The first to feel the decline in the field is the pure jazz concert. Except for a few bands, which include Spike Jones, Fred Warde, Duke Ellington, Stan Kenton, Phil Spitalny, Count Basie, Dizzy Gillespie, Illinois Jacquet, and a few other bands are regarded as "hip" propositions in the longhair empire. Whereas several years ago, there was one such concert a week to attract the limited number of short hair exotists, there are now several promotions weekly appealing to the same number. (Continued on page 71)

'One Big Union' Pitch Cues List Official Moves

The first official move to create the long-sought "one big union" in the performer field will be taking starting May 17 by the various union organizations in the Associated Actors & Artists of America. Confabs will be held in New York all week. Specifically, the conferees will try to reach an agreement on the long-sought power to the parent organization, the question of per capita payments by the member groups to do with the treasury of the various affiliates, and the possibility of a single membership card for the present members of the American Guild of Variety Artists will also be considered.

U. S. Film Execs Frown On Idea of Plunging Into British Production

Walling and worrying that has gone on in Hollywood in the past few weeks over announced plans of both major and indie producers to make a great number of films abroad—principally in England—has now cooled. Much of the big talk and many announcements merely represent studies and individuals hopping on the publicity train for a free ride, while even those with serious intentions will be doing a lot of mind-changing before they ever get a camera grinding abroad.

That's the opinion of informed sources at homebased in New York. Likewise said to make unlikely any big trek across the seas is the attitude of the British government, as exemplified in the unequivocal statement of Board of Trade secretary Harold Wilson to the House of Commons last Friday (30). He assured Parliament that America's would not "dominate" (Continued on page 15)

Carnegie Pops 'Berlin Nite'

Carnegie Pops Concerts, at Carnegie Hall, N. Y., will end its current season June 5 with an "Irving Berlin" party. The party will be up with Berlin's 60th birthday, which occurs a few days before. The party will be conducted by the conduct, is making special symphonic arrangements of various Berlin tunes. Berlin will introduce the score of Berlin's newest film, "Easter Parade" (M-G).

Paramount to Theatre Cast Madison Square Garden's Sports?

Customers at the Broadway Paramount theatre may get a chance to see via theatre television all sports events staged at Madison Square Garden, N. Y., next fall and winter. That Par will get a crack at beating the event out onto its theatre screen was assured this week by Garden proxy Gen. John D. S. Patrick, who declared that "we'll cooperate in every way possible to push theatre television, just as we helped develop home television."

Plans for Par to telecast the upcoming Louis-Waldeve heavyweight championship fight into the theatre are still in the talking stages. Gen. Patrick said that while the Garden has already made a deal with the fight, but is keeping mum on the plan until it's certain of a sellout at Yankee Stadium, N. Y., where the fight will be staged June 23. If fight fans come in advance they'll be able to see the match on the big screen. The effort of the Par theatre, it's pointed out, it's hardly likely to be much more than a cash for the lower-priced Stadium seats in the outfield.

Gen. Patrick emphasized that the Garden video rights to any event will be sold through the theatre and theatre film. Even if the station airing Garden events for home sets refused to permit the Garden to telecast, the Garden could still assign separate theatre video rights to the station and use its own equipment. Company was forced to that expedient in the earlier days of the station of its intermediate film method at the Par theatre April 14. It still believes that the station sponsors bankrolling the regular home telecasts, however, will welcome a duplicate of the same deal because of the much larger audience available for their commercial plugs.

Husband-Wife Teams

Popular in Pictures

Hollywood, May 4. Husband and wife teams are getting a heavy play in Hollywood pictures these days, with John Agar and his bride, Shirley Temple, leading the list. The national commercial recently appeared in "Fort Apache" and has two more films coming up, "Baltimore Exchange" and "What Every Young Bride Should Know."

Comedienne Wildie and Patricia Knight will be teamed in "The Lovers" at Columbia. Fredric March and Florence Reed, who co-starred in "Another Part of the Forest," do it again in "Stand Alone." Richard Greene and Patricia Medina will work together in "The O'Flynn" at Universal-International. Jean Pierre Aumont and Maria Montez were teamed in "Atlantis," which is still to be released. Humphrey Bogart and Lauren Bacall have played opposite each other in three films since their marriage.

Producer William Wyler does not live in marital teams on the screen is Herbert J. Yates, Republic proxy, who has married the Roy Rogers-Dee Evans co-starring team since their marriage.

D.C.'s Belated DST

Washington, May 4. Washington and the suburban Maryland and Virginia areas swung over to daylight saving time Sunday (2), lining up with the remainder of the country.

Time change, eases the problem of the networks in covering this year's war picture but will interfere with the first evening show.

U.S.-Dutch Tax Pact

Washington, May 4. State Department signed a treaty with the Netherlands last week, meaning double taxation will be on the earnings of the nationals of the two countries. It is similar to the agreements now in force with Britain, Canada, France and Sweden. It benefits actors and other show business people who work abroad temporarily and who, therefore, were subject to taxation from both countries.

French Legion of Honor To WB's Joseph Hummel

Paris, May 4. Having decided to short appreciation of what the Warners have always done for France, and unable to decorate them with the Legion of Honor, the French government ribboned the French government awarded a Legion of Honor to Joe Hummel. Presentation was made by Mrs. George Bladit, wife of foreign minister. Mrs. Jack Warner was present at the ceremony along with Mrs. Hummel.

Hummel was himself greatly surprised by the citation, since, contrary to usual procedure, it was awarded without the recipient being asked to file any papers, and without any unexpected delay.

Foreign exec entered the WB firm 32 years ago, most of which was spent in France. He was the first American exec to return in a civilian capacity after liberation.

If It's Good, That's Bad, If It's Bad, That's Bad, Too, for Pix in Colombia

Relevant recent riots in Bogota, Colombia, that the Par and Columbia conference, reports now filtering from that country say will affect the viability of Columbia films in their politics strong and their reaction to entertainment is equally mercurial. It's not at all clear that the Par and Columbia fans to tear up seats in local theatres when the pic isn't to their liking.

The forays against the furniture are generally preceded by yelling and shouting to halt the show, that's not done, the seat-tearing follows. One story, recently sent to the Par and Columbia, says that new gimmick. When the film is bad, the patrons, it seems, kick matches under their fingernails, light a light. (Continued on page 22)

Sherwood, Helburn

Return From Europe

Flock of show people are due to arrive in New York today (Wed.) aboard the Queen Mary. Among newcomers are the Par and Columbia playwright Robert E. Sherwood, Theresa Helburn, executive director of the Theatre Guild; actress Mady Christians, and film producer Arnold Pressburger. Outgoing complements of the Mauretania today is headed by newswomen Lana Turner and Bob Tooping. They're bound for London, where he's opening a midjet auto track. Also sailing on the same ship are nightclub owner Lou Walters and two members of the Dublin Gate Theatre, Hilton Edwards and Michael MacLiamm.

Main Changes, Reductions Classified for Taxpayers

By MURRAY PICARD, C.P.A.

(Partner of the New York accounting firm of Winters, Picard & Lederman, classifies the main changes and reductions in the New Federal Revenue Act of 1948.)

Having just completed filing and paying your 1947 individual income tax as well as paying your first income tax on your 1948 salary, you will find the new tax law is a welcome surprise to most taxpayers.

This new law is intended not only to ease the burden on individuals from the high wartime rates of taxation, but more important, to reduce the burden of income taxes as between married taxpayers who reside in the 12 community property states and who are taxed elsewhere. This is accomplished by the so-called "splitting of income" by married taxpayers, where only one spouse is earning all of the income or most of the income.

The 5% reduction in tax (as distinguished from a reduction in rate) allowed in 1947 has been increased to 17% up to \$400 of tax; between \$400 and \$1,000 of tax the reduction is 12% plus \$68.

360th WEEK!
KEN MURRAY'S
"BLACKOUTS OF 1948"
El Capitan Theatre, Hollywood, Cal.
Now Playing Nationally
"BILLY AND COO"
Special Academy Award Winner

Feb. Admish Taxes Total \$30,461,572

Washington, May 4. Further signs that amusement tax is on the way up once more was given last week in the 20% tax figures reported by the Bureau of Internal Revenue for March. This generally reflects February at the box office.

The general admissions bill was a nice \$30,461,572, compared to a mere \$28,766,825 for the same month of 1947, and a snappy \$30,000,000 over the \$25,410,725 in taxes on the January 1949 business. About 80% of these figures cover motion pictures.

On the nitery front, however, things were gloomy. The 20% tax on tabs brought Uncle Sam \$3,957,216, compared with \$4,125,844 for the previous month and \$4,307,285 for February, 1949, business. New York's 3rd Internal Revenue District, which takes in the Broadway sector, turned over \$5,773,125 in general admissions taxes, a gain of \$1,300,000 over the previous month; and \$453,136 in nightclub taxes, about \$80,000 above the previous month.

'Hamlet' Looks Set

London, May 4.

Laurence Olivier's filming of "Hamlet" was shown to the press today (4), opinion being that it's superb and memorable, bringing tremendous prestige to the industry. It will be argued about for years, in the belief, but it should outgrow "Henry V."

After the King and Queen started the premiere May 6, film will be shown twice daily. J. Arthur Rank's expenditure on the film, \$2,000,000 on a pic is considered justified.

Walter Winchell In New York

The Good Old Two-a-Days

In a recent issue of *Variorum*, after Joe Laurie, Jr., saluted the Palace theatre (mecca of the two-a-day) which reached its 35th milestone. It was a fascinating essay by one who was a feature of the big-time places most of his professional career. His film story, "April Showers" (Warner), is an accurate document of the old vaude days. The movie reminded us of these paragraphs.

Elbert Hubbard, the famed humorist, played the music halls at one time and created the vaudeville act. He was the first to make the vaudeville performers are all children. They never grow up. The gods lead them, for they die young no matter how long they live." You never really lived, they used to say, until you played the Palace at 45th and Broadway. And if your act "died" there, it had to be because it was pretty bad. The Palace audiences were pushovers for the fifth and if you are bookered there, the wages didn't matter. The prestige of playing it was worth a career.

Radio isn't anything like vaudeville, where, when you find an act the audiences appreciated, you could go along with it for seasons. Claims include Walter Moore and his wife, Emma Littlefield, played the same routine for three decades. They never changed a line—not one... Once they tinkered with a paragraph or two and managers screamed and tore their tempers. The Moore-Littlefield specialty was called: "Change Your Act!"

The Marx Brothers never got "big headed". "We always remember that to get on Syracuse to Broadway it took us eight years. And it is only eight hours back on the subway."

If you're a night clubber, you are familiar with the heading many acts take... Some drinks or show-offs (it up with dizzy water) enjoy making the entertainment. They are tried to break up the act with a few... managers, at all of whom, however, are no comics to wit. Their rejoinders have devastated hecklers.

Perhaps the top retort (to a pest out front) was that pulled by George Rosner, the big-time. It was at the old Columbia burlesk house (where the Mayfair now is) and on Saturdays the six days a week burlesk gave way to vaudeville bills... A gallery during a lull moment in Rosner's act sang a song. It sounded like a bomb in the silence.

Rosner halted the act, removed his wig, looked up at the gallery and intoned: "Will those seated near the person who threw that coin take a good look at him?"... The spectators in the vicinity of the heckler naturally turned and looked. Then came the punch-line... "I'm looking only at \$12.25 for the previous month and \$4,307,285 for February, 1949, business."

Once a heckler caused the death of a great star, to hear vaude-vets argue it... Literally, not professionally. It happened at the Palace in 1913... His name was Nat Wills, a beloved tramp comic... It was the opening material and Sarah (the Divine) went over big... The clapping kept on long after she took her last bow... Wills made the bones of coming on stage.

The audience broke into heavy applause and an usher (who waited too long) handed a huge bouquet of posies over the footlights. They were for Sarah, of course... Wills motioned to her to come on stage and take them... He removed his hat in great respect to her.

By a heckler yelled: "Give 'em to Wills. He's dying!" Two-dayers insist the cruel crack ruined the sensitive Wills. He was never the same after it. A few years later he died of carbuncle poisoning in his garage... Broadway never stopped wondering.

Vaudevilleans have minted countless wisecracks for years about the men who did the booking... F. F. Proctor took a lot of them... He was one of the fairest and most professional of the showmen... Some of us remember the late Bob Cole and Rosamond Johnson (author of the memorable "Under the Bamboo Tree") played Proctor's 80 Avenue theatre... A Simon Legree stage manager (corroded with race prejudice) tried to humiliate the colored stars... When old man Proctor saw this, he stepped forward, he thrashed the heel, and forever barred him from Proctor temples.

One of the first stories this column used deal with a London star who died during a performance... The Palace told him he would try-out in nearby places until he was convinced he would kick. The poor fellow's act laid an omelet at the feet of the Palace and he was convinced he would kick. The stuff—although he came billed as "England's funniest comedian"... The next afternoon while strolling he paused to inspect a fish store window display... A big fish mackerel was the chief attraction—resting in peace—on hunks of ice.

"By jove," he exclaimed, "that reminds me. I have a matinee!"

Demands of some stars have been strange. May Irwin, Bernhard and Elsie Janis insisted on clauses in their contracts bearing animal acts... "They are too cruel," they argued... Alexander Woolcott put the matter to rest. He reported that she attended her first performance from some poor slumkies!

Lillian Russell once played at Proctor's 23rd Street. She demanded an extra \$100,000 for her act... "I won't rip her frocks walking up and down stairs"... They had a great track at the Palace when the headlines threatened to walk off the bill unless they had a new star... The management got around that—by having the star room repainted "that week."

Vaudeville censors blue-pencilled songs such as "Mama Goes Where Papa Goes," "Why Did I Kiss Him School?" In Troy, N. Y., you couldn't mention "Ferry Street"... In Boston you couldn't say: "Weak as the German mark"... You weren't allowed to call Washington the city famous for its marble dressing room. The management got around that—by having the star room repainted "that week."

Ben Bernie, the column's old girl, played the Palace often with Phil Baker and other partners. Once in a new turn, he was spotted "2nd" on the heavy-talent bill... He flopped. He told the manager "he'd like to have a chance to follow a light act."

"It was going to show you, anyhow," sarcasm'd the manager. "I'm afraid the audience will think it's an encore."

(Reprinted from N. Y. Mirror, May 4, 1948)

10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Highlights of Anti-Trust Decision

Washington, May 4. Highlight points of the Supreme Court's ruling on the big New York anti-trust case:

1. The competitive bidding procedure set up by the lower court is thrown out of the window as of no particular help to the independent exhibitor, but as something which would involve the Federal judiciary permanently in the day-by-day operations of the film industry.
2. The matter of divestiture is sent back to the trial court for further study, with the Supreme Court in effect, telling the District court to get tough with the defendants. The Supreme Court put new ammunition in the hands of the trial court by pointing out that it had not fully considered all the types of monopoly in question on the part of the theatre-owning majors.
3. The Supreme Court found a cross-licensing has a short-term remedy and only another form of divestiture, and suggested that the lower court should buy the original package rather than a substitute.
4. The trial court was told that it had authority to set up an arbitration system which would be strong enough to work. The lower court had felt it lacked power to do this.
5. The majors were found to be discriminating in favor of their affiliated theatres and of the big independent chains. In view of that fact that competitive bidding was killed, the trial court was asked to do something else to cure this discrimination.
6. Conditional blockbooking was ordered, but it was agreed that the companies might sell blocks of pictures so long as there were no strings attached forcing exhibitors to buy what they did not want in tie-in sales.
7. The lower court's ruling on the illegality of formula deals and master agreements was upheld.
8. The Supreme Court found that not all franchises are illegal, per se. The lower court had ruled them out, claiming that competitive bidding took care of everything. With competitive bidding terminated, the number of franchises was remanded to the lower court for further study.
9. Joint ownership of theatres by two or more defendant companies was outlawed. If the defendant company and an independent was ordered dissolved where the defendant acquired its share illegally, or whether the partial ownership helped to create a monopoly situation. In such cases, the majors are required to sell only. They may not buy or sell, as approved by the lower court. In cases where partial interest was acquired legally and where no monopoly situation resulted, the majors are allowed to either buy or sell.
10. The dissolution of pooling arrangements, ordered by the lower court, is sustained.
11. The lower court was upheld in its findings ordering the end of "unreasonable" clearances and in its ruling that a distributor must justify his clearance where it is challenged.
12. Price-fixing was found to exist.
13. The Supreme Court found no monopoly in the production of films, upholding the lower court on this.

Goldwyn-Merger Deal with EL Would Leave Him Great Autonomy

Deal which Samuel Goldwyn and Robert R. Young have been talking for merger of Goldwyn Productions Inc. and Elton L. Young would leave the producer great autonomy. There would be an exchange of stock, and Goldwyn would be merged with Universal and Liberty with Paramount, but, in addition to these setups, Goldwyn would retain his identity as an indie producer.

The negotiations between Goldwyn and Young, in settling stock-hold of EL, were started in the last three months ago and are about to continue. The Coast was confirmed authoritatively in New York yesterday (Tuesday). Deal is far from consummation, however.

Young left for the Coast last night, arriving there Saturday (8), for the hurried deal. Goldwyn, he'll be in Hollywood about two weeks.

Merger entails a combination of Goldwyn's eight-page studio with that of EL, release by EL of the Goldwyn product, and vice versa, distributed by RKO, and financing Goldwyn's pictures by EL. It will serve to relieve the producer.

(Continued on page 27)

One for Ripley! Indie's Reverse, Asks Last Run

Bennie Berger, pres. of North Central Allied and one of the industry's stormy petrels, wants major distributors to all bets off on a settlement which he won here for his Lyncem production company in 1947 as result of an anti-trust action which Berger brought against eight majors. He raised the Lyncem from last-run to second-run after Berger had sued claiming the house was entitled to the higher notch. Now, Berger is asking for a return to last run. In his letter to the majors says the house isn't paying his way on second-run rentals.

Drawing the Line

Distinctions between divorce and divestiture, generally used interchangeably in the industry, is pointed up by the Supreme Court decision. Order of divestment would require a division of exhibition from distribution with a company granted the choice to either brand or stay with. But the decision implies divestiture. That means the sale of its theatres, or part of them, and no choice offered on where to go.

Trust Decision Rates Films With Press Freedom

Washington, May 4. Tucked away in the big motion picture anti-trust case decision yesterday (3) was a sentence which may turn out to be the most significant feature of all. In writing on the matter of monopoly and divestiture, the high court decided: "We have no doubt that moving pictures, like newspapers and radio, are included in the press, whose freedom is guaranteed by the first amendment."

It is a statement to be focused here if we had any question concerning monopoly in the production of moving pictures. But monopoly in production was eliminated as an issue in these cases, as we have seen.

The Supreme Court, in a single paragraph, settled one of (Continued on page 71)

RIG RETURNS OF \$952,000,000

Testifying that film business in 1947 suffered far more than it did in 1946, the industry's major cost-cutting revenues, seven major companies in that first post-war year of economy, lost 5% in gross returns while their net profits dipped a full 25%. The seven top companies (every one except United Artists), grossed a total of \$952,000,000, a tremendous figure by present standards. In the peak year of all times—1946—their gross totalled \$1,029,806,000.

By the close of the fiscal year, film inventories mounted to an unprecedented high of \$330,000,000 for the big seven. But that figure is expected to represent a peak, probably for many years to come, in the industry as the production-distribution end of the industry has thrown its weight behind economy moves. The rise for '47 was some 10% over a total backlog of \$302,311,000 when the stanza started. Incurred in '47 were some 10% more films before the cameras, in release and completed but not yet released, but also story rights and other film materials.

Considering net rather than gross, the seven companies lost only a total of \$95,000,000 (with RKO's net estimated at \$87,000,000).

1948 film industry, however, lost \$124,245,000. Significant in comparing the net with the gross is (Continued on page 51)

70,000,000 Pix Tix Sold Weekly, But Only 35% Of Fans Over 30—ARI

Still behind attendance figures published by the American Research, Inc. (ARI), surveys today (Wed.) showing an average weekly attendance of 70,000,000 at the nation's film theatres during March. Considered especially significant, despite the fact that the estimates, however, was ARI's confirmation of other industry figures showing that only 35% of the 70,000,000 film customers were over 30 years of age.

ARI estimated that if all people in the country between 16 and 30 could be induced to attend films once a week, the national box-office take would be increased \$800,000,000 annually after taxes.

For March alone, ARI declared, the increased revenue would have totaled more than \$75,000,000. Importance to distributors of getting people in the older age brackets to (Continued on page 34)

National Boxoffice Survey

Spotty Biz in Many Keys—'Union,' 'Bells,' 'Clock,' 'Lady,' 'Sitting,' 'Furnace' Pace Field

Returns from first-run in some 22 cities covered this week by VARIETY again attest to generally spotty biz picture. Most especially, the blimpy picture weather and seasonal influences in spots where offit trend is most apparent. Only the Midwest keys have the big boxoffice films been seriously hurt, however.

In particular, the true of "State of Union" (M-G), which is parading with the highest total grosses, is blimpy. The picture Metro puts may come close to \$576,000 in 21 key spots where it is running. This session, the sweep winner of national boxoffice easyness in current week. "Miracle of Bell" (M-G) took second place winner for second week in a row, while "Big Clock" (Par) slipped out top game to the week. "Lady From Shanghai" (Col) finished in fourth spot, having a good run in spots but was not particularly strong in many keys.

"Naked City" (U) headed the roundup with "Casbah" (U), "Tarran and Mermaids" (RKO) and "Panhadde" (MGM) finishing

Lower Court Nudged Into Action On Divorcement by Instructions From High Court to Restudy Case

Rathvon Seeks Coon

N. Peter Rathvon, RKO presy, will return to the Coast from New York at the end of this week. He has been east for the past week.

It is reported that his trip may have been in a final effort to line up New York financial interest to take over RKO before Floyd Odum's Atlas Corp. sells controlling interest to Howard Hughes.

Rathvon has long been anxious to head a syndicate to buy RKO.

Hughes Takeover Technically Frees Schary from RKO

Hollywood, May 4.

Dore Schary, who has been agent if Howard Hughes' deal for purchase of control of RKO goes through, Studio production department carries a clause terminating his employment. If ownership is transferred and does not mean that Schary will leave RKO, but it will make him free to negotiate a new setup with Hughes or with another studio.

Possibility that William Dozier might acquire Schary's RKO production setup was seen in the admission of the Universal-International division that for as long as Schary had been in charge, he had been in charge of the RKO spot, if the deal goes (Continued on page 27)

PIX BIZ CHILLS CHILE'S LIQUOR-SWAP PROPOSAL

Film industry has just missed getting into the wholesale liquor business. International division of the Motion Picture Assoc. of America, in hunting around for methods of getting blockades around out of Chile, was offered a deal by a local distillery there to provide it with \$1,000,000 worth of Scotch whisky, for distribution in the U. S. in return for the equivalent in frozen Chilean peaches.

Offer was under consideration by major companies here for more (Continued on page 27)

By HERMAN A. LOVIE

Washington, May 4. The Big Five of the motion picture industry was pushed a long way toward substantial dissolution of its theatre interests yesterday (3). The Supreme Court, ruling in crushing fashion for the Government, threw out the competitive bidding system created by the trial court and sent the case back to that tribunal to restudy the question of divestiture.

The lower court was virtually nudged into action along the lines of divorcement by some of the instructions given by the Supreme Court, which also ordered the Big Five to get rid of much of the theatre holdings in the same time, in ruling on various trade practices, the high court broadly upheld the long-trailing in the industry not only affected the Big Five but also the Little Three defendants—United Artists, Universal and Columbia.

The decision was 7-1, with Justice Felix Frankfurter dissenting and Justice Robert H. Jackson taking no part.

The case was seen as a tremendous (Continued on page 69)

Metro, Ent. Disturbed In U.S. Distributor Pact

Enterprise Productions has reportedly signed a deal with Metro to distribute its product in the U. S. and Canada. The deal was understood as being a long-term one. Deal was understood with Metro homeoffice execs in New York. Charles E. Chakman, David L. Lowry, board chairman, and others. Until now, U. S. distribution of Ent. products has been handled by (Continued on page 22)

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INDEX	
Bills	62
Chatter	70
Concert	67
Film Reviews	8
Home Reviews	22
Inside Legit	64
Music	60
International	24
Legitimate	63
Literati	69
Music	51
New Acts	62
Night Club Reviews	60
Obituaries	71
Orchestras	51
Pictures	2
Radio	38
Records	53
Frank Scully	69
Television	56
Vaudeville	58

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(Complete Page-Reference Reports on Pages 12-13)

Par's \$18,695,000 Stock Buys

As of April 20, Paramount has plunked out \$18,695,000, or an average of \$1,000,000 monthly, in buys of its own stock on the New York Exchange. Of the 744,800 shares acquired to date by it, 549,833 still rest in the treasury, while 194,967 were retained in payment of Liberty Films and Rainbow Productions. Eliminating the stock used in Liberty-Rainbow deals, Par has paid a total of \$13,695,000 for its holdings.

Average price of \$25.21 per share was paid by the company, annual statement discloses. Since the stock is quoted only fractionally below that figure and \$25,253.23 in dividends, it is probable that it would have distributed on the stock if still outstanding, which has about broken even on the transaction.

Differential, of course, will continue to vary as the market shifts.

Significant holdings change in volume. Company intends buying stock "consistent with the well being of the corporation and its general cash needs," Barney Balaban, Par's president, stated in a report. "All such shares to be available for any rearrangements of our investments which the final decision in the pending anti-trust suit may require and for the addition of any other interests which would strengthen our operations," company report added.

'MONEY MEN' INTERVIEW

Indie film producers, already abetted by business, by their inability to obtain financing, lost another major source of coin last week when the directors of Martin Hersch that his Ideal Factoring Corp., N. Y., had pulled out of Hollywood angling altogether, in favor of investments in films for television. Hersch revealed he has earmarked \$500,000 as available in the next four months for video picture production.

That sum represents by far the largest yet to come from an independent source for the new field of television films. Fact that one of the biggest lenders in the past of "risk money" for Hollywood production has switched its interest to video is seen as a highly significant commentary on show business' new No. 1 item.

Ideal, of which Hersch is president, has put up second money and completion guarantees, or otherwise participated in its financing, of more than 100 films, with a total estimated production cost of better than \$20,000,000. In the past six or seven years. It got into the film business as a sideline to its major activity of financing New York garment district manufacturers between the time they have to pay for new material and the time they collect bills for their finished product.

Multiple Markets
Hersch got the video bug via production of an experimental film, "The Song of Solomon," which he financed and owns through his Admiral Pictures, Inc. He originally decided to produce an ingenious angle to cash in on both the 16mm field and regular commercial exhibition. With the aid of a TV from the time "Foster" was planned until it was completed, it was shown in Hersch's office that it might be—the answer to

(Continued on page 20)

Coast Banks Promise Indies Coin; N.Y. Outfits View Move Dubiously

Korda Back to N.Y.

Sir Alexander Korda is expected back in New York tomorrow (Thursday) from the Coast, where he went last week. The British producer was west for confabs with Cary Grant, on the pic he's to make in Britain for Koster and with 20th-Fox toppers on production by that company in England with from coin.

Korda arrived in the U. S. from Britain early last week and is expected to spend about another week in New York before heading home. He has further talks scheduled with h.o. execs at 20th, which handles his American distribution.

Par-Skouras Row Over % Costs 'Em Over 250% Price

Paramount's battle with the Skouras chain in the New York area is estimated to have cost the district about \$250,000 so far and the chain perhaps even more than that. No Par film has played Skouras theatres for more than a year. Neither does it have any inclination to budge in the fight over terms. Battle started over Paramount that about 10% of the play the circuit on straight percentage. Circuit topper George Bixson, who has been at odds with his previous terms, which provided for a flat sum with a split over a certain figure.

Par has suffered heavy financial losses, since it has been able to sell its films away from Skouras and so has had no playing time for them when they come off the screen. Skouras would then get every time Loew's plays a Paramount film—which in the ordinary course of events would then go to Skouras—Skouras is short a buy. As a result he has had to buy reissues of some of his own films.

Circuit ordinarily buys about 15 to Par six yearly, plus a number of its smaller films.

JOHNSTON OFFICE MAPS NEW FILM AD CODE

Violations of the Motion Picture Assn. of America's advertising code will now be members of the code to \$25,000 in fines. New regulation has been included in the first complete codification of M.P.A.A.'s ad code administration since its adoption in 1930. Job of stringing together assorted resolutions was handled by M.P.A.A.'s advertising advisory committee, headed by 20th-Fox's Charles Connors, and a group of lawyers.

Under the new setup, companies may apply for a decision of the ad code administration to Eric Johnston, M.P.A.A. president, or to a board of directors composed of members of the association's board of directors. Latter provision was added by the board to also make Johnston is out of the country.

Besides the coin penalty, members of the board breaking the code can still have the M.P.A.A.'s certificate of approval and the Production Code removal of names from prints of films involved in the infractions. This measure was voted last week by the board against Howard Hughes for his ad practices on "The Outlaw." Gordon White heads the ad code administration.

Ink Jolson Deal

Hollywood, May 4. Contract for Al Jolson's second film biography was signed by Harry Fox out of Columbia, with Sidney Buchman assigned as producer.

Thus far the actor who will portray Jolie is still a mystery.

Los Angeles, May 4.

In an unprecedented move designed to dislodge "unfounded" reports that banks have so lightened up on picture loans to indie producers that they are queuing all but the most successful ones out of business, three leading Coast banks today (Tuesday) gave the independents a vote of confidence. They assured ample credit to all indies with good properties and recognized production ability.

The assurances were given to the Society of Independent Motion Picture Producers at confabs with the Bank of America, Security-First National and the California Bank—the three local institutions which in the past have been foremost in loans to the indies.

Bankers in New York banks which have financed indie films in the past are not invited to the indie-led Society of Independent Motion Picture Manufacturers Trust, Irving Trust, Bank of Manhattan and Continental Bank & Trust Co. (New York) are all continuing to make loans as usual.

Bankers in New York yesterday (Tuesday) had nothing but an impolite horse laugh for the Coast expressions of confidence in indie producers. They pointed out that the Coast institutions had become estranged from the industry for months on conditions and terms of loans and that no New York bank, with one or two frequent exceptions, had made a loan to an indie in more than a year.

Bankers also think that the indie's future is bright. Thanks to settlement of the British tax in a recent victory of the indie, defeat of the Communists in Italy and the apparent Government move to fix the monopoly against the majors.

SIMPP told banks some of the best indie films are being made.

(Continued on page 20)

Bank Merger May Mean More Film Financing Activity Via Van Pelt

Edwin Van Pelt, v.p. in charge of film loans for the Continental Bank & Trust Co., N. Y., was named a director of the Bank & Trust Co., N. Y., Monday (3), following absorption by the latter of the Continental. Van Pelt will continue to head up the branch at 7th avenue and 48th street.

SIMPP says that the combined film loans, serving in that capacity for the combined institutions, will be a welcome addition to indie in the past on loans to smaller companies, such as Republic, which has been a source of increased activity along this line with the greater capital of the Columbia available is foreseen.

Leo Carrillo to Star in 'Cisco Kid' Series

Hollywood, May 4. Philip N. Kravitz signed Leo Carrillo to star in a new series of 24 "Cisco Kid" adventures to be produced over a period of six months by Columbia Pictures. Title role is still to be named.

First of the series, starting next month, is "Robin Hood of Sin City," an Arthur Hearn story, screenplay by Milton Raft.

UA Sets 'Red River'

United Artists has set Howard Hawks' "Red River" for a 1948 release. Long delay before the picture was decided on to permit the studio to complete publicity and advertising.

Print was delivered to UA last week by the studio, which is working with the producer, in which distrib was an arbitration proceeding and had started legal action.

UA Has \$125,000 Share on Coast (Theatre Sales) for Indie Financing

Jilted Artists are understood aiming to toss into indie production financing the \$125,000 it received two weeks ago from its holdings in the United Artists theatre in San Francisco and the four Music Halls in Los Angeles. Coin has gone into a pot out of which money will be provided for one or more indie, who will then be enabled to get bank financing and otherwise go ahead with production.

Grat Sears, UA proxy, who returned to New York this week from a vacation at Sea Island, Ga., heads for the Coast over the weekend to huddle on several production plans. Among indie projects he's slated to talk are Stanley Kramer and George Glass, whose "The Heiress," Inc. has been turned out the Henry Menger star, "So This is New York," for indie release via UA.

Sears is understood interested in inking the pair to a five-year exclusive deal for indie distribution via UA. They have their own financing all set for continuous production and want to use the district for help on the end money. UA owned a 50% interest in the theatre, which Sears is now holding the other half interest. Sol Lesser and Sherrill Court. (Continued on page 24)

RKO Loses Piracy Suit

Los Angeles, May 4. Judgment of the Superior Court by L. A. superior court to Samuel R. Golding and Norbert Faulkner, plaintiffs, against their piracy suit against RKO was upheld in district court of appeals.

Earlier, the district court, in the "The Ghost Ship," was lifted from their legit play, "The Man and His Shadow."

Par's \$31,668,709 Net Profit in '47 Only 2nd to '46

Second largest single profit to be made by a film company was disclosed this week when Paramount became the last major to release its earnings for 1947. An enormous net of \$31,668,709 fell below only the top marker which was made by the studio when the company scored a \$44,042,106 profit.

A detailed report by Barney Balaban, company proxy, which blanketed Par's activities and prospects, also explained a number of factors important to the company and the industry in general. They were as follows:

1. Gross revenues stayed within 3% of the year before, totalling \$1,042,000,000 in '47 against \$1,047,109,099 in '46.

2. Paramount has the problem of cutting its expenses to make its profits pretty well licked. Exclusive of recent acquisitions from Liberty Films and Rainbow Productions.

(Continued on page 69)

SUPREME COURT NIPS 'CARPENTERS' IA RAP

Washington, May 4. Efforts of the A.P. carpenters union to unseat the International Alliance of Theatrical Stage Employees from its dominant position in the Hollywood studios were snuffed Monday (3) by a Supreme Court refusal to consider the case. High court thereby upheld rulings of the district court and appeals court in refusing to intervene in a test case brought by 16 carpenters against the IATSE and the employers on grounds that the courts lacked jurisdiction.

Carpenters claimed they had been out of studio employment since as a result of a "conspiracy" between the IA and the major picture studios. The dispute broke out in September, 1947, after they asked the courts to rule that set construction work belonged to the carpenters. With IA now firmly entrenched in Hollywood, failure of the Supreme Court to consider the case dimmed hopes of the carpenters to return to the studios.

Cal. Supreme Court Over-Rules Verdict For Leslie Vs. WB

Hollywood, May 4. California Supreme Court has overruled decision of two lower courts which sustained Joan Leslie's fight to break her Warner contract. Court ruling was made at the studio by a divided opinion. Leslie's attorney, Oscar Cummings, was notified of the decision by telephone from Frisco, where he is in session. Cummings announced no immediate action against receipts of the full text of the decision.

"It need be, we'll fight the case through to the Supreme court," he declared.

Leslie disclaimed part when she reached 21. When subpoena attempted to enjoin her from getting work in pictures, Judge Paennessa sustained demurrer with a right for Warners to amend suit. She then appeared in court on appeal, which sustained further appeal to the State Supreme Court.

Sonnett Quits Govt.

Washington, May 4. Assistant Attorney General John F. Sonnett, head of the Justice Department anti-trust division, turned in his resignation to Attorney General Cummings on May 3 (29), effective May 15. He returns to private law practice in New York.

Sonnett headed the division when the big New York film case was argued before the Supreme Court and made one of the arguments for the Government.

The TRADE CRITICS say...

ANOTHER PART

IS

ANOTHER HIT

VARIETY:

"'Another Part of the Forest' is sparked with list of top names headed by Fredric March who make this a field day for superb characterization, and from a production standpoint film is outstanding on all counts. It's a cinch to clean up, the type of film audiences will leave theatre talking about it. Never a dull moment!"

FILM DAILY:

"Striking dramatic pattern of the Lillian Hellman play has been translated into a powerful film drama superbly performed. The picture should easily occupy long-time space on hold-over lists."

SHOWMEN'S TRADE REVIEW:

"On the strength of its dramatic entertainment values as

well as its marquee names and the importance of the Lillian Hellman name, 'Another Part of the Forest' should do excellent business."

EXHIBITOR:

"The picturization of the play by Lillian Hellman should cash in on its popularity, backed by the star calibre of the cast. The appeal should manifest itself in any situation."

OF THE FOREST

from U-I

BOXOFFICE:

"The story has tremendous emotional impact, forcefully portrayed by an outstanding name cast. Fredric March is superb!"

MOTION PICTURE DAILY:

"Brilliant production and performances characterize this picturization of Lillian Hellman's stage success. A marquee magnificence cast presupposes strong opening business."

Fredric MARCH
as 'MARCUS HUBBARD,' defied by the evil he had bred!

Dan DURYEA
as 'OSCAR,' tied in fear to his father's whip!

Edmond O'BRIEN
as 'BEN,' heir to his family's greed...and hate!

Ann BLYTH
as 'REGINA,' who knew love as something to use...

Flora ELDRIDGE
as 'LAVINIA,' forced to betray what she loved most!

John DALL
as 'BAGTRICK,' torn between honor and a new life!

Dana DRAKE
as 'LAURETTE,' who knew all the town's secrets...and men!

Based on LILLIAN HELLMAN'S Sensational Stage Hit!

UNIVERSAL INTERNATIONAL PRESENTS
"ANOTHER PART OF THE FOREST"

Screenplay by VACQUIN FORNER • Based on the play by LILLIAN HELLMAN
Director of Photography: IRL MOHR, A.S.C. • Produced by BERRY BRESSLER • Directed by MICHAEL GORDON

Universal International

**"SUN
SHINES
ON M-G-M"**

—says
FILM BULLETIN



**"Everything is
on the upswing
at M-G-M!"**

—says
HOLLYWOOD REPORTER

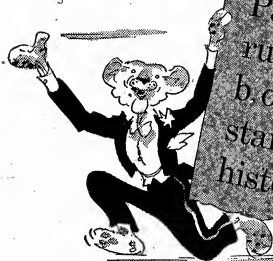


VARIETY says
"M-G-M IS LEADING!"

Pix Stars for B.O. Fireworks!

M-G-M PACES LIST OF TOP-NAMERS!

Paced by Metro, studios are rushing to aid the sagging b.o. with the biggest array of star-studded pix in Hollywood history. Metro is leading!"



**EVERY M-G-M CAPITOL
RECORD BROKEN!!!**
"Homecoming" will soon electrify all America!

THE TEAM THAT
GENERATES
STEAM!

MGM presents
**CLARK
GABLE
LANA
TURNER**
ANNE JOHN
BAXTER · HODIAK
Homecoming

Sensation
across the
nation! 3rd
smash week at
Music Hall!

**WE'RE OFF TO A
FLYING START!**

VITAMIN M-G-M PEPS UP THE INDUSTRY!

Oh! What a Line-up!

APRIL 29

SPENCER TRACY, KATHARINE HEPBURN, VAN JOHNSON, Angela Lansbury, Adolphe Menjou, Lewis Stone in Frank Capra's "STATE OF THE UNION."

MAY 20

"SUMMER HOLIDAY" in Technicolor. MICKEY ROONEY, GLORIA DeHAVEN, Walter Huston, Frank Morgan, Butch Jenkins, Marilyn Maxwell, Agnes Moorehead, Selena Royle.

MAY 27

CLARK GABLE, LANA TURNER, Anne Baxter, John Hodiak in "HOMECOMING" Ray Collins, Gladys Cooper, Cameron Mitchell.

JUNE 3

"BIG CITY" MARGARET O'BRIEN, Robert Preston, Danny Thomas, George Murphy, Karin Booth, Edward Arnold, Butch Jenkins, Betty Garrett, Lotte Lehmann.

JUNE 10

JUDY GARLAND, GENE KELLY in "THE PIRATE" in Technicolor. Walter Slezak, Gladys Cooper, Reginald Owen.

JUNE 24

"ON AN ISLAND WITH YOU" in Technicolor. ESTHER WILLIAMS, PETER LAWFORD, RICARDO MONTALBAN, JIMMY DURANTE, CYD CHARISSE, XAVIER CUGAT.

JULY 8

Irving Berlin's "EASTER PARADE" in Technicolor. Starring JUDY GARLAND, FRED ASTAIRE, PETER LAWFORD, ANN MILLER.

JULY 29

"A DATE WITH JUDY" in Technicolor. WALLACE BEERY, JANE POWELL, ELIZABETH TAYLOR, CARMEN MIRANDA, XAVIER CUGAT, ROBERT STACK.

AUGUST 5

GREER GARSON, WALTER PIDGEON in "JULIA MISBEHAVES" PETER LAWFORD, ELIZABETH TAYLOR, CESAR ROMERO, Lucile Watson, Nigel Bruce, Mary Boland, Reginald Owen.

AUGUST 12

RED SKELTON, BRIAN DONLEVY in "A SOUTHERN YANKEE" Arlene Dahl, George Coulouris, Lloyd Gough, John Ireland, Minor Watson.

SEPTEMBER

"THE THREE MUSKETEERS" in Technicolor. LANA TURNER, GENE KELLY, JUNE ALLYSON, VAN HEFLIN, ANGELA LANSBURY, Frank Morgan, Vincent Price, Keenan Wynn, John Sutton, Gig Young.

★

M-G-M GREAT IN '48!

Naked Strips at Record \$40,000; 'Chin'; 'Lady Green-Romay Fancy with 33C'

Chicago, May 4. — "Naked City" is nearing the week record at the Palace with \$3,000, other new product line, bringing in big business at downtown delivery. "Lady From Shanghai" with Jackie Green and Lina Romay on stage at State-Lake is attracting a new Chicago shape to get moderate \$38,000. "To the Victor" at Roosevelt, "The Girl Who Sings" at the Grand also looks thin at \$16,000.

Bigger grosser and leading the box office is "Cashal" at Oriental. Aided by p.a. of Tony Martin, appears headed for terrific \$35,000 in second week. Only other good holder is last and eighth week of "The Girl Who Sings" at 33c, has \$14,000. "High Walk" at United Artists, second frame, is leading, having hit \$14,000. "If Winter Comes" at Monroe, in second state, looks like \$10,000.

Estimates for This Week
Apollo (B&K) (1,000): \$1,200; "Gentleman's Agreement" (20th) (4th wk.). Down to \$3,500. Last week, mild \$6,800.

Chicago (B&K) (3,400): \$80; "Sitting Pretty" (20th) (2nd wk.). \$3,000. Last week, "Big Clock" (Par) (2d wk.) \$21,000.

Grand (RKO) (3,000): 99; "Busted" (Monro). Light \$15,000. Last week, "Design for Death" (RKO) (2d wk.) okay \$17,000.

Monroe (Indie) (1,000): 99; "If Winter Comes" (U-G) (2d wk.) mild \$10,000. Last week, good \$13,000.

Oriental (Essaness) (3,400): 98; "Naked City" (U) (2d wk.) \$16,000. Last week, \$16,000. Excellent \$22,000. Tony Martin. Excellent \$22,000.

Palace (RKO) (3,000): 99; "Naked City" (U) (2d wk.) \$16,000. Last week, \$16,000. Excellent \$22,000. Tony Martin. Excellent \$22,000.

Roosevelt (B&K) (1,500): 98; "To the Victor" (WB) (1st week) \$15,000. Last week, "April Showers" (WB) (2d wk.) \$14,000.

State-Lake (RKO) (2,700): 98; "Lady From Shanghai" (WB) (2d wk.) \$14,000. Last week, \$14,000. Excellent \$22,000. Tony Martin. Excellent \$22,000.

United Artists (RKO) (1,700): 99; "High Walk" (U) (2d wk.) \$14,000. Last week, \$14,000. Excellent \$22,000. Tony Martin. Excellent \$22,000.

Woods (Essaness) (1,075): 98; "The Girl Who Sings" (WB) (2d wk.) \$14,000. Last week, \$14,000. Excellent \$22,000. Tony Martin. Excellent \$22,000.

World (Indie) (587): 77; "This Walk of Love" (WB) (2d wk.) \$14,000. Last week, \$14,000. Excellent \$22,000. Tony Martin. Excellent \$22,000.

Derby No Help to L'ville
Biz; 'Clock' Slow \$13,000

Louisville, May 4. — Running of 30th Kentucky Derby Saturday (1) was the big news of the week here. Gees-gees running at Churchill Downs didn't help downtown film houses a bit, with general pace slow result. Out-stander is Loe's State with \$14,000. "Ran all night Friday (30) for the better of 100 visitors, and added showings helped to land a stout week.

Estimates for This Week
Brown (Fourth Avenue) (1,200): 45-65; "Bishop's Wife" (RKO) (2d wk.). Dull \$5,500. Last week, "Gentleman's Agreement" (20th) (4th wk.). \$4,000.

Church (Soviet) (1,200): 30-40; "Voice of Turtle" (WB) and "Dance of Earth" (Col). Brist \$3,500. Last week, \$3,500. (Par) and "Magic Town" (RKO).

Mary Anderson (People's) (1,100): 45-65; "T-Men" (Ind) (2d wk.) lively \$5,000 after last week's \$4,500.

National (Standard) (2,400): 45-65; "You With It" (U). Should grab springtime \$10,000. Last week, "Secret Beyond Door" (U).

Rialto (FA) (3,400): 45-65; "Big Clock" (Par) and "Caged Fury" (U). Looks slow \$13,000. Last week, "Bishop's Wife" (RKO), okay \$14,000.

State (Loew's) (3,000): 45-65; "State of Union" (U) (2d wk.) still showing Friday (30) for 100 visitors, with results okay. Stout \$18,000. Last week, "Sign of Rank" (Col) and "Adventure" (Soviet) (U) (2d wk.) \$14,000.

Strand (FA) (1,000): 45-65; "Casanova" (U) (2d wk.) \$14,000. Last week, "Tarnan and Mermaids" (RKO), big \$8,000.

Broadway Grosses

Estimated Total Gross
This Week \$832,000
(Based on 22 theatres)
Last Year \$854,000
(Based on 18 theatres)

Union Wraps Up Rep \$21,000, Cleve.

Cleveland, May 4. — Socka-gross is being wrapped up by "State of Union" at the State, but some of the first-run shows, rather, sorry state. "Winter Meeting" proving one of Betty Davis' "Tarnan and Mermaids" isn't up to the mark, using business and "Miracle of Belts" in second Allen week looks like it may slip to a weak \$10,000.

Estimates for This Week
"Miracle of Belts" (3,000): 45-70; "State of Union" (U) (2d wk.). Just okay at \$10,500. Last week, \$11,000.

Wipp (Warners) (3,700): 55-70; "Winter Meeting" (WB) (2d wk.) \$11,000. Last week, \$11,000. "Mating of Millie" (Col) and "Hardbilled" (Monro) (2d wk.) \$11,000.

Lake (Warners) (3,000): 55-70; "State of Union" (U) (2d wk.) \$11,000. Last week, \$11,000. "Mating of Millie" (Col) and "Hardbilled" (Monro) (2d wk.) \$11,000.

Loew's (Loew) (3,172): 50-75; "State of Union" (U) (2d wk.) \$11,000. Last week, \$11,000. "Mating of Millie" (Col) and "Hardbilled" (Monro) (2d wk.) \$11,000.

Loew's (Loew) (3,172): 50-75; "State of Union" (U) (2d wk.) \$11,000. Last week, \$11,000. "Mating of Millie" (Col) and "Hardbilled" (Monro) (2d wk.) \$11,000.

Loew's (Loew) (3,172): 50-75; "State of Union" (U) (2d wk.) \$11,000. Last week, \$11,000. "Mating of Millie" (Col) and "Hardbilled" (Monro) (2d wk.) \$11,000.

Loew's (Loew) (3,172): 50-75; "State of Union" (U) (2d wk.) \$11,000. Last week, \$11,000. "Mating of Millie" (Col) and "Hardbilled" (Monro) (2d wk.) \$11,000.

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Bette's 'Winter Frosty' \$10,500, Buff.; 'Lady' 16G
Buffalo, May 4.
Best bets here this week are "Winter Frosty" at Lafayette and "Lady" at Grand Lakes. Both are sock. "Winter Frosty" is a more disappointment at the Buffalo.

Estimates for This Week
"Winter Meeting" (WB) and "Speed to Spare" (Par) (2d wk.). \$10,500 or near. Last week, \$10,500. "Lady" (U) (2d wk.) \$10,500. "Winter Frosty" (Lafayette) (2d wk.) \$10,500. "Lady" (U) (2d wk.) \$10,500.

Grand Lakes (Shea) (3,400): 40-70; "Winter Frosty" (Lafayette) (2d wk.) \$10,500. "Lady" (U) (2d wk.) \$10,500. "Winter Frosty" (Lafayette) (2d wk.) \$10,500. "Lady" (U) (2d wk.) \$10,500.

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N.Y. Spotty But Homecoming-Cugat Shock \$124,000; 'Anna' Draper-Adler N.Y. S.H. 72C, 'Letter' 30C, 'Casbah' 31C

Continued mild weather, except for Monday's (3) rain, is giving a very spotty picture across the city. Many shows reporting an abrupt fall-off in business and others noting an offish trend.

Pacing field of new pictures is "Homecoming" with Xan Cugat, head, Harvey Stone and Rose Muth. First week should smash \$124,000. "Casbah" shapes up fairly nice with \$11,000 at Criterion but not up to opening pace of its predecessor, "All My Sons." "Letter From an Unknown Woman" (U) should study \$30,000 or slightly better in first week at Rivoli.

"Dangerous Waters" (U) is disappointing at \$7,000 with only moderately good \$12,000 or less in first week. "April Showers" (WB) and "The Girl Who Sings" (WB) (2d wk.) \$12,000. "April Showers" (WB) and "The Girl Who Sings" (WB) (2d wk.) \$12,000.

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HATS OFF!
LIGHTS ON!
FOR

Paramount
Premiere



THE NIGHT OF MAY 26th
AT THE PARAMOUNT
HOLLYWOOD
THEATRE

THE WORLD'S
FIRST PUBLIC
SHOWING OF

BING

JOAN

CROSBY-FONTAINE

in
"The
Emperor Waltz"

Color by TECHNICOLOR

A full-dress red-carpet gala Hollywood opening, our first in six years, indicates the exceptional nature of this superb production.

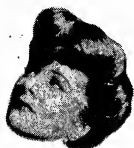
with
ROLAND CULVER • LUCILE WATSON
RICHARD HAYDN • HAROLD VERMILYEA

Produced by CHARLES BRACKETT

Directed by BILLY WILDER

Written by Charles Brackett and Billy Wilder

To be followed shortly by the
EASTERN PREMIERE
AT RADIO CITY MUSIC HALL
Early in June



Paramount invites you to join THE

THE BIG LOCK

by BENNETT FEARING

starring

RAY
MILLAND
CHARLES
LAUGHTON

Dream Girl

From the Stage Play
by Ernest Brow

starring

Betty
Hutton
Macdonald
Carey

SO evil my love

by

Joseph Shearing

starring

Ray
Milland
Ann
Todd
Geraldine
Fitzgerald

Hazard

by

Roy Chansler

starring

Paulette
Goddard
Macdonald
Carey

HATTER'S CASTLE

A. J. CROW



A HAL WALLIS
Production

THE TATTOOED MILLION

from the play 'Dear Beulah'

by

Jacque Duval

starring

John
Lund
Wanda
Hendrix
Carey
Fitzgerald
Marilyn
Woolley

SUNSHINE JONES

by

DANIEL ADAMS

starring

Bob
Hope
Wanda
Hendrix
Carey
Fitzgerald
Marilyn
Woolley

The Accused

from the novel 'Strange Illusion'

by

JUNE TAMESDALE

starring

Carole
Young
Robert
Cummings
Wendell
Corey
Douglas
Dick

A HAL WALLIS
Production

LOOK HOMeward ANGEL

by

THOMAS
WOLFE

The WEB of DAYS

by

Edna
Lee

BOOKS-OF-THE-YEAR CLUB

Night has a Thousand Eyes

By
Cornell Woolrich

Starring
Edward G. Robinson
Gail Russell
John Lund

WHISPERING SMITH

IN TECHNICOLOR

Starring

ALAN LADD
ROBERT PRESTON
DONALD CRISP

A CONNECTICUT YANKEE IN KING ARTHUR'S COURT

IN TECHNICOLOR

By Mark Twain

Sealed Verdict

By
Lionel Shapiro

Starring
Ray Milland
Florence Marly

The GREAT GATSBY

By
F. Scott Fitzgerald

Starring
Alan Ladd
Maconna Carey
Betty Field
Ruth Hussey
Howard DaSilva
Henry Hull

SORRY WROG NUMB

BY
LUCILLE FLETCHER

Starring
Barbara Stanwyck

Directed by
Lester Koenig

A HALWA Production

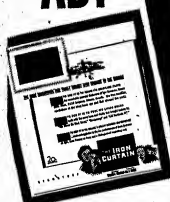
PART OF PARAMOUNT'S PROOF THAT "GREAT PICTURES ARE COMING FROM HOLLYWOOD"

are these Best Sellers of Tickets—all from famous story properties—most of them coming during 1948—plus four of the greatest of all for this summer and fall, based on original stories—

- "THE EMPEROR WALTZ," In Technicolor starring Bing Crosby, Joan Fontaine
- "BEYOND GLORY" starring Alan Ladd, Donna Reed
- "THE PALEFACE," In Technicolor starring Bob Hope, Jane Russell
- "A FOREIGN AFFAIR" starring Jean Arthur, John Lund, Marlene Dietrich

ALL EYES ARE ON

**THE
AD!**



27,799,467 people (actual paid circulation) will read this ad in 112 of America's greatest Sunday newspapers this week!

**THE
CAMPAIGN!**



One of the most highly concentrated publicity barrages in all history, a result of months of scientific planning in the 20th showmanship tradition, starts May 2nd and builds ever greater!

**THE 500
OPENINGS!**



In one week—the week of May 10th—a 500 theatre day-and-date World Premiere right across the nation!

**THE
PICTURE!**



The most sensational and timely subject ever brought to the screen! The very newest and very best in the great filmed-from-life technique introduced and made famous by 20th Century-Fox!

Darryl F. Zanuck presents

DANA ANDREWS • GENE TIERNEY THE IRON CURTAIN

with June Havoc • Berry Kroeger • Edna Best • Stefan Schnabel
Nicholas Joy • Eduard Franz • Frederic Tozère

Directed by WILLIAM A. WELLMAN • Produced by SOL C. SIEGEL

Screen Play by Minton Krims • Based on the Russian Story by Boris Gorkin
Former State Clerk, U.S.S.R. Embassy in Ottawa, Canada

20th CENTURY-FOX

WALLFLOWER

On the screen it out-happies the play!!
as you'll see at

....WARNER BROS. TRADE SHOW MAY 17....

CITY	PLACE OF SHOWING	ADDRESS	TIME
Albany	Warner Screening Room	79 N. Pearl St.	8:00 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.
Danver	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	Universal Sc. Room	917 No. Illinois 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.



CITY	PLACE OF SHOWING	ADDRESS	TIME
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	Warner Screening Room	1000 Currie Ave.	2:00 P.M.
New Haven	Warner Th. Proj. Rm.	70 College Ave.	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	Rapallo Sc. Room	221 Golden Gate Ave.	1:30 P.M.
Seattle	Jewel Box Sc. Room	2310 Second Ave.	10:30 A.M.
St. Louis	S'venco Sc. Room	3143 Olive St.	1:00 P.M.
Washington	Warner Th. Bldg.	13th & E Sts. N.W.	10:30 A.M.

ROBERT HUTTON * JOYCE REYNOLDS * JANIS PAIGE in "WALLFLOWER"

with EDWARD ARNOLD • Directed by FREDERICK De CORDOVA • Produced by ALEX GOTTLIEB • Screen Play by Phoebe and Henry Ephron • From the Stage Play by REGINALD DENHAM and MARY GIBB • As Produced on the Stage by Meyer Davis



OLD LOS ANGELES

"We dedicate this motion picture to the majestic and colorful state of California and to the California Gold Centennial, which marks 100 years of unparalleled progress in a great land of freedom and opportunity."

REPUBLIC PICTURES

IS

BIG

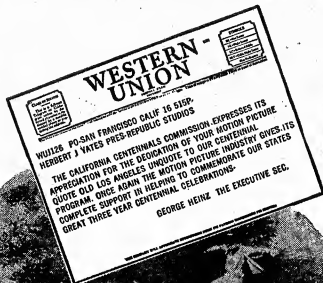
SELL IT

RICK

OLD LOS ANGELES

starring
WILLIAM ELLIOTT • JOHN CARROLL • CATHERINE McLEOD
JOSEPH SCHILDKRAUT with **ANDY DEVINE • ESTELITA RODRIGUEZ** and
VIRGINIA BRISSAC • GRANT WITHERS • TITO RENALDO
Screen Play by Gerald Adams and Clements Ripley
 Original Story by Clements Ripley
 Associate Producer and Director **JOSEPH KANE**

A REPUBLIC PICTURE



ACTION FAST, FURIOUS, HARD-HITTING!

Romance PULSATING WITH WARM YOUNG, VIBRANT LOVE!

SPECTACLE FABULOUS... COLORFUL... EXCITING!

"Lusty, colorful western."

MOTION PICTURE DAILY

"Handsome production, well acted. Full of action. Deluxe type. Packed with hard riding, gunplay, romance, music. Fine performances by top talent."

HOLLYWOOD REPORTER

"Pay dirt aplenty in numerous situations of a more Deluxe type. Packed with hard riding, gunplay, romance, music. Fine performances by top talent."

DAILY VARIETY

U. S. Know-how, Plus Yankee Dollars, Necessary to Bolster French Pix Biz

Paris, April 20. There's nothing wrong with the French film industry that an additional investment of \$200,000,000 a year couldn't cure—providing the producers change their attitude toward business. The French Recovery Program will percolate the necessary coin down to the film industry this year and the unknown quantity in the success equation will be the human factor. There exists plenty of creative talent in all phases including top-notch directors, competent producers, and many good actors, several of whom would rate international stardom if a properly publicized, rather than the conventional, option in top film circles here.

Enough studios are available to turn out about 300 pictures a year. Currently production is at a low ebb with some studios folding, others working part time and an increasing number of French producers electing to operate abroad, mainly in Italy.

The local problems stem from tight union control, booming costs, high taxes, censorship, and a lack of amusement spending money. What French producers mostly suffer from, however, is a lack of ability to get together on any project, to organize under one banner and, finally, to make wise decisions. Each one prefers to remain independent and scramble for sales. The others are able to work with a perspective limited to the *Champs Elysees*.

The national \$200,000,000 a year gross on films could easily be increased if exhibitors and distributors were to share the picture business aggressively. Lack of modern control and service in theatres is also blamed but streamlining will have to wait on a nationwide reconstruction program in housing and industry.

The French yearly production output, partly financed by government agencies, totals about \$600,000,000 which is enough to turn out 100 pictures a year. The industry is handicapped if French producers operated like an American major, making a picture a year, a profitable, a talent stable and a worldwide distributing organization. Instead of foreign sales, American returns supplemented by meagre foreign outright sales. These sales are important to make since they are partly transferred under the table.

French production need, above all, business men to direct their operations. That's where the \$250,000,000 would be used. It would be used to head, public relations exec and smart theatre management. American producers would be hired, but this raises a political problem as well as a financial one. But for the cost of one of their good pictures, the French producers could graduate from amateurs into industry.

Dubious Quality. Currently, there are about 40 French pix ready for release with another dozen rolling. But in many cases, the quality is so poor that they are being sold for quota with considerable reluctance by exhibitors. In several cases, the pix cannot be released until lease dates in Paris and find their way straight to the sticks.

Another headache for U. S. distributors is the rash of inferior American films brought here by irresponsible French exhibitors. After buying them for a song in America, they bring them to France and dub them at bargain basement prices. They are swamping the market and, at the same time, poison audi-

ences against worthier American product.

The American film business here, despite frozen funds and other obstacles, is nevertheless of tremendous political importance to help sell the French Recovery Program. It is this double for newswires and film which, at considerable distribution cost, penetrates otherwise inaccessible rural areas.

Another swipe at Hollywood bias is being made currently by agitation for revision of the Blum-Byrnes quota of four weeks out of every 13 for domestic product. Though exhibitors are dead set against the proposal, commentators are claiming that it is the cause of the bog in French production. Some papers have mentioned the cause of the closing of the Buttes Chaumont studios, thus causing unemployment.

Any move to revise the Blum-Byrnes pact will have to reach top diplomatic levels, where it will likely be killed.

NIPPON-U.S. TALENT IN CARROLL'S JAP PIC

Tokyo, April 23. Japanese and American players will soon appear on the screen together in a deal between Carroll and Shochiku studios, recently concluded here. Earl Carroll, goes through, according to reports here, a Carroll picture to bring 20 technicians, to Japan within the next four or five weeks to make a picture with shots of Mr. Fujii and other famed Jap actors in a background. The company would be on location in Japan four or five weeks.

Trumbo Case

Continued from page 4

mitties permit such cross-examination. Motions by the defense for a directed acquittal and for a subpoena were both quashed. Other defense motions today included: Gerald Cahill, rep of the Motion Picture Assn. of America, and Richard Griffith, exec director of the National Board of Review. Both witnesses were queried on the picture being recited.

After a full week of hacking through technical details, the trial judge asked Monday (23) the questions as asked by Trumbo by the House Un-American Activities Committee, whether he was Communist and whether he belonged to the Screen Writers Guild. "I was 'perched to the inquiry,'" he said. "I was 'perched to the inquiry.'" In this case, it appears that the only question which will go before the jury is whether Trumbo attempted to answer the questions or refused them.

At the same time the court ruled out as immaterial a bedside deposition by Trumbo given on Wednesday (20) from Rep. J. Parnell Thomas, committee chairman. The deposition was taken at the Walter Reed Hospital here.

Rep. John McDowell (R., Pa.) a committee member, said the deposition. He largely read from the transcript of the hearings of last September. He said the defense's defense counsel Charles Houston was charged to show that Trumbo was innocent and to clear him of charges made by preceding witnesses before the House committee last October.

Continued from page 3

attend theatre more often can be seen in the fact that annual rental for the year 1948-49 amounted to about \$200,000,000 at normal terms. Figures from the ARI estimates and those usually brought about by the industry has left exhibitors with a considerable variation in the two surveys. When the industry claimed 800,000 people had seen the pictures, each week, ARI put its figure at 50,000,000. Both have mounted since that time.

John Marshall Upped By Universal in Belgium

John Marshall, Universal's sales manager in Belgium, has been upped to a newly-created post of district manager for the northern part of Europe. Marshall will operate from his Brussels base. In other changes by U. P., Garcia has been named Madrid manager for the company. C. Jungmark has been tapped as managing director in Stockholm.

Civil War Cuts China Biz

One-Third; Local Pix Threat to U. S. Distributors

While film business in China picked up in the two years following the end of World War II, it now has dropped about 11% due to the effects of the Chinese civil war, according to C. Y. Tom, presy of the China Film Film Exchange in Hong Kong. Currently, many U. S. movie points out that despite an unstable currency, and sundry other problems, Chinese exhibitors are getting back into production.

Now Chinese product poses a threat to American film distributors, for already the flood of national pictures is expected to be available playing time for U. S. exhibitors. Tom says, "The U. S. adds that the U. S. is a source of Chinese films, other than American, and the nearby mainland city of Kowloon.

Tom expects to return to Hong Kong late this summer, declares he would enter production via acquisition by an existing company. Meanwhile the film exec has closed a deal with Monogram which would see the release four Mono films in the Hong Kong and South China area and negotiations are being made for eight more Mono pic. He also plans stepping into exhibition with a picture buying program. At present contemplates purchase of some five houses in Hong Kong, Kowloon, and Canton.

MEX STUDIOS GUTTED BY HUGE \$1,000,000 FIRE

Mexico City, May 4. Fire said to have started in a warehouse and attributed to spontaneous combustion destroyed the Mex Studios today.

The fire, which broke out in the five in this sector, April 30. Fire was one of the worst in Mexican history. Six acres were gutted, with a total loss of \$1,000,000 (U. S.).

At least one hundred people were killed in the fire. The fire was so little of it that the other four studios, all bigger and better, can well take care of the loss.

HOREN, LONDON REPORT. Sir John Horen, 20th International representative for Spain, Portugal and Spanish North Africa, arrived in New York Monday (23) for his duties with 20th International rep Murray Silverstein.

Dan Lederman, who recently resigned as 20th managing director in the Philippines, also arrived in N. Y. Monday for contacts with Silverstein.

Current London Shows

London, May 4. "Figure shows weeks of rain." "The Great Dictator" (42). "Anne Get Gam" (40). "Barrett's" (41). "The Great Dictator" (42). "Carissima" (43). "The Great Dictator" (44). "The Great Dictator" (45). "The Great Dictator" (46). "The Great Dictator" (47). "The Great Dictator" (48). "The Great Dictator" (49). "The Great Dictator" (50). "The Great Dictator" (51). "The Great Dictator" (52). "The Great Dictator" (53). "The Great Dictator" (54). "The Great Dictator" (55). "The Great Dictator" (56). "The Great Dictator" (57). "The Great Dictator" (58). "The Great Dictator" (59). "The Great Dictator" (60). "The Great Dictator" (61). "The Great Dictator" (62). "The Great Dictator" (63). "The Great Dictator" (64). "The Great Dictator" (65). "The Great Dictator" (66). "The Great Dictator" (67). "The Great Dictator" (68). "The Great Dictator" (69). "The Great Dictator" (70). "The Great Dictator" (71). "The Great Dictator" (72). "The Great Dictator" (73). "The Great Dictator" (74). 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British Indie Producers Form New Trade Group to Cut Distrib Costs

New trades association, British Independent Film Producers Assn., has been formed by indie feature producers including Maurice

Ostryer, N. A. Bronsten, Edward Dwyhurst, John Baxter, John Sutro, Anthony Havelock-Allan and George King. BIFPA has approached Harold Wilson, president of the Board of Trade, for a conference to discuss questions of independent production in relation to the new Wilson-Johnston films agreement.

Main points are agreement on definition of a British film with a view to excluding those made by Hollywood with surplus money in this country from counting as independent; quota, studio space for independents; 25% of profits shared to independents or 25% for contribution. Actual distribution costs, they say, are not more than 10% on a feature film, and some of the big companies also have the advantage of profits from handling the films in their own countries. The British Film Council's Lester argues that while many independent producers go out of business, distributors never do.

New association is not a break away from British Film Producers Assn., but is attempt to provide full representation for views of independent feature producers.

OLYMPIC CHAMP SCOTT
FOR OBLICANICK SHOW

FOR U&J CANUCK SHOW
Toronto, May 4.

With Olsen and Johnson signed to stage a combined swim and ice-skating show at forthcoming Canadian National Exhibition here, demand is on to star 19-year-old Barbara Ann Scott, who recently won world Olympic and Canadian figure-skating championships. Understood to be, for the time being, the most successful of a crop of about 2,000's exports last year, O & J appearance would not interfere with figure-skater's pending film contract. This was confirmed by Elwood Hughes, CNE general manager, just back from a European talent hunt for Canada's "Big

With Lake Ontario for a background, Olsen and Johnson's aquatic and ice show will be staged in front of the new \$2,000,000 grandstand now nearing completion and which will be the largest in the world. To mark Miss Scott's desertion of the amateur sports rank, which will also be necessitated when she accepts one of the many Hollywood film offers the photogenic young skater has received, she has been reported to have the inner rail.

Incidentally, Marilyn Ruth Take, 19-year-old Toronto figure-skater and Canadian runnerup, has just signed a contract to be featured in Olsen and Johnson's "Ice Follies of '49."

Italy Ministry Passes New Bills to Aid Films

Rome, April 22.
At the last ministerial meeting four bills regarding the settling of state-controlled film companies were passed. The first one con-

were passed. The first one concerns setting up of a General Direction Office, as result of fusion of former Cinema and Theatre Office, under management of

Nicola De Pirro. Other bills refer to financial matters—increase of ENIC Circuit capital from 200,000,000 to 600,000,000 liras (\$1,200,000); increase of Cinecittà Studios capital to 250,000,000 liras; and a 100,000,000 lira loan to Istituto LUCE to complete its liquidation and reorganize its most important departments.

Other provisions have been adopted concerning diffusion in rural zones of 16m films and re-

activation of the Lido Theatre in Venice for Film Festival shows. 50,000,000 liras have been earmarked for the Figurative Arts

Exhibition, Film Festival and legitimate performances connected with Venetian Biennale.

cinema law, in aid of Italian film industry, will be discussed by the forthcoming Parliament. At the same time an increase of credits favoring private film production is foreseen.

Autry Personal Appearance Boosts His 'Roan,'* Record \$33,000, Balto!

Baltimore, April 20.—The big news here this week is Gene Autry and his revue on stage plus "Strawberry Roan," his new starrer, at the Hippodrome. It is hitting an all-time high. Record previously was held by Abbott & Costello. Looks to hit a terrific figure.

Hippodrome (Rappaport) (2,240; 20-70)—"Strawberry Roan" (Colt) plus Gene Autry and revue on stage. Seems sure of an all-time high here at terrific \$33,000. Biggest thing here in movie and talk of town via newspaper stories and art, radio comment and even video flashes of the black lung lines.

Isador M. Rappaport

312 WEST FAYETTE STREET

BALTIMORE, MARYLAND

April 26, 1943

Mr. Mitchell J. Hamilburg
3780 Sunset Boulevard
Hollywood 16, California

Dear Mitch:

In thirty years in show business I've worked with lots of people, and you know I'm kind of frank about these things; so let me tell you fast that Gene Autry in addition to being a great show business personality is one of the sweetest guys I've ever known; one of the most terrific people to work with.

A very impressive thing about Gene's engagement was how steady the crowds were — never letting up for a second. And the enthusiasm kept pace with this steady stream. Gene certainly has a strong hold on the hearts of all fans old as well as young.

I am looking forward to a return engagement of Gene Autry and Champion — a superb attraction! Mitch, it's been a privilege and a pleasure. Kindest personal regards.

Cordially,

Is. M. Rappaport

THE SUN, BALTIMORE.

By Donald Kirkley

Gene Autry—Stage And Screen

This is Gene Autry week at the Hippodrome, for the cowboy star is appearing on the stage in person, and on the screen in his latest vehicle, "The Strawberry Roan." For the first time since we can remember, the theater was filled to the topmost row in the balcony before the close of the first show.

Costar of the film is the celebrated horse, Champion, as magnificent an animal as Hollywood may boast. Champ and a fine gray mare, Sweetheart, have much to do with this story, and their offspring, a foal which is like a small, awkward miniature of his sire, easily steals the last sequence.

The picture is helped by color photography, which emphasizes the superb outdoor settings. There is a certain amount of shooting, fist-fighting and hard riding, but "The Strawberry Roan," in line with Mr. Autry's post-war policy, has little of the senseless, violence which marks most Westerns.

Film Analyzed
The customary out-and-out villain also is happily absent. Opposition to the hero is supplied by a stern but virtuous rancher (Jack Holt) who is determined to destroy the strawberry roan which threw and crippled his son. The hero steals the horse to save his life, gentles and trains it, and in so doing arouses the rancher's ire and becomes, temporarily, an outlaw.

A new and pleasant element of sincerity is added to the Western formula; for one who is no hanging around in tough spots, breaking out of jail, no wild slaughter of rustlers at the end of the film. Mr. Autry, as always, performs under his own name, which adds to the fact that it is highly improbable that anybody else. He takes time to thank the audience, for that informal style of which he is a master.

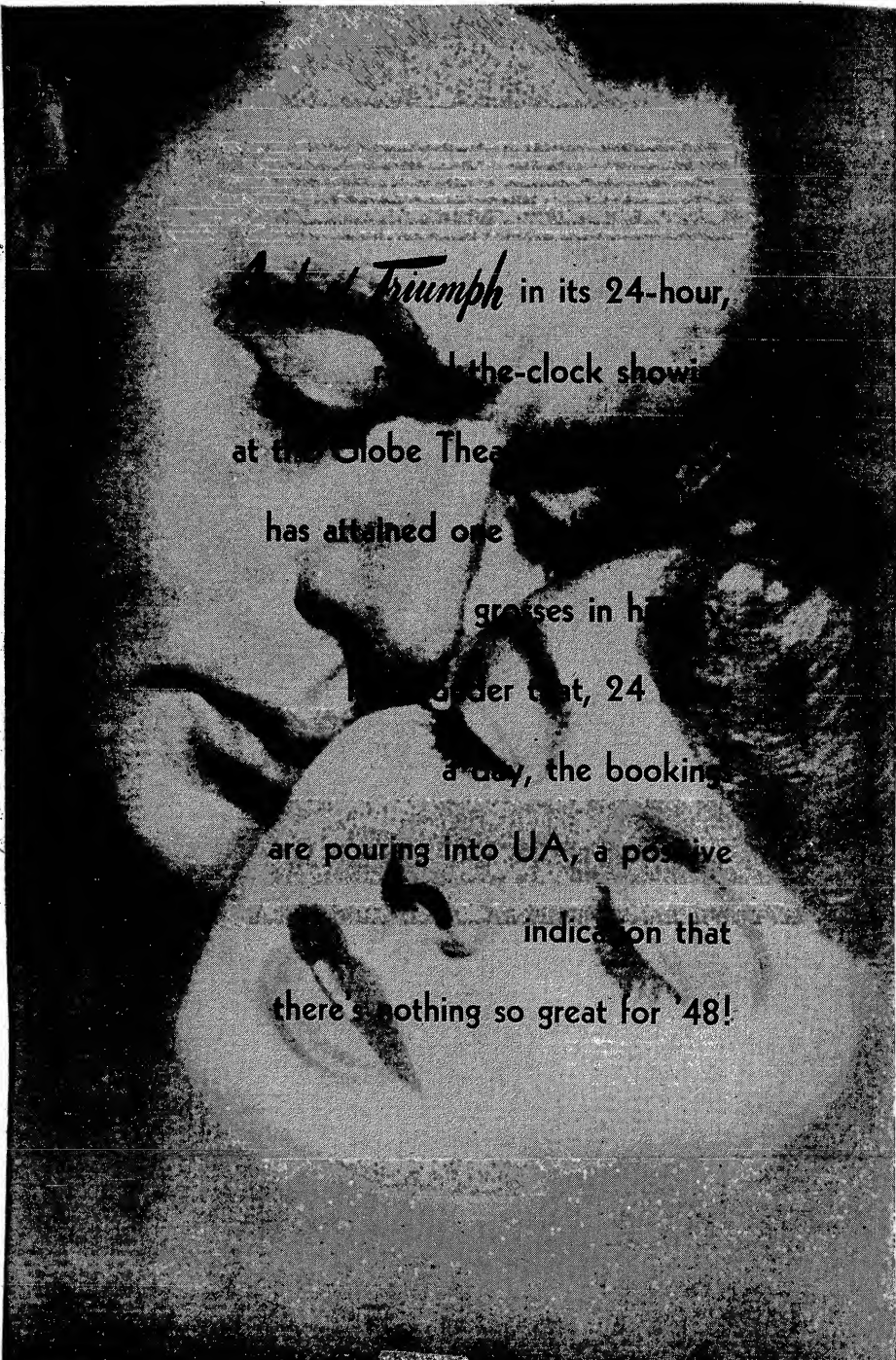
There is a very pretty leading lady (Betty); Mr. Holt is a tower of strength.

Personal Management

MITCHELL J. HAMILBURG

HOLLYWOOD

*THE STRAWBERRY ROAN
IN CINECOLOR
A GENE AUTRY PRODUCTION
A COLUMBIA PICTURE



Book of Triumph in its 24-hour,
round-the-clock showing
at the Globe Theatre
has attained one of the
grosses in history.
In order that, 24
a day, the bookings
are pouring into UA, a positive
indication that
there's nothing so great for '48!

QUOTE

Jay Emanuel, theatre owner and publisher of *The Examiner*, in his issue of March 31, 1948 stated emphatically: "A Trailer is still the exhibitor's best medium, and still the cheapest. It is coming to the best of days."

TRAILERS
ARE THE
BEST
IN ADVERTISING

Woman's Home Companion, in it's 1947 Movie Survey, says that TRAILERS draw 31% of your Patrons!



UNQUOTE

NATIONAL *Screen* SERVICE
PRICES BODY OF THE INDUSTRY

Blow-by-Blow Returns

Blow-by-blow description of how the majors' (all except United Artists) gross and net takes compared in 1947 with the peak year of '46 is set forth as follows:

Co.	'47 Gross	'47 Net	'46 Gross	'46 Net
1. Paramount	\$192,025,600	\$31,668,700	\$194,701,099	\$44,042,106
2. 20th-Fox	186,367,900	14,003,840	196,749,240	22,919,535
3. Metro	135,945,900	10,532,680	198,476,317	17,958,945
4. Warner	122,004,507	22,094,979	165,533,008	19,424,650
5. RKO	115,000,000 (est.)	8,700,000 (est.)	120,125,633	12,567,261
6. Universal	64,953,405	3,230,217	59,934,985	5,455,219
7. Columbia	48,635,201	3,708,541	46,510,900	3,450,489

1947 Gross Off 8%

Continued from page 3

that analysis discloses the majors were only able to convert 10% of their gross into net during '47 while 15% of the higher '46 gross was turning out to be pure profits during that year. The all-important 8% represented the difference between grossing and distributing films.

Top-grossing company was Paramount, which took total revenues of \$192,025,600. Both 20th-Fox and Metro were only slightly behind Paramount in the extent of monies banked by the outlets. Total for 20th was \$186,367,900, while Metro garnered \$185,945,900. Warner Bros. placed fourth with \$172,004,507, while RKO tallied considerably behind with an estimated \$115,000,000.

Universal topped its gross to \$64,953,405 during its fiscal stretch and

son, all seven companies are computed as follows:

1. Paramount	... 17 %	Coin not converted into net
2. Warners	... 12 %	would result in costly operations.
3. Metro	... 10 %	In a number of instances, goodly portion went into the year's inventory, which steadily mounted during the early part of the year.
4. 20th-Fox	... 7.5 %	Metro, for instance, which had a comparatively low conversion percentage such a very high \$5,500,000 in hiked back.
5. Columbia	... 7.5 %	1948. Universal is another case in point, its inventory climbing to \$24,625,000 from an opening figure of \$21,465,043.
6. Universal	... 5 %	Without a single exception, every company hoisted its inventory during its year's inventory.
7. Universal	... 5 %	alone, the figure would have been lower if it hadn't acquired Liberty.

Backlogs Mount

Film inventories continued the process of mounting during fiscal 1947. Breakdown, company-by-company, follows herewith:

Company	'47 Backlog	'46 Backlog
1. Metro	\$18,250,000	\$18,250,000
2. 20th-Fox	\$15,000,000	\$15,000,000
3. Paramount	\$12,000,000	\$12,000,000
4. Warners	\$10,000,000	\$10,000,000
5. Universal	\$8,000,000	\$8,000,000
6. Columbia	\$6,000,000	\$6,000,000
7. RKO	\$4,000,000	\$4,000,000

Paramount's case, alone, the figure would have been lower if it hadn't acquired Liberty. In Paramount's case, alone, the figure would have been lower if it hadn't acquired Liberty. In Paramount's case, alone, the figure would have been lower if it hadn't acquired Liberty.

Columbia to \$46,510,900. Universal and Warners were the first three companies to be the grossest for the year, and it's significant that all three and their fiscal periods months before the calendar year is over.

Set '11 for England

Continued from page 15

for production of several more films in England, but which producers are making them hasn't been established.

FIVE-STAR
DC-6
FLAGSHIPS
LOS ANGELES
11 hours, 10 minutes
CHICAGO
3 1/2 hours
Phone HYVemmer-9-5000
or your travel agent
Ticket Offices: Atlanta Terminal
Radio City Center • New York
120 Broadway • Hotel St. George

Metro, Fox, RKO Metro, with its Elstree studios and facilities, will be the first in England with "Edward, My Son." Starring Spencer Tracy and Deborah Kerr, the film is scheduled to roll June 15, in which Miss Kerr will also be starred. In the works are a group of others, including "Secret Garden," which Metro, too, will take its two moppet stars, Margaret O'Brien and Claude Jarman, Jr., to England.

AMERICAN AIRLINES
New Specifying CONCESSIONS for DRIVE-IN THEATRES
OUTDOOR REFRESHMENTS CONCESSIONS for DRIVE-IN THEATRES
SPECIALTY CONCESSIONS for DRIVE-IN THEATRES
BUFFALO, N.Y.

Twentieth-Fox, which actually teed off postwar British production with "Escape," is now rebuilding its Wembley studios and is practically set to roll. "Escape," lensed at a rented studio and starring John Hodiak and Peggy Cummins, will be released domestic (in July). In which Hodiak is the British producer, the film "Gay Pursuit," in which Harrison is also star. Harrison has just completed set to go on production of his new picture, "Twentieth plans," follow that with "Britannia Mews," for which no cast has been selected.

RKO has a commitment to make two more films in England under a production deal with Arthur Rank. (First one, "So Well Remembered," was released last fall.) The second one, which was definitely earmarked, but they'll probably include "Invincible," which Captain W. A. Lester. Warners has its own studio in England but hasn't set anything up for production there. Transatlantic Pictures' "Under Capricorn" is now in the works in England and will be released by RKO. Rank has announced that his studios will be made available to Universal and Eagle Lion,

two U.S. companies in which he has a financial interest. He has announced plans for two films there but hasn't yet decided what they are to be. Meanwhile, he has reached no decision on producing abroad. Paramount is also interested in plans, although Hal Wallis will probably handle the House of Commons. For production on Henry Ginsburg announced in N.Y. report that he'd go to England this summer to get the setup. Par producer Billy Wilder goes to England next week to check out plans there for one or two films. Republic rep. Herbert J. Yates announced on the Coast last week that he'll be in England for a while until the tax settlement is fully studied to ascertain whether filming in England is profitable. Columbia has assigned producer Joseph Friedman to turn out four or five unselected films in England. Monogram has a deal with British Pathé to make four films jointly in England and four in the U.S.

\$63,942,000 Income For Col, RKO, U, Rep Tops '46 Last Quarter

Washington, May 4.—Picture biz was up the grade in the last quarter of 1947, on the basis of gross income of four companies.

Columbia, RKO, Universal and Republic aggregated sales of \$63,942,000 for the third quarter, according to figures released last week by the Securities Exchange Commission. The companies crossed the third quarter with \$44,000,000, and was a net \$5,000,000 more than the \$38,999,000 grossed in the last quarter of 1946. By companies the figures were:

RKO: \$22,000,000, which includes \$4,575,000 for subsidiaries in foreign territories. During the third quarter, the company crossed the third quarter with \$19,425,000, and was a net \$5,000,000 more than the \$14,425,000 grossed in the last quarter of 1946. By companies the figures were:

Republic: \$7,175,000 for the fourth quarter of 1947, compared with \$6,475,000 for the third quarter of 1946. Universal: Fourth quarter, \$17,912,000; against \$16,834,000 for the third quarter of 1946. Universal: Fourth quarter, \$17,912,000; against \$16,834,000 for the third quarter of 1946.

Film Stocks

Continued from page 4

and tested by the many picture people who crowded into brokerage offices in the Times Square district Monday. Their interest naturally was to see how the market "would take" the ruling. Fact that there was no drastic unloading of film major picture shares yesterday was the most of the day's action from those who felt that other industries had a better chance to "take" the current bull movement.

Heaviest loser yesterday was 20th-Fox, which fell \$1,875 to \$18.75. The Times Square district was down \$1.25 to \$18.75; Loew's, off \$1 at \$17.875; Paramount, off \$1.025 at \$22.875; RKO, off \$1.25 at \$18.75; Warner Bros., off \$1.25 at \$11.25; and Universal, off \$1.25 at \$13.50. The latter suffered worse than fractional losses. U held so well obviously because of having no theatre affiliations.

Of indie companies, Republic was unchanged, Monogram was up 1/2¢ and Technicolor up 1/2¢.

Mrs. F.D.R. in Prem Talk
Mrs. Eleanor Roosevelt will speak at the premiere of the Cagney film, "Time of Your Life," at the Mayfair theatre, N. Y., May 10. The film, produced by the Cagney family, is now in the works in England and will be released by RKO. Rank has announced that his studios will be made available to Universal and Eagle Lion,

Rocky Mt. Allied Confab in Denver Follows Nat'l Bd. Meet; Xchange News

Denver. Annual convention of the Rocky Mountain Independent Theatre is slated for May 19-21 at the Colorado Hotel here. For the first time, the board of national directors at Comstock, May 15-17. Convention will be largely one of independent exhibitors ever here. Independent exhibitors even if not Allied members are invited to attend. Problems facing the indie exhib will be discussed by Abraham F. Smith, "Treasure" Samuels, and Col. A. H. Cole. There will be discussion of new legal problems, ASCAP and 16mm competition.

U's 'Banknote' Sales Drive Universal is launching a new 26-week sales drive, which includes a new angle by way of prizes. Company, for the first time, is offering premiums to sales staffers at the close of the seventh, 13th and 20th weeks as well as at the campaign's end. Details of the drive were set last week in h.o. meets of John Joseph, U's ad-pub chief, with A. J. O'Keefe, as't general sales manager, J. G. Connelley, as't manager, A. Scully, and other district toppers.

Irving Werthamer, assistant to administrative support to J. J. Donohue, U's district office, as't to sales chief. He moves to Chi from Milwaukee where he was, office manager, U's district office, as't to sales chief. He moves to Chi from Milwaukee where he was, office manager, U's district office, as't to sales chief. He moves to Chi from Milwaukee where he was, office manager, U's district office, as't to sales chief.

Harold Kirk, formerly with the Dime 20th-Fox office, assumed his duties as assistant to Jack Lorentz, executive director of Film Council of America. Glen Buch, associate editor of the Film Forum Review, appointed executive director of Film Council of America.

Jerry Fairbanks' Tulsa Office Branch office for Jerry Fairbanks' Tulsa office, assumed his duties as assistant to Jack Lorentz, executive director of Film Council of America. Glen Buch, associate editor of the Film Forum Review, appointed executive director of Film Council of America.

WB's 3-Day Sales Pitch in N. Y. Laying plans for a new product drive, Warner Bros. district manager, Charles Bohart, is set to launch a two-day meet tomorrow (Thurs.) under the aegis of Ben J. Pritzker, vice-president of distribution. Mort Blumenthal, WB's ad-pub chief, will outline the company's promotion plans for the forthcoming pic lineup.

Chas. Bohart Quits Dickinson Kansas City Charles Bohart, district manager of Glen and Tompkins theatres here for Dickinson circuit, leaves tomorrow May 8 to return to Coast. Bill Meyer, new with Dickinson, will replace him.

replaces at Glen and Tompkins, working as district manager. First, he'll be carrying out industry's drive for improved public relations was taken when film row and their men here to enter together luncheon with city officials. Paramount exchange held annual picnic April 26.

Regional meeting of directors of the National Independent Theatre Owners of Kansas and Missouri was held in Dodge City, Kan., April 26. Rev. A. C. McKinney has resigned his pulpit of Swope Park Baptist Church here to enter show business with Dickinson circuit, 800 Drive-in, Pittsburg, Kan.

Reopen Ill. Tornado-Hit House St. Louis The Lincoln, Barker Hill, Ill., badly damaged by tornado in March, is scheduled for an early reopening in the coming summer.

Christ Kalafat, World War vet, succeeded Thomas Pappas as manager of Lark, 800-center in Lansing, Mich. Public Theatres Drive-In near season. The Ashland, 300-center, Ashland, Ill., sold by Oak Vawter to George S. Bluetter, Galesburg, Ill.

Reade Theatres Gets 2d Pilot Walter Reade Theatres acquired a second pilot for its company, John J. Henson, Jr., who formerly James Leach joined the circuit. Henson, Reade, Walter Reade, Jr., and Henson, Reade.

Try Quiz Game in Calif. Los Angeles Bank of Knowledge, theatre quiz game, is being staged in the form of a quiz in Bellflower theatre, operated by Al Hansen in Bellflower, near here.

Louis Wiethe Aids Drive-In Cincinnati Louis Wiethe and associates, operating the Wiethe drive-in, are planning to add an outdoor theatre to their string by purchasing 52 percent of the Parkview Theatre, Healthy, with 650-auto-capacity.

Tom Howell to San Antonio Tommy Howell, national manager of Broadway, has been named as house manager in Houston as well as interim state city manager at Harlingen.

Pritzker, of Chicago, purchased the 20th-Fox drive-in, which is now in the hands of C. Crockett. G. Long Circuit, with headquarters in Chicago, bought the Lee theatre in Teague from R. H. Hale, formerly with Circle Drive-In in Tulsa, named manager of Shephard Drive-In in Houston. Frank Thorpe goes from Shepard to Circle as manager.

New York Theatres

BETTE DAVIS
in WARNER BROS. NEW SUCCESS
WINTER MEETING
JANE FARRAR • JAMES DAVIS
DOROTHY DANDY • JANE FARRAR
WARNER THEATRE
May 5-11 • 12:30 • 2:30 • 4:30 • 6:30 • 8:30 • 10:30
LATE NIGHT FILM
May 12-18 • 12:30 • 2:30 • 4:30 • 6:30 • 8:30 • 10:30

ROXY
in **Anna Karenina**
Lena Horne
Released by 20th Century-Fox
PAUL ADLER-DRAPEL
KODAK

CLARK GABLE
LARA TURNER
in **THE UNDISCOVERED COUNTRY**
WALTER BAXTER • KODAK
HOMECOMING
IN PERSON
Karin GIBBET
with the ORSON WELLES
MURRAY CLOSE
MURRAY CLOSE
CAPITOL
May 5-11 • 12:30 • 2:30 • 4:30 • 6:30 • 8:30 • 10:30

RAY MILLAND
CHARLES LAUGHTON
in **BIG CLOCK**
A Paramount Film
PARAMOUNT
MAY 5-11 • 12:30 • 2:30 • 4:30 • 6:30 • 8:30 • 10:30
LATE NIGHT FILM

NLRB Rules AFRA Right to Bargain In Peoria Test

Washington, May 4.
American Federation of Radio
Artists' topers here are pleased as
Punch over a National Labor Relations
Board ruling here last week
ordering an election at 1-kw NBC
affiliate, WEEK, Peoria. For the
first time since passage of the
Taft-Hartley law, the board over-
ruled management's objections and
found that singers, writers and an-
nouncers are not professionals and
constitute an appropriate station
bargaining unit.

AFRA had sought to become exclusive bargaining unit for seven announcers, two singers and two comedians. The writers' union, which has 10,000 members, and the television execs opposed AFRA on two grounds, all of which were overturned by NLRB. WEKK owners said the station was not engaged in commerce within the state, and, in contempt the Board could not process AFRA's petition until all other unions had been notified. The act, which was passed by Associated Actors and Artists in 1937, has complied with Sec. 9 of the act (which calls for anti-commissioned, ban union political activity, sets up a union shop, etc.), and raised a question as to the possible "professional" status of some of the staffers AFRA was seeking to unionize.

Board members pointed out that both AFRA and the four A's have filed anti-commie affidavits and otherwise complied with the act and requested the state to prove, proving that some 4A's affiliates were delinquent on this count.

As for the "professional" status the decision declared: "Although the employees in question are trained and are undoubtedly skilled personnel, we do not believe that they are professional within the definition prescribed by Section 2 (12) of the Act. We further believe that in their day operations, these employees comprise a group that is integrated group and that they have a sufficiently close community of interest to constitute a single appropriate bargaining unit."

The Board ordered an election at WEEK within the next 30 days.

Hollywood, May 4.

Dud Williamson, emcee of Mutual's "What's the Name of That Song?" died suddenly of a heart attack Sunday night (2) while visiting friends at Lido Beach. Oddly, at the moment he was stricken, he was strumming a guitar and singing—just what he was doing in almost the same spot some years ago when he got the

He introed the stanza on KOL, Seattle, where he was program manager, later taking it to San Francisco and finally to Los Angeles. Show has been sponsored by Wildroot on the Don Lee net. (In New York, a Mutual spokesman said the program probably would be continued. Web airs it Saturday nights at 9:30.)

Williamson, who was 46, lived with his wife, Rita, and daughter, Lane, 8, in a house trailer in Huntington Beach.

ILGWU SETS JULY 15 KICKOFF FOR L.A. EMER

Hollywood, May 4. Unity Broadcasting Corp., sponsored by International Ladies Garment Workers Union, has set July 15 as kickoff date for local FM outlet. Unity already has station in Chattanooga on the air, operating on a temporary permit and will be on here ahead of three of the major network outlets.

ILGWU has received licenses for six FM stations around the country. Local station, for which call letters have not been definitely set, has installed a 10kw transmitter on the chief engineer Bert B. Brown and his assistant Jack Michaels.

Chi CBS Writers' Pact

Midwest unit of the Radio Writers Guild last week ironed out final details of a contract covering three CBS continuity writers in Chi. Pact is the first RWG ever has negotiated here in behalf of continuity staffers.

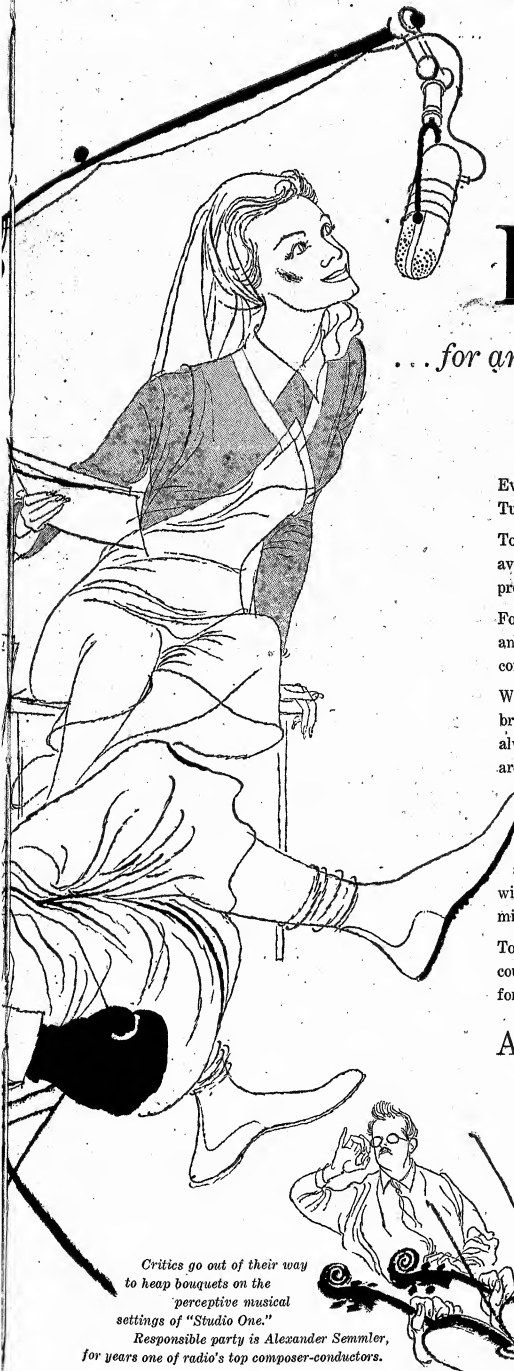
One-year contract retroactive to March 15 calls for individual wage hikes, a \$65 weekly minimum for new scribes, and exclusive bargaining with RWG. Negotiations with other nets are in the offing.

'HAL' HOUGH TO WJBK
Detroit, May 4.
WJBK has a new program director replacing Judith Lawton, who recently quit for a West Coast spot. He is Everett "Hal" Hough and he comes here from KOME, Tulsa, where he was program director and assistant manager. He points to 10 years experience in all phases

Stars like Paul Muni in "The Amazing Dr. Clitterhouse"... James Mason in "Painted Veils"... Dane Clark in "Golden Boy"... Madeleine Carroll in "Farewell to Arms"... these and many others are stars for "Studio One." All are chosen from the top ranks of stage and screen... all are able to lend added lustre and meaning to the show in "Studio One," whether it's a classic charmer like "Pride and Prejudice" or a fast-paced modern tale like "Young Man of Manhattan."



Glossy perfection of "Studio One" comes from surrounding the distinguished guest stars with a supporting cast invariably made up of radio's ablest, most polished performers.



This is Big Radio

...for an advertiser whose product
is also the best of its kind

Every week, some nine million people tune right past top-rated Tuesday-night comedy to find their way to "Studio One".

Today "Studio One" is not only Radio's top dramatic show available for sponsorship, but also one of the most rewarding programs at any time on anybody's air.

For this is indeed Big Radio... big stars and big stories, and performance and production that week after week come comfortably close to perfection:

Within the framework of a full hour, "Studio One" is able to bring to the air the much-loved novels and plays that radio's always wanted to do but seldom can... the stories that are too big and too powerful for anything but a full sixty minutes of radio.

And by some sort of magic, probably known only to brilliant director-producer Fletcher Markle and his writing and acting company, these stories come out pure Radio, with a brilliance of polish and dramatic rightness that make millions of people, every week, glad that they listened.

To an advertiser whose own product is best of its kind, there could be no better showcase, no more effective background for selling, than a radio show which is also best of its kind.

A CBS PACKAGE PROGRAM

Critics go out of their way to heap bouquets on the "perceptive musical settings of "Studio One."

Responsible party is Alexander Semmler, for years one of radio's top composer-conductors.



He hates to have people call him a "genius," but they go on doing it, because he's Fletcher Markle, writer, producer, director, actor...and good!

TELEVISION

Gosch Unburdens Himself on TV

Columbus, O., May 4. Martin Gosch, producer of video's new "Tonight on Broadway" series, unburdens himself of a load of thoughts on television problems and their possible solutions in an Ohio State radio institute talk here last Friday (30).

Reducing "Tonight on Broadway" to "All this involves, from one Tuesday night to the next, the condensation of a half hour into a half-hour script; holding hands with a completely new cast which runs the gamut from self-satisfied Shakespearean tragedians to self-satisfied musical comedy hoofers. Add to this a mixture of weekly negotiations with 12 different studios, daily and nightly conferences with the proud authors and directors of various Broadway shows, season well with a battery of lawyers representing every participant including the theatre ushers—and all of whom are suddenly convinced their clients have struck the Mother Lode—and you have a fine stew!"

In staffing video: "There is a desperate need for trained personnel, and this training can be acquired only by working in television. Radio, stage or motion picture backgrounds, by themselves, are pitifully inadequate. It is my considered opinion that the man with motion picture experience is most easily adaptable to television."

What the public expects: "Has grown accustomed to seeing things presented in a certain, slick way on a motion picture screen, and it is used to hearing things done in another skillful manner on a radio or stage. Therefore, it expects to enjoy the otherwise good feeling that goes with listening to Jack Benny, plus the visual perfection of a picture which might be produced by Sam Goldwyn, directed by William Wyler, written by Robert Siodmak and costumed by Adrian. I admit that this paints a beautiful television picture, but it is a picture that goes far beyond what is now, nor should it be expected to, make allowances for the obstacles and difficulties we face in creating such a picture. Thus, a good television show is one that goes as far as it can, now technically possible toward satisfying this public expectancy."

On production technique: "It is my feeling that television is in great need of a man in the picture, one who can handle the personnel concerned. I believe we should take the present television director out from behind the master-control panel and put him in the studio where he belongs. And in order to replace him, we must go to Hollywood and obtain the services of a highly skilled film editor. It is this editor, or cutter, who for years has been doing little else but selecting the shots and angles which are best suited to the screen. In this way we can complete the four-man team of director, chief cameraman, lighting expert and editor that is vital to the production quality we hope to achieve."

On station management: "If the owners of these new stations follow what appears to be an already established precedent, they will place the operation of the station in the hands of a general manager or assistant city editors to whom television is an intriguing new toy. But when established actors, directors and other creative people, who are the main reason for the existence of the medium, encounter the inevitable problems of a new medium, which is supposed to solve them—a former rewrite man, or an erstwhile radio writer, and a former stage actor—these men will find that these new television entrepreneurs that the jack-of-all-trades in the local little theatre group is not necessarily any better qualified."

Mfrs. Refuse To Bare Info on List of Setowners

Demand for television set manufacturers to throw open to the industry their lists of setowners, made last week by the "Daily News" prez F. M. Flynn, is apparently being turned down. Survey of various manufacturers reveals they "can't be bothered" to give up the information. They are assuming that publicizing it would open the field for their competitors.

Denying the lack of any setowner list in a speech at the American Television Society, Flynn said that one of the prime necessities for tele now is a circulation list similar to the newspaper industry's Audit Bureau of Circulation. Manufacturers, he said, besides being unwilling to furnish info to their competitors, pointed out that publishing a list of their customers would also represent an invasion of their customers' privacy.

(Continued on page 63)

HARRY WITT EAST FOR CBS 'INDOCTRINATION'

Hollywood, May 4. Harry Witt, assistant manager of the CBS western division for four years, named acting general manager of the CBS-S. A. Times station KTTV, is expected to be named to CBS home office for video operations and policy indoctrination.

With CBS in Hollywood for 12 years, Witt is one of the Coast's outstanding radio leaders. His present job as assistant to Donald W. Thompson will be named within two weeks.

Det.'s 7,350 TV Sets

Detroit, May 4. TV scanners seem to be increasing by leaps and bounds. Latest official report shows 7,350 tube sets in town. Of these 1,600 are radio, music places and dealers' stores and 5,750 in homes.

Experts predict the TV chain in the home and operation of set stations before the year is over will bring Detroit's viewers close to 15,000.

Authors League Sets TV Group

Television committee of the Authors League is planning to work out a program for the protection of written material in the video market, was named last week by Oscar Hammerstein II, chairman of the group. The group will work in two sections, one meeting in New York and the other in Hollywood. Each section will consist of 12 members, including three representatives each of the Writers Guild, Dramatists Guild, Authors Guild and Screen Writers Guild.

The committee includes George Abbott, Lee Berg, Frederick Hazlitt Brennan, Robert C. O'Brien, Hugh Herbert, Laura Z. Hobson, Mackinlay Kantor, Emmet Lavery, John Ford, by agreement of Charles Palmer, Elmer Rice, Jack R. Roberts, Arthur Schwartz, Sheldon Brown, George S. Kaufman and Theodore H. White.

One of the committee's first steps will be to establish a list of the various guilds on excluding television rights from all deals for the use of their written material for any other medium.

KEPATRICK PLANS N.Y. AS 'TV CITY'

That "Television City" idea which has been kicked around so long among N.Y. broadcasters, may finally be established in the proposed new Madison Sq. Garden. Building on the massive structure, which has already been okayed by the city government and which will cost approximately \$20,000,000, is to start as soon as the necessary financing is arranged.

Gen. John Reed Kilpatrick, prez of the Garden Corp., revealed this week that he hopes the new garden "can become the television capital of the country." He said that all the networks and local video stations have already evidenced considerable interest in locating their tele plants in the building. "We can't offer them anything date yet," he said, "because everything is still in the early planning stages."

Preliminary architectural drawings for the new garden, which is to occupy almost a complete city block in the southern part of Manhattan, call for two large tele studios which, according to Gen. Kilpatrick, will provide ample space and facilities for the staging of almost any type of show. "In addition, he said, the garden will also provide ample office space for broadcasters and their production staffs."

Basic idea in building tele studios into the arena, he said, is to have certain video work operated "on an adjunct to our business." He declared that he still expects to see a great many possibilities of television's creating new fans for the Garden's various sports events. "The rate on any of our events will be," he declared, "instead, it's improved."

Plans for a Television City were first proposed to N.Y. broadcasters two years ago when the Peace-Elliott Realty firm suggested that such a project be built on the site of the old World's Fair grounds in Flushing, L. I. Plan fell through and the idea was practically abandoned until several months ago when NBC proposed that broadcasters themselves band together and finance the deal as an antidote to their lack of studio space. NBC's proposal was nixed by the other broadcasters, however, who couldn't see the reason for sharing studio facilities, despite their lack of space.

Peace-Elliott won't be invited to help finance the new garden, according to Gen. Kilpatrick. It's to be financed by the Garden Corp. of the Port of N. Y. Authority, which rules out any financing by corporate interests.

Unions Want New 'Principles' For Tele Actors; Submit Code

Four basic principles to cover the use of performers on all video shows have been submitted to the Port of New York Authority by a committee of the various talent unions in the Associated Actors & Artists of America. The principles were advanced last week in the first meeting of the committee with reps of the video companies. Another meeting will be held today (Wed.), with spokesmen for DuMont, Paramount and other network reps. The four general principles which the unions are (a) complete responsibility by the video company for everything, (b) no differentiation in treatment between commercial fees, (c) limitation on the use of film for television and (d) union shop. The

Educators Warned to 'Get on TV' Ball Via College Training Courses

WPXI Men's Fashion Show

First television fashion show devoted exclusively to men's clothes being worked out by Harvey Marlowe, program chief of WPXI, the N. Y. Daily News' forthcoming station, with Jimmy Carroll and Mike SaVino, Manhattan custom clothiers for many show bus personalities.

Tentative plans call for the show to be aired once weekly as a half-hour package. Format would follow the usual variety show theme, but the models are to be men instead of the customary femmes.

Kilpatrick Firm On No Tele Comfort Fight Promoters

Fight promoters won't get a cut of the money paid for television rights to Madison Sq. Garden, N.Y., even if it means they stage their fights elsewhere. That's the ultimatum set for this week by Garden prez Gen. John Reed Kilpatrick, who declared that "the only thing that's made it possible for us to stay in the boxing business is what we've got on television—and we're not going to give any of it up."

Kilpatrick's ultimatum was the result of a demand for television rights money made last week by the Boxing Managers Guild last week at the Garden's new venue, the Sporting Club, Jacobs' outfit refused to up their ante to fighters and promoters by such percentages. The argument in the laps of the Garden officials. According to Kilpatrick, the Garden can't afford to give up a share of the rights.

Fighters now get 60-70% of the gate on such bouts, Kilpatrick pointed out. "Now," he said, "they want even more. Ned Irish, the Garden's exec vice pres, meanwhile, was quoted as declaring that "without our radio and television fees, we could pay such percentages since boxing accounted for less than 5% of the Garden's income last season."

If the squabble continues, Kilpatrick threatened to eliminate boxing entirely and replace it with professional basketball, now staged in a N.Y. armory. Garden might benefit in that way, he explained, since it promotes the basketball games itself and thus no question of tele rights could arise. Situation, meanwhile, is still up in the air. No fights were scheduled for the night of May 29 night, so it's yet apparent what stand the managers will take when the next occasion arises.

Columbus, O., May 4. Television's prospect of a title earned that the Ohio State Institute for Education by Radio apparently came close to ignoring tele completely on the four-day agenda ending last night (3), lest so chance a close to ignoring tele better "get on the ball" by immediately instituting video training courses in schools and colleges.

In support of contention that the institute's planners were missing the boat by giving tele a mere nodding recognition, the video boys pointed to the turnout—one of the best of the meetings for a "two-conference" session on tele, dubbed into the agenda just a couple of weeks before the institute convened. And the crowd stamped to the windup, which isn't an IER custom.

"Don't be caught short," keyed-out Nat Rudick, tele editor of Theatre Arts Magazine and tele director of Glensborough Associates, N. Y., who chaired the session, said. "The prospect of television as a medium of education. If properly used, tele can be the best of the mediums for education that has ever come within the reach of the educator."

"It's a good idea, too," that "here's an opportunity for the long-called-for decentralization of the theatre. Here is an opportunity for communities to set up active and professional companies of players and musical units who can find great support through appearances on their local tele stations, paid for by the sponsors. For better communities, here is an enhancement of cultural life."

Rudick made his point by pointing out the Hedges Players, directed by Jasper Decker, who for 25 years, were the first to make live television productions on WPTZ, Philly. He noted (Continued on page 48)

Transmitted Via Phone Wires Sets Vast Areas

Hollywood, May 4. Television transmitted through standard telephone wires and recorded television has been perfected by Raymond Blinney and Joseph Schellhardt, under banner of Record-A-Vue Co., they have taken out 18 patents on units and are readying marketing.

Blinney has invented a line transmitter which transmits video signals so that its frequency is low enough to be transmitted over standard phone wires. A unit at the end of the transmission signals the video signal. Following Three partners revealed that signal can be carried 65 miles without a booster.

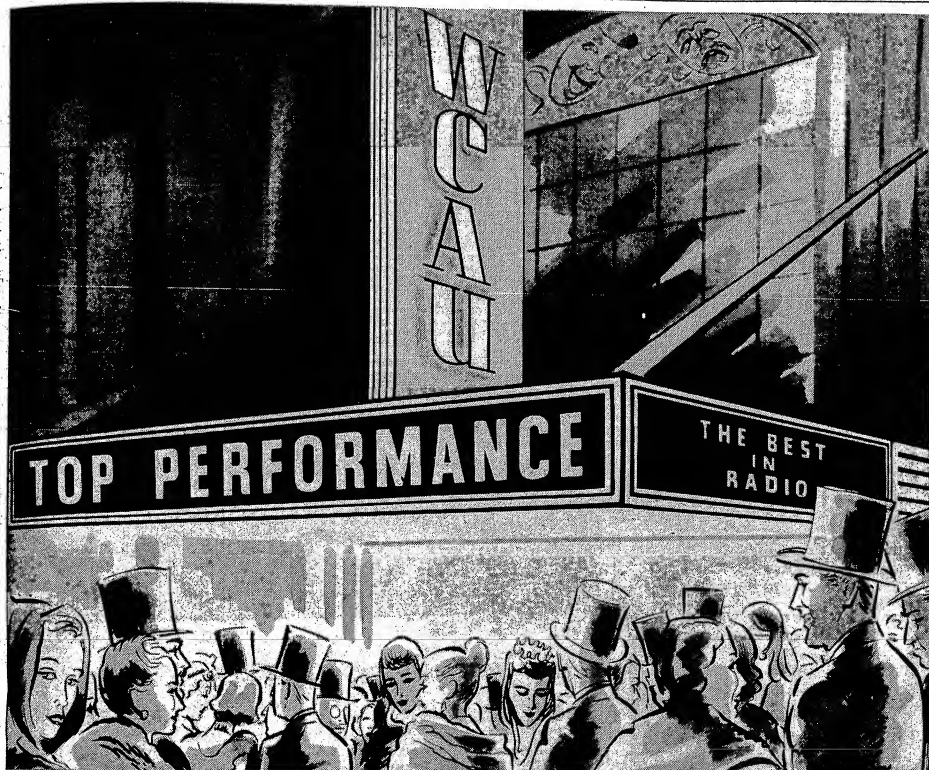
(Continued on page 46)

JACK BERTLETT'S TAC TO PRODUCE TV SHORTS

Jack Bertlett, former v.p. of Music Corp. of America and Columbia Artists Bureau, has formed Television Artists Corp. to create film and distribute package shows for video. T. A. C. has a film studio in The Bronx, N. Y., for these variety shows. Bertlett, with his partner, Bert Wheeler, Ted Strincher, Patsy Kelly, and others, will produce a show with Pearl, Paul Winchell, Roy Roy, Jimmy Carroll and the Harmonettes.

Bertlett plans to produce three shorts a day, average six or seven minutes each, with commercial to be inserted later by individual sponsors.

(Continued on page 66)



TOP Advertisers look for TOP Performance

The list of WCAU's clients . . . both local and national advertisers . . . reads like a Who's Who among the best names in advertising. They know the surest-quickest way to get results is to broadcast on WCAU . . . the Philadelphia Station with the largest listening audience.* You too can enjoy the advantages of TOP PERFORMANCE.



"Umbrella Coverage"

*BMB
Hooper
Pulse

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

. The Philadelphia Bulletin Station

Radio Reviews

Continued from page 28

with details about Memorial Day plans for decorating the graves of fallen veterans, hospital day (May 9), a meeting of Disabled Veterans Assn., activities of Veterans of Foreign Wars, etc., etc. Show has a plot for Air Corps recruiting. Idea of program is fundamentally sound but material on first broadcast was much too humdrum. Also Logan has too much to do. There surely are more vital things to be aired for veterans; as, for example, current squawk of ex-GI's over the way things are handled by V-W administration. Weir.

NATIONALITY BROADCASTS
With Bob Black, Cantor Irvin Rudman
Producer: Joe Black
129 Mass. St., 2 to 4 p.m.
B. W. BLAUSHILD
WKX, Cleveland
Cleveland's newest bigtime radio time-user is the automobile agency, B. W. Blaushild, which takes a

two-hour segment over WHK each Saturday afternoon. Usually starts devoted to a series of nationality segments with music, blurbs and announcements. For the Passover holiday, format was changed to include all Jewish folk songs, holiday chants and a series of announcements for the coming Jewish Welfare Drive.

Program was tied together with Cleveland's Cantor Irvin Rudman of Temple Emanuel serving as emcee. Recordings on show included Cantor Segal and his choir from New York, selections from the Metropolitan's Richard Tucker and selections from Cantors Moshe Kuslevsky and Saul Models of Warsaw and Cleveland respectively.

Two-hour solid period was expertly broken by producer Joe Black who interrupted heavy music with short plugs for Palestinian fund drive to come, "Gings" were out the slidehugger type, but built around the theme of a homeland. Mark.

2 D.C. Stations Agree To Share Single Tower

Washington, May 4

Two local indies are the first AM stations in the country to take advantage of a proposed new FCC rule permitting standard broadcasters to share a single tower and transmitting site. Sharing arrangements are being authorized to overcome the increasingly tough problem of finding sites for new stations which are acceptable to the Civil Aeronautics Administration. CAA, not FCC, has the last word on site approvals and its recent crackdown have created a virtual impasse for scores of AM-FM indie entrepreneurs since the war.

Wee-watters generally may seize on the 50-000 arrangement to shave expenses and get on the air more quickly.

WQWV, D. C. daytime, will share its Falls Church, Va., tower with newcomer WFAX starting in June. WFAX will concentrate on local Falls Church biz with no conflict to the D. C. operation.

A. T. & T. video network rates. Some FMers think hearing should be expanded to include same treatment of FM line charges.

2. Group will review FCC's public assurances last week that FM laggards will be weeded out quickly and channels opened to bousside bidders. Commission last Friday (30) wrote FMA director Bill Bailey that requests for more time to complete station construction have been acted on at the rate of 20 a week. Where FM permits have appeared unreasonably sluggish, FCC has given them a 90-day ultimatum to get on the air or forfeit their franchises. About 20 have recently turned back permits when faced with the news. No reprieves have been granted for more than 90-day periods. Commission said it hasn't been able to conduct on-the-spot investigations to date but where facts appear to warrant it, staffers will be sent out from now

FM Powwow

Continued from page 28

on. Since equipment shortages are easing, FCC concluded any future filibustering will be watched closely.

3. FMers are sure to raise the question of 100% web duplication though it was believed few if any AM-FM affiliates are ready to back their networks at this time.

4. Latest Radio Manufacturers' Assn. figures showing 161,105 FM-AM sets turned out in the five weeks ended April 2 are well under earlier estimates of at least 200,000. FMers may have something to say too about video-FM production ratios. First quarter reports for '45 show 118,027 tele sets and 437,829 FM-AM units turned out assembly line. Though something like three times as many FM sets were produced as tele, figures are the more startling when the 500 FM outlets on the air are compared with a bare 25 operating video stations.

Again...

an advertiser discovers

THE HOUSEWIVES' PROTECTIVE LEAGUE

delivers more sales at less cost than any other participation program in all radio!

The Housewives' Protective League is broadcast—live and locally—by these great stations in these great markets:

Chicago: 50,000-watt WDBM
Los Angeles: 50,000-watt KNX
Minneapolis-St. Paul:
50,000-watt WCCO
New York: 50,000-watt WCBS
San Francisco: 5,000-watt KGO
St. Louis: 50,000-watt KMOX
Washington, D.C.:
50,000-watt WTOP

* Next month—add the Pacific Northwest and Columbia's great 50,000-watt affiliate—KIRO, Seattle. Still more great stations in more great markets will be added later in the year.

For more information, get in touch with any of the stations carrying the programs, their national spot representatives, or...

THE HOUSEWIVES' PROTECTIVE LEAGUE

A Division of CBS—
Columbia Square, Los Angeles

HUBER HOGG AND SONS *New York City*

677 MADISON AVE.—REBENT 7-3100

February 17, 1948

ADVERTISING
MERCHANDISING
PUBLICITY **

Mr. Fletcher Wiley
Housewives' Protective League Productions
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Fletcher:

I think I owe you a report of just what we have been doing on your various Housewives' Protective League shows.

Currently we are using every single one of your shows for various show exactly how many dollars it has brought back, any schedule is a combination of some profitable and some unprofitable stations, times and programs. No client of ours would ever expect to have any more than a fairly good proportion of the total number of stations, programs, and times used pay off profitably.

Therefore, it is a remarkable fact that every single Housewives' Protective League program in the country is paying off. We have never work like a charm regardless of the area. This is even more impressive when we consider that we went on in San Francisco the second week of the second week and in Minneapolis the fourth week on the air; that we went on in Washington the second week and in Minneapolis the fourth week on the air!

Paul Gibson has always been an old reliable for us and has always turned in a good job for us in Chicago. John Trent in Minneapolis which first week at an advertising cost of 1/3 that of any other station in the U.S. When we bought Galen Drake we were a little concerned over the fact that for the first time a Housewives' Protective League show was going on at 11:30 to 12:30 at night, a time in which no other organization had usual, did a terrific job! Lee Adams of St. Louis also turned in a fine job.

Not only have you people always got us a low cost per order, but to start some more Housewives' Protective League shows for us!

Very truly yours,
HUBER HOGG AND SONS

Cecil C. Hogg
Cecil C. Hogg

CCH:LL

MYSTERIES Are Top BUYS

-Because They RATE ... and SELL

Why are there twice as many sponsored mystery programs in 1948 as there were in 1941? Why are they so popular with sponsors—manufacturers of such varied products as food and refrigerators ... drugs and cigarettes ... soap and clothing ... motor cars and fountain pens?

The answer is simple: look at them anyway you will (ratings ... costs ... selling efficiency) and mysteries are better buys than all other types of programs. *And on Mutual, mysteries cost less per rating point than the average for all networks.*

Mutual mysteries are doing a terrific job for their sponsors (who include some of the nation's top advertisers). Mutual mysteries can do a job for you too. Here are four of them available—two with great selling records—and two which are building into top-rank vehicles. Read the highlights ... listen to them ... you will want to put them to work for you.



ADVENTURES OF

The Falcon

From July 1945 to the Summer of 1947, The Falcon was sponsored by the American Safety Razor Company—and did a terrific selling job. The average rating for 1945 was 5.0; for 1946 (including the summer) it was 7.0; and for the first half of 1947 it was also 7.0. *Nine times during those two years the rating went above 10!*

In January 1948, The Falcon returned to Mutual—a sustainer. *And the first sustaining rating was 7.4.* The latest rating is 6.4.

What The Falcon did for its former sponsor—it can do for its next one. It can get ratings. It is an eminently merchandisable show, with unusual tie-in opportunities afforded by (a) 3 Falcon motion pictures a year; and (b) successful book series.

The combination of rating ability and merchandisability means just one thing to the sponsor—more audience for less money per rating point ... and more sales more profitably. *Listen to The Falcon, let your own ears convince you of its power to build and sell an audience.*

For the complete story on these four programs, write, wire or phone Program Department, Mutual Broadcasting System. New York: PE 6-9600; Chicago: Whitehall 5060.

THE CASEBOOK OF

Gregory Hood

Bought by Petri Wine in 1946 (as summer replacement for "Sherlock Holmes") Gregory Hood did so well it was kept through the winter and into '47. *The average Hooper for 1946 was 5.5 and for 1947 it was 7.1; it hit a high of 9.2 in April 1947.* Back on Mutual Tuesdays at 9:30 (following Heatter and "Mutual News-reel"), Gregory Hood is once again ready for sponsorship—ready once more to deliver ratings and sales.

Gregory Hood has an unusual twist: each week a different radio or screen personality is written into the script and is played by the celebrity himself. Ray Noble, Sam Spade and Jack Bailey of Mutual's famous "Queen" are examples. Top writing and direction, great plots combine to make Hood a powerful sales vehicle.

Mysterious Traveller

Here's a show that's been building. Average Hooper, Summer 1946, was 4.2; average January-July 1947, was 4.9. Last September "Traveller" was moved to Tuesdays, 8:00 p.m. (its present spot) and the 1948 average went to 6.3. *Its second March rating climbed to 8.2, against such shows as "Big Town" and Milton Berle.*

Written by David Kogan and Bob Arthur, who have such other hits to their credit as "Thin Man," "The Shadow" and "Nick Carter" and starring Maurice Tarplin, "Mysterious Traveller" roams the whole chilling field of mystery, crime and supernatural. Ripe for sponsorship, "Traveller" should pay out handsomely. Listen to it and judge for yourself.

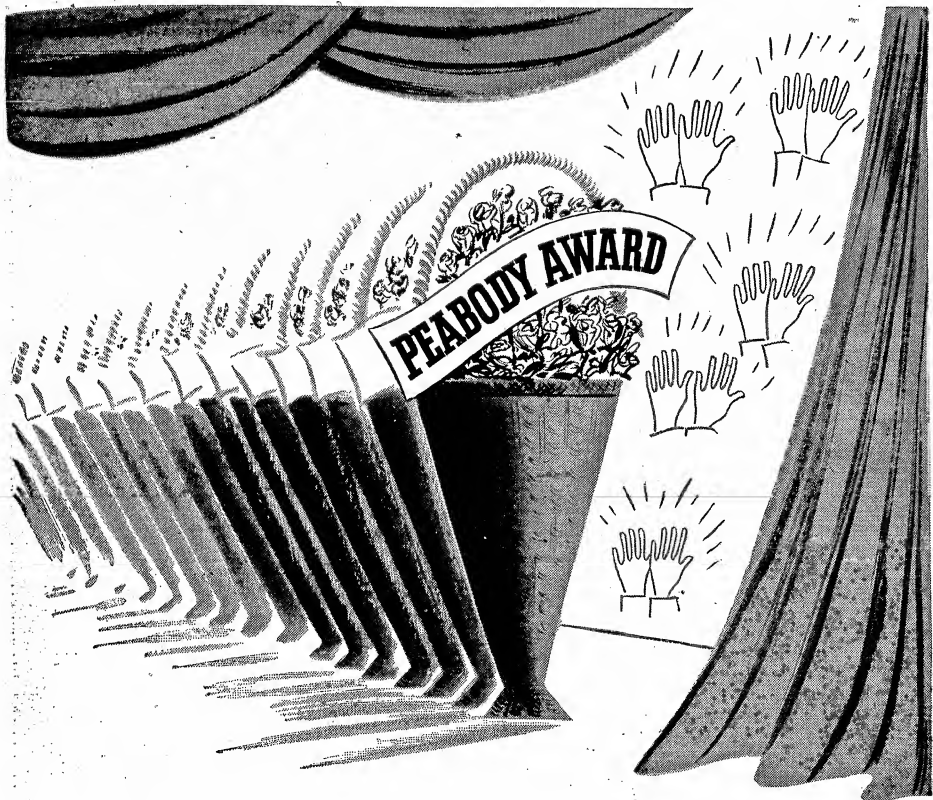
Quiet Please

"Remarkable ... in a class apart ... consistently quivers with suspense." That's a quote from John Crosby, New York Herald-Tribune, who devoted two whole columns to "Quiet Please" (August 22, 1947 and March 12, 1948). Ben Gross, Daily News, said "holds listener's attention from beginning to end." Variety raved and so did Billboard.

Not a "whodunit" in the usual sense, "Quiet Please" is a new, thrilling approach to the mysterious, eerie and macabre. Written by Wyllis Cooper, narrated by Ernest Chappel and played by polished actors under expert direction, "Quiet Please" is a new experience in radio listening. And listeners prove it, through ratings which are building. Be sure to listen.



MUTUAL BROADCASTING SYSTEM



...Curtain calls keep coming...

for the Sunday night dramatic show that brings good theatre into the home of Mr. and Mrs. America. Latest of the many tributes received by *The Theatre Guild on the Air*, sponsored by United States Steel, is radio's highest honor, the George Foster Peabody Award for "outstanding entertainment in drama."

Thanks to the people who have said such nice things about the show ... and thanks to the stars and everyone who has worked with us for making it the kind of radio entertainment about which nice things are said!

"THEATRE GUILD on the AIR"

Sunday Evenings—ABC NETWORK

UNITED STATES STEEL



"HOOPERADE OF STARS"*

RANKS

JO STAFFORD

No. 1

FEMALE SINGER

FOR THE SECOND CONSECUTIVE YEAR!

* Average Hooper Program Ratings from Nov., 1947 thru April, 1948.

★ **CHESTERFIELD SUPPER CLUB** ★

NBC NETWORK

MONDAY ————— WEDNESDAY ————— FRIDAY

Publicity and Public Relations
MARGARET ETTINGER & CO.

★ Personal Management ★
MICHAEL NIDORF

Direction ★
GENERAL ARTISTS CORP.

★ Exclusively ★
CAPITOL RECORDS

Com'l Radio vs. Educ'l B'casters

Continued from page 32

get about getting into print by attacking radio" and "look at some facts."

Theme Throughout Meet

Some, although not all, of Cott's panel speakers—the scheduled topic was "Building and Producing Effective Programs"—chimed in. WOV's (N. Y.) Arnold Hartley asserted radio was a lot more grown up than many of its critics and charged that educational institutions have a great extent failed to take advantage of the FM band handed them by the FCC.

The theme was echoed by industry reps in subsequent sessions, but neither at the opener nor later did the educators fight back. The finishing touches of the counter-attack were put on Sunday night at the annual dinner by a trio of critics-turned-defenders of radio.

"Don't kick that poor broadcasting board for the things you allowed him to learn," admonished Saul Carson, New Republic columnist. "Look, here, angel Look, for instance, among the educators. They had their chance and what did they do with it. They got their feet wet in radio, right up to their spic-and-span scrotals . . . then educational

radio folded up and died, leaving the field to the people it would denounce, a generation later, as hucksters. But don't blame broadcasting for the ills of a society made in your image. When you have removed advertising from our billboards, toned it down in newspapers and magazines, taken its influence out of 1,001 pieces of our daily life—then you have the right to demand that broadcasting do likewise."

Bob Stephan, Cleveland Plain Dealer radio editor, rapped the slotting of public service shows in "unattractive time periods," but proposed that education "must cease being a beggar on commercial radio's doorstep" and by way to maintain its radio rating. Third sound-off was Dean Myers, Columbus Dispatch radio

There were some among broadcasting's forces at the institute who felt that the self-appointed defenders went overboard to the point of painting radio considerably whiter than it really is. A more general feeling, however, was one of frustration. As one broadcaster said, "When we finally got around to rolling out the heavy artillery and the spic-and-span, there was no one to shoot at."

Loisa New Packages

Two new radio packaging outfits, Lancer Productions and Franklin-Sands, were formed last week. Lancer firm, comprising Hartley Samuels, Norman Frank and Albert Shimmings, has set up a new situation comedy-show based on characters created by Daphne McVicker, mag writer. Harry Salter is musical director.

Lancer firm is also planning a five-day-a-week interview show to be done on board the Cunard line ships, Queen Mary and Queen Elizabeth. Name personalities will be interviewed by Maggi McNeill and Ted Campbell.

Franklin-Sands group, consisting of Art Franklin, publicist, and Lee Sands, a writer, has cut a comedy show, "Pardon My Glove," starring former heavyweight champ Max Baer, with Dick Lane, Sara Berner and Marty Stanley. Guest shows for noted pups will be written into the script as the personalities become available.

Pittsburgh—Ray Buch is the latest addition to the WYWS announcing staff. He studied here at Ide-Paulin school, worked for a while at WEAP in Allentown and spent 19 months of his 21 years in the Navy. Jean McCallen, formerly with WCPB in Chicago and WVVA in Wheeling, has joined WPGH continuity department. Schmidt's shoe store has renewed sponsorship of Clara Clark on WPIT for 13 weeks more.

Inside Stuff—Radio

Indie producer Frank Cooper has sewed up radio and tele rights to W. Somerset Maugham's complete works, including plays, novels, short stories and anthologies, via agent Jacques Chabrun, New York City. After closing the deal in N. Y., recently, Cooper flew back to the Coast to supervise audio edition (5) of the Arlene Harris show for Mutual and get the "The Mystery Show" set for its June 9 debut as sustaining spot for Bing Crosby on ABC.

Mutual's making the promotional most out of RCA-Victor's selection of "Gabriel's Hater" as winning title for an unnamed pop tune played by Erskine Hawkins. Contest (with a tele set as prize) to pick a national hit run off via 50 radio stations by a national contest, N. Y. boy. Winning title related to Hawkins' billing as the "20th Century Gabriel," but is such a natural switch on Gabriel Hater's name Mutual immediately placed it in the "Gabriel Show" set for its June 9 debut as sustaining spot for Bing Crosby on ABC.

Breneman

Continued from page 35

In the radio show, Raymond R. Morgan, John Masterson and Chet Midendorf, all prominent in Coast radio, he took a month's leave of his show in March on doctor's orders and rested in Arizona and Palm Springs. Upon his return he was given medical's okay to go back to his show, having apparently made a gradual recovery from a heart condition. His death recalled similar incident of a few years ago when Raymond D. Barker, Coast radio head of J. Walter Thompson, dropped dead suddenly after a month's vacation.

Breneman was a host of friends in the trade and among the millions of middle-aged and elderly women who made him their idol both by remote and in attendance at his programs from the restaurant bearing his name but fanned out as an eatery. He came up the hard way after doing a song-and-dance turn in vaudeville. Taking to radio in 1929 he failed to impress and moved to New York, where he conducted "Lunch Club of the Air." It was no whopping success so he moved back to Los Angeles and became a station manager and part-time performer. San Francisco was his next port of call and it was there that he met his metier, the audience participation.

Hot on the idea of doing an aud participation show from a restaurant, he returned to Hollywood and interested Raymond R. Morgan, who heads up his own agency in the venture. A few weeks later "Breakfast at Serf's" was launched. When Breneman and Morgan failed with Dave Covey, owner of Serf's, the show moved over to Breneman's restaurant on Vine street, in Hollywood.

Radio Requiem

Continued from page 30

happier. Of course, some radio commercials are dull, repetitive and nerve-racking, so if you don't have to work so hard. Write me care of General Delivery, Green Bay, and no anonymous blasts will be acknowledged.

But don't misinterpret my point. Television will certainly have big place. Some products will be ideal for TV, just as many like a glove and just as the newspapers have a clear advantage in particular forms of selling—auto and mobile copy for example. Radio and films exist side by side, so do radio and newspapers; radio and all sorts of other advertising and entertainment media. So I suspect radio and television can go along without one dooming the other.

I hope next time I'm back in New York that radio will, like Lazarus, be back from the grave and the mourners will be concentrating on something else. I have a hunch in sounding off this way I'm speaking for a lot of broadcasters around the U. S.

KNOX'S Radio Workshop

St. Louis, May 4

KNOX, local CBS outlet, will sponsor a radio workshop providing elementary and advanced training in modern broadcasting in co-op with the University of Missouri, Lincoln University and the St. Louis public schools. Courses will be held in the radio studios June 14-25 and Midwest experts in radio education will serve on the faculty. They include Dr. I. Keith Taylor, Ohio State U.; Mrs. Kathleen Laidlaw, Detroit public schools; Miss Marguerite Fleming, St. Louis Public Schools; Miss Martha May Boyer, Lindenwood College, St. Charles, Mo.; and Ben Wilson, KNOX continuity director.

Seattle to 'Adopt' O'seas Families Via Trent Airer

Seattle, May 4

Susan Trent, who does "Susan Trent Calling," morning show on 1 die KXLA here, has personally arranged for the "adoption" by Seattle families of more than 50 needy families in Italy, France, Germany and the Netherlands through a campaign over her daily program.

Services are set up by Miss Trent as a supplemental service to the large charitable organizations, as she felt that many Seattle families would be interested in aiding European families on a personal, individual basis. In setting up the machinery for such personal aid she furnishes interested Seattle families with all pertinent personal data on the European family as to number of children, economic status, etc.

ROY STARKEY'S P.A.'S

Louisville, May 4

Roy Starkey, WHAS cowboy singer, who airs with his "Wake Up, Smiling" gang at 6:30 a. m. daily, and has his own show "Song Stories" at 12:30 daily, has been booked by "Doc" Cassidy to play the Swiss chalet of houses in Indiana.

Doc shows have not played these houses for five years, and in some cases 10 years.



ROPE 'EM IN!

America's foremost singers of Western tunes, The Texas Rangers, are ready to lasso their large audience into your sales room. They rope 'em in with their wide selection of favorite tunes, beautifully transcribed. These transcriptions, numbering in the hundreds, are virtually as flexible as live talent. They allow you to spot your messages wherever you want them. In other words, you add The Texas Rangers to your sales force at a price that is scaled to fit your market and station. You'll find perfect harmony... in songs and sales.

Wire, Write or Phone for Complete Details

THE Texas Rangers
an ARTHUR A. CRUNCH PRODUCTION
c/o CRYSTAL
Cap. B. Holley, Mgr. Syndicated Features

Now... HIGHER TOWER GREATER POWER

The signal strength of television station WLWT, Cincinnati, has been increased 200-fold.

WLWT now operates at maximum government-authorized power—200 times more effective than the temporary transmitter used during the construction of our new facilities.

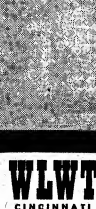
With the completion of the new \$600,000 studio and transmitter plant, the sight-and-sound of Ohio's first television station originates from the newest, finest, most up-to-date television installation in the country. The WLWT effective coverage area now comprises a circle of 45 miles in radius . . . on one which encompasses 380,000 families—1,300,000 people.

WLWT is providing this important market with 20 to 30 hours of television service weekly—seven days a week, afternoon and evening. The program schedule provides a balanced force of five features each week, including baseball, wrestling, news, home-maker shows, quiz games, fashion shows, weather news, hobby shows, puppet shows, audience-participation programs, advice on pets, and miscellaneous sports events . . . in addition to feature movies, cartoons and film shorts.

WLWT's coverage is available now also, on a non-interconnected network basis, to national advertisers using the NBC television network.

Every facility of WLWT has been designed especially for television. The very latest, most advanced equipment available has been used throughout the studios, the transmitter, the 570-foot antenna tower, and the mobile microwave transmitter unit. No expense has been spared to assure Greater Cincinnati and surrounding territory with the finest, most dependable television service possible.

Information on rates, availabilities, participating sponsorship and facilities are available upon request.



Crosby Broadcasting Corporation

TELEVISION SERVICE OF THE NATION'S STATION

Tele Provision Required by AFM For Video Use of Band Pic Shorts

Chicago, May 4. American Federation of Musicians has concluded that 16m shorts made by band bandleaders cannot be used by radio or television stations without the approval of the companies distributing them, unless a tele-use clause is included in the contracts. It has decided that bandleaders who made the shorts exclusively for Southern machine distribution can not sell tele rights to whomever holds the shorts they made.

In recent months distributors of such musical shorts have been selling their showing rights to tele interests, though a major portion of the contracts under which they were made restricted their use only to Southern-machine use. But agencies and bandleaders began to create a stir, since let some of the original makers of the films, notably the local Soundies outfit, to apply for the purchase of tele rights to avoid the ban. Which led to the AFM refusal.

AFM execs see the shorts came from the lengthy discussions of union action here and in New York concerning tele-musical scales. The union, cited two times, had become official last week when James C. Petrillo, AFM head, announced the agreement between them, and the AFM officials announced them. They call for the use of the original band scale applied by individual local for a one-rotation program, and 75% of the AM rate for the second rotation. In both instances rehearsal pay is to be 66 2/3% of AM scale.

AFM also has concluded, however, tele rates applied to regular staffers. Those hired for AM work are to be shifted to the rate needed but must be paid full AM rates when so used. Men hired for the work may be assigned to AM programs, but must be paid the pro-rata difference between the regular tele scale and the AM pay. AM staff or single-engagement musicians may be assigned to work on that and be paid the duplicate (both AM and tele), but, in addition to the full AM rate, must be paid \$7.50 per minute for the tele show, if commercial, and \$3.75 per if sustaining. All figures. (Continued on page 66)

ABC's 'Stop Music' Plagues Jobbers

"Stop the Music" radio show, which is creating a Hooperating act in the \$4.9 slot on Sunday evenings, is also creating a headache for music jobbers. Every time there is a freeway program, a new "mystery tune," retail music questions by sheet music companies to get them the name of the song just in case they are called up by telephone to identify it. Mystery tune prize on the show is now worth \$17,000.

Retainers, who more often than not do not know the title themselves, are anxious these days to get customers ready. They list requests with large amounts in almost a deluge. Later then go to work to dig up the title, and it isn't easy. Current "mystery" tunes required the services of an expert band, and assumed that the title, when discovered, was passed on down to retailers and thence to customers.

Since the number of sheet music buyers demanding the title of the melody in all probability represent only a small portion of the available telephone numbers throughout the country, the chances for one being called are very slim. They aren't taking unnecessary chances. They want to be ready.

Olman to Coast

Hollywood, May 4. Al Olman, general manager of Robbins-Peist-Miller, will be on the west coast for the next two months here this summer, hotel for Olman and his family. He hasn't been feeling well. Due here July 1.

San A. Music Lovers

Cling to Player Pianos

Most exclusive and exclusive group of music lovers in this city are player-piano fans. Neither the radio nor the recordograph dims their attachment for the peddle-pushers which sweep the city in a variety of ways.

Piano rolls are still available in local stores. Sales are small but regular. Classical music rolls are now collectors' items, but one recording firm releases blues, cowboy ballads and boogie-woogie and some standards and pops. Among them are Straus Waltzes, Barcarolle and Schubert's Serenade. Standard numbers include "Across the Alley from the Alamo," "Let Me Call You Sweetheart," "Red Silk Stockings and Green Perfumes," "Tico, Tico," etc. "Feudin' and Fightin'," "Lady from 29 Palms" and "Smoke, Smoke, Smoke" made the best-seller list.

Rolls are also still in use in local music schools and classes as a means of familiarizing students with the interpretation of noted pianists.

Mercury Makes

Musical Accomp.

For Disk in Eng.

Chicago, May 14. Mercury Records will release next Monday, (10) a version of "Nature Boy" by John Laurence accompanied by a full orchestra of over 20 men. Musical background is made up of English and American tunes. Mercury is the first company to go outside the jurisdiction of the American Federation of Musicians to make a recording of "Nature" to be put into competition with King Cole's Capitol cutting. All others are disc dupes.

Making of the background in England, with the full knowledge of the British Musicians Union that it was known that London had in the U. S., makes it clear enough that the BMU has no intention of supporting the AFM ban, but there ever was any substance to the AFM's claim that the BMU would back London had been worn to a frazzle by the constant shipment of pressings made from masters done in London, for the U. S. London label, a subsidiary of the English Decca firm. But since it was known that London had the full cooperation of the British government, which seeks U. S. dollars, it was argued that BMU's cooperation with the London label was a must that perhaps couldn't be avoided.

Mercury's "Nature" was made in London 10 days or so ago and reached New York last week. It was immediately related to Hollywood and the lyric and piano which was known that London had the full cooperation of the British government, which seeks U. S. dollars, it was argued that BMU's cooperation with the London label was a must that perhaps couldn't be avoided.

Bruno, N.Y. Distrib For

RCA, Buys 2006 Worth

Of WNEU Play Time

Bruno-N.Y., Inc., whose wholesale and retail distributing operations include the RCA Victor record, radio and television, has bought \$200,000 worth of disc jockey time on WNEU, N. Y., for the current year.

While the commercial copy will deal with the long list of products, including radio and television sets, washers and refrigerators, says Bruno distributes, the deal will give Bruno the heaviest record playing on the station. The label has been getting on any outlet in the New York area.

MacArthur, 1st to Get

Theme-Song Treatment

Despite the comparative earliness of the Presidential race, Tin Pan Alley couldn't carry on without a few words about Gen. Douglas MacArthur. Two tunes are already on the market. Other Presidential candidates are yet to come to music, a check with the Pressing Protective Assn.'s title register will show.

Songs pushing the general inclusion "MacArthur for President," published by Royal Music, and written by Charles K. Hall, as well as sanctified by Lansing Hall, head of National Campaign Committee, by MacArthur. Stauffer has inked another, "Carry On For General MacArthur," published by Joseph B. Fallon.

Ex-Band Singers,

Now Soling, Help

Bands by Douing

Many former top name bands and numerous medium orchestras now find the shoe on the other foot. Whereas once these combos were elected an ladder to solo careers for singers who sprang into solo positions, they are now working on the strength of the band. Some of these singers, who have been packaged with them for sale to territories.

All agencies are at the moment handling lists of such ex-band singers. They work steadily at prices ranging from \$500 to \$2,000 a week. And when they're booked the agency involved usually is one of the medium-sized ones, with background and thus add whatever b.o. pull it may have to the singer's top billing.

Ahlert Steps in

As SCAAP Prexy

Fred Ahlert was named the fourth president of the American Society of Composers, Authors and Publishers last week, a move that was expected. He replaced Deems Taylor, who has been head of the Society since 1941, but whose record was cut by the stipulation of two years ago of a \$25,000 annual salary to the chair, with a restriction to a two-year run of any individual.

Ahlert had been selected as Taylor's successor by the Society's members several weeks ago, after considerable deliberation, but the appointment was not made until the regular board meeting last Thursday (29). His election was the result of a vote by the members of the Society were held in their past, with the exception of H. C. Condonson, who was replaced by Frank Connor as assistant treasurer. Incumbents are: Gus Schigler and Jack Warner, secretary; Louis Bernstein, treasurer; Donald Gray, assistant secretary.

Ahlert, it is anticipated, will take a more active role in ASCAP's workings than any previous president, but he has no right to Taylor. Chair-holder is as a rule expected to do no more than to preside, but Ahlert is known to have considerable knowledge of the music business. He is the sort of a guy who won't stand by. Directors who appointed him to the presidency are expected to let him take hold, but they anticipate his doing so thereby partly by the position of assistant manager, left open last year by the death of John G. Payne.

Ahlert, an "AA" writer in ASCAP just as Taylor has been, has received almost two years ago, "Mean to Me," "Blue of the Night," "Bing Crosby Theme," "Moon Was Low," etc. His income from ASCAP as a writer runs about \$18,000 a year. He has been paid for his work as president, which Taylor also received for the past two years.

WB Jumps Gun on MPAA, Signs New 10-Year Contract With SPA

Edwards Music Warns

Bilmore of Countersuit

Edwards Music, against which Dreyer's Bilmore Music is suing allegedly infringing on the copyright of "You Can't Be True, Dear," is figuring on retaliating against Edwards. But Bilmore's claims are rejected in the courts, it will immediately bring suit out over the latter's threats to music jobbers to sue if they continue to carry Edwards' versions of the tune, Edwards claims that's unfair trade practice.

Argument between the two companies is due to Bilmore's listing of a U. S. copyright on the German tune from the U. S. Allen Milburn. This is the only one allowing an arrangement of the original melody. Edwards also has a copyright, but only for a literal translation of the melody and lyric. Bilmore claims Edwards' version is also an arrangement and therefore a violation.

Yiddish Pub Eyes

Nature Boy As

An Infringement

Possibility that "Nature Boy," one of the most popular hits in the music business, is an infringement of an old Jewish melody, is claimed by A. Edward Masters, attorney for J. J. Kammen, Jewish-tune music publisher. Masters examines the tune and experts making comparisons between "Nature" and "Schweig Mein Herz" which was written by an opera titled "Paprossen," written by Yiddish theater actor Herman Yablokoff.

Masters, as a result, has drawn up and is dispatching letters to various recording companies, broadcasters, Burkay Music, Crestview Music, and all others concerned with "Nature Boy," advising them to stop the tune as an infringement and that legal action in all likelihood will follow. Yablokoff's melody was copyrighted in 1935.

Kammen has several times been involved with major music publishers in infringement actions. One of the most notable was its suit against the publisher of the Bros. firms over "Iale of Cupit," which was won by Kammen. Firm also owns "Iale of Cupit" and "Iale of Cupit," which shot the Andrews Sisters to the top in the late '30s before which there was legal action.

Kenton Tells Norman

'No Glory, You're Paid'

On H'wood Bowl Deal

Hollywood, May 4. In a rather unprecedented move, Stan Kenton last week told KFWB disc jockey Gene Norman to "quit himself as himself, as a promoter of the jazz concert Kenton will play in Hollywood Bowl June 12, and to stop trying to promote the bash, but bandleader wants no one billed on paper and all publicity must be on the promotion and promotion.

Kenton relayed word to Norman he felt that Gene Norman is getting 30% of gross, that's ample reward and that the disc jockey need not be allowed to sue for a personal build up. The deal is that Kenton and Norman will split the gross of the concert, and then take their cuts. It is explained that the joke and the story are still on the part of terms personally, but Kenton got a bit, widely disseminating ballyhoo in the "Gene Norman Press." The last action was a man promoted a Kenton concert in Pasadena and will repeat July 1, as well as help the Bowl bash.

Herman Starr, head of the Warner Bros. music publishing interests, has the Music Publishers Protective Assn. to the punch line of the matter. Starr, who is the Songwriters Protective Assn., Starr agreed to a 10-year deal with the MPAA, but the points that had already been agreed upon between the SPA and the MPAA director board in contract is not completely settled. Starr's deal will automatically be improved if the MPAA agreement in the event the latter, when signed, is a better arrangement.

Starr did the same thing the last time a contract renewal came up between the songwriter and publisher interests, about eight years ago. This time he participated with the MPAA director board in contract discussions with the SPA committee. Then signed his own deal, which is retroactive to Jan. 1, 1947. The previous SPA-MPPA agreement expired. WB is not a member of the MPAA.

SPA-MPPA agreement is expected to be ironed out by the end of this month. One of the points remaining to be settled springs from the fact that the SPA publishers write contracts for English and continental representation of their music, but the SPA, upon the length of foreign copyright to 28 years, the same as a copyright in this country. English copyright laws call for the song to be held by a publisher for 50 years beyond the death of the author, which also applied to U. S. songs taken by English pubs.

Between the SPA and the previous SPA-MPPA contract expired, and the new copyright term clause was agreed relative to songs sold overseas, some pubs had made English deals. They were on the old basis. Now the writers are insisting that these be changed, under the arrangement which makes the SPA the publisher of the song. '47, it may be settled by having income from foreign deals go to U. S. publishers, and all revenue beyond and up to 50 years following to the death of the author. In other words, the writer will own the foreign rights to his tunes after 28 years and up to the English copyright limit.

Major Job Up On

Payola Charge

Music Publishers Contract Employees Union has been asked to pay or so against a major payroll and its employees on a payola charge. Union ordered Teddy Black, formerly on the staff of Warner, Inc., Ben Bornstein, former of the Boston Herald-Examiner, and the music company artist arranged before the organization to pay for the payola charges of paying for arrangements of tunes used by designated bands to increase their popularity.

Meeting of the trial board, assertedly brought about a decision of the case, but the trial board was presented late Monday evening to MPCE ruling heads and a decision is being held up, pending further consultation of the trial board and MPCE council. It was the additional amount to be paid to the trial board. MPCE hasn't made a similar move since a case involving the trial board was brought to the hotel, New York. Last year, it went after a songwriter involved in a payola case, but the trial board, since the writer was an MPCE cardholder, fined him \$1,000 for the payola charge. The case was never paid and the writer, Moe Jaffe, was suspended from membership.

Blame Me! Lend-Leased

Warren Music, subsidiary of Robbins Music, without a plug in the "Blame Me!" song, last week transferred the copyright of "Don't Blame Me" to Warren for the song. The song was written by Mel McGuffey wrote the tune. It's used in Metro's "Big City" film, the reason for Warren going to work on it.

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

**WEEK
ENDING
MAY 1**

Pos.	Pos. No.	Label	Songs	Pub.	Feat. H.	Res. C.	Ed. M.	St. H.	January	Summary	Paul B.	Don M.	Scott C.	Dan M.	Henry	Malcolm	John M.	Fran P.	Alonso	Bob K.	Ed. C.	Ed. M.	Pat. P.	Ed. M.	Nea R.	Joe C.	Ray P.	Joe C.	11A
Pos.	Pos. No.	Label	Songs	Pub.	Feat. H.	Res. C.	Ed. M.	St. H.	January	Summary	Paul B.	Don M.	Scott C.	Dan M.	Henry	Malcolm	John M.	Fran P.	Alonso	Bob K.	Ed. C.	Ed. M.	Pat. P.	Ed. M.	Nea R.	Joe C.	Ray P.	Joe C.	11A
1	1	Capitol	Nature Boy	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
2	5	King Cole	King Cole	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
3	15	Capitol	Manana	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
4	3	Decca	Little White Lies	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
5	10	Decca	Deek Raynes	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
6	11	Capitol	You Can't Be True, Dear	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
7	12	Capitol	Because	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
8	13	Capitol	Matinee	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
9	14	Capitol	Art Murray	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
10	15	Capitol	Four Leaf Clover	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
11	16	Capitol	Shine Down	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
12	17	Capitol	Now Is the Hour	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
13	18	Capitol	Gracie Fields	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
14	19	Capitol	Frankie Laine	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
15	20	Capitol	St. Louis Blues March	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3	4	1	3	4	11A
16	21	Capitol	Victor	Bures-VII	ASCAP	1	2	3	7	6	8	3	1	2	1	0	1	3	3	7	1	0	1	3					

Jocks, Jukes and Disks

By Ben Bodec

It's now apparent that "Nature Boy" is one of those rare pieces which will sell almost any singer. Dick Haymes (Decca) has a Columbia which has made the list and the honors of record sales. The Columbia has made the list and the honors of record sales. The Columbia has made the list and the honors of record sales.

ende" side merits the spotlight. Grooving happens to be the only one of the British hit available at the moment, and it probably will get much riding until the compish comes along. Manson, backed with a symphonic harmony group, sprinkles the gay melody with a rich assortment of nuances. Added to the background is the rhythmic of a shoemaker hammering at his chime in rhythm. Eleanor Bowser (Mercury) also rates as an ear-tickler. Manson and the group do apply by "Nature Boy" but the treatment of the lyric as a straight recitation diminishes much from the thing's effectiveness.

My Favorite Four

Bud Whaley
KMAC, San Antonio, Tex.
"Kings and Souls" (Columbia)
"I Can't Get Started" (Bunny Berigan)
"Green Eyes" (Jimmy Dorsey)
"Begin the Beguine" (Artie Shaw)

able carries the effects for Sinatra. Work of either group is of gold-star quality. Haymes probably has the edge, however, over the counters since he has trimmed the pluck with another current hit, "Nature Boy." True, it is a bit of an advance a capella and delightfully compounded. Columbia's second "Supper" is a first hit of bounce with a trio accompaniment.

"Blue Crosby" "Blue Shadows on the Trail," "A Fella with an Umbrella" (Decca). A corking coupling with an uncommon buy for Harry Crosby added. Coloring lent by the Ken Darby Choir to the western and edge plenty of a fast hit dancing behind Crosby wraps up the Irving Berlin composition.

"It's Magic," "It's Magic," "It's Magic" (Musical). Hepters probably won't swoon over Miss Vaughn's abandonment of the torch corner, in which she's unquestionably one of today's queens to compete with the sweeties. But the disc, by a far less loaded with performance and production appeal.

"I'm Lonesome—It Only Happens When I Dance With You" "May I Still Hold You" (M-G-M). Idea of similar themes seen on the way to becoming a fan. In Lund's case, the subject is a far less interesting. Lund, himself, delivers a satisfying treatment of the light ditty, but "Hold" is of a far less inspired stripe.

Mel Torme—"Little White Lies," "Gone With the Wind" (Musical). Torme should be able to collect a little of the froth whipped up by Dick Haymes' grooving of "Yes." Version is quite different in mood and background. It's light, bright and breezy with a touch for the foot-tapper. Haunting quality of "Wind," plus Mel Torme's accompaniment, making choice good work, ranks side with Torme's best.

Dick Haymes—"It's Magic," "It's No One" (Decca). Turned out with conventional, sweet sound both in verse and instrumental, rating quite well with its rivals on the "Romance on the High Seas" score.

Frank Sinatra—"It Only Happens When I Dance With You." A Feller Needs an Umbrella" (Columbia). Sinatra has carved out of feeling and charm the number should perk his call on retail stores. It's also extra special Axel Storah's accompaniment, making choice good work, ranks side with Torme's best.

"Little" likewise rings the bell. Sammie Kay—"Pecos Bill" (Decca). The old-fashioned, old-fashioned Disney cartoon flavor is captured in the best of these novelties and the drab shadings of the about the fabulous Texan and the tug-milaneously released. It may be in Love With You" and "The Man on the Tip of My Tongue" are cut to the old-fashioned pattern of the dreamy and sugary but lack distinguishing points.

Eddy Mann—"The Shoemaker's Serenade," "Fiddle Me a Tune" (Rainbow). The releases which feature Mann's command of the harmonica the "Ser-

Col. in Disk Deal For 'Tea Leaves'

Columbia Records last week made a deal with the Algine disk company, Philadelphia, via which CR will press and distribute the latter's recording of "Tea Leaves." This disk, by Emil Ciolek, has made quite a sales dent in the Philly area and seems to be spreading out. Other majors are making the song, owned by Morris Music, which purchased it six weeks ago from songwriter Ben Berk, Frank Capana and Max Freedman.

CR's deal with Algine calls for the latter to receive a percentage of the revenue from the disk. Morris' deal with the writers as yet is not called for as advance.

CRC 1st Quarter Pub Cut 20% Off

Columbia Records last week issued publisher royalty checks for the first quarter of this year and the total disbursed was approximately 20% off the company's prior three months. Drop in Columbia sales, evidenced by its sale of pubs, equals the reduction in Decca Records' first quarter checks, according to sources here.

Columbia, incidentally, noted a pickup in orders at its factories in Ridgeport, Conn., and Kings Mills, Cincinnati. These orders are at the factory from distributors.

Key-Starr, Manager Act To Prevent Yerxa From Selling Her 18 Masters

Hollywood, May 4. Key Starr and her manager, Berle Adams, may put attorneys on the trail of Ted Yerxa and his Lampshire Records, now in bankruptcy, to prevent the sale of 18 masters she made for him to Coast Records. Lee Eastman, attorney for Yerxa, has served all parties with notice that legal action will result if the sale is affected, and has applied for a temporary injunction in U. S. district court, Los Angeles, to bar an okay on the release by the court handling Yerxa's bankruptcy proceedings.

Miss Starr, who now records for Capitol Records, made the disks for Yerxa some time ago and was never paid for them, she claims. She's owed \$4,500. Now that her Capitol disks are beginning to move, it's asserted, Coast wants to take advantage of the unrecouped masters.

Major Companies Ditching Many Pre-Ban Masters, Despite Coin Loss

Indie Makes Deal With Major To Drop Hot Platter

Chicago, May 4. Universal Records has made an agreement with the Back Bay Record Company to drop the latter's Frank Petty Trio version of "The Frog" from its catalog. The record is claimed to have sold 23,000 copies during the last three weeks in Boston alone. Only other copies are said to have been sold in the New York area.

HERB GORDON MOVING TO ZIV FROM DECCA

Herb Gordon, head of the recording division of Decca records, is resigning last week to join Frederick Ziv in an executive capacity. He'll work with Sam Sime, head of Ziv's N.Y. office.

Gordon's contract with Decca was set to expire on Feb. 1, but he was released him in order to permit him to join the Ziv firm. Gordon will be replaced by Fred Ziv, who will be in charge of the Ziv firm. Prior to joining Decca, Gordon was with the talent division of World Transcriptions, a Decca subsidiary, and prior to that was with the talent division of the Decca subsidiary, and prior to that was with the talent division of the Decca subsidiary.

Trio Leave Music Biz To Set Auto Laundries

Dave Jacob, George Mario and Leonard Vannerson, all formerly connected with Torme's music organization, are leaving the music business. Trio have set up a company to operate a chain of automatic laundries. Initial one is now being built in Wilmington, Del. Vannerson's home, in the Coast, as road manager of his band; Mario headed the music publishing ventures until last season; Vannerson also had been T.D.'s road manager. The trio have set up a company to operate a chain of automatic laundries.

Major recording companies in all probability will take fair-sized losses due to the tremendous amounts of material all majors will be expected to drop prior to the Jan. 1 disk ban of the American Federation of Musicians. During the past couple of weeks, with the disk ban four months old, some of the majors have already begun to be very careful about what they select for marketing. Sides are being checked thoroughly and if it's decided that the time, or even the performance, doesn't measure up, they are being side-tracked. Many will never see the light of release.

RCA-Victor and Columbia were the heaviest investors in pre-ban masters. Capitol and M-G-M stashed plenty away, too, but not near the quantities of the former two. Decca's poke is the lightest of all and it therefore has less to worry about.

Last December, when the disk ban was drawing close, the music and recording industries were in a state of confusion. The backlog Decca was putting on its shelves. It now comes out that the measure up, they are being side-tracked. Many will never see the light of release.

Decca asserts its attitude was based on the industry's judgment of its excess. In other words, it took songs only from the backlogs of the industry, which it saved a lot of coin and is in as good a position as any of its rivals.

Porges to Europe For Cap Markets

Hollywood, May 4. Alex Porges, in charge of Capitol Record's International Division, will sail from New York Friday (7) to join Jim Conking, Cap vicepres in charge of the company's European operations. Conking is in England, having left the U. S. two weeks or so ago. Fair time expected to be quite a long one.

Capitol has no arrangements for marketing any of its disks outside the U. S., excepting a distributorship in Mexico City. Conking and Porges are looking over the possibilities for a deal and may close for one before returning to this country. England of course would be a natural market for Capitol's disks. Porges is a native of England and has many sides on his shelves that were hits in the U. S. and would be in the Isles, is almost a conceiver that Conking and Porges will continue to lay the groundwork for a marketing arrangement in that country. Vannerson's home, in the Coast, as road manager of his band; Mario headed the music publishing ventures until last season; Vannerson also had been T.D.'s road manager. The trio have set up a company to operate a chain of automatic laundries.

All other U. S. majors release in England and on the continent: Decca, Capitol, Columbia and M-G-M through Electrical Music Industries.

Capitol Music Waiting. In the event Capitol Records makes a deal for England circulation of its disks, Mickey Golden, head of Capitol's Capitol Records, will make an arrangement with an English publisher to release the "Mannan" hit. It won't do so, however, until Capitol's records are released in that country. Golden feels that marketing of the Peggy Lee disk of "Mannan," which is the song a hit in the U. S., will saving the natural demand in England for the tune. He feels that under these circumstances the cap could better financial deal for the song.

VARIETY 10 Best Sellers on Coin-Machines Week of May 1

1. NATURE BOY (3) (Burke-VB)	King Cole	Capitol
2. YOU CAN'T BE TRUE DEAR (4) (Biltmore)	Jerry Wayne	K. Griffin
3. TOOTLE OOTLE DOOTLE (2) (Chas. K. Harris)	Andrew Sisters	Decca
4. SABRE DANCE (10) (Leeds)	Vinny Horton	Continental
5. LITTLE WHITE LIES (8) (BVC)	Wendy Herman	Columbia
6. NOW IS THE HOUR (4) (Leeds)	Dicky Martin	Victor
7. BUT BEAUTIFUL (3) (Burke-VB)	Fred Haymes	Decca
8. BEG YOUR PARDON (13) (Robbins)	Crosby	London
9. MANANA (13) (Barbour-Lee)	Bing Crosby	Decca
10. MATINEE (5) (Morris)	Peggy Lee	Capitol
	Frank Sinatra	Decca
	Frankie Carle	Columbia
	Peggy Lee	Capitol
	Yvonne Monro	Victor
	Buddy Clark	Columbia

Coming Up

ST. LOUIS BLUES MARCH (W. C. Handy)	Tex Benke	Victor
HEARTBREAKER (Leeds)	Andrew Sisters	Decca
BECAUSE (Chappell)	Ferick Strain Band	Palda
BABY FACE (Harms)	Perry Como	M-G-M
MY HAPPINESS (Blasie)	Jon & Sandra Steele	Damon
LAROO LILI BOLERO (Shapiro)	Peggy Lee	Capitol
TELL ME A STORY (Lauré)	Perry Como	Victor
HAUNTED HEART (Williamson)	Santany Kaye	Victor
SHINE (Shapiro-B)	Amos Brown	Decca
DICKY BIRD SONG (Robbins)	Perry Como	Victor
TERESA (Duchess)	Frankie Laine	Mercury
VERONICA PLAYS HARMONICA (Duchess)	Freddy Martin	M-G-M
I WISH I KNEW NAME (Leeds)	Leslie Clinton	Decca
	Andrew Sis-Haymes	Decca
	Vinny Damon	Mercury
	Malachuk	M-G-M
	Decca	Decca
	Clark-Noble	Columbia

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

Kid Ory Livens Carnegie Jazz

Carnegie Hall, New York, concerts by jazz groups or name orchestras using the jazz idiom are by now commonplace. So frequently have they occurred in the past few years for the purpose of bolstering the promotional angles of a nation-wide concert tour with the magic words "Direct from Carnegie Hall," that bands that have done concerts repeatedly are either (1) puffed up with importance, or (2) took upon the date as just another one-nighter. In short, few deliver as they should at the usual \$30 top they either hike it up or kick it around with poor preparedness.

That is, excepting Edward "Kid" Ory. It's akin to Louis Armstrong as a sort of legendary figure among jazz men. On the Coast for the past few years, Ory is now headed

(Continued on page 62)

Paris Club Op Does Costly Solomon Act To Soothe Jo Baker

Paris, April 27. Dispute between maestro Bernard Hilda and Jo Bouillon necessitated the hiring of a special band by Club Champs Elysees for the last week of Josephine Baker's

Bernard's band is back from a tour and M. Marlet, club op, had expected the outfit, which opens immediately to support Josephine Baker's new headlining. However, Miss Baker's husband, Jo Bouillon, a bandleader himself once, wanted to conduct Hilda's band during his wife's performance.

Hilda insisted on batoning himself. So Hilda performs only for dancing. During Miss Baker's act a second band of outside tooters is summoned by Bouillon. Club protested laying out the extra shekels rather than risk either the septa girl, or Hilda, minstrel of the house.

RETAIL DISK BEST SELLERS

VARIETY											
Survey of retail disk best sellers, based on reports obtained from leading stores in 12 cities, and showing comparative sales rating for this and last week.											
NATIONAL											
Week Ending MAY 1											
This Week	Last Week	Artist, Label, Title									
1	1	KING COLE (Capitol) "Nature Boy".....									
2	4	DICK HAYMES (Decca) "Little White Lies".....									
3	3	FRIGGY LEE (Capitol) "Manana".....									
4A	2	K. GRIFFIN-J. WAYNE (Rondo) "You Can't Be True, Dear".....									
4B	7	TEX BENNETT (Victor) "St. Louis Blues March".....									
5A	5	WOODY HERMAN (Columbia) "Saber Dance".....									
5B	11	FREDDY MARTIN (Victor) "Dickey Bird Song".....									
6	6	BING CROSBY (Decca) "Now Is the Hour".....									
6B	13	GRACIE FIELDS (London) "Now Is the Hour".....									
7	6	PERRY COMO (Victor) "Because".....									
8A		FRANKIE LAINE (Mercury) "Shine".....									
8B		ART MOONEY (M-G-M) "Baby Face".....									
9	9	ANDREWS SISTERS (Decca) "Toile Oille Doole".....									
10		JON-SANDRA STEELE (Damon) "My Happiness".....									
11	10	FRANCIS CRAIG (Bullet) "Big Boy Big Parade".....									
12		LARRY CLINTON (Decca) "Dickey Bird Song".....									
13	16	ROSETTA HOWARD (Columbia) "Ebony Rhapsody".....									
14A		FREDDY MARTIN (Victor) "Saber Dance".....									
14B		VERA LYNN (London) "You Can't Be True, Dear".....									
14C		SPORTSMAN (Capitol) "Toile Oille Doole".....									
15		VICTOR YOUNG (Decca) "Saber Dance".....									
16A		VAUGHN MONROE (Continental) "Toile Oille Doole".....									
16B		JOHNNY MERCER (Capitol) "Honey for Love".....									
16C		BING CROSBY (Decca) "Haunted Heart".....									
16D		JO STAFFORD (Capitol) "Haunted Heart".....									
16E		DEL TRIO (Columbia) "Dickey Bird Song".....									

FIVE TOP ALBUMS

SONG HITS OF OUR TIMES	2 REMEZVOUS	3 "LOOK, MA, I'M DANCIN'"	4 MILLER'S MASTERPIECES	5 BUSY FINGERS
Decca	Peggy Lee Capitol	Capitol	Victor	Three Stars Victor

COL. 'SPECIAL EDITION' OF COLLECTOR ITEMS

Columbia Record Corp. is adding a "Special Edition" label to its product, the series consisting of pressings of things that in recent years have been collected. With the series CRC probably will break up to some extent the black market prices that have been applied to such disks during and since the war years when the demand for current items created an underpricing of "catalog" production.

Among the artists Columbia will make available are Al Jolson, Johnny Mercer (now with Capitol as artist and partner), Hoagy Carmichael, Miller, Broke, Gray's Casa Loma Orchestra, Dorsey Bros, orch, Dorothy Lamour, Bunny Berigan, Duke Ellington, Ethel Merman and a long string of others. Disks will be pressed only on order.

Columbia has laid down certain rules for their purchase which have drawn attention from rival companies. Dealer can order only a minimum of 10 of any disk, and must be shipped C.O.D. at 60c each, plus the recipient must pay shipping and insurance charges. Disks will retail at \$1.

Letter to dealers was sent out over George Avakian's name on American Record Co. stationery. Nowhere is there any mention of Columbia, but the return address is Columbia's N. Y. office.

Ol 'Satchmo's Troupe Breaks It Up in Det.

Detroit, May 4. Invading the sacred precincts of longhaired music—Detroit Music Hall—Louis (Satchmo) Armstrong gave the jivin' and jumpin' jazz concerters ever staged here. Sessions Saturday (1) and Sunday were attended by approximately 2,000 persons at prices from \$3.50. Both shows grossed an estimated \$6,000.

Sextette including five jazz masters in their own right, and songstress Velma Middleton, ran from a novelty intro through a brilliant performance that left the ad demanaging more. Earl "Fatha" Hines, pianist; Jack Teagarden, trombone; Sid Gattett, drums; Barney Bigard, clarinet; Armstrong, trumpet; Shaw, master of bass, made up the combo.

Standard tunes, Teagarden's "Stars Fell On Alabama" Hines on "Rosetta" and the new "Indian Boogie on a Pale Moon" and many others brought cheers. Musicians on tap made a full meal of the two-hour concert. Armstrong topped his work with a "Black and Blue" vocal.

Hefty rhythmician Velma Middleton worked over "I Cried for You" and super-phrased "Buz Life, Buz Me, Baby." Show closed with Armstrong and Middleton in a sly duet of "That's My Domain." Stan.

Russ Feechine, roving exec of Mus-Art, in New York last week for look around that territory.

The Novelty Ballad Hit!

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SIDEWALK
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FIDDLE FIDDLE

Is Different! Have You Heard It?

BMI Pin-up Sheet

HIT TUNES FOR MAY (On Records)

A BED OF ROSES (Johnstone-Montell)

Sonny Kaye—Vic. 20-501 • Benny Davis—London 342

A FEW MORE KISSES (Petrus)

John Devereaux—Vic. 20-577

ALL DRESSED UP WITH A BREAKING HEART (Mark)

Peggy Lee—Cap. 15922 • Buddy Clark—Col. 37985
Bob Houston—MGM 10112 • Alan Gerard—Nat. 7019
John Laurens—Mercury 5095 • Alan Dale—Big. 15174
The Five Bells—Bullet 1009 • Jack Owens—Tower 1563
The Vengadores—Universal 34 • Ray Cooper—Diamond 2090
Rene Morgan—Dea. 24328 • Edwy Howard—Mog. 1236
Bill Johnson—Vic. 20-579 • Phil Reed—Dorsey-Tone 176

DREAM PEDDLER, THE (Pearl)

Frankie Castle—Cap. 28056 • Hal Darwin—Cap. 481
Sonny Kaye—Vic. 20-5652 • Snooky Lanson—Mer. 5124

FOOT THAT I AM (Hill & Ranges-Metrol)

Dinah Shore—Cap. 37952 • Sonny Kaye—Vic. 20-501
Georgia Gibbs—Mog. 12013 • Billy Eckstine—MGM 10097
Bobbie Heavens—Vic. 20-5070 • Brooks Brothers—Dea. 40049
Dinah Washington—Mer. 6050 • Gladys Palmer—Milestone 104
The Ravens—Nat. 7040

IT'S EASY WHEN YOU KNOW HOW (Pamora)

Joey Paris—Vic. 26-9027 • Joan Edwards—Vita. 932
Buddy Clark—Xavier Capitol—Cap. 38135 • Blue Berton—MGM • Edwy Howard—Mog. 1236

I WANT TO DRY (Eccleston)

Chris Cross—Swing 4004 • Spensing Churchill—Monor 1129
Dinah Washington—Mercury 5082

I WOULDN'T BE SURPRISED (Rapaport)

Merry Cook—Mer. 5030 • Sonny Kaye—Vic. 20-576

LONG AFTER TONIGHT (Brah)

Kate Smith—MGM 10157 • Andy Russell—Cap. 15055
Betty Rhodes—Vic. 20-5737 • Snooky Lanson—Mer. 5095
Yvette—Vittocuous 919 • Rocky Tetson—Muscatone 14

LOVE IS SO TERRIFIC (Mellin)

Les Brown—Cap. 28060 • Art Lund—MGM 10126
Helen Carroll & Sentinels—Vic. 20-5472
Vic Damone—Capitol 5104 • Ernie Fale Quartet—Cap. 486

SOMEONE CARES (Campbell-Porgie)

Vaughn Monson—Vic. 20-5471 • Art Lund—MGM 10126
Frankie Carle—Cap. 38130 • Mills Brothers—Dea. 24409
Edwy Howard—Mog. 1236

TERESA (Duchess)

Dick Haymes—Anders—Dea. 24320 • Kay Kyser—Cap. 38067
Jack Smith—Cap. 484 • Vic Damone—Mercury 5092
Do-By-Me Trio—Cim. 7594 • Three Blazers—Ecl. 261
Joe Cochran—Tower 1435 • Joe Lewis—Vic. 20-5819

TROUBLE IS A MAN (Regens)

Sarah Vaughan—Mer. 533 • Hal Sisters—Vic. 20-5286
Mortie Davis—Dea. 24383 • Mary Ann McCall—Cap. 38131
Ginny Powell—Atlantic 860 • Peggy Lee—Cap.

WHO PUT THAT DREAM IN YOUR EYES (Shurt)

Mark Wornow—Coast 0026 • Ray Carter—Rep. 122
Jack Midson—Coast 145 • Chuck Foster—Mer. 5125

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)

Mary O'Brien—Dea. 24308 • Guy Lombardo—Dea. • Adrian Rollini—Bullet 1023

*Soon To Be Released.

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NEW YORK • CHICAGO • HOLLYWOOD

Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers Past Week	Total Covers
Emil Coleman	Waldorf (400; \$2)	30	1,450	15,450
Dick Jurgens	Pennsylvania (500; \$1-\$1.50)	10	1,250	13,025
Shep Fields	New Yorker (400; \$1-\$1.50)	10	650	68,825
Johnny Pineapple	Lexington (300; \$1-\$1.50)	7	1,200	10,050
Lawrence Welk	Roosevelt (400; \$1-\$1.50)	2	1,200	2,200
Woody Herman	Commodore (400; \$1-\$1.50)			

*Tito Guizar at Waldorf; Ice Show at New Yorker.

Chicago

Skinny Ennis (Empire Room, Palmer House; 550; \$3.50 min.-\$1 cover). Ennis and Rosalind Courtright 3,500.
 Herbie Fields (College Inn, Sherman; 650; \$3.50 min.). Jerry Abbott vice Kay Starr Friday (300; other acts playing. Convention at hotel built take to big 4,000.
 Chuck Foster (Boardwalk Room; Stevens; 650; \$3.50 min.-\$1 cover). Foster and Ice show giant 4,700; mostly show convention delegates.
 Orrin Tucker (Marine Room, Edgewater Beach; 700; \$1.50-\$2.50 min.). Estelle Sloan and Tucker drawing 3,100.

Los Angeles

Guy Lombardo (Ambassador; 900; \$1.50-\$2). Strong 2,980 tabs.
 Jan Garber (Biltmore; 900; \$1-\$1.50). Hot 2,750 covers.

Location Jobs, Not in Hotels

(Chicago)

Marty Gould (Cheer Parade; 500; \$3.50 min.). Willie Shore another hot 5,700.
 Edwy Howard (Argon; \$1-\$1.15 adm.). Russ Morgan's Sunday date (25) peaked take to 17,000.
 Art Kassel (Blackhawk; 500; \$2.50 min.). New show and b.o. stayed roy at 1,800.
 Teddy Phillips (Trianon; \$1-\$1.15 adm.). Mildish 14,000.

(Los Angeles)

Henry Busse (Palladium B; Hollywood 21 wk.). Fair 7,500 callers.

N.Y. Penn Options

Jurgens for Return

Dick Jurgens' orchestra has been optioned by the Pennsylvania hotel, New York, for a return date in its Cafe Ronge next spring. Exact date is indefinite.
 Jurgens is currently at the Penn, his first hotel date in New York. He goes into the Astor Roof, N.Y., in July.

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 Biggest Request Song.

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 A Million
 Tomorrows
 (For Just One Yesterday)

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Row, Row	Wood
Apple Blossom Wedding	Connelly
Sorrento	Ricordi
South America	Feldman
Make Everything	P. Maurice

Mills Music to Front

For Prague's Dvorsky

Catalog of 500 Tunes

Mills Music has acquired the American rights to the catalogue of Czech (Prague) publisher R. A. Dvorsky on a long-term deal. More than 500 compositions are involved. Transaction grew out of the London junket last fall of Mills' record network. Jack Mills, during which he negotiated with Dvorsky for the latter's continental hit "Sakuna" ("Skirt Waltz"), by V. Blaha. While Mills was originally interested in only the one number, the talk eventually embraced the whole catalogue.

Dvorsky's holdings are split into some four categories. These include popular Czech music, mostly polkas, waltzes or marches; modern dance music, piano selections as well as a "super swing series." That Czech composers are evidently influenced by the American idiom is indicated by such swing titles as "Boocoo Stomp," "Red Chin Jump" and a pair of boogie wogie tunes.

According to Mills' present plans American lyrics will be set to these Czech songs which are now popular on the continent. Mitchell Parish is already working on an English lyric for the "Skirt Waltz" and he'll tackle several others. Among Czech writers whose compositions are included in the Dvorsky catalog is Jan Anton Vejvoda, one of the writers of the "Beer Barrel Polka."

Songs with Largest Radio Audience

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

Survey Week of April 23-29, 1948

A Few More Kisses	Palmar
April Showers	Harms
Baby Race	Hennick
See Your Friend	Robbins
Best Things in Life Are Free—"Good News"	Crawford
Betty Blue	Bloom
Beautiful—"I'll Be a Beloved"	Burns-VII
Dickey-Bird Song—"3 Darling Daughters"	Robbins
Encore Chorus	Miller
February Feeling	Parson
For Every Man There's a Woman	Melrose
Haunted Heart—"Inside USA"	Williamson
Hokey For Love—"I Was a Fool"	Leeds
I May Be Wrong	Advanced
I'm Looking Over a Four Leaf Clover	Hennick
It's the Sentimental Thing to Do	Robbins
Largo Largo Lilli Bolero	Shapiro-B
Little White Lies	BVC
Love of My Life	T. B. Harms
Manana	Barbour-L
My Sin	Chappell
Nature Boy	Burns-VII
Now Is the Hour	Leeds
Sabre Dance	Leeds
Saturday Date	Fisher
Tell Me a Story	Laurel
Thousand Islands Song—"Angel in Wings"	Morris
You're Cuddly	C. B. Harris
You Were Meant For Me—"You Were Meant"	Miller
You're Too Dangerous Cherie	Harms

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. Peatman, Director.

All Dressed Up With a Broken Heart	Marks
Brass Band from Brazil—"Angel in the Wings"	Morris
See Your Friend	Robbins
I Never Loved Anyone	Dreyer
It's Easy When You Know How	Penora
It's Magic	Duchess
It's You Or No One	Mellic
Love Is So Terrible	Remick
Love, Fair Lady	Burnin
Platinismo	Santty-Joy
Sat, Night Central Park—"Make Mine Manhattan"	T. B. Harms
Thou Shalt Not	Felst
We Just Couldn't Say Goodbye	Words-Music
You Can't Be True, Dear	Biltmore
You Turned the Tables	Melrose
You're Gonna Get My Letter	Biltmore

* Legit Musical. † Film Musical.

DECCA CUTTING PAIR HYPOED BY INDIES

Decca Records recorded again last week, this time using Ella Fitzgerald and the Song Spinners (12). Group cut two tunes that are showing up strongly as a result of indie recording company disks, one called "My Happiness" and the other "Ten Leaves." Decca is processing the sides at top speed to get them on the market later this week.

"Happiness" tune started in Kansas City via a Damon label disk made by Jon and Sandra Steele, and has been or is being made by all major companies. "Ten Leaves" is the latest indie disk to make an impression on the majors. It started in Philadelphia via the Algene label as recorded by Emil Cole.

Eye New Tune Click

There's another tune that's clicking in the midwest via three recordings, and several New York music publishers are hot after it. It's called "Where the Angels Blossoms Fall," disked by the Tempo, Highway and Skating Rhythms labels.

Various pubs are trying to run it down for purchase.

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Richard Himber's orch goes into Frank Dalley's Meadowbrook, Cedar Grove, N. J., May 11 for live shows. Replaces Art Mooney, forced out by recent illness.

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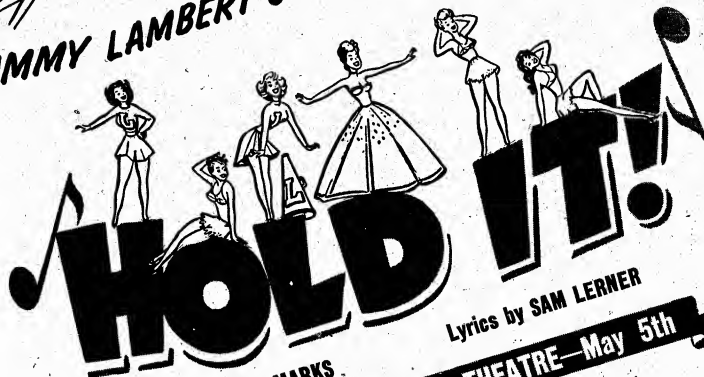
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ALWAYS YOU

IT WAS SO NICE HAVING YOU

DOWN THE WELL

BUCK IN THE BANK

FRIENDLY ENEMY

YOU TOOK POSSESSION OF ME

NEVERMORE

ABOUT FACE

HOLD IT!

SAM FOX PUBLISHING COMPANY

RCA Bldg., Radio City, New York
CHICAGO — LOS ANGELES

Fancy Nitery Salaries for Click Talent Makes It Tough for Vaudeurs to Compete

Vaude bookers are now finding themselves in a position of consistent being outbid for top talent by café operators. Upcoming new talent such as Kay Thompson and the Williams Bros. are now beyond the reach of the vaude houses. Other new clicks, such as Dean Martin and Jerry Lewis are similarly getting beyond the reach of theatres.

The Martin and Lewis compensation in salary is best illustrated by the fact that negotiations for June date at the Roxby theatre, N. Y., is centering around \$4,500. This is in contrast to their recent deal at the Capitol theatre, N. Y., at \$2,500. The Roxby salary is seen as establishing their future asking price.

Bookers of other houses regard the Roxby as a unique situation not applicable to other houses. The huge 6,000 seater can afford to shell out coin that others can't afford.

Many houses, are cutting talent budgets in keeping with the box-

office decline. The Paramount chain, for example, is operating with a lower budget. The house is now engaged in playing out their high-salaried acts, and are no longer renewing for subsequent shows. The Loew bookers, because of the availability of good acts, isn't booking too far in advance and, except on rare occasions, is not severing talent. The IKO circuit is also wary of buying at top prices. The independents, have for some time been passing up many performers because of the salary situation.

On the other hand, the niteries because of complete dependency on the draught of talent, aren't passing up any bets that will bring in a luck. For example, the Haven, N. Y., is paying \$12,500 to the Ritz Bros. The Florida cafes used to top entertainers at prices never before shelled out. Kay Thompson and the Williams Bros. are at Le Directoire, N. Y., at a basic \$7,000 weekly, plus 1/5 of the gross between \$21,000 and \$25,000 and one-half above that.

At these prices, many vaude houses feel they can't afford such turns. Consequently, the market is curbed, the market is curbed, the market is curbed. Simultaneously, the number of spots able to afford that kind of money is also limited. However, there are still enough cafes around willing to shell out the heavy coin. The problem in the attraction field is likely to come sometime during the summer, when an insurmountable number of spots will spend top money during the slow months. During the winter, business in that direction is likely to pick up with the opening of the Miami Beach spots.

Nitery Dates

The May 29 show at the Florentine Gardens, Hollywood, will include Bill Shiley, Dennis sisters, Johnny Duggan, Barbara Long and Jacqueline White. George White is producing.

Landre and Verna have been set for the Latin Quarter, N. Y., for the show, topped by Sophie Tucker. The Richards Adair dance team is booked for May 29. Gloria King has been signed for Tom Arnold show in Blackpool, England, summer resort, for the entire season.

Joe Melie chamber band holding over at the Carlton hotel, Washington.

Pearl Bailey set for Celebrity room, Philadelphia, May 28.

Keye Luke, Chinese filmmaker, set for the Esquire, Montreal, May 10.

Corinne and Tito Valdez into Latin Quarter, Boston, May 23.

Joe Bishop, comedian, Carousell, Pittsburgh, May 17.

JACOBS' LEASE THEIR TARLETON FOR 10 YRS.

Miami Beach, May 4.

The well-known local hostelry, the Lord Tarleton, presided over by Walter Jacobs of the Jacobs Family, has changed hands, at least for the next 10 years. Irving Kipness, head of Real Art Films, release firm, is the new lessee on a rather extraordinary straight 10-year lease at \$250,000 per annum. "It was just too good to turn down," says the founding family of the hostelry, which however retains the Lord Tarleton name and will probably establish next winter further up Miami Beach although there is El Mirador hotel, Palm Springs, still in the offing.

This is the hotel Al Jolson wanted to co-finance with Jacobs now that it's been returned by the Government which utilized the desert show spot as a military hospital. Incidentally, despite rumors to the contrary, Jolson is not partnered in the local hotel, although his ardent boosting for the Tarleton gave that impression.

The new lessee is brother of Joe Kipness, co-producer with Monte Proser of "High Button Shoes," current Broadway hit, and owns realty in N. Y. and other hotels in Florida.

Jack Parker, long with the Tarleton, remains as manager. Kipness plans operating the year round. The Jacobs', of course, will operate their Late Tarleton, Pico, N. H., during the summer seasons per usual.

Phil Spitalny Orch Picked For June Date at N.Y. Par

Phil Spitalny all gal orch has been signed for the Paramount theatre, N. Y., sometime in June. He'll follow the King Cole trio and the Anthony family band.

Under the current Duke Ellington layout.

Jo Stafford has been signed for the hit succeeding the Spitalny orch with Peggy Lee and Perry Como set for subsequent seasons in June.

Al Rickard Exits ARA In Tiff Over Naming of Katz

Al Rickard, of the Arthur Fisher office, last week resigned from the board of governors of Artists Representatives Assn. Rickard's resignation was ascribed to his dissatisfaction in the method of selecting Jack Katz as ARA attorney last week.

It was Rickard's contention that it was Rickard's contention that he was not being ratified by the entire membership, instead of being okayed by the board only.

William Kent, ARA president, declared that Katz's selection was unanimously approved at last week's meeting with Rickard being present.

Saranac Lake

By Happy Benway

Saranac Lake, N. Y., May 4. G. Albert Smith, formerly with "State of the Union," is occupying at General hospital after recent appendectomy.

Elizabeth Mounsey, formerly of M-G-M publicity staff, left for California to continue cure and be near husband.

Laura Sloan pleased by surprise visit from W. Paul Crawford and Jake Weber, who shot at from Cleveland.

Walter Ostermans in for vacation and to visit Betty Blessing, who now rates an all-clear.

Ben Schaefer, Warner Bros. manager from Manchester, Conn., cheered up by recent visit from his frau, Yvonne Michaels.

Leonard Grotte and frau in making the rounds and handing out 8000 cheer and gifts to the Zany First catch of season goes to Ben Schaefer who bagged a nice mess of rainbow and speckled trout.

A treat out-of-the-san was given to Carl Kessler, Max Gould, Ben Schaefer, Mary Mason, Ben Okun, Helen Morris and Sydney Cohen, when they attended the holiday festival at the Jewish Center here.

Lila Lee, who is doing strictly by bed routine at the Hayes cottage, anticipates an up O.K. for summer. Don Stone, owner of Melody Grill, and Pete Tremley, manager of the Rainbow Grill, have taken over Jerry's Lounge and renamed it The Pine Room. After alterations they will present special floor shows and dancing.

John and Anna Curry placed in from N. Y. C. to chat with their father, Tom (TATSE) Curry, who now rates all privileges. Expects an all-clear in the near future. (Write to those who are ill).

Radio Names Eye Vaude for Summer

Summer hiatus of radio shows is again making a crop of names available for vaudeurs. This week, Dick Haymes, Ed Gardner ("Duffy's Tavern") and Ralph Edwards ("Truth or Consequences") have been submitted for vaudeville theatres.

Haymes is being submitted at the head of a package at \$12,500 to \$15,000. Price for Gardner package hasn't been determined since it's planned to use another name in conjunction with him.

The influx of names to vaudeurs is expected to be greater this year because of the reduction of taxes in the upper brackets. Hitherto, many top earners wouldn't consider going out because a greater percentage of this extra coin would revert to taxes.

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OPENING

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2 Weeks

Neil House

Columbus, Ohio, May 24

3 Weeks

Last Frontier

Las Vegas, July

2 Weeks

Park Plaza Hotel—St. Louis, July 30

2 Weeks

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1501 Broadway, New York, N. Y.

N.Y. Circus Attendance Outdraws Last Year by Far; TV Seen as Aid

Attendance to the Ringling Bros., Barnum and Bailey circus of 1948 at Madison Square Garden, N. Y., is heavier than last year by a wide margin, the big top, even selling out at matinees early in both the last two weeks. Show finales Sunday (1) and Monday (2) are already sold but, with the evening, which is usually off for the getaway parade, the business is already going clean. It's virtually certain that television upped interest and business for RBB. There were five telecasts with show being pictured in total. Closeup shots gave a better view of stand-ups than was gotten by those who saw the performances and needed a second time to see what they had missed.

Estimated that RBB's Garden date will reach or better an approximate gross of \$1,200,000, but whether the total takings will reach the record mark of '46 is questionable. That season the Garden date was for 39 days as compared with the current engagement of 33 days, so there will be a difference of 12 performances. Finally slated for a have bettered \$1,600,000.

Dates Being Reduced
Big top will reduce its dates this season, speeding the coast-to-coast tour, it being indicated that other circuses are also cleaning up. RBB goes to the Boston Garden where it plays six days starting Tuesday (11) then going under canvas in Washington where the new "bowling" seating arrangement will be in evidence the first time. D. C. date is for three days, May 18 to 20, with two days in Baltimore to follow. Show will be in New England around the Fourth of July and is due in Los Angeles around Labor Day for an eight day date. Reports from there were that Clyde Beatty's circus gave four performances in a single day, it virtually being a continuous performance. (Continued on page 62)

Ankara, Pitt, Drops Shows For Name-Band Policy

Pittsburgh, May 4. Ankara, nitery-restaurant about 10 miles from the Golden Triangle which recently reopened after three-month shutdown, has dropped floor shows after four weeks and plans to ride out the summer with bands only. Jimmy Fitzpatrick, currently, with Brad Hunt set to follow, but management expects to go in for name outlets as soon as warm weather season gets under way.

Bad his was given as the reason for eliminating floorshows.

La Martinique, N.Y., Shuttles for Summer, Too Much Compish

The battle of nitery attractions around New York City has registered its first casualty. La Martinique closed for the summer, Sunday (2). Boniface Dario figured that with the opening of the Ritz Bros., at the Elmore, N. Y., tenor night (Thurs.), the Riviera, P. Lee, N. J.,-draining trade from N. Y. with a bill topped by Harry Richman and Jan Murray, and the Copacabana slicing patronage away with Dean Martin and Jerry Lewis, the wisest course was to shutter for the summer.

La Maquette had a difficult season this year. Dario opened last fall with a Mönseigneur (Paris) idea featuring a tri-tone fiddle orchestra. It was later amended to a rhumba policy and finally wound up with his usual name policy which was successful for a time. Smith and Dale, vet vaude comedians, opened last Tuesday (27) but weren't able to draw the Broadway mob.

Dario is reported as having pulled the club on the market, there's the possibility of an imminent sale.

'Satira' Appeal Sept. 28

Chicago, May 4. Cuban supreme court last week set Sept. 28 for hearing of appeal of Patricia ("Satira") Schmidt.

Dancer, who was sentenced to 15 years for slaying of John Mc. Clui attorney, last winter, will seek new trial.

Soph's Advance In London Terrific

London, May 4. The advance sale for Sophie Tucker's date at the Casino here is the heaviest in history of the house, indicating the American comedienne will draw a four-week holdover for the total eight-week stand in London before touring the provinces. She's slated to begin her stand May 31. Bernard DeFont, Casino operator, is holding off on a new show for late June, because of the holdover possibility.

Jimmy Durante was originally slated for June, but called it off because of the holdover against the tour after a recent operation. Miss Tucker played London before the war and was regarded as one of the hottest attractions to be imported from the U. S.

Allan Jones and Irene Hervey (Mrs. Jones) wound up an engagement at the Casino Sunday (2) and is resting for one week before touring the provinces. During his engagement, Jones strained his voice and was forced out of the show for one day, but for some days afterward he appeared at the theatre without singing.

DeFont is expected to visit the States following Miss Tucker's preem.

COLUCCI DROPS DEAL FOR 2 N.Y. NITERIES

Tony Colucci's negotiations for takeover of the Havana Madrid and Village Vanguard, both N. Y., have been dropped.

Colucci was dickering to buy the Vanguard for \$25,000 and the Havana Madrid for \$40,000. He is reputed to have outside backing on deals. He recently took over Don Julio's Greenwich Village niterie.

As matters stand, Max Gordon, present Vanguard boniface, intends to keep on running top. The Havana Madrid, however, is still on the market. Angel Lopez, owner, is currently talking deals to other parties.

Ellington Sans Band For London Palladium June 21

London, May 4. Duke Ellington will top the bill at the Palladium, London, starting June 21. He's been booked as a single inasmuch as regulations of the British musicians union prevent the importation of foreign musicians.

Ellington will headline a bill made up of Negro talent, for the main part. Layout will include the Deep River Boys, Pearl Bailey and the Nicholas Bros.

In this layout, the Palladium will have the maximum number of foreign artists permitted on any one show.

B&K May Switch Vaude Bills to Chi With State-Lake Back to Pix Policy

'Water Follies' Heavy Advance in Salt Lake City

Salt Lake City, May 4. "Water Follies of 1948" premeed here at the Coliseum Saturday (1), and started its 15-day run with a sellout. Show, which was a sock at last year's Centennial Expo, is running ahead of '47 advances, and looks to be a winner. Playing to a \$250 top, maximum daily gross can hit about \$5,000.

Acrobat's Widow First Beneficiary of Late Hubby's Benev. Society

Pittsburgh, May 4. Just about a month ago, Jimmy Lester, known professionally as Jimmy Fitzpatrick, organized the Pittsburgh Entertainers Welfare Society, to help needy performers in this district, and was elected its president.

The group's first show will be held at the Aragon Ballroom on May 25—will be a benefit for Jimmy Lester's widow.

The veteran clown and acrobat, apparently in excellent health, was doing a club date in town last week. He had just finished one of his stunts jumping from the ceiling when he fell to the floor. The audience thought it was part of the act.

But Lester had collapsed of a heart attack. He was still living when they picked him up but he died shortly after on the way to the hospital.

His widow is an ex-professional, having done a vaude act with her husband before retiring several years ago.

Chicago, May 4. The Chicago and State-Lake theatres here may again switch policies starting June 11. Deal may be finalized when Harry Levine, Paramount talent broker, huddles with Balaban & Katz executives here this week.

With the switch, vaudeville, now at the State-Lake will be shuttled to the nearby Chicago with the State-Lake resuming its former straight picture policy.

Original changeover came several months ago after the U. S. Chicago district court, in the Jackson Park case, ruled a two-week limit on first runs in the Chi area. B&K, operators of both houses, subsequently decided to switch vaudeville to the smaller State-Lake, which has a capacity of 2,700, and give the top films to the 3,800-seat Chicago theatre. However, move wasn't as profitable as under the previous arrangement.

The shift will also permit Levine to spend a heavier amount on stagehouses because the larger house capacity will permit a greater intake.

BROADWAY-CAP, DET., ADDING STAGE SHOWS

Detroit, May 4. United Detroit Theatres will install stage shows at its Broadway-Capitol theatre.

First unit opens Friday (7) with Stan Kenton's orch and the King Cole Trio topping the bill, which will also include Pat Henning, Pedro and Durant and others.

Horace Heidt orch and unit is set to follow May 14.

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Night Club Reviews

Club Encore, N. Y.

Deer River Boy (5), Merry Nelson, Pierre Cartier, Martha Short, Cedric Wallace, Trio, Abbey Albert, minimum, \$8.75.

Carlo, who maltreated the Le Ruban Bleu for several years, has gone into business for himself with the newly opened Encore, which parallels the operation of the former dispensary. It's an intimate, per club (sans dancing) with an entertainment roster that comprises some 20 musical acts.

The room itself is as yet not completely overhauled for its intimate operation. Performers accustomed to Ruben are finding that they're to project a bit harder in reaching the patronage. There are some minor changes necessary in staging the acts, and once those wrinkles are straightened out, the room has an excellent change of bagging the outside slip-and-slide trade.

The show for the most part contains proven ingredients. The Deep River Boys, doubling from the Strand theatre, top the bill with smooth harmonies of the applause-winning variety. Comedy is by Merry Nelson and Pierre Cartier in the intimacies, who socks across a series of characterizations for top results. His satire on French singers, an added psychiatrist and his personal gnomes-and-foes health pageant produce plaudits of the encore-winning variety.

Pierre Cartier, the comic magician, similarly gets his personality across in a series of deft card and handkerchief manipulations along with the dollar-transference trick.

Other items are Martha Short (New Act), the Cedric Wallace

Trio, and Abbey Albert, who does the emceeing and piano licks. Carlo, fortunately, hasn't the problem of most new bootlegs inasmuch as the spot has an established dinner table, a great part of which lingers into the supper (entertainment) period. According to the initial business spurge, indications are the room has a chance of being a permanent addition to outside gaiety.

It would help, of course, if more new faces were introduced to provide a degree of differentiation from the current intimate operations in the scene. A procedure of this type would give the spot greater individuality. **Jose.**

Slapsy Maxie's, H'wood

Los Angeles, April 29
Jack Cole Dancers (7), Jackie Miles, Helen Forrest, Don Arnez Orch (10), Dick Stabile; minimum \$3.50 weekdays, \$4 weekends.

This almost represents "Boom or Bust" for the Devore Brothers, who took over this Wilshire boulevard hit last fall. The new black-and-white floor has come nowhere near matching the books, especially in the latter half of the show. Danny Thomas' engagement and the Devore Bros are out to find out if it's because business is bad all over or . . .

Current legend represents a cut of some \$100,000 since the Devores are quite willing to try out that old saw about "It takes money to make money." One thing is certain, if this layout doesn't bring the customers in, somebody has better rewrite the rule book. It's the most entertainment-packed single bill assembled hereabouts in some time.

Opening and closing are the Jack Cole Dancers, who set the swift pace for the show and then wind it up with a pair of rock firm routines that leave both performers and audience breathless. Act is a dynamic one that never fails to leave the customers clamoring for more—a request that generally cannot be filled because of the exhausting demands of the routines. Comedy chores are handled by Jackie Miles, eastern kick making his mark in the act. He has a sure, easy approach to comedy that draws all most continuous rous. His act, however, is somewhat out of his description of resort life in the Catskills. (Continued on page 62)

'Gin-Rummy Widows'

Organize to Aid Needy
"Gin-rummy widows," most of whom feel lonely because of their husbands' frequent absence at the Lambs or Friars, have organized into an organization known as the Gin-Rummy Widows.

Gals in showbusiness and affiliated fields are eligible. First meeting last week resulted in Gilda (Mrs. Benny) Davis elected president of the group. Bea Kalman, divorced actress over 10 years, was named vicepres. By far Carroll (Mrs. Henry Slate) elected assistant vicepres. Lynn Gilmore, operator of Gilmore's restaurant, is treasurer, with Ethel (Mrs. Harvey) Rosen in secretary, with Fran (Mrs. Lumpy) Kent assistant secretary. Entertainment committee is headed by Lail Lester, wife of Buddy Lester; and tale Beckman, wife agent Al Beckman (and Franksy).

Aside from raising a social organization, Gin-Rummy widows will be to raise funds for the indigent in showbusiness.

Rapped Kay Thompson

15 Years Ago for What He Likes Now—Winchell

Broadways' recalling how Walter Winchell's first punning Kay Thompson years ago, in contrast to the terrific trailer he's been giving her since, was that her Williams Bros. now at Le Directeur, N. Y., get this explanation from the columnist. "I remember that 'Star Dust,' which Hoagy Carmichael, in his 'Star Dust' Road (autobiography), credits Winchell with reviving into hitdom.

The columnist harks back to one of those hole-in-the-wall spots in Manhattan during Prohibition, called Hot Feet's, when he became enamored of the then-obscure tune. By plugging it and requesting it—including a then series of "my favorite song" radio programs—the forced Mills Music to take it off the shelf. Subsequently, Winchell knocked Mitchell Parrish, who set the lyric, for having written a "poem."

Winchell's ardor for the tune, virtually his No. 2 national anthem, he recalls, caused him to press Edy Duchin at the now-defunct Central Park Casino and Jerry Friedman at the old Abbey Club, a fave Volsteadian hot spot, to put it in the books, and most notably it "cost me many a single-buck when I'd request that colored pianist at Hot Feet's to play it for me and Mark (Griffinger) and some of the boys. You'd think I either wrote it or was a songplugger!" Thus, when Kay Thompson "messed around with it on the air" some 15 years ago, Winchell recalls, it riled him, and he said so in print. "What I didn't appreciate then," he adds, "is that what she was doing then with her arrangements is what I'm so nuts about now."

Fisher Booking Apollo

The Arthur Fisher office has resumed booking of white performers for the Apollo theatre in N. Y. Initial offer turn set will be the Emerald sisters, slated for May 21. Al Richard will supervise the bookings.

ENTERTAINMENT AND SPORTS STAFF

DET. NITERY M.C. HELD IN DEATH OF CARNY GAL

Detroit, May 4.
Buddy Duray, 48, Detroit nitery emcee, was arrested last week in Toledo for questioning in the murder of Mona McBride, 29, whose slashed body was found in a Columbus hotel room March 31. Duray said he was innocent and that he had been playing a Detroit nitery and was to open in a Detroit nitery Monday.

He was arrested in his hotel room at Columbus detective who said he left the Palm Gardens, Columbus nitery, a day or two after Duray's arrest. Duray admitted he was friendly with Miss McBride, who was identified as a former city nitery hostess and carnival performer.

New Houston Hotel To Plunge on Talent

The new Shamrock hotel, being built in Houston, Texas, will use name talent and hands, according to Bill Burnham, who has been named talent director for the Shamrock Enterprises, which will operate the hospice. Burnham is currently dickering for Hildegarde to open at spot sometime in November.

According to Burnham, the Shamrock will use five bands and musical combinations in the various rooms of the inn. The hotel is designed along the lines of New York's Waldorf-Astoria hotel, and is part of the McCarthy center, a 25-acre group of buildings which will house a radio and television station and a theatre.

Project is owned by Glenn McCarthy, multi-millionaire oilman, who is investing \$15,000,000 in the venture. It's expected to be completed in November.

Nitery, Racetrack Operator Tagged for Tax Evasion

Pittsburgh, May 4.
William G. (Big Bill) Liss, longtime operator of Zeller's Steak House in Wheeling, W. Va., was indicted by a Federal grand jury last week on charges of defrauding the Government of \$903,984 in income taxes over a five-year period. Liss, who also owns Wheeling Downs racetrack, was named on five counts, one for each year from 1942 through 1946.

Recent cleanup in Wheeling, when city officials cracked down on all kinds of gambling, shut Zeller's several months ago. Without a casino, expensive operation, which played costly losses, became a losing proposition.

Government contends that while Liss reported his total earned income taxes at \$47,132 over five-year stretch, his income actually was \$1,461,225. The indictment continued that he paid taxes of only \$310,844 and the amount should have been \$1,514,828.

VARIETY, April 28, 1948

"There's nothing about the intricate side of the back-and-forth in this gambling shu' mastered. It's wrapped up with showmanship and sprinkled with laughs."—Ode.

Turner-Fishman

- Row Goes to FBI!

Chicago, May 4.
Walter Turner, operator of the Persian ballroom here, went to the FBI last week with a complaint against Ed Fishman, depose manager of Billie Holiday, who's now back with Associated Booking Corp. Turner made a deal by mail with Fishman for Miss Holiday to give a concert at his spot April 30, and forwarded Fishman a deposit of \$1,125. The singer never showed up although the check was cashed. He's trying to get Fishman on a charge of using the mails to defraud.

Jack Irving, local American Guild of Variety Artists head, wired Fishman over the data in response he got a wire claiming that the pact called for her appearance at a concert at his spot April 30, a mutually agreeable date within 45 days. Turner insists the understanding was for April 25.

Gets 13G From Carter Estate

Hollywood, May 4.
Ed Fishman, who was awarded a \$13,000 claim against the estate of the late Ben Carter, Negro film actor, who was teamed in vaudeville with Mantan Moreland.

Fishman filed against the actor's estate, claiming commissions and management fees. Carter left a \$92,000 estate of April 25.

Estate had originally made a claim against Fishman for around \$16,000.



HELENE and HOWARD

"Comedy Dance Artists"

ALICE, CINCINNATI

DR. BATTY ROSEN

JUDY MAGEE

Para-Mimicry

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\$3.00 including 2 Guy Files

Send for list of material, prices, comedy songs, material list—black-out only. NO C.O.D.'s

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THE FOUR STEP BROTHERS

currently appearing

PARAMOUNT, New York

AGVA Clamps Down on Coast Niteries Using Tyros to Exclusion of Pro Talent

Hollywood, May 4. American Guild of Variety Artists is 'putting the lid on the peddling of amateur talent to niteries hereabouts. AGVA has enlisted the help of the Central Labor Council in an effort to stamp out free acts being inserted on Sunday nights, and in some instances, on a weekly basis.

AGVA notified Billy Berg niter that it would be put on national unfair list if Berg accepted amateur show presented by Harold J. Byers. Berg immediately nixed the bid. Guild has also notified Star Club to cease using amateurs and is checking Chase hotel, Santa Monica, on reports that hotel is using non-AGVA talent. Cassablanca ousted Byers' show, according to AGVA, after they squeaked to Happy Hacker, club owner.

Guild asserted that Byers was pocketing \$100 per night on show while performers got "prices" and a "chance to be seen." Byers, meanwhile, stated that he has been doing performers a favor in getting them television, radio, and other work where it would be impossible for them to take over on their own. Byers also said he pocketed only \$30 of the \$100.

Danny Thomas signed for the Chez Paree, Chicago, the latter part of July. It's the only cafe appearance he'll make this year.

CONNIE BOSWELL

Currently
FLAMINGO CLUB
Los Vegas, Nevada

Management
HARRY LEEDY

HARRY A. ROMM
MAY 17 - 1948

Carle's Western Vocalist

Frankie Carle will add new flavor to his cabaret May 11 when it opens at the Ambassador hotel, Los Angeles. Bill Williams, formerly with Sammy Kaye, but who has followed a cowboy-song trail since becoming a single, will join the outfit. He'll do westerns exclusively, at least for a while. An angle of the association is that Williams is under contract to RCA-Victor for recordings, while Carle is tied to Columbia, but that won't be any problem while the disk ban is on.

At the time Williams joins Carle, the latter's daughter, Marjorie Hughes, will rejoin. She quit her dad's band last year to live in California with her husband. In recent weeks she had been dangerously ill.

L'VILLE NITERIES IN DERBY TALENT SPLURGE

Louisville, May 4. Night spots splurged with talent for the Derby weekend.

Club frolics show headed by Jimmy Savo, included Terry Lawler, Margaret Faber Danvers, Johnny Gilbert Orch and Janet Lee, Jay Arnold, m.c. Post & Padlock Club had Jerry Lester as headliner, with Ming & Lini, Nancy Bell, Bob Conney & Carolyn Ayres, Morrey Brennan Orch.

Trifon Club show was headed by Henry Youngman, surrounded by Freddy & Betty Roberts, and Naomi Stevens. Brown Hotel Bluegrass Room had Harry "Woo" Stevens and floorshow with Bob James orch.

Hoagy Carmichael Set For Concerts After London

Chicago, May 4. Hoagy Carmichael was packed last week for a series of fall concerts by Al Borel, C&G agent, who will form a "Star Dust Revue" around the singer-composer. Probable starting date and place for the tour will be Montreal, Sept. 24, subject to exact time Carmichael returns from England. Show will carry 15-piece orch plus six or seven acts.

Asking price will be \$3,500, around 60% of the take, per date.

Sablon Set for Repeat Date at London Palladium

Jean Sablon, the Gallic singer, has been booked for a repeat date at the Palladium theatre, sometime in September. Chanteur is expected to stay in England about three months, during which time he'll make an extensive tour of the province.

Following his British stand, Sablon will play engagements in the Scandinavian countries, Paris and possibly do a theatre date in Egypt.

Singer is expected in New York for a short concert next week and leave shortly thereafter for Brazil, where he'll summer at his ranch.

Jurisdiction Asserted By NLRB in Dispute Over T-H in Hartford

Hartford, May 4.

National Labor Relations Board trial examiner Charles Whittemore has ruled that the NLRB has jurisdiction over disputes involving local theatres and unions. Ruling was made in the course of a hearing Wednesday (28) on an NLRB complaint issued against American Federation of Musicians Local 400. Complaint had alleged that Local 400 had violated provisions of the Taft-Hartley Act in its relations with the State theatre here. Denying a motion of the union counsel, Henry Kalser, for a dismissal of the charges on the grounds that the NLRB lacked jurisdiction because of the local nature of the dispute, the trial examiner said the operation of theatres comes under inter-state commerce.

NLRB originally issued the complaint after charges of "feather-beding" against the union by the State House claimed that practice of standbys was in violation of T-H Act. Hearing was first time that NLRB has tried to exercise jurisdiction over film exhibiting industry.

Hearing was adjourned to an indefinite date to allow union to appeal decision of the trial examiner. However, the rule that two paragraphs of the complaint be stricken out. These alleged that the union-management contract prescribed that "featherbedding" practices be permitted. Trial examiner's action in dropping portions of the complaint was contested by attorney Robert E. Greene, counsel for NLRB. He stated he would bring an appeal before the NLRB in Washington.

Horace Heidt to Tour Amateur Units In Vauders Via Joe Glaser Agency

Palladium Sets Marlowe

Comedian Frank Marlowe has been signed for the Palladium, London, to open around July 16 with the Jack Benny show. Phil Harris is also set for this layout.

Singer & Tishman agency booked through the Foster agency, London.

Benny and Harris will play two vaude stands in Detroit and Cleveland before taking off for London. They're still to line up an accompanying show. There's the possibility that the Sportsman quartet will tour with Benny.

Virginia O'Brien Gets

OK London Greeting

London, May 4.

Virginia O'Brien, singing comedienne, topper for the new bill at the Casino theatre, opened Monday (3) to a good but not outstanding reception. She's considered too light as headliner for a West End layout.

Hit of the show is Berry Bros, septa dance team. Charleaters, a Negro song group, are also on this layout.

Bandleader Horace Heidt is branching out as a producer of amateur units all the late Major Bowes. He's taking the winners of the contests aired weekly on his Sunday night Philip Morris show for a tour of the vaude houses. Heidt, however, will not tour with the toy entertainers.

According to present plans, Heidt intends to tour several amateur units. Charles Y. Yates, head of Joe Glaser's Associated Booking agency, is dickering for a series of Paramount dates in the midwest. The initial aggregation will be la-beled Horace Heidt's Unit Number One, indicating an entire string.

The amateur angle Heidt meddled with having hyped Heidt's Hooperating and theatre grosses considerably. The maestro figures on augmenting his income with the sign-pures just as the late Major Bowes, who made a fortune with the amateur units.

Permanagement, Inc., has been chartered to employ and train entertainers, specialty performers, with offices in New York and with a capital stock of \$20,000. Directors are: Auden Croom-Johnson and Michael Levin, 237 West 15th street; A. Amos Miller, 1 Wall street; Littleford & Marshall, 1 Wall street, were filing attorneys.

TRIXIE and ESCO LaRUE

"World's Foremost Girl Juggler"

"Star Comedian"

Thanks to John Harris for Five
Solid Years with Ice Capades

OPENING CAPITOL THEATRE, N. Y., IN JULY



Hightop of the evening is Trixie, the amazing girl juggler.

RUTH OLSEN,
Chicago Sun Times.

For my money Trixie is the best juggler in the land. She's blonde and lovely, and if there aren't any stars on her dressing room door, there should be.

MAURICE VAN METRE,
Cleveland News.

Trixie, my first and favorite, is better than ever this year.

ROGER TREAT,
Chicago Herald-American.

Trixie got a tremendous hand last night as the Ice-Capades of 1948 opened its annual engagement in the Fox-Pan-Pacific auditorium before a star-studded audience. Ice Shows came and go, but a girl named Trixie keeps right on going, charming her audiences year after year with a ball and stick in as close a juggling act as you can find.

LOWELL E. REDELMING, Hollywood Citizen-News.

Funniest part of the whole show was Escó LaRue, who doesn't need stokes to be a hit.

RUTH OLSEN,
Chicago Sun Times.

Escó LaRue, a new comedian, has proved a big hit throughout the country.

BEAVER DYE,
L. A. Times.

Of course Escó LaRue gets his share of offcuses and applause.

HARRY CULVER,
L. A. Herald-Express.

LaRue who works a good part of his act while sitting in the audience is wowing them nightly.

NED CRONIN,
L. A. Daily News.

LaRue got a tremendous hand last night as the Ice-Capades of 1948 opened its annual engagement in the Fox-Pan-Pacific auditorium before a star-studded audience. Ice Shows came and go, but a girl named Trixie keeps right on going, charming her audiences year after year with a ball and stick in as close a juggling act as you can find.

LOWELL E. REDELMING, Hollywood Citizen-News.

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WORLD WIDE ATTRACTIONS

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N. T. FORTNIGHT
Continued from page 39

formance, with audiences shooped the back way, so that waiting in front could be avoided. The president and ticketlessers, who, staffed the Garden a dozen members on the cash-box, were charged with duties covering gratuities. Understood that two members were suspended but on Monday (3) an additional member, who, personally served a summons on ticketlesser alleged to have overcharged \$1 per ticket (at locations) at a Garden box-office. Carl Knoke, the accused error, was tried in court today for the offense being punishable with a fine of \$500, or months incarceration, or both. Upon complaints that ticket-price-rises could be had the Garden but were plentiful rates over the boxoffice price the agencies that cluster near circus.

Whyte-Kantor Case Inspires Equity To Mull Changes in Quiz Procedure

Aftermath of the recent New York hearing of charges against "Okie" and "Alger" stage managers, which aroused pro and anti comment in Equity, has prompted a number of changes of procedure in Equity's disposal of such complaints. Council has agreed to recommend revamping the rules, because of the alleged "atmosphere" that attended the case brought by characters in the "musicals" against Jerry Whyte and Herman Kantor, "defendant" stage managers. Charges, that used above language and the men given suspended and suspended object to the case being referred to as a "trial" and believe that the differences of the case should be more in the nature of arbitrations, with both sides being equally represented. Some stances it's conceded that one side—Equity—is presented because it is charged with the conduct are not permitted to have legal representatives present during hearings before the council. Although the conducting of the hearing was considered as fair as possible under the circumstances, it was questioned procedure, it's stressed that points arose that could not be ruled upon by the council, because of legal technicalities involved.

INSIDE U.S.A. BRUSHES OFF THEATRE PARTIES

"Inside U.S.A." got off to a running start on Broadway last Friday (30), the Arthur Schwartz review getting excellent reaction from first nighters. The show, which is 100% press. The Shuberts, who operate the theatre, stopped selling tickets after the suggestion of the show management after many such ticket deals were lost.

Early this week the party listing indicated 49 of those package deals, 25 being capacity and 24 for smaller parties. The package organizations. Two scheduled parties were cancelled. Earlier reports had been that parties would be higher. Advance sale was supposedly placed at \$400.00, but whether the actual income of the agency allotments is still undetermined. It's believed the advance actually approached the half-million mark, with agency business included.

Brokers were somewhat mollified when the revised party list was finally compiled. But they got all elements for two or three performances this week, Friday and Saturday nights. Both times the week had parties, unusual for a Saturday, especially, but the latter date a partial party listing of 49 of the balance will probably go to the agencies. All party deals for the week are for full boxoffice prices.

Show can gross \$40,046 weekly, the number of standees, restricted to 30 per performance by the fire department.

Drop Cultural Plans For Chi Auditorium

Plans to establish a civic cultural center in the 4,000-seat historic Auditorium have been abandoned. The theatre will be leased to a theatrical group.

House, owned by Roosevelt College, has not been used in over a decade and will require extensive fixing.

Velden Buys Out Turner

Kaj Velden Studios, legit setter in New York, has purchased the plant and props of the Turner scenic builder.

With their new acquisition, Velden plans to package complete sets for producers. One deal will be split between N. Y. and Fort Lee.

McLaglen-Lowe In 'What Price Glory'

Albert H. Rosen, former manager of the "What Price Glory" revival, "What Price Glory," post-World War I stage hit. No definite date set. Revival is slated for the summer with Victor McLaglen and Edmund Lowe playing the parts originated in 1924 by Louis Wolheim and Bill Boyd, both directed by Victor McLaglen. Lowe played the film version. War play was written by Lawrence Stallings and Maxwell Anderson, and produced by Arthur Hopkins.

Rosen this summer will also operate the "Monday Night" theatre with summer stock in association with Lessor Grosberg. Charles K. Freeman will be the director.

Krasna-Berlin Awaits 'Finished Musical Titled Setting Broadway Deal'

Hollywood, May 4. Until Norman Krasna finishes the book of "Stars on My Shoulders," he and Irving Berlin won't attempt to set a producer's deal for the musical. One of the show's two acts is written, but needs producer and light touch. Berlin has completed 12 songs. The co-authors will handle with Lew Wasserman, president of Music in America, Krasna's agent, when he arrives Thursday (6) from New York. One of the main points expected to decide is the production arrangements for the show.

Although contracts hadn't been signed, Richard Rodgers and Oscar Hammerstein 2d are expected to handle Berlin's "Annie Get Your Gun" and Krasna's "John Loves Mary," which is being produced by "Stars" with Walter Huston set for the leading role. But apparently lured by the prospect of light touch, Rodgers and Hammerstein bowed out, particularly in view of Krasna's financial demands.

The producers had agreed to the unusually steep terms of 4% royalties and 25% of the gross to composer Berlin. But when Krasna insisted upon buying 25% of the production on a dollar-for-dollar basis (instead of the usual backer's share of half that rate), the deal was finally dropped out entirely. As things stand, Berlin and Krasna will get some other producer for the show, but only after the writing is completed.

The dispute between Rodgers-Hammerstein and Krasna (and Wasserman) came a head two weeks ago in New York. Since then, the producers have arrived in Hollywood. Berlin is well known to have any plans for further meetings with Krasna. The two variations of the deal die while here, including casting the lead for their own musical, "The South Pacific" and "Leland Heyward and Joshua Lowe will present in the fall. They'll have a pro rata basis in the next season for "Allegro," "Carousel," "Okie," "Annie Get Your Gun" and "John Loves Mary." And both have various other incidental takes on the slate.

Krasna's terms for buying into the production of "Stars" would have been double the percentage he had for "John Loves Mary." The deal was also the most of the financing on the usual backer's terms of half the profits on a pro rata basis. The deal, the screen rights were sold in advance of production.

Before the Rodgers-Hammerstein book "Stars" was to be N. Y., and was slated to go into rehearsal in September with a Broadway opening. Presumably it may still be headed for the Music Box if Berlin can't get the rights at an even market share of the theatre.

Jack Budman, British actor, said he was home in England, still up his the thespian chores in "Harvey."

French to Handle Stock List for Century Plays

Stock French has the over stock representation of a large part of the list of the Century Play Co. on a temporary basis pending the recovery of French money of one of the Century partners, from whom the money is due. Not all the Century list is involved.

Tom Kane, the other partner, will continue in charge of the plays for Century. Christopher O'Leary handles the stock department of French.

Derwent Would Refuse to Run Again at Equity

One year remains in his three-year term as president of Equity but Clarence Derwent has made up his mind not to accept reelection in 1949. It's a non-salaried job but that's not the reason Derwent refuses to continue in office. He explains that he has been called upon to participate in so many of the association's activities that little time remains for himself. Derwent was in one play this season, "The Time of Your Life." He was chairman of the association when he was elected to office. When he was elected to office, he was chairman of the association when he was elected to office. When he was elected to office, he was chairman of the association when he was elected to office.

'Sleepy Hollow' Tiff On Credits Goes To Dramatists Guild

Tiff over credits for the book of "Sleepy Hollow," musical production based on the Washington Post's "Sleepy Hollow" by the lap of the Dramatists Guild for arbitration. Protagonists in the dispute are Edmund G. Bruce, who's currently credited with the book, and Nicholas Bela, who, it's claimed, wrote the initial adaptation. Legier is playing Philadelphia with its Broadway opening pending for a while.

Bela claims derelict in signing a letter which waives all public credit for the book. He still gets royalties for his stint. His attorneys, Rachin, Migdal, and George Legier, refuse to comment on the hassle.

Lorraine Lester is producer of "Hollow" and George Legier wrote the music.

Singer, Leventhal, Lowe Lease 'Lucca' Rights

Touring rights to "Anna Lucca," musical by Howard Lindsay and Norman Krasna, have been leased from John Wildberg by David Lowe, whose associates are producing the show. J. J. Leventhal. Arrangement was made on the basis of secondary rights, some as for 15% of the gross, and instead of a percentage of the gross, a fixed fee is divided 50-50 between the producer, the presenter, and Philip Yordan, "Anna" author.

As to the present management is \$500 weekly, half of which goes to the author, Wildberg, collecting 15% of the gross for the production of the scenery. "Anna" was recently done by a Yiddish-language troupe, and is now being done in Brooklyn, and one on the lower east side, Manhattan, fee for these acting engagements is \$150 weekly.

Wildberg had backers when "Anna" was originally put on at the Manhattan N. Y. in 1944, colored-cast drama running there over two years. Last summer he was the rights to the show, the backers \$65,000 after a dispute over expenditures.

Shows in Rehearsal

"Here's the Thing," "Home Love," "The Sign of the Cross" (playlets)—Eddie Dowling. "Ballad Ballads"—Experimental theatre. "The Vigil"—Alexander Markley. "On Approval" (revival)—Gant Gaither.

Approaching End of Season Key To Brodie of Broadway Grosses

ARDREY'S FLOP ROCK YEARLY 1G CUSHION

"Thunder Rock," a critical and boxoffice flop on Broadway for 10 years ago, is still paying off both financially and prestige-wise. The show, which was produced by the original production of the "Group Theatre" brought him maximum \$700 or so, the play has since earned an estimated \$10,000, and is currently bringing in about \$1,000 a year.

The text of the play continues to be a popular choice for line theatre and college groups in this country and with professional companies abroad. It is also produced occasionally on both here and in England the fee for the last performance, by NBC, was \$250. Film version was produced in England by John Boulting with Michael Redgrave starred, and subsequently shown in the U. S. by Metro.

'Streetcar' Citation Marks Second Time Pulitzer, N.Y. Critics in Agreement

For the second time since the N. Y. Drama Critics Circle started picking the best play of the season for the Pulitzer prize, the Pulitzer committee, the two outfits have agreed. Monday (3) the Pulitzer prize was given to "A Streetcar Named Desire," 1947-48 drama smash which was also picked as prizewinner by the critics last month. First time same choice was made in 1939 when Willisan Saroyan's "The Time of Your Life" was the clear winner.

"Williams' The Glass Menagerie" was also chosen by the critics as the best play of the 1945-46 season, when the Pulitzer prize was given to "Honey," still on Broadway (48th Street). There was speculation over the Pulitzer choice for this season. "Mister Roberts" and "Command Decision" also figured to be in the running.

When the critics the "Streetcar" by a preponderant vote, no revelation of the Pulitzer committee deliberations was made. Williams drama has been running on Broadway for nearly a month at the Garvey, selling out plus the limit of standees since opening, and has been the talk of the town. Play was staged by Ella Kazan, whose direction of the film, "Gentleman's Agreement," won him his laurels. That a single director had such a long run of four major awards simultaneously (Pulitzer and Drama Critics, and Academy and N. Y. Film Critics) is unprecedented.

Of special interest to Broadway people are Pulitzer awards to the absent other Pulitzer awards to his "Tales of the South Pacific," supposed to be fictional stories of the war between Tarawa and Australia during the war. Book is to furnish the basis of a musical, the next season, by Richard Rodgers and Oscar Hammerstein 2d, who went to the show for the preparatory work in connection with the show.

Coast Group Preps Pulitzer Prize Plays

Series of 15 Pulitzer prize plays will be staged here by a group of legit players who wish to stage the best of the best and producing activities.

Group, still without an official name, includes Richard Basch, Marc Lawrence, Joseph Burck, Kate Draine Lawson, Teddy Brown, Boris Benard. First play on the list is the 1917 winner, "Why Marry?"

Approaching end of the season, which is the arrival of the cash, was the logical explanation of a brodie in grosses for most of the season. The arrival of the cash was the logical explanation of a brodie in grosses for most of the season. The arrival of the cash was the logical explanation of a brodie in grosses for most of the season.

This spring has been much more active than that of a year ago. The arrival of the cash was the logical explanation of a brodie in grosses for most of the season. The arrival of the cash was the logical explanation of a brodie in grosses for most of the season.

There are 29 attractions current, not counting repertory, same as last season. There are five sell-out attractions, three being musicals. The arrival of the cash was the logical explanation of a brodie in grosses for most of the season.

Newest import are the Hahimab Players from Palestine, troupe which is touring in the south. The arrival of the cash was the logical explanation of a brodie in grosses for most of the season. The arrival of the cash was the logical explanation of a brodie in grosses for most of the season.

AGENTS-MANAGERS SEEKING MORE PAY

Agents and managers have applied for salary increases, the union taking advantage of the so-called "lockout" of the season agreement which does not expire until next Labor Day. Pact gives agents a 10% raise, and managers the privilege of seeking more pay before that time. Agents are still in a bit of a bind. The New York Theatres and the first hurdle between that organization and the union is the fact that the union is cognizant of the contract's provision that gives the League's members a 10% raise in pay for a move for salary decreases, which was unsuccessfully tried when the League's members last year. Increases two pay for press agents on Broadway at \$150 a week, and on the road; for company managers, \$150 a week, and \$153 in N. Y. and \$166 on the road. The new back with musicals getting \$200 a week. The new back with musicals getting \$200 a week. The new back with musicals getting \$200 a week.

'Forest' for Coast

Los Angeles, May 4. Lillian Hellman's "The Forest" will be staged for the first time on the Coast May 8 at the Musart theatre. The all-Playhouse company for Actors' Lab. "Forest" will start the work group's summer program of legions at popular prices.

Broadway

Rockwell Raceway near Garden City, L. I., opens trotting season May 21.

Wolfe Gilbert, with wife Rose and daughter Ellen visiting from Beverly Hills.

George Jay Epp celebrating 30th anniversary as Universal's home office projectionist.

SI Seidler with Sam Dembow, Jr., maintaining the Jap, except the Gout Club of America.

William Westlow took over feature dancing in "The Younger You" from Daniel Nagrin.

Eugene O'Neill, recuperating from an arm fracture, returned through New England with his wife.

Marlin Schwartz, who agitated winter stock in Reading, Pa., engaged slightly by the summer theatre, Cambridge, Mass.

Jean Lightman, daughter of M. A. Lightman, w. circuit opening engagements to the Levy, Columbia Law School grad.

Sam Lake, Selznick Releasing Organization's publicity man, returns to Lina Bender next Sunday (9).

Couple with honeymoon in Miami.

Melvin "Bernard" Weiss, 30, former ad-pub head, back at his desk Monday (3) after being laid off for a number of weeks by illness.

Jock Lawrence, vesper of J. Arthur Rank's 10th anniversary, enters Harkness Pavilion today (Wed.) for a one-week medical confinement.

Priscilla Morley, wife of Hank Linet, Universal's ad chief, on the cover of the New York Post Saturday Evening Post. She's a professional model.

Robert Lorton, son of the late Broadway publicist, George D. Lottman, wrote a Phi Beta Kappa essay. The other boy, from, due to enter Columbia, W. J.

The Jean Herschels going to Denmark. He'll be giving some speeches there but first plans to turn up in New York, which he hasn't spoken in years.

Paramount hosting birthday to Bing Crosby today (Wed.) at the Rialto Ballroom. Invitations advise guests "you may bring him a present if it doesn't sound silly."

It was the first time for the Ben Hur (Universal) Henry O'Neil, Jr., of Springs, and they're going back to England this weekend raving about the film.

Joseph M. Franklin of the Franklin & Herschels, who operates some seven theatres in the Canadian northern provinces, is now on route home after a five-month Florida vacation.

Harry Kowak, Universal's European manager, and wife, Jean, arrive in New York June 2, after a South American tour. He'll sail for Novak's Paris h.q. June 9 aboard the Queen Elizabeth.

Edward Sobel, former publicity man, now public relations for Caine Corp. of America, due back to London and Paris. He'll be replaced by Bill Meyers, executive officer of Rinehart & Co., ditto.

Both together by the name George.

Solly Volinsky, back on the Coast, after a strenuous layoff in N. Y. writes, "This is a good town for me. I can walk down the beach and look out over the water in the eye—I never played here."

Charles Boyer to the Coast after a one-week stay in New York. He's in the preem of "Arch of Triumph" at the Globe.

Charles, Charles Laughton, left for Hollywood over the weekend.

Jack Levine, former publicity man, set for September, 1948. She's a daughter of Herman Levine, real estate.

Alice Liechtenstein, former executive of the wartime United Nations Central Training Film Library in Washington, joined Louis Buchman as a producer in the outfalls "You World and Mine" series of classroom geography films. She also appeared once as film librarian of Rath.

Tokyo

Toho Motion Picture Co., which stirred up a storm by its recent disposal of 270 warplanes, announced two more mass discharges soon, which will bring total of layoffs to 10.

"Terror of Z", thriller on the adventures of Jap. Navy, is tracking down smugglers, is now being filmed at the American-concepted Port of Kure, produced by Daiel studios, film is scheduled for release about May 23.

Shinjiro Kato, which is Tokyo's largest theatre—Nippon, Imperial and Yuraki—is also dabbling in

restaurants. Outfit has purchased 10 places, which are actually just bookends until Jap. government lifts its ban on selling food in public places.

Samishihai, famous Japanese picture theatre hauled on a bike to remote villages for three centuries.

General MacArthur's officials as a result of the Potsdam Conference, a series of provisions of the new labor standard law.

Debut of the new travel between America and the Far East has resumed for the first time since 1941.

Japanese feature everything from daisy modernistic bars for grown-ups to a push-button merry-go-rounds for the kids.

General MacArthur's headquarters continues to use the Jap radio as main media for democratic education. Last month alone, nine the Civil Code, which previously have been practically unknown by Nippon women.

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London

Will Pyffe left around \$176,000. Ram Gopal and his Indian Ballet left for a tour of Scandinavia following their successful London season.

George Wood has leased Westminster theatre to present "The Wolf" in a revival of the "East End" May 14.

"People's Palace in the East End" of the 1st and 2nd of BCO leave in the fall, when a residence company will be formed.

"Burlesque" failed to hold up in its transfer to the Garrick and "The Barretts of Wimpole Street" succeeded.

Googie Withers replacing Mary Lockwood in "Roses for Her Pillow" after latter's suspension from J. Arthur Rank Organization for declining the part.

Mary Morris, with her leg still in plaster following an accident in Norway, was bound and gagged by a group of thieves who ransacked her London apartment.

Robert Whitehead and Oliver Reed, in association with Hugh Hefner, will present "The Jefferies" "Media" here late this summer, with Ellen Herlie starred.

James Mason postponing his holiday at Golders Green Hippodrome following his Casino engagement.

Play to be performed at the Royal Players there June 14 instead of May 3.

Hunter to make his first stage appearance in London in a new play, "The Hunt for the Minister Never Cases," costarring with Mynna MacGregor.

Robert Holson and Ronnie Hill with colored stars—Edie Connor, Mabel Lee—going on provincial tour before it makes its London bow.

Henry Wood Promenade Concerts will be held at the Albert Hall, July 24, continuing for eight weeks.

London Symphony Orchestra, under Sir Malcolm Sargent, Basil Cameron and Stanford Robinson, perform.

San Antonio now musical by Rodney Holson and Ronnie Hill with colored stars—Edie Connor, Mabel Lee—going on provincial tour before it makes its London bow.

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Vienna

"The Trial," after successful run in Scala, and now in Kaerntner Haydn, Helmut Votivpark and Philharmonie.

Association of theatre managers asking city of Vienna for \$500,000 in aid of the city's theatre.

Robert Stolz wrote the songs for "Song of the Sultans" by Peter Brandt and Georg Fraser, which is next Volktheatre production.

Next Volktheatre production, "The Trial," will be produced by Lutz (Unter Austria) City theatre, under the Austro-American, resident of N. Y.

Excelsior began work on p.c. Little Melody from the Schenbrunn studios, starring Paul Hoerbig and Maria Andergast.

Alexander Kowalewski, new producer of the Vienna Volksoper, presented "Greetings and Kisses from Wachen," with music by Jara Stach and lyrics by Hugo Wiener and Loebner-Beda next September.

Kowalewski first produced the opera "The Trial" in 1938, before he had to leave the country.

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Hollywood

Louis B. Mayer's divorce became final.

Bruce Mitchell hospitalized for surgery.

Jack Gross out of hospital after checkup.

Allen, recuperating from laryngitis.

Richard Kirby applied for U.S. citizenship.

Margaret Sullivan divorced Leand Leand.

Arthur MacArthur hospitalized with heart trouble.

Patricia moved for a week with a sprained ankle.

Ballet Hamburg, from New Zealand, at St. James, Auckland.

Robert Kerridge p.c. loop.

E. W. McClellan, W. Sound engaged to marry.

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Chicago

Jimmy Stewart and Eddie Albert won m.c. of the annual ball for "You Got to Be Happy."

Richard Rodgers and Oscar Brown Jr. to perform.

Chicago light shows for talent for new show, "Tales of South Pacific."

Chicago light shows for talent for new show, "Tales of South Pacific."

One angle, it was pointed out, is that the supreme court ruling may have some effect on the "10 unfriendly witnesses," even though their trials involve contempt of Congress. The defense has contended that the first amendment was an issue and this would be very important when the matter comes before the Supreme Court.

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GENERAL ARTISTS CORPORATION

THE MUSIC OF FRANKIE CARLE

NEW YORK, N. Y. 10017

VOL. 170 No. 10

NEW YORK, WEDNESDAY, MAY 12, 1948

PRICE 25 CENTS

FILMS RADIO VIDEO MUSIC STAGE

U. S. Goes Back Into Its Dance As Capers Give Way to Gliders

Bandleaders who have been on the one-night trail through the east and midwest during the past few weeks assert that there has been a definite pickup in business interest in name music. They also have been noticing—in many cases to their surprise—a trend by night clubs toward dancing. And the latter has struck an optimistic note through the walls of top and medium name leaders alike who in recent months found themselves hit hard by a lagging band boom.

For quite a number of years, the nature of the music fed ballroom patrons by name swing bands has engendered a concert atmosphere. Many ballroom owners, agency men and maestros blame this for the loss of prestige and business by name combos, feeling that the stand-around-the-bandstand idea was carried so far that youngsters have consistently patronized such ballrooms eventually got out of the habit. "Then they tired of the whole thing."

Tommy Dorsey, Guy Lombardo, (Continued on page 63)

Blanche Yurka Sees Actors in Residence

As Hypo for Theatre

Salt Lake City, May 11. Blanche Yurka is combining her road engagements with a crusade for expansion of university theatre throughout the country. During an appearance here last week in "All My Sons," the actress took time out to interest C. Lowell Lees, director of the University theatre, in the idea of "artists in residence," a system of professional actors with university facilities to teach college dramatic departments.

Artists in residence are doing a (Continued on page 63)

NO ROLES AVAILABLE? THESPS TURN DIRECTORS

By MIKE CONNOLLY

The grass is always greener in the next pasture, especially for actors. Uncertainties of the thespian business have driven a number of them behind the camera during the last few months, and several others are getting coaching for directing jobs. Among the latter are Frank Sinatra, who recently got his feet wet by directing a scene for singer Beryl Davis at Metro; director's chair Vin dance guidance chores at the same studio; and a dance Colbert, who has announced she'll start a directing career when she retires from acting in two years.

Currently telling other actors what to do for the first time in their careers are Richard Haydn, director "The Talkie Millions" (Continued on page 63)

Sophie Tucker in 41st Year with Morris Agency

With her May 31 booking at the London Casino, the William Morris Agency has started laying out Sophie Tucker's route for the 1948-49 season. This marks the 41st anniversary of the comedienne's affiliation with the Morris office.

Lastoford, g.m. of the agency is again personally supervising her next year's bookings.

'Manana' Means Dinero, 97G Take For Lee-Barbour

Hollywood, May 11.

Peggy Lee and hubby Dave Barbour have run up a tidy \$97,000 to date, on their hit song, "Manana." Coln score comes well high being impossible in these days when music profits are at a lowest level.

Miss Lee and Barbour cleaved "Manana" and secretly waxed song for Capitol Records. They popped it just after American Federation of Musicians' ban became effective Jan. 1. Tune hit heavy and fast, catching label rivals completely off guard.

Orders on Miss Lee's platter are biggest Capital has ever had on a single release—1,500,000 copies. Miss Lee gets 3c royalty on each, \$45,000 so far. As cleaver of "Manana" title and Barbour gets 5c, per disc \$22,000. All record sales other than Cap's will net songstress-writer royalties of \$10,000.

To date, 200,000 copies have been peddled. As half owner of firm Mickey Golden operates in their name, and warbler and her hubby will pocket \$20,000. Not yet computed are future sales royalties of all sorts, plus American Society of Composers, Authors and Publishers cuts.

Rail Peace Lifesaver To Show Big Travel

Calling off of the projected rail strike Monday following the Government seizure of the rails and a Federal court order forbidding the walkout, was a lifesaver to show business. Existing plane and bus transportation would have been insufficient to handle the travelling legit shows, bands, vaudeville performers, and film carriages, especially in the light of the Government seizure of the rails. Even shipment of sheet music would have been affected.

Talent agencies for a week back, (Continued on page 61)

EXCITATORS BACK HOME-STUDY PLAN

Radio is going to drag the college professor from his ivory tower for a specially teamed-up effort to beam education into the home. Time has come, it's felt, when radio, grown strongly aware of its social responsibilities in an atomic age, offers a powerful pipeline for the conveying of academic learning to the masses.

Thus is NBC vigorously needing the nation's institutions of higher learning to join with the web in a vast adult education project which would amount to a "people's university," offering opportunity to non-college grads in particular to engage in home-study courses built around network-produced programs.

"Controlled" experiments with the plan, in cooperation with leading universities in several sections of the U.S., probably will be launched early next year.

Sterling Fisher, manager of NBC's public affairs and education (Continued on page 22)

Urge U. S. Names To Play Abroad As B.O. Aid to Artists

Top names are being urged by film studios and talent agencies to take theatre bookings in England and some countries on the Continent as a means of popularizing not only their pictures abroad but all U.S. product as well.

Pressure upon the filmsters has been heaviest since Danny Kaye's recent appearance at the Palladium, London, created a demand for his pictures and kayowed an assumption by film distributors that Britons would not go for Kaye's type of zanyism.

Although top picture personalities are still to be signed, names from radio and other fields that have made pictures have already been named.

Jack Benny and Phil Harris have already been set for the London Palladium. Martha Raye is currently touring the provinces, working on stage from a wheelchair, because of a torn ligament. Allan Jones and Irene Hervey also found favor with the British public. Abbott and Costello are also slated for appearances there. A deal is on for Edgar Bergen to play some time on radio on a trip to the Scandinavian peninsula.

Tops of The Tops

Retail Disk Seller
"Nature Boy"
Retail Sheet Music Seller
"Now Is the Hour"
"Most Requested" Disk
"Nature Boy"
Seller on Coln Machines
"Nature Boy"
British Net Seller
"Galway Bay"

Hollywood Pix Get Extra O. O. To Assist State Dept. Cause Abroad

Petrillo Invitation

Washington, May 11. President Truman accepted an invitation last week from James C. Petrillo to attend a free concert which the American Federation of Musicians is sponsoring at Constitution Hall May 28. Concert will be played by the National Symphony Orchestra.

Petrillo said he had landed Mr. Big following a White House courtesy call, which the AFM presby described as "two musicians discussing a little bit of harmony."

Tele's Major Role In War Visioned By David Sarnoff

Columbus, May 11.

Television will play an important military role in case of another war, RCA presby David Sarnoff said today, as he and engineers at nearby Wright Field here last week. The day may come, he said, when the nation's commander-in-chief in Washington, through the wonders of video, will be able to watch distant military activities and maneuvers, even overseas.

Stressing the importance of adopting new developments to military uses in a speech before the Armed Forces Communications Council, of which he's presby, Sarnoff detailed the "many practical applications of television to military operations" which he said are immediately feasible. Among these he listed:

—Control and direction of pilotless bombers and crash boats laden with explosives against enemy targets; use in observation (Continued on page 61)

Films' First Saturation Trailers on Television

Film industry's first saturation advertising campaign on television teed off last (Tuesday) night when 20th-Fox ran trailers plugging "The Four Aces" on four stations on the NBC east coast video web. Film opens day-and-night today (Wed.) in more than 400 situations throughout the country.

Trailers were run twice last night on WNBC (N.Y.), WPTZ (Philadelphia), WNBC (Washington) and WRGB (Schenectady), latter outlet covering the Albany area. They're to be screened twice again tonight (Wednesday) on the same four stations. Trailers, running two-and-a-half minutes, were specially designed for the video plans. They originated in N.Y. and were piped via coaxial cable to the other three outlets.

Hollywood pix in the international market are currently paying off in good will for America, even if not in the form of solid coin. As a result of the system devised by the industry last year to closely sieve its product for overseas consumption, criticism of the quality of U. S. films has now virtually died out in western Europe. In Soviet-dominated eastern Europe, of course, violent attacks against Hollywood pix as purveyors of "capitalist culture" still persist.

U. S. State Department officials have been specially gratified by the industry's move to purge all product from the export lists which tended to distort the American way of life. Through the Motion Picture Assn. of America, the industry, on its side, has moved to tighten its export control system in order to head off all threats of Governmental intervention and censorship.

Filing through a double check system organized last year, all pix of the nine member companies of the Motion Picture Assn. of America are now being screened (Continued on page 18)

An Exhibit From Dixie And S.A. Juror (Blonde) Cause \$2,100,000 Suit Mistrial

The irretrievable becoming of a curvaceous blonde juror turned a \$2,100,000 triple damage, anti-trust hearing into a mistrial in N. Y. federal district court yesterday (Tues.). S.A. windup to what looked to be a full three-weeks court testimony in the fight of Fifth & Walnut, Inc. against the eight majors has its dress rehearsal in a restaurant neighboring the courthouse. The juror, Mrs. Della Brennan, to her table while laughing and had words with him.

Earlier in the day, Federal Judge Vincent LeBell had ruled against any of the jurors talking with witnesses, parties or counsel. Advised by defense attorneys of Schwartz's table-hopping, Judge (Continued on page 63)

STRONG CAFFE NAMES BOOM F'WAY BISTROS

Business in the Broadway villages has heartened bonifaces to the extent that they're now saying that, "if not wrong with the cafe trade then it's solid attraction won't cure. Grosses being racked up are the best in some time, and considered unusually good for this time of the year."

The act lineup is also the strongest. For example, Edie Brice, at \$10,000 at the Harem; Harry Richman (\$5,000) and Jan Murray at the Riviera; Kay Starr and (Continued on page 63)

Hollywood Economies Up Profits; 20th's Pix Now Costing 20% Less

Effects of the drastic economies imposed in Hollywood last fall are beginning to show up as sweet music in the profit columns of the major companies. Twentieth Century-Fox, for example, reports that its fiscal year ending in 1947 costed 20% less in cost than the stock-New York test Tuesday (18). They disclose that films amortized during the current (second) quarter of the company's fiscal year are running 20% less in cost than a year ago.

Even half of 1948 will reflect an even more drastic cut in budgets, since it will take until then for the full effect of the economies to be felt. It's not only the production side, either, that has slashed expenses. Shareholders of the major studios are getting a share of the savings. Operating costs for 20th's 'subsidiary, National Theatres, are likewise down about 20% from a year ago.

There's a very pleasant surprise in store, too, for the company's owners on the positive side. In contrast to the news that has been heard regarding the effect of the Supreme Court's anti-trust decision and the state of the film business in general, 20th's execs will be able to report an almost phenomenal zoom in income for the current quarter.

Film rentals for the period are up more than 15% over the same three months last year and more than 20% over the first quarter of this year. Business at National Theatres continues at an even pace, equal to that of the other major studios at about 80% of 1947. Last year's figures, it must be remembered, however, were low because of the slump in the altimate peak business of 1946. Compensating for the drop in the

Goldwyn's 'Best Years'

Used as Case History in CBS Pix Documentary

Format for the upcoming documentary radio study of the film industry by CBS has been set, with Samuel Goldwyn's "Best Years of Our Lives" to be used as a case history. The program will be the first in its series to focus on the impact upon the flinger starting from the film. Time mag which spurred Goldwyn to commission MackKinlay Kantor to write the original story. Subsequent squabble between Goldwyn Kantor and director William Wyler over credit for the film will also be touched upon.

"Best Years," however, will only serve as a takeoff point for digressing into various phases of the film industry, with the documentary slated to emphasize the social and economic angles of the business. Program will also cover the functioning of the Audience Research statistical influence over picture production.

Peter Lyon is scripting the show, which is being produced by Walter Heller. CBS documentary unit chief, No date will be set for the broadcast until the network is fully completed. The network is also planning to engage in a five-week production job for the film in the fall of its airing. Show will probably be aired in late June.

CONNIE BENNETT, REP TALK PRODUCTION DEAL

Hollywood, May 11.—Connie Bennett, currently playing one of the top roles in "Along the Moonbeam" at the Rialto, is talking a production deal with that studio. Bennett has submitted two story properties to Herbert J. Yates for his approval. If the deal goes through she will be a producer and star, as she did recently with "Smart Woman" for Allied Artists.

Cook's Tours at Ctrates

Popular idea making the rounds of film company headquarters on a way to use up some of the frozen British pounds and French francs is to give each employee a centric vacation abroad. It's been suggested that the companies and the workers could profit by selling each trip of exchange and then making him a present of an equal amount.

Companies would thus get dollars for at least a portion of their frozen coin and employees would get vacation overseas at half-price.

British Films Lead the World, It Says Here

London, May 11.

Claim that the British film industry today leads the world was made by Board of Trade prez Harold Wilson at a dinner here last night (Monday) where the National Film Awards were handed out. Winners were Margaret Lockwood, Herbert Wilcox and John Mills.

Declaring he spoke not as president but as a member of an army of flingers, Wilson said: "Tonight is a happy occasion because it is the first time in a year in which British films have gone from strength to strength. It is a happy occasion because there's no doubt that the British film industry today stands first and foremost among the film industries of the world."

"We of the cinema-going public look to the film industry to provide the best entertainment in the world and I know it will be the government's desire to do all it can to help British film producers to go on producing the kind of films we are honoring tonight."

Robert Bamber, publisher of the Daily Mail which sponsors the awards, introduced the winners. He declared:

"The more people who come forward to help the British film industry, the happier we shall be. Through the overseas Daily Mail, we have started an entirely new industry in the world. We have started a new industry in the world. We have started a new industry in the world."

INDIE PIC ON RACIAL BIAS PRODUCED AT 70C

Race prejudice will be tackled again next month when "Strange Fruit" is produced at 70c. The film, which was produced by the famous indie firm known as Target Films, is scheduled to be released. The film is being produced by the famous indie firm known as Target Films, is scheduled to be released.

Company heads Leo Hurwitz and William Wyler, who are currently working in New York that they shot "Victory" in a documentary technique in hospital after being shot, with no sets whatever employed. Hurwitz, who produced, arranged for the financing which totaled \$70,000. Cast includes Cathy McGowan, Muriel Smith and the young of Alfred Drake. Magazine writer Saul Levitt did the documentary.

HOPE FOR PEACE PART

The peace party in the film industry has had its hand immeasurably strengthened by the U. S. Supreme Court's anti-trust decision, and sentiment of top-drawer major company execs is now violently swinging in favor of an unrushed drive for a consent decree. An overall plan to settle the 10 years of litigation is already taking shape, fostered by biggies who've fought for "a new approach to the problem" ever since hearings first started before the statutory court. They're now favored by a ruling which only promises endless court sparring and continued uncertainty for the film biz for years to come.

The peace plan is simple in purpose and it's thought that the Government may be won over by its surrender by the majors of their theatres in order to convert tiny middle and large-sized situation which is now closed to open, competitive conditions. Supplanting the actual transfer of theatres from majors to indie operators would guarantee the majors' consent to divide product in those situations. The division of films would guarantee the majors' consent to divide product in those situations. The division of films would guarantee the majors' consent to divide product in those situations.

The plan envisions an approach to indie exhibitor organizations in (Continued on page 54)

8 of 'Unfriendly 10' Get Respite Until Trumbo, Lawson Appeals Decided

Hollywood, May 11. A sudden reversal of the Government's stand has resulted, in effect, in postponement of the trials of the remaining eight defendants in contempt of Congress pending the results of appeals to higher courts of John Howard Lawson and Dalton Trumbo.

Technically, only the decisions have been delayed until final determination of the pending appeals. Defense lawyers succeeded, after four days of argument, in convincing U. S. assistant attorney general William Hitz to agree to this stipulation which the court accepted with minor changes. Terms of the stipulation provide that both sides present to the court any evidence they deem to be the remaining eight cases, with the court withholding decision upon (Continued on page 22)

Hughes' RKO Buy-In For \$8,825,500 Cues Conjecture on Execs' Status

Schary's Status Quo

Hollywood, May 11. If RKO policy remains as is, Dore Schary will continue as the studio's production chief, it has been learned. Although it is understood his contract permits him to depart if the company changes hands, he has made no decision about that line as a result of the acquisition of a controlling interest by Howard Hughes this week. Schary's attitude is one of wait-and-see. If he gets along with Hughes and Hughes gets along with him, he is perfectly content to remain, he has informed his associates.

Goldwyn Stays RKO, Scotches EL 'Merger' Rumors

Samuel Goldwyn will continue to release through RKO. Producer has notified the company that he will opt to continue his distribution arrangement with it for another year from next July 1, when the current contract expires. This is seen as burling the bubble of possibility that Goldwyn and Eagle Lion might make a limited merger via an exchange of stock and that the indie producer would release through EL. Goldwyn and Robert H. Young, controller of the latter, are huddled on the merger scheme in New York several months ago and are slated for another talk "during Young's present stay on the Coast, but the deal—which never appeared on page 17—has been scotched."

Wilder, who recently completed a directing stint on Par's "Emperor Waltz," said that his trip is primarily a vacation. He expects to be away some six weeks.

Wilder's Palestine Visit

Billy Wilder (Brackett '83), half of the Paramount producing-directing-writing team, disclosed in New York prior to sailing aboard the Queen Mary Saturday (8), that he'll probably visit Palestine during his trip and will return with a New East background when he returns. Wilder, who recently completed a directing stint on Par's "Emperor Waltz," said that his trip is primarily a vacation. He expects to be away some six weeks.

National Boxoffice Survey

Rail Strike Threat Hits Biz—Union, 'Clock,' 'Sisters,' 'Woman,' 'Bells' Top Coin-Getters

Threat of a nationwide railroad strike over the weekend plus mild weather that sent moviegoers flocking to picture palaces has helped "The Clock" (RKO), "The Women" (MGM), "The Bells" (MGM), "The Clock" (RKO), "The Women" (MGM), "The Bells" (MGM), "The Clock" (RKO), "The Women" (MGM), "The Bells" (MGM).

Remainder of field in national picture business is widely split up indicating the desire of exhibitors to resuscitate product in order to combat competition with winners of others in the Big Eight money chase measure up to the big "Clock" (RKO) playing in some 10 keys in second week on top second place while "Sainted Sisters" (MGM) is in third. "Woman in White" (WB) is finishing in fourth slot. Others in top ratings are "Miracle of Belle" (RKO), "Lady From Shanghai" (MGM), "The Clock" (RKO), "The Women" (MGM), "The Bells" (MGM), "The Clock" (RKO), "The Women" (MGM), "The Bells" (MGM).

Control of RKO passed yesterday (Tuesday) into the hands of Howard Hughes for \$8,825,500. Floyd Oudum, president of Atlas Corp., announced that he had agreed to sell his 10% stake for takeover of Atlas' 929,020 shares by Hughes. Hughes, who is an indie producer but has been firmly consummated Monday night. Concomitant with the sale immediately brought into focus a maze of conjecture in the industry and among RKO execs as to the future of the company's officials on both coasts. It was widely reported that important changes in top executive positions in production and distribution might be expected, despite indications that proxy Hughes' announcement that proxy N. Peter Rathvon and his staff, including production chief, Dore Schary and vice president, Ned Depina, could remain in control if they chose.

It was quickly pointed out by corporation attorneys that Hughes could make no guarantees to Rathvon or anyone else. He cited the law as stating that no future action would be taken within his discretion and for (Continued on page 4)

Pix Cos. Advised to Lay Low on Early Court Test of Freedom Guarantee

Washington, May 11. There appears to be no plans for an early court test of the constitutionality of the screen despite the statement of the Supreme Court ruling on the doubt about moving pictures, like newspaper and radio, are included in the press where freedom is guaranteed by the First Amendment.

In fact, the picture companies are being advised to lay low on this question for the time being and let well enough alone. The film big (Continued on page 17)

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INDEX	
Bills	54
Chatter	52
Concert	59
Disk Quality Reviews	42
Film Reviews	50
Home Reviews	53
Inside Legit	38
Inside Music	40
Inside Pictures	22
Inside Radio	39
Picture Reviews	50
International	15
Legitimate	35
Night Music	40
Musie	42
New Acts	54
Obituaries	63
Orchestras	42
Picture Reviews	50
Pre-Production	9
Radio	25
Records	50
Records	42
Frank Scully	61
Unit Reviews	52
Vaudeville	49

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Independent Producers Happy Over Possible O. to Buying Combines

Indie producers were generally gleeful during the past week over the decision of the U. S. Supreme Court in the industry anti-trust suit. However, it was the implication in the court's verdict in the Griffin suit that buying-bookings combines may face the judicial axe that was making the producers happy.

With the Government anti-trust decree hanging over the heads of the majors, it was said by the independent producers that in the past few years they have been making a considerable show of politeness. On the other hand, the growth of buying-bookings combines, the producers' sales reps say, have become a real threat to picture lecture making.

Decision in the Griffin case, the indies are hopeful will give the anti-trust suits they are now preparing on their own against some of the buying combines. Society of Independent Motion Picture Producers, spearheaded by Samuel Goldwyn, and the general counsel, Robert Jacob Rubin, gathering evidence against several of the combines for sale now.

The decision in the overall anti-trust suit is looked on as a beautiful blow to the majors in that it demands more competition among theatres. And anything that breaks additional barriers for film among house operators is viewed by the indies as helping them to give the competition a pushing up prices and taking them out of the position of being told by a major to come over and see a first-run in a territory that they have to take his price—or else.

On the other hand, say the indies, while that situation has been on the books, it has not been a disaster. (Continued on page 18)

Gamble and Schenck Still Pushing for That 50% Mike Nafsy Deal

San Francisco, May 11. Notwithstanding last week's U. S. Supreme Court decision, both Ted Gamble and Joseph M. Schenck are pushing their separate negotiations to purchase a 50% interest in United California Corp. from Mike Nafsy, it's been learned. Gamble's proposition is very hot and persons close to the prey of the Owners of American Film has a solid chance of closing the transaction. Schenck, on his part, thinks he has a fair likelihood of winning Dept. of Justice approval if he resigns as 20th-Fox exec pro-vice as a condition to making a deal.

Gamble has offered \$670,000 for the half interest in the company, but there's still some work to be done on price. Amount of Schenck's heart's been disclosed.

There are reports that Schenck and Gamble may yet combine on a joint deal. UC controls some 115 houses in California and the State circuit besides subsids and realty.

U to Sell Rank's 'Hamlet' On Its Own 4-Wall Basis

With advanced admissions tossed out by the U. S. Supreme Court, "Hamlet," the Sir Laurence Olivier production, which is the classic, will probably be given the four-wall treatment. It's been learned. Universal's distribution of the U. S. film, will rent theatres from exhibs to show the film first-looks in most spots. "Hamlet," which was also made under the banner of J. Arthur Rank, was produced on a profit-sharing basis. Artists and the system will be formed as closely as the decree permits.

Legals believe the four-wall technique is permissible under the court decision. In that event, no licensing pact is signed, and the exhib, acting as an exhibitor, fixes its own admission price.

Blackstone Blues

One film exec, asked last week to give a concise opinion on who won in the Supreme Court's industry anti-trust decision last week, replied: "The lawyers."

Legal Pendulum Swings to Majors In Trust Verdicts

Despite their setback by the U. S. Supreme Court last week in its decision on the industry anti-trust suit, the majors are not in a gloomy mood. In the main case, the majors are taking comfort out of three victories in a row on other fronts recently. The trio of decisions by lower courts in favor of the distributors are seen as significant trend in slowing down future forfeitures to theatre owners who claim they've been wronged.

Major companies have paid out millions of dollars in suits in the past few years as a result of court decisions and settlements of suits before they ever got to court. Directed verdict in Buffalo for acquittal of all distributors and the three defendants in the \$3,000,000 triple-damage action of the Rivoli two weeks ago was the latest of the court decisions in favor of the majors. In weeks previous, the districts won a generally favorable decision in the \$1,000,000 case in Buffalo, and a complete victory in the McLenahan suit in Dallas.

But the distributors are still to hang on to their lucky handwagons will be determined in the current Rivoli & Walnut theatre case in New York federal court. It's a \$2,100,000 triple damage action alleged. (Continued on page 22)

DeMille Sounds Off

On 'Right to Work' To D. C. Labor Committee

Before grinding newscast cameras, radio microphones and an abashed audience, Cecil B. DeMille testified today (Tues.) before the House Labor Committee as the first witness in the "right to work" hearings. Although 20 of the 25 members of the committee, headed by Representative Charles McNary, showed up to hear DeMille, and the largest room was reserved for the press, only a few were the only attendees at the hearing.

DeMille, on the stand for four hours, made a statement attacking the labor union's alleged threat to U. S. liberties. He said U. S. movie studios employ 100,000 employees and he has heard the ominous cry from the unions, "We will take over the movie studios. One employee stepped up to a mass picket line and said, "I'm not a worker and I want to go to work." For an answer, he was thrown bodily over for a constituent. (Continued on page 17)

Tracy Heads for Europe This Week to Shoot 'Son'

Hollywood, May 11. Spencer Tracy heads for London on Saturday (15) to shoot Metro's British production, "The Son of a Gun." Tracy's first time in Europe is the first time Metro is using its studio, built 18 months ago in England. Howard Strickling, who accompanies Tracy, will be in charge of the production. Producer Edward Knoff also accompanies Tracy. Director George Cukor follows on the next boat.

AUG-6 U.S. PACT LOOKS THAT WAY

There are 27 different ways of American film companies getting their frozen money out of England—and the British have found a way of saying no to all of them. If not all, at least most. And not precisely "no" in so many words, there are such a number of restrictions attached to use of the coin that the effect is the same.

That's the word trickling back to New York from reps on U. S. companies sent abroad since the recent Anglo-American film pact to devise ways of thawing the frozen currency. Some of the men are already back in the U. S., while others are still abroad. In every case there's considerable disappointment that the 27 means listed for effecting the exchange of dollars are so hedged in that not much is going to be realized beyond income from American production in England.

It's admitted that it is too early to come to any definite conclusion yet, since the agreement hasn't even been published in London. The indications are unmistakable, according to top executives of major companies. They're viewing ruefully the clippings that continue to arrive in this country from England, showing newspapers there squawking that the American companies walked off with the jackpot when Eric Johnston and Harold (Continued on page 17)

Supreme Court Decision At Least Put an End To Many Anti-Films Bills

Washington, May 11. If the Supreme Court decision on the big anti-trust case did nothing else, it probably ended the flood of anti-film, book and anti-bill selling bills which have been filed in Congress with great regularity for years.

These bills reached peak with those introduced several times by Senator Senator Matthew Nease (W. Va.). Many other members of Congress have taken part. In the Senate, the bills have been carried by Senator William Langer (N. D.), who last week expressed his well-known opposition to the High Court ruling and indicated that he felt it would not be necessary for him to do anything else on the matter.

He told the Senate that "while the decision could not itself be the ultimate victory for which the Government has striven, since the Supreme Court did not itself undertake to write or specify the details of the final decree, it represents assurance that the fight against anti-film legislation is based on the basic principles advanced." (Continued on page 63)

Jackson Wins \$17,500 On 'Scandalous' From U

Los Angeles, May 11. Frederick Jackson, playwright, was awarded \$17,500 in L. A. Superior Court in his suit against Universal with pirating the title, "Slightly Scandalous," from his eight play.

His attorney, Harold Fendler, said it was the first time a plaintiff had won a suit against a studio for appropriating a legit title for its product.

Pickford-Rogers Sailing

My Pickford and her husband, Buddy Rogers, are planning to leave for the island of Bermuda end of June. They'll look over the production picture while there, but the trip is not the trip it is to be with Miss Pickford's niece, Gwynne, when her third child is born.

She is the wife of Bud Ormsin, United Artists' rep in Italy. Baby Gwynne is expected to be born in Switzerland in July.

Expansion of Arbitration System Seen as Potent Step Forward By Majors to Kayo 'Monopoly' Taint

ACLU's Theory

American Civil Liberties Union, which filed a brief in the Government anti-trust action as friend of the court, sees "a large degree of divorce of theatre ownership by producers" ordered by the lower court as a result of the U. S. Supreme Court decision. The ACLU bulletin declares that indie exhibs and filmmakers "would then find a wider market, and the public ready access to all films would be assured immediately upon their release."

Without, stating reasons, the ACLU also forecasts a substantial reduction in the number of first-run theatres.

Strong interest in a revival of the motion picture arbitration system with greatly expanded powers has been generated by the U. S. Supreme Court's decision in the Government anti-trust suit. Number of top execs, it's been learned, are whooping it up for a new step to be again administered by the American Arbitration Ass'n. It's figured by them as a sound proposal to make to the Federal statutory court when renewed hearings start as evidence of an honest intention to rid the industry of any monopoly taint.

Proposed revamped arbitration system would include runs as well as clearances within its jurisdiction. That, it is felt, would be a drastic extension of powers since the majors always bitterly opposed such supervision of their arbitrated. Additionally, arbitrators would be empowered to pass on any charges of discrimination or unfair tactics in the sale of product.

Second major feature to the reform system would be liberal appropriations from all companies to fund the system. The AAA on an educational program directed at exhibs. Money would be spent on advertising, brochures, pamphlets and advertisements in trade papers to get exhibs to understand the system. It's already been the AAA's contention that the majors failed to (Continued on page 18)

20th-Fox In TV Frisco Bid; 600C Outlay Earmarked

Washington, May 11. The pix-video meeting of the minds continues to make new here with another major film company expanding its television ownership. This week Spyros Skouras' 20th-Fox entered the arena to bid—on the order of \$11.1 million in San Francisco. Company is already in the Boston TV con-

20th will have to compete against seven other contenders in the bid to acquire Paramount's CBS-owned Edwin Pauley, Don Lee, Helman Holzer, KSNB and KSRB-TV, San Francisco. Company bid. (Continued on page 18)

Ignoring Friendship Groups, 20th-Fox's 'Iron Curtain' Debuts on Sky

"Iron Curtain," which may emerge as the most controversial film of the year, opens on schedule today (Wednesday) at the Broadway Roxy and more than 400 theatres throughout the country, despite threats of picket lines being tossed around the 20th-Fox Broadway showcase and the spread of objections to the film in Chicago and other key cities. Documented story of the atom bomb scare in Canada last year, "Curtain" is reviewed in VARIETY this space.

Continuing to ignore the flood of written objections, the company delayed the 20th studios and home office for the last month, 20th of (Continued on page 20)

Jean Parker's Husband Plans Indie Production

Film rights to the Charlotte Armstrong current Saturday Evening Post serial, "The Colver," has been optioned to Curtis Grotter who expects to exercise his privilege within the next 90 days. Total purchase price is \$25,000. Story is being published in book form in July by Coward-McCoy.

Armstrong yarn will be the initial production venture for Grotter, who is the husband of actress Jean Parker. He revealed Monday (10) that 75% of the financing has already been assured. The rest, pending a completion bond. Producer contemplates making at least two pictures a year, but expects between \$50,000 and \$700,000. Whether "Colver" will roll on the screen in the east has not been decided.

'Agreement' Got Over \$500,000 From 18 Way House, a Current Record

Rentals of films over \$500,000 have been gleamed by 20th-Fox from a single picture at a Broadway showcase house. Film is "Gentleman's Agreement," which wound up its sixth month at the Mayfair theatre Monday (10), during which time it played to more than 680,000 persons and collected some \$1,150,000 at the boxoffice.

Since its premiere Nov. 1 last year, and since copied the Academy Award citation, is believed to hold the record for both length of run and top rental for the current season on Broadway. It's slated to remain at the Mayfair for another week-and-a-half, with "Time of Your Life" (Cagney) which which it played to in for May 28. That will give "Agreement" a run of more than 27 weeks.

Top rental is based on a special deal worked out with the Brandt office, which is being handled by 20th sales chief Andy W. Smith, Esq. Under terms of the contract, 20th will receive \$100,000 each week, then 75% of anything between \$10,000-\$250,000, 85% of the next \$250,000 and 90% of all over that. Film company, too, pays all ad-publicity expenses.

Decision Due If Metro Continues Prize Novels

Hollywood, May 11. Decision on whether Metro will continue its prize-novel contest has been delayed again for further discussions between production chief Louis B. Mayer and script department chief Val Lewent. Lewent declared today (Tuesday) that the decision would be made by the end of the next week, but that there are still a "few factors" remaining to be discussed. The contest, which was held in New York last week between Mayer and M-G-M prez Louis B. Mayer and Metro chief Val Lewent, Metro's eastern story chief, arrived on the Coast last weekend to take part in the current discussions.

New WORLD-WIDE HONORS
for
"THE WORLD'S MOST HONORED PICTURE"

The Best Years of Our Lives

RELEASED THROUGH RKO RADIO PICTURES

POPULAR PRICE ENGAGE

Boston Presentation Playing Fifth Great

ENGLAND:

FIRST BRITISH ACADEMY AWARD

For "The BEST picture... British or Foreign... shown in England in 1947"

FRANCE:

France's Highest Motion Picture Honor

"THE VICTOIRE"

For "The Best Foreign Film presented in France in 1947"

HOLLYWOOD:

NINE ACADEMY AWARDS

EVERYWHERE:

LONDON: 59 weeks *and still running!* • NEW YORK: 38 weeks
STOCKHOLM: 17 weeks • DUBLIN: 16 weeks *and still running!* • GENEVA: 10 weeks
RIO DE JANEIRO: 19 weeks • SYDNEY: 29 weeks *and still running!*
BUENOS AIRES: 17 weeks • AMSTERDAM: 10 weeks • SANTIAGO, CHILE: 10 weeks

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"Lavish, quality fare. It's going to kick its heels into the high brackets where the season's big boxoffice money will be found. The stuff of sock audience satisfaction. Strewn with gags and the telling is sheer delight."—FILM DAILY

"Different. Will bring joy to the boxoffice and even more to those who go to see it. One of the most delightful in many a year. Patrons will chuckle throughout its whole unreeling. Brackett & Wilder get better with every picture and this is their crowning creation."—HOLLYWOOD REPORTER

"Laughladen" yarn in which blueblood and snobishness are subjected to as thorough a ribbing as the screen has ever essayed. Add the mighty magnetism of No. 1 Boxoffice Star Crosby and the offering undoubtedly totals top popularity."—BOXOFFICE

"Delightful" humor in the foreground. Bing was never better, and not as good since 'Going My Way' as he is in this one. He was fortunate in having the clever Brackett & Wilder guiding his enterprise. They've embroidered their situations with chuckles and charm."—M. P. DAILY

of a Great New Hit

PARAMOUNT'S



"Boxoffice picture . . . adds up to topnotch entertainment for moviegoers of all ages. Highly imaginative—a gem. Crosby a standout. Extra playing time seems destined."—SHOWMEN'S TRADE REVIEW

"Super production numbers, glittering Technicolor and oh-so-solid new tunes. There's a long, long line of greenbacks in store for it. One of the year's big boons for the exhibitor. Paramount obviously opened the floodgates for this one."—DAILY VARIETY

"Excellent; money in the till in any situation. Has what it takes to keep the turnstiles moving. The customers are a cinch to tell Cousin Mabel and Friend Bill that there's a real slice of entertainment at the movies down the street."—MOTION PICTURE HERALD

BING JOAN
CROSBY • FONTAINE

Imperial Waltz

Color by TECHNICOLOR

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Produced by CHARLES BRACKETT • Directed by BILLY WILDER

Written by Charles Brackett and Billy Wilder

GALA PREMIERE, NIGHT OF MAY 26, AT PARAMOUNT HOLLYWOOD

1947	1947	1948	1948	1948	1948
NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
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Now completing its 1st half year
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Century-Fox Long-Run History!

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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

20
CENTURY-FOX



Rank Reissues Show Healthy Results Offsetting Tax-Ridden Pix Shortage

London, May 11.

Boxoffice take from reissues will help offset the red in the last J. Arthur Rank Organizational report. Advance reports show that reissues are meeting considerable demand. Rank is planning a shortage of films due to the tax situation. The company has decided to introduce a policy of dual releases in its Odson and C-30 lines. Rank's top home products were released on both circuits with only a couple of months' break between the series of showings. In addition, Odson films, some even dated back to the Odson Rank-fifties days, were brought off the shelves and put out as first or second features. Actual boxoffice figures for these reissues are not yet available, but there is an indication of the kind of business the odies have been pulling in.

During a six-month period the following films were reissued: "Frieda" (London area only release), Boxoffice business excellent; "The Great Break" (London area only release), Boxoffice only average, probably due to release close; "Great Expectations," very good; "Green For Danger," good; "The Captains and the Pygmals" (on combined bill), average; "This Happy Breed" and "Caraval" (on combined bill), excellent; "The Captains and the Pygmals" (on combined bill), good. "The Captains and the Pygmals" proved to be one of the most successful reissues for some time.

On results of this reissue group, the Rank bookkeeping chiefs consider the success of the reissues depends on how soon they are released after their original showing. The results of the reissues policy which still has some months to run before the renewed flow of U. S. films into this country can be seen in the next annual Rank balance sheet, and the present forecast is that it will have a healthy effect.

LONDON'S THREE NEW OFFERINGS LOOK GOOD

London, May 11.

London had three new shows and a revival opening this week. The new productions looking good, "Boys Your Uncle," opening at the Saville Wednesday 8; "The Musical" by Austin Melville, with music by Noel Gay, starring Bob Benson and Vera Pearce. It's the usual Benson, and the production is well received, and a previous run is likely.

"The Barrow" "Wimpey Street" was revived at the Garrick "Thursday 10" with Tom Walls playing Barrett. Role was totally outside his sphere as farceur, since he never occupies the requisite comic character. Play was outstanding performance, by Margaret Johnson and Alec Clunes as Elizabeth and Robert Browning, but a prolonged run is doubtful. "The Parson," opening at the Fortune drama by Roland Pertwee, is laboring for the first time with play was enthusiastic reception and has an even chance of success. "Fiddlers" starring Douglas Montgomery, opened at the Fortune yesterday (10), following an Emmerald tour and provincial tour, and was well received. It should do well in its three weeks' season.

Sterling's S. Africa Spread

Johannesburg, May 1.

Sterling Products have just booked the largest order ever placed on Laurence Marquis Road, covering 1000 seats for 20 announcements and six hours divided up into three time periods on Sunday and four 15-minute periods on weekdays five times a week. Tuesday through Saturday.

Shows scheduled to be advertised are: "The Doctor" (P. No. 7), "Fino, Tru & Honey," Cough Syrup; "Pills" Creams, Magnesia, Phillips' Cream, Milk of Magnesia, Phillips' Oil, Danderine, and Phillips' Milk of Magnesia.

Metro's 3 New Showcases

In Egypt, Cuba, Argentina

While all other majors are marking time on large-scale theatre construction abroad, Metro is now building and showing in three countries. Construction work will start within the next few weeks. The first showcase is being built in Alexandria, Egypt; Havana, Cuba, and Rosario, Argentina. Sites have been chosen by the company for some time but the greenlight was held up until the end of the year.

In addition, Metro will take over on a long-term lease, a theatre now being built in Cali, Colombia, a private capital. M-G is to equip the house besides operating it. Company also has a site purchased in Buenos Aires but has yet to authorize actual construction.

Uncertain overseas conditions have restricted recently ambitious plans by majors for postwar theatre building in foreign countries. Paramount, recently, has a showcase in Tacna theatre in Lima, Peru, and Warner Bros. has a house under construction in Havana. Otherwise, there's been a little activity in the field of theatre acquisitions.

Foreign Pix Made Latinos Choosy

Success of foreign films in the Latin American market has been so widespread that exporters south-of-the-border can now be choosy in picking their American product. Recently, H. H. Han-Mestanza proxy of Foreign Screen Corp., foreign distributor of Mexican and Argentine films, coupled with the fine boxoffice strength of Italian product, has been chosen by exhibitors in Venezuela alone about 80%.

An indication of the appeal of Italian films in the Latin American gross of \$8,000 (\$16,000) pesos which "Open City" racked up in Mexico City alone. With other Italian, Argentine and British imports doing fairly well, the Latino exhibitor for the first time is able to choose from a wide variety of films which, Alban-Mestanza said, too often has been crammed down the throats of South American theatres in the past.

He conceded, however, that it's difficult for the U. S. exhibitor companies to improve the state of their pick for the Latin market. "The American exhibitor companies in the same film in other territories. 'Caraval' in Costa Rica" (20th), for example, was only a fair grosser in the U. S. while it proved to be a smash in Mexico. The outcome, he felt, was largely unfavorable for the bulk of American pictures in that market with the exception of action pictures. "The success of Italian films has been largely due to the fact that they have lost popularity with the Latinos."

La Meri Mex Click

Mexico City, May 11.

Best stage recitalist seen here in year is "La Meri" Mrs. Ruth Scholten. She has been making her difficulties, the altitude, half as high as up as Denver, with her voice, and was well received. The Mexican-North American Institute of Cultural Relations, which opened May 5, 6, and 7, and a two-night May 5, 6, and 7, and is increasingly good trade at \$2 (U.S.) low.

Sam Pierce, Melvyn S. Parks and Martin Hoffman are the impresarios. Attendance is American-Mexican.

Habib Quits Belgium

Selim Habib, Metro managing director in Belgium, has resigned. He was in Belgium, with Robert O. Scholman named to fill the position temporarily. Habib, who was recently a special Metro homeoffice representative in Scandinavia, headquarters in Sweden. Prior to that he was territorial manager in Cuba and Finland.

'Cantinflas' Cleared Of Pic Plagiarism Charge

Mexico City, May 11.

"Cantinflas" (Mario Moreno), Mexico's top pic-stage comic now visiting Paris, was cleared by the federal attorney general of a plagiarism charge.

Charge was made by Alberto Pina. Pina said that the comic stole his story and made it into one of his most successful pic, "Un dia con Diablo" ("A Day with the Devil"). Prosecutor assigned a jury of experts, writers and scribes, to examine Pina's plot and the story done for "Cantinflas" by Juan writer, Jaime Salvador. Jury found that there was a certain similarity between the two scripts, that which Salvador could be said to have copied.

Years' an Embarrassment Of B.O. in Austere Brit; Petrol, Church Stymies

London, May 11.

Samuel Goldwyn, "Years of Our Lives" is enjoying success in the British Isles it's not against the British public. Councils in at least three towns have been confronted with the demand for reform. In cinemas are permitted to be open, so that the unequalled crowds can catch the film. In contrast, the city fathers nixed the request.

In Southampton, the exhibit wanted to open at 7 p.m. for four Sundays instead of 10 p.m. for four. An unbalanced squawk from the churches. In Glasgow and Oxford, council made reform. In London until 2 a.m. instead of shutting at 11 p.m., so an extra show was added. In London, it was voted in both towns because of lack of petrol to keep buses operating after their regular stopping time.

WALTER IN LIDO PACT ON TALENT EXCHANGE

Paris, May 11.

During Lou Walters' stay in Paris, he will link a pact with Pierre Lou Guerin, operator of French film exchange, to exchange of talent between Walters' N. Y. Latin Quarter. At the Lido, Rene Fraday is releasing new revenue by producing for Guerin, titled "Concetti," with a carnival scene with flowers, which will be plenty American talent. The four Ben Yost singers, the Debonairs, Frakson and Charlie, are to sing the show, which will open May 25 while Lou Walters is still here. Walters' pact with Guerin will begin Oct. 1 when they go to L. Q. in N. Y., opening Oct. 15.

Walters' pact with Lou Guerin, and includes 18 Blue Bell girls and mannequins. Tooters will number about 45, including 20 fiddlers. Miss Blue Bell is now supplying the girls, with Dodo Felton, who will go over to the Varieties here.

Current London Shows

London, May 11.

(Figure shows weeks of run)
 "Anna Lucretia," Majesty's (28).
 "Annie Get Your Gun," Col's (49).
 "Autumn Gold," Embassy (11).
 "Barrett's," Garrick (11).
 "The Bride," Adelphi (55).
 "Bob's Uncle," Sav. (1).
 "Carissima," Palace (9).
 "The Captains and the Pygmals" (37).
 "Dark Eyes," Strand (7).
 "Edward My Son," Lyric (50).
 "The Englishman's Boy," Col's (1).
 "Frank," St. Mart (3).
 "Happy Days," Apollo (7).
 "The Heart of a Lion," Sav. (11).
 "Helloppin'," Princess (5).
 "Life With Father," Savoy (49).
 "Linden Tree," Doreen (1).
 "Little Lame," Ambass. (5).
 "Mediam," Aldwych (2).
 "Monsieur Ali," Comedy (15).
 "The New York," Col's (22).
 "Off Record," Piccadilly (45).
 "Oklahoma!," Dury Lane (54).
 "The Queen of Hearts," Gaiety (4).
 "Paragon," Fort. (11).
 "Pardon! Lougher," Hyatt (65).
 "The Playhouse," Phoenix (11).
 "Royal Circle," Wynd. (2).
 "Starlight Road," Hipp. (27).
 "The Tenth Commandment," Col's (1).
 "Tuppence," Globe (31).
 "Worm's," Wales (1).
 "Worm's View," Whitehall (54).

Arg. Pix Industry Takeover Seen Closer in Bank's 70% Coin Move

Horror Pix Nix by Aussie Censor; Ad Clamp Seen

Sydney, April 30.

Chief Aussie film censor Jack Alexander has put the final nix on horror pic by the American. Say he won't hand out any more licenses permitting their screening. Pix already in the country awaiting screening are exempt from the ban. Majority of districts and exhibs are said to be in agreement with Alexander on the ban. They say this type of entertainment brings too many kids to the industry, is not worth while when measured with the b.o. intake.

There is a possibility of the Aussie government passing a law at next session of Parliament whereby the government will have control of all pic advertising. It is to be kept down the sex play with nix. Against this, the major newspapers say they operate their own strict code of ethics, meaning there's no need for official interference.

MPA Dicks In Chile Pix Entry

Santiago, Chile, May 11.

Representatives of the Motion Picture Assn. of America have launched a campaign to get the Chilean government for a new agreement on importation of Yank films. The country is planning is aimed at relaxing stringent regulations which have prevented American companies from importing in any but a few films since the latter part of 1947.

The MPA's have been clamped down with an absolute nix on Yank films. However, permits are required for the importation of a few films and remittances of dollars. Very few of either have been granted in the past six months.

Ordinarily, Chile is good for about \$115,000 yearly in dollar remittances to all American film companies.

SIRITZKY HOPING TO REGAIN 47 THEATRES

Paris, May 6.

Recovery of his 47 theatres from government or SOGEC control is Leon Siritzky, now cleared of collaboration charges. (He has 18 theatres in his own name.)

Operator plans to make arrangements with the main chains, such as Pathe and Gaumont, to avoid cutthroat competition by forming a booking combine which would include the main chains. The So far as he is personally concerned, he intends to run his own theatres. He will not mean either firing quickly most of superfluous personnel which has been hired or look to the Americanization of the houses.

Siritzky, whose sons, Sammy and Jerry, are in the business, plans to extend into production deals, as a starter has plans with Charles Cresswell, who is running "Anablos," a Russian novel by Arshel Philip, about people frozen for 150 years and revived. He is currently scouting for pix to buy for his N. Y. theatres.

Crown's European Look

Alfred Crown, foreign chief for Samuel Goldwyn, sails on the Queen Mary for Europe May 22. He'll be abroad about six weeks going from London to France, Italy and Sweden.

Uff will give the general foreign situation, look into the possibility of new agreements between various countries and consult with RKO execs on exhibition policies on "Secrets of the Desert," which will shortly go into foreign release.

Bernard J. Gates, Latin-American supervisor for Monogram International, is in Europe for a three-month tour on the first leg of a long tour which will take him through most South American countries.

Nationalization of the Argentine film industry, long forecast by the trade, appears to be well on the way, and the Argentine government is financing some 70% of all picture production there.

Trend toward nationalization, pointed out by the Argentine government, is turning from Latin America, was verified by Frank L. Mayne, N. Y. representative of the Argentine film of Ezeleco Films, one of the country's largest filmmakers. He revealed that his company had been taken over by the government about a month ago. When pressed for details he suggested diplomatic channels be contacted.

Move of the government toward nationalization of the industry obviously boils down to an attempt by President Juan Peron to use the screen to improve its status as a propaganda medium than it ever was employed before, top execs in the major American companies and foreign distributors intimidated. None expressed surprise at the move.

One homeoffice tourist caustically pointed out that the Argentine government has been using the U. S. film firms to aid native production. American product, other than the Argentine, has faced a variety of adverse sales conditions throughout Argentina since 1947. The Argentine government has restricted imports and a freeze on remittances was imposed last year to prevent the Argentine from refusing to permit Argentina to convert her pound balances into dollars for wheat and beef for dollars.

Ran on advertising in behalf of U. S. films, the Argentine government has grossed of American pic badly. Another crusher was a recent government order requiring exhibitors must present vaudeville. When flesh returned, the second order was issued, and the film was eliminated. Before the Peron administration hampered the U. S. film industry, the Argentine had to 80% of the Argentine playing time.

'ICE HOLIDAY' SOCK IN MEX. WITH 300G IN 28

Mexico City, May 11.

Outstanding success of the film, "Ice Holiday," current at the National Palace, is a record. The film, its b.o., about equaling the record-high it copied here last year, has been a success. The film, on there is plenty coin for what the customers want. "Holiday" has been running for 28 weeks, extended three days. W. Carl Snyder, his rep, figures gross so far more than \$300,000 (U.S.). Top of \$3,600 (U.S.) prevails.

"Holiday" is skedded to open May 15, for a contracted seven weeks, with probable extension. In the far west, Mexico, the film is doing well. It is making the arrangements there, to play in Guadalajara, show is skedded to open May 15, for a contracted seven weeks, with probable extension. In the far west, Mexico, the film is doing well. It is making the arrangements there, to play in Guadalajara, show is skedded to open May 15, for a contracted seven weeks, with probable extension.

Last two times here, "Holiday" used the all-open air National Stadium, which is a record. The film, on there is plenty coin for what the customers want. "Holiday" has been running for 28 weeks, extended three days. W. Carl Snyder, his rep, figures gross so far more than \$300,000 (U.S.). Top of \$3,600 (U.S.) prevails.

Danes-U.S. Tax Okay

Washington, May 11.

New income tax agreement between the U. S. and Denmark, eliminating double taxation, was signed by the two countries. The agreement is similar to the conventions now in force with Britain, Canada, and Sweden. It will save about two weeks ago with the Netherlands.

Under the new agreement, American show biz people working temporarily in any other countries pay income taxes on their salaries on salaries earned abroad.

M★G★M HAS THE PICTURES!



At the Hunting Room of the Hotel Astor, N.Y. and wherever film men meet, they're saying: "M-G-M is the talk of the industry."

Week after week

All Spring and Summer long!

One tasty dish after another!

Frank Capra's "State of the Union"...

A feast from coast-to-coast!

"Homecoming"...Wow!

Breaking every M-G-M record in the Entire history of the Capitol, N. Y.

Then "Summer Holiday" (Technicolor)

And "Big City." Then "The Pirate" (Technicolor)

"On An Island With You" (Technicolor)

Irving Berlin's "Easter Parade" (Technicolor)

"A Date With Judy" (Technicolor)

Then "Julia Misbehaves"! Followed by

"A Southern Yankee"

Then "Three Musketeers" (Technicolor)

And more M-G-M Big Ones!

Everybody's saying it: Happy days

Are here again, thanks to—

Naturally—"VITAMIN M-G-M"!



Next Week

THE MAGIC OF WARNER SHOWMANSHIP!

ERROL FLYNN ANN SHERIDAN
"SILVER RIVER"

DIRECTED BY
RAOUL WALSH ~ PRODUCED BY
OWEN CRUMP
Screen Play by Stephen Longstreet and Harriet Frank, Jr.
From a Novel by Stephen Longstreet Music by Max Steiner

WITH
THOMAS MITCHELL ~ BRUCE BENNETT

IN THE WEST'S GREAT SILVER TERRITORY 150 THEATRES JOIN
IN THE JUBILEE CELEBRATION OF ITS WORLD PREMIERE!



**"ABBOTT AND COSTELLO HAVE 'EM ROLLING
IN THE AISLES. A SLAPSTICK KNOCKOUT!"**

—MOTION PICTURE HERALD

"LAUGHS ENOUGH TO KEEP THE CUSTOMERS
LINING UP AT THE BOX OFFICE!"—DAILY VARIETY
"FOR TOP TAKES!"—BOXOFFICE . . . "HILARIOUSLY
FUNNY!"—SHOWMEN'S TRADE REVIEW . . . "A LAUGH
SPREE!"—FILM BULLETIN . . . "POPULAR APPEAL!"—EXHIBITOR
"COMEDIANS AT THEIR BEST!"—HOLLYWOOD REPORTER
"A FUNFEST FROM START TO FINISH!"—VARIETY

**BUD ABBOTT
LOU
COSTELLO**

**EAGLE LION FILMS
PRESENTS**

**"THE
NOOSE HANGS HIGH"**

WITH
JOSEPH CALLEIA LEON ERROL CATHY DOWNS
PRODUCED AND DIRECTED BY **CHARLES BARTON**
SCREEN PLAY BY **JOHN GRANT, HOWARD HARRIS**

U Backs Further From Exh. Biz By Giving Up Park Ave. Showcase

Universal is withdrawing one step further from the exhibition end of the film business by turning over its lease to the New York City theatre (N. Y.) to Nat Sanders, head of English Films, Ltd. Park Avenue is owned by Walter B. Reed, w.k. credit operator, who built the showcase with the original plan of catering to the upper end of the subscription basis. Sanders will take over operation of the showcase, when his "Shooting Star" replaces "The Millard" current tenant.

Tiretreat from Park Avenue by Universal that company only one theatre, Winter Garden, on which it has a lease. Company, several years ago, also operated Keith's Circuit-atti but later surrendered the theatre. It originally announced plans to acquire 30 showcases which it intended to run jointly with its partner, J. Arthur Rank.

Reportedly, Sanders is assuming a lease which calls for weekly rentals of \$2,000. U occupied the theatre for 15 months under a five-year tenancy with an option to renew for another five years. Company, however, could not agree to keep the theatre supplied with adequate program since its strongest films were shown on the big screens. At one time, U's top brass flirted with the idea of playing foreign and British pic in the theatre.

U's board has already approved the deal and Reed has okayed the plan. Under the new plan, U will stand as guarantor on the lease. Only step remaining is to ink the papers.

Sanders expects to operate profitably with British films which he distributes in the U.S. "Mill on the Floor" played there some weeks back.

Newsreelers Pledge

Aid Vs. Delinquency

Newsreel companies will get behind the drive against juvenile delinquency, announced the Theatre Owners of America in conjunction with the Government. Editors of five news companies pledged their support at a luncheon meet last week hosted by Charles Skouras, president of National Theatre and chairman of the TOA committee.

TOA is plugging for inclusion of clips in newsreels played up the campaign. Group plan to discuss at the meet by John W. Andrews of the Dept. of Justice and administrator of the National Conference for the Prevention and Control of Juvenile Delinquency.

Government has set September as National Youth month.

'Unfriendly 10'

Continued from page 5

til the final outcome of the men already found guilty. Just as originally, Hitt held out for a plea of guilty from the eight defendants before the court could wait until the higher court rulings. Defense counsel has clearly indicated, in event the men are found guilty, their efforts to get a retrial for the two convicted men, they will petition the U. S. Supreme Court for a hearing. Since the high court releases early in June, it's likely that no final disposition of this case will be made before next fall.

Next act of the legal drama unfolded May 21 when the court for retrial of Lawson opened here. California lawyers Robert Kenny, Charles Katz and William E. Hays plan to trek homebards by the end of the week leaving motion for retrial to local counsel Albert Walz, scheduled as the third defendant, will leave with them.

Last Wednesday (5) Trumbo was found guilty on two counts. He had refused to tell the House Un-American Activities Committee whether he (a) was a member of the Screen Writers Guild; or (b) whether he was or ever had been a member of the Communist Party. Sentence has been postponed on Trumbo pending his trial for a new trial and he is under \$1,000 bail. Similarly Lawson is under bond, awaiting argument on his petition for a writ of habeas

Owner of 100 M-G Shares Blocks Candy Suit Peace

One stockholder, owning 100 shares of common, blocked a proposed settlement of the minority stockholders' action against Metro-Goldwyn-Mayer Inc. when the peace pact came up for court okay Monday (10). The stockholder, residing in New York, Lewis Spitzer, labelled the settlement "unfair" and asked for further hearings on the ground the evidence was too meagre for a judicial ruling.

As a consequence, N. Y. Supreme Court Justice Louis A. Valentine reserved decision. Suit had mainly been aimed at concession to Metro-Goldwyn-Mayer Inc. of the 100 shares of the basic pact to permit greater revenues to Loew's. Claim had been made against Metro-Goldwyn-Mayer Inc. that some of its officers or their relatives had an interest in the candy outfit.

Meanwhile, attorneys for the minority stockholders filed an application for legal fees pending the court's decision. Gresser & Walker represented plaintiffs along with Abraham L. Pomerantz.

Foreign S.A.

Continued from page 5

able to its standards and said he suspected that some of what was submitted in display copy did not even appear in the pictures they were shown.

Whether the press has or has not tightened up on its advertising copy still open heavy fire. Following scrutiny of several papers last week. Display ad for the Rialto, "The Damsel" along with a French pic, built around a full-booned gal whose charms are stressed by a live out scene. Three other French pics, "Panic," "Volpone" and "Not Guilty," were promoted by copy which called for a "full-on" display of madress. Big displays, incidentally, usually go to the Rialto. The Damsel, a French pic, is built around a full-booned gal whose charms are stressed by a live out scene. Three other French pics, "Panic," "Volpone" and "Not Guilty," were promoted by copy which called for a "full-on" display of madress. Big displays, incidentally, usually go to the Rialto.

Project stems from a long-held feeling of French that radio's educational programming is "failing to bridge the gap" because so little quality work is made of the air. He believes that, without diminishing a bit the general appeal of such shows, the two could be made to work and make far more effective programming it already does in this country.

Educators have been eager, however, about stepping down from the pedestal of height and trying to get a joint radio education undertaking. It was Fisher's open letter to the radio community that sought to "stick its neck out and do something for the unacademic," that finally produced the offer that hoped for from enough educators to assure the project a tryout.

TV Reissues

Continued from page 5

of films for video or the fixing of fair trade practices to govern their sale. The important part of the pact that a number of districts had licensed films for video or were contemplating it still remains unmet but fairly widespread exhib movements to release bookings on television.

Edward Lachman, prexy of New Jersey Allied, told Vauxhall that he would not down his own television offices, exhibitors groups and distribution representatives. He said the important part of the pact that a number of districts had licensed films for video or were contemplating it still remains unmet but fairly widespread exhib movements to release bookings on television.

"Personally," Allied official declared, "I wouldn't like to see films shown at over television. Or if they must be shown, it should be during hours which wouldn't compete with theatres." Lachman said he would not down his own television offices, exhibitors groups and distribution representatives. He said the important part of the pact that a number of districts had licensed films for video or were contemplating it still remains unmet but fairly widespread exhib movements to release bookings on television.

STUDIO UNIONS MULL EXTENDING WAGE HIKE

Hollywood, May 11. The Association of Motion Picture Producers has proposed that the present 11.77% cost-of-living increase to studio local unions (IATSE) be continued to Aug. 10, 1949. The locals will study the offer before they meet. The proposal would provide that the union could reopen the wage clause any time during the year. The cost-of-living index rises to 178, or 15% above Jan. 1, 1947, on which the 11.77% increase was based, as of March 15, 1948, it is 167.4.

The present 1% contract expires April 6, 1949. In view of the fact, AMPPP gave the union toppers a general statement on current economic conditions, the industry, and the need to tighten up all around if full-time production is to be met.

College-By-Radio

Continued from page 1

department, unwrapped the blueprint last week. He disclosed that one midwest university was on the spot in asking Crosby to help in initiating the experiment, but switched sides and the new approach failed to cooperate. Crosby advised the idea. A number of educators representing major colleges had been asked to come to "count them in" on the project.

Fisher says he has received a number of letters from other colleges offering to cooperate.

As tentatively outlined, the plan would be to constitute NBC's "University of the Air" programs (from 1947 to 1948, Nov. 1948, 1949, etc.) as a course for home study by adults, who would register for credit at no cost. The plan would be to constitute NBC's "University of the Air" programs (from 1947 to 1948, Nov. 1948, 1949, etc.) as a course for home study by adults, who would register for credit at no cost. The plan would be to constitute NBC's "University of the Air" programs (from 1947 to 1948, Nov. 1948, 1949, etc.) as a course for home study by adults, who would register for credit at no cost.

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Disney's Divvy

Continued from page 5

mailed. Disney said he would not down his own television offices, exhibitors groups and distribution representatives. He said the important part of the pact that a number of districts had licensed films for video or were contemplating it still remains unmet but fairly widespread exhib movements to release bookings on television.

Frank S. Reilly, who heads the publication department of the industry, is currently in the east. He has just sold the idea of two new books, "The Disney Way" and "The Disney Book," which are one on how to draw and another on the genesis and development of Disney's animation.

The \$1,000,000 loan obtained from Western Union was used, president Roy O. Disney wired holders of 6% preferred stock last week, to pay off \$8 in accumulated dividends. The company also declared two regular dividends, one of \$2 and one of 37 1/2¢ per share.

Payoff of the arrears will be initially in three \$225 dividends payable July 1 and Oct. 1. The board has further unanimously declared it to be the intention and policy of the company to pay, stated, "to pay the remaining preferred arrearages in installments of \$225 each on Jan. 1, 1949, and Jan. 1, 1949."

Inside Stuff—Pictures

The so-called "Paramount tax provision," which the Supreme Court decision indicates the theatre-owning majors will was, practically speaking, to death at an executive session of the House Ways and Means Committee last week.

Although Rep. Bertrand W. Gearhart (R., Calif.) announced he would bring it up again, both Democrats and Republicans on the Committee agreed that the proposed tax provision, which would allow a Federal court anti-trust decision results in the forced sale of certain assets, the money may be relieved in something similar to the necessity of paying any capital gains tax. In this case, it appears that the majors will be forced to sell many—if not all—of their theatres. Under the existing law, the 26% long-term capital gains tax must be paid on any sale of the property, but the proposal, they could relieve the tax without paying any tax.

What looked the proposition was a statement by Under Secretary of the Treasury A. L. M. Wiggins, who was testifying. He pointed out first of all that the provision would not apply only to the motion picture companies but to any business found guilty of anti-trust violations and forced to sell holdings. He argued that the Treasury was firmly against the provision, which would be a violation of the Federal anti-trust laws. He declared that if Congress tried to slip anything like this through, the Treasury would be forced to recommend that President Truman veto it.

In order to huffer his position, he read portions of the Supreme Court decision to the congressmen, in which the big companies were attacked as monopolists.

Bing Crosby is distributing a Mark Hallinger memorial album which contains two disks from his Feb. 4 Philco radio time program. The album, which is being distributed as his guests Jimmy Durante, Dick Haymes and the late producer.

Recording session was held only a few days before Hallinger's death. On the inside front cover of the album is a glossy print of the producer. The album, which is being distributed as his guests Jimmy Durante, Dick Haymes and the late producer.

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Legal Pendulum Swings

Continued from page 5

ing monopoly by the Big Eight, Republic, the Loew Booking Agency and United Artists Theatre Corp. in Louisville.

The three successive victories for the majors follow a series of blatant defeats as the Goldman case in Philadelphia, which cost them \$375,000 in treble damages, and the United Artists case in Chicago, which nicked them for \$300,000, but more importantly, opened the door to a new era of sales and is costing the distributors a great quantity of coin every week. In the case of the United Artists case, the distributors are being sued for not putting, similar to the one he won, for additional years in which the distributors were injured by the majors' monopoly.

Other Factors

Whether it is just circumstances changing, the parties involved, which has been swinging the tide in favor of the majors or whether it is some new tactic of defense which is being used by the attorneys themselves. The deciding factor in the recent Rivolt case, however, was the defendant's bringing up of evidence of percentage payoff chiseling to the distributors by the majors. The case with the Stanley Kosinowski wasn't coming into court with the proverbially necessary evidence and fact that the majors were going to continue along this track in building their future defenses and that they will considerably cut down the number of anti-trust suits brought.

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IN THE **GREAT** TRADITION
OF **GREAT** WESTERNS...
AND **GREAT** PROFITS!

The strangest desperado
the West has ever known!

"FOUR FACES" WEST

The Enterprise Studios
present

"FOUR FACES WEST"

starring
Joel McCrea · Frances Dee · Charles Bickford

with Joseph Calleia · William Conrad
and stories by Graham Baker and Talt Sherman

Directed by ALFRED GREEN
A HARRY SHERMAN PRODUCTION

... from **UA**

World Premiere
MAY 15th
SANTE FE

immediately followed by saturation circuit and independent day-and-date bookings throughout New Mexico, Colorado, Wyoming, Nebraska, 200 bookings completed to date with more pouring in every hour!

The Big Day in Sante Fe is May 15th... "FOUR FACES WEST" Premiere will have big Hollywood star junket... attended by Governor of New Mexico and other state dignitaries... wire breaks... all West and Southwest radio hookup.

From the Production Centres

IN NEW YORK CITY

Gill Egan has resigned from Newell-Bennett agency, where, as publicity director, she did some multiple drum beating for Chesterfield Super Club and Arthur Godfrey and the N. Y. Giants radio-video series. She'll continue with her husband, pianist... Virginia Monahan, executive-director of WO's music program, "American Fanny, etc.", is checking out of the station this week. She'll freelance... ABC cut an audition disk today (Wed.) of a new melo-comedy. Desmond... by John Briggs and Alan... Margaret Draper featured in a new WOR show, "There's Always a Woman," Friday (11)... Treva... Theatre Guild's "Henry" show, with former... Grand and tele... WOR prep Ted Sterbert elected to represent the radio industry on the board of the Broadway Assoc... CBS announcers and network operations staff gifted John Tilghm with an onyx pen and lamp set last week on his birthday, after nine years as a CBS gabber, to join WPX tele. He's taking a week's vacation in the old hometown, Oslo, Ala., before the new stint.

Scripter Lillian Schoen expanding into the short story field... General Mills renewed "Lone Ranger," "Green Hornet," "Famous Jury" and "Bobo's" contracts. Magway show of WIDN, near Madison... Lodge of New York State has awarded Bob Wilson of Mutual publicity the title of "Grand Representative of the Grand Lodge" for his work in massing pioneering radio this year. Wilson, who has been... on the Bulova billing, named to the Biowen's plans board as specialist on radio and tele... Hank McKuen in town from the Coast... for a huddling session with his KFI (Hollywood) show... It was the Radio Directors Guild, not the Writers ditto, which recently returned unpaid strike fund contributions to the donors. The Writers Guild, which always stands alone for its members, has been... ably deadline for early fall, and is thus obviously not spurring strike fund gifts... Walter Sedore joined the Biowen agency and has gone to the radio to produce... his past Tom Malone and... account... Madeleine Carroll and conductor Jack Miller became godparents Sunday (9) of the Harvey Ackerman's (Mary Ship) infant son.

"Ford Theatre" producer George Zachary pops of a newborn girl... Grace Johnson, played by a star throat during the... visit, Jean Hendrix of WSB, Atlanta, reports from magnolia-land that, just to cap off the junket, her plane home caught fire and had to be... forced landing. Getaway show of WIDN, near Madison... New Brunswick, got assists from Mutual's Jack Barry, WIN's Mary Glickman and WO's Bill Williams, among others... Adam Young, Jr., radio station rep outfit, his past Tom Malone and... Steve Machelski to its board... ABC's Grace Johnson new presy of the Ad Women of N. Y... Evelyn Fierle, Compton agency's daytime... in Hollywood for story huddles with Irna Phillips, creator of "Guiding Light."

"Art Henley billed to dissect comedy construction Monday (17) before WJW's evening club in... Head of the... second dept., parted by station pals wedding and... WNBC won the Linguaphone Institute... third annual... for excellent... by announcers... and Sherman Dryer Productions forming a subhold to market... "Casey Allen into a running part on the NBC daytime "Road of Life" (6)... G. Graham company for script... "Big Sister," along with... Alan... Sloane, Arnold, Port and Merz... WOR... Eugene Thomas now known as Navaras as Chief Tat Yonie, Trine... black and white... at the Ad Club last week... Arline Blackburn and John... at the Ad Club last week... John Raby and Regener Bentley new to "Our Gal Sunday"... Leonard... signed as vicepres of the Earle Ferris public relations firm to become an independent publicist and trade relations consultant.

IN HOLLYWOOD

Bernie Schubert closed a deal with Mutual for a fall sustaining... George O'Hanlon... Renewals came through for Gordon McRae and Evelyn Knight and the Texaco thrushes will twirl their... Edgar... packed... for season's swag in New York May 30. Producer Earl Ebi passes the 17-week offer by moving over to the controls of the replacer, Robert... "The... chorus... Jack Stanley for appropriation by the network of his program, Hollywood Review, was denied day after petition was filed... Changes... for staff... Mickey Rooney's "Shorty Bell," and... Sherwood Schwartz replaced Art Phillips on "Beverly Hills"... Anacin gave Hollywood Star Preview a new ticket and the dramatic... through the hot months... Bob Bence took over the evening duties on "What's the Name of That Song?" following the death of "Dad" Williamson... Old Gold... passing up a summer replacement and turning over... to fill to CBS... Hollywood Ad Club tossed... Metro's frequency modulation station, with Manager Bill MacCrystall taking a bow and... and... Rush is back... deal for Roy Rogers... Blown shipped Ed Feldman to Hollywood to continue as... of "Take It or Leave It." That frees Bill Lawrence for... Golden Players and... and... Wilmette... of the audience participating whodunits, is being revived for... by Ashmead Scott and Bob Longnecker, who are putting it... on film at the Hay... studio... Hollywood as aide to Frank "Bud" Berend, sales and promotion... for the western division... Jim McCadden of McKee & Albright... will make a choice... Eddie... Sunny... of the Sealast summer show... Joe Wolters, CBS announcer, took "Shorty" in his sleep and hospitalized with a broken collar bone... Joan Crawford came to Hollywood... "Heart's Desire" and... "Johnny Fletcher" series on ABC... for the back to May 30 takeoff... May, Barney Oldfield coming out for the VBA convention... his sartorial effects are agreed around good will for the Army.

IN CHICAGO

Phil Patton leaves ABC's production staff Saturday (15) to join Feature Productions as a director of "Ladies Be Seated"... Ralph Schwanberg, former station rep, is the newest recruit on... sales force... Swane, Drake & Bennett has... Morris P. Swaney... Pat Campbell of WGN programming, and Ed Short, WJJD's promotion chief, plan to wed in August... Jeff

(Continued on page 38)

FCC Warns Licensees of Revocation If Stock Transfer Isn't Reported

KFI Nixes Candidates

Until They're Nominated

Hollywood, May 11. KFI has nixed WB's "Living with the Living" 1948 broadcasts of speeches by Sen. Robert Taft, Gov. Earl Warren, Henry Wallace, Normal Thomas and Gov. Thomas Dewey. Bill Ryan, general manager of the Los Angeles NBC station, stated that political programs by candidates for the Presidency of the United States will not be broadcast until those candidates have been officially nominated by their parties.

Ryan stated that station is available for non-political reports to the people by the President, Governor of California, Mayor of L. A., and president of the county board of supervisors and that other requests for non-political time would be given individual consideration. Policy also applies to candidates and issues; local and State.

HARRY SALTER MUSICAL DIRECTOR

Stop the Music—ABC
It Says to Be Ignored—CBS

Radio Listener Council Formed in Northern Cal. Aims to Raise Standards

San Francisco, May 11. A radio listener council rivaling those of Cleveland and Wisconsin is promised in the formation of a group here called Radio Listeners of Northern California, representing 35 of the Bay City's leading civic, educational and religious organizations. Objectives already outlined by the group are four-fold: to obtain better programs; to work out balanced distribution of such programs throughout the listening area; to urge the responsible use of radio as a social force, and to stimulate the public exercise of its rights, privilege and duties.

"Because radio audiences are largely unorganized," said acting chairman Edwin Rich, headmaster of the Town School for Boys, "it is necessary to have a group to convey the ideas and opinions of local listeners to the radio management in order to analyze and criticize programs broadcast in this area."

Active participation in the new council is Mrs. Horace J. Cochran, information chairman of the group and radio chairman of the Northern California Assn. of University Women, which has a well established radio listening course here. "If the broadcasters do not voluntarily improve the quality of programs," she said, "the public will enforce regulations on the industry," she commented. "The airwaves belong to all the people and the public has a legal right to challenge the license of a local station if that station is not satisfying the community."

University Women's Bay Branch has a 20-member committee of "trained listeners" who meet weekly to tabulate opinions on programs. "We'll list a list of recommended programs, compiled annually by them, in revised series times during the year to keep it up to date."

Irene Beasley Peddling

New 'Junior Partners'

Irene Beasley has put together a new jury quiz show, "Junior Partners," which she'll peddle as a half-hour or 15-minute strip. The Arde record, produced by Ted Russell from a script by Lillian Schon, has Russell as m.c. and Dan Donahue as panelist.

Miss Beasley already has a musical audience participation series, "The Musical Quiz," which she'll pitch on the board on CBS for Continental Baking, through the Ted Bates agency.

Weil Sits It Out

Because he's currently between and between in negotiations to dispose of his bilingual station in New York under the FCC duopoly rule, Arde record producer Ted Russell has decided to send a memo to keep all expenses down to a minimum. Editor Donahue, as panelist, station manager, can't get anyone to pick up the tab on N. Y. Arde and the NAB convention next week. Weil is sitting this one out, despite the fact that he was one of the key broadcasters on conflict with the proposed Arde rule. The NAB Code, which gets top attention on the convention agenda.

D. C. Question: Is Indecent Now a Network?

Washington, May 11. Disclosure today by WINX, indie, that it's now using three 250-watt transmitters to more adequately cover the metropolitan D. C. area, perhaps immediately in local radio circles, in the first operation of its kind in the history of commercial radio, believe, occasion some kickbacks from other stations, feeling being the 250-watt broadcast zone gives the indie three 250-watt stations.

WINX has moved its main transmitter from downtown Washington to Arlington, Va., and has established a second station in the downtown area and at Rock Creek Park, the Chevy Chase Maryland. Three transmitters are linked by microwave relay. WINX claims its "nighttime" coverage has been increased about 200% via the booster system.

CIVIL LIBERTIES UNION SETS STAND ON CODE

Radio committee of the American Civil Liberties Union, meeting in New York last Thursday (6), denounced Morris Novak and FCC chairman James Lawrence Pyle to outline ACLU's views on the proposed and presentation of the board meeting in Los Angeles May 15.

Committee went on record as "heartily endorsing and welcoming" the code's requirement of a station to originate from the White House of Roosevelt Library, Long Island, featuring elite interviews, bareness racing results and ball scores. Program is being offered for approximately 26-week sponsorship, including a May 21 meeting, which starts May 21 and extends through October.

Raceway Disk Stanza

Prepped by WINS, N.Y.

WINS, Crosey-owned N. Y. indie, is prepping a one-hour cross-the-board night race and gab station to originate from the White House of Roosevelt Library, Long Island, featuring elite interviews, bareness racing results and ball scores. Program is being offered for approximately 26-week sponsorship, including a May 21 meeting, which starts May 21 and extends through October.

Washington, May 11. With persons moving in and out of the station ownership field at an all-time record rate, licensees got stiff reminders of the station's obligation that they stand a good chance of losing their franchises if they transfer control of a station without first getting FCC approval in writing. The Commission noted that "It has become increasingly disturbed in recent months" by the failure of several Commission to comply with Sec. 31 (b) of the radio act which requires FCC's approval before controlling stock interests may be transferred.

In "several recent cases," FCC said it has been asked to approve such stock sales only after the fact. Control of stations may be effected, said the Commission, only when a majority of the stock is not involved. The radio agency was also asked by attorneys to decide which some stations have been following, apparently on advice of attorneys, the station's stock transfers in the annual ownership reports which they file with FCC and then wait for FCC's decision as to whether a formal application to transfer control of the station is required.

Broadcasters were warned to keep the FCC fully informed on all stock transfers, and to avoid any borderline cases, the government has said all the facts before it before it can decide whether a sale or uncertainty, stations were warned, is no excuse and heretofore has been applied to all cases without its prior approval.

With this warning, the Commission said it would be deciding whether or not the principals, acting jointly or individually, had not acted in good faith in the sale of the station. At the time, FCC considered revocation-of-license proceedings, and the station's action later indicated it should have filed an earlier transfer application. The agency said it was the wrong advice of its counsel. In Feb., 1948, it filed a retroactive bid to sell.

BRT Cancels Out Clevel. Show in Protest Over WJW Doubling Its Rate

Cleveland, May 11. WJW, having told the city of baseball ruckus, now finds itself besieged by the Brotherhood of Railroad Employees, who are doubling rates on the ABC Dorothy Fuldheim newcast.

Refusing to pay the double rate, BRT dropped the show here. Boost in rates, according to WJW, is in line with station's established policy of charging double for "controversial" programs.

According to trailmen, station told Mrs. Fuldheim that something was wrong in New York when she called the show's New York agent and told him the story of the double rate.

The agent refused to accept the call, asked for it in writing, pointing out that the show was dropped by ABC... Hunter then dropped the April 17 show.

When in New York was offered at regular rates when she was sustaining and that neither "Walter Winchell, nor... was controversial enough to warrant double charges."

Railroad also claims that Fuldheim's show was not a regular program by ABC the net could see no reason for double charge.

When WJW out the weekly Saturday show is being carried over WJW's... and BRT, WJW also has a policy of no controversial programs.

The Extras Get The Clients Down: Shooting of Films No. Phobia

Ad agency executives who have been active in the battle of television advertising say what may break the camel's back before the medium can really get rolling will be the mass of extra costs that a client finds deluging him after he has consented to alter his advertising plans. These plusses, bewail the agency men, have made it impossible for him to give a client an approximation of what his video campaign will cost him.

The keepers of the budget say they realize that the operators of the medium and the servicing organizations along for it are going through the growing period, but they have discovered to their dismay that the client who inquires why his bill comes to three or four times the original estimate, is not the original estimate, but the agency men have almost taken on the client of the budget.

They speak of extras for studio time, extras for cameras, for remote facilities, for even the editing of a commercial film for the editing of a commercial, for storing the film (since the law requires a special fire-guarded repository), for announcers and extras for numerous other unanticipated items.

What has become, say the agency men, the No. 1 phobia in making up an accounting sheet for the shooting of commercial film. They report that they have yet to experience a case winding up with such a bill at a cost that wasn't at least 50% over the original estimate. From the point of view of the advertiser, the final bills are instances where the quart has been three and fourfold. And the expectation of being paid as a classic case in this regard is Chesterfield's experience, which according to reports, is being paid with an estimate of \$40,000 for the plug film on its N. Y. Giants baseball telecast over the radio, and came out of the plunge with an accumulative bill closer to \$100,000.

These agency execs think that WPIX, the N. Y. Daily News station, is having a hard time in this direction. The WPIX management, taking heed of the many complaints from agencies about the extra spectres, first finds out what the account will want in the way of services and then figures out a total cost with even the agency commission included.

Advertisers look at the extra charge as one of the growing pains of the business and feel certain they will diminish as the business becomes more stabilized in its operating and accounting structure. The main cause of the trouble, they say, is that the agencies have come back to their original programming needs after the original price had been given them. Many of them don't realize that the things that look so simple are complicated from a technical angle and involve much expense.

One telecaster suggested that the problem might be solved to an appreciable extent if the agencies took the precaution in the beginning of making a TV contract of including a contingency fund, say 15% on top of the estimated fee. This additional fund would be applied to the extras that might come up, and if the client could consider it as so much saved.

NEGOTIATIONS LAG

ON PERFORMER CODE

Negotiations toward a television code between the performer unions and the video companies are being held over for three weeks. The telecasters have waited for the completion of the demands submitted last week by the unions, and have promised to come up with a code of restrictions of the producing companies, ad agencies, sponsors, etc., at that time. The last meeting was held Wednesday (5).

The performers are represented by a television committee of the Associated Actors and Artistes of America, whose member unions include the American Federation of Radio Artists, Screen Actors Guild, Actors Equity Assn., American Guild of Musical Artists and the American Guild of Variety Artists. George Heller heads the committee, and Henry Jaffe is attorney.

ATS' Tele Chinfest

Television indie producers and directors will air their views on the new medium at a roundtable discussion before the American Society tonight (Wed.) at the Willkie Memorial Hall, N. Y. Slated to speak are Thomas Hutchinson, McCann-Erickson staffer and director of the Swift Show; Irvin Paul Sales, producer of Delmont's "Court of Current Issues," and Martin Goss, producer of "Tonight on Broadway" for CBS. Also attending will be Ed Solod, chairman of the ATS evening meetings.

Philo Wraps Up Flock

Of TV Firsts in 2-Way 'B'fast Club' Showcase

Philadelphia, May 11. No less than three "firsts" in television will be ratcheted up tomorrow when Philco broadcasts a full-hour, one-hour ABC video web airing from here of Don McNeill's "Breakfast Club."

It'll be the first time a top day-time radio feature has been networked, the first time a top daytime show has been broadcast on a seashore now served by Philco. And it'll be the first time a top daytime show has been broadcast on a seashore now served by Philco.

Hookup, originating from Philco's Academy of Music at 9:10 a.m., will include two local outlets, WFLI-TV, ABC affiliate here, and Philco's own WPTZ; WMAL-TV, Washington, D.C.; and WJLA-TV, Norfolk, Va. The show, DuMont's WABD, N. Y. Philco is one of three bankrocks in "Breakfast Club" on ABC's aural klycloides.

Joseph Cotten Sets Tele, Radio Production Firm

Hollywood, May 11. Thesp Joseph Cotten, Stuart Ladoum and Frances Curran have formed "29; 30 Inc." for the production of 16m television shows and radio programs.

Cotten has just finished directing 12-minute video reel, the first of a series, and will direct "The Private Eye." Series stars Frank Albertson with opener featuring Virginia Mayo and John Hodiak.

Plans are also being readied for a video serial and non-fiction features. The production unit has just completed a 26-week half-hour, open-ended series, "Carlton Altop" also of the direction. Jack Finney, executive producer, and John Gart were responsible for music.

M'wauke's 50% Set Hike

Milwaukee, May 11. Video set sales in the area served by WTMJ-TV have taken a 50% shot during the past month, according to CBS as of May 1, with 74% of them in homes. The previous average per week had been 132 a week.

VIVIANNE ALLEN TV SHOW

New television series featuring Vivienne Allen, current "Ado Annie" in the Broadway production "Oklahoma," has been whipped into shape by indie packer Clayton Williams. Entitled "Vivienne Allen's Story," the shows are based on the life and adventures of a young married couple.

Inside Television

BISHOP'S CONSECRATION GETS 1ST TELE SHOWING

Buffalo, May 11. For the first time in church history, consecration ceremonies for the late Cardinal William O'Donnell by WBBN-TV May 13 when Dr. Lauriston L. Seale will officiate as bishop of the Episcopalian diocese of Western New York.

Church dignitaries will participate in the consecration and special platforms and other apparatus will be constructed to insure successful telecasting. Philco has arranged the installation of 25 telecasting sets for each Episcopal Church in the Diocese. Program is the final test for WBBN-TV before formally opening the following evening.

Denver Scramble For Tele M '49

Denver, May 11. With five applications on file for Denver's five channels, and a sixth in the works, much high city in demand for a new radio station.

Local operators are most worried about locating trained receiver in area. Confabs with Denver utility have resulted in Russ R. Howard's Corp. winning the radio, heading for NAB spreaders in L. A. to handle with manufacturers of a special receiver. The school can't set up a training center for the whole Rocky Mountain area.

Leading in the station race is Fox Inter-Mountain Television chain's KMTV, which has a 100-watt transmitter site. Tower will rise on Lookout Mountain across the river from Buffalo Bill's garage. Spot is 12 miles from Denver, and 3,000 feet higher, with a clear sweep of the nearby Colorado Springs, 70 miles to south and Cheyenne 90 miles to north. Applicant Alf London is reportedly being sharing with the AM station, KTLN, hits air May 16, 1,000 watts daytime.

Other contenders are CBS-KLTZ, which will probably transmit from 500-foot hillside south of Denver, and KJRH-TV, which has a 12-story tower in downtown area. Texas oilman Homer Howard's has high hopes, but plans still under wraps. Gifford Phillips, owner of KGHP in Pueblo, Colorado, is mounting a 100-watt tower and two newspapers, still preparing application. Phillips was granted an AM for Denver several months ago, but has not yet commenced building.

Shortage of program talent in Denver will always be a major problem. The network lineup shows: NBC (Alladin Corp.); CBS (KLTZ-TV); Mutual (Gene O'Fallon of KDFL); and WJLA-TV (WJLA-TV, the perennial champion). ABC (local KVOO not interested).

WBEN-TV Set to Bow

Buffalo, May 11. WBEN-TV will telecast its first program on Tuesday (May 12) at 14 with a program to include wrestling matches from Memorial Auditorium. With the exception of the program, the station will be owned by H. Butler of WBEN-TV, Mayor Dowd of Buffalo and other officials will participate.

Shortage of program talent in Denver will always be a major problem. The network lineup shows: NBC (Alladin Corp.); CBS (KLTZ-TV); Mutual (Gene O'Fallon of KDFL); and WJLA-TV (WJLA-TV, the perennial champion). ABC (local KVOO not interested).

SIGHT AND SOUND: When he sings, some facial expressions of Lanny Ross put enough glow to resemble the furrows in one of those geometrically plowed Iowa playbacks will be the ultimate answer. Johnny Desmond must have won the show ballad championship when it took him just short of two minutes to sing one of his songs. The song was "Only the Lonely Know No Verse." This is murderous to the song and his show. Even a projected version of the "Star Spangled Banner" only runs a minute and a half. There's no time to lose. The show is being produced by the chieftain, over the production boys contention that "intimacy" is the key to live broadcasting. Such closeups are too close and can be too cruel to the audience. The show is being produced by the chieftain, over the production boys contention that "intimacy" is the key to live broadcasting. Such closeups are too close and can be too cruel to the audience. The show is being produced by the chieftain, over the production boys contention that "intimacy" is the key to live broadcasting. Such closeups are too close and can be too cruel to the audience.

Television Reviews

BACHELOR QUARTERS

Director-Producer: Raymond E. Nelson

30 min., Tues. 8:35, 9:15 p.m. CHARLES W. HOTT CO.

WABD-Dumont, N. Y. Delmont's "Court of Current Issues," and Martin Goss, producer of "Tonight on Broadway" for CBS. Also attending will be Ed Solod, chairman of the ATS evening meetings.

The half-hour was built around Allen Prescott who usually can be relied upon as a competitive show. This time, however, Prescott had to contend with a disorderly crowd at the Philco Club at the center. A stream of characters walked in and out of his apartment setting, providing him with chances to plug the advertisement. The program was apparently designed to be half-commercial and half-commercial, but the comedy was said and the com-

mercials were nondescript. Chalk up the comedy show as one of the video's infantile aberrations. Herm.

30 min., Thurs. 8 p.m. WCAU-TV, Philly

"This is the first time that the 'new' video has been shown as long run as a public service feature on WCAU's AM circuit, has been shown as a public service feature. This type of program does, is satisfactory. Televising this particular show was a step in the right direction under discussion was television and the speaker was Ralph B. Austin, vice president of television for Foote, Cone & Belding agency."

After a brief survey of prospects of careers in video, Austin produced the questions with the quizzers a group of highschool kids. Earnestness of youngsters as they asked the questions was the added fillip to the program. The program was apparently designed to be half-commercial and half-commercial, but the comedy was said and the com-

FCC Spurs Move Towards Upstairs Expansion by Calling Sept. Hearings

Washington, May 11. Tele broadcasters got new assurances from the FCC last week that they would be given a hearing about expanding video into the roomier ultra-high channels between the TV megacycles and the radio "can get in on the act." The Commission called for an upstairs hearing opening Sept. 20, to consider the proposals.

The Commission order for hearing came somewhat as a surprise to the TV industry, which has been told by the FCC that it will be a Chairman Wayne Cox, speaking in an FSN Assn. meeting earlier in the week, had no intention of giving a hearing on the matter. There was a little experimentation on the high TV bands" and warned that "FCC might have to take the first move on its own."

Don Lee, WTTG Get Tele Okays

Washington, May 11. Don Lee and Allen Dulmus' WTTG have both won major victories at the Federal Communications Commission last week. Don Lee, whose standard and FM licenses are on the hook for the station's expansion, and Dulmus' chain broadcasting regis. had been taking a beating in Los Angeles last week. The FCC refused to give it a commercial video license there pending a decision by the A-M-F-M franchises.

Commission last week softened its order and okayed Don Lee's petition to sell to complete experimental station W6XAO in L. A. The authority was limited to the Los Angeles territory. KTLN, Salt Lake City, is the only other station which has an FCC green light to sell to complete its experimental video outlet W6XIS.

Dumont's WTTG, pioneer video operator here, was given another six months to complete its experimental station W6XAO in L. A. The authority was limited to the Los Angeles territory. KTLN, Salt Lake City, is the only other station which has an FCC green light to sell to complete its experimental video outlet W6XIS.

In another action, FCC nixed a bid of Paramount subsidiary, United Artists Theatres Co., to throw the video permit of ABC's King Trelene Corp. in Detroit into being. The Commission rejected ABC a few more months to complete construction of its Detroit station.

Cincinnati, Lining up for permanency in its video division, the city's major organization last week signed Bill McCluskey to full time as a salesman for WLWT. Since the station's opening last month, McCluskey was doubling as manager of WLWT Program, talent-hoarding subsidiary of Crosley's clear channel station. He had post he filled for several years, and parttime salesman for WLWT.

When the CBS color issue was decided in 1946 it was generally assumed that the TV industry would set for another five years at least. But the terrific rush of new bids in the past six months has changed the picture. The FCC is now a third of the contenders likely to be left out in the cold on low-band television. The FCC is now a third of the contenders likely to be left out in the cold on low-band television. The FCC is now a third of the contenders likely to be left out in the cold on low-band television.

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TV BOXING 'S NARL'

STRAIGHTENED OUT

Prize fights from Madison Square Garden to the ring have been televised, as a result of the Boxing Managers Guild decision Monday (10) that the fighters' share of the profits of Mike Jacobs' 20th Century Sporting Club. Garden Corp. has agreed to give the fighters a 10% share of the profits. The fighters' share of the profits of Mike Jacobs' 20th Century Sporting Club. Garden Corp. has agreed to give the fighters a 10% share of the profits. The fighters' share of the profits of Mike Jacobs' 20th Century Sporting Club. Garden Corp. has agreed to give the fighters a 10% share of the profits.

Garden's refusal to give up any of its share of the tele receipts is based on the fact that the fighters' share of the profits of Mike Jacobs' 20th Century Sporting Club. Garden Corp. has agreed to give the fighters a 10% share of the profits. The fighters' share of the profits of Mike Jacobs' 20th Century Sporting Club. Garden Corp. has agreed to give the fighters a 10% share of the profits.

TELEVISION

Tel-e's Growth in Key Cities

Following is the latest available list of the total number of television receiver sets in operation in the nation's television cities, as compiled by the NBC Radio Research Bureau. Audiences are based on an average of four viewers per home set and 25 for bar and tavern receivers. Report is complete as of May 1, including 23 stations in 15 major areas of commercial license.

Area	Sets	Estimated Audience
New York	188,100	4,702,500
Philadelphia	33,900	214,000
New York	21,700	203,000
Chicago	21,700	175,500
Los Angeles	9,600	48,000
Baltimore	8,900	92,000
Detroit	8,900	90,000
St. Louis	4,400	47,000
Cleveland	4,300	40,500
Schenectady	3,000	28,500
Cincinnati	3,000	33,000
Milwaukee	2,800	30,000
St. Paul	1,600	12,000
Richmond	300	5,000
Salt Lake City	350	3,500
Totals	311,250	2,028,500

SETS IN EXPERIMENTAL AREAS	
Boston	2,200
Buffalo	1,650
Others	23,000

CBS Tightens Administrative Format; Pitch for Top Showman Next

Naming of Jack L. Van Volkenburg as v.p. and director of television last week was inspired by CBS realization that the time had come to tighten the administrative end of that division before launching its video operation into high gear. The next major move in the video front will be the appointment of a programming and talent executive with a reputation for being head up the show game of the operation under Van Volkenburg and Lawrence Lowman, who has been moved out of the d. of sport and made a general v.p. in and in part a coordinator of tele activities.

As part of the tightening up and squaring off Adrian Murphy, former v.p., comes out of the video picture—Lowman had been reporting to him—and assumes his old role of planner with specific duties of supervising operations under the direction of James Sewall. The problem of administering the video division and molding it into a well dovetailed, smooth-running organization had been so acute that there was even consideration of assigning some one from the top CBS echelon to the post. Some like Prexy Frank Stanton or general v.p. Howard S. Meighan. The decision to swing Van Volkenburg out of his job of head of CBS station administration was inspired largely by the fact that he had had considerable administrative background, first as as-

(Continued on page 36)

Scrap 28-Hr. Rule As Program 'Must'

Washington, May 11. The FCC agreed with the Television Broadcasters' Ass'n. that its present rule requiring all broadcasters to program a minimum of 28-hour-a-week as soon as they take to the air should be scrapped.

Adopting the TBA recommendation whole cloth, FCC proposed a rule permitting licensees to graduate program schedules on a unit basis. The new rule requires a minimum of 12 hours programming a week for the first 18 months of 18 months on the air. After that, the minimum should be stepped up to 16, 20, 24 and 26 hours a week. This means a station will reach the 28-hour requirement at the end of 36 months' operation.

A minimum of two hours a day in any five days of the week will be required of all new stations. The

(Continued on page 36)

Par Lines Up Tele Staff

Lining up a staff in advance of Paramount's projected full-scale entry into the television, Par has named several key executives. Par has named Richard Hodgson, until now head of the company's radio engineering department, to chief of technical operations for Par's television.

Carl Maurer, project engineer on Par's theatre video and broadcast tele film recording systems, is named supervisor of development engineering. Walter Swenson is new supervisor of studio operations and Theodore Greiner is supervisor of remote operations.

Par's theatre tele activities, as name appointment indicates, the company plans to use its own remote crew for theatre pickups, instead of depending on network broadcasts.

French Still In Trout Stages Despite Bally

Much-heralded 45-line television of the French government is slightly superior to the 523-line standard now in the air here, but is by no means breathing, according to William Fineshrier, general manager of the CBS radio department. Fineshrier, returning recently from France, after studying the Radio France situation, is quoted in company with various other U. S. radio officials, French television, he says, is still in the experimental stage, according to Fineshrier. French technicians, he

(Continued on page 36)

REDD QUITS SEATTLE TO PRODUCE TV FILMS

Hollywood, May 11. Robert L. Redd is giving up his production of the Sealtest series after four years to take over the television. He signed with Edward Nassour to become executive producer of Sealtest's new series. Redd will serve as producer on 24 opened-end video films, the first of which is the 15-minute series recently completed by Nassour. He'll also function as associate producer on the 15-minute series of five feature-length films. Redd retains his interest in "Point-Blank," which he writes and di-

TELEVISION START

Bar and tavern patrons comprise the majority of television viewers in each city whenever the first video station in that city takes the air. As tele catches on with the public, though, and as other stations start operating in the same area, the number of home viewers increases until they eventually surpass the number of tavern lookers. That's the pattern of tele's growth, as revealed in a survey of tele sets and audiences compiled by the NBC research bureau under the supervision of Hugh M. Beville, Jr.

Estimated N. Y. audience of 996,000, for example, is about five times the 188,100 sets in operation in metropolitan N. Y. Philadelphia audience, on the other hand, is estimated at 214,000, which is seven times the 33,900 sets in Philly. Since NBC's WATV-WETV took the air in N. Y. before Philco's WPTZ, Philly, the number of bar sets in Philly is still comparatively larger than in N. Y. Same situation holds true all down the line, with Chicago, the nation's No. 3 TV city, showing an estimated audience of 208,500, some 10 times the 21,700 sets operating now in Chicago.

Both manufacturers and dealers still sitting tight on their lists of setowners, the NBC survey is considered as close to the actual picture as it's possible to ascertain. Definite statistics are expected to be made available to the industry within the near future, as the result of a plan implemented by the Radio Manufacturers Ass'n., which calls for each manufacturer to submit his sales figures to a central agency, which in turn would distribute them to the public.

NBC figures reveal, meanwhile, that tele advertising is still a highly profitable medium. The industry's tremendous increase in the number of receivers purchased during the year, for example, is reflected in time on WNBT, NBC's key outlet in N. Y., for example, would be paying more than \$12 per spot, based on the station's time and facilities charge of \$1,750 per hour. The average advertiser, says NBC, if the sponsor had every one of the 996,000 estimated viewers tuned to his own set, would be paying the figure even less.

NBC survey revealed that the time is quite quick to catch on, after only buying sets before the first station takes the air in a particular city. In Boston, for example, there are already 2,200 sets in operation, despite the fact that WBZ-TV, the city's first station, won't be on the air for a few weeks yet. Same situation holds true in Buffalo, where the first station, WFTD, is being opened by several weeks the opening of WBEN.

WATV, NEWARK, SET FOR PREEM SAT. (15)

After several delays, WATV, Newark, is scheduled to begin its television outlet, takes the air Saturday (15), but the new station, which is housed in the Newark's Mosque building, won't be ready for occupancy until full construction is completed. The station, with five-and-a-half hours of programming devoted almost exclusively to films.

Scheduled for daily programming are an hour of short musical films, and together with the 15-minute working line in front of one camera, from 4 to 5 p.m.; a kids' show, including 40 minutes of films, from 6 to 7; film shorts from 7 to 8, and a 15-minute news program. Station's almost total dependence on film points up the ready availability of film for distribution in the number of new tele outlets scheduled to take the air within the near future.

WATV program chief Paul Bevelanger plans a full schedule of live studio shows once the studios are ready.

Prospects of Par Proving No Control Over DuMont Fade Fast in FCC Probe

Reprieve for 'B' way

Despite previous reports, "Tonight on Broadway" continues on the CBS television web for at least a few weeks more. Show to follow "Play's the Thing," which was presented last (Tuesday) night, hasn't yet been selected, but CBS' commitment with indie packager Martin Gorch for the next several weeks will be carried out.

Tieup on the coaxial cable between N. Y. and Washington, following the inclusion of ABC in the co-ex schedule after May 1, had led CBS to believe it would be forced to cancel the show. With ABC's programming still confined to a few nights weekly on shows originating over WJLA-TV (Philadelphia), CBS was able to retain its hold on the cable in the Tuesday night 7 to 7:30 slot for a few weeks more.

Top Unions Move To Prevent Any Inter-Labor War

"Fearing that television will reshuffle all labor jurisdictional lines within show business, the leaders of the various entertainment trade unions are currently trying to forestall any inter-labor war. Initial stat. at diplomacy instead of a slugging match with the left field, is particularly urged by the International Alliance of Theatrical Stage Employees and the International Brotherhood of Electrical Workers. Both unions are trying to settle jurisdictional claims for ideas technicians at the very outset."

IATSE, now dominating the film and left fields, is particularly eyeing the future of television as a medium that may displace or subordinate other facets of show business. With video due to shift large numbers of cameramen, set constructors, stagehands and costumers into its bailiwick as it develops, IATSE will try to move along with them with broader jurisdictional claims.

IATSE, however, is meeting a challenge to its virtual show biz labor monopoly from such unions as the IBEW, the American Compositors Ass'n., the International Assn. of Broadcast Engineering Technicians and a flock of other indie groups which have jumped into the opening made by video. Top officials of IATSE have hinted that they are willing to negotiate with the other unions on an amicable basis.

Sentimentality is prevalent that chances for an inter-union settlement are good while television programming represents a new potatoes, as far as numbers are concerned. But if television continues to grow at its present pace with a competitive scramble among the unions, industry and union leaders will find themselves in the video of the many bitter and paralyzing jurisdictional disputes that have plagued Hollywood during the past 20 years.

LA-N.Y. COAXIAL CABLE COMPLETED

Hollywood, May 11. Co-ex schedule to New York has been completed. Line now awaits the insertion of repeater stations before it will be accessible to the public. Boosters are expected to be readied in from 12 to 18 months. Co-ex schedule to New York has been completed. Line now awaits the insertion of repeater stations before it will be accessible to the public. Boosters are expected to be readied in from 12 to 18 months. Co-ex schedule to New York has been completed. Line now awaits the insertion of repeater stations before it will be accessible to the public. Boosters are expected to be readied in from 12 to 18 months.

Washington, May 11. Prospects faded fast today (Tues.) that the FCC would give its approval to Paramount's contention that it has no controlling interest in DuMont. That was the principal point at issue as the two-day hearing on the issue wound up, with the FCC indicating it would postpone closing the case until after hearings for tele station applications are held in Boston, San Francisco and Detroit, where Par has bids pending.

FCC ordered Par and DuMont, meanwhile, to file proposed findings on the question of control within 20 days. FCC examiner Jack Blume also asked for a legal brief from both companies on the question of whether it would be necessary for DuMont to obtain Par's consent before selling one of its owned-and-operated stations. DuMont says it has no intention of backing the contention of Par tele vicepres Paul Harbourn on this score and such consent would not be necessary.

Highlighting the second day's testimony, the revelation by Dr. DuMont that Par had previously rejected his offer to buy the film rights to Par's organization for approximately \$5,000,000, after cross-examination, he refused to answer whether he considered the \$100,000 asked for by Harbourn on the stock was too high. He also refused to answer that he didn't run his company, Dr. DuMont declared his company's profits were increasing steadily. He also refused to answer that he listed the total assets at more than \$90,000 and the net worth at slightly over \$500,000.

A lengthy cross-examination today of Harbourn, Blume and FCC attorney John McCoy brought out that Dr. DuMont had agreed to let Dr. DuMont and to Harbourn "absolute discretion" in picking the stock to be sold. McCoy asked Dr. DuMont's tele applications.

Questioned on Par's decision to sell the stock to Harbourn in 1945, and DuMont's decision three months later to withdraw its bid, Dr. DuMont said he had declared his company had given up its intentions to operate in Boston and New York.

Dr. DuMont said he had declared he withdrew from Boston because he objected to arrangements for the sale of stock, which would have given him a 40% interest in the station, New England Television, Inc.

Par subsidiary, Netoco Theatres Corp., the remaining 20%. That

(Continued on page 36)

Bulova Drops 200G Air Time for Tele

Bulova Watch is cancelling from \$15,000 to \$200,000 worth of time in radio so that it will have available funds to buy time signals on television. The company has decided this year. The manufacturer heretofore had been putting additional funds into advertising spots for the new medium.

The Blow agency, which handles the account, has no objection to Ballard, Bulova prez, with a bid for new coin to take care of such television spots. The company has no intention of new to get it out of radio. Affected by the clipping are the 15-minute spots in Bulova's list. The web affiliates are being let alone, at least for the time being.

Husing on CBS-TV For One-Shot (Tennis)

Ted Husing, CBS network's sports director before taking over the tennis coverage, has been named by N. Y. indie, returns to CBS tonight (Wednesday) to call the Bobby Riggs-Jack Kramer tennis match. Husing is being named by N. Y. indie, returns to CBS tonight (Wednesday) to call the Bobby Riggs-Jack Kramer tennis match. Husing is being named by N. Y. indie, returns to CBS tonight (Wednesday) to call the Bobby Riggs-Jack Kramer tennis match.

Where



*The voice of Man has long struggled to defeat space.
The "magic horn" of Alexander carried his voice almost three miles!
Now, antennae kept at peak efficiency,
like that of WCBS at the left,
send Man's voyaging voice everywhere.*

do we go from here...

One frontier in Radio is almost entirely gone: the frontier of space. Wherever Americans live, they now own a radio and listen to it. Today the Radio set is an intimate furnishing of the lives of 93% of all the families in America. *What frontier, then, is left?*

It lies in what Radio can *say*, rather than where it can *go*. It lies in the nature and quality of Radio's programs... in the limitless field of Man's imagination and responsibility.

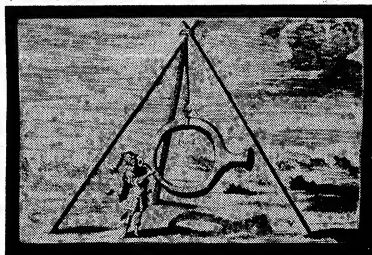
The evidence accumulates that CBS leads all Radio in pushing back this frontier—bringing 99,000,000 listeners each week CBS-produced programs which stake new claims on the American people's desire for entertainment, knowledge and inspiration.

As the New York Times put it in its annual summary of Radio's progress—"In original programming—CBS was far and away the leader. In a year marked by vapid talk... CBS actually did something..."

This "something" includes the CBS Package Programs, *the most exciting new hits in Radio*. Such sponsored shows as Arthur Godfrey, "My Friend Irma," Abe Burrows, Edward R. Murrow, "Strike It Rich"; such sponsorable ones as "Mr. Ace and Jane," Mickey Rooney in "Shorty Bell," Hoagy Carmichael, "Studio One," and many others.

Sponsored CBS Package Programs currently average 40% *less* in talent costs than other network programs.

So, for large audiences at low cost... at the *lowest* cost in network Radio today... see CBS.



Columbia Broadcasting System

— where 99,000,000 people gather every week

New Video Blueprint Fails to Ease Availabilities in Top 140 Markets

Washington, May 11. Television availabilities in the top 140 markets are eased only slightly in a sweeping new Federal Communications Commission re-allocation ordered last week. Big video towns were relatively unaffected despite the fact that government engineers turned the tele spectrum inside out to squeeze out some 850 possible channel assignments throughout the U. S.

FCC admitted frankly that not more than half of these assignments are likely to be used in the entire country, unless a "poor man's video station" can be developed overnight. As a result, the Commission foresaw video expansion along the main circuit only by an upstairs expansion into the ultra-high rainbow tele channels. New York, Frisco, Washington and Los Angeles maintained status quo in the new video blueprint, with Cleveland, Chi and Boston the only losers among the "big ten" cities.

No. 1 Slot to Cops
These were the developments accompanying the new allocation plan:

1. The Commission adopted a final order turning over the No. 1 video slot to police, cabs, and other non-broadcast services—a move generally expected by the videomen. In return, FCC said that effective on or after June 14, video would be given exclusive use of its other 12 slots below the 218 meg. area. In the 72-76 meg. band, between video channels 4 and 5, the Commission proposes to locate stationary non-broadcast transmitters on the condition they do not interfere with adjacent tele operators. Up to now, video has had to share its spectrum with roving police and other transmitters.

2. The new nationwide tele allocation was proposed as an amendment to FCC's rules and a public hearing skedded on the proposed re-assignments for June 14 in Washington. Persons wishing to

protest any of the channel changes must file an appearance with FCC by May 23.

3. In turning over the No. 1 video channel to non-broadcast services, the Commission denied a competing bid from FM'ers to use the 44-50 meg band to relay FM network programs.

The FCC declared in general, common carrier wirelines will be used for FM networking, adding there is nothing to prevent FM'ers from rebroadcasting programs of other FM outlets by over-the-air pickups.

As a compromise, the Commission also proposed to soften its present rules to permit relaying of FM programs on the ultra-high wavelengths between 940-952 mc.

Commissioner Robert F. Jones dissented to the Commission's proposed new allocation for tele and its final award of the No. 1 channel to police and other non-broadcast users.

The Commissioner said "the time has come when the Commission should provide more than a temporary home for these services and for FM and television..." Major allocation changes ordered since the war, he added, have adversely affected FM and television. Therefore, the Olsson urged a comprehensive hearing on all users of the radio spectrum under 300 meg. looking to long-range rather than temporary frequency allocations for all services."

Modernaires Open-End TV Pio

Minneapolis, May 11. With the idea of getting in on the ground floor of television, the Modernaires, who just concluded an engagement at the Hotel Radisson Flame Room here, will televise "open end" television film with just one song with enough space at the start and end for a local commercial for the five-minute breaks between regular television programs.

ABC's Tele Tower Going Atop Pierre

ABC yesterday (Tues) closed a deal with Ira Hirschmann, proxy of Metropolitan Television Corp., for permission to erect the network's New York television antenna atop the Hotel Pierre, Fifth Avenue and 81st Street. Hirschmann's outfit operates FM indie WAFB, which already has its antenna on the Pierre. Construction of the ABC tower will begin today (Wed.).

Location was selected after extensive tests and surveys by Dr. Frank Gregg Keat, electronics development consultant to ABC. Originally, ABC planned to share the Chrysler building spire with CBS television. ABC's station, WJZ-TV, is slated to go on the air by August.

VIDEO WIRE LINKS

KTSL-L.A. COLISEUM

Hollywood, May 11. Mutual Don-Lee's KTSL and the Los Angeles Coliseum, with its 100,000 seating capacity, will be wired for television with lines being reamed for installation throughout greater Los Angeles by Pacific Telephone and Telegraph.

Lines, especially designed to carry video signal, will link antenna towers to network studios, auditoriums and other pickup points throughout the city. Hollywood Bowl, Pasadena Civic, Shrine and other auditoriums will be set with video wire upon request.

Pacific T&T revealed that radio remote lines already in different locations throughout the city are capable of handling tele signal but boosters are required at one mile intervals. Only one-third of the amount of boosters is required with the telephone company's video wire.

KTSL will put the phone company's wires to use for their remote while Klaus Lansberg of Paramount's KTLA stated that he is entirely satisfied with the microwave signal and will continue to use it.

Town-by-Town Channel Reallocation

Washington, May 11. Provision for some 850 tele stations from the farthest reaches of the lone prairie to the depths of the Dixie swampland is contained in FCC's new video blueprint. Commission has earmarked channels for almost every white-stip in the country but points out realistically there isn't a ghost of a chance for video operation in most of these towns, even though it's engineeringly feasible. Biggest changes are in the less-populated areas. The new allocation represents a net gain even in the larger markets.

Following is a breakdown of major cities who lose channels by the new allocation:

Riverside, Cal.	from 1 to 0
Pueblo, Colo.	4 to 3
Chicago	7 to 6
Indianapolis	5 to 4
Waterloo, Ia.	3 to 2
Cedar Rapids, Ia.	2 to 1
Boston	5 to 4
Springfield-Holyoke	2 to 1
Buffalo-Niagara	4 to 3
Cleveland	5 to 4
Columbus, O.	4 to 3
Portland, Ore.	5 to 4
Larger towns picking up channels over those previously assigned:	
Birmingham, Ala.	3 to 4
Montgomery, Ala.	2 to 3
Phoenix, Ariz.	4 to 5
Stockton, Cal.	1 to 2
Miami-Ft. Lauderdale	4 to 5
Tampa-St. Petersburg	4 to 5
Terre Haute	1 to 2
South Bend area	1 to 2
Louisville, Ky.	4 to 5
Shreveport, La.	4 to 5
Minneapolis-St. Paul	5 to 6
Kansas City, Mo.	4 to 5
Binghamton, N. Y.	1 to 2
Charlotte, N. C.	3 to 4
Toledo, O.	1 to 2
Altoona, Pa.	1 to 3
Knoxville, Tenn.	4 to 5
Nashville, Tenn.	4 to 5
Amarillo, Tex.	4 to 5
Dallas	3 to 4
El Paso	4 to 6
San Antonio	5 to 6
Charleston, W. Va.	3 to 4
Huntington, W. Va. area	4 to 5
Madison, Wis.	1 to 2

Following states had no video spectrum before but are now well provided. Here they are with total assignments now available:

Idaho	19	North Dakota	25
Montana	30	South Dakota	23
Nevada	18	Utah	5
New Mexico	17	Wyoming	14

Only states which did not add any new channels are: Connecticut (4); Delaware (1); District of Columbia (4); New Jersey (2); and Rhode Island (1).

Everywhere else, channels were added, in some cases to swell the former total many times over. For example, Texas now has a total of 53 video slots; California, 22; New York, 29.

...over
five million
people
listen to
one station
every week

Who are these five million?

THEY ARE 5,000,000 CUSTOMERS

In many ways they are the nation's best customers. They buy more than half the West's goods. They have a buying income greater than that of all the people who live in the six New England states.*

IN THE NATION'S FASTEST GROWING MARKET

In Southern California alone KNX listeners are spending nearly three times as many dollars as they did in 1939. They are building 233 new homes each day... over 7,000 each month. And every day 475 newcomers... 14,500 a month... move into Southern California.

The statistical superlatives that apply to the KNX market are endless. But the facts add up to this: the 5,000,000 people who listen to KNX every week have a buying power no business can afford to overlook. That's why...

Year after year, Southern California advertisers spend more dollars on KNX than on any other Southern California station.

*The statistical information which is contained in this advertisement is from Sales Management Service of Rivalry Press, 1947; Standard Management Bureau, Census of Statistics, 1939; Los Angeles Free Press Association.

KNX
Los Angeles • 50,000 Watts



"New York's most dynamic
radio station"



"A serious competitor of
the biggest networks"



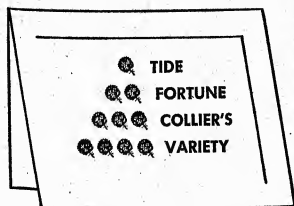
"Perhaps the most successful
enterprise in radio"



"A fabulous operation"

Bouquets for Us...

mean New York's No. 1 buy for You—



WNEW

ON THE AIR 24 HOURS A DAY

1130
ON YOUR
DIAL

French In TV Tryout Stage

Continued from page 31

said, are very good but all work is being held back by the very limited budget available. Only studio in use is a reconstructed theatre stage, which is fairly large but the fact that the cameras operate on the stage reduces the available floor space.

Fineschier said the French operate mostly on 450-line tele, which is inferior to U. S. The 550-line standard, which the French demonstrated via a film transmitted over the air, gives somewhat better clarity than U. S. 525 lines, with the edges of the screen showing up better. French are also experimenting with 1,000-line tele, which is better than the 850-line system, Fineschier said. He pointed out, however, that the French demonstrated both under controlled laboratory conditions, and that there was no way of telling how they would work if broadcast over the air.

No U. S. Moveup

Despite the superiority of the latter two French systems over the U. S. 525 lines, Fineschier quoted CBS engineers as saying there was no reason for the U. S. to move up to those line standards. Each would require a wider band on the frequency spectrum, he pointed out, which would mean less channels available. And, with the FCC as well as the industry, now com-

plaining about the scarcity of tele channels, a move up to higher line standards would not be feasible now.

French are working on overhead dolly for their studios and cameras that focus electronically by remote control, but both are still in the blueprint stage, Fineschier declared. Another spectacular experiment is a stereoscopic-type camera, which will give a three-dimensional effect to tele when completed. Until the French government allocates more funds to radio and video development, however, there's little likelihood that any of these will be put into commercial use. Fineschier said there are only 2,000 sets in circulation now throughout France. Most of these are owned by government officials in Paris.

ABC's 'Come-on'

Continued from page 25

of \$4,000,000 which has been outstanding since his death. The IBCA for the William Blue Network. The residue, plus other ABC funds, will be used for video expansion.

Noble counts around 900,000 of the 1,189,000 shares of stock outstanding on ABC, with the result that the sale of the new block of common stock will not involve any shift in control of the network. Noble obtained permission from the FCC two years ago to diminish his holdings in the organization if he so wished and subsequent moves to bring the public in on ownership were shelved for one reason or another.

CBS Tightens

Continued from page 31

assistant to Leslie Atlas in Chicago and then as head of KMOX, St. Louis.

On Volkenburg will find himself directing a dispersed personnel. Part, the programming technicians

will remain at the Grand Central location, where all the current CBS space is being converted into two large TV studios; the executive, program operations and accounting department will move to 11 East 42d street (the Lincoln Building), the sales department will be quartered again at the home office building and the staff which handles the network, will go on being housed at 1600 Broadway. Eventually CBS hopes to recentralize all personnel except the network technicians, in the Lincoln building.

RCS' present planning does not call for the establishing of any other TV studio facilities in the midtown area of Manhattan. It anticipates that the major production work will be performed by the networks in one or two outlying locations of the Durham or Oliver City type. Such suburban developments would, it figures, be mandatory from the viewpoint of capital and tax savings and lower operating costs. CBS, however, regards the maintenance of midtown studios by the video industry as a permanent thing because of the need to legitimize the industry or other performers who are appearing simultaneously in the Broadway or nightclub sector.

William A. Schmidt, who succeeded Smith as director of station relations and likewise became a v.p. of the FCC, took over Schmidt's niche as eastern division mgr. of station relations. In addition to being responsible for tele relations, Lowman will supervise personnel relations, shortwave and reference.

FCC Spurs

Continued from page 38

they conceded, is still "probably several years off."

FCC hopes to use the September sessions for another purpose. Last week, tele lost its No. 1 change but was given exclusive use of the remaining 12 slots below 21 meg. Beginning this summer, tele will get actual experience on the low bands without interference from cruising police and other transmitters that have been messing up video images. The Commission order pointed out that even with 100% use of the low bands, licensees may encounter some man-made interference, cutting signals from video stations on adjacent channels and from harmonic radiations. In other words, tele reception, though improved, isn't likely to be perfect under the new allocation.

Commission wants to compare the low-band operating experience with known facts about propagation of the radio frequencies. (Adjacent-channel interference has already played havoc from time to time with video service in Philadelphia, N. Y. and Washington.)

Persons wishing to appear at the September hearings must notify FCC of the fact by Aug. 23.

Aldrich

Continued from page 35

Goldsmith, Morris and BAB). There is also \$1,500 for writing, which is paid by Goldsmith and the package.

Despite resentment on the part of the talent which is actually producing the program, some of those involved are reported to have agreed to the requested one-third reduction, while others are known to be still holding out. In this connection, the Morris office is now apparently in a stronger bargaining position with the talent, since the series has been renewed for the fall and could thus presumably replace holdouts.

It's understood that Stone and Kelk have accepted the one-third cut, while the writers are reported to be still holding out, though with varying degrees of resistance. Thus, the actual reductions to be absorbed by Goldsmith, Morris cannot yet be specified.

Seattle—Mel Gaumer, salesman at KING, local indie, has been named general manager KWTN in Wenatchee. New Wenatchee station, with 250-watts power, full time, is scheduled to hit the air about June 15.

Par-DuMont

Continued from page 31

would leave DuMont with only a minority interest, he pointed out.

FCC probes cancelled minutes of DuMont's board meetings back in 1939 to get ammunition for Raibourn's quizzing. Par chief testified he believed Par's consent would not be necessary if DuMont wished to sell one of its stations. Blume, however, pointed out that a majority vote of both DuMont and Par stock was required on any sale of a major asset. That would make Par's vote necessary.

Raibourn declared he has made no formal proposal to Par directors for selling their DuMont shares, but apparently there have been informal discussions. Questioned on whether Par would land DuMont money if a stock sale, DuMont discovered it couldn't operate single handedly. Raibourn declared that Par "might be inclined" to do so.

Par tele exec denied that he intended to sell the company's DuMont stock holdings for \$100,000 to write off an estimated \$9,000,000 loss. He said that he owned Par stations. These would include Chicago and Los Angeles, which he has already sold, but not \$3,000,000-\$4,000,000, and San Francisco, Boston and Detroit, which Raibourn estimated would cost another \$5,000,000 to get stations on the air.

Under a barrage of questions, Raibourn declared that Par is, but DuMont is not asking for large screen theatre tele patents. He said Par was no company to affiliate with DuMont's TV web, in case the split goes through, and that Par picks and chooses tele equipment for its own stations on the basis of "price and delivery," instead of buying DuMont equipment exclusively.

Facts uncovered by FCC probes from the DuMont minutes included:

1. Last month DuMont directors discussed but "dropped for the time being" negotiations on Par's proposal that one of the 100 company's Coast subsidiaries should handle Coast distribution of DuMont telecasts. Raibourn stated the two outfits couldn't get together on terms.

2. From 1939 to 1945, DuMont directors weighed several proposals to operate a Boston station in joint ownership with Par's New England Theatre Corp. there.

3. In August, 1945, Dr. DuMont proposed to file for an FM outlet in New York. Raibourn wanted more time to study the proposal so the DuMont plan was deferred and subsequently dropped.

Raibourn told the FCC yesterday (10) the pix company is ready and willing to sell its 29% interest in the DuMont television labs — for \$10,000,000. Par paid \$164,000 for it in 1939-39. But Raibourn stated that he couldn't commit his board of directors, when Blume inquired if he would be willing to accept additional video grants on the condition Par dispose of its DuMont holdings within 60 to 90 days thereafter.

Raibourn, pres of Par subsidiary, Television Productions, Inc., took

the stand as FCC opened a two-day hearing to determine whether the film company is in position to control DuMont. The FCC is applying for a total of 10 tele stations but will be limited to an aggregate of five, unless the government finds there is no substantial interlocking ownership, or Par disposes of its DuMont holdings.

DuMont stock was quoted at \$13.50 a share last Saturday. Raibourn speculated it would be selling at \$20 to \$30 a share if Par were not in the picture. Uncertainties arising out of FCC's current probe were blamed for this situation.

Scrap 28-Hr.

Continued from page 31

rule will apply to program tests and any "special temporary authorities" to operate commercially, prior to issuance of an actual license.

Licensees may not credit to minimum program schedule for program tests, but may use small slides which have "no substantial relationship" to FM music being transmitted simultaneously. In other words, stations cannot engage in "one-legged television" and count it as video programming.



Hide-out

FRACTURES ME on WICC!

600 on YOUR DIAL

Mutual's CHARLIE SLOUGH

also on WBAM-FM

4:15 P.M. EDT Saturdays

JINGLES

THAT DON'T JANGLE!

LANNY AND GINGER GREY

Radio Program a Jingle

1323 MADISON AVE. N. Y. 24

***** Atwater 9-4020 *****



UNITED REFRIG. DRUG CO.
Wednesday, May 12, 1948, 10:30 P.M. P.D.-T.
3rd-4th—On the Radio—This Time for You
THIS TIME FOR YOU
MRS. L.M. KLEVER



- REHEARSALS
- SOUND EFFECTS
- AUDITIONS
- BAND RECORDINGS
- VOCALISTS
- INSTRUMENTALISTS

\$229.50

TAXES DESIRED

Why MORE AND MORE PEOPLE WANT SOUNDMIRRORS

This revolutionary instrument records with amazing accuracy anything you can hear. Simply push a button and its magnetic ribbon goes to work. A full-hour reel of magnetic tape costs only \$2.50, and can be re-recorded thousands of times. This low cost enables you to build a whole library of reels you want to hear over and over again. Soundmirror is unconditionally guaranteed for 90 days.

Let Schirmer's experts show you exactly how to operate the Soundmirror... the many ways that this revolutionary tape recorder can help you.



Schirmer's for
SHEET MUSIC BOOKS ON MUSIC 1st FLOOR RECORDS + 2nd FLOOR
MUSICAL INSTRUMENTS 3rd Floor RADIO PHONOGRAPHS + 5th Floor
TELEVISION

NEW YORK: 3 EAST 43RD STREET MU 2-8100
BROOKLYN: 275 LIVINGSTON ST. MA 4-5170

OPEN THURSDAYS UNTIL 9 P.M.

SCHIRMERS

In Utah—

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDWL is the popular station.

KDWL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative
John Blair & Co.



"It's a 50,000 watt boy, Mr. Time Buyer!"

...the first of its kind in the New Jersey-New York Metropolitan Area. We're sure this newcomer, **Television Station WATV**, will make a mighty valuable addition to your media family.

His new transmitter—the most powerful in the New York Area—is now blanketing 25 counties in America's Richest Market* with **50,000 watts** of effective radiated power.

His imposing schedule of film shows and remotes will be on the air daily starting at 4 p. m. Live studio programs from the World's Largest Television Studio at Television Center will follow shortly.

You can learn more about this high-powered newcomer by calling or writing Television Station WATV—and don't forget to ask about the special **Pioneer Rate Plan**.

*WATV Prospectus now available

watch **WATV** channel **13**

TELEVISION CENTER, NEWARK 1, N. J.

The Family Station serving New Jersey and Metropolitan New York

Monitoring the Foreign Countries

Washington, May 11.

(Following roundup of world radio news was cleaned from either by official U. S. monitors.)

Australia: Government is trying to run down Station DIG, an illicit outlet in the vicinity of Melbourne which, among other things, bourse has been broadcasting anti-communist propaganda. Operation of an illegal station may bring a fine up to \$500 pounds and five years imprisonment.

Russia: The Soviets celebrated "Radio Day" May 7, with broadcasts both domestically and abroad claiming a Russian, Alexander Serebrennikov Popov, rather than Marconi, developed radio. In the Ukraine, it was announced rebuilt stations now have considerably more power than they had prewar. It was claimed that more than 1,000,000 receivers (including the loudspeakers in public places) are operating in the Ukraine. On May 6, Russia conducted a series of tests for its radio hams, the outstanding ones getting money prizes.

Germany: A new 20kw transmitter has been installed at Saar-

brücken, in the Saar. It begins operation in July.

Rumania: The Rumanian Broadcasting Co. has been authorized to borrow \$50,000,000 lei for 10 years, for development of its service.

Sepia Disk Jockey Sues

WOOK After Dismissal

Washington, May 11.—A \$50,000 damage suit against station WOOK and its president, Richard Eaton, was filed last week by disk jockey Harold B. Jackson, who charged that Eaton had wrecked his program, "The House That Jack Built."

Jackson, who is colored, and who now works for WINK here, charges breach of contract. He said he was hired on a one-year contract at \$50 weekly plus 15% commission on the advertising he obtained. He said he signed the contract in May, 1947, and was dismissed "without cause" in December.

Al Capp Vice Pearson

Cartoonist Al Capp, creator of "Li'l Abner," will be the summer replacement for commentator Drew Pearson in the Sunday 6 p.m. slot on ABC. Lee Hata continues sponsorship. Weintraub agency wound up negotiations late last week.

Capp's starting time is still inoperative inasmuch as it's believed that Pearson will continue in his spot until the Republican and Democratic conventions in Philadelphia are over.

Interest in Capp's possibilities as a radio commentator came with his participation on "Town Meeting of the Air." Talks were recorded and submitted to various agencies.

Pittsburgh: Ben Muros, who resigned as program director at WCAB a year ago to become manager of WKAP in Allentown, Pa., has resigned to return to Pittsburgh as assistant to Pete Schloss, boss of WWSW.

Stop the Neurosis

Looked upon by vocalists as perhaps the most frustrating program on the air is "Stop the Music" (ABC). The singers on this show are too frequently prevented from finishing a lyric.

Vocalists who have had some contact with psychoanalysis say that if performers are subject to such interruptions long enough they could develop some phobia or neurosis. One suggestion made is that for the good mental health of the "Stop" singers the studio audience ought to be held over after the broadcast and the program's vocalist given an opportunity to complete all the lyrics they started.

Taped 'Tick' as Summer

Replacement for Helbros

Experiment in taping and editing an audience participation show in order to weed out dull interviews and put together choicest segments of the proceedings ahead of air time is about to be initiated by Addison Smith in producing "What Makes You Tick?" as summer stand-in for Helbros' "Quick as a Flash" on Mutual.

John K. McCaffrey, moderator of "Author Meets the Critics" and gabber of WNBC's (N.Y.) "Room 418," has been pacted as "interrogator" for the MBS stanza, which will tee off June 6.

Smith, who has come in from the Coast to both direct and produce the Helbros strawvatter, will tape the initiator May 26 at Mutual's Longacre studio, he said this week. An hour-long show will be put on the ribbons, then trimmed down to a half-hour program.

One reason for using the tape technique is the nature of the show, which caters to the long popular pastime of self-analysis. Format calls for each "subject" brought before the mike to evaluate himself on the basis of his answers to psychologically prepared questions. (A panel of three judges will award prizes to participants offered the best self-evaluations.)

Inside Stuff—Radio

ABC didn't lose the General Electric "What's My Name?" billing to CBS—but thereby hangs a tale. It seems GE and its agency, BBDO, have been dissatisfied with the ABC Thursday night spot occupied by "Willie Piper," which GE is replacing with "Name," and asked the web for a Wednesday evening niche. Net turned down the bid, presumably because GE is a competitor of Paley, which has made ABC's Wednesdays a Binghamday. As a result, the agency was reported mulling shift of "Name" to CBS.

ABC meantime was bidding for a CBS billing, Wildroot's "Sam Spade," which also is a BBDO show. As an availability for the show, ABC offered its 9:30 Saturday slot, vacated by the Wine Growers' cancellation of "Murder & Mr. Malone."

"We'll take it," was BBDO's quick retort, "not for 'Spade' but for 'Name' will debut in the 9:30 Saturday period June 19.

"Somewhere in the U. S. A.," believes Martha McFattin, radio and film editor of the Indianapolis News, "there's a city or reasonable facsimile thereof called Utopia. Here live all the winners of radio contests—across the tracks from the bingo and china movie winners of depression days. All the residents drive Kaiser-Frazer cars and everyone likes something because... The Western Union boy is a Tom Mix Straight Shooter riding his twin-billed bike wired for television. The postman, obviously, is the walking man, who whistles the mystery tune as he delivers the check prizes daily. Non-residents of Utopia have but one hope; that someday they'll become a LEMAC." Foregoing, at least, is how Mr. Malone.

"We'll take it," was BBDO's quick retort, "not for 'Spade' but for 'Name' will debut in the 9:30 Saturday period June 19.

A Barcelona newspaper, El Mundo Deportivo, which claims to have the "largest and best informed" radio section in Spain, is writing U. S. stations for information about their operation, organizational setups, programs, etc. "We are gathering all the news of the radio world that we can collect," Pedro M. Voltes, head of the paper's radio department, wrote a N. Y. station. "We feel that our columns are constantly binding the radio lovers of our country to the foreign actualities. Our section has no proved to be a valuable guide for the public, for the commerce and the staff of our broadcasters, who generally lack of any information."

Friendship that began in Pittsburgh nearly 20 years ago when Dick Powell was the m.c. there at Enright theatre and Harold C. Lund was with Paramount exchanging paid off last week in ABC's new weekly station, "The Front Page." It was Lund who cooked up the package show, sold it to ABC for 26 weeks on a sustaining basis and got Powell to go along. After leaving Far, Lund was a member of the public affairs service for several years before going into the service. A lieutenant in the Navy, he worked for Ward Wheelock in Philadelphia up until last September, when he pulled out for the Coast.

Greater New York City, which still has until June 12 to go on its 1948 campaign, figures more than \$10,000 in time and talent already has been contributed in the fund's cause via more than 20 N. Y. area radio stations. Stars who've guested or made e.t.s for the drive include Bing Crosby, Kate Smith, Raymond Massey, Jo Stafford, Hildegarde, Phil Silvers and many others. Mutual proxy Edgar Rohak heads the radio committee, with active legwork being done by Mike Jablons. Disk jockeys' efforts for the fund are being directed by WOR's Fred Robbins.

How to get in fast

(WITHOUT GETTING SOAKED)

This is a yoo-hoo to all makers of sun lotions

bathing suits
soft drinks
tea and coffee
ice cream
canned foods for salads
sporting goods

and all other summer products. This is a nod to advertisers who have to sell in a big way in a short time.

Your best way to make a quick, inexpensive, effective SPLASH in the world's richest market—is time on WOR. For WOR exposes your sales message to the largest single-station audience in America; to 34,057,161 people in 430 counties in 18 states!

On WOR, you move right in on a mass of listeners who are ready to hear about your product. Because WOR's shows stay on the air during the summer—and their listeners stay right with them.

Does WOR sell in summer? A soft drink company's sales upped 100% during 13 summer broadcasts. A sun lotion company... But we could go on like this for days! And WOR does all this fast, high-diving selling for you at low-tide costs. Call Longacre 4-8000.

heard by the most people
where the most people are

mutual



The nation's most honored station



"Chicago's Showmanship Station" — 50,000-watt WBBM — has won more of this year's most coveted Radio Awards than any other station in America:

THE ALFRED I. DU PONT STATION AWARD

THE VARIETY PLAQUE AWARD FOR "RESPONSIBILITY TO THE COMMUNITY"

THE GEORGE FOSTER PEABODY AWARD

WBBM was honored six more times for humanitarian service to the community during 1947, including citations by...

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS
THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

A SPECIAL WENDELL L. WILLKIE JOURNALISM AWARD

And WBBM-produced "Melody Lane" was selected as the best commercial program in America for "large store advertisers" by the National Retail Dry Goods Association.

Chicago's most sponsored station



WBBM — the nation's most honored station — carries more advertising than any other radio station in Chicago.

...And has every year for 22 consecutive years!

The reason? Local, national spot and network advertisers — like major radio award committees — have found WBBM has a flair for creating programs that command attention. Get big audiences. *And results.*

Credit goes to WBBM's 38 master showmen whose ingenuity and skill make every WBBM-built program a prize contender... whether it's designed to move people to act on a social problem or to move people to *buy and buy and buy.*

The conclusion is obvious: To get many more Midwesterners to buy much more of *your* merchandise, use WBBM — "Chicago's Showmanship Station."

"Chicago's Showmanship Station" **WBBM**

NBC EXECS GO WEST FOR WORKSHOP SESH

Hollywood, May 11.
NBC executive echelon in New York moved in on Hollywood this week to participate in the three-day session of NBC Workshop at Roosevelt hotel starting tomorrow (Wed.). Meet will be devoted to clinical discussions of programming, advertising, promotion, publicity and engineering.

Here from New York for the conclave, which immediately precedes the NAB convention, are: Burton Adams, Noran Kersta, James Nelson, Jacob Evans, Thomas Koode, George McElrath, E. W. Clark, J. L. Seibert and J. L. Hathaway.

Pittsburgh—Bill Hinds and Buzz Aston have landed a new sponsor for their daily quarter-hour of fun and music on KDKA, It's Chipmunk, which will bankroll the five-times weekly stanzas at 9:15 morning beginning Monday (17). Contract runs through the end of December.

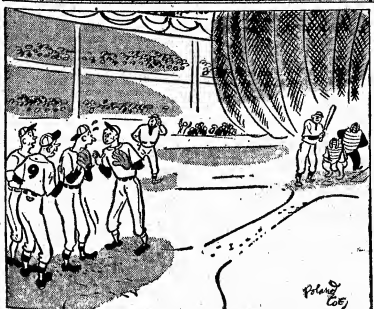
EXCLUSIVE
Custom-Built
COVERAGE
KANSAS CITY
MARKET

When you buy The Team you get KMBC, plus KFRM, its new \$30,000-a-week daytime 350 Kc. associate station for rural Kansas. The Team's coverage is custom-built to cover all the Kansas City market. And The Team is the only Kansas City broadcaster doing that job.



KMBC
of Kansas City
KFRM

for Rural Kansas
Full coverage of Kansas City's trade area
FREE & FERTILE
National Representation



"He'll hit anything you throw... he eats Wheaties!"

Mullen

Continued from page 25

power, although the charges may create a public odor.)

TV Operation Open
Mullen's leave-taking of NBC raises the all-important question as to who will run the web's television operation. Mullen was NBC's No. 1 video man, and in a year when the network played the major role in helping to set television patterns. There is speculation that Sidney N. Strotz, veteran division veepee and now in N. Y. City, might succeed Mullen in the high level post. Strotz, however, is known, given his permanent berth on the Coast.

Trade guessing will take many forms, the possibility not being ruled out that Mullen may promote the capital to buy out Richards. Latter is said to have recently set a price of \$100,000 for WJR alone. Should Mullen bring a deal for the stations, it is no trade secret that KMPC would be the NBC outlet in Hollywood.

Mullen has been one of the top leaders in network operation and has been right bower to Trammell since the latter moved from Chicago into the presidency of NBC. Both Ken Dyke and Harry Kopf will be favored candidates for a Mullen post should Strotz decide against being transferred to the Hollywood post, where he is to direct the net's television operations along the Coast, in addition to managing the western division.

'Red Network'

Continued from page 27

lishers who failed to get FCC okay on their competing FM applications and is headed for the courts at their instigation. FBI director J. Edgar Hoover also visited FCC with inquiry on Lamb's writings, participation in the National Lawyers Guild, etc., but a majority of the Commission bench decided that no evidence had been produced linking Lamb with the Communist party.

The Un-American Activities Committee "has been having for FCC" for some time now, a staff member said. The Committee has a full file on the Lamb case, personalities involved in the Hollywood Community radio group, and several other organizations whose applications are not now before the FCC.

Hebert placed his letters to the two Committee chairmen in the Congressional Record yesterday (10). Some newspapermen, his office said, complained they could not use the full texts because of possible libel action. Once in the Record, the salon's remarks are privileged.

Schwerin

Continued from page 25

up, which is a six and a half-year deal running to 1952. Indicating, all the same, that he had obtained NBC blessing in his latest move, Schwerin pointed out that web toppers Niles Trammell and Frank Mullen "feel that what is good for radio is good for NBC." It's been their concept, the researcher explained, that one means of improving radio is to make pro-

grams more effective and less offensive via Schwerin testing.

Mutual will provide studios and other facilities for the pre-testing, while-you-wait. All of the testing will be conducted in New York, with platters being shipped in from the Coast, Chicago and other points in the out-to-town packages the web wants to sample. Indications are program veepee Phil Carlin and his staff will take advantage of the deal to audition a wide variety of stanzas. Schwerin has assigned Don Blue of his staff to be service exec on the Mutual operation, on which a fulltime staff will be employed.

WAGA

Continued from page 27

Woodruff Broadcasting Co., which operates four Georgia stations. Most recent addition to Atlanta's string of radio mills is WQXI, located in Buckhead, unincorporated suburb of Atlanta. Station is owned and operated by R. W. Rounsaville, who also owns WBAE, Cleveland, Tenn.; WBEJ, Elizabeth, Tenn.; WGRV, Greenville, Tenn.; and WKSX, Polk, Tenn., all affiliated with MBS.

WQXI at present is a strictly daytime operation and Rounsaville is general manager, with Jim Davenport and Chester Bennett in charge of commercial department. It's a 1,000-watter.

CBS Foreign

Continued from page 27

place Taylor in Athens if the Palestinian situation becomes quiet. Taylor reported that CBS currently has no correspondents operating in the Soviet-dominated countries of eastern Europe. Alexander Kendrick, CBS stringer in Czechoslovakia, made his last broadcast six weeks ago immediately following the Communist coup. Wilfred Fletcher, Stockholm correspondent, may pull out of his present post. Setup in Rome, Paris and Frankfurt remains status quo.

ABC Crime Shows

Continued from page 27

after months of promotion and production effort (such as producer Bill Speer's assignment to "The Clock") still failed to snare sponsors.

The kiloycles already being loaded with a straightforward whodunit, Barry figures the trick that may win new listeners is to blend mystery stories with other entertainment formats or special angles. To give the theory a strawhat whirl, the webber has lined up a who-did-it, a "whydunit," a comedy mystery and a superstition-did-it. The shows, all due for testings within a month, are:

"Who Did It?" an ABC-Music Corp. of America package which will be supervised by George Harmon Cox, creator of "Crime Photographer." Twice during the half-hour stanzas, listeners will be phoned and asked to guess clues. Correct guesses will win \$100, otherwise the coin goes into a jackpot call \$300 plus any clue coin at the window asking a listener to guess the identity of the murderer. If the listener misses, the jackpot carries over.

"Criminal Casebook," a refurbished edition of the old "I Was A Convict" show, with Dr. Edwin J. Lukas of the Society for the Prevention of Crime again conducting interrogation of anonymous ex-cons on why they committed their crimes. Series was strong critical applause during its run on Mutual.

"Johnny Fletcher," a mystery stanza played for laughs (with a studio audience) starring Bill Goodwin and based on Frank Gruber's comedy-mystery stories. Barry claims he's more confident of the salability of this show than any in his experience. He's slotting it, starting May 30, in the 7:30 Sunday spot ahead of "Stop the Music."

"Superstition," dramatic series (packaged by Mrs. Martin Strauss) in which each episode is built around an age-old superstition.

Stanza will get "Treasury Agent's" 6 o'clock Sunday segment starting June 6.

Time slots and debut dates for "Who Did It?" and "Criminal Casebook" will be set in a few days. Meantime, a whodunit that's had bankrolling but is losing it, Wine Growers' "Murder & Mr. Malone," has won a reprieve, but has been retitled "The Amazing Mr. Malone" and is due for a shift to a new time. It now tails "Gangbusters" at 9:30 Saturday.

In other schedule shifts occasioned by show exits, "On Stage, America" is being moved into "Vox Pop's" 8:30 Wednesday slot and "Sound Off" will move up from 8:30 to 8 Mondays starting June 7, taking over the "Point Sublime" period. Latter show's sponsor, John Hancock Insurance, hasn't made a decision on renewal.

Seattle—Don Solbeck, formerly with KJR here, is now on continuity staff of KIRO, local CBS outlet. George Glavin is new salesman at KIRO.

PHIL DAVIS

"HIRES TO YA"
FOR THIRD YEAR
ON CBS

By every measurement
dominates the prosperous
Southern New England
Market

Paul W. Morency, Vice-Pres.—Gen. Mgr.

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

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

Black and White dished McVea before bandleader, who also clef-fied the tune, made the deal for Duchesne to publish the hit. Recently, after a series of disagreements, McVea and B&W split. Waxxy paid the performer \$1,000 cash and the title was split. Waxxy's prez, Paul Reiner, said that the tune was pushed by his label before Duchesne ever entered into the "Richard" picture, and that all firm's dealings on the ditty were direct with McVea. Reiner stated that payoff given to the performer is a final settlement and a contract release that worked two ways.

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

**WEEK
ENDING
MAY 8**

[illegible]

Action, for \$100,000 damages was submitted to the court late last week for an early calendar date.

Several councilmen previously declared themselves in favor of regulated Sabbath dancing to keep Akron's youth from night spots, but a bombardment of letters and postcards, plus the pressure group, caused most of them to change their minds.

Dick Morton orchestra is setting an endurance record in Amarillo. Crew marked its seventh annl at the Herring hotel May 1 by drawing a new contract for three years more.

FOUR STAR RECORDS, INC.
Box 9098, Station 8, Los Angeles, California
SCHWARTZ BROTHERS
8023 12th Street, Washington, D. C.
FORUM RECORD DISTRIBUTIONS
11890 E. 8th Street, Detroit, Michigan
MUSIC SALES COMPANY
680 Union Avenue, Memphis, Tennessee
MUSIC SALES COMPANY
704 Bayoune, New Orleans, Louisiana
DIAGRAM & MIDLAND
811 Main Street, Buffalo, New York
DAVIS SALES COMPANY
610 Seventh Street, Denver, Colorado
SOUTHLAND DISTRIBUTION COMPANY
441 Edgewood Avenue, Atlanta, Georgia
NORTHWEST RECORD DISTRIBUTIONS, INC.
1400 1st 34th Street, Seattle, Washington
RAYMOND RECORDS, INC.
1281 Baltimore Avenue, Kansas City, Missouri

DAMON RECORDING STUDIOS, INC., 1221 BALTIMORE AVENUE, KANSAS CITY, MO.

Songs with Largest Radio Audience

The top 30 songs of the week based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast One Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of April 30-May 6, 1948

Baby Face	Remick
Red Your Part	Robbins
Blue Shadows On the Trail	Santley-Joy
But Beautiful—"Road to Rio"	Burke-VH
Get Bird Song—"It's Daring Daughters"	Robbins
Dream Girl	Famous
Encore Cherie	McIntire
For Every Man a Perfect Woman	McIntire
Haunted Heart—"Inside USA"	Williamson
May Be Wrong	Acemmed
Went Down To Virginia	Jefferson
I'm Looking Over a Four Leaf Clover	Remick
Largo Largo Lili Bolero	Shapiro-B
Little White Lies	BVC
Love Is Fun	Encore
Manana	Barbour-L
Nature Boy	Burke-VH
New Look	Martin
Now Is the Hour	Leeds
Ooch Look-a There, Ain't She Pretty	Leeds
Saltine Dance	Leeds
Tell Me a Story	Laurel
Texas	Duckless
Thoughtless	Feist
Tootle Ooie Doodle	C. K. Harris
What's Good About Goodbye	Leeds
Worry, Worry, Worry	Robert
You Can't Be True, Dear	Billmore
You Turned the Tables On Me	Fox
You Were Meant For Me—"You Were Meant"	Miller
You're Too Dangerous Cherie	Harms

The remaining 20 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast One Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

All Dressed Up With a Broken Heart	Marks
Bye Bye Blackbird	Remick
Crying For Joy	BVC
Feathery Feelin'	Paramount
Heartbreaker	Leeds
Heaven For Love—"Cachalot"	Duckless
I'd Give a Million Tomorrows	Oxford
It's Magic	Witmark
It's You Or No One	Remick
Just Because	Leeds
Love Is So Terrific	Mellin
Man On the Caravan	Bob Miller
Matinee	Morris
My Gel Is Mine Once More	Crawford
My Sila	Chappell
Old Ferris Wheel	Goldmine
Phinissimo	Santley-Joy
Sometime Cares	Campbell-P
Trouble Is a Man	Regent
We Just Couldn't Say Goodbye	Words-Music
What Do I Have To Do—"Are You With It"	BVC

* Legit Musical. † Film Musical.

King Cole Trio, opening at Rag Doll, Chicago nitery, May 14, will do Sunday afternoon concerts during three-week stay.

25TH ANNIVERSARY

MAY IS McHUGH MONTH

PLAY 'EM! DISK 'EM!

Music by... **JIMMY McHUGH**

"SLAP 'ER DOWN AGIN, PAW"

CHOICE MUSIC, INC.

Gret Remero, Pres. Mgr.

910 Sunset Blvd., 1575 Broadway

Hollywood 46, N.Y. New York, N.Y.

Circle 11-5254 Columbia 6-7880

ON AN ISLAND WITH YOU

TAKIN' MISS MARY TO THE BALL

MILLER MUSIC CORPORATION

RCA Withdraws 'Tell'-'Sea' Coupling

Cleveland, May 11. RCA-Victor last week hurriedly withdrew all copies of Spike Jones' coupling of "William Tell Overture" and "By the Sea" from the market. Reason for the calling in not clear to distributors in this area, but they were told that the record would be reissued immediately with one of the sides replaced.

One report has it that the "Sea" side caused the withdrawal because of a defect in the disk. How many recordings had already been issued is also undisclosed.

TELE CLAUSE STALLS PEGGY LEE-MG PACT

Hollywood, May 11. Peggy Lee and Metro have failed to come to terms on studio contract thus far. Chirp insists on clause clearly giving her television rights, which studio has failed to do. Carlos Gasiel, manager, is continuing negotiations, however.

Meanwhile Stan Kenton, another big bid to make a short in the Martin Block series which features top name bands. Kenton wants final say on tunes and story which studio will not consider, so talks are off.

Palladium Going After Name Chirpers to Aid Lure of Terpatrons

Hollywood, May 11. Maury Cohen, Palladium operator, plans to insert name singers in his ballroom in an effort to bolster the b.o. Move will be the initial step in shifting from strict band policy.

Cocanut Grove, Ambassador hotel, moved in and inked Shep Fields and Frankie Laine to start in July while Cohen was mulling the idea. Palladium has 10 weeks open between time Les Brown draws out and Dick Jurgens opens, Sept. 14.

The Big Request Song of the Nation!

I'D GIVE A MILLION TOMORROWS

(FOR JUST ONE YESTERDAY)

By BERLE AND LIVINGSTON

Recordings Available:
Arthur Godfrey
Denny Dennis
Others to Be Released Soon

Just Released!

CONFESS

By BENJAMIN AND WEISS

Recorded by: Buddy Clark and Doris Day, King Cole Trio, Jimmy Dorsey, Tony Martin, Mills Bros., Patti Page, The Four Tunes

Robbins to Transcribe Disk Jock Show for K-R

For National Showcasing

Fred Robbins, WOY, New York, disk jockey, and also major domo of a national Columbia Records transcribed program, will soon begin another national show. This one's also to be transcribed and he has CRC's permission to do it.

Program is being backed by the Kernit-Raymond firm, and Robbins, Ray Bloch, Signature Records musical conductor, Bob Thiele, Signature head, and Ray Green, of K-R, all have an interest in the venture. Show will be completely ad lib, eliminating the script work necessary with such shows, and will be laid out musically so that the pop song factor won't be so important as it is with similar shows, which must be made up weeks in advance.

U.S. TREASURY EASES SIGNATURE'S BURDEN

Signature Records, which went into Chapter 11 of the Chandler Act last Dec. 13, seems headed for clearer sailing. Last week, the company received an okay from the U. S. Treasury to stagger excise taxes owed, and prior to that had wrapped up assets from the last of a list of publishers on apportioning overdue royalty payments over a long-term period. Pubs are owed \$52,000.

Now that the main creditors have granted deferments on debts, Signature will go ahead with securing an additional \$100,000 or more fresh coin. This money had been promised in the event all debtors could be lined up under the deferred payment plan. All that remains is for the company to lay the new operation plan, coin infusion, etc., before the bankruptcy court and gets its okay to proceed in business.

OXFORD MUSIC CORP

1575 BROADWAY NEW YORK 19, N.Y.

Bands at Hotel B.O.'s

Band	Hotel	Covers Played	Notes
Emil Coleman	Waldorf (400; \$2)	31	2,200 69,175
Larry Clinton	Pennsylvania (300; \$1-\$1.50)	1	1,400 1,400
Ray Charles	New York (400; \$1-\$1.50)	1	1,125 1,125
Johnny Pineapple	Lexington (300; \$1-\$1.50)	78	925 69,750
Lawrence Welk	Roosevelt (400; \$1-\$1.50)	8	1,400 1,400
Woody Herman	Commodore (400; \$1-\$1.50)	3	1,200 3,550

*Trio Guster at Waldorf; Ice Show at New Yorker.

Chicago

Skinnay Ennis (Empire Room, Palmer House; 550; \$3.50 min.-\$1 cover). Ennis and Rosalind Courtright aco 2,900 in exit week.

Herbie Fields (College Inn, Sherman; 650; \$3.50 min.). Generous 3,700.

Admiral C. Check Foster (Boulevard Room, Stevens; 650; \$3.50 min.-\$1 cover). With big-spending convention trade slackening, ice show skipped to 4,000.

Ray Morton (Mayfair Room, Blackstone; 300; \$3.50 min.-\$1 cover).

Burl Ives storing next 1,450.

Los Angeles

Gay Lombardo (Ambassador; 900; \$1.50-\$2). Very good 2,900 tabs.

Lombardo closed (9). Frankie Carle followed.

Jan Garber (Biltmore; 900; \$1-\$1.50). Excellent 2,950 covers.

Location Jobs, Not in Hotels

(Chicago)

Marty Gould (Chez Paree; 300; \$3.50 min.). Willie Shore-Gould

melow 5,900 calls.

Eddy Howard (Aragon; \$1-\$1.15 adm.). Some 16,600 paxes.

Art Kessel (Blackhawk; 300; \$2.50 min.). Not bad 1,400.

Teddy Phillips (Trionan; \$1-\$1.15 adm.). Up to 15,700.

(Los Angeles)

Henry Busse (Palladium B, Hollywood; 2nd wk.). Poor 5,000 callers.

Jimmy McHugh

Continued from page 43

Can't Give You Anything But Love Baby," "On the Sunny Side of the Street," and "Diga Diga Doo," of the Charleston fad, he breached the gap of decades with "Murder He Says" and "Dig You Later" of the five era.

Other Activities

Like show business itself, McHugh's wartime record in the last holocaust evidence a deep-rooted responsibility as he essayed War Bond drives from his now Bevilhills headquarters, resulting in a Presidential Citation for authoring the 7th and 8th War Bond songs, and being personally credited, with the sale of \$38,000,000 worth of bonds, of which \$22,000,000 were pledged in one evening. As a reward for his local civic enterprise, McHugh was named to the board of directors of the Bevilhills Chamber of Commerce.

On the basis of show biz statistics, some sort of professional milestone occurred when in 1943-44 McHugh was the first composer to hold 12 positions on the Hit Parade, "Wing and Prayer" and

"Let's Get Lost" rated first and second. It was during that '43-'44 period that his works sold 4,000,000 copies of sheet music and almost 10,000,000 records. All of which—as the recent "salute" to McHugh's catalog in Variety evidenced—gives new accent to the importance of the veteran's accrued works. A glance at McHugh's catalog, and the realization that such copyright values appreciate with the years—and that there is no such thing in songsmithing as being "written out"—is what makes ASCAP the ideal pattern for so many other writing crafts. One does a book, play or scenario and it's the end of that—with rare exceptions of possible reprints, adaptations, remakes, foreign rights, and the like—but the nature of pop song lyrics is such that the years add, rather than detract from values.

Of course, this has been given added accent in recent years with the number of "revivals," indicating anew that the old songs seem to have the most durable commercial values. In truth many of their reap rewards nowadays far beyond their original achievement.

One more footnote on McHugh. In this 25th ann milestone, is his fate for discovering talent. This dates back to the Cotton Club days when the mobsters ran that Harlem, New York hot spot which cradled Duke Ellington, Cab Calloway, Ethel Waters, Florence Mills, Bill Robinson and the like. McHugh mentored the Duke most prominently, just as he did Lena Horne in later years. He was also in on the organization of the Dorsey Bros' band whose personnel included such sidemen as the late Glenn Miller, arrangers Paul Weston and Axel Stordahl and vocalist Bob Crosby. McHugh recalls that the combo in its starting days, earned a total of \$1,400 a week on one-nighters, which now last a day's pay for either Dorsey

Premature Count Out

Hollywood, May 11. Burkh Van Housen company owners and executives are getting quite a kick out of the current bestseller ratings of "Nature Boy" and "But Beautiful," which they published. It is stemming from the current and consistent reports that as a result of the breakup of its affiliation with Morris Music, the firm will fold.

B-VII exes like the situation to Mark Twain's "The Prince and the Pauper" which are greatly exaggerated."

Majestic-Decca Deal Nears Boil

Deal between Decca Records and the parties which have control over the Majestic Records situation, is still in the works. But there's definite deal agreed upon between Jack Kapp, president of Decca, and the Majestic side, which of course involves the courts since Majestic is in the throes of a Chandler Act routine.

Exactly what is involved in the deal between the two factions is undisclosed, but there's one thing said to be certain—Edwy Howard is included. Howard's manager, Biggie Levin, has been asserting that Majestic had violated its contract with the bandleader prior to its legal difficulties, and that therefore he is a free agent, and claimed that this is not so, that Howard's contract with Majestic is part of the company's assets as listed with the courts and that it isn't that easy for him to get loose, even with the American Federation of Musicians help.

Oscar Moore Sues For Cut of King Cole's Cap Royalties Since Leaving

Hollywood, May 11. Oscar Moore, who quit the King Cole Trio months ago, filed suit in superior court asking for a cut in royalties received by Cole from Capitol records since Moore left. Moore claims Capitol paid Cole \$50,000 since that time and he wants a slice reputedly amounting to \$8,200. He claims he helped make the disks, hence should get a cut.

Carlos Gastel, Cole's manager, answered suit with assertion that Moore was merely a musician in the trio working on a salary basis during his years with the combo. Further, contracts Cole holds with the waxery are in his name individually and not under the trio's name. Gastel further stated that no oral or written agreements ever existed whereby Moore, who played guitar for Cole, was to have received any portion of recording royalties.

During his final year with Cole, Moore received a total of \$57,000 in salary and bonuses. During his period with Cole, he always cut out on Cole's disk royalties, although he's roundly denied that a contract ever existed that he was to receive any cuts. Suit also asks a cut of all future sales of Cole platters on which Moore worked.

Inside Orchestras—Music

A tune picked up by Larry Adler, while making a tour of displaced persons camps in Europe under auspices of the Joint Distribution Committee, is being primed for publication. It's an old Yiddish folk song, "My Little Town of Bels" (a city in Poland), to be released on a new Decca album of harmonic solos.

The tune, Adler found, was the song most requested by the DP's. He didn't know the tune, but on a train between Frankfurt and Berlin, Adler, someone who knew the song. By conversation with a French, he was able to get a manuscript of the song. Recording for Decca followed.

Adler, abroad, Adler played in two camps in Berlin, a DP center in Zellshelm, near Frankfurt, and the camp in Lindendorf.

While at the Roxy, N. Y., last week, Adler was requested to join the American Federation of Musicians because he plays piano on-stage. However, Adler refused to do so, stating that to join, because of his piano playing, would defeat his fight to have the harmonica recognized by the union as a musical instrument.

Adler, who is teamed with dancer Paul Draper on concerts and vaude tours, recently had a southern concert cancelled because of his support of presidential aspirant Henry A. Wallace. Both Adler and Draper feel that such acts threaten freedom of performance and such steps add those who advocate thought control. They stated that their policy, while on tour, is to get permission from the concert promoter to take part in any public meeting, feeling that the promoter has the right of prior and exclusive performance. Duo's business has been affected in Birmingham and Atlanta where management declared that they didn't agree with the pair's political views. In Kansas City, the performers expressed disapproval of segregated audiences, especially in municipally owned auditoriums. They feel that they'll do around 100 concerts this year, a number equal to that of the previous season.

Jan Garber is having a field day in a circular sort of way. Garber can be heard on any one of six different labels now on the market. RCA-Victor is releasing Garber's "Baby Face" which he waxed 22 years ago. Columbia released "Bedelia," which maestro plattered in 1911, and there are still some Black and White bounties on the market, some 20 years ago. Tower, Castle and Capitol platters have all come up with maestro's latest recordings. Columbia is planning to re-release "Beautiful Lady in Blue," which bantoner etched nine years ago. Garber is currently under contract to Capitol.

Leeds Music and Sid Robbins, clef of "Money Is Honey," hope they have found the way to stamped Capitol Records into releasing "Nature Boy," Cole's platter. The money, RCA-Victor's Count Basie, etching and Columbia's Mary Ann McCall tracking of duty have both gone to market, but Cap is holding on to the Cole's because of "Nature Boy." Firm wants to nullify "Boy" and Leeds wants Cole at high tide, believing that an added 150,000 disks can be hit now that Cole is hot. Leeds will go to work on disk jockeys with Victor and Columbia platters in hopes of creating a demand thus forcing Capitol's hand.

Harry Ranch, who was injured in an auto smash two weeks ago on his way to New York from Philadelphia, rejoined his band at Club 88, Geneva, N. Y., despite a broken jaw and broken ribs. Maestro of the novelty-dance crew got out of a Newark, N. J., hospital with his jaw wired and ribs taped and, because the club operator couldn't keep his band without its leader, got back on the bandstand. He can't open his mouth, let alone play trumpet, sing or go through his comedy routine. He just directs and the band adheres mostly to dance music.

Some music publishers have hurried preparations last week for the possible interruption of the flow of music to jobbers and retailers due to the railroad strike. Leeds Music, for example, wired dozens of surveyors to check stocks on the five times Leeds now has going, topped by the No. 1 "Now Is the Hour," and if orders were needed, the pub's stock room expected to stay on the job Monday (10) evening until all were caged and on the way.

Tony Pastor, currently at Frank Dalry's Meadowbrook, Cedar Grove, N. J., makes an unusual approach to the problem of putting on floor shows. He has a band boy who does an impressionist turn in addition to taking care of instruments, driving a truck on one-nighters, etc. He's Joe J. Money and he does apings of Lionel Barrymore, Edward G. Robinson, Charles Boyer and a host of others.

Music Notes

Roy Haggard tried to add to Capitol Records talent lists. Haggard brings 20 pre-ban masters to Cap... Lionel Newman starts scoring 20th-Fox's "The Shamrock Touch" this week with 80-piece band. Score by Cyril Mockridge. Jimmy McHugh's "I'm in the Mood for Love" solid set for U-F's forthcoming "The Saxon Charm."... Trenier Twins appeared at Somerset House for folk weeks... Two folk trio and Art Whiting planned to waitlist for 10 weeks at Lau Yee Chat Club.

The Novelty Ballad Hit!

AT A SIDEWALK PENNY ARCADE

ROBBINS MUSIC CORPORATION

Hear DINAH SHORE, BUDDY CLARK, PEGGY LEE, BOB CROSBY and Other

ARTISTS INTRODUCE A GREAT SONG WEEK OF MAY 17TH

By RAY GILBERT, TED FIORITO, ERNEST VARNER

BOURNE, INC.

MIKE GOULD

1483 N. VINE STREET, HOLLYWOOD

BEN BORNSTEIN

777 9TH AVENUE, NEW YORK

AL KAVELIN

WOODS THEATRE BLDG., CHICAGO

Income Tax Cuts Making Vaudates Attractive to Screen, Radio Stars Again

The new income-tax reductions are proving helpful in getting film and radio names to make theatre appearances during the summer. Talent agencies by pointing out the reduction which will permit top earners to retain a greater part of their salaries, have been able to get a number of stars to do personal appearances in talk in films and radio activities.

For example, Dick Haymes, Ed Gardner, Jane Powell, Jane Russell, Frances Langford and John Hall are among those who have responded so far.

The agencies are continuing to make a strong pitch for more names. Music Corp. of America, for example, is now attempting to line up a package with Betty Grable and the Harry James band. They're also pressuring Dorothy Lamour and other top names on their roster.

Haymes has been set for the Roxy theatre, N.Y. Gardner has been set for the Strand theatre, N.Y., June 11 in a "Duffy's Tavern" package that will include the radio show regulars Charlie Cantor and Eddie Green, plus Jane Russell. Latter was added to the turn at the insistence of the house which wanted female representation to hype interest.

Frances Langford and Jon Hall (Mr. and Mrs.) are set into the Stein Pier, Atlantic City, July 4, and Jane Powell goes into the State Lake theatre, May 28.

So far, summer bookings indicate that the agencies will have greater success in getting personalities to go out than they've had in the past. One of the strongest arguments against personalities has been the fact that much of their earnings would revert to the Government in the form of taxes. However, the agencies have been able to knock down that argument by showing the amount that can be retained from theatre tours.

Sincerest Flattery

Kay Thompson and the Williams Bros. can now be considered a successful act. They're being included in the ranks of Hildegarde, Jimmy Durante, Cary Grant, and others that are being mimicked by various performers.

An impression of the Thompson-Williams turn will be done by Milti Green, when she opens at the Copacabana, N. Y., July 17. Her contract calls for her to include two boys in her act for the takeoff.

BERLE COLLECTS \$31,960 FOR CHI HEART FUND

Chicago, May 11. Milton Berle brought in \$31,960 in pledges for the Chicago Heart Fund Association during a 14-hour phone marathon here last week over Station WIND.

Comedian established local record for calls, exceeding 2,000. He started at 1 p.m., Tuesday (4), and wound up the following morning at 3:30.

Costello, Phil Kastel Pay Up 87¢ Tax Rap in N. O.

New Orleans, May 11. Judgments against Frank Costello and Phillip Kastel, prominent in New Orleans and New York night club operations, for back Federal income taxes totaling \$87,618.42 have been satisfied, Federal court records showed last week. Assistant U. S. attorney N. E. Simoneaux said that the judgments were issued here by Judge Wayne G. Borah in 1942 and involved income taxes for the years 1927 to 1934.

Kastel's amount totaled \$52,031.86, while that of Costello and his wife jointly totaled \$34,206.80. Kastel operates the swank Beverly Country Club in suburban N. O.

Page Mr. Anthony

Chicago, May 11. Because of a British customs ruling, Vic Hyde, comic one-man band, is having difficulty preparing for his opening at the Casino theatre in London, May 21.

Rule states that, "Musical instruments are limited to two of any one kind," and since Hyde uses eight trumpets in his act, he has a problem.

He may solve it by retaining needed instruments upon arrival in London.

More Ice Shows Set for Paris

Paris, May 11.

Paris may have four ice shows rolling simultaneously, featuring U. S. talent. Blades display at the Palais de Glace with Joe Jackson, Jr., the Colston, Terry Brent and Phil Romayne, opened last week. Les Ambassadeurs opened an American-produced show lined up by Moe Gale Agency, May 20. The Lido will have another, produced by Donn Arden, and British producer Tom Arnold expects to display one in theatres.

This form of entertainment has been making headway since the war. Cafe and theatre operators, looking for the unusual, have embraced this type of entertainment and are exploiting it to the hilt.

French buying of ice shows has been hyped by the recently concluded pact with the American Guild of Variety Artists which permits U. S. performers to take half their earnings out of France.

Boles' British Tour

John Botes has signed for a 12 week tour of British theatres. No London house has been lined up as yet, but it's expected he'll go into Palladium or Casino at the conclusion of his dates in the provinces. Tour is being lined up by British promoter Hyman Zabl.

Theatre Interests Blast Utah Fair's Backing 'Follies' as Unfair Competish

Mpls. 'Ice Follies' Boff 330G

Minneapolis, May 11. Playing 32 performances in 26 days, Shipstad-Johnson "Ice Follies" at \$3 top in the 5,000-seat Arena grossed an estimated \$230,000.

Engagement of show, which originated in Twin Cities, is an annual Minneapolis event. Attraction doesn't play St. Paul, which, however, gets the "Ice-Capades" every season.

SKINNAY ENNIS, JURGENS SET FOR N.Y. CAP DATES

Capitol theatre, N. Y., has signed two hands for summer engagements. Skinnay Ennis has been signed for a July date with show topped by Lena Horne with Paul Winchell also on the bill.

Dick Jurgens will go into the Capitol sometime in August, following run at the Commodore hotel, N. Y.

'Bowery Frolics' Pacted For Tour of RKO Theatres

"Gibbooley's Bowery Frolics," new unit with a cast of old-timer talent, has been set for a whirl around RKO theatres in New York and Brooklyn by Billy Jackson, vet agent.

Cast will include Billie Dauchea, emcee; Ray Walker, songwriter; Morris Lloyd & Andy McLaughlin, blackface; Lillian Ashton, Sally McNamara Gibbooley, Grandma Darling, Lucille Doner, Andy Kennedy and Rosemarie Berner. Unit tees off at the RKO Madison, Brooklyn, May 18, with several other dates to follow.

Once this one is set, Jackson will produce two other units, "Hollywood Doubles" and "Greenwich Village Scandals," for a similar tour.

Salt Lake City, May 11. A long standing feud between commercial amusement operators here and the Utah State Fair board broke wide open last week, when attorneys for the amusement people let fly with a blast that tax money was being risked by the Fair operators to back "The Water Follies of 1948," playing a two-week stand at the Casino.

The battle dates back to last year's Utah Centennial Expo, with operators of picture houses, dance spots, and such claiming they were forced to compete with a tax free organization. This year's squawk came when it was disclosed that the Fair board was working with "Follies," taking 30% of the net gross, and guaranteeing pre-engagement exploitation of \$4,000.

The specific charge was that public money was being risked in a private enterprise, which, according to page 52)

MPLS. COURT UPHOLDS BAN ON GAI BARTENDERS

Minneapolis, May 11. State Supreme court has upheld by a vote of 4 to 3 a St. Paul law prohibiting women from serving as bartenders in nightclubs or saloons. Majority opinion, veering to morals side, maintained permitting women to tend bar would encourage "presence of women in drinking places as patrons."

In his dissent, Chief Justice Charles Loring wrote saloon business today doesn't carry stigma attached to it in pre-prohibition days and that women of good character not only patronize bars, but are employed in them. He contended women can do as good a job of drink-mixing as men and, from standpoint of maintaining order, "always accomplished more by diplomacy than men by violence."

JOHNNY BURKE
"Leftover from draft of 1917"



THE X-TREMS
"Nature's Mistake"



LEE STEELE
"New Comedy Star"



WAYNE MARLIN TRIO
"Adagio—Dance—Balance"

AL FERGUSON

JACK RANDALL

MARIE LOUISE and CHARLES

TWO VALORS

DACAL TRIO



KEYE LUKE
"Charlie Chan's favorite son"



DAVID and DOROTHY PAIGE
"Pages of Romance"



GARNER and WILSON
"Two fools from Europe"

Management
JOHNNY LASTFOGEL
1697 Broadway, NEW YORK 19, N. Y.
Phone: Circle 6-8139

Circus Tickets Bite Brings \$250 Fine

The lubbub over tickets for the Ringling Bros., Barnum and Bailey circus performance at Madison Square Garden which were scarce this year than ever before, steamed over yesterday (Tuesday), when Carl Knofor, Garden ticket seller, was handed a sentence of \$250 fine and 30 days for accepting gratuities, Knofor was slapped with a conviction by Magistrate Samuel Orr, who declared that "this man is only one of many guilty of the practice."

An additional 30-day sentence was tacked on but suspended as warning to others. Specifically, Knofor, was charged with exacting a \$1 advance on each of three recent \$1.50 tickets sold to a customer. His attorney, Sol Gelb, indicated an appeal.

Convinced, it's said, is the first in a charge of this nature in New York City. According to Bernice Rogers, Asst. Corporation Counsel, who prosecuted the case, no previous convictions had been obtained "because no one before has been caught red-handed at the box office."

Gelb offered the defense that Knofor worked for the circus, "and the Garden, while the latter was licensed to sell the tickets."

CELEBRATING OUR RETURN FROM 2 YEARS ON TOUR •

HI, LO, JACK AND THE DAME



THE ACT THAT!
REALLY JUMPS!
Mexico City to Montreal,
Havana to Vancouver, B. C.
and inside U. S. too.
SHALL WE GO?
AROUND AGAIN?
BOB KERR, R. K. O. BLDG., New York

Nitery Dates

Carl Brisson, after closing at the Versailles, N. Y., follows with the Blackstone hotel, Chicago, May 18. King Odum quietly inked for Le Ruban Bleu, N. Y., starting Monday (17). Lester into El Rancho, Las Vegas, July 7 for two weeks. Mary La Roche added to the Old King Odum.

Mario and Florio signed for the Hotel Shoreham, Washington, May 10.

N. O. COPS START NITERIES' CLEANUP

New Orleans, May 11. A "cleanup" order was issued last week to operators of French Quarter night spots by Sup. of Police A. Adair Waters.

With a threat of jail or fines, he warned city performers must wear more coverups and jokes and songs must be apolitical.

In recent months, Waters stated, club owners and entertainers "have been making a practice of playing with nudity and faith." He added that city and state laws will be invoked to clean up the industry, and those who break the law will face jail or imprisonment.

The police chief also ordered bars and saloons to get off the streets, and a tightening up on "B-drinkers."

Des Moines Nitery Op Fined, Jailed on Tax Evasion Rap

Des Moines, May 11. Grover M. (Dooley) Kirsch, nitery operator, was fined \$10,000 and sentenced to 18 months in a federal penitentiary last week for evading Federal income tax. The Federal District Judge ordered Kirsch to pay on the fine and on order committing him to the penitentiary will be withheld pending disposition of another term Kirsch faces which is an 18-month sentence given him in 1945 on a liquor violation, for which he was given probation of three years.

Kirsch was charged in five counts of evading \$19,000 in income taxes during the years 1941 through 1945. He was found guilty on one count of failure to pay tax on \$71,028 annual income in 1944.

ARA Sets Up New Claims, Grievances, Committees

Artists Representatives Assn. has set up two permanent committees, one to keep track of various claims filed by agent-members, the other, a grievance committee to take care of member beefs. Jerry Rosen will head the grievance group, while Herman Falkoff will look after claims.

ARA board of governors last week named Sol Tepper to the board as successor to Al Rickard, resigned.

Saranac Lake

Happy Benny Saranac Lake, May 11. The passing of Father Joseph Blais was a sad blow to this colony. For 25 years he was spiritual adviser to many of the ailing show folks here.

Catherine Vandermast shot in from Maplewood, N. J., to visit her father, Garry (JACK) Vandermast, who suffered a setback. Arthur Proffitt left on a 10-day furlough to N. Y. C.

Every patient of the lodge was gifted with candy sent up by Dr. Harold Rodner, exec of the Will Rogers.

Frank Hynes upped for suppers and appointed assistant-librarian at the Rogers.

Joseph DiNicola given 10-day furlough to Big Town and Brooklyn.

Mrs. William "Mother" Morris planned to N. Y. C. for a vacation with her children, William Morris, Jr., and Ruth Morris White.

Allan Mannfield, formerly with George White's "Scandals" and Earl Carroll's "Vanities," who beat the rap here three years ago, in for general checkup. Given all-clear she left for California where she will meet her mother.

Bob Goldstein, theatrical lawyer and ex-Rogerie, in from N. Y. C. to visit Margie Regan and mitt the gang.

The Amazing Mr. Ballantine (Carl Kessler) has progressed so well that he has been appointed manager at the Rogers.

Write to those who are ill.

CALLOWAY SIGNED FOR CASINO, LONDON, SEPT. 6

Bandleader Cab Calloway has been signed to appear at the Casino theatre, London, starting Sept. 6. He's the second sepla maestro to have signed for a British appearance in as many weeks. Duke Ellington has been picked for the Palladium, June 21.

John Handerson will go without a British engagement as regular orchestras, inasmuch as regulations forbid the importation of musicians in retaliation for the American Federation of Musicians debaring bannings from other countries. British union, however, permits foreign musical acts to work.

The Calloway deal was made by Calloway's personal manager, Sunny Burke, who's currently in London.

'Binfordized Blessing' Accorded Sally Rand By Memphis' Censor

Memphis, May 11. Lloyd Binford, who has put the kibosh on scores of Memphis film and stage presentations, however, exception of Gene Autry's "Champion" has finally yielded—and to fan-dancer Sally Rand.

The Memphis censor, a steady thumb to show biz with his baffling censorship here of flickers and shows, after reviewing the American Shows, starring Miss Rand, at the preem last night (9) of the annual Cotton Carnival mid-way show told VARNEX, "the only changes we suggested was that the lighting be toned down slightly in certain scenes. While the show is slightly racy, it is not obnoxious and the handling of the lights and sets verges on the artistic, making it a great improvement over the typical carnival show of 20 years ago."

In having the "Binfordized blessings" sprinkled over her show, the fan-dancer declared she was to have Mr. Binford and the people of this community come and see it. "We are exactly what these localities did when they boomed to an SRO opener Sunday it will play to bumper crowds during skeddeweed.

One customer complained of the "binfordizing," stating "that the blue lights were so dim, I could hardly tell there were human beings on the stage."

* Starlight ... the Waldorf-Astoria Roof Star Bright ... Baritone of "Finian's Rainbow"

ALD RICHARDS

The Critics Say ...

LOUELLA O. PARSONS—Journal-American
"Donald Richards so handsome and can sing like a bird."

IRVING HOFFMAN—Hollywood Reporter
"Donald Richards, who brightens 'Finian's Rainbow,' just completed an engagement at the Waldorf and was so successful that he is booked back to open the Starlight Roof."

DOROTHY KIGALLIN—N. Y. Journal-American
"Tops in town—Donald Richards' show stopping at the Waldorf."

EARL WILSON—N. Y. Post
"TODAY'S BRAVO: Donald Richards for his wonderful opening at Waldorf Sert Room."

NICK KENNY—N. Y. Mirror
"Donald Richards' magnetic personality and amazing delivery will lift you right out of your seat."

ED. SULLIVAN—N. Y. Daily News
"Waldorf show slated with Donald Richards' show stopping at the Waldorf that he has been booked back to open Starlight Roof."

LEE MORTIMER—N. Y. Daily News
"... Feminine hearts flutter since Donald Richards opened at Waldorf ... brings down the house."

LOUIS SOBOL—N. Y. Journal-American
"Crowded opening at Waldorf's Sert Room ... smart set turns out to cheer Donald Richards."

Direction—M. C. A.

Long-Drawn-Out Session Looms As Shelvey Suit vs. 4A's Gets Under Way

Paul Dulzelli, president of the Associated Actors and Artists of America, yesterday afternoon (Tuesday) concluded a day and a half of testimony on the background of the leadership dispute in the American Guild of Variety Artists. Dulzelli testified in the introductory suit brought in the N. Y. Supreme Court by Matt Shelvey, deposed AGVA national administrator, seeking to restrain the 4A's from running AGVA until the question of leadership is settled.

Trouble developed at the outset of the trial when Arthur W. A. Cowan, Shelvey's attorney sought to enlarge the scope of the trial. Cowan attempted to prove that the entire 4A setup in governing of the performer union was illegal. Justice Cohan ruled that additional briefs would have to be submitted in order to permit that line of questioning. However, prior to yesterday's deadline, Cowan withdrew the claim.

Major portion of Cowan's exami-

Turner-Fishman Settle Tangle on Billie's Date

Chicago, May 11. Walter Turner, operator of the Persian Ballroom here, and Ed Fishman have come to a peaceful understanding over the concert date which Billie Holiday was booked to play at Turner's spot. Turner had contended that the date was for April 25 and Fishman, with a duplicate deposit slip on Miss Holiday's bank account as proof, had argued that the agreement had been for "April 19, or a mutually agreeable date 45 days thereafter." She has yet to play the date.

Turner says that he did not complain to the FBI about the matter of having made a \$1,125 deposit for the date and not having the singer on hand for the date. Jack Irving, Chicago AGVA head, to whom Turner did complain, had wired to the Guild's Hollywood office to query Fishman about the tangle and Fishman directly wired Irving his version of the agreement. That apparently settled the matter as far as AGVA was concerned.

nation of Dulzelli consisted of attempts to prove that Shelvey's ouster as AGVA's head, last December, was part of a conspiracy to prevent the performer union from attaining too much power. Cowan asked Dulzelli whether in private conversation he had mentioned George Heller, American Federation of Radio Artists executive secretary as the head of the union. Dulzelli said that in view of his imminent retirement because of advanced age and poor health, Heller looked like the logical successor as head of the 4A's, not of AGVA.

At press time, Cornelius Sacco, of the Trade Union Agency, an accounting firm specializing in labor organization accounting, was testifying on the state of AGVA's financial condition during the Shelvey administration.

Indications point to a lengthy trial, some feeling it may last as long as three weeks. Shelvey has subpoenaed among others, virtually all the entire 4A's board AGVA organizers, attorneys Jonas T. Silversone and Mortimer S. Rosen, and various members of the AGVA staff, and trade paper reporters including two VARNEX

Former Judge Samuel Rosenman is handling the 4A's side, while Cowan is assisted by Samuel L. Scholer.

THE COLSTONS

Opening May 6 for 12 weeks

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38 E 57th St. New York N.Y.

Charles Stiegel at the Piano



... and Donald Richards Says

* Thank you Frank A. Ready for my return engagement to the Waldorf-Astoria, opening the Starlight Roof, May 23."

Unit Review

Water Follies of 1948

Salt Lake City, May 7.

"Water Follies" presented by Intermountain Aquatic Productions, Inc., produced by Natalie Komaroff, musical director, Larry Flint, director of choreography, and Milton; stage manager, Paul Bucknell; M. C., Lenny Ladd. Features Peter Fick, Eddie Rose, Charlie Diehl, Danny Southern, Cecil Leach, Jean and Jay Fitzsimmons, Gene Cooper, The 3 Aces, Lorne Layne, Aquabellas (16); at Coliseum, Salt Lake City, \$2.50 top.

"Water Follies of 1948" is basically the same as last year, with only a few changes. By and large, "Follies" is a good entertainment, but at the preem some glaring weak spots showed up, and unless truned out, this water show will have tough sledding ahead. The use of the Aquabellas as a dancing chorus as well as swimmers doesn't help. The girls are completely lost on the stage and show up proceeded.

On the credit side Peter Fick, former Olympic champion, Eddie Rose, slambang comedian, comely Fitzsimmons sisters, Danny Southern, Lorne Layne, warbler, the divers, and the Three Aces, do

more than their share towards making "Follies" worth while. The acts get off to a shaky start with Gene Cooper, hooper, backed up by chorus. Cooper has a peculiarly remote way of dancing. The chorus rate little better than a high school group.

Three Aces are next, and their handstand feats are tops. Work deliberately with great precision, and execute difficult stunts with a casual air to win audience.

The Aquabellas were in the water, where they belonged, in the first number, in usual water ballet routine.

"Follies" is sock when the comedians get on the high boards. Dressed in old fashioned bathing suits, water acrobats, in a routine that has the audience howling.

Pick follows the divers, and does a slick job in the water. His routine is built around the evolution of modern swimming techniques, and the former world's champ puts on a great display.

Danny Southern, singer, comes through with three solid ballads as his contribution. Ladd has a good sense of humor, and uses situation. Opens with "They Say It's Wonderful," goes into "The Girl That a Merry" and winds up with "Hushabye Wee Rose of Kilmer."

Fitzsimmons sisters, billed as granddaughters of ex-beary-eyed Champ Bob, are a pair of good looking blonds who turn in a very smooth performance. The girls are nicely costumed in light green suits with mirrored neckties and mirrored Roman helmets. They go through an intricate routine of tandem swimming combined with acrobatics, and turn in one of the top performances.

Show continues with a comedy routine involving Ladden and Rose. Rose has a nice line, but Ladden, and sticks pretty close to low comedy, but he's a crack performer and gets good laughs. He and Ladden work well together, clowning, singing, and doing their share of physical stuff. The audience ate it up.

Fick steps into the m.c. role for the next number, featuring fancy diving. The lineup is headed by Charlie Diehl, a 200 number who knows what's on a high board, and three others who do a nice job.

Cecil Lewin closes the first half with the good session of pop ballet, using routine of classical dancing to rumbas and waltzes. Second half opens with Cooper and the chorus doing a South Seas number. In this bit, Cooper shows he could be a knockout if he'd stick to acrobatic and water-centric dancing. His acts are routine, but at the close he puts on a brief se-

sion of kicks and jumps that had them cheering.

Lorne Layne, new to the "Follies" follows the swimmers with some unusual warbling. Miss Layne has a voice of operatic quality, and adds over some lighthearted stuff that appealed to the listeners.

Balance of show consists of a production comedy number, more fancy diving, and a hilarious comedy routine between Diehl and Rose. Rose takes diving lessons from Diehl, gags between splashy efforts of the board and turns out a fancy collection of falls that results in a continuous session of belly laughs.

By and large "Water Follies" has the makings of some comedy, and plenty of it. The featured acts are good, but the salad dressing, in the form of the chorus, can stand plenty revision.

Bert

Theatre Reviews

Continued from page 43

ing to the attorneys, is Illegat. An appeal was made to Governor A. Giles, state attorney general, for a meag to disburse the situation. Sheldon R. Brewster, secy-mgr of the State Fair Assn., and David Thomas, chairman of the board, answered charges by claiming the deal was strictly legitimate. Thomas agreed the Fair should not run in competition with "going business uptown," but denied any wrongful risk was being taken. Brewster stated no money derived from state taxes was involved in "Follies" deal, and said it was just a legal effort at making the Fair Grounds pay its own way.

As a matter of fact the \$4,000 promotion fund advanced by the Fair may not be too easy to make up. "Follies" deal, and said it was towards laying a sizeable egg, and despite heavy publicity and promotion isn't getting the customers.

The current battle is part of a general fight being waged by professional entertainment organizations against the amateurs and semi-pros. At Logan, Intermountain Theaters, Inc., operators of three picture houses there, are running into competition from the Utah State Agricultural College, showing second run pic 35c admission, with no restrictions on who attends. Intermountain's attitude is, why support an organization with taxes, when it's in business against you.

Intermountain in Salt Lake City, runs into the same problem when the University Theater, affiliated with the Univ. of Utah, bids against the theater operators for legit road shows.

Nitery Reviews

Continued from page 39

Latin Quarter, N. Y.

The name value of Joey Adams' "Latin Quarter," co-workers, and Tony Canzoneri, plus the Nicholas Bros. Andrea trio, Anne Russell and the usual dancing production, will be sufficient to overcome the draught of Ritzes' skill to be determined. Nonetheless, the Latin Quarter has a match in its potential quotient with any cafe in town.

Adams, flanked by Plant and Canzoneri, has come in with a batch of fresh material, which he sends over with potent delivery. He still retains the framework of his usual act, but has interlarded it with new bits, and pieces of business that make it virtually a new routine for cafegoers that have seen him since he played La Martinique a couple of years ago.

He now does a songwriting piece that's hilarious. It's a takeoff on the often heard bit about a man who is a singer, but is identified with many acts, but it has several refreshing turns, one of which is the use of Plant and Canzoneri as the lead stooge. This piece, incidentally, points up Adams' ability as a comedian. The Nicholas Bros. and Canzoneri is definitely a funny man now, as is the dancing Plant during his lighter moments. Should developments are a result of long association with the show, they will play with Campo for a spell it's likely that the bandleader will develop into a star.

Another of Adams' attributes is his ability to work with all the acts, and to keep each without putting too much attention to himself. He does the dance turn with the Nicholas Bros. and a bit with Anne Russell.

The Nicholas Bros. to be sure, need no outside help. They're established and polished dancers with a high degree of polish. Their routines are smart, well-conceived and responsive to the audience. Incidentally, the younger of the duo is branching out as a singer, and is quite good.

Other showstoppers, Anne Russell and Andrea Trio are both underlings. There's been some refurbishing of the production of the duo. Andrea Trio is showing excellent pieces in classic numbers, with Patricia Adair holding over in the ballet chores. Billy Drew does the tap acts in the line sequences.

Plant takes care of the main hitting spontaneous applause when he goes into "Beginnings." He fills the floor with his rumba orchi, while Vincent Travers shows back in top fashion. Joe.

Iceland, N. Y.

Harry Rose, Margie Wade, Frank Malino & Hollis, Dolores Janell, Ben Ribble orch; \$2 minimum.

After a four-year absence from Broadway, Harry Rose, who last appeared at the old Hurricane, proves that many of the top names in the business have the savvy and sense of showmanship that can hold its own in any situation.

His date at the Iceland is not a typical situation. Rose, nonetheless, he meets the requirements of the room. Here, he plays to an exclusively female audience, inasmuch as this hospice is the stronghold of the "men's" in this instance he uses a fairly elemental form of humor, playing directly to the large number of gregarious here, and he's a hit with every tap he takes. He frequently comes off the floor for personal asides to the mob - something that never fails to tick with this type of audience. He does his w.k. mind-reading bit and a "Pagliacci" with translations that hits the crowd well.

Surrounding Rose is a comparatively strong show with Margie Wade displaying a neat brand of taps, while Dolores Janell gets the mob with her songs.

Frank Malino and Hollis do well with fast knockabout comedy that reaps strong returns. Joe.

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MINNY ICE SHOW SET FOR TOUR OF CHI SALOONS

Chicago, May 11.

If bar patrons start getting heavily led drinks in the next few months, they can blame it on a new ice show, which will tour bars and saloons. Claiming to be the smallest real ice show, it will use 10 to 100 foot, which can be placed on many back bars.

Show, packaged by Billboard Attractions, is headed by Lenny Collier, m.c., and includes Jay Collier, s's marionet skaters, and Skating Solleys. Acts are backed by Eddie Davis Quartet, who also does ice dancing.

Package broke in last week at the Pierre Marquette hotel, Fort.

Paul Benson, comedy auctioneer, has signed with Associated Booking Agency, Inc. in the Adams, Newark, May 20.

The Exclusive and Amazing

Laurette and Gylmas

"DANCUMORISTS"

HELD OVER

HAREM, NEW YORK

Choreography: Theodore Adolphus

New York Rep: JACK DAVIES

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FUN-MASTERS

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AMERICA'S GREATEST STORY TELLER HAS SMASHED THEM ALL AT THE FOLLOWING CAFES:

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NOW Appearing at the LATIN CASINO,

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Circle 4-2558

Broadway

Singer Kitty Kallen discharged from the French hospital.

Baritone Igor Gorin vacationing after 35-city concert tour.

Douglas Bryn, British singer, returned to England last week.

Coming Pichel off to London last week on a four-week junket to "scout talent."

Edna Elliott, of MCA's cafe dept., back at his desk following a lengthy illness.

Lesley Baskin from Europe, where he studied production possibilities in Britain and France.

Mr. M. Lyons, director in Universal's accessory sales dept., tagged as Miss Subways for May.

Joe Cline, head of the Associated Booking agency, planning to reopen his Coast office next week.

Karen Lewis, member of the "Columbia" ensemble, never got for May issues of American mag and Salute.

"Uncle" Henry Berlinghoff and Hugo Morris both back at their posts with the Columbia Morris after illness.

Woodchuck Black, new midtown social organization, first meeting at the Woodstock hotel last Thursday (6).

John C. Condon, Disney and 20th-Fox, with Columbia Pictures for special back assignments on the covers of *Life* and *Time*.

James Franey, pres. of United World Films, headlined the *Life* cover (14) for a fast hurdle with Universal's studio topers.

Joe Goldstein, head of the new studio eastern rep, giving up his Walter Kane agency association on the East Coast.

Anatole Litvak, who sailed for Europe last week, is expected to direct a film there in association with a French filmmaking firm.

Jack Robbins, a regular at the first time when his son, Howard (Baby), a vesper of J. J. Robbins & Co. is becoming a regular.

Universal's British chieftain Ben Hurst, a regular at the first time when his son, Howard (Baby), a vesper of J. J. Robbins & Co. is becoming a regular.

Frank "Bring 'Em Back Alive" Buck, recuperating in San Angelo, Texas, from a recent illness, expected back in N. Y. late this week.

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Rodgers & Hammerstein giving publicity at the first time when his son, Howard (Baby), a vesper of J. J. Robbins & Co. is becoming a regular.

(12) to celebrate the second anniversary of their "Annie Get Your Gun" current hit.

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secretary. Latter on Equity's office staff.

Ex-Paramounte Chris Dumphy renewed old acquaintanceship with Broadway birthday party tendered by Far, before sailing for London.

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London

Renée Houston singing for divorce from Pat Ahearne, now in Hollywood.

Sir Hugh Robertson, founder and conductor of the Glasgow Orpheus Choir, injured in auto accident.

Bernard DeWolf has bought the rights of "Hector" story which he will send out when show closes at Princess some time in June.

Patti Morgan, 18-year-old Australian film actress, engaged to Victor Silverstov, whose business manager is Pomer.

Pomer, formerly general manager for Hyams Bros., theatrical supervisor for Associated British Picture Corp.

Arthur Askey planning a return to the West End in a new musical comedy, with music by Manning Sherwin. Show will mark return to management of Jack Waller. Tentative title is "The Kid From Stratford."

Clark Roberts, who went into the "Hellaspoint" company at the Princess following their successful season on the same bill at the Victoria Theatre, four weeks, returned to the Casino when the show ended in July.

"Diamond Laid" succeeded at the Princess Theatre, where it was a three-week season of the "Ladies' Vespers" hit.

Play had splendid reception when staged at the Embassy early in the year and has since done well.

Donald Keel, until recently playing the role of Curly in "Oklahoma," signed by Anthony Havelock-Allard to play the role of the first independent production for Constellation Films.

"A Small State" in which Valia Havelock-Allard stars. Pic being directed by Fergus McDonnell.

Chicago

Alice Blue, former WGN pianist, found her arthritis attack.

Danny Newman handling the press for "Shylock and His Daughters."

Comic Jack Waldron winds up six years of camp show this month.

John Lambour and John Golden back to New York City.

Linda Lubed in his suburban home here after minor operation.

"High Button Shoes," with Eddie Foy, Jr. in the Phil Silvers role, opens May 18 at recently reopened Fox Theatre.

Dorothy Shay, vocal star on Spike Jones radio show, penciled in to sub for Edith Markey during vacation from "Annie Get Your Gun."

Ken Keith, film actor who recently completed "Three Musketeers," will do some commercial pictures and television spots.

John Thorenson, Chicago model recently chosen "Miss Photoplay" press photo contest winner.

Costume role in "My Dear Secretary" for the role in "My Dear Secretary."

Detroit

Ted Weems at New Casino Ballroom.

Pat O'Shea, Irish tenor, off for Europe.

Kid Ory's "Jazz At New Orleans" concert in Music Hall last Friday.

Concert of on-the-edge of small ad, value sale.

Cancer fund benefit sponsored by Bull Moose Jackson.

Record stars netted \$1,800 at Paradise theatre.

But must presume "Let's Get Around" over WPT Tuesday (11).

Elizabeth Firestone, socialist composer due home from London this week, offered chore of doing some work for Edith Markey.

Foy's forthcoming "Come Be My Love."

Vienna

Joan Sforzetta theatre rehearsing "The Song of Songs."

John Drinkwater's "Abraham Lincoln" on program of American tour.

U. S. A., England, France, Italy and Austria participated in Salzburg film festival week.

Napoleon play with the shortest film festival week.

Brooklyn, will preem in Linz, Austria.

Dr. Rudolf Slezacek, composer

of "Wien, Pur Du Allein" and other popular songs, received "honorary citizen of Vienna."

Hans (House of Comen) theatre has housed to something of a variety of shows.

Hour and half cabaret programs, starting at 2 p.m., with last one at 10 p.m.

Paris

Sir Cedric Hardwicke in Paris for 10 days.

RKO Powell, after a Paris junket, returned to Hollywood.

RKO theatrical chieftains in town for Phil Reisinger meet.

From the slowdown strike in the subway system.

Plan Nicolas Orloff celebrating again in Paris after 10 years interval.

Renée Bossie, Greek songbird, stopping the show at the Opera Comique.

Madeline Lebau, who was in Hollywood, now starred in "Secret of Monte Cristo," rolling in Epinay.

Barbara Laage postponing her return to America because of the film chore Maria Carroll turned down.

The Channels to leave the new radio revue Oct. to Oct. 15 at Latin Quarter, N. Y., in the State Tucker show.

Art Ford here for three broadcasts on French Radio for PIX.

French radio for PIX has been closed by the Cabinet pending some cuts are made, with the censor board before the cabinet.

Robert Ferdinand to have his play, "Meurt au la Boque" ("The Boy Who Killed Himself"), Brussels with Jules Berry to act as producer.

Frederico Garcia Lorca's "House of Bernarda," which closed last year in Paris, will again be done when the currently shuttered Studio des Champs Elysees reopens.

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Hollywood

Alan Dwan has Virus X.

Alan Dwan, headed by nurse, Joe Pasternak to Honolulu vacation.

Margaret O'Brien returned from her first tour of Europe.

Jack Gross back at his RKO desk after a three-day hospital stay.

Peter Crotty and Bill Millie to star in a new musical comedy.

Harriet Parsons chieftains in RKO after a nine-week vacation.

Rita Johnson to San Francisco to star in a new musical comedy.

Charles Korvin to Seattle, benefit of Veterans of Foreign Wars.

Robert R. Young, guesting with Douglas Fairbanks, Jr., in Santa Monica.

Alan Somers recovering from shock and bruises after an auto collision.

Bill DeMille to Washington to appear before the House labor committee.

Louis De Rochemont in town for huddles with Metro on a series of documentaries.

John C. O'Connor goes to South Africa in July for John H. Johnson's Diamond Jubilee.

Slavko Vorkapich, montage artist, to star in a new musical comedy.

Robert R. Young in town for a series of huddles with Metro on a series of documentaries.

John H. Auer injured by a falling piano in a new musical comedy.

"Drums Along Amazon" at Republic.

Domergue planned to Buenos Aires to join her husband, Hugo Fregonese, who is making an indie film there.

South Africa

"Naked" by Joe Hanson.

"Naked" by Joe Hanson.

"Naked" by Joe Hanson.

"Naked" by Joe Hanson.

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Washington

By Florence S. Lowe.

Vincent Lopez linked to bring the bond here to the House.

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VOL. X, NO. IV

WEDNESDAY, MAY 12, 1948

ANY PLACE, U. S. A.

ADRENALINS--WOW! BOFF! SUCKO!

Andrews Gals Gobble

Campbell Soup For 39 Weeks More

Ward Wheelock, ad agency for the Campbell Soup-Franco American combine, has announced that the Andrews Sisters' radio contract has been renewed through 1948. Contract calls for their continued three-weekly appearance on Bob Crosby's "Club Fifteen" program on CBS Network. Gals have been regular on the show since last fall. Show emanates from Hollywood and has been showing healthy Hoopers.

Trade reports, as well as public approval, have commended the show particularly when the Andrews Sisters are on. Their happy touch with a breezy script, their restful renditions of current songs and the musical plugs for the products and the humorous characters assumed by the girls for the program, all combine for a lickety-split quarter hour.

The trio will be on leave from the show during the summer while they make a trip to London (see story elsewhere on this page), but will return in the fall.

CASH REGISTER JINGLES WITH ANDREWS TRIO JINGLE BELLS

A little over ten years ago, three ambitious girls from Minnesota—Leon Belasco's band, they soon go on their own management of "every" then a contra-ords, unearthe- Mir Hst Du, 6. is history. Patty-Maxone, the top star, 4,000,000. Andrews have appeared broken there is.

And their- Lou Le- came their Blar in- Mc- Joe- You- Beer- and including- Sing Time- Woogie Plet- Today- Choo- Elmer's- Elmer's- Under- Radio- program- Pineapple- gram with- 1940; and- in 1941 on- Simba- wagon and- gram with Benn-

Andrews

The Andrews Sisters' after the war office, with management of the "in person" records.

The Andrews Sisters' famous stars of the "un-erated, and not known over as 'America's Nu-Singing Act'."

ANDREWS 3 A 'NATURAL' FOR TELE SHOW

The Andrews Sisters are prepping a show for television to be presented to sponsors in the fall. Video heads have long felt that the girls would be natural for the picture waves. Famous as much for their interesting routines as for their pipes, the trio has always gone over big in p. a. Case in point: the Andrews Sisters' recorded their after-the-show bit on the Campbell Soup radio program.

It has been pointed out that the Andrews gals are born entertainers and the step to television will require practically no change in style. Their rapid fire delivery always necessitated memorizing their material and has made them tops in timing and the not-so-gentle art of ad-libbing.

They achieved their initial show success as hoofers, so, in addition to other specialties, gals are polishing six new live routines and also brushing up their peevish material which has always been an hilarious part of their personal entertainment show.

With the Andrews Sisters not only singing, but dancing, acting, and making with the gags, the show looks like a hot prospect for 1948. So, sponsors, the line forms at the right when the gals return from London late in the summer.

and a song, 'Boogie Woogie Boy,' one of our big records while we were all having a—while we were all having a—while we were all having a—

the bustle making re- and doing catch our ating—

STERS of most out a ion in business andies a, off- on and pertaining to test as "ban- to sing and the of

struggled "world" mood, de- we've our "From about, Perry R. and other or-

first records hit meant more work "time is the problem, when we're travelling

Walt Disney SPOTS ANDREWS SISTERS IN 'LITTLE TOOT'

Patty, Maxene, and LaVerne Andrews have an important part in Walt Disney's great new technicolor cartoon, "Melody Time," recently released. Pic, which is along same lines as Disney's "Make Mine Music," stars the Andrews trio in a song and narration sequence titled "Little Toot."

Little Toot, it is revealed in the course of the film, is a little tug boat in New York's harbor who becomes a hero and gets his name in all the papers for bravely rescuing a big ocean liner. Fans will recall suddenly dis- "Make Mine Music" wherein gals told the story of "Fedora and Alice Blue Bonnet."

"Melody Time" is the 20th picture in which the Andrews Sisters have appeared. 19th, "Road to Rio" with Bing Crosby, Bob Hope, and Dorothy Lamour, an experience which the girls survived with flying colors.

In September, upon their return from London, Lou Levy plans production of the girls' own picture, "Apple Blossom Time." Name, of course, derives from trio's famous theme song which has become synonymous with their name and is one of their million-record sellers.

'Tootie Oolie Doolie' May Be Topped By Latest Andrews-Decca Hit

The Andrews Sisters' recent Decca release of "Sabre Dance" and "Heartbreaker" is creating quite a stir on the counters and in the jukeboxes. Decca expects sales to equal Andrews' "Tootie," current diskery top-seller and gals' most recent release, "We Just Couldn't Say Goodbye," backed with "The Bride and Groom Polka."

Both "Sabre" and "Heartbreaker" are a drawer Andrews. The trio give with a seven syllable per second beat on "Sabre" and on the flip, pair of contribute a top rendition of the current Decca hit.

ANDREWS SIS KOP KAPP KUDOS

According to Decca prexy, Jack Kapp, the "Sabre"-"Heartbreaker" coupling writes the latest chapter in one of the greatest success stories on records.

For over ten years, the Andrews Sisters have been turning out hits. Their first record hit was "Butterfly" which sold 350,000 copies in its first year and which is still in demand. Since "Butterfly," Andrews have established all-time sales records with "Hold Tight," "Beer, Barrel Polka," "All Right," "Best Me Daddy," "Rhumba," "Vodella Jive," "On a Pin," "Down in the Valley," "Pistol Packin' Mama," "Rum and Coca Cola," "Apple Blossom Time," "Along the Navajo Trail," "South America, Take It Away," and flops more.

Style Slanted to John Q. The Andrews Sisters who have remained solidly at the top for ten years, far outclass any other vocal combo in the business. Answer to their tremendous success on records probably lies in the fact that they have developed a polished style which is slanted to John Q. and appeals to folks of all ages and musical likes.

Patty, Maxene, and LaVerne are famous for their rhythmic and comedy sense. They're equally famous for their friendly social arrangements of old songs and sentimental tunes.

Whatever they record, the Andrews gals are in there every minute. They started out with the blues and appeals to folks of all ages and musical integrity, and they have never released those stand-alone "disks" from the country, such hits with the G. A. P. (great American public).

Crosby, Haymes, Lombardo, Kaye Team With Andrews The Andrews Sisters have helped to establish a trend of superstars during the past few years by several recordings with their "boy friends." One of their favorite co-stars is Bing, with whom they have made enough best-sellers to finance a bank.

Dick Haymes joined the gals recently to wax "Teresa" and "My Sin" and Danny Kaye came to the aid of the Andrews' "Broad and Butter Woman" and followed with "Brass Band from the Country" and "It's a Quiet Town." All are spinning records in juke boxes and on the radio.

Next Andrews release will be "180 Acres" which they cut with Crosby. Hottest.

THE ANDREWS SISTERS

ANDREWS SKEDDED FOR N. Y. ROXY

The Sisters' Andrews popularity almost boomeranged recently. Galt foreign, radio, recording, film and other dates have had their manager and staff in a frenzy for the past several weeks. Management was fearful that their commitments would prevent their appearing in any 1948 American personal appearance for one of the country's top B. O. magnets. Clever, split-second juggling of bookings and time-tables made it possible to arrange a four-week stint at the Roxy with the top-of-the-show June 23. Although long time faves on the stem (Paramount), appearance will be the first for trio at Roxy.

P. S.
We're taking a vacation...
June 4th. to June 23rd
Myra Gray
Personal Management
LOU LEVY
RKO Bldg., Radio City, N. Y.

Princess Elizabeth Prizes

Store of Andrews' Platters

Discographers unearthed an unusual story recently when they discovered that the Queen of Princes was among the world's most avid collectors of American pop music in wax form.

Among other priceless items brought to light was a collection of Andrews Sisters' platters that experts believe to be the most complete of any outside the States.

DANNY KAYE SEES GATE KILL FOR ANDREWS

Danny Kaye, who recently completed one of the most sensational appearances ever made by an American star in London, remarked when hearing that the girls had definite plans set, "I've vent over as big as I did, believe me, the Andrews Sisters will fracture 'em'."



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FACT

Shifting B'way Theatre Map Again Points to 6th Ave. as Future Rialto

Postwar traffic, business and building plans are swinging to the east, leaving the upper regions of Times Square a glacial region. The Avenue of the Americas (6th Ave.) looms as the future bonanza spot for entertainment expansion.

New York's main stem amusement sector, preeminent in the last two decades by first-run film houses, has steadily moved up Broadway for the past 100 years at least. Now, retailers and theatre operators are predicting that the eastern swing will divert movie theatre-building operations to 6th Avenue, in the 50s, above Radio City.

While flickerhouses on Times Square's upper levels show increasing signs of withering, number of houses have again been pencilled in for the 6th Avenue ball-bow. Additionally, both Metro and Paramount are reported investigating the possibilities of building their own showplaces on that street.

The big handicap is the skyrocketing prices being asked for frontage on the avenue just east of Broadway. Added, of course, is the expense of building materials, which have ballooned out of all proportion to pre-war costs. At that it's understood that one syndicate is already planning to build opposite Radio City Music Hall at 50th street. The Music Hall, at 50th street, is the Music Hall, at 50th street. (Continued on page 63)

Episcopal Church Sets Radio Dramatic Shows; Walter Hampden Emcees

The Episcopal Church is going into radio in the fall with a major dramatic show titled "Great Scenes from Great Plays." The series will be a coast-to-coast operation in cooperation with the Episcopal Actors Guild, with Walter Hampden, Guild president, as emcee, and sometimes leading man.

Deal for the series has been set by H. B. Humphrey agency, with the National Council of the Episcopal Church, Walton Butterfield, will be the agency producer, with Marie McGill directing on a freelance basis and Nathan Kroll conducting a 20-piece orchestra. The show will be transmitted, with the idea of suiting the convenience of many guests.

The series will probably be aired on Mutual, spotted on The Screen night. The announcements will be of general sectarian plugs, but of a dramatic material, from past and present stage successes, will be selected for their theme of more uplift. Allan Sloan wrote the audi-script, but the actual series will be freewheeling. Brian Hooker winner of Rostand's "Cyano-burger" was used for the audition and will probably be the premier broadcast, with Hampden in the title part.

Winthrop Rockefeller Breaking Into Pic Biz

Hollywood, May 18.

Winthrop Rockefeller is breaking into the film business as a partner of Eugene O'Neill (not the playwright) in a new company, with Herb Lamb signed as production chief.

Lamb has recently produced industrial films for General Motors, Ford, Lincoln Electric and Lever Bros.

Some Bistro Maitres Bow So Low They'll Never Straighten Up

The public in this day and age of watching its dining-out budgets is openly resentful of the over-servicing in some bistros and eateries, with result business is suffering. One class eatery N.Y. restaurant owes its big downfall to the gangling-up of captains, with result the patronage halved at having to tip their way into unbecomeliness.

One of the hottest new niteries has suffered an early business decline because of the cruel \$10 and \$20 pourboire scale set up by the avaricious maitre d'hotel. This habit of "buying your table," i.e., paying a supplementary "tip" for the privilege of spending one's money, reached aggravated wartime standards and was tolerated only because of the considerable easy money around. The catering staffs, however, refuse to recognize the changing economic picture, and while a couple of the peak seats still do all right, the general take, cake veterans point to the long-established places as being those where the captains are waiters and the waiters are captains and don't run the managements, to the degree it chases the customers.

\$100 Television Set Needs No Antenna

A portable television set, priced to sell for less than \$100, is slated to hit the market about June 7. It's to be manufactured by Pilot Radio Corp., Long Island City, N. Y.

The new set is expected to mark the first step in the industry to bring TV receivers down to the pocket-book level of the mass buying public. It will have only a three-inch screen, about half the size of the average receiving tube in use, and if public acceptance is successful, it's expected other manufacturers will have to cut prices.

Outstanding aspect of the Pilot receiver, in addition to its price, is the fact that it runs on no antenna installation and will work without an antenna.

Initial step in the breakdown of one important aspect of the new Anglo-U.S. films agreement was seen by industry insiders in the deal last week between David O. Selznick and Sir Alexander Korda for production in England. Move is viewed as the beginning of the end of that portion of the new pact which provides that American companies shall share in a dollar pool equivalent to the earnings of British pictures in the U. S.

Breakdown of this fact of the pact is of no consequence to the British government. It marks only a move toward the end of the sharing of American companies in the earnings of British pictures in the U. S.

Samuel Goldwyn has pending with Korda a deal similar to that made by Selznick with the British producer, except it is for only one picture, while Selznick's is for an indeterminate number of films over a four-year period. Other American producers are expected to follow the Selznick-Goldwyn lead, using the pact as models for getting around the provision of the U. S.-British agreement that provided for pooling of American income of English-made pic in this country.

Selznick and Goldwyn exclaim, while fully admitting that their moves will dissipate the dollar (Continued on page 16)

Vaude-Tele Mated By Texaco at 5G For June 8 Teeoff

A ghost out of the past and a show less potent of the future, vaudeville and television—will be mated June 8 when the Texaco Star Theatre presents a series of weekly vaude programs over WNBT, N.Y., and NBC's seven-station TV hook-up. Budgeted at \$5,000 weekly, the bills will comprise seven acts and changing emcees. Milton Berle will be the teef-off confederator.

The William Morris agency, founded exactly 50 years ago and vaudeville's oldest, is going back to the original with its consummation (Continued on page 63)

Tops of the Tops
Retail Disk Seller
"Nature Boy"
Retail Sheet Music Seller
"Nature Boy"
"Most Requested," Disk
"Nature Boy"
Seller on Coin Machines
"Nature Boy"
British Best Seller
"Galway Bay"

Jockeys Ride Herd on Disk-Buyers; Poll Shows No. Consumer Influence

III. Exhibit Gives House To Churches Hit by Storm

St. Louis, May 18.

Tom Baker, exhibitor in Bunker Hill, Ill., where every church was destroyed by a tornado recently, has adopted the policy of his house so that church services may be held there every Sunday.

A time for each denomination's services will be set. Baker also offered to stage benefits in his theatre for those who lost most of their property in the tornado.

In One More Year It's Figured GBS Will Have Edge on Dramatists Guild

Ninety-one year old George Bernard Shaw has only a year more to go to break even with the Dramatists Guild. His life membership in the organization, for which he paid 21 pounds (\$100.80 at the then rate of exchange) in 1929, will have theoretically paid off in September of next year. After that he'll be on velvet, as far as his Guild dues are concerned.

At the time he became a life member of the Guild, the Irish playwright sent his check with a note saying that he'd never live to get his money's worth on the deal, as he was an old man (he was then 72). However, even on the basis of 55 a year (the dues rate at that time), he appears likely to profit on the transaction.

Actually, of course, Shaw has been ahead of the Guild on it for several years, as the organization's dues have been boosted several times and are now \$20 a year for active members and \$10 for associates. More important, because of Shaw's unique position in world letters and his vital role in the Guild during a critical period of its early history, he's the only member who pays no assessment on his play royalties. (Continued on page 63)

Muriel Smith Takes Her 'Carmen' Into Grand Opera

In an unusual switch from Broadway to opera, grand opera prima donna, Muriel Smith, who had the title role in the Billy Rose production of "Carmen" Jones in 1941, will star the name part in the Salmagundi Opera Co. performance of "Carmen," at Triborough State N. Y., July 16.

Production will be part of the Salmagundi open-air season at Randall's, starting July 8. This will be Negro soprano-actress's first appearance in grand opera. She was last seen on Broadway in 1941 in "Our Lady" and at the American Negro Theatre in "Sojourner Truth."

The disk jockey is by a wide margin the most potent factor influencing a customer's choice at the record counter, according to a poll conducted through retailers this month by an organization in the trade. Of buyers who replied to the question as to what caused them to select a particular disk, the number who cited a disk jockey hearing ran over 10% better than the next best reason.

Following is how the factors, or reasons, rated in the poll:

	Percent
Played by jockey.....	24
Label list out with song.....	24
Novelty of treatment.....	13
Likes the artist.....	9
Heard it on jukebox.....	7
No single factor.....	21
All other factors.....	15

Total..... 100

The "all other factors" included advertising, direct mail, preference for a particular type of music, etc. By "novelty of treatment" was meant, as examples, the highlighting of the piano part in Francis Craig's record of "Near You" and the inclusion of the banjo in Art Mooney's etching of "Four-Land Clover."

Poll further disclosed that whereas only 10% of the pop sales are made directly to teenagers, the biggest buyers of records are those who have teenagers in the family. In other words, the teenagers do little buying themselves but they exert a big influence on those who do the buying.

Disk Jocks Important Enuf Now to Be Cut In On Record Royalties

The inevitable apparently has happened. Disk jockeys, who are among the country's No. 1 medium for the introduction of new songs, are being cut in on record royalties. There have been several instances during recent weeks where in jocks have been offered contracts in cutting for cuts of share earnings in return for plugs.

It seems that the cut-ins are confined to the income only from disk sales, and not from the general gross royalties a tune might land up.

Payolas to jockeys are not new, but in the past the methods have been confined to an occasional \$100 bill. On the other hand, there are today many who flatly refuse to accept gratuities. They believe first in being free from such deals and in order to be on the safe side programs, and they can't do that by being under obligation of any kind.

Economy-Minded H'wood Won't Stick Its Neck Out on Legit Angeling

Hollywood's economy-mindedness during the past nine months has made the current Broadway legit season, now nearing its end, one of the slimmest in recent years for film company participation in play financing. Picture firms have now on the boards and another due this week. There's the possibility of just one more venture into play back before the season closes.

Current play in which there's picture money is "Allegro," the Rodgers & Hammerstein musical. 20th-Fox has \$30,000 in it. Coming up is "The Vigil," in which 20th is also the investor. It has a \$50,000 piece of the Lasko Fodor play which opens at the Royale, N. Y., Friday (21).

Another sign of Hollywood interest in backing a show is Metro's in the revival of George M. Cohan's "45 Minutes From Broadway." M-G's interest is wholly tentative, however. Should it go in, it would mark a reversal of a policy which, up to now, when the company's whole New York play department was shuttered with the world shut at an end because of excessive production prices and the burn on investments.

Revel of what interest there is from the fact that Gene Kelly, Metro contract player, is tentatively set to direct the dances of "45 Minutes." He got the M-G production chief Louis B. Mayer with his enthusiasm for the musical and Mayer promised him a great deal of consideration in pre-production deal, that's how things stand now. Producer William Baron asked further.

Fox's investment in "The Vigil" has an interesting background, incidentally. Company president, Spyros Skouras, has long had a desire to back a religious play. He heard about "The Vigil," which comes to the Reservoir, playing at the Coronet theatre in Los Angeles.

He asked production chief Darryl F. Zanuck and producer George Jessel to have a look at it. Zanuck was unable to go and Jessel merely went as a gesture. He became highly enthusiastic about the play, however, and communicated his enthusiasm to Skouras. Latter told him to make arrangements to bring it to Broadway and ordered the \$50,000 investment. Thus Jessel is acting as co-producer with Alexander Markey. Cast includes Henry Wilcoxon and Ida Lupino.

In addition to coin invested in current season's crop of legions, picture makers behind one Broadway holdover from two seasons ago. That's "Annie Get Your Gun" in which 20th is the most interested party. It put up \$300,000 in backing. Metro later bought screen rights for \$60,000. Metro also owns screen rights in "Command Decision," but bought them before the story was dramatized and has no participation in the legit.

Sidestep DST Bills

Washington, May 18. Senate Commerce Committee has decided to sidestep the two daylight saving time bills it is considering. The first would provide for nationwide standard time and the other would create nationwide daylight time.

Radio interests urged that either bill was preferable to the present patchwork-half setup. The viewpoint of the nets, while film spokesmen favored uniform standard time.

Senator Clyde M. Reed (R., Kas.), chairman of the sub-committee considering the legislation, said one bill would make the world go mad and the other would enrage the farmers.

Balaban's Coast Quackie

Barney Balaban, Paramount's proxy, planned for the Coast Monday (17) for studio huddles. He's due to return to the homeoffice within one week to the west.

Ordinarily, Balaban visits the studios in March but pressure of a number of industry crises kept him out until this week.

Reader's Health A Factor

In the Suspended Jail Sentence in Libel Suit

Freehold, N. J., May 18. Charged with criminal libel, theatre case Walter Reads drew a suspended jail sentence and a \$500 fine here last week from Judge John C. Giordano in Monmouth County Common Pleas Court. Reads earlier had pleaded not guilty (no defense) to an indictment accusing him of libeling Wayne D. McCormay, editor of the Asbury Park Press, in a letter published in the theatrical news sheet, Asbury Park Sun in August, 1946.

Prior to sentencing Reads, the court said it was taking into consideration the 45-year-old exhibitor's health. Although one libel charge is now disposed of, two others stem from similar letters published in the Sun remain to be settled. These allegedly libeled J. J. McCann, president of the New York City Manager, and Joseph Rediker, lessee of the boardwalk Convent Hall.

NEGULESCO ABROAD

TO SET 'BRITANNIA'

Jean Negulesco, 20th-Fox director, planned from New York to England Monday (17) to start rehearsal for the 11th production of the novel by Margery Sharp. He said before his departure that it was certain that whether the picture will be made in England or the U. S.

Accompanying Negulesco were his wife and Frederick Fox, 20th unit manager. They expect to be abroad three to four months and will do research in France, Italy and Belgium, as well as England.

Maureen O'Hara, Husband Have Irish Play For U. S.

Film actress Maureen O'Hara and her husband, Will, NKO director, have optioned the U. S. rights to one of the Abbey Players' plays, "The Righteous Are Bold."

They agree to try to produce it in August at Richard Aldrich's Cape Playhouse, Dennis, Mass., prior to a Broadway run.

Peggy Cummins may do the lead. Miss O'Hara will be unable to appear in the production in England of "Britannia" (20th-Fox), while she will be busy with directorial chores.

Pic Balks Laraine

Hollywood, May 18. Laraine Day can't see her favorite net, the Dodgiers, or her husband, Les Durocher, in action for at least three weeks. She was the victim of Harry Popkin, producer of "My Dear Secretary," in which she is starring.

She walked off the set one day last week, declaring she had been asked to direct the picture. Popkin, director, to fly to Cincinnati to catch up with Durocher and the Dodgiers. Laraine Popkin called up the Screen Actors Guild, and the Guild told her picture, including Play Fair Day, was the shooting is over.

Benny Gets Award

Jacques Benny has been named the Coast tomorrow (Thursday) after receiving the 1944 Jewish War Veterans award tonight (Wednesday) for the "JWV all-star show at Madison Sq. Garden, N. Y."

Benny and most of his radio troupe, including Play Fair Day, opens a two-week stand at the Leland Palladium, July 19, following which Benny heads for Paris and southern France for a vacation. Comedian Jack played the "JWV" citation is being presented to Benny for his "untiring efforts and his readiness in entertaining men of the armed forces."

300th WEEK!

KEN MURRAY'S
"BLACKOUTS OF 1948"
El Capitan Theatre, Hollywood, Cal.
Now Playing Nationally
Special Academy Award Winner
"BILL AND COOP"

Newsreels, Radio Get

Top Attention in Geneva At 'Info Freedom' Meet

By HARRY MARTIN

Show business got scant heed at the recent UN Conference on Freedom of Information in Geneva. Aside from newscasts and radio, little hardhats about free flow of info paid little attention to the realm of entertainment. Confab centered itself almost entirely with matters pertaining to the press, books, magazine, etc.

Article 17 of the Draft Convention on Human Rights, which may some day take shape as international law, does leave a loophole for further action in the theatrical area through use of the phrase "visual or auditory devices" as follows:

"Every person shall have the right to freedom of thought and the right to freedom of expression without interference by governmental action; these rights shall include freedom to hold opinions, to receive and impart information and ideas, regardless of frontiers, either orally, by written or printed matter, by the press, or by legally operated or auditory devices."

The four words in question obviously could apply to pictures, radio, television or perhaps even legit.

One resolution, pointing out that "interchange of news, newspapers, news periodicals, newsreels and radio and television news character are a necessary part of freedom of information," urges the passing of international laws on the raw materials involved in each.

Newsreels and radio broadcasts are also listed among important media in the field which the UN Sub-Commission on Freedom of Information and the press will continue to study for three years under its new lease on life voted by the 55-nation Geneva conference.

Radio came in for additional notes in two other resolutions. One called for reduction of taxes on radio and radio parts; the other called for radio ownership as a luxury rather than a necessity, allocation of taxes on possession of radio sets (as in England) exclusively to cost of radio organizations, and exemption from tax of radio radios in schools. The second resolution called on the UN Economic and Social Council to take steps which would make possible purchase of radio sets by the public at the lowest possible price.

Work of Conference will be continued by the Sub-Commission, with another world session likely to be held in three to five years. Concave adopted 43 resolutions intended to shape national policies in this field, and three treaties for bilateral negotiation between nations, and drafted articles for a world Declaration and Covenant on Human Rights.

Friars to Roast A-C

Hollywood, May 18. Abbott and Costello will be barbecued May 26 at the Friars Club, with femmes and outsiders barred. George Jessel will be the guest of choice, tortured, added by George Burns, Lou Holtz, Kay Kyser, Mickey Rooney, Abe Burrows and Jack Grant.

Walter Winchell In New York

Stage Entrance

One of the memorable opening nights was "The Trial of Mary Dugan" . . . The author, Bayard Veiller, had been plagued with many flops prior to this premiere, and his creditors were hounding him . . . Veiller had a plan to convince "Kam" he was able to repay them . . . He invited them to sit down front at "Mary Dugan" on their first night . . . After Act II, however, they gathered in the foyer, convinced Veiller had another failure . . . While the IT was on they bunched by the balcony offices and agreed to settle for as little as 50 cents on the \$. . . He paid them off with the advance ticket club and with money borrowed from wealthy first-nighters via checks . . . Veiller was "done" with his bounding creditors before the final curtain dropped . . . The critics raved about it, and it ran for a long time, becoming Veiller's biggest hit.

An English critic (named Dick Richards) summed up a falling flicker with these scallions: "No Leave, No Love? No wit, no taste, no wit. No good, no like, no good."

C. A. Lejeune, reviewing "Captain Kidd" in "The Sketch," found it little short. She wrote: "The producers have achieved something little short of a miracle—a dull pirate play . . . The film cannot compare with the lusty vigor of such pirate yarns as 'Captain Blood,' 'The Sea Hawk,' 'The Black Swan' and Douglas Fairbanks' glorious old silent film, 'The Black Pirate'."

The play had added this devastating box office wrecker: "Yeh-ho, and a bottle of lemonade!"

One critic (an ex newsman) reviewed a movie star's frontage instead of the picture. He reported: "Katherine Hepburn hasn't enough of what the Landis has too much of."

Chinese proverb: Free sitters at play always grumble most.

Alec Woolcott's publishers asked him to be nice to a young relative who was asked to be a drama critic. "The youth made the rounds with Alec and saw about eight dull shows in a row."

Latter the publisher asked Alec's new assistant how he was doing. "So far," he complained, "all I've done is wake up Mr. Woolcott at the end of the show."

A Barrymore premiere story is concerned with the time the late John was doing a serious monologue in a very tedious show.

As he was finishing his speech a backstage gun prop went off with a loud bang. Barrymore confided to the audience: "Think you got trouble? That was the producer, blowing his brains out."

Several months after John Wilkes Booth assassinated President Lincoln, his brother, Edwin Booth, one of the greatest thespians of all time, starred in "Hamlet."

On the opening night a drunk shouted: "Hey, Booth! What are you doing to do for candles tonight, that Lincoln's dead!" The actor flushed and didn't know how to reply . . . A spectator knocked the heckler down and called to Booth: "Sorry for the interruption. Please go on."

The defender was Robert Lincoln, Abe's son.

Percy Hammond once described the deep-voiced Tyrone Power, Sr., as "a well-known Shakespearean oboe."

Max Beerholm, one of the toughest of his day, admitted: "My whole position (as a critic) is unfortunate. When I am laughing at anyone, I am generally rather amusing, but when I am praising anyone, I am always deadly serious."

Ironically enough, not every act that played the Palace was sure on the road . . . "Miss Hamlet, Jr." (a travesty on Shakespeare), was a laugh-riot at the Palace, clocked 18 laughs in 18 minutes.

The act opened in Hamilton, Pa., right after the Palace engagement and was cancelled after the first show!

The miners never heard of the Bard of Avon and couldn't understand a word.

Bob Benchley and Heywood Brown were the chief panners of "Abie's Irish Rose," which ran (and ran and ran and ran) until it lost the world's record for long-distance clicks . . . (It lasted longer than they did) . . . "Abie's Irish Rose" returns from their two top veterans, "Blossom Time" and "Student Prince." These two shows make more coin for them, it is said, than any other in the flops . . . "Boris Godunov" was invariably the target of wisecracks, who panned: "Boris wasn't Goudunov!"

"Caucasian Race" has never stopped playing since it was produced 16 years ago. It's in Warsaw and Budapest now. (We were among its opening night backslammers) . . . It may have been Tallulah Bankhead (we can't recall) who sent a critic this wire: "I don't care about criticism. Flattery's good enough for me."

The Palace Theatre opened in March, 1913, and lost close to \$10,000 a week for over a month before it enjoyed the first week of sensational business with the musical comedy engagement of the great Sam Bernhardt . . . While business was big, the Keith Circuit took a loss that week also due to the terrific expenses involved.

When the Bernhardt engagement, the Palace was shuttered for the Summer, reopening in September, 1913, for its first Fall season with Fritz Scheff as headliner . . . She remained two weeks, followed by Nora Bayes and Nance O'Neill & Co., as the attractions. An added picture to the bill was the showing of the Harry K. Thaw case motion pictures, which created more interest than the headliners.

It is interesting to note that business at the Palace never let down from that time on to 1929—15 years of uninterrupted, sensational business.

Circuit heads agreed the success of the Palace boomed vaudeville all over the world and the rise of vaudeville as a theater . . . When business at the Palace dropped vaudeville theatres all over the country were likewise affected. When it was good at the Palace, it was reflected elsewhere . . . Eventually, when business fell at the Palace, it was a warning at the Palace, it proved the beginning of the end of vaudeville everywhere.

(Reprinted from N. Y. Mirror, May 13, 1944.)

Despite Rathvon's Balm to Aides, They're Still Uneasy on Hughes Buy

Walter Wanger has pulled out of Diana Productions, Fritz Lang remaining in charge of production while Joan Bennett retains stock in the company. Wanger and Miss Bennett also retain their interest in "Secret Beyond the Door," which the trio made for Universal-International release.

Lang's next picture, "Winchester '73," is expected to start in about a month and to be made as a Fritz Lang production under the Diana banner.



M-G-M HAS THE PICTURES!

The Line-up that Peps-up!

APRIL 29

SPENCER TRACY, KATHARINE HEPBURN, VAN JOHNSON, Angela Lansbury, Adolphe Menjou, Lewis Stone in FRANK CAPRA's "STATE OF THE UNION."

MAY 20

"SUMMER HOLIDAY" (Technicolor). MICKEY ROONEY, GLORIA DEHAVEN, Walter Huston, Frank Morgan, Butch Jenkins, Marilyn Maxwell, Agnes Moorehead, Selena Royle.

MAY 27

CLARK GABLE, LANA TURNER, Anne Baxter, John Hodiak in "HOMECOMING" Ray Collins, Gladys Cooper, Cameron Mitchell.

JUNE 3

"BIG CITY" MARGARET O'BRIEN, Robert Preston, Danny Thomas, George Murphy, Karin Booth, Edward Arnold, Butch Jenkins, Betty Garrett, Lotte Lehmann.

JUNE 10

JUDY GARLAND, GENE KELLY in "THE PIRATE" (Technicolor). Walter Slezak, Gladys Cooper, Reginald Owen.

JUNE 24

"ON AN ISLAND WITH YOU" (Technicolor). ESTHER WILLIAMS, PETER LAWFORD, RICARDO MONTALBAN, JIMMY DURANTE, CYD CHARISSE, XAVIER CUGAT.

JULY 8

IRVING BERLIN's "EASTER PARADE" (Technicolor). Starring JUDY GARLAND, FRED ASTAIRE, PETER LAWFORD, ANN MILLER.

JULY 29

"A DATE WITH JUDY" (Technicolor). WALLACE BEERY, JANE POWELL, ELIZABETH TAYLOR, CARMEN MIRANDA, XAVIER CUGAT, ROBERT STACK.

AUGUST 5

GREER GARSON, WALTER PIDGEON in "JULIA MISBEHAVES" PETER LAWFORD, ELIZABETH TAYLOR, CESAR ROMERO, Lucile Watson, Nigel Bruce, Mary Boland, Reginald Owen.

AUGUST 12

RED SKELTON, BRIAN DONLEVY in "A SOUTHERN YANKEE" Arlene Dahl, George Coulouris, Lloyd Gough, John Ireland, Minor Watson.

SEPTEMBER

"THE THREE MUSKETEERS" (Technicolor). LANA TURNER, GENE KELLY, JUNE ALLYSON, VAN HEFLIN, ANGELA LANSBURY, Frank Morgan, Vincent Price, Keenan Wynn, John Sulton, Gig Young.

★

M-G-M GREAT IN '48!

**GABLE-TURNER
WOW!**

First two "Homecoming" dates MG!
All-time M-G-M Capital, N. Y. record!
Trenton, N. J. biggest in 2 years!

"STATE" GREAT!

Frank Capra's "State of the Union"
is a joy from coast to coast.

**"EASTER
PARADE"
TERRIFIC!**

Irving Berlin's greatest musical—
(Technicolor) a sensation at
Press Previews!

LEO TO THE RESCUE!

**"SUMMER
HOLIDAY"**

Success of test engagements
confirm Trade Paper Raves!
It's a Technicolor Honey!

**"A DATE
WITH JUDY"**

Keep this in mind. It's one of the
year's top Technicolor treats!

**PREVIEW
ACCLAIM!**

"On An Island With You" (Technicolor)
sure-fire at California Theatre
Audience Preview!

MR. EXHIBITOR

DOLDRUMS

APATHY

SLACK ATTENDANCE

ALBANY • WARNER SCREENING ROOM
79 NO. PEARL ST. • 8:00 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 SCREENING ROOM
464 FRANKLIN ST. • 2:00 P.M.

CHARLOTTE • 20th CENTURY-FOX SC. RM.
308 SO. CHURCH ST. • 10:00 A.M.

CHICAGO • WARNER SCREENING ROOM
1307 SO. WABASH AVE. • 1:30 P.M.

CINCINNATI • RKO SCREENING ROOM
PALACE THEA. BLDG. E. 6th • 2:00 P.M.

CLEVELAND • WARNER SCREENING ROOM
2300 PAYNE AVE. • 2:00 P.M.

DALLAS • 20th CENTURY-FOX SC. RM.
1803 WOOD ST. • 2:00 P.M.

DENVER • PARAMOUNT SCREENING 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 • UNIVERSAL SCREENING ROOM
517 NO. ILLINOIS 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 SO. VERMONT AVE. • 2:00 P.M.

MEMPHIS • 20th CENTURY-FOX SC. RM.
151 VANCE AVE. • 10:00 A.M.

MILWAUKEE • WARNER THEATRE SC. RM.
212 W. WISCONSIN AVE. • 2:00 P.M.

MINNEAPOLIS • WARNER SCREENING ROOM
1000 CURRIE AVE. • 2:00 P.M.

NEW HAVEN • WARNER THEATRE PROJ. RM.
70 COLLEGE ST. • 2:00 P.M.

NEW ORLEANS • 20th CENTURY-FOX SC. RM.
200 SO. 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 SCREENING 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 SCREENING ROOM
221 GOLDEN GATE AVE. • 1:30 P.M.

SEATTLE • JEWEL BOX SCREENING ROOM
2318 SECOND AVE. • 10:30 A.M.

ST. LOUIS • SORENCO SCREENING ROOM
3143 OLIVE ST. • 1:00 P.M.

WASHINGTON • WARNER THEATRE BLDG.
13th & E. Sts. N.W. • 10:30 A.M.

You'll love **THIS TWO-FISTED GUY.**

WHO FELL FOR A TWO-FACED WOMAN!

THE BIG PUNCH

NEW HIT FROM WARNER BROS.

WAYNE MORRIS
LOIS MAXWELL
GORDON MACRAE

RAY FOR MACRAE!
The nation's new singing champ in his first screen role!

directed by **SHERRY SHOURDS • SAUL ELKINS**
Screen Play by Bernard Girard • From A Story by George Carleton Brown

produced by **WB**

TRADE SHOW MAY 24th!

RED RINGS THE BELL!



“Comic’s best in years!”

VARIETY

“Offers a veritable goldmine.”

MOTION PICTURE HERALD

“Wonderfully funny.”

HOLLYWOOD REPORTER

“Spells top grosses.”

BOXOFFICE

“Will do boffo biz.”

DAILY VARIETY

“Should clean up everywhere!”

SHOWMEN’S TRADE REVIEW

RED SKELTON as The Fuller Brush Man JANET BLAIR

co-starring

DON MCGUIRE · HILLARY BROOKE · ADELE JERGENS · ROSS FORD · TRUDY MARSHALL

AN EDWARD SMALL PRODUCTION

Screenplay by Frank Tashlin and Devery Freeman

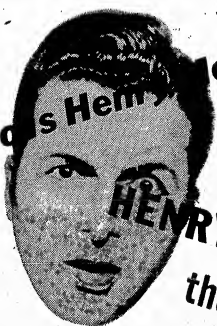
Based upon a SATURDAY EVENING POST story by Roy Huggins

Produced and Directed by S. SYLVAN SIMON

A COLUMBIA PICTURE



Who's Henry Morgan?



HENRY MORGAN is the something new
that has been added to motion pictures!



He's the guy **LIBERTY** says is "a fire ball performer to fit American humor and satire!" and **TIME** says is "the freshest and funniest in years" and **LIFE** says is "radio's freshest new funnyman!" and **LOOK** says "will lead the field in popularity" and the **N.Y. TIMES** says is "an oracle of laughter!" and **LIFE** says (again) is "the funniest fellow on the air!"

The ENTERPRISE STUDIOS present

HENRY MORGAN in



...And This
is "Gerard"!



SO THIS IS NEW YORK

with Rudy Vallee · Hugh Herbert · Bill Goodwin
Virginia Grey · Dona Drake · Jerome Cowan · Leo Gorcey · Arnold Stang
Screenplay by Carl Foreman and Herbert Baker Based on the novel "THE BIG TOWN" by RING LARDNER
Directed by Richard O. Fleischer · Produced by Stanley Kramer
A Screen Plays, Inc. Production

Something new...something BIG from **UA**

Briefs From the Lots

Hollywood, May 18. Franchot Tone joined Grant and Betsy Drake in "Every Girl Should Be Married" at RKO. Mickey McCardie, USC football player, signed by Hal Wallis for a role in "The Accused". Anthony Mann will direct "Tomorrow You Die," Bette Daniels' first production, for Eagle Lion. Herman Schell will produce two Tim Hile and Brothers in the Saddle, oaters. "Outlaw Valley," in June at RKO. Lucille, Beanie, and Freda Lion, on loanout from Metro, for the femme lead in the Eugene Ling production, "Inside the Wall," which will be produced by the five-month board grown on his ranch, signed for a bearded role in "Weep No More" at RKO. Peter Miles and Warwick Grogan, moppets, signed by Samuel Goldwyn, for roles in "Take Three Steps." Phil Ford will direct "Desperados of Dodge City," Allan Lane outer, at Republic. 20th-Fox slated Aug. 2 as the starting date for "The Prince of Foxes," a Irene Frewer starring, in Italy. "The Seven Churns," known for a while as "The Charming Matt Saxon," will be released by U-I under its original title. Bing Crosby Enterprises set up a new story department headed by Gayle Gillette, formerly with Metro. Ann Gwynne will star in "Mountain Voice," to be produced independently by her husband, Max Gullford. William Bendix will play the title role in the film version of "The Life of Riley" at U-I. Gene Reynolds plays his first film role since the war in the Frank Seiler production, "West of Tomorrow."

Warren Douglas and Audrey Lang head the cast in "Whispers in the Dark," which starts this week at Republic with George Blair directing. John F. Hamilton draws a police sergeant role in "Undercover Man," at Columbia. Russell Aronson, former Warners contractee, gets a key role in "Loaded Pistols" at Columbia. Albert J. Cohen signed Lon Chaney, Jr. for a top spot in a forthcoming independent indie production. Humphrey Bogart and Robert Lord, producers, are reading a third Bogart starring property to

be made by Santana Productions next year.

Rudy Robles, Filipino actor, is filming an anti-Asian production out with Jack Pomeroy and Harvey Pergament to make pictures in Hollywood with Far Eastern backgrounds. Charles Stevens plays a half-breed in "The Walking Hills" at Columbia. Lewis Milestone brought in "No Minor Vices" three days ahead of schedule at Enterprise. Lee MacGregor assigned to a featured role in "Roadhouse" by Daniel Fuchs, for United States, was signed by Milton Sperling to screenplay "Glamor," an original by David Fuchs, for United States. Onslow Stevens drew a key role in the Edward Small production, "Pill Meets Scotland Yard," at Columbia.

700 WB Collarites To

Vote on IA Union Shop

Covering 700 white-collarites at the Warner Bros. home office, election for a union shop under control of Local H-63, International Alliance of Theatrical Stage Employees, has been set for May 27, four days before the union's current pact with the company expires. Meanwhile, negotiations are underway with Local H-63 demanding a substantial wage hike, a 35-hour week, and additional vacation time of one extra day for every year of service over five. Company motion to exclude confidential secretaries from union coverage was denied by the National Labor Relations Board which granted the union the same jurisdiction it had for the last pact.

Other elections covering over 500 workers at Universal, United Newsreel, United World, Castle Films and Robbins, Feist and Miller, music publishers will also be held in the next two or three weeks. These companies will face similar union demands. Local H-63 recently won \$5-\$10 wage increases for employees at News of the Day but has been carrying on talks with Paramount News since Jan. 31.

Easter Parade's Keys
Move to Make Loew's
N.Y. State a Showcase

World prem of Metro's "Easter Parade" has been set for Loew's State on Broadway the last week in June as the most important move to date in the company's efforts to convert the former vaudeville site into a deluxe showcase theatre.

Metro plans henceforth to play only top product at the State, with "Summer Holiday" tentatively pencilled in to follow "Parade." House will also be open to product from those companies also. Before Loew's tossed in the towel on vaude last Dec. 24, the State was considered the most important stronghold of flesh acts remaining in the country. Since that time, it has not followed a definite film policy, often running double bills combining a first run B film with a second run A picture. "Fulley Brush Man" (Co) is currently holding the screen alone at the theatre on its first run in Manhattan.

5 OF 'UNFRIENDLY 10'
WAIVE TRIAL BY JURY

Five of eight "unfriendly witnesses," to be tried for contempt of Congress, today (Tues.) signed depositions waiving jury trials. They are Samuel Ornitz, Albert Malitz, Alvah H. Bessie, Herbert Biberman and E. J. Connelley. Other three, Lester Cole, Ring Lardner Jr., and Adrian Scott will sign the waivers before May 3. John Howard Lawson and Dalton Trumbo, completing the list of the "Unfriendly 10," have been convicted by the lower courts for contempt of Congress.

Those signing waivers of jury trial will stand or fall on the decision of the higher courts to rule on the issue without a jury. Case is likely to be decided by the Appellate Division, but there's the possibility that appeal may be made to the U. S. Supreme Court.

One Shot Deals for Talent Replacing
Long-Term Pacts in Studio CutbacksWB Will Reopen Its
B way Showcase When
New Product Arrives

In the wake of the sudden shutdown of the Warner theatre, N. Y. Sunday (16), Warner Bros. theatre execs are considering reopening the house next fall when the company's new product list becomes available. Decision to shutter one of WB's two Broadway showcases came as a result of declining grosses at the theatre and lack of major product to remedy the situation. The Warner is now holding for rentals to legit, but talk of reopening is discounted by studio execs.

Warners execs tried to get commitments for top films from both Metro and 20th-Fox to play at the theatre but no deal could be negotiated. "Winter Meeting," Bette Davis starrer which closed along with the theatre, met a poor box reception from its opening three weeks ago and sank to \$5,000 in the final stanza.

Indicative of the product squeeze, "Robin Hood," 13-year-old reissue, was booked into the Warner recently to fill the gap. The film turned in moderately good business, but its preceding pic, "A Miracle Can Happen," flopped. "Life With Father," which ran for almost six months during the latter part of 1947, was the last successful grosser to play the theatre.

Located between 51st and 52d street, the theatre is just north of the main Broadway area where the bulk of the film-shoppers roam. As a result, the Warner theatre needed a high-powered pix to lure its trade. The 1,500-seater, which changed its name from the Hollywood last Aug. 15, was shuttered sporadically several years ago. It's expected to stage new product for a short time was occupied by legit musical comedy attractions.

Term contracts in the film studio, including actors, writers and directors, have kidded more than 30% during the last 12 months, and the downward movement continues, with options dropping like autumn leaves all over town. The new trend is one-picture deals, without options.

Screen Writers Guild records 120 screenwriters currently working under long-distance pacts, compared with 180 a year ago. Players under seven-year agreements number 463 today, as against 742 at this time in 1947. A slice of approximately one third is reported by the Screen Directors Guild, which has 278 members currently working under studio contracts.

Freelance stars are feeling the pinch of economy. The current trend is to offer them 20% of their agents' asking price and let them take it or leave it. Freelance thespians in feature roles are up against a double hazard, meaning a reduction in pay and a shortage of work. Smaller parts are being cut from scripts, with more concentration on less than name players.

Writers are hired for one script at a time with orders to turn in screenplay complete in all respects and ready for shooting. Studios are getting away from the old-fashioned idea of a story into shape on a long-term basis.

New Production Outfit

New film production outfit, Film-Makers, Inc., has been formed which will engage in making theatrical, television and commercial films. Organizers of the company and serving as directors are Jean H. Lemmer, Joseph Gould, Mavis Lyons and George Jacobson.

Radio scripters Peter Lyon, Arnold Perl, Allan Sloane and George Bellac have joined up as writer associates. Max Gobenman, composer-conductor, will act as musical director with Ralph Ainsworth stage designer, takes on the art directorship.

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Trammell in Full NBC Control As No Mullen Successor Is Planned

Wisner Facing Job Dilemma

This cryptic phrase, reports indicate, is the sports problem Wismer has to work out all by himself. Mullen definitely indicated "my first official act when I take over on July 1 is to play a game of golf with Harry Wismer. But I will insist on a stroke a hole for myself." And that's the inside picture of WJR as seen in Detroit.

Hollywood, May 18.
 "Mayor of the Town" has been washed up by Noxema due to unsettled conditions. Last broadcast on ABC is June 30.
 Dramatic program starring Lionel Barrymore has been on both CBS and ABC for the past four years. Understand Noxema is also turning to the time

Polk was attempting to contact the Greek guerillas at the time he vanished. His wife, Rhea, had re-

a 153-acre farm near Cullman, Ala.

You Never Can Tell in Radio

What's With White

Hollywood, May 18.

Question bandied about the trade in recent months as to "what's happened to Paul White?," ex-CBS news boss, was cleared up when White turned up at the NAB convention with his spouse this week.

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Farmer in the Dell

Chicago, May 18.
Bottcher, an Alabama farm-places Joe Kelly as emcee of "D. America" when the show from Mutual to NBC June 6. tcher has no previous radio experience apart from seven appearances as a contestant on "D. America." He operates a farm near Gulfport, Ala.

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Ensign, one of the first salesmen in radio, started with WEAF back in the days when AT&T had that outlet. Then he was with NBC as salesmanager of WJZ. In 1927 he joined J. W. Thompson as radio director, and in 1929 moved to CBS as assistant to William Paley. In 17 years with CBS he specialized in sales and new business.

Ensign comes to Rural Radio from Louis Cowan, Inc., where he had been manager of the live program dept.

Par Challenging FCC Five-Station Limit Rule by Tampa Channel Bid

Washington, May 18. Paramount Pictures, Inc., is challenging the FCC's long-standing five video rule of no more than five video stations to a customer. The company, through its wholly-owned subsidiary, Gulf Television, Inc., applied yesterday (17) for video channel No. 13 in Tampa, Fla.—a bid which clearly is Par's bid to have its own name, over and above its own interests in five other station requests from the Allen B. Dumont Laboratories.

The pix company has, as a result, directly challenged the FCC rule, untested since 1945, when it was first written on the agency's books. NBC at one time had seven tele bids on file but withdrew two. Par lawyers have refused to comment on their plans for an eventual court test of the FCC television ceiling, declaring "we can neither affirm nor deny reports to that effect."

Right now, however, the pix company must wait until the FCC denies one of its remaining tele bids, before going to court. The FCC's new rule expanding single-station ownership to two stations in one market is a reasonable ceiling. This could be done in the form of a declaratory ruling, FCC men said.

It was speculated here that FCC's new television allocation plan providing for 655 television stations in a total of 400 towns may be used as an argument for easing the five-station limit on video ownership. The FCC's 1945 tele allocation provided stations in the 140 markets. A commission spokesman admitted an argument could be made that with the new possible increase in stations, the threat of monopoly is lessened even if one company should acquire more than five wholly-owned outlets.

He added, however, that the FCC is likely to heed the argument only if the new rule were to provide that any stations beyond five would be located in the smaller towns outside the 140 top markets. Par's Tampa subsidiary, meanwhile, entered a strong video operation, with 50 hours of programming a week promised for the time the station goes on the air. (A new FCC rule requires a minimum of 28 hours a week after three years.)

It would be able to do this by subscribing to Par's new program distribution service which will make tele airwaves in New York, Los Angeles, and WBKB, Chi., available to the Tampa outlet. The \$50,000 on the first year's operation. Frank Roberts is president of the tele-theatre company, application was filed by Par attorney Lester Cohen.

Hub Tele Debut Set for May 26

Boston, May 18. Hub video debut is set for May 26 with WBZ-TV's air from the Harvard Stadium in Brighton, about three miles from Boston Common.

Actual tests began Monday following final adjustments to the tower, tallest structure in New England. First big show will be a broadcast of Brave-Dodgers game May 28 night from Fenway Park, with Bump Hadley, Jim Britt and Tony Wynn handling the play.

WBZ-TV figures the station will air June 15 from its Medford transfer and will share the video rights in the balance of 1948. TV gets its video channel, if it can get one. WBZ-TV is part of NBC chain shows, WNAC Columbia will WREI, Columbia outlet. Gets a video channel, if it does get one. Only two channels are available with nine bidders.

Making It Hard Way!

Philadelphia, May 18. A couple of announcers at one of the local video outlets have figured out a scheme—strictly within the law—where they can make themselves a cool \$10,000. It works this way:

They build a small television station of their own. All day and all night they telecast one show—a picture of a hand rolling dice and picking them up. In gambling houses all over town, the wagers bet and pay off on the dice roll they see on the tele screen.

The station is in the clear, legally, because there's no law against televising the roll of a pair of dice. The police cannot stop people from handing money to one another, as long as there are no gaming devices or any proof of gambling going on in the premises.

And there is nothing to stop the operators from getting "contributions" from people to keep the station going—in this case operators of the places where the gamblers gather. At least that's the way the boys figure it out.

P&G Holding Off On Tele Plunge

Cincinnati, May 18. Procter & Gamble, top spender in radio, has no immediate intention of going into television. Still, its radio head, William J. Riney, is planning an early entry into the video field.

According to William J. Riney, its radio head, P & G will wait until its various ad agencies agree that television is within 18 months of paying off as an ad medium. Then it will start sponsorship on an experimental basis.

Meanwhile, it may not sponsor any simultaneous telecast of one of its regular radio shows, as it did some time ago with "Truth or Consequences."

MIELZNER SIGNS AS CBS SCENIC ADVISER

Joe Mielzner, Broadway legit set designer, has signed with CBS television as a consultant adviser on scenic problems. He's to bring his knowledge of set designing to all shows originating from the TV studios, now under construction in the Grand Central Terminal Building, N. Y., to do the contemporary emphasis on setting up new lighting techniques for tele.

Mielzner is already working on redesigning "Face the Music" and the CBS News show, both of which originate now from the web's temporary studios. A vet of 24 years on Broadway, he designed both "Streetcar Named Desire" and "Mr. Roberts" for the city's outstanding hits of the present season, and is now working on "Sumner and Redstone" and "The Philadelphiad." Williams played slated to open on Broadway in October.

Set designer Norman Ben Geddes had previously been reported to be taking on the scenic consultant duties of the CBS TV. That deal, however, never went through.

Cosmo Sets Fashioneer Shirley Wolff, former WJZ

N. Y., fashion commentator, has been signed by Cosmo Television Inc., N. Y., to do the commentary for a television newsreel to be done by Cosmo.

Also set by Cosmo is Johnny Pierrotti, sports artist, for a cartoon series.

WHO'S TO PAY, NET OR AFFILIATE?

Who's to pay the cable costs for network sustaining television shows—the net or the affiliate station?

That's been revealed as the chief stickler in the nets' scramble to sign on TV affiliates, with each then proposing to operate in a different way. Unlike AM broadcasting, the extremely high cost of tele programming makes it almost a necessity for the majority of TV stations to have a network affiliation, and the proposed high service charges placed on its coaxial cable by American Telephone & Telegraph makes the line costs far more important than in AM networking.

(Contractual shows, of course, will work the same as in sound broadcasting. Network will pay share for producing, absorbing the cable costs. Net, in turn, gets paid by the sponsor and, in most instances, will pass the cable charges to the sponsor. For sustaining shows, though, the net will have no chance of deriving any benefit if it charges the affiliate for the cable.)

NBC, for its part, plans to charge affiliates a proportionate share of the cable costs, to be prorated according to the population of the affiliate's market area. In turn, it will permit each station to sell sustainer locally if possible, which virtually makes all shows available for participating handling. NBC's thinking is predicated on the high TV programming costs, leading to the decision. "If we pay the production costs, the least they can do is help pay for it," says a NBC official.

CBS to furnish Free CBS, on the other hand, will follow its AM thinking in considering the furnishing of free sustaining rights to affiliates. In return, CBS will enter into a partnership with affiliates. Web, consequently, will pick up all line charges, while the net will furnish "free time" at its affiliates. This time represents a bookkeeping credit, which is to be charged off against what the net owes the affiliate for commercial shows. Thus, if CBS owes one of its affiliates \$1,000 for a 30-second show but the affiliate owes \$400 in time charges for use of a sustaining line, the charges will be balanced, with CBS thereby avoiding the affiliate only \$600.

CBS execs, admittedly afraid of setting a precedent that might be too difficult to change should circumstances change, were reluctant to discuss their affiliation contracts. One web spokesman declared, however, that his affiliation contract signed to date has been different.

(Continued on page 40)

NAB Comes to Video's Defense in Plea Before Senate District Group

Washington, May 18. The National Assn. of Broadcasters rallied to the support of video broadcasters last Friday (14) and added its protest to legislation pending before the Senate District Committee. The video industry, which has been hit hard by the House and Senate District committees.

An attorney Bryce Rea told the senators such a restriction would tend to establish a national pattern which might delay video development by zoning services. Individual action by zoning commissions, the Civil Aeronautics Administration and other agencies is preferred over blanket legislation, Rea declared.

By before, an Arlington, Va., zoning commission nixed a new site selected by the Allen B. Dumont Laboratories. WFOC Station has FCC orders to vacate its downtown location at the Hotel Harrington.

TV to Bring Hollywood's Most Prosperous Era, Sez RCA's Watts; Austria Sees Pix U.S. Reduced

What's in a Name? Reported permission granted by NBC to its television affiliates to sign local sponsors for network sustaining shows points up another puzzle confronting the various talent unions in their negotiations with TV broadcasters.

American Federation of Musicians has already said different wage scales for network sustaining and commercial shows. Same policy is expected to be followed by the various guilds combined in the Associated Actors and Artists of America, which is now handling with web execs on talent scales. Problem then is, what to call a show that goes off sustaining on the network but which may be sponsored locally. What the union wants is sustaining or commercial rates?

WPX Planning New UN Series

New series of television shows produced in cooperation with the United Nations has been set by WPX, forthcoming video outlet of the UN. The series will start about two weeks after the station takes the air June 15.

Titled "Exploring the UN," the half-hour weekly programs will be participated in by each of the 58 member states. Shows are designed to bring WPX audiences an insight into other countries and all profits on the series will go to the UN Appeal for Children. Idea was conceived and arranged by WPX program chief Harvey Marlowe and director of announcers George Russell, in cooperation with Lee Marshall, national chairman of UNAC.

Series is to feature top performers, writers, etc., from the different nations, with films to be used occasionally. Arrangements have already been set for the first 12 weeks, which will include shows on Brazil, China, Canada, Mexico, the United Kingdom, Argentina, India, Chile, Turkey, Bolivia, Norway, Colombia and the Netherlands.

RUBE GOLDBERG TO STAR IN WPX 'DRAWING GAME'

"Drawing Game," new television series starring Rube Goldberg, has been bought by WPX, N. Y. Daily Tribune TV outlet. Half-hour package will be made up by Kermit Schaffer, is scheduled to preem June 22 and run every week thereafter the 8 to 8:30 p.m. slot.

Show is a form of charades, with each drawing title from books, songs, etc., suggested by home viewers for guessing by a panel of three judges. Each week \$1,000 in merchandise will be given to home viewers each week.

WPX has been on the air for the first time near the level of some radio's top giveaway shows.

Also set by WPX last winter as a showcase over WNBT (NBC, N. Y.) and got a heavy mail pull when the video failed to pick up its option. Schaffer will produce it for WPX, with station staffer Sherling Oliver directing.

Hollywood, May 18. Television will bring Hollywood its most prosperous era, RCA executive W. Watts predicted in a speech highlighting the opening session of the Society of Motion Picture Engineers' 83rd semi-annual convention. Some 700 film and radio men are attending at Santa Monica, Ambassador. He pointed out that in a few years—"five years, or you name the time, but it's inevitable"—U. S. television will make 1,828 two-hour features or 14,600 15-minute shorts annually, plus all additional film material. He said the remaining 500 indie tele stations will use what isn't network originated.

This total, Watts declared, is three to four times the current annual production of the film industry. He said the picture business is a "discount mine or double time. It's a whole of a lot of film production, and the remaining 500 indie tele stations will use what isn't network originated." This total, Watts declared, is three to four times the current annual production of the film industry. He said the picture business is a "discount mine or double time. It's a whole of a lot of film production, and the remaining 500 indie tele stations will use what isn't network originated." This total, Watts declared, is three to four times the current annual production of the film industry. He said the picture business is a "discount mine or double time. It's a whole of a lot of film production, and the remaining 500 indie tele stations will use what isn't network originated."

Describing tele's potentials, Watts said there will be channel space for 593 stations in 456 cities within the next five years. Growth to equal an estimated 65,000,000 radio sets now in 37,000,000 American homes. He said, he declared, is but one of the many applications for large-screen tele viewing. He said the picture business is a "discount mine or double time. It's a whole of a lot of film production, and the remaining 500 indie tele stations will use what isn't network originated."

(Continued on page 40)

Tele Contracts A Big Headache

Television contracts for performers are giving talent agencies an enormous headache. Due to the fact that no one has a clear conception of where "video" is headed, except that they feel it will be the biggest thing ever to come down the theatrical pipe, attorneys for performers, talent unions, ad agencies, networks and even the concerned public are some of the fanciest fencing with clauses, riders, etc. All are doing their utmost to anticipate a jagged contingency video performance might bring up.

Result of contract department of the various agencies are getting slightly batty getting contracts signed. It's a matter of innumerable times while clauses are changed, etc.

Contract, people at one time thought video were pretty routine business boom in the early '40s most undeveloped area getting lawyers to handle their business, but the contracts the latter devised were times as long as the comparison to what's now going on.

ABC Into Kiddie Scene With 'Cartoon Series'

American Broadcasting Co. is entering the video kiddie scene with "Cartoon Tele-Tales," slated to start from Philadelphia, Pa., on June 15. The series, Chuck Lucey will do a series of stories illustrated with drawings of the video kiddie scene from WFIL-TV, and will be piped into New York.

Also set by the William Morris agency.



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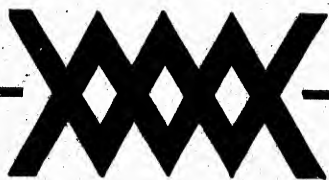
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of the broadcast wave as a vehicle for the visual as well as vocal...

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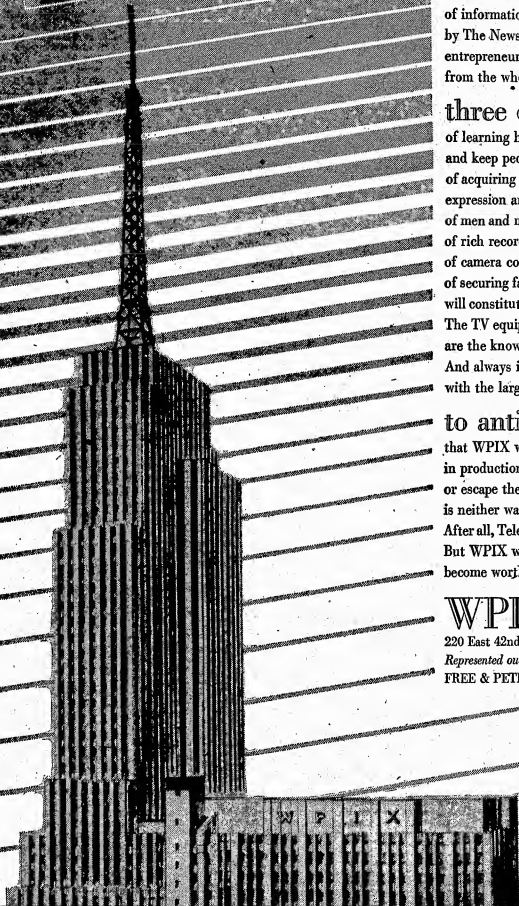
three decades

of learning how to make pictures interesting and keep people interested...
of acquiring the techniques of visual approach, expression and transmission...
of men and methods matured by experience...
of rich records of pictures and sources...
of camera contacts and craftsmanship...
of securing facilities for fine, fast production...
will constitute some of WPIX's working capital. The TV equipment and operating personnel are the known best available...
And always in support is the newspaper with the largest circulation in this country.

to anticipate

that WPIX will approach perfection in production at the outset...
or escape the inevitable average of error...
is neither warranted, nor claimed.
After all, Television must be its best teacher!...
But WPIX will try to par its field...
become worthy of its mission and market.

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Hear
BURL IVES

sing:

"WHERE ON EARTH IS
DEAR LITTLE SUSIE?"
(Way Down Yonder in
the Popover Patch)
"I MARRIED A WIFE"
(I Wish I Was
Single Again)
"THE BALLAD OF
THUNDERHEAD"

Starring **Peggy CUMMIN**

with **LLOYD NOLA**

Directed by **LOUIS**

Screen Play by Mar



d' with resultant record ceiling grosses!"

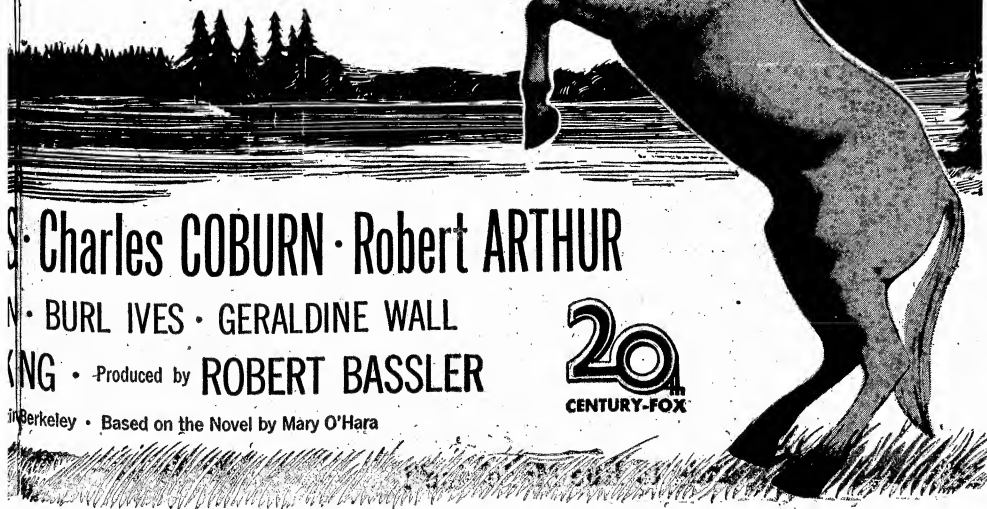
—BOXOFFICE

"Assures large, happy crowds
and **BULGING BOXOFFICES!**"

—Showmen's Trade Review

"Showmanship values evince
themselves at every turn! Will net
handsome returns!"—Daily Variety

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ING · Produced by ROBERT BASSLER

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CENTURY-FOX

now adds

Green Grass of Wyoming

TECHNICOLOR

to the greatest array of product
ever in release by one company
at one time!

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Now making boxoffice history to match
the headline history it has made across
the width and breadth of the land!

Gentleman's Agreement



Most acclaimed picture in history! Its rec-
ord number of awards exceeded only by the
number of boxoffice records it has broken!

Sitting Pretty



Biggest 20th laugh-hit ever! Right up
there with "MARGIE" and "MOTHER
WORE TIGHTS"!

Call Northside 777



The top boxoffice of the 20th true-to-
life triumphs! Outgrossing "Boomerang!"
and "13 Rue Madeleine"!

Mutual-Goleenpaul in Mud Bath As Info Counterclaims Fil the Air

Mutual is fighting the mud right back at Dan Goleenpaul, who filed a \$500,000 damage suit against the network for alleged slander in the "Information Please" as a co-op program this past season. The net has filed a counterclaim against Goleenpaul's charges and asked dismissal of the suit, but the Federal court has announced that the producer for \$150,000, charging breach of contract.

The web's array of allegations against Goleenpaul, as set forth in papers filed in New York Federal court, constitute a "disgrace" to the "Info" package's claims and appeared to serve notice that Mutual is giving for a legal battle royal.

Net charged that Dan Goleenpaul Associates, an owner of agencies, breached its contract by "arbitrarily, capriciously and unreasonably" refusing to approve co-op programs submitted and approved by local stations; by refusing to permit airing of the net's broadcast; by refusing to take action on requests for removal of material; and by failing to agree to, or failing to refuse to cooperate with Mutual's local stations and agencies generally, which "impeded the popularization" of the program.

Web further charged that Goleenpaul Associates had been "discontinuing and assaulting" to representatives of local stations in explaining the program; that the show's owners had refused to permit the net to advertise in "Info" in schools or in aid of local civic and charitable causes; and that the defendants had "disparaged" the advertisers against local stations, causing prospective local sponsors to become "discouraged" and "lose faith."

Furthermore, added Mutual, Goleenpaul has "from time to time" failed to "provide programs of high quality" and has put on the air "programs not suitable for broadcast."

All this, the web claims, has deprived local stations of sales to the program, has deprived Mutual of its share of the resulting income, has deprived local stations of a "valuable property right" and, in general, has damaged the net's co-op business through "disparaging local advertisers toward Mutual affiliates."

Goleenpaul's suit originally was filed in N. Y. supreme court, but was moved to federal court. An opinion preliminary to formal trial is scheduled to be heard tomorrow (Thurs.). Mutual has asked depositions by Ann and Dan Goleenpaul, owners of Dan Goleenpaul Associates, and Harry O'Connor, agent, and asked that the plaintiffs produce all pertinent documents. Goleenpaul's contract with Mutual runs out June 25.

FORD GOBBLING SPOTS FOR NEW CAR CAMPAIGN

Ford Co. is out to get as many worthwhile available spots on network-affiliated stations as possible to launch its new model, starting June 14. Campaign will run for one to six weeks, depending on the availabilities and the market. The quest through J. Walter Thompson is for minute openings Thursday 7:30 a.m. to 8:00 a.m. and from 6 to 10 p.m.

Also considering a similar spot spurge is Packard, a Young & Rubicam account.

Frisco AFRA Takes Over Bakersfield From L.A.

San Francisco, May 19 (AP)—The American Federation of Radio Artists, which has been transferred to the union's San Francisco local. Action was taken at the request of staff members at KERN Bakersfield, and had the approval of the L.A. chapter.

Because the move was that KERN is one of the McClatchy stations, the other four of which are already in the jurisdiction of the Frisco local. Thus, the KERN staffers felt that the union's Frisco staff would be in a better position to represent them in negotiations with the management.

WCAU Music Director

Going Back to Farm

Philadelphia, May 18.—Joey Keurns, music director of WCAU and leader of a popular dance band, has announced that he's through with the band business and is turning his back on the city to go back as a sergeant in the Army Air Forces, has enrolled in a course in agriculture at the Univ. of New Mexico.

Keurns' wife, Mary Lou Howard, WFL vocalist, has also resigned to go with him. Keurns is reported to have purchased a farm near the school.

Station Rep Sales Staffs

Uneasy Over Influx Of Television Specialists

The sales staffs of station rep organizations are beginning to show a new upsurge and are in current disposition of their houses to confine television contacts to "specialists" brought in strictly for the purpose. The new men have been peddling radio for years for the same organizations for years but have been practicing as essentially impeding their jobs. They don't like the line of demarcation being drawn, feeling that they are being permitted to keep at least one hand in the development of video sales so that they will be in the gravy when the switchover from radio has assumed major dimensions.

The reps themselves hold that they have no choice but to maintain people concerned only with television, since agency planners in a medium have always been sensitive about having to deal with any one whose interests bridge into two media. The new influx of radio, the reps recall, agency time buyers recently being courted by men who also sold newspaper space, and now the TV buyers in the same agencies want to be serviced by some one identified with that medium and only that medium.

Video specialists can serve an equally useful purpose in handling sales, say the reps. It makes sense their twin function of keeping people on all sorts of radio programs in the new medium, collating information that will be of use to the station and the organization but to station clients that are coming into the video field.

Lipton's Sees Spots

Lipton's Tea (Young & Rubicam) is buying spots, mostly through the agency, for a four station radio campaign, beginning June 14. They'll be run off at the rate of five a week.

All Take, No Give

The "Give and Take" program of CBS last Saturday matinee (15) came a cropper several minutes before fadeout for participants knocked out of two jacks in a row and the show had no more prizes with which to continue.

For this sort of incident on a network.

After admitting to listeners that week-end had gone bare, the m. c. John Reed King, and the announcer, Bill Cullen, filled in the rest of the first minutes with adlib.

Lottery Angle

Nixes Chi Air

Chicago, May 18.—Refusal of Postoffice Dept. officials to state whether Federal lottery laws would be violated lowered the boom on what have been a highly dubious patch of lottery via radio. The contest was set to start Monday (17) and continue through the weekend at Chicago.

Contest was to be promoted via a transcribed hillbilly music series aired nine times daily, five days a week, over seven Mexican stations—XEB, Monterey; XENT, Neva Laredo; and XERF, Villa Acuna. The promoters, the same Upton Close used for a short time, following his wartime quintal of U. S. air minutes.

Constants would have been required to send contributions with their answers to a geographical puzzle in Hialeah, Fla. Prizes of the show had rounded up 10 major prizes, half of which had been donated, the others bought at cost. Lost included a car, an airplane and a \$10,000 paid-up life insurance policy.

Recognized charitable organizations are reported to have shied from leading their name to the contest. The promoters tried to get a state charter for a new organization, presumably intended to handle the contest. The contest was out and time cleared on the Mexican stations. But the P.O.'s wouldn't commit itself on the legality or illegality of the contest, so the whole deal has been indefinitely postponed.

Edwards Upped to Prez

Of Butler Properties

Chicago, May 18.—James E. Edwards was upped to President of WLS and the Prairie State Publishing Co. in an election last week by trustees of the radio and publishing properties of the late Charles D. Butler. Edwards' former post as secretary of WLS and the Prairie Farmer will be filled by Art Page, former director of WLS since 1927.

Glenn Snyder continues as vice-president and general manager of WLS, with George Cook as treasurer. The status of Butler's will, the station can't be sold for 10 years.

Nielsen Radio Index—Top Night & Day Shows

(Week April 4-10)

NIGHTTIME

Curr. Prev. Rank	Program	Curr. Points	Prev. Points	Curr. Prev. Rank	Program	Curr. Points	Prev. Points
1	Lux Theatre	31.3	-2.1	1	Arthur Godfrey	11.4	+0.5
2	Truth or Consequences	26.5	+2.2	2	Our Gal, Sunday	11.2	+0.9
3	Fibber McGee & Molly	25.8	-4.2	3	Red Skelton	11.2	+0.5
4	Amos 'n' Andy	25.8	-2.8	4	NR Young Widder Brown	11.1	+1.0
5	Freud Allen	24.9	-1.1	5	Backstage Wife	10.9	+1.2
6	Bob Hope	23.9	-2.0	6	Helen Trant	10.8	+0.9
7	Pitch Bernier	23.6	-1.1	7	Big Sister	10.8	+0.8
8	Godfrey's Scouts	22.9	-2.0	8	Stella Dallas	10.5	+1.1
9	Jack Benny	22.6	-4.1	9	Right to Happiness	10.5	+1.1
10	NR Life of Riley	22.5	+3.8	10	Rosemary	10.2	+1.0
11	Your Big Parade	21.4	-4.8	11	Portia Faces Life	10.2	+1.0
12	Charlie McCarthy	21.1	-6.2	12	Ma Perkins (CBS)	10.1	+0.7
13	Walter Winchell	21.0	-2.6	13	My True Story	9.5	-0.9
14	NR Kraft Music Hall	21.0	+0.3	14	Aunt Jenny	9.4	+0.2
15	NR Judy Canova	20.8	-2.0				
16	NR Date With Judy	20.0	-1.5				
17	NR Aldrich Family	20.5	+1.9				
18	NR Mam. Merry-Go-Round	19.9	+0.8				
19	NR This Is Your F.B.I.	19.8	-0.0				

NR—Not ranked in top brackets on preceding report.

* Includes only once a week shows, 15-50 Mins.

N.Y. Critx Toss Bouquets, Brickbats; Cite CBS, NBC on WNEW, Durr

Mitchell 'Susan' Package

Catching Network Eye

Shirley Mitchell has been cast for the starring role in "Forever Susan," a situation comedy which NBC will audition within a few days, as a possible summer replacement for "Theatre Guild." Mitchell has already had a look at the show.

The slanza, a Lancer Productions package, is scripted by Albert Simonson and Darryl and Mac Simonson, and directed by Norman Frank. Characters in the series are based on those in magazine stories authored by Daphne McVickers.

Small Market Clinic

Is Due at Denver Univ.

For 24 Summer Sesh

Denver, May 18.—Denver Univ. has announced the full setup of its second annual small market clinic in radio and television operations to be held July 26 through Aug. 27.

Leadership will be handled by Rex Howell, past pres. of the NAB and now senior partner in Miller & Schroeder, communications law firm in Washington. Miller will dig into special problems of copyright, libel, lotteries, etc., but radio stations, as well as basic relationships between radio stations and government on all levels.

Week of Aug. 2-8 will take up program relations for small market stations, and will be handled by Rex Howell, owner-manager of KJZZ, Grand Junction, Colo. Third week will be handled by J. Allen Brown, asst. director of broadcast affairs for the NAB. Program will focus on new areas of advertising revenue for indie operators.

Fourth week will take up radio for retailers, and will be headed by Howard Abrahams, director of sales and promotion, National Retailers Assn. Fifth week will study small market news operations. Art Stringer, director of special services of the NAB, will guide the session and concentrate on inexpensive ways of building up local and regional news.

Ed Kovacs Sues Mutual

On 'Your Heart's Desire'

Los Angeles, May 18.—Edward Kovacs, radio producer, filed suit for \$200,000 against Mutual Broadcasting System, Don Lee Holding Co., Raymond E. Morgan Co. and Philip Morris & Co. charging misappropriation of an idea.

Plaintiff declares his brainchild, "Your Heart's Desire," was used as an airshow without recompense.

The Radio-Television Critics Circle of New York has crystallized its first season of activity with a well-defined set of radio, 47-48 season. The Circle, probably influenced by the criticism of mutual stations, have had the effect of diminishing many of them in stature and prestige, and placed a new emphasis on award-making, confining itself to a critique of the industry.

The statement follows: "In the past 12 months have been notable for several things. The development of a few new ideas in radio programming. Evidence by one network that it recognizes its responsibilities in public service. Promotion and energetic development of television by another network. The highly original and hearteningly effective use of at least one independent radio station in promoting tolerance. The occasional surprising exercise of common sense in radio. The regrettable departure from the government of a number of stations. The people's airwaves. The proof for all broadcasters who care to recognize such criticism that the present movement is not an impossible partnership.

The Critics Circle says as outstanding new developments are "Child's World" and "Candid Microphone." "Child's World" avoids the criticism of mutual stations in revealing the sensitive workings of children's minds confronted with their own fears. "Candid Microphone" reveals the sensitive workings of children's minds confronted with their own fears. "Candid Microphone" reveals the sensitive workings of children's minds confronted with their own fears. "Candid Microphone" reveals the sensitive workings of children's minds confronted with their own fears.

"You Are There," which happily blends entertainment and history, "Do I Remember?" which blends drama and as lessons in child psychology is both constructive and entertaining. "You Are There," which happily blends entertainment and history, "Do I Remember?" which blends drama and as lessons in child psychology is both constructive and entertaining.

(Continued on page 40)

DETROIT GABBER GETS

HOOK; NO ONE TALKING

DETROIT, May 18.—Tommy Weitzel, Detroit two radio spots on WWJ and another on WWJ-TV, in a five-minute job since he has been banned from all three programs. Nobody seems to be ready to give Weitzel a job by the way of the radio. Current reports indicate the publisher of the News, linked to both stations took exception to Weitzel's language in the final air bag a week ago. Harry Bannister, general manager of the station, merely said: "He's banned."

Local columnists are telling the picture that Weitzel has been told to take a rest by his doctor because of a throat ailment. But Weitzel is not being by the way of the radio. Current reports indicate the publisher of the News, linked to both stations took exception to Weitzel's language in the final air bag a week ago. Harry Bannister, general manager of the station, merely said: "He's banned."

AFRA Pacts 2 N.Y. Indies

Staff contracts have been renewed by the American Federation of Radio Artists with two local New York indie stations, WHN and WMCA.

Deal with the former outlet sets has pay of \$4,000 a week, and the latter station provides for a \$130 base. Both outlets will pay extra fees for commercial assignments.

(Copyright, 1948, A. C. Nielsen Co.)

Solons to Mull Radio Bills But Committee OK on Legislation Moot

Washington, May 18. Senate Commerce Committee solons are skedaddled to discuss pending radio bills at an executive session here Thursday (20) but whether any of the proposed legislation will win full committee approval is still anybody's guess.

The Senators are definitely skedaddled to take up bills fathered by Clyde Reed (R., Kan.) and Edwin Johnson (D., Col.) to limit or proscribe liquor advertising in interstate commerce. An earlier measure sponsored by Arthur Capper (R., Kan.) to outlaw all such radio or printed plugs is expected to die quietly in committee.

The solons may get a chance to vote on a compromise which Chairman Wallace White has worked out on Senator Johnson's controversial S.2231 which would clamp a ceiling of 50kw power on all U. S. stations and call for breakdown of the favored clear channels.

White has discussed with NBC and CBS execs a bill which would merely continue the 50kw power limit on standard broadcasting and do nothing toward requiring the FCC to break up the clears. Johnson is reported ready to go along with this amendment, at least for the time being.

Pearl Buck to Do Series Of Plattered Kid Shows

Ithaca, May 18. Authoress Pearl Buck is set to do a series of 13 plattered kid shows for Rural Radio Network, upstate FM web of six outlets aimed at farm audiences. Program, still untitled, will be heard Sundays at 5:30 for 15 minutes.

Scripts stem from Miss Buck's story-telling to her own nieces. They're in story form and she'll speak as well as write shows.

Three New Clev. Sponsors For Indians Ball Games

Cleveland, May 18. Apropos of the opening of the baseball season, WJW picks up three new shows to augment the broadcast of Tribe games.

Fisher Bros., grocery chain, is sponsoring "Dugout Interviews," a 15-minute, pre-game interview Saturday and Sunday afternoons and Monday, Tuesday and Thursday nights, with El Frough of Gregory & House conducting the interviews.

Public Shirt Co., New York, sponsors the "Ask Jimmy Doolittle" show each Sunday from 3:15 to 3:30, and the DeSoto-Plymouth Dealers of Cleveland are sponsoring a baseball scores and sports highlights program at the conclusion of each Indians game.

ARMY WARNS SCRIPTERS VS. EDITORIALIZING

Washington, May 18. The Army last week warned its overseas radio network and radio writers in this country to steer clear of expressing any editorial opinions about election candidates.

An Army circular spelled out the "no politicking" order in no uncertain terms. Overseas radio service, paid for by federal funds, "must not contain political propaganda designed to affect the result of any election for federal office or obviously calculated to create bias for or against a particular candidate."

What's more, the Army added, there must be no "comment, criticism, analysis or interpretation of news of a political nature."

Under the soldier vote law, the armed services are required to keep their men advised of dates of primaries and laws governing absentee balloting, but are banned from campaigning.

Surefire Signoff

Washington, May 18. Local daytimer WBCC, Bethesda, Md., has a new gimmick for a signoff commercial. Instead of selling the last spot of the day to the local mattress company as some of the other sunset operators do, WBCC director Willard D. Egolf peddled it to the local insurance agent.

Egolf copyrighted following signoff for a WBCC crew: "This station's return to the air tomorrow is insured by the Howland A. Sarra Co., insurance affiliate of the Marvin Simmonds Co., realtors and developers of Glen Hills, Md."

Kaycee's WHB, Pioneer In Area, Going Full Time After 18 Years Day Work

Kansas City, May 18. After 18 years of daytime-only operation, WHB goes fulltime May 30. The date finally has been set after more than a year of construction work, surveys, technical chores, and other delays. Besides the longer day, station also steps up in power with 10,000 watts daytime and 8,000 nighttime, and switches from 880kc to 710.

Station is a pioneer in the area, being founded in 1922. It went daytime-only in 1929 and was purchased shortly thereafter by the Cook Paint and Varnish Co., present owner. John Schilling, general manager of WHB, has a record of being manager of the same station for over 25 years.

New operation will bring Mutual net to Kansas City full time. Here, before it has been aired nightly partially over KCKN and daytime on WFB. After May 30, the Mutual programs heard here will come in via WHB.

Chicago — Engineer staff of WOWO, Westinghouse station in Ft. Wayne, joined the National Assn. of Broadcast Engineers and Technicians. Union now awaits prompt ratification that we will not give more than two product mentions per program on giveaway

Stop Riding Tandem on Giveaways, Art Linkletter Warns Industry

Hollywood. Editor, VARIETY:

Following a recent "Houseparty" broadcast, I was chagrined to overhear a departing guest say, "This show's no good; I didn't win a thing!" Too many listeners, and too many program people, have adopted this same attitude in judging audience participation shows, until today it isn't how entertaining a broadcast is, but how much loot does it give away that determines its popularity.

In the hectic race for ratings, we have all been guilty of snowballing the giveaway gimmick until it is assuming the proportions of a Frankenstein monster. The once mighty \$64 question is now surpassed by scores of local stations on midnight telephone quizzes. The breath-taking aspect of the old "Pot-of-Gold" \$1,000 is gone and forgotten, buried beneath the deluge of free houses, cars, round-the-world trips, and lump prizes totaling up into thousands of dollars.

Radio is no more guilty than television. The magazines in exploiting the current craze for semi-lotteries, but that doesn't justify participation. The end is even now in sight as more and more people realize how few win the prizes and how many are missing out. The blowoff is closer than many of us suspect, and when it comes a lot of shows will turn up missing on the date.

I, for one, will welcome the demise of the fad. After 15 years of running every kind of audience show, from streetcorner to maternity wards, I know that most people get a kick out of having fun with no thought of rich rewards. The sooner we get back to solid entertainment values the better off we'll all be.

On the "People Are Funny" shows, Gudel and myself have come to WCCO, CBS outlet, in 1937 as announcer and transferred to sales staff in 1938.

On the "Houseparty" we limit ourselves to the sponsor's products exclusively, and those have a ceiling of \$500 per week for live shows. This gives the client real value for his bucks, and puts a premium on the ideas that go into the show.

The sooner entertainment stops riding tandem behind prize giveaways the better. Art Linkletter.

SEALTEST CALLS IT QUITS WITH CARSON

Hollywood, May 18. NBC in the fall for Sealtest. Deal with Jack Carson was washed up last week after one season and finale falls on July 8. Budget trouble was given by Jim McFadden, radio head of McKee & Albright, as the reason for the switch to a more moderately priced show for the fall.

Summer show starring Ray Noble moves in July 15 for eight weeks.

Rogers Rides for Oats

Chicago, May 18. New Roy Rogers show for Quaker Oats, replacing "Those Websters" on 424 Mutual stations, is set for an Aug. 29 teleoff. George "Gabby" Hayes, vet western film actor, and Dale Evans (Mrs. Rogers in private life), will have roles in the show. Stanzas will originate from Hollywood Sundays at 6 p.m. (EDT).

Sherman & Marquette, Chi ad agency, wrapped up the deal for Quaker.

Minneapolis—Alfred J. Harding rejoining WCCO sales force after two years away from station as member of KSTP sales staff. He came to WCCO, CBS outlet, in 1937 as announcer and transferred to sales staff in 1938.

MOST EFFECTIVE BECAUSE:

The Columbia Pacific Network backs its advertisers with every kind of radio promotion from audience building to dealer merchandising. That's why CPN sponsors volunteer statements like these:

"Once again we want to tell you that the promotion you are giving our program is the best we have seen in our long experience as a radio advertiser."

"We very much appreciate your remarks at the meeting... selling our group on our program... I am sure our men have a much better understanding of the potency of radio."

LARGEST AND BEST: CPN's Promotion Department is the largest in radio west of the Rockies.

And the most complete. With press information, art, photographic, copy, research, audience promotion and merchandising staffs to give each advertiser's program full support among listeners, salesmen and dealers.

IT'S IMPORTANT: Fine programs plus well directed promotion mean better results for radio advertisers. Columbia Pacific supplies both... another reason why your campaign will be most effective on CPN.

Represented by
RADIO SALES
Radio Stations
Representative, CBS:
New York, Chicago,
Los Angeles, Detroit,
San Francisco,
and Memphis

Columbia Pacific Network

The West's Complete Regional Network

Most Effective Promotion
...another reason why CPN is the West's complete Regional Network

A New Find in the Comedy Field

STOP ME

IF YOU'VE HEARD THIS



NO ONE has to be told that Comedy ranks No. 1 in radio entertainment... and as a powerful sales-maker for sponsors. The only trouble is: there are not enough good comedy programs.

But here's a new one. "Stop Me" features four of radio's top-drawers—Lew Lehr, Maury Amsterdam, Cal Tinney and Roger Bower (left to right). "Stop Me" has a new twist: Roger Bower starts telling a story sent in by some listener. By yelling "Stop" any one of the three comedians gets the chance to tell the story he thinks Bower is going to tell.

These bare words give no idea of the fast pace and high laugh-level of the show. It must be listened to, to be appreciated. And the sponsor who buys "Stop Me" (with its unlimited chances for sponsor identification) will find a goldmine that will pay out for years and years.

Here's one straw in the wind: the program asks for nominations of "the funniest person you know." In three weeks the mail had built up to over 10,000 a week. That's responsiveness—which a sponsor (you, maybe?) can capitalize.

MUTUAL BROADCASTING SYSTEM

World's Largest Network

It Sells WILDROOT On The Coast...

What's the Name of THAT SONG

THIS program's growth in popularity has been steady—as shown by these Pacific Coast Hooper ratings:

1945 — Year's Average	3.9 — top rating 4.6
1946 — Year's Average	7.2 — top rating 11.2
1947 — Year's Average	9.1 — top rating 13.2
1948 — Jan.-Apr. Average	11.1 — top rating 13.1

Sponsored by Wildroot Cream Oil Shampoo on the Don Lee-Mutual Pacific Coast Network since early 1946, "What's the Name" has done a standout job for the sponsor. *The show is available for sponsorship in the rest of the country.*

The rating history is proof of how soundly this show has been building—and its popularity is further attested by the fact that many of our Station Managers want us to co-op the show.

As the name implies the show is a quiz which challenges both studio and air audiences to identify songs submitted by listeners. Cash prizes go to successful studio contestants and to listeners who mail questions. The combination of quiz, song, prizes and ad lib by the M.C. add up to a good show and one that can be merchandised—for more sales for the sponsor.

MUTUAL BROADCASTING SYSTEM

World's Largest Network

This Is One to Watch...

MEET YOUR LUCKY PARTNER

HERE'S a new audience participation program with two sure-fire angles—(1) one of the most experienced and adroit MC's on the air and (2) a twist which gives the air audience as big a chance to "rise and shine" as any member of the studio audience.

The format is simple, yet has unusual scope: the studio contestant is given a partner from the radio audience (selected through telephone directories); the partners are introduced over the air and work as a team. If either partner answers the question, duplicate prizes are awarded. On the "jackpot" question, the partners become competitors.

The questions themselves are selected for interest from a wide range of subjects.

"Meet Your Lucky Partner" premieres on Mutual on May 20th. Watch for it—listen to it—you'll be as sold on it as a commercial vehicle as we are.

MUTUAL BROADCASTING SYSTEM

World's Largest Network

If It's Sales You're After...

Leave It To The GIRLS



FOUR big Hollywood names—Sylvia Sydney, Binnie Barnes, Constance Bennett and George Brent as M.C. (left to right)—form the program's regular "panel." Each week there's a feminine guest (recently: Lucille Ball, Kitty Carlisle, Judy Canova) and a male heckler (Eddie Cantor, Adolphe Menjou, George Jessel and Henry Morgan).

Discussions are lively, sometimes even acid. But humor is never missing, even though it is sometimes wry. The topics are timeless, provocative—romance, heart problems, rivalry between the sexes.

No wonder "The Girls" is carried as a feature by 269 stations (figure from recent survey of stations). No wonder also "The Girls" is popular with listeners—who rate it all the way from "fine" through "splendid" to "terrific." No wonder they swamp stations with phone calls when the show is crowded off the schedule for a special broadcast.

"The Girls" is, we believe, an unusual bet for some sponsor—particularly for a product of dominantly feminine appeal. Let us tell you more.

MUTUAL BROADCASTING SYSTEM

World's Largest Network

The FRONT PAGE

Hecht & MacArthur's fabulous newspaperman, Hildy Johnson, comes back to life in the person of cast is a complete story. Plenty of thrills, laughs and drama

THURSDAYS, 8:00 PM, EDT

Comedy Writers' Show

Behind the scenes on what makes comedians funny. Every week writers for leading comedians will "build" a new comedy show! A half hour of unrehearsed ad-libbing by the men behind the buffoon. Unusual! Fun!

WEDNESDAYS, 10:00 PM, EDT (Starts June 9)

GO for THE HOUSE

A new audience participation show that (says Variety) "will build to a nice rating." Top prize on this quiz nifty is a completely furnished house and host Popular John Reed King emcees the scrambling for prizes

WEDNESDAYS, 9:30 PM, EDT

I LOVE ADVENTURE

Direct from Hollywood, here's a drama calculated to keep audiences on the edge of their chairs all the way "Writing is crisp and professional, with acting and direction to match," raves Variety!

SUNDAYS, 7:00 PM, EDT

Johnny Fletcher

Popular Bill Goodwin title-roles this bright, brand-new thriller. Based on Frank Gruber's *Johnny Fletcher* novels, it's played to a studio audience for laughs, bofs and yaks

SUNDAYS, 7:30 PM, EDT (Starts May 30)

We're all decked out with NEW

Summer Shows

With flags flying, ABC proudly breaks out a whole halyard-full of new summer shows. Full of thrills, full of fun, they're fast, lively programs. Good summer listening... and all with good possibilities for building solid ratings.

The same talented ABC crew that developed *Henry Morgan*, *Stop the Music*, *Ladies Be Seated*, and other successful ABC productions has put its best efforts into these five new shows. They're carefully planned—and carefully budgeted. Give them a listen. Chances are, you'll find one that's just the buy you're looking for.

ABC

PROGRAM
DEPARTMENT

30 ROCKEFELLER PLAZA • NEW YORK 17



Bidders for Lush Frisco Market Start Jockeying for Positions

Washington, May 18.—Television bidders for the lush San Francisco market started jockeying for position at the Federal Communications Commission last week in preparation for a hearing on their requests due to open this Monday (24). At the same time, the FCC itself took an action which to all intents and purposes leaves seven contenders for two rather than three available video channels in the town.

The Commission accepted to a request from Don Lee, one of eight bidders for Frisco spectrum, that its application be severed from the May 24 hearing. And the FCC went on to say that the three video channels still open in Frisco would be earmarked for pending applications from the regional live AM and FM renewal licenses. The AM-FM franchises are on the hook for alleged

violation of the chain-broadcasting regs.

Don Lee first failed for a kick in 1944, whereas the other seven bidders entered their applications in 1947. The FCC has since held Frisco grants for birds in the year. Don Lee remained Frisco's top bidder in the hearing on its AM-FM renewal licenses and that evidence was included in the qualifications for Frisco tele operation.

Meanwhile, both 20th-Fox and Edwin Paul's Television California amended their bids for Frisco television. The film company's move is expected to fit pattern for three other video bids it expects to file shortly, to give it a total of five licenses in the hop (20th is already in the Boston TV scrap).

Paul's 20th proposes to give its Coast subsidiary, Fox West Coast Theatres, Inc., a 50% interest in the tele operation. As a result, Charles Skouras replaces Spyros Skouras as prexy. Henry Fox succeeds Don Henderson as secretary and W. C. Mitchell is out of the picture as a director. The new officers are all from 20th's Coast operation and familiar with the local picture. 20th doesn't intend to use its 100% interest in its Boston video bid but may split future applications with its operating subsidiaries.

Olman Ed Pauley, meanwhile, added Texas oil millionaire Clint McCarthy as a fourth partner in his Frisco video company and increased his capitalization accordingly. CBS also got in an amendment showing a higher tab for getting its Frisco plant in operation. Other Frisco bidders are Leland Holzer, Paramount's television productions, Inc.; KSNB, and KSSB-FM.

by Edward M. Wiley and Jack W. Morris
Foreword by
Aig. General David Sarnes

RADIO PERSONNEL! ... do you know how MUCH you did to win the war?

At Last... your own war record in book form! The exciting, documented story of the glorious job you did as a radio man during the war. American broadcasting delivered from Pearl Harbor to V-J Day—with the names and experiences of the radio people (you know them all) who threw themselves into the war effort, as well as station identifications at home and abroad.

STAR-SPANGLED RADIO reveals hitherto untold facts about the selfless, often heroic actions of radio writers, technicians, directors, correspondents, and station owners during the war.

Full of the anecdotes covering brush with the "bass," comic situations, personal encounters, scenes of G.I.'s in camps, battle fronts, ships and hospitals the world over.

So important to Radio is the role of G.I.'s "Division History," STAR-SPANGLED RADIO is a volume of G.I.'s job in any emergency. You'll want copies for yourself, your friends, for advertisers and civil defense groups. See it now! Includes a new appendix including Radio's \$50.00 Honor. Regular Price \$3.50. Quantity discounts on request.

STAR-SPANGLED Radio

MONEY BACK GUARANTEE
Ziff Davis Publishing Co.,
237 West 42nd Street,
Chicago, Ill. 36
Send \$3.50 for one copy of
STAR-SPANGLED RADIO. I understand
I may return it in 14 days for a full
money back guarantee.
I may want a number of copies. Send
me _____
Name _____
Address _____
City _____ State _____
ZIFF-DAVIS

Ailing the Awards

WIZ, ABC's N.Y. flagship, also received excellent Mutual's "Newswell," NBC's "Eternal Light," CBS' Abe Burrows' show, and the other to the just-announced citations of the N.Y. Radio-Television Council. The award was narrated the stanza, highlighted also by brief appearance by a representative of the Council, Clifford J. Durr.

Small aggregation of radio brass, representing all four major networks, turned out to watch the program, aired from ABC's Radio City studios, assisted by Leonard Blair.

TV To Bring

visitors to studio sets actually in use as impractical in tele as in film studios.

Numerous other uses were depicted, including the use in connection with sports and news events, uses in war, hospital and school, and the use in the use of tomorrow's rushes while the scene is being shot. RCA chairman, John D. Jones, said that the firm's deals with Warners, 20th-Fox, whereby "joint development" contracts, signing under which RCA furnishes technical info; engineering assistance; large-screen projectors, capable of projecting pictures on an 18-by-24-foot picture; and a kinescope system which, when coupled to a high-speed projector, capable of feeding film to a stand, and theatre projector in less than a second.

Larsen Sees Negligence

Paul J. Larsen, of the Atomic Energy Commission, an Albuquerque member of SMPTE television committee, sharply criticized the negligence of film execs in letting requests for tele facilities in television lapse. He urged the industry to go after the allocations. He expressed great concern over permits television to be advanced by other industries, such telecasting, which would fully protect its own interests.

"We engineers have pointed this out time again but there has been any interest on part of the industry to cooperate with us, demanding what future of theatre tele should be," He said execs of other industries rely on engineers for knowledge on the future but the reverse is true in the film industry. He wound up with a plea for com to conduct proper research.

Ralph B. Austrian, of Foote, Cone & Belding, told of a survey made by his agency for N.Y. showing picture attendance habits of tele set owners. "Study reported that 75 per cent of the set will attract boxoffice receipts when set ownership is more widespread," he declared. Indications are that as tele programs improve the medium is likely to provide increasingly stiff competition for film producers. He said the survey also indicated in change radio sets that flinging habits of set owners and non-set owners declined greatly when set owners were asked to see pictures on television.

Summing up findings, Austrian said (1) tele has had definite social impact. Three-fourths of families in New York City spend more time at home since getting a tele set. (2) set extends to films. (3) set owners see pictures less often since buying a tele set.

PIERCE EXITING R&R; MULLS VIDEO ENTRY

Sam Pierce, Ruffalo & Ryan's CBS radio prexy in charge radio, is exiting the agency July 1, it was announced in New York yesterday. Pierce, who has been with R&R, will "enter the television field," his future plans were not disclosed. He intimates to associates that he is not sure of his future. However, it is doubtful any successor would be named immediately.

Pierce, vet of 17 years in Coast Radio, joined R&R in 1932 and for the past two seasons has directed the Dick Haymes show for Auto-Lite. He is to be replaced by Gene Autry's show, "Those Westerners and the Jim Backus stanza."

N. E. Crix Toss

Continued from page 35

stert and mature CBS Document Unit on vital issues, its bold and hard-hitting "CBS Views the Press," and the representative of the first major attempt to evaluate a rival medium), and its thorough, extensive and objective news coverage by the Circle's domestic and foreign.

In times that cry for a fight on intolerance, WNEW is the first of its kind to be shown on Big Subjects," the jingles which have spread their message of "I'm a citizen of the U.S.A." Produced by WNEW's vice-president, Ted Cokt, written by Gene Zarlet, set to music by Lott Silver and distributed by the Institute for Democratic Education, the jingles represent a successful commercial formula adapted to a vital cause. Thus, WNEW has raised the stature of radio and served as reminder that America is basically a country where to be different is to be American.

Tele Programming Labs

The Circle cites NBC for doing the best job of developing a new type of the past year. Television technically has far outstripped its programs, and the Circle's research helped narrow the gap with such programs as the "Theater Guild," "Autumn Leaves," "The Great Critic," and "The Nature of Things." In its dramatic shows, the Circle surveyed an abundance of talent for production and even occasional virtuosity in camera technique and production. The Circle's Marshall's "The Nature of Things" has opened new vistas for video in popularizing science. NBC's series commendation for its presentation of Arturo Toscanini and the "Symphony," a rare combination of culture, entertainment and promotion for the video medium.

Other notable television features include sports programs, highly effective in camera technique and broad in coverage; DuMont's "The Story of Public Opinion" (now "Court of Current Issues"), a novel and courageous dramatization of the history of the nation along television's new personalities is announced Dennis James. He has shown wide acceptance in making full use of the new medium in events ranging from the fashion parades and commercials.

A deficiency in television's progress has been the immaturity of its entertainment and its failure to attract discriminating viewers with the broadest portion of educational and public service programs. Only two network religious programs have taken full advantage of the possibilities of radio's pro: "The Eternal Light," on NBC, and "The Greatest Story Ever Told," on ABC. These two programs, by using the age-old lure of a good story, have attracted a large and inspirational messages with entertainment.

Comedy Deserves Better Fate

Comedy, the most popular mass-appeal lure in radio, deserves a better fate. It could use newer and more local talent, and turn to the studio audience, less pandering to the lowest common denominator of taste and intelligence. The Circle welcomes back Goodman Ace and June and their bright, lively and intelligent comedy and human follies. The Circle is pleased at the emergence of Abe Burrows, a rollicking comedy of originality and good taste. The Circle wishes it could report more on comedy on comedy programs in general.

In addition to the excellent news coverage of CBS, the New York Times Mutual's "Radio Newswell" as an interesting new development in news presentation. The Circle, however, deplors the gradual elimination of politically liberal programs and the direct control of radio broadcasters to give a one-sided interpretation of the news. The Circle deserves high praise for ending one of the radio network taboos with its tastefully presented documentary on universal peace.

The Circle regrets Clifford Durr's departure from the FCC after seven years of service. Durr is a symbol of public service ideals for radio. He has fought the radio fight against the radio's listless trends and against excessive commercialism. He has struggled to bring the principles of public service to all sides of controversy and to encourage educational broadcasting. He was a champion of the public to inform listeners of their rights under the Communica-

tions Act. In so doing, he learned enough of the people's reactions to radio practices to serve the industry far better than the industry's polls—despite opposition and often ingratitude—as both a human safety valve and a conscience.

Rather than issue formal awards, the Circle supports this statement as a co-constructive critique of the industry.

Web Dilemma

Continued from page 25

on the matter of who to pay the cable costs. DuMont net director Lawrence Phillips declared his hasn't determined a policy yet, since the web has signed only one affiliate and doesn't plan to use A.T. & T.'s carrier facilities to service that station. DuMont now shows to WTTG, Washington, but pays all cable costs since it's an owned-and-operated station.

Development of other methods of networking shows, of course, can change the entire policy for all net. In the meantime, the net is building its own relay system between N.Y. and Washington and also has a plan to use all stations on its east coast web via its own facilities. DuMont has a co-transcription service, accompanying story in this section) which may solve the network problem for that net.

NBC's Clark to Coast To Strengthen Setup

In further preparation for a full-blown television test on the Coast, NBC has named the fall, Clark, heretofore tele operations supervisor for the N.Y. division, to the same post in the Hollywood division.

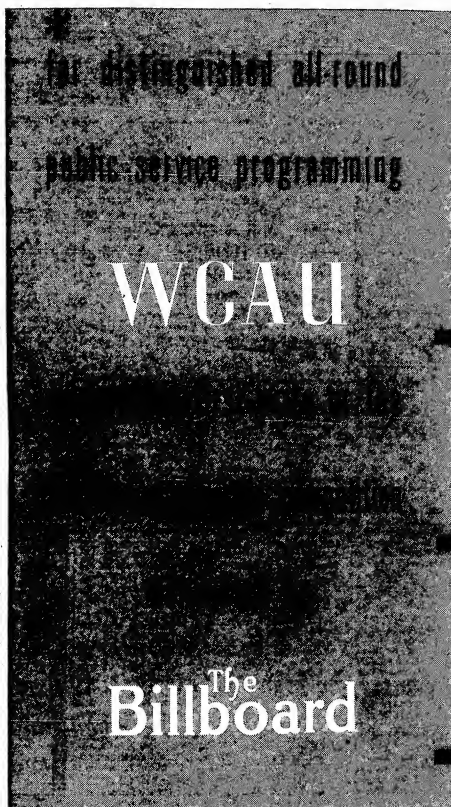
Pending the web's Hollywood test launch, Clark will be supervising the training of TV engineers in the N.Y. division to be succeeded in the N.Y. operation by R.R. Davis.



The Texas Rangers, America's foremost singers of Western tunes, are ready for the big summer roundup—The roundup to bring their large audience direct to your sales room. The Texas Rangers have a wide selection of favorite tunes, transcribed for top quality. Their hundreds of selections are as flexible as live talent. You can spot your sales messages to your own needs. In short, you are adding the Texas Rangers to your sales force. The price is scaled to fit your market and your situation. You'll be highly pleased in songs and music... and in sales.

Wire, Write or Phone for Complete Details

THE Texas Rangers
ARTHUR B. CHURCH PRODUCTIONS
KANSAS CITY, MO.



"The WCAU Career Forum"

Vocational guidance by radio. A series designed to guide high school boys and girls in choosing a career.



"Cavalcade of American Politics"

A dramatic series tracing the heritage of American politics.



"The Freedom Train"

WCAU's dramatic salute to the Freedom Train on the eve of its nation wide tour.



WCAU

50,000 WATTS • CBS AFFILIATE

Philadelphia's Leading Radio Institution

The Philadelphia Bulletin Station

AFM Disk Ban Faces 2-Ply Squeeze

As NLRB Hears Charges Vs. Petrillo

Playing, mostly request records. Boyesen tells why doesn't like a number, but does without rancor. On one occasion, professing self bored with the current output, he devoted a half hour to the wackiest recorded items could drum up.

Charges on the show are divided between eight sponsors. Boyesen giving commercials an unconventional, often ad-lib, but still very

giving commercials an unconventional, often ad-lib, but still very readable. Mur.

10 Best Sellers on Coin-Machines Week of May 15

- | | | |
|--|---------------------|------------|
| 1. NATURE BOY (5) (Burke-VIH) | King Cole | Capitol |
| 2. TOOLEE OOLIE DOOLIE (4) (Chas. K. Harris) | Andrews Sisters | Decca |
| 3. YOU CAN'T BE TRUE DEAR (6) (Biltmore) | Van Horton | Columbia |
| 4. NOW IS THE HOUR (16) (Leeds) | Jerry Wayne | K. Griffin |
| 5. MY HAPPINESS (1) (Blasco) | Gracie Fields | London |
| 6. LITTLE WHITE LIES (10) (BVC) | Bing Crosby | Decca |
| 7. BECAUSE (2) (Chappell) | Jon & Sandra Steele | Damon |
| 8. SABBIE DANCE (12) (Leeds) | Dick Haymes | Decca |
| 9. BUT BEAUTIFUL (10) (Burke-VIH) | Perry Como | Victor |
| 10. MANANA (15) (Barbour-Lee) | Woody Herman | Columbia |
| | Freddy Martin | Victor |
| | Bing Crosby | Decca |
| | Frank Sinatra | Columbia |
| | Peggy Lee | Capitol |
| | Mills Bros. | Decca |
| <h2>Coming Up</h2> | | |
| LAROO LILLI BOLERO (Shapiro) | Peggy Lee | Capitol |
| | Perry Como | Victor |
| DECKIE BIRD SONG (Robbins) | Freddy Martin | Victor |
| | Larry Clinton | Decca |
| HICKEYBREAKER (Leeds) | Andrews Sisters | Decca |
| ST. LOUIS BLUES MARCH (W. C. Handy) | Perle String Band | Palda |
| HAUNTED HEART (Williamson) | Tex Benicke | Victor |
| | Perry Como | Victor |
| BABY FACE (Harms) | Art Mooney | Capitol |
| | Sammy Kaye | M.G.M. |
| TELL ME A STORY (Laurel) | Ames Bros. | Decca |
| THAT AIN'T RIGHT (Am. Academy) | Francie Laine | Mercury |
| SHINE (Shapiro-B) | Frankie Laine | Mercury |
| I WISH I KNEW NAME (Leeds) | Mills Bros. | Decca |
| MAYBE YOU'LL BE THERE (BVC) | Curtis Noble | Columbia |
| WE JUST COULDN'T SAY GOODBYE (W&M) | Gordon Jenkins | Decca |
| FOR EVERY MAN A WOMAN (Melrose) | Frank Sinatra | Columbia |
| WILLIAM TELL OVERTURE (P.D.) | Tony Martin | Victor |
| | Spike Jones | F. Victor |

Coming Up

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

Just returned from a great European tour—
The KING of Be-Bop

**ACCLAIMED
AMERICA'S
GREATEST
NEW
TRUMPET
STYLIST**



DIZZY GILLESPIE

AND HIS FAMOUS ORCHESTRA

**RCA-VICTOR
RECORDS**

NOW UNDER EXCLUSIVE MANAGEMENT

Personal Manager
MILT SHAW

Willard  *Alexander, Inc.*

30 ROCKEFELLER PLAZA, NEW YORK

Songs with Largest Radio Audience

The top 30 songs of the week based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc. John G. Peatman, Director.

Survey Week of May 7-13, 1948

Baby Face	Remick
Bag Your Pardon	Robbins
Blue Shadow on the Trail—"Melody Time"	Sent-Joy
But Beautiful—"Road to Rio"	Burke-VII
Dickey-Bird Song—"3 Daring Daughters"	Robbins
Dream Fiddler	Southern
Featherin' Feelin'	Paramount
Healed Heart—"Inside USA"	Williamson
Heartbreaker	Leeds
Hokey For Love—"Casbah"	McLure
I May Be Wrong	Advanced
I'd Give a Million Tomorrow	Southern
I'm Looking Over a Four Leaf Clover	Remick
Happens When Dance With You—"Easter Parade"	Berlin
Loro Loro Lili Bolero	Shapiro-B
Little White Lies	BVC
Manana	Barbour-L
Nature Boy	Burke-VII
Now Is the Hour	Leeds
Look-a-Look-a There, Ain't She Pretty	Leeds
Sabre Dance	Berlin
Spring in December (Winter in May)	Leeds
Steppin' Out With My Baby	Berlin
Tell Me a Story	Laurel
Toodle-Do Doodle	C. K. Harris
What'll I Do	Berlin
What's Good About Goodbye—"Casbah"	McLure
Worry, Worry, Worry	Robert
You Were Meant For Me—"You Were Meant"	Miller
You're Too Dangerous Cherie	Harms

The remaining 21 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc. Dr. John G. Peatman, Director.

A Fella With An Umbrella—"Easter Parade"	Feist
All Dressed Up With a Broken Heart	Markis
At a Sidewalk Penny Arcade	Robbins
Better Luck Next Time—"Easter Parade"	Feist
Eye Bye Blackbird	Remick
Crying For Joy	Monaco
Dream Girl—"I Dream 'Girl"	Famous
Shore Cherie	Miller
For Every Man There's a Woman—"Casbah"	McLure
I'm in Love—"Romance On High Seas"	Harms
It's You Or No One—"Romance On High Seas"	Remick
It's Magic—"Romance On High Seas"	Witmark
My Sin	Chappell
Old Ferris Wheel	Goldmine
Pianissimo	Sent-Joy
Saturday Date	Southern
Sat. Night Central Park—"Make Mine Manhattan"	T. B. Harms
There Ought To Be a Society	Dreyer
What Do I Have To Do—"Are You With It"	BVC
You Can't Be True, Dear	Billmore
You Turned the Tables On Me	Fox

* Legit Musical. † Film Musical.

Helen Forrest Primes Palladium Chirp Policy

Hollywood, May 18. Palladium ballroom will inaugurate its recently determined policy of booking name singers to headline bands at boxoffice, says Helen Forrest. She opens five weeks July 6 and will get top billing over Buddy Rich's band, net calls for two singing stint nightly. Chirp and band were brought in as a package from Morris by Palladium operator Maury Cohen.

He played Palladium 25 months ago. Last autumn he cut away from MCA and joined Morris. Miss Forrest, current at Slapay, Maxie's, at one time was chirp with Harry James' band. She has been singing for past five years.

D.C. AFM LOCAL BARS DISK JOCK GUESTERS

Washington, May 18. American Federation of Musicians in handling radio stations which refuse to employ staff musicians, sparked a heated exchange here last week between a WJLX disk jockey, Joe Dosh, and A.F.M. local 161.

Dosh, emcee of an evening disk show on WJLX, charged the local with "rank discrimination" for refusing to okay a brief appearance of bandleader Charlie Ventura on his program. Dosh said the local AFM was discriminating against bandleaders because it employed musicians. Ray Noble was also barred from doing platter show spots.

"As a matter of fact," Dosh added, "bandleaders who have appeared on local stations without permission from the union have been—some as much as \$25. John Fichette, treasurer of local 161, confirmed Dosh's statement that it has a policy of screening radio appearances of out-of-town musicians, with the local board given full authority to say "yes" or "no." The 24 stations in the area, Fichette explained, employ less than a dozen musicians, "which is definitely not in line with the AFM's aims in the interest of the little musician." WJLX and other indies in town have never had fulltime musicians on the payroll."

Morgan Goes to Glaser

Russ Morgan's orchestra switches affiliation July 1 to Joe Glaser's Associated Booking Corp. Leader's Music Corp. of America agreement expires at that time. His deal with Glaser is a long-term pact.

Morgan has been with MCA for a number of years. He was originally with Consolidated Radio Artists, to which he paid \$25,000 for a release. For a couple years during the run of his MCA paper, Morgan was personally managed by Glaser, who at that time did more than book.

Bands at Hotel B.O.'s

Band	Hotel	Covers	Total
Emil Coleman	Waldorf (400; \$2)	32	17,575
Larry Clinton	Pennsylvania (500; \$1-\$1.50)	2	1,550
Ray Eberle	New Yorker (400; \$1-\$1.50)	2	1,400
Johnny Pineapple	Lexington (300; \$1-\$1.50)	79	800
Lawrence Wells	Bowling (400; \$1-\$1.50)	1,400	12,500
Woody Herman	Commodore (400; \$1-\$1.50)	4	1,250

* Donald Richards at Waldorf; Ice Show at New Yorker.

Chicago

Herbie Fields (College Inn, Sherman; 650; \$3.50 min.). Variety of acts getting by with scant 2,600.
Chuck Feder (Boulevard Room, Stevens; 650; \$3.50 min.-\$1 cover). Another slide, 3,700.
Ray Morton (Mayfair Room, Blackstone; 300; \$3.50 min.-\$1 cover). Burt Davis still sock 1,900.
Eddie Oliver (Empire Room, Palmer House; 550; \$3.50 min.-\$1 cover). Hedgegarde and Oliver hiked covers to big 5,500 after Thursday (13) opening.
Orin Tucker (Marine Room; Edgewater Beach; 700; \$1-\$2.50-\$2 min.). Another new variety show keeping room bright with 3,900.

Los Angeles

Frankie Carle (Ambassador; 900; \$1-\$2). Good 3,000 tabs.
Jan Garber (Biltmore; 900; \$1-\$1.50). Very good 2,900 covers.

Location Jobs, Not in Hotels

(Chicago)

Eddy Howard (Aragon; \$1-\$1.15 adm.). Weekend rains slowed to 14,200.
Ray Kassel (Blackhawk; 500; \$2.50 min.). Coasting with 1,100.
Teddy Phillips (Trianon; \$1-\$1.15 adm.). Same luck as northside audience; 14,900.

(Los Angeles)

Henry Busse (Palladium B, Hollywood 3rd wk.). Fair 6,000 callers.

Inside Orchestras—Music

There's nothing really new in the current practice among some songwriters, small record companies, etc., of creating a synthetic demand for a song as a means of selling it to a major publisher at a high advance. It was done many years ago.

Puba with long experience in the music biz tell of one writer's methods of selling a rejected tune to a publisher as far back as 30 years ago. It seems that the publisher almost daily made a round of bars which used live music. Writer got to the leader of each bar's combo and got him to announce a request for the song the pub rejected. After the latter heard the tune "requested" in 15 or more spots he fell for the pressure and paid a handsome advance for a tune that subsequently proved a sales dud.

Today, due to the number of territorial tunes that are spreading out into national hits, the "synthetic buildup" is more widely used, but often is effective. Writers give small record companies tunes to record with no royalty obligations. When the disks come out they find ways of creating excitement about them, and often succeed in interesting major publishers in paying high advances for publication rights.

Duchess Music's veepee Arnold Shaw is circularizing the disk jocks with a unique appeal in behalf of his firm's new plug number, "Serenade (Music Played on a Heartstring)." Boaz Gordon wrote the lyrics while music is by Mascheroni, described as the "Irving Berlin of Italy." Shaw's pitch is contained in a mimeographed letter where he points out that James M. Cain's novel, "Serenade," as well as Schubert's "serenade" were pretty hep items and more than implies that Duchess' "Serenade" is also in the "great ballad tradition."

Frank Westphal, former Chi radio maestro and writer of "When You Come to the End of the Day," who is a permanent bed case at Vaughn Hospital, Hines, Ill., has a new tune titled "Write a Vet." It's getting quite a follow from stations around that part of the country as part of a drive to remind relatives and friends to drop a note periodically to vets in U.S.A. hospitals. Westphal has asked James C. Pettillo, AFM prez, for permission to have a record out of the number for limited use by jockeys. He's Sophie Tucker's first husband.

Edison, N. Y., Still Kneads

Jazz Dough; Scott Next

The new Raymond Scott quintet will get it's New York unveiling at the Edison hotel, June 24 on an eight-week run. Scott's recently organized group has been playing Midwest dates.

The Bolo Troupe trio will alternate with Scott.

Am Song Recruits Tars

Seattle, May 18.

"Hail the Navy," words and music by Rosetta Perry Gibbon, winner of a Fleet Week song contest locally, has been adopted as theme song of Washington and Idaho recruiting centers.

Dancetone Records wanted the tune for skating rinks, records being used to steam up Navy enlistments.

COMING ALONG LIKE A HOUSE-A-FIRE!

Ata Stewalk Penny Arcade

Words and Music by MARTIN KALMANOFF, AARON SCHROEDER, EDDIE WHITE and JIMMY MacDONALD

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue N. Y. 10 • MUZZY BATES CO. • 333 M...

N.J. Meadowbrook To Go Strawhat

Frank Dalley's Meadowbrook, Cedar Grove, N.J., will house a summer theatre group for nine weeks this summer while the spot is closed to name bands. Dalley has leased the building to a group operating under the name Theatre Showcase on a weekly guarantee plus a percentage of profits. They take over July 6, two days after Dalley closes his name-band policy for the summer.

An unusual angle of the operation will be that a cocktail lounge now operated by Dalley as a group party room, will remain open as a dinner-drink-dance spot for theatre patrons, from 5 p.m. nightly through curfew time and following the show. Dalley will install a three-piece band.

CARLE NO LIKE PLANES, COSTS HIM CAFE DATE

Hollywood, May 18. Frankie Carle's aversion to plane travel, plus the insistence of General Electric to keep him up to the letter of his contract and do the first 10 GE radio programs from here, cost Carle a bundle of coin.

He was offered \$5,500 weekly for four weeks at Last Frontier, Las Vegas. He could have flown here each Sunday for the broadcast and returned the same day, but he wouldn't fly, and GE wouldn't let him originate the show elsewhere.

Frontier wanted Carle to open July 2, following his current run at the Coconut Grove, L. A., and the coin proffered is quite a hike over the \$3,250-plus-cover-split he's getting at the latter spot. It couldn't be worked out, and the deal was dropped.

New Det. Spinner

Detroit, May 18. A new disk jockey invaded Detroit with a preem broadcast on WWJ Saturday morning (15). He is Harry Howe, comic who plays a house sleuth on "Open House," WWJ-TV video program.

Howe calls his show "How's That," and it's done from Giovanni's downtown Detroit nitery and hideaway for show people. Spinner is on nightly excepting Tuesdays, with a different sponsor every night.

Robby Byrnes band switched from General Artists Corp. to the William Morris agency.

The Nation's Biggest Request Song

I'd Give A Million Tomorrows

(For Just One Yesterday)

OXFORD MUSIC CORPORATION
1617 Broadway, New York

RETAIL DISK BEST SELLERS

VARIETY

Survey of retail disk best sellers, based on reports obtained from leading stores in 12 cities, and showing comparative sales rating for this and last week.

Week Ending MAY 15

National Rating		This Last Week		Artist, Label, Title		New York	Chicago—G	Detroit—G	Kansas City	Los Angeles	San Francisco	Boston—Bo	St. Louis—C	Seattle—G	Cleveland	Omaha—G	Indianapolis	P O I N T S
1	1	KING COLE (Capitol)	"Nature Boy"	1	1	1	1	2	1	1	1	1	2	2	2	1	2	116
2	4	DICK HAYMES (Decca)	"Little White Lies"			2	2	6	2	2	6	6	1	6	3	3	82	
3	2	K. GRIFFIN-J. WAYNE (Rondo)	"You Can't Be True, Dear"			8	3					2	2		1		49	
4	8	WOODY HERMAN (Columbia)	"Sabre Dance"					8	1				3	5	8	10	6	36
5	6	TEX BENNER (Victor)	"St. Louis Blues March"					5		5	5	10	7	6			5	34
6	3	PEGGY LEE (Capitol)	"Manana"			2		7	10	9		3	4	9			33	
7	9	JOY-SONDRA STEELE (Damon)	"Baby Face"						9	4			4		9	2		27
8	7	PERRY COMO (Victor)	"Because"					10	8	9	7			8	3			25
9	10	"My Happiness"							5		5	3						20
10A	9	BING CROSBY (Decca)	"Now Is the Hour"							3	8				5			17
10B	10	ANDREWS SISTERS (Decca)	"Tootle Oolie Doodle"										9	7		4	7	17
11	5	FREDDY MARTIN (Victor)	"Dickey Bird Song"			7		10					4	7				16
12	16	BING CROSBY (Decca)	"Haunted Heart"				3	4										15
13	11	VAUGHN HORTON (Continental)	"Tootle Oolie Doodle"				4								5			13
14	11	JO STAFFORD (Capitol)	"Haunted Heart"							3	9							10
15A		LARRY CLINTON (Decca)	"Dickey Bird Song"				6					10					8	9
15B	12	FRANKIE LAINE (Mercury)	"Shine"						4									9
15C		TONY MARTIN (Victor)	"For Every Man a Woman"							6	7							9
16A	13	FRANK SINATRA (Columbia)	"I Got a Crush On You"				3											8
16B	10	FREDDY MARTIN (Victor)	"Sabre Dance"							3								8

1		2		3		4		5	
SONG HITS OF OUR TIMES		PROGRESSION JAZZ		CAPTAIN FROM CASTLE		RENDEZVOUS		KING COLE TRIO	
Decca		Shin Kenton		Alfred Newman		Peggy Lee		Volume No. 3	
		Capitol		Capitol		Capitol		Capitol	

FIVE TOP ALBUMS	
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FIVE TOP ALBUMS

SONG HITS OF OUR TIMES

PROGRESSION JAZZ

CAPTAIN FROM CASTLE

RENDEZVOUS

KING COLE TRIO

D.C. Jukes Tie-In Hit Hunt With Ed Gallagher

Washington, May 18. Washington Music Guild, trade organization of D. C. coin machine operators, has made a unique deal with WTOP's (CBS) top disk jockey, Eddie Gallagher. Deal was made because of Gallagher's past success in putting the finger on hit records in his nightly "Moonball" show (11-20 p.m.-1:00 a.m.).

As a result, the coinmen are inserting his choices in 2,000 jukes in the area with the disks tagged as "Gallagher Moonball Record of the Week."

Decca's Kruse III

Ordered to Rest
Harry Kruse, vesper of Decca Records in charge of the company's distributing branches, has temporarily retired. He has been ill and an indefinite rest is prescribed.

Kruse has been with Decca for years. He had been supervising in recent weeks setting up eight new distributing points, which they will replace about 13 of the company's current distrib. points. These spots will carry complete inventories of the Decca catalog to facilitate delivery of backlog orders.

Summer Hiatus For

Col. Jockey Show

Columbia Records intends dropping for the summer the transcribed disk jockey show it sponsors on 836 stations under emcee Fred Robbins. Show goes off next month and returns in the fall with a different personality at the mike.

Columbia's other series of jockey shows, which are done live in various territories by local spinners, will continue. These are sponsored directly by Columbia, whereas the transcribed programs are made by Columbia and sponsored locally by Columbia distributors and dealers.

Cap. MGM Royalty Checks Hop 25%

Both Capitol Records and MGM flunking royalty statements to publishers jumped in the neighborhood of 25% over the previous quarter. Issued last week, the checks covered January to March of this year and the increases were more or less anticipated even though the royalty statements by Decca, Columbia and RCA-Victor for the same period had dropped 25%.

In the case of Capitol, it had the Peggy Lee disk of "Manana" to boot simultaneously its overall sales, in addition to a few lesser items. As for M-G-M the increase in the total disbursement is represented mostly by Art Mooney's "Four Leaf Clover," on which the company paid royalties covering copies, all, of course, going to Remick, the publisher of the tune.

GAC AGENTS J. D. BUT WITHOUT CONTRACT

Jimmy Dorsey's orchestra is being agented by General Artists Corp. on one-nighters following his close at Casino Gardens, Santa Monica, Cal., spot owned by brother Tommy Dorsey. J.D. hasn't signed with GAC or any other agency as yet; GAC is simply supplying him with dates on a regular commission basis.

Dorsey quit GAC over a year ago when his contract expired, after having been with the agency for around 10 years. He went to Mus-Art and during the run with that agency he broke up his band to take a rest. Recently he went back to work but with no agency affiliation. His only contract obligations are to M-G-M Records.

MCA's New Hub Branch

Music Corp. of America is now going in for expansion with the first step being the opening of an office in Boston, June 1. Other new offices will follow.

Dave Whelan, now with the New York band dept., will head the Hub branch.

Opening of the Boston office is seen as a ploy by MCA to expand activities in that territory. Heretofore Boston accounts have been handled through the N. Y. office.

Mae Green, partner in Spina-Green Music Corp., Hollywood, sold out to Harold Spinal, who continues firm as sole owner.

A Scintillating Piano Solo



ED SULLIVAN'S HEART FUND
Will get 100% of my royalties if any public in the HEART to publish one of my songs.
CHARLES FRANCIS DIMAGGIO
117-19 2nd 24th Street
New York 10, N. Y.

SMASH HIT
Original

THEY ALL AGREED TO BEAT THE BAR
JON and SONDR STEELE
Damon RECORD D-11133-B

MILLER MUSIC CORPORATION • 1619 BROADWAY NEW YORK 10 • Norman Foley Gen. Prot. Mo

Marks Loses Unique Legal Approach To Disk Royalties on 'Malaguena'

Federal Judge Henry W. Goddard last week in N. Y. federal court dismissed a suit by E. B. Marks against Seva Foulton, United Masters and the Radio Recording Co., Inc. for alleged infringement of the plaintiff's tune "Malaguena." However, in tossing out the charge, the court agreed that the publisher was entitled to \$111.10 under section 12 and 25 of the 1909 copyright law at the rate of 2 per cent for some 5,555 recordings defendants pressed of "Malaguena." Marks claimed infringement because the companies had not paid royalties on time.

ages hiking the original sum to \$353.30. In pressing the action, the publisher's attorney attempted to prove that Foulton, as an officer of United Masters, was equally liable for any corporate wrongs his company may have committed. Marks' legal battery then cited cases where an individual was held responsible. Court gave this line of reasoning short shrift declaring "these cases all concern individual liability where there has been infringement by a corporate body, but the case at bar is void of any elements of infringement."

Skip Strahl, Pittsburgher, who started his own danceband several years ago while still in high school, signed a two-year contract with Benny Goodman and will play drums in sextet B. G. is organizing.

Best British Sheet Sellers

(Week Ending May 15)

London, May 15.
Galway Bay....Box and Cox
Golden Earrings....Victoria
Teresa.....Leeds
Silver Wedding Waltz....Unit
Tune in the Meadow....Morris
Civilization.....Morris
Near You.....Wood
Serenade of Belles.....Morris
Wishing Waltz.....Noel Gay
Dream of Olwen.....L. Wright
Who's Kissing Her....Feldman
Once Wintertime....Cinephone

Second 12

Time May Change....Connolly
Tell Me a Story.....D'Arwitz
Sweet West.....D'Arwitz
Reflections Water....P. Maurice
Oh My Achin Heart....Connolly
Goin' Louisiana....F. D. & H.
How Soon.....B. Wood
You Do.....Coppere
Lullaby.....Connolly
Too Fat Polka.....F. D. & H.
I'll Make Up.....Maurice
After All.....Cinephone

PHILLY, CLEVE. LEADERS IN SPAWNING INDIE HITS

Philadelphia and Cleveland continue to be the leading spawning grounds for disk hits, with the latest two riders, "Hearts Win, You Lose" and "Tea Leaves" split in that order as to the original impetus between those two towns. Philly, which has quite a number of small labels and is the progenitor of Ferkes' string band, holds up recorders, the edge over Cleveland in this regard.

Cleveland can lay claim to being the teetotal spot for such tunes as "You Can't Be True, Dear" and "Tootle Oodle Doodle," while Philly's roster includes "Heart-breaker" and "I'm Looking Over a Four Leaf Clover."

Joan Edwards Trying To Breach Vita-Wax Grip

Chicago, May 18.
Judge Walter Labuy set June 10 for hearing on petition filed by Chicago attorney Alois Knapp in behalf of Joan Edwards, against Vitasonic Records. Knapp is seeking release of Miss Edwards' masters cut for Vita before it is filed under Chapter 11 of the Chandler Act last Feb. 20.

Knapp will ask release on the basis that her contract states in the event of bankruptcy, the masters are to be returned to the singer. He also contends the contract was invalid originally because it was not signed by the American Federation of Musicians. Miss Edwards' petition is the first to reach the courts. If ruling is in her favor, several other Vita artists are prepared to file on similar grounds.

'Bouncing Ball' Plegs

Planned for Tele by BMI
Broadcast Music, Inc. is preparing a version of the "bouncing ball" idea with which to get the jump with its songs on television outlets. Idea will be to constantly service the country's video stations with elites lettered with the lyrics of tunes being promoted, to be used in conjunction with recordings of songs by major and minor labels. It will soon be issued.

BMI, incidentally, is not asking additional licensing fees for the use of its melodies on tele, as the American Society of Composers, Authors and Publishers intends doing. Video rights to BMI material are automatically included in licenses issued for regular a.m. coverage.

White Ankles Sched Deal

Elmore White, scheduled to move to California Sunday (18) to head the T. B. Harms music office there, instead quit his post and will stay in N. Y. White and exes of Max Dreyfus' interests got into a misunderstanding the day he was to head west.

White was to have planned out and had shipped belongings on ahead by express. He was head of the Crawford firm in New York.

BOURNE ACKNOWLEDGED AS 'TOMORROW' OWNER

King Records and Lois Music, a radio publishing firm affiliated with Broadcast Music, Inc., have made arrangements with Bourne, Inc., which the tune "Tomorrow Night," is acknowledged as owned by Bourne. Version of the tune, recorded for King by Lonnie Johnson was brought to the company by the latter and was first thought to be Johnson's own composition. After recording the song was turned over to the Lois firm.

Discovery of Johnson's disliking, Bourne began getting calls for copies of the song and, thinking the tune figured to be Johnson's, secured a copy of Johnson's record. It was then determined that the time figured to be Johnson's was actually one of Bourne's copyrights, written by Sam Coslow and Will Green. Bourne protested and the wrong was righted.

Moore Suit Vs. Cole On Royalties Settled

Hollywood, May 18.
Oscar Moore's suit against Nat (King) Cole for a cut of Copyrighted royalties accrued to Cole, was settled out of court. Moore, who quit as a member of the Cole trio months ago, had claimed that his arrangements for Cole called for a slice of disk royalties as well as salary. He also claimed to be the owner of \$82,200 out of \$30,000 Cole collected since Moore's leaving.

Moore's suit manager, Carlos Gastel denied that Moore's coin deal called for a royalty cut, but it's admitted that he has received cuts of such income in the past. Amount the suit was settled for is being kept hidden by both parties. Moore last year earned \$57,000 with Cole, on the basis of \$500 per session, plus bonuses from disk coin.

Writer Charges Outright Steal of Protected Tunes

Phray of his songs, "Rainbow at Midnight" and "Amazing to Rain-bow at Midnight," was charged by John A. Miller in an infringement suit filed in N. Y. federal court last week. Copyrighted in 1946, tunes are published by Shapiro-Bernstein, also a plaintiff. Defendants are Royal Plastics, King Records Distributing Co., Lois Music and Keys Music, Inc.

Action claims that although the defendants were notified that they were illegally publishing, selling, and recording the songs, the alleged violations continued.

Jap Hit Parade

Tokyo, May 15.
Undisputed king of Tokyo's Tin Pan Alley is Tadashi Manjome, 48-year-old composer who has forsaken classical preferences to coin barrels of yen by writing scores and largest film output.

Irving Berlin of Nippon has been in Shochiku's employ for 15 years, but reached his pinnacle only two years ago by composing the post-war song hit, the catchy "Ringo No Uta" ("The Apple Song"). Manjome has done about 150 songs for Shochiku. He is now barnstorming in Honolulu with his Naniwa, attractive Pin thrush who made his "Apple Song" a hit via the stage.

Another Manjome song, "Junjo no Oka" ("Hill of Pure Emotion"), is currently on the best-seller list. Other current hits in Japan are "Hina no Yoru" ("China Nights"), composed by Nobuyuki Takekoshi, "Nagasaki Monogatari" ("Stories of Nagasaki"), "Nagasaki Chocho Puri" ("Madam Butterfly of Nagasaki") and "Mito no Miruoku" ("Hill Overlooking a Port").

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A great song...

I REMEMBER MAMA

By Charles and Henry Tobias
(by special arrangement with John Van Druten)

BETTY RHODES-VICTOR CLAUDE THORNHILL-COLUMBIA

ZIGGY LANE-DE LUXE RALPH YOUNG-JUBILEE

Published by
TONEY MUSIC CORP., 1450 Broadway, Suite 404

Canada, England To Swap Bands

Edmonton, Alta., May 18.
Jerry Gage's 10-piece orchestra, which got its start at the Tri-Union ballroom, Regina, Sask., will go to Britain in August under the direction of Canuck Theatre and Art Productions Ltd. Vancouver, B.C. where British bands and entertainers were called Canada is in the interest of developing Canadian artists.

Band is built around three Regina brothers, Jerry, Tony, and Chris Gage.

Fox Warily Approaches Tele-Film Tune Permits

As trustee for music publishers on synchronization and mechanical rights, Harry Fox hasn't as yet devised a formula for the licensing of films made primarily for television. One thing that he has pretty well decided on for inclusion in such a formula is the time factor. Fox figures that such agreements should be limited to one year.

Fox is disposed at the moment to the theory that until the making of films for television assumes some importance as an industry the licensing arrangement for such films should be the same as it is for any commercial film, with the price based on individual use, and not according to any formula. Fox has been charging as high as \$100 for the use of a composition in video commercials.

Palumbo Sets Satchmo

Louis Armstrong will be the second name group to go into Frankie Palumbo's Circo, Philadelphia night club. Armstrong will open May 31 for two weeks.

Palumbo recently turned Circo's, only a few blocks from the Club City, which uses full-size name orchestras, into a name-music spot. He sees only small combos, however.

"SLAP 'ER DOWN AGIN, PAW"

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Palace 2-a-Day Idea Dies

The two-a-day's return to the Palace on Broadway died aborning after REO Theatres vicepres Sol A. Schwartz, himself steeped in the vaudeville tradition, realized that the 1,700-seat house could not compete talent and salary-wise with the other Broadway deluxers. Complete talent and salary-wise was the hope that a Cantor, Benny, Allen, Jessel or Berle might take over, but until today's audience would standards a \$4,000 "comeback" idea.

The yesteryear flagship of bigtime vaudeville is a grind picture house today.

Many N. Y. Niteries Plan Shuttering For Summer; Won't Gamble on Slim Biz

The greatest number of summer shutterings of niteries since the war is expected to hit New York after June. Clubs have not only suffered spotty business, but short-age of name attractions to lure the spenders is causing bonfires to consider laying a hiatus during the hot months.

Already set for shuttering are Bule Bleu, which closes June 15, and Le Directoire, which will shutter when Kay Thompson and the Williams Bros. depart after their 11-week run. Persian Room of the Plaza bows out Saturday (22) and will reopen in the fall, as will the Rensselaers Room in the same hotel.

Some Broadway spots are undecided on summer closing. It's felt that if the Haren cannot get a suitable attraction to follow current run of the Ritz Bros., operator Nat Harris may attempt to run with a lower budget show, and if that doesn't work out, he'll take a vacation until the fall.

In addition to the summer closings, spots such as La Martinique, Embassy and the Carnival have already folded.

Consequently, it's seen that there will be less clubs operating this summer than at any time since the start of the war. That may hypo business in spots remaining open. The cafemen figure most of their customers will be taking to the mountains and the shore for weekends upon which they must depend for the bulk of their business. With a good Saturday and Sunday not likely, a profitable week is virtually impossible—hence, it's better to camphor their operations until Labor Day.

Rubini Pacted to Conduct

Orch at Coliseum, S. A.

Jan Rubini, vaude violinist, has been signed as conductor for the house orchestra of the Coliseum theatre, Johannesburg, South Africa. The house is part of the Schlesinger chain in that country.

Rubini starts June 21 and will sail from New York, May 22, on the Robin Ketting.

Bobby Meeker Takes Over

Plantation Club, Houston

Houston, Tex., May 18. Plantation Club, formerly owned and operated by Joe Landwehr of Dallas, has been purchased by Bobby Meeker, former bandleader.

Landwehr will continue to sponsor one nighters by name bands in the Dallas-Fort Worth area. He will sponsor the appearance in Fort Worth of Guy Lombardo and his band on May 23.

TEX WILLIAMS

and His WESTERN CARAVAN
"SMOKE, SMOKE, SMOKE"

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Conventioners Hypoing Biz in Atlantic City

Atlantic City, May 18.

Resort night clubs are getting a much needed shot in the arm after a poor mid-winter period with more than a dozen conventions in session here.

These conventions draw from 10,000 to 20,000 to town and many of the delegates hit the night spots during their stay. Convention business will be more than good until the middle of June, with the Shrine convention again listed for the early part of June. Summer biz should take the night clubs out of the red until fall.

Hotels, Niteries Retain Lobbyist To

Angle Reduction of 20% Cabaret Tax

Washington, May 18.

An idea of what the niterie operators are willing to pay a lobbyist to get the 20% tax reduced by Congress went on the record when a lobbyist for the night spots filed a statement of expenses and income with the Clerk of the Senate, as required under the Federal lobbying statute.

Samuel F. Haines was retained as lobbyist by a group of hotel people anxious to pep up biz in their entertainment rooms by re-

ducing the bite on the tabs. Deal, handled by Otto K. Kissel, of the Bismark hotel, Chicago, chairman of the hotel owners, committee, provided base pay to Haines of \$10,000 retainer plus \$15,000 for expenses. For this, Haines would organize the project, handle publicity, and do other phases of work in addition to lobbying. Haines filed with the Clerk of the Senate a letter which said in part:

"In event you are successful in... (Continued on page 53)

Trenet Held at Ellis Island In Immigration Tiff

Charles Trenet, French singer, is being detained on Ellis Island pending hearings to "determine his admissibility." District Director of Immigration W. J. Watkins declined further comment on the reasons.

Trenet while in this country two years ago, had been the centre of considerable controversy. Later on a Canadian tour, he got into tiffs with concert promoters, and recently got into another fracas in France because of refusal to do encores.

It was revealed by immigration authorities that Trenet arrived from France by plane, May 14 and has been held since.

Sophie Tucker's Option Picked Up Due to Sellout

Sophie Tucker's option for the two weeks after her regular four week stint at the Casino theatre, London, has been picked up even before her opening. Singer is slated to start her first postwar British engagement, May 31.

Picking up option was prompted by the heaviest advance sale in the history of the house. Immediately after announcement of her appearance was made, lines started around the house. It's a complete sellout for the four week stand. The holdover time is also well on its way to a sellout.

Soph will be followed at the Casino by Harry Richman, who goes in July 12 for four weeks.

London theatregoers, unable to obtain tickets for Miss Tucker's engagement at the Casino, are playing all angles to get deuces.

One of the most circuitous gimmicks yet to come to attention came last week in New York. Harold Dobrow, in charge of the William Morris agency foreign dept., which booked Soph on her London date, received a caller who requested that he write Casino operator Bernard Delfont, for tickets for her sister in London.

BOB STEELE UNIT SET

FOR TOUR OF TEXAS

Dallas, May 18. Bob Steele, cowboy film star, is making a series of personal appearances and opens a four-day date at the Rialto theatre here, Friday (21).

Also in the revue will be Jack O'Shea, Minister; Max Terhune, "Boots"; Gilbert, radio comedian; Tommy Durden, guitarist and the Westernaires, cowboy band.

Durante, Michaud Team

To Stage Texas Fair Show

Hollywood, May 18. Jimmy Durante, in partnership with Arthur Michaud, band manager, closed a deal to stage this year's show in the auditorium at the Texas State Fair, Dallas. Show will run 16 days, starting Oct. 8. In previous years the State Fair handled its own booking. Durante and Michaud paid \$25,000 for exclusive rights.

The Schurz will top line the show, with a dozen name acts and at least one name band on the bill.

READY TO REPEAT HIS SMASH P. A. TOUR of Last Year



Tex Williams

AND THE WESTERN CARAVAN

featuring

Smokey Rogers and Deuce Spriggins

Beginning at the Capitol Theatre, Sioux City

May 21

then through Midwest
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Latest Capitol Records Hit

"SUSPICION"

"TELL A WOMAN"

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Shelvey Drops Suit Against 4A's; Will Disband Rival AGVA Union

The injunction suit brought by Matt Shelvey, former national administrator of the American Guild of Variety Artists, against the parent union, Associated Actors and Artists of America, ended last week in N. Y. supreme court with a victory by the 4A's. Shelvey together with Allen Nickerson, Barney Barnett, and Justice Dennis O'Leary, ended the trial by signing a stipulation agreeing to vacate a previous injunction and sever all connections with AGVA.

End of trial came suddenly in an attorney's mump. Supreme Court Justice Dennis O'Leary and Michael, on the third day of the trial, seeking to expedite the proceedings, started to raise the curtain. However, Justice Case was being argued by Arthur W. A. Cowan, Shelvey's Philadelphia attorney who had been given permission to try the case in the N. Y. court. Samuel Scholer, N. Y. court assistant, but law firm of Greenbaum, Wolff and Ernst were listed as attorneys of record. Upon learning that Scholer was not of the Ernst firm, Justice Cohan set for Morris Ernst, who explained that he would not try the case, but had not withdrawn as attorney of record.

Scholer subsequently was designated by Shelvey as his counsel, but Scholer declared that he could not set counsel for anyone but the plaintiffs present in court, because their consent was necessary for him to act in their behalf. Court recessed for the day until Shelvey could designate new counsel for those he purported to represent. This reference was made to several hundred signees of a petition backing Shelvey's suit. But court convened the following day former Supreme Court Justice Samuel Rosenbaum, one-time adviser to the late Pres. Roosevelt and trial counsel for 4 A's AGVA Committee, and Cowan, arrived at a stipulation which the court agreed to accept. In dismissing the injunction act, Justice Cohan declared that the "Attorneys of record have left

the case like Mohammed's coffin suspended halfway between heaven and earth. I have never in my experience seen a case in which there were two counsel and no attorney of record, and I hope never to see one again."

Others May Reopen Suit
The sudden ending of the case with no decision handed down, leaves the re-opening of the case in October a possibility. With the exception of Shelvey, Barnett, Flanagan rep for Shelvey, and Nickerson and Meyers, representatives for Shelvey in Philadelphia, any group of Shelvey adherents may reopen the injunction suit next court term. However, it would be necessary to obtain the consent of every name that Shelvey said he represented in order to designate counsel and reopen the case.

The stipulation, as signed by Shelvey, Nickerson, Meyers, Barney Barnett, Florida, calls for the dismissal of the previous injunction handed down by N. Y. Supreme Court Justice Samuel Nul, which forbade the holding of AGVA conventions and to maintain the status-quo of the union. Shelvey is forbidden to represent himself as attorney of record, and AGVA; enjoined from forming any new labor organization using the name of AGVA, and from inducing AGVA members to disobey union's directives; forbidden to solicit for the union; hire or fire in the name of AGVA, and to turn over all union property to the present administration.

In return, AGVA agreed to pay Nickerson \$805 severance pay and vacation monies and reimburse him for coin he had used to run the AGVA office in Philadelphia while under the administration; Meyers got \$120 and Barnett gets \$1,000 under this arrangement. One will be paid as soon as AGVA property is returned.

At the close of the trial, another union instance developed when Barnett attempted to walk out with two suitcases, one of which had AGVA papers. He was stopped by AGVA board member Henry Dunn and was brought up before the bench. Justice Cohan threatened him with contempt proceedings unless he returned the papers.

During the surrender of the papers, Cowan insisted that most of the papers being taken were personal or relating to non-AGVA matters. Between himself and Shelvey, Court declared that personal papers could not be taken. With all arguments, the court declared it would pass on the ownership of all documents.

Donian with Silver Agency
Chicago, May 18. Morris Silver, former midwest head of the William Morris office, now operating his own agency, will expand operations in September. And Donian, former Chicago theatre owner, will join firm as vicepee, at which time the Silver agency will incorporate.

Try It Again, Chums
Painesville, O., May 18. Mounds Club, plush niteri and gambling spot, reopened last week with armed guards stationed outside.

Swank club and its patrons were robbed of approximately \$200 last year by masked bandits.

4A's Comm. Takes Over Philly AGVA Branch; Jones' Status Still in Air

The American Guild of Variety Artists last week took over Philadelphia AGVA branch with Vito Mehl, former outdoor organizer, in charge.

Takover was in keeping with the terms of settlement of injunction suit brought by Matt Shelvey, under which he agreed to disband his rival union, also that Arthur W. A. Cowan, Shelvey's attorney consented to the substitution of AGVA as the new union. Kenworthy, Segal & Lewis, to handle pending action of AGVA against the Shelvey group, is another Philly AGVA faction.

Whether Jones will consent to the takover is still problematical. He is now under contract with Associated Actors and Artists of America except this week in an effort to arrive at Mehl's terms to his contract and that of the membership he controls.

The Boston local has been placed in charge of Emil Lowe, while New Orleans is under the direction of Ben White.

LEWIS & MARTIN HELD OVER BY COPA, N. Y.

Dean Martin and Jerry Lewis have been signed to holdover at the Copacabana, N. Y., until June 30. They started at this spot last week, but have been given a salary hike with the picking up of Matt Green as their act.

Mitzi Green was slated to follow Martin and Lewis, but her date has been postponed. Her subsequent layoff hasn't been set as yet.

Too Much Juggling Cancels Jane Russell's Pitt Date

Pittsburgh, May 18. Lenny Titman washed up his deal for Jane Russell booked at Club Copa after film actress asked to have her date changed again, for fourth time. She had originally been booked in, at \$3,500, for Decoration Day (21) week; then shifted to June 21, after that a week earlier and finally back to original date.

By that time, Titman was getting shame-faced at asking columnists and commentators to do switcheroos and when the latest request for another alteration came through, he told Miss Russell's agents nothing doing and to forget the whole thing. Understand, too, he has a little worried about the high-price attraction at his no-cover, no-minimum spot, and might have been just as happy to have a chance to pull out of the commitment.

West's 'B'way Fantasy' For Alpine Village, Cleve.

Cleveland, May 18. Buster West is taking a flyer as a merry-show producer until he rejoins cast of "Red Mill," which recently disbanded for summer. Dancing comedian will headline and also co-produce tab revue, "Broadway Fantasy of 1948," opening at Herman Firscher's Alpine Village here May 23.

Hotels, Niteries

Continued from page 51
bringing this matter to the attention by amendment, rider, or proposed legislation, there will be advanced to you an additional sum of \$25,000 for expenses to further guide and assist . . . this legislation. In event you are successful in having passed legislation that will reduce the cabaret tax . . . to 10%, you are to be paid . . . \$25,000. If the tax is reduced to 5%, you are to be paid the sum of \$50,000.

The letter winds up by telling Haines to watch his step and carefully follow the lobbying law.

AGVA Convention in N.Y., June 6; 48 Delegates to Name Slate, Board

Following collapse of the injunction suit brought by former national director Matt Shelvey, the American Guild of Variety Artists got down to its first order of business by calling its off-postponed convention. Confab is slated to take place June 3 at the Park Central hotel, N. Y.

Meeting will adopt a constitution, elect national officers, and analyze the standing of the branches throughout the country. Simultaneously, AGVA announced the list of delegates elected by the membership in a nationwide balloting. Closing date for ballots was April 20, but results were held in abeyance because of the decision handed down by Justice Samuel Nul of the N. Y. supreme court, which forbade any expenditures except for normal running expenses of the union.

The New York balloting resulted in the election of Jerry Baker, Marty Barrett, Dewey Barto, Henry Dunn, Margie Coates, Phil Foster, Jimmy Hollywood, Jimmy Lyons, Hal Sherman, Joe Smith, Russell Swann and Danny White.

Other delegates

Chl delegation with comprise Bert Davis, Jack Gayme, Ben Haven, Jane MacDonough, Joe Wallace, Charles Weaver. Los Angeles delegates are Jean Arthur (not the film actress), Danny Buck, Frank Evers, Harry Mendoza and Eddie Hio. Detroit's selection comprises Larry Kent, Al Tucker and Russ Wright. From Boston will be Danny Creedon, Jack Edwards, Eddie Kane and Ralph Morgan. San Francisco's choices are Will Aubrey and Billy Grant. Pittsburgh's selections are Lois Donn and James Flannery.

Kansas City will send Joe Pamb, Baltimore, Jack Taylor; Columbus, Bill Emmet; Dallas, Sherry Lynn; Denver, Lester Harding; Houston, Cal Emmet; Miami, Buddy Lym; Montreal, Thomas R. Artman; New Orleans, Earl Wilt; New York, Betty Cox; Phoenix, Bob Roberts; Portland (Ore.), Phil Downey; St.

Louis, Al Mach, and Seattle, Dorothy Carroll.

There were no selections from Philadelphia or the Youngstown area because of branch heads disputes with the national office. In the Philadelphia area, one AGVA office was controlled by Shelvey while the other, manned by Dick Jones, refused to nominate for delegates in protest on the method of balloting. Youngstown was in the midst of a squabble of jurisdiction between Shelvey and the AGVA national committee, governing AGVA.

Balloting for the convention was light. Out of 14,000 ballots sent out by the Honest Ballot Assn., only 1,754 valid ones were returned.

Some ballots came from members not paid up, others came improperly marked.

Voting for election was done on a national scale. Members in any branch could vote for selections from every other branch on the ballot.

Voting in New York was preceded by a campaign between two slates. Henry Dunn headed the successful slate which got the majority of the candidates, while Phil Irving, although not elected, headed a faction which placed two delegates.

In the event that any candidate will be unable to attend the confab, runnersup will be selected as alternates.

Ed. Gardner Unit, With Jane Russell, Tees Off At Palace, Cleve., June 3.

The Ed Gardner ("Duffy's Tavern") package to comprise Charlie Cantor, Eddie Green, Jane Russell, Florence Hapoy and Matty Malneck's band, tees off at the Palace theatre, Cleveland, starting June 3, at 8:15. Also featured in the Strand theatre, N. Y., starting June 11.

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The Adirondacks**
**9 HOLE GOLF COURSE
ON PREMISES**
9 Clay Tenn. Courts
8 Handball Courts
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**B'way Slide Still Greased; 'Hold' 9G,
'Sally' 21G 1st Full Week; 'Molly' 13½G,
'Inside U.S.A.' 47G; 'Cup,' 'Hope's' Out**

'Ice' 104G. I

Two plays finalized over the week

Philadelphia, May 18.
Philly's legit season is now in

"The Stone Jungle" winding up with a meek \$7,800 for two weeks and four days. Las Palmas religious

"All My Sons," Las Palmas (8 wk) (388; \$3). Skidded to \$3.7 but now \$26.200 still represent

"Blackouts of 1948," El Capitan (308th wk) (1,142; \$2.40). Climbed back to \$16,300.

"The Stone Jungle," Coronet (3 wk) (255: \$2.40). Another side

(May 17-29)
"Anna Lucasta" — Locust, Phil
(17-29)

"Blossom Time"—Cass, Det. (1-22); Studebaker, Chi. (24-29).
"Burlesque"—Royal Alex., To.

"Harvey"—Nat'l, Wash. (17-2)

in Vic., Victoria (17-18); Lyric, Vancouver (19-22); Metropolitan, Seattle (24-29).

"Sleepy Hollow" — Majes

House currently has "Winslow Boy," which looks like windup of season.

legit and vaude in general
been slow.

"Sleepy Hollow" — Majes

AS (17-22); Royal Alex, 1910
(24-29).

money, first full week. "The Cup of Trembling" stopped.

"Angel in the Wings," Coronet
(23d wk) (R-998; \$4.80). Slump

(119th WB) (C-993; \$4.80). Expectation is for another summer for long-running laugh show which was rated around \$14,000 last week.

"Finian's Rainbow," 46th Street

engagement to extend into summer.

"Hold It," National (2d wk) (M-1,164; \$6). First full week esti-

(R-1,670; \$6). Broadway's new gross leader getting all that's possible and the takings around \$47,000; more parties.

come back on comedy strength, last week estimated over \$27,500, makes plenty at that figure.

"Make Mine Manhattan" Broad-

"Mister Roberts," Alvin (13th wk) (CD-1 357: \$4.80). Most popu

8th wk) (C-935; \$4.80). Down-
round \$10,000 but will aim into
summer with operating expenses

ox. Closed after three weeks; estimated around poor \$4,000; "Ballet Ballads" moved over from -

k) (C-1,004; \$4.20). Short plays
going fairly well and should stick
into summer; \$12,000 estimated.

talentian troupe, "David's Crown," estimated around \$17,500; "The Golem" also in Hebrew.

ions despite offish notices; house
et to get London hit "Edward My
on" in fall (October).

should help; okay, around \$14,000.

FRISCO; 'HARVEY' 15½G

east that played Frisco last season, was greeted with only lukewarm reviews, but star Joe E. Brown was

'Blossom Time' 15G, Det.

Monday night (17) Maurice Schwartz and the Yiddish Art Theatre presented "Shylock and

shows.

= Continued from page 1 =

Lanore Langley to Jimmy Cairns, Chicago, May 14. Groom is head of Chi licensing dept of BMI.

"Sock Home" . . .

"Laurette and Clymas, dance satirists . . . sock home. They have several cute pieces of business and a particularly effective sense of comedy values."

KAHN, VARIETY.
(May 12, 1948)

"Stopped the Show Cold . . . They Were Wonderful"

"The real surprise of the show was Laurette and Clymas . . . They stopped the show cold. The production had to stop the team to come back for bows. The gal, an attractive blonde, showed surprising acting ability, highlighted by little hits that were warming to watch. The lad straightened with aplomb and deftness. Together they were wonderful."

BILL SMITH, BILLBOARD.
(April 24, 1948)

"Surprise Hit"

"Surprise hit of the evening was the dance team of Laurette and Clymas, whose comic pantomime, coupled with their slick dancing technique, makes a particularly appealing act."

MILDRED GORDON,
N. Y. MORNING TELEGRAPH.
(April 17, 1948)

"A Picture Bet"

"Laurette and Clymas . . . the femme half, a blonde, an excellent comedienne. She'd be a picture bet. 'Act employs several routines on a dance foundation. Main one is called 'Wolf of the 1900's' and it's an excellent piece of business . . . drew considerable comment from a trade-wise opening night audience Thursday (15)."

WOOD, VARIETY.
(April 21, 1948)

"Joy to Watch"

"Laurette and Clymas, dance humorists, lend a sophisticated touch that is certain to win them other fine engagements. There is a finesse about their fun-making that is a joy to watch."

ROBERT W. DANA,
N. Y. WORLD-TELEGRAM.
(April 26, 1948)

"Funny and Original"

LEE MORTIMER,
SUNDAY MIROR.
(April 18, 1948)

"Triple A Indorsement"

"The adult comedy dancing of Laurette and Clymas at the Harlem (in contrast with some of the feeble, unfunny imitations of the slap-stick routines introduced years ago by the Haritams and by Moore and Revel)."

LOUIS SOBOL,
N.Y. JOURNAL-AMERICAN.
(April 27, 1948)

"Tops in Town"

"The humorous Laurette and Clymas act at the Harlem."

DOROTHY KILGALLEN,
N.Y. JOURNAL-AMERICAN.
(April 22, 1948)

"Today's Bravo"

"Laurette and Clymas at the Harlem."
EARL WILSON, N. Y. POST.
(May 3, 1948)



The Exclusive and Amusing

LAURETTE AND CLYMAS

"DANCUMORISTS"

Currently

HELD OVER

(In New Show)

At Nat Harris'

HAREM, New York

Choreography by THEODORE ADOLPHUS

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Chicago Representative

PHIL TYRRELL

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PERSONALITY

N. Y. Public 'Hit-Crazy,' Say Legit Crits, Surprised That Film Players Can Act

New York's drama critics get a few things off their chests on the state of Broadway, the theatre and humanity in general, in a poll just completed by **VARIETY**. Dunning the New York public as "lazy" and "hit-crazy," calling the Pulitzer and Critics Circle prize-winning "Streetcar Named Desire" a "no-whit" play, seeing "the promise of a fine way play soon," and expressing surprise that film players can act, the critics lay about them vigorously.

On the whole, though, they find the 1947-48 legit season an unusually interesting one. While not unanimous on the play, they generally express the view that the N. Y. theatre offered a number of worthwhile plays and some excellent revivals, and see a healthy development in the emergence of off-Broadway production groups.

This year, there is little criticism from the aisle-sitters about the Pulitzer Prize play choice, since the winning show, "A Streetcar Named Desire," also won the Drama Critics Circle award. Several suggest that either "Mister Roberts" or "Command Decision," both of which had received votes from the critics themselves, might just as well have won.

As a whole, the firstnight sharp-

(Continued on page 50)

Mrs. Wm. Morris at 75. Clippers to London For Sophie Tucker's Preen

Mrs. William Morris, 75, widow of the founder of the William Morris agency, and William Morris, Jr., present head of the agency, are slated to fly to England today (Wed) for Sophie Tucker's preem at the Casino theatre, London, May 31. While overseas, the Morris' will round up all available talent in England and on the continent that fit into the new "Texas Star Theatre" television series in which the agency is supplying the performers.

Morris is hoping to bring Sir "Fritz" Lauder, now in his 80's, back to the U. S. as a "farewell" tour. Last "farewell" tour by the Scot star, which (Continued on page 54)

JERRY LEWIS' CLICK HYPOSES DATES FOR POP

Philadelphia, May 25. Danny Lewis, father of Jerry (now Martin G.) Lewis, is getting a new impetus to his vaudeville career with the recent click signed for a date at the Latin Casino, starting June 1.

The senior Lewis has performed with various partners. Recently struck out as a single, Lewis is in his early forties. Jerry is only 21.

\$600,000,000 Tele Set Sales in 1948 Seen

Salt Lake City, May 25. A. A. Brandt, sales mgr. of General Electric Co. electronics dept., in town last week for a three-day meeting of G. E. salesmen, crystal-balled sales of tele receivers totaling \$600,000,000 this year.

He also predicted \$40 to \$50 drop in prices by the end of the year.

Angel Doesn't Fear to Tread 300G Legit Red

Unless attention to "Hold It." lowest-grossing musical on Broadway (National), more than doubles its present pace or the show's angel, Anthony Farrell, changes his mind about keeping it playing "until it becomes popular," a new record in red will possibly be set.

Farrell's investment in the show has risen to approximately \$300,000, around \$50,000 of that representing the operating loss since "It" came to town early this month.

Farrell decided to go upstate on a fishing trip over the weekend but was not until he was assured there was enough money on hand to weather the new state of Israel.

"It" got a sturdy additional check.

When advised of the amount of the week's red, he merely said, "So what?" and kicked in with the money needed.

WLJB IN ALL-DAY TRIBUTE TO ISRAEL

WLJB, N. Y. Post-owned news, will wrap all commercial next Sunday (30) to air a 7 a.m.-through-8:45 p.m. Memorial Day salute to the new state of Israel. Participants in the all-day sked of special programs will include Mayor William O'Dwyer, Ted Thayer, editor of the Post; Bartley Crum, new publisher of PM; Mely Aubrey S. Eben, publisher of the Journal; Dr. Abba Miller Silver and others.

Jack Jockeys from various N. Y. stations and various radio personalities will do guest stunts. Full hour will be turned over to Paul Denis, host radio show. A sports hour will be encephal by the Post's Jimmy Cannon.

LEAD N. Y. LEGIT CRITICS' POLL

Fudith Anderson was the best actress of the season on Broadway, in the opinion of the New York drama critics. Paul Kelly was the top actor of the season, barely missing out Henry Fonda for the favor of the aisle-loungers. Those were the outstanding results in **VARIETY**'s annual poll of the first night reviewers for the "best" of the 1947-48 semester.

Miss Anderson walked off with the nod for her performance in the Robinson Jeffers version of "Medea," which she gave throughout the season, closing May 15, at the Royale. Miss Anderson got 10 out of 12 critics' votes, for the most decisive score in 16 classifications.

Kelly has the lead in "Command Decision," also a season-spinner at the Plymouth, and Fonda is top star of "Mister Roberts," doing capacity business at the Alvin. Kelly got 3 1/2 votes, to Fonda's 3, other votes being scattered.

The fact that Miss Anderson won by such an overwhelming edge, while Kelly and Fonda (and Godfrey Tearle, who was third with 2 1/2 votes) ran so close together, highlighted an interesting angle on the season—namely, that there were

(Continued on page 49)

Giants Pro-Rate TV Grid Rights On Per-Set Basis

Revolutionary new system of apportioning costs for television rights to football games, which might change the entire radio and TV pattern, has been instituted by the N. Y. Giants. The pro football club closed such a deal last week with the ABC video web.

Plan calls for ABC, or the advertiser bankrolling the pickups, to supplement a basic rate with charges based on the number of sets tuned in to the games. In effect, it means that the web or its sponsor will be paying the tab for all unsold seats at the Giants' stadium, since the number of sets figure, to be arrived at through a survey taken by C. E. Hooper or Public Opinion Research, will be the number of unsold seats at the Polo (Continued on page 30)

Top of the Tops
Retail Disk Seller
"Nature Boy"
Retail Sheet Music Seller
"Nature Boy"
"Most Requested" Disk
"Nature Boy"
Seller on Coin Machines
"You Ain't Be 'Tris Dear"
British Best Seller
"Galway Bay"

Tele Nicks Films' B.O. for \$3,000,000, Survey Reveals; But Top Pix Still Sock

By BOB STAHL

There's Powerful Prayer In South Africa Pix

Johannesburg, May 25. Methodist Church in Durban will be first in South Africa to be given over entirely to showing of religious films.

Pix will replace normal service and sermon on Sundays.

4 WB Officials Waive \$12,500 Pay Increases for '48

Automatic raises for top officials of Warner Bros. have been halted for the current year because of uncertain business conditions in the industry. Four of Warner's high officers have waived pay boosts provided in their employment pacts in a move designed to co-operate with the economy program, it's been learned. Quartet, each of whom have passed up a \$12,500 wage hike for '48, are Benjamin Kalmenson, distribution vicepres; Harry Kalmine, theatre vicepres; Samuel Schneider, vicepres; and Mort Blumenstock, ad-pub vicepres.

Waiver, made several months ago, is in the form of a letter signed by four which declares that "due to general business conditions in the motion picture industry throughout the world, and the urgent need for economy we here-

(Continued on page 2)

FAMED B'WAY PALACE MAY GO DARK ENTIRELY

The Palace theatre on Broadway, symbol of vaudeville in its heyday, is to be closed for more than 20 years and a film house for the past 15, may shortly close its doors entirely. All the untuned employees of the (Continued on page 16)

Jolson 'Hatikvah,' 'Israel' Disks for Weizmann

At Jolson and Decca planned to master 25 disks recorded Monday (24) to Washington yesterday (25) for presentation to Dr. Chaim Weizmann, president of Israel, and to President Truman on the occasion of the former's official call on America's first citizen. The songs are "Hatikvah" and "Israel," the latter written by Jolson and Bennee Russell, with Jolson vocalizing both.

Both were waxed a capella by Jolson on Monday. "Hatikvah" is in Hebrew, of course, and "Israel" in English; latter, being published by Bourne.

In the first definite indication of the tremendous impact television might have some day on the film industry, a survey conducted in association with one of the top agencies reveals that TV, at its present stage, is cutting into film grosses at the rate of over \$3,000,000 yearly.

Estimate is based on the survey's findings that 20% of people owning tele sets attended filmless less than their neighbors without sets. Roundup was confined to a group of families in a Long Island, N.Y., community, with the figure then projected to the national scene, which makes it admittedly a "loose" estimate. Considered especially significant, though, is the fact that the novelty of tele has very little influence on the public—some of the people questioned had owned their sets nine years or more. Agency involved is Foote, Cone & Belding.

Film industry executives, questioned for their reactions to the survey, conceded that the ostentatious attitude held by many film coppers until now must be abandoned. They pointed out, however, that video isn't the first major competitor they've had to buck—that the industry has stayed off (Continued on page 2)

Dems Plan Film Series For TV To Accent Human Qualities of Pres. Truman

Washington, May 25. Idea for extensive use of television by the Democratic National Committee for the coming campaign is said to be kicking around National Committee headquarters. It is dependent upon two things: getting the necessary amount and also getting the approval of the candidate who, short of a terrific upset, will be Harry S. Truman. Republicans have not gotten to the stage of considering buying video air time.

Scheme, as the Democrats are said to be considering it, would involve wide-scale use of 16m film. One idea is to present Pres. Truman as a very human guy to (Continued on page 54)

MULL TELEVISION MET OPERA IN FALL

ABC television is currently pushing plans to air the Metropolitan Opera performances when the "radio" season is in full swing, contract with the opera company, which has provided for radio broadcasts of the Met's autumn season, also includes tele rights and, according to an Associated Press, even "the use of the web." is "de- (Continued on page 54)

Civil Liberties Union to Spearhead Merged Talent Groups Vs. Censorship

A permanent, coordinated organization to fight censorship films, radio, legit, books and magazines is being formed by the American Civil Liberties Union, through its affiliate National Council on Freedom from Censorship. With the cooperation of various groups in the entertainment, arts and communications fields, a central group will be established by early fall.

A full-time executive secretary will be hired and a preliminary budget of at least \$10,000, probably supplied by the ACLU, will be set up. Tentative plans for such an organization were outlined at a meeting Friday (21) at the Lincoln Theatre. A larger, formal session is slated for mid-June.

Elmer Rice, National Council on Freedom from Censorship chairman, presided, and speakers included Archibald MacLellan, James T. Farrell, James M. Cagney, Manuel Kromoff. It was indicated that Stop Censorship, the recently organized anti-censorship group, would cooperate with the new organization.

The following plans were outlined for carrying out this anti-suppression drive:

1. Campaigns to abolish municipal and state film censorship, even if it were to be classified as an attempt to influence legislation and to protect the tax status of the organization.
2. Legal defense of persons charged with violation of governing legislation of expression.
3. Arouse public opposition to control by dominating forces in the industry responsible for the pressure or threats from the Un-American Activities Committee.
4. Support by court action to break up monopolistic controls in industries, plus legislation toward that end, even if it, too, involves the question tax exemption.

DEAD END KID' GORCEY HELD ON GUN CHARGE

Van Nuys, Cal., May 25. Leo Gorcery, one of the original "Dead End Kids," was held by local police on suspicion of assault with deadly weapons. According to police, his estranged wife, Evelyn, reported that he shot at her.

Mrs. Gorcery declared that she and her private detective were tempted to enter Gorcery's home, and he fired a gun. Nobody was hit.

'Young Bess' (Kerr) To Follow 'Edward' in Eng.

Metro's first postwar British production, "Edward, My Son," of which Spencer Tracy, Deborah Kerr, producer Edwin S. Porter, director George Cukor and Metro's Hollywood studio publicity chief, Howard Strickling, were slated to London to tee off, is slated for a 10-week shooting schedule. Metro's word was that "Young Bess" (Miss Kerr in the title role who may lead set yet), to follow immediately.

Strickling will set up a complete Anglo-American publicity relation with his wife, Joan, who will be on the Queen Elizabeth tour. He will also take over a sizeable film contingent, such as the Billy (U) Goetz, the Harry (U) Goetz, the Continental sales head for U, and others. Clark Gable, who was to be slated June 9 on the Queen Mary, isn't sailing until July 1.

Warner 'Task Force' Cues New Trend to War Pix

Hollywood, May 25. Warner's "Task Force," a story of No. 1 fighting in the Pacific, has been taken off the shelf and assigned to Jerry Wald for production. The story was shelved three years ago, but was shelved because it was thought the customers were tired of it.

Metro is currently shooting "Command Decision," RKO is shooting "Battlefront," and several other lots are looking up war for early filming.

Jessel's Gold Card

Hollywood, May 25. George Jessel, who has represented a lifetime gold membership card in the Variety Club International, presented by the club's editor of DAILY VARIETY. It's one of the daily cards issued by the International Variety Club.

Card was due to be presented to Jessel at the Variety Club convention last month, but Jessel couldn't make the trip. Card was subsequently brought here for presentation by Ungar.

Oct. Figured as Earliest On Hearing of Appeals For Lawson, Trumbo

Washington, May 25. U. S. court of appeals is not figured to hear appeals on the contempt of Congress convictions of Dalton Trumbo and John Howard Lawson until next October at the earliest, with lawyers, who said that the arguments may not take place before November or even December. Hence, if the court of appeals rules promptly but adversely for the defense, and the Supreme Court confirms the conviction of Trumbo and Lawson, the case of "10 unfriendly witnesses" will be decided until late Spring of 1949.

The other eight defendants have been scheduled to appear in court on the ultimate decision meted out to Lawson and Trumbo. Earl Browder, who was charged with the same offense, was released on \$1,000 bail pending the appeals. Lester Cole, another of the "unfriendly witnesses," was also in Washington Friday. He signed a waiver of jury trial decision similar to what had been signed previously by five of the other untied defendants. The last two, who will stand trial next few days, are Ring Lardner, Jr., and Adrian Scott.

Lawson was sentenced by Justice Edward Tamm who had presided at his trial, on the single count of refusing to tell the House Un-American Activities Committee whether he was, or ever had been, a member of the communist party. When Lawson's attorney, Robert Kennedy, sought to make a verbal argument for a new trial, the judge refused to hear him, and merely accepted by Kennedy. Then he rejected Lawson's appeal for a new trial. However, the court permitted Lawson to read a prepared statement before the committee.

"When I was called before the committee, I realized that my whole life as a writer and a citizen was under attack. I realized that the Committee was seeking to gain control of the motion pictures, and I was under severe duress. I believed then, as I believe now, that I was defending my integrity—my very existence—as a writer.

"The fact that motion picture writing, the accumulation of a life's work, counts for nothing against the order by which the film industry shall cease employing me. The industry has been and has declared me unemployable."

Welles Flying to Italy On Pirandello-Ford Pic

Orson Welles was slated to plane to Italy last night (Tuesday) from New York. He's going to make a picture, "The Two Women," with Korda. It will be based on a Pirandello play, with Welles doing the screenplay, producing, directing and acting.

"Cyrano de Bergerac," Welles' first picture, was the first picture he made with Korda, has been pushed off to next year. With that picture, the last picture he made with Korda during the past month, Welles completed editing of "Macbeth," which was shot for Republic on a war on a budget of about \$700,000.

390th WEEK!
KEN MURRAY'S
"BLACKOUTS OF 1948"
Now Playing Nationally
"BILL AND COO"
Special Academy Award Winner

Multiple Benefits Slay Golden B.O.

Despite the \$50,000 rolled up in ticket sales, "Command Performance" benefit at Madison Square Garden, N. Y., last night was the lowest in the history of Aid for Children, the gigantic free-shows at the Garden are reaching the point of diminishing returns. Many shows are now unable to pull on their own. Unless a top dollar method is found (N. Y. Post) who chairmaned last night's event, or the N. Y. Daily News, the Garden's financial situation is bleak. The Garden is getting a huge selling organization, but the "benefit" into the hands of a professional promoter who uses "boiler room" methods for getting sometimes reaching 35% of the gross plus expenses.

One of the primary factors in the decline of free-show pulling power is the inability of many to pay as much as \$8.00 per seat. In fact, these same people are hit for hefty donations, and sometimes for a seat in the advertisement journal. With wartime earnings gone, there's considerably more resistance to the higher priced seats. Another factor is the rebellion by the heavy spenders at the same time. The heavy spenders are not getting the same benefits as the others. It's like every other branch of show business—new faces, which are presently around, are needed to restore benefits to their former takes.

There's also a rebellion at too many free shows at the Garden. In prewar years, there were only two organizations that had Theatre Authority sanction to put on a Garden show. Today the number of such organizations is uncountable. The same spenders are asked to come to all of them.

Mae Spurs British Click With 'A Return in Fall'

Her revival of "Diamond Lil" was successful in Britain, that she had to take time off to the British a chance to recuperate. That's what Mae West decided to do. She was in the 20-year-old play in which she starred for the past nine months in London, and she was in the Coast States for a summer vacation. Miss West said she'll return to England in the fall for a string of weeks. With that in mind, the way the star disclosed she plans to revive "Catharine Was Great" for London, the theatregoers are in a four-year-old comedy-drama in which the actress both wrote and starred. The production is on Broadway by Michael Todd.

Phil Baker's Wrong Answer

Phil Baker, quizmaster on the Philip Morris "Diversity Quiz" show, listened to someone else ask the questions the other quiz boys— and the answers he gave landed him in jail.

A couple of radio stations picked up the question about stopping Baker's weaving car on Sunset Boulevard in Beverly Hills.

"Only scotch," replied the guy who usually does the asking. "He was booked for misdemeanor on a drunken driving charge. If he can't have a call driving for me, I'll complain Baker, referring to Allen Jenkins' recent explanation that his car was at the wheel when pinched recently for intoxication."

It wasn't until several hours later that Baker was bailed out and the amount of some of the sums he gives away on his CBS quiz show—\$250.

Baker later observed: "I'm in accord with the police for arresting me. I shouldn't have been driving in my condition." He said he had been celebrating his 35th anniversary in show business at a Sunset Strip nitery.

Hollywood, May 25. "Diversity Quiz" show, which has been a success since it was first broadcast, has been a success since it was first broadcast. It was first broadcast on May 25, 1948, and has since then been a success. It was first broadcast on May 25, 1948, and has since then been a success. It was first broadcast on May 25, 1948, and has since then been a success.

Tele Nicks Pix

Continued from page 1

In the great middle group, where the dropout amounted to 34%, the dropouts were projected to be 34%. The dropouts were projected to be 34%. The dropouts were projected to be 34%. The dropouts were projected to be 34%.

To discover what these attendance drop-offs meant in dollars and cents, the figure was projected to the country at large. He conceded that the projection "is not warranted in an exact way, but the resulting figure is a very loose one"—but pointed out that it does suggest the magnitude of the problem. He said the 300,000 television families behaved as my sample did, at average (boxoffice) prices, \$66,000 in lost revenue. The figure would increase to a yearly rate of loss of \$34,000,000. He implied, in addition, that the figure would increase tremendously, since the number of viewers is expected to triple by the end of this year.

Chi Femmes True To Form in Video Poll

Chicago, May 23. Poll of morning program preferences of 2,000 females in Chicago, with the results, recently completed by station WBKB, points to fashions, cooking demonstrations and household hints as leaders for a.m. listings. Under system that permitted more than one choice, the results of preferences were listed for 25 types:

Toppers were fashions, 64%; cooking demonstrations, 61%; and household hints, 59%. As for drama, 23%; music, 24%; sewing, 17%; reducing exercises, 17%; in radio, 16%; and news and psychology, 12%; beauty hints, 11%; and comedy, 10%. Audience figures for the week were only 80 choices; news, 8%; travelers and films, 68%. Lowest pollers were sports, 47%; bridge lessons, 14, and etiquette, 11.

Same poll, but restricted to one choice, the results were: fashions, 40%; news, 30%; and psychology, 10%. The poll was for a 60-minute morning program. The results were: fashions, 40%; news, 30%; and psychology, 10%.

4 WB Officials

Continued from page 1

by waive increase in salary for the year 1948, as called for in our contract. The results were: fashions, 40%; news, 30%; and psychology, 10%.

Similar prepayment was made by Warner in November, 1947, when it paid \$150,000 slice of the debt, originally due in November, '48, was reduced.

Before	After
Television	Television
Attended films	Attended films
Every few days 97%	3%
Every 2-3 weeks 23%	77%
Every 2-3 weeks 10%	90%
Once a month ... 1%	24%
Infrequently ... 0%	14%

less often but some of them "seem to get less enjoyment from films after becoming accustomed to the convenience of their television sets." When the question of attendance was put to them directly, 14% said they enjoy films less. Since this percentage is not significantly higher (18%) among those who had owned their sets more than a month, the studio would tend to refute the usual observation that the public will forsake about tele and return to theatres, once the novelty wears off.

Even with these contradictory results, it decided to continue "what the people actually did." "Just what they thought they did."

The studio took a look at the family and matched it with the tele family, as comparable as possible. For every point except the possession of a radio set, the studio was chosen, with each family having a motion picture during this week. Each group constituted 1,000 families, comprising 1,000 people in all. Every 100 families in the non-tele families, there had the same attendance at Rineres as the tele families. The members of tele families, there was a drop-off of 50 attendances—a drop-off of 50 attendances to 20%.

34% Dropoff

"The decrease in attendance," according to Dr. Coffin, "was evident in all the socio-economic groups, but was most pronounced

YATES, O'NEILL

Semenko Syndicate Yens Control Of Republic; Doubt Yates Will Sell

A syndicate of financial and film men has been in preliminary negotiation with Republic press and principal stockholder Herbert J. Yates, it has been learned by *Variety*, as his controlling interest in the producing-distributing company. The syndicate is headed by Boston lawyer George Semenko. It includes some of the same film men who were interested in acquiring United Artists last year and RKO a few weeks ago, but New York circuit operator St. Paulian, who was a principal in both of those efforts, is understood not to be in the Rep deal.

Yates and the syndicate are reportedly still far apart on terms, with a deal unlikely. Rep prez is understood to be holding out for \$5 million which would give him 50% of the stock in Rep and its holding company, Associated Motion Picture Industries.

Semenko and his group are understood offering a price per share more closely in line with the current New York stock exchange quotation of around \$15. Yates controls approximately 350,000 of the 1,700,000 shares outstanding, or about 20%. This is plenty to give the holder control.

Associates and close friends of Yates put a big damper on the deal. Yates has told them he's over the emotional attachment for the company that resulted in his selling out and developing it to its present important status in the industry. He has stated that he is ready to sell if a proper bid comes along.

Herb Yates' Baby
Those close to him, however, doubt it. They think that if the bidders met the high price set for the shares by Yates, he'd find some other good deal to make (Continued on page 16)

KRS WANTS MORE U. S. REPS ON FILMS' COUNCIL

London, May 25. Kinematograph Renters Society has registered a strong protest with the Board of Trade for failing to select any American distributor to sit on the Films Council advisory body. Previous U. S. reps were Columbia's Joe Friedman and Eclair's Sam Egan, Jr. Both are managing directors of their firms here.

New nominees for the advisory body are Sir Arthur Jarratt of British Lion and Reginald Baker of Ealing Studios. Since both are producers rather than distributors, the amount of film-makers on the panel stands to be questionable.

H'wood Studio Probe Resting Very Quietly

Washington, May 25. It begins to look here as though utter a "box office" over the suspended probe of the Hollywood film strikes and let the investigation rest quietly without further stirring up of the bones.

Westbrook Pegler notified the boys the other day that he would be unable to show up for a one-day hearing on the probe of the old movie industry, the hearing was promptly postponed—definitely.

Rep. Carroll H. R. P., chairman of the investigating subcommittee, wants to make another quickie junket to Hollywood in the late summer to take further testimony from State Senator Jack Kennedy and others whose names were mentioned in hearings and who want to get out of the investigation. However, the other four members of the subcommittee probably like the idea and it seems probable that Kennedy will be out of his plan. That would be the end of this Congress and the end of the investigation. Another probe in the 81st Congress would have to start from scratch and it is unlikely that will happen.

Johnston Pitching For More Femme Filmmakers

Hollywood, May 25. Eric Johnston, president of the National Picture Assn. of America, will make a pitch for femme film customers at the national convention of the General Federation of Women's Clubs in Portland, Ore., this week. Thursday (27) is designated as "Motion Picture Day." Johnston will be supported by George Murphy, Screen Actors Guild chief, and Arthur Dorn, director of community relations for the MPPAA.

H'wood Setting Pattern in N. Y. On Labor Strife

Fear that film labor unions in New York will duplicate the pattern of jurisdictional disputes among major homeoffice execs. Concern over contraction of smooth operations in the vital financial center of N. Y. sprouted last week as AFL and CIO locals stripped for a fight to control about 5,000 white-collarists in the film offices.

Storied that in the labor war was fired last week by Local H-63, International Alliance of Theatrical and Stage Employees (IATSE), which claimed it had signed up a majority of the 200 employees at United Artists formerly in the building of the Screen Office & Professional Employees Guild, CIO.

Major reason for another flank, UA broke off new contract negotiations with the union on grounds that the union was not complying with Taft-Hartley act provisions requiring anti-Communist affidavits from all union execs. Declaring that UA is deeply concerned about the film offices. (Continued on page 16)

FDR NSH B.O. in Film Version as When Alive, UA Sales Dept. Finds

United Artists is having a hard push peddling "The Roosevelt Affair," the feature-length documentary it released last July, detailing the career of the late President.

Exhibit opposition throughout the country has been strong. Film has played only about 900 dates and has returned less than \$100,000 to UA. Picture was compiled from newsreels, dating from 1905 by Tola Productions, comprising New York circuit operator Harry Warner, who is shown there, Martin Levine, and Oliver Unger.

Exhibitor opposition to the film seems to be a number of times. (Continued on page 20)

AMBAASSADOR GRIFFIS STRESSES FILMS' ROLE

When the American films as a propaganda medium was stressed last week by Stanton Griffis, U. S. Ambassador to Poland and ambassador of Paramount executive board. Arriving aboard the Queen Mary to attend State Dept. conference, Griffis is shown there that he had set up a motion picture theatre at the Warsaw legation where films are shown three times weekly.

The theatre, Griffis declared, was slated to be the first in Poland. Polish government officials and other diplomats attend regularly and reaction has been "very good." Griffis declined comment on reports he made to the film business.

BRITISH PRESSES DISPERCE 'M'

London, May 25. A nine months' backlog of American films, which in ordinary times of a free market would have brought U. S. majors a total of \$45,000,000 or more in British revenues, is piling up here without chance in the world of being played off. Refusal by the Gaumont-British and Odéon circuits, both controlled by J. Arthur Rank, to cancel bookings of British releases spells curtains to any possibility of Yank distribs making up for the loss of playing time which occurred last week in the November-to-March period when no new American pic entered the United Kingdom.

These releases, along with new British product and a smattering of leftover Yank pic, will carry the circuits through the summer. During that entire period, only a few American films will be able to play these chains. British house customarily book films six months in advance and when the Anglo-American tax accord was reached in March, the theatres were already booked solid until October.

Contract Stymied?
Rank officials say there is no possibility of American distribs (Continued on page 20)

EL in the Black Past Five Weeks

Eagle Lion has been operating in the black for the past five weeks. Robert R. Young, output, after sloughing through red ink since it started almost 18 months ago, has been racking up billings for more than a month now that are equal to or a shade better than over.

Operating costs are currently running between \$250,000 and \$300,000 weekly for the studio and distribution setup. Income from film rentals, which for a long time had come nowhere near the company's outlay, have now hit the break-even marker.

Major reason for the upturn, it is believed, is that a considerable backlog of product has now been cleared up in the exchange. There's a broader base of pictures from which to draw income. In addition, of course, there are a number of individual pictures that have been doing fairly well recently.

Infamous "come-on" returns (Continued on page 54)

National Boxoffice Survey

Warm Weather, Labor Rows Nip B.O.s—'Curtain' Holds Up; 'River,' 'Fuller,' 'Apache,' 'Arch' Strong

Hit by warm to hot weather, half-up in the exchange, and a shortage of new releases west of Broadway, the national box office picture isn't looking too bright. Topheavy number of releases playing in key cities covered by *Variety* shows a picture struggling to the downbeat trend.

"Iron Curtain" (20th) tops the national box office for the second week. The week's release, however, are beginning to slip from the smash \$500,000 showing during the first week. Contrary to the usual editorial comment to keep the picture spinning, the picture is following close behind are "Silver River" (WB) and "Fulcrum River" (Col). Duo is coming good business, with playing in the spots than "Iron Curtain." "Arch of Triumph" (UA) is registering strong business in the Midwest, mild in Boston and New York where it's in its fifth week.

Report Hughes Would Sell Entire RKO Theatre Circuit for \$40, \$45,000,000

Eire Pic Fans Irked Over 'Lack of H'wood Realism'

Washington, May 25. Failure of American films to portray realistic situations is violently criticized by the better informed segments of the Irish motion picture audiences. U. S. Department of Commerce reports in a survey of pic in Eire.

"It is considered that the films are usually geared to the mentality of a child," declares the report written by George M. Finch, of our Consulate General in Dublin, and released by Nathan D. Gould, chief of Commerce's motion picture photographic branch.

Skouras, Balaban Press for Film Consent Decree

The drive for a consent decree in the Government anti-trust action, without awaiting new hearings before the Federal statutory court, is gradually taking shape with two Big Five presiding behind the move. Support for an amicable ending to the 10 years of litigation is currently being given by Spyros Skouras, presy of 20th-Fox, and Barney Balaban, Paramount presy. Reportedly, they are in favor of proffering the Dept. of Justice substantial concessions in return for an ending of the case.

Understood that Skouras and Balaban want to win the backing of their major presy before drafting a specific proposal for a decree. They're convinced, it's said, that some degree of divestiture will be ordered by the lower court after hearings and that a strong effort should be made for a satisfactory settlement which would end uncertain conditions in the industry.

So convinced is Balaban of the (Continued on page 55)

'Boys Town' Again

Hollywood, May 25. Metro is reported readying a release of "Boys Town" to capitalize on the widespread publicity following the death of Father Flanagan in Berlin.

Picture was made in 1938, with Spencer Tracy and Mickey Rooney in the top roles.

Howard Hughes is offering the entire RKO theatre circuit for sale, according to reports in Wall Street Monday (24) and reverberated throughout the trade this week. Plane manufacturer and indie producer, who obtained control of all of RKO's owned theatres only two weeks ago, is said to be endeavoring to unload the circuit at terms which would give him the company's production-distribution setup without cost—and cash to boot.

Hughes' price was reported in the financial sector to be \$40,000,000 to \$45,000,000 for the 109 wholly-owned theatres plus interests in other circuits. He paid \$8,825,500 in a 24% interest in RKO or, in other words, a valuation of about \$37,000,000 for the whole company.

That the theatres alone might well be worth more than the total evaluation paid by Hughes was the reason for the industry. It was for that reason, it is said, that several syndicates wanted to get in to obtain control at prices larger than Hughes offered.

That the matter of cash, Wall Streeters are said to be pegging the price (Continued on page 55)

DEPINET SEES HUGHES AS 'UNDISPUTED CHAMP'

Howard Hughes "is the type of man who will not be content until RKO is the undisputed champ." Ned Depinet, RKO's exec vicepee, declared yesterday (Tuesday) after returning from 10 days of confinement with the company's new controlling stockholder; Floyd B. Odell, in return for an ending of the case. Peter Rathvon, RKO presy; and Dore Schary, production chief.

Depinet, who is deeply impressed by Mr. Hughes' ideas and intentions, "Depinet added, "He reveals high ambitions for our company."

Depinet declared that in having Mr. Hughes as his principal shareholder, RKO gains not only (Continued on page 16)

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INDEX

Bills	47
Chatter	55
Film Reviews	8
House Reports	48
Inside Legit	50
Inside Pictures	16
Inside Radio	38
Inside Television	28
International	15
Legitimate	49
Literati	54
Music	35
Night Club Horrors	46
Obituaries	47
Orchestras	35
Pictures	2
Radio	21
Screen	32
Shooting Stars	58
Frank Scully	54
Television	26
Vaultville	43

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3,000 Witness Coast 'Prem' Of Theatre-Size Tele Projection

By MIKE CONNOLLY

Hollywood, May 25. Warners, 20th-Fox and Paramount joined hands in Hollywood today (21) to present the first high-brilliance theatre-size television pictures ever to be projected directly on a motion picture screen under regular theatre conditions. Affair differed from the Paramount feature "N. Y. demonstration of April 14, when

Other TV News

Where the accent is on Pictures-Television, those stories are departmentalized on this page.

Great attention is drawn to other TV news in the Radio Dept.; P. 26-27.

The Brooklyn Navy Yard boats were filmed from a tube tube boomer beam to the screen. Friday's telecast of Los Angeles Coliseum relay races was instantaneous with the sprits.

Also provided was instant comment. Society of Motion Picture Engineers hosted the event, which was staged in Stage 15 of the \$200,000 N. Y. Burbank. "Coincidence" of SMPTE and National Assn. of Broadcasters holding their annual convention here simultaneously was proved to be something less than that when the NABers showed up at Warners with invites. Also present were a number of film company topovers.

Telecast from Par's television (Continued on page 16)

1st Refusal Rights

Too Costly So Metro Drops Script Contest

Metro announced yesterday (Tuesday) that it has discontinued its prize novel contests. While some studio execs favored going ahead, general feeling was that results weren't worth the heavy coin outlay. Prizes were a minimum of \$150,000 and a maximum of \$250,000 (hinging on book's winning Pulitzer prize, etc.), making it the heaviest literary award in history.

Objections to the contest were manifold. One of the most important was the fact that out of the four contests so far run, only one prize-winning book had been filmed, Elizabeth Goddard's "Green Dolphin Street," the 1944 award-getter.

The other four novels obtained through the contest there were two prizes given in the last one to represent more than \$500,000 sitting on the shelf.

For the another thing was that Metro wasn't getting sufficient exclusivity in the books submitted. In other words, Metro was the big prize money, other companies were gauding the novels. March 15, the contest was actually getting for its money, was first-refusal rights.

Eastern SDG Pitching

For Newsreels and Video

Pressing its drive to standardize working conditions and salary rates in over 100 non-commercial film studios in the United States, Screen Directors Guild execs opened joint negotiations yesterday (Tuesday) in New York with reps of 10 leading indie producers in this area. Latter outfits, organized into an informal body, were likely to be the nucleus of a projected association which would coordinate non-theatrical film production activities along the lines of the Motion Picture Assn. of America.

For the first time since its formation, SDG will move to ink contracts for directors employed by a number of Time magazine-owned, two of the largest producers of films in the east. Guild, covering (Continued on page 20)

Ryder on Timing

On the basis of the theatre-size video plox shown on Warner Bros. lot last Friday (21), Loren L. Ryder, SMPTE presy, declared: "It's no longer a question of what might be done with television but what will be done."

Proof that the shoe steered studio execs into the video grooves was seen in calls from topovers of rival studios asking Ryder for a non-technical resume of the demonstration.

20th's \$1,000,000 Subsid for Frisco

Tele (If & When)

Apparently confident of snagging Federal Communications Commission permission to build a television station in San Francisco, 20th-Fox has now created a wholly-owned subsidiary with an authorized budget of \$1,000,000 to take over that operation on a when and if basis. The new unit, 20th-Fox Television, Inc., was formed by 20th, has been incorporated in California under the label 20th Century-Fox of California, Inc.

Newcomer has been already given a sendoff by the transfer of \$100,000 from 20th coffers in return for 1,000 shares of common at \$100 par. Total authorized issue is \$100,000 shares. Balance of 9,000 shares have been subscribed to by 20th and can be paid for at par at any time or from time-to-time prior to April 15, 1950, under the terms of incorporation.

Specific function of subsid is to operate a Frisco station in event the FCC grants a license. Company would spend \$658,014 on a plant and underwrite expenses up to \$600,000 for the first year. It would locate its studios at the Fox Theatre (Continued on page 16)

New subsid is facing competition from seven other applicants in Frisco. They include 20th-Fox, Paramount, CBS, oldman Edwin Pauley, Don Lee, Leland Holzer, KSAZ and KCBZ-TV and San Bruno. FCC hearings started in Frisco Monday (24).

JOHNSTON ABROAD ON FRENCH PIC CHANGES

Eric Johnston has tentatively agreed to feature in Babylon 5, planned trip to Paris to confab on changes requested by the French government. French want to extend from four weeks to seven weeks of the film's run in French theaters. French want to allocate in their cinemas to domestic pictures.

Motion Picture Assn. of America presy will also seek to force in funds of U. S. companies from France. It's believed that with Marshall Plan money going into the country, it may be possible to finance the trip. It's also probably all part of a deal focussing around relaxation of the terms of the Blum-Byrnes accord.

Deny Chi Injunction

Chicago, May 25. Kimbark theatre's petition for a preliminary injunction against showings of the film "The Cat's Paws" in Chicago federal court Friday (21). Such action, said Judge Joyce, would require a full trial.

Harry Nepo, owner of the Kimbark, early this year filed a film company prez has attended tele hearings.

An important test suit, which if successful would upset all film censorship boards operating in the U. S. either on a state or community basis, is under preparation by the American Civil Liberties Union for filing in the near future. It has been disclosed by Christopher Forster, attorney for the unit. Only if the Motion Picture Assn. of America decides to take on that job itself will the ACLU forego the move.

In the light of the statement by the U. S. Supreme Court in the motion picture anti-trust decision that films "like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment," the MPAA is also considering a similar action. It would be presented on the broadest possible ground, according to Forster. ACLU's claim will be that the Supreme Court has mixed any form of licensing whatsoever. ACLU will undoubtedly lose before it can reach the Supreme Court for its interpretation of its own statement.

The challenge to the entire system of licensing now in use in the U. S. will be presented on the broadest possible ground, according to Forster. ACLU's claim will be that the Supreme Court has mixed any form of licensing whatsoever. ACLU will undoubtedly lose before it can reach the Supreme Court for its interpretation of its own statement.

Forster pointed out that no license is needed for publishing a book or newspaper. Since the high court has cracked down on newspapers and radio, it should have the same immunity from that form of regulation, he said. The ACLU is a recognized right of communities to bar obscene performances and publications from their area. It is a subject of licensing but rather prosecution under penal laws.

ACLU intends to carefully select the state to test licensing and induce an exhibitor to bring the action in its own name with the consent of the state.

(Continued on page 20)

H. M. Warner Likens

Nabe Filmery to Church, School as Social Force

Washington, May 25. The neighborhood film house rates with the church and school as an important factor in furthering community programs, Harry M. Warner, prez of Warner Bros., declared here yesterday (24).

"The motion picture theatre has a unique identity in any community," Warner added in an address before the convention of the National Council for Community Relations, which met in a hotel and recreational meeting place. It is a spur to sound business on Main Street, he said. "It is a social need for a good recreation outlet. And, even while it entertains, it can render a valuable educational and public service."

Skouras Flies to Coast

On Tele, Pic Matters

Twentieth-Fox prez Spyros Skouras flies to the Coast tonight (Wednesday), immediately following the closing of his testing trip to the South sales chief Andy W. Smith, Jr., at the Waldorf-Astoria, N. Y.

Skouras plans to spend several days huddling with production chief Darryl F. Zanuck and studio execs before heading for San Francisco to sit in on the Federal Communications Commission hearings on the Frisco television bids. Twentieth has applied for a Frisco TV channel and will have its testing trip in the hearings Monday (28). Whether Skouras will go on the stand is not known. It is a possibility that still marks the first time that a film company prez has attended tele hearings.

Sears Seeks to Hypo Production For UA Distrib as Old Bugaboo Of Shortages Faces Co. in November

Crosby Quorum

Hollywood, May 25.

For the first time in Hollywood history, the entire Crosby family turns out tomorrow (26) night for the prem of Bing's "Emperor Waltz."

The granter, his wife Dinah, his father, mother, and two brothers will be on hand.

Schine Fighting

Off Forced Sale Of Five Houses

Washington, May 25. The Schine theatre circuit declared yesterday (24) that five of its theatres that remain unsold despite a high court consent decree are no longer a separate transaction but are covered by the Supreme Court's blanket order regarding partial divestiture of the circuit.

The point was made in a reply to a brief filed with the Supreme Court, answering a brief of the Justice Department filed on May 14.

In its brief, the Government called on the high court to provide a clear light so that sale of the five theatres could proceed without the delay which accompany the request for a Schine divestment program. "The Government's contention," said the Schine brief, "is that the district court has endeavored to appoint a trustee... to enforce the consent order is based upon a serious distortion of the language of the order of the district court... which we assume was not to deprive, but to give the government means that it is aware... that neither upon the evidence already in the record, nor upon a finding which the government might present in future proceedings, could the district court make any finding which would warrant divestiture of these particular theatres by the owner's hand under the opinion."

LEW KERNER TO REP

H'WOOD PROD. ABROAD

New outfit has been set up in California to handle the increasing interest of Hollywood in foreign production fields. Labeled International Management Corp., it aims to rep producers, primarily indies, in making films in England, France, Italy and other countries where efforts are being made to make use of "foreign" talent.

Lew Kerner, former talent chief for Samuel Goldwyn, is managing director of the company. He left for Britain on the Queen Mary Saturday (22) for two months there to meet in Italy, France, Belgium and Sweden.

Kerner refused to identify his backers in the corporation, except to say that they are big names in production and financing. Among the chief experts on the matter while abroad is locating European talent suitable for Hollywood. ICM will act as personal agent for such players, but turn over the actual agenting to a regular 10% fee.

COWAN'S BERMUDA PIC

Hollywood, May 25.

Conrad Hilton, hotel chain operator, has signed Cowan as producer, has signed a deal for later to produce a film in Bermuda, where Hilton operates three hotels.

Cowan plans to take a troupe to Bermuda in February to make an entire Technicolor feature there.

United Artists has that old feeling again. Distribution organization, which throughout its 30-year history chronically suffered from product shortages, faces another in November.

Breakdown of indie production, as a result of current difficulties in financing film-making, threatens to have a critical effect on UA's future. Gradwell Sears, company's presy, is currently on the Coast in a strenuous effort to hypo production for release, but is frankly said to have no solution to the coin impasse.

Company has a couple pictures on its books currently on which it is pegging hopes to make a good financial showing this summer and early fall. They are William Cagney's "Time of Your Life" and "The Hunch About Mr. Rivers." It's giving them the works in salesmanship, advertising and publicity.

However, it has all only one feature completed and awaiting release, plus four Hopalong Cassidy westerns, a Buddy Rogers-Basil Cotta short feature and a pair of Hal Roach abbreviated comedies. In addition, there are four films scheduled to be made by Howard Hughes and may revert to him for RKO release, plus three shoedowns.

UA, of course, will stretch the product as far as possible, as it has been doing during the lean years, by maximum spacing between releases. There's a definite limit, however, on what can be done in this regard, since UA's needs about \$100,000 a week in income to meet its operating cost. Overly long intervals between releases (Continued on page 16)

RKO to Release British

Remake of 'Pimpernel'

In Goldwyn-Korda Deal

"The Scarlet Pimpernel," for whose production in England Samuel Goldwyn and Sir Alexander Korda have teamed up, is to be made last week, will be distributed in the western hemisphere by the RKO circuit. The film, which is the completed in time for distribution within the next year, it will be handled by RKO.

Deal made by Goldwyn is similar to that previously concluded with the British producer by David O. Selznick. Only difference is that Goldwyn's deal covers five films, while Goldwyn's deal covers one. In both setups, the American producer will provide players and, for a stipulated period, will obtain ownership of the film, but the American hemisphere rights will be of course, for thawing frozen currencies.

Goldwyn is providing the serv (Continued on page 16)

U's Park Ave. Theatre

Still Open for Sublet

Universal started shopping this week for a tuxedo to assume the lease on its Park Avenue theatre (N.Y.) after a deal with Nat Sanders of English Films suddenly fell through. Sanders-Cowan concord near the linking stage when legal points raised by attorneys for the two sides caused the lease negotiations. The pact had envisaged assumption of the lease for the balance of the lease term—about a year's first portion at weekly rental of \$2,000.

Showers, owned by Walter Reade, has been something of a white elephant since U.S. found it difficult to lease the theatre, supplied with strong product. Lease originally was for five years with the option to renew for another five.

.....with 3 of the
biggest showmanship
events of the year.....



THE IRON CURTAIN

The first film ever to become an international front page news event! Returns from the 400-theatre Premiere are writing boxoffice headlines daily across the land!



GREEN GRASS of WYOMING

TECHNICOLOR

Today—Gala World Premiere at Lancaster, Ohio, to be followed tomorrow by tremendous 12-state, 268-theatre day and date opening!



GIVE MY REGARDS TO BROADWAY

TECHNICOLOR

Boston's regards to 20th in June with the big World Premiere at the Memorial Theatre!.....to be followed day-and-date across the nation!

20th

CENTURY-FOX

enters the Month
of June with
tested product,
proved boxoffice
power, payoff
showmanship
to back up its
Sales Managers'
Salute to Andy
Smith Month!

1948

J U N E

1948

Captain From Castile

TECHNICOLOR

One of the year's great hits! Motion Picture Herald Box-office Champion two months in a row!



Call Northside 777



The biggest box-office of all 20th's true-to-life triumphs! Outgrossing "Boomerang!" and "13 Rue Madeleine!"

You Were Meant For Me



All the sweet things rolled into one tuneful ticket seller! The new musical technique that's terrific!

Gentleman's Agreement

Most acclaimed film in history! Academy Award Picture! M. P. Herald Box-office Champion, February, March, April...



Sitting Pretty



Right up there with "Margie" and "Mother Wore Tights"! M. P. Herald Boxoffice Champion, April...

Scudda-Hoo! Scudda-Hay!

TECHNICOLOR



A boxoffice triumph in the tradition of "Flicka" and "Home In Indiana"!

Anna Karenina

From the most widely read novel of all time! "That the picture will play to big grosses is certain," says Variety!



Fury At Furnace Creek



Big and exciting as all outdoors! Action... on the screen and at the boxoffice!

...and wherever these pictures play, smart showmen are booking them with MOVIE TONE NEWS, MARCH OF TIME, TERRYTOONS or other selected SHORT SUBJECTS!

Now Comes



The Highlight Hit Of 1948

"A picture that'll bring joy to the boxoffice."—Hollywood Reporter

"One of the year's big boons for the exhibitor!"—Daily Variety

"The stuff of sock audience satisfaction."—Film Daily

"Earmarked for the niftiest kind of grosses."—Variety

Paramount's

RICH AND ROLLYING NEW-LOOK MUSICAL

"The Emperor Waltz"

COLOR BY TECHNICOLOR



So Lavish That It May Never Again Be Equalled On The Screen!

SO WONDERFUL THAT IT TOOK
7 ACADEMY AWARD WINNERS TO CREATE ITS
7 Point Supremacy

NUMBER 1 STAR, Bing Crosby, winner of the Gallup Poll of the public, winner of all industry polls, "was never better" says M. P. Daily "and not as good since 'Going My Way,'" as he is in this one.

ACADEMY AWARD ACTRESS, Joan Fontaine, coupled with Crosby in the greatest star team of them all. As the kissable countess, she t-i-n-k-l-e-s like a crystal chandelier when Bing starts his melodious love-making.

BRACKETT & WILDER, gifted Oscar-winning producer-director combination, give a gay, foxy view of a pampered social set. Variety acclaims them for "the zing dialogue, the zippy pace." Film Daily for "the frisky comedy."

ROUSING MUSIC; Bing sings 5 of his happiest hits including "The Kiss In Your Eyes" by Johnny Burke and Richard Heuberger, "Friendly Mountains" by Burke and Joseph Lilley, "The Whistler and His Dog" by Roger Pryor—and others.

TECHNICOLOR SPECTACLE; Indoor grandeur! Outdoor wonderlands! Glamorizing gilded palaces and perfumed retreats in the emerald-green mountainous Tyrol.

BING'S GRANDEST ROMANCE, he's a Yankee salesman selling a scandalous bill-of-goods to Countess Joan. Even their dogs are in love—and in the dog-house.

HILARIOUS COMEDY, treatment so sly, so unusual that it sends across the screen a fresh breeze of merriment that grows to a tornado of laughs because, as Film Daily notes with delight: "It's strewn with clever gags."

TONIGHT

at the Paramount Hollywood—The Gala Red-Carpet World Premiere of

BING CROSBY • JOAN FONTAINE

Emperor Waltz

Color by TECHNICOLOR

Roland Culver • Lucille Watson • Richard Haydn • Harriet Vermilyea

Produced by **Charles Brackett** • Directed by **BILLY WILDER**

Written by Charles Brackett and Billy Wilder

Eastern Premiere, Radio City Music Hall. Early in June



THROW AWAY THAT RABBIT FOOT!

You'll have
all the luck
you need
with magic
VITAMIN
M-G-M!

TODAY'S NO. 1 HIT!

The ads →
in N.Y. sell
tickets like
hot-cakes!

First three dates sensational: First four weeks at Capitol, N. Y. set biggest M-G-M total in the entire annals of this theatre. Tremendous in Trenton! Fabulous in Philly! Watch this baby blaze its name nationwide.

Wherever you go today, they're talking about M-G-M's Pep-up Line-up of Spring and Summer releases that are invigorating the entire industry! Starting with Frank Capra's "State of the Union" and now "Homecoming" followed by phenomenal Press Previews of Irving Berlin's "Easter Parade"! Week after week at a time when you need them most—you get the best!

GABLE TURNER WOW!

"Hold me
close...
I like it
very much!"

The team that generates STEAM is THRILLING record-breaking crowds!

CLARK GABLE · LANA TURNER
M-G-M's ANNE BAXTER · JOHN HODIAK

Homecoming

RAY COLLINS · GLADYS COOPER · CAMERON MITCHELL
A MERVYN LEROY PRODUCTION - Original Story by SIDNEY HUNGLEY - Adaptation by MAX LUSTIG
Screen Play by PAUL OSBORN - Directed by MERVYN LEROY
Produced by SIDNEY FRANKLIN
In Association with GOTTFRIED REINHARDT
AN M-G-M PICTURE

Gable-Turner Hottest in Philly At

\$28,800; Rest of Town Plenty Spotty

Philadelphia, May 25. Philadelphia business continues to show a slight uptick, but it is to no avail. Nothing is doing along in a mild dip in a burst of summer weather a couple of weeks ago and it hasn't changed much. Arrival yesterday (24) of the Ringling circus, which generally picks up all the local business, is a change around, doesn't calculate to brighten the picture. (Gable-Turner) shapes up as the strongest draw in its second stanza in the "State of the Union" and "Arch of Triumph" seem to be holding their own in extended runs. But the "Iron Curtain," despite all the press and picketing fanfare, is in its second week, and the "Rampage" seems to be in its sixth week at the Bringer after six sessions, and that house is now dark. "Killing Partner" seems to be at Keith's, was scheduled to be yanked at that house, but ran strong in its second week, and that the first, and holds over.

Key City Grosses

Estimated Total Gross
This Week \$246,000
(Based on 20 cities, 181 shows, including first runs, including N. Y.)

Total Gross Since Opening \$1,040,000
(Based on 22 cities, 208 theaters)

St. L. Cris Hypo 'Bride' To Neat \$21,000, 'Lady 19C, 'Father Dunne' 5G

St. Louis, May 25. "Bride Goes Wild," hyped by a nod from the critic, is harvesting the heavy coin even with the mercury climbing to near summer heat. "Killing Partner" (WB) is the next best. Big generally is limping.

Amateurs for This Week
Impassioned (F&M) (3,000; 50-75) - "Lady from Shanghai" (Col) and "The Great Dictator" (Deop). Fine \$19,000. Last week, "Iron Curtain" (20th) and "Arthur Takes Over" (20th).
Fox (F&M) (5,000; 50-75) - "Silver Streak" (WB) and "Blonde's Reward" (Col). Fair \$18,000. Last week, "Woman in White" (WB) and "The Mermaid" (RKO), \$17,000.

Loews (Loews) (3,172; 50-75) - "The Great Dictator" (Col) and "Last of the Whistler" (Col). Neat \$21,000. Last week "Arch of Triumph" (UA) and "The Great Dictator" (Col).

Missouri (F&M) (3,500; 50-75) - "Sitting Pretty" (20th) and "Matrimonial" (Col). Good \$19,000. Last week, \$19,000 following \$3,500 for the second stanza.

Orpheum (Loews) (2,500; 50-75) - "Arch of Triumph" (UA) (m.o.). Nice \$18,000. Last week, "State of the Union" (M-G) (10 days), \$17,000.

Shubert (Indie) (1,500; 40-60) - "The Great Dictator" (Col) and "Fury at Furnace Creek" (20th). Clicking at \$5,000. Last week, "The Great Dictator" (Col) and "Valley of the Giants" (WB) (24 wk) (reissues), \$4,000.

Valley of the Giants (WB) (24 wk) (reissues), \$4,000.

HAZARD '86, 'SHANGHAI' \$6,000 IN SEATTLE

Seattle, May 25. Seattle has decided on daylight saving starting June 1 despite existing "Hazard" at Fifth Ave. and "Lady from Shanghai" at Liberty are only fair takes.

Blue Moon (H-E) (40; 45-80) - "Noose Hangs High" (EL) and "The Great Dictator" (Col) on nine days. Last week, second stanza, \$6,000.

Bankers (H-E) (40; 45-80) - "The Great Dictator" (Col) and "Docks of New Orleans" (Mono), \$5,000, slow.

Clayton (H-E) (2,349; 45-80) - "Hazard" (Par) and "Port Said" (Col). Fair \$5,000. Last week, "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Liberty (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "Best Man Wins" (Col). Mild \$4,000. Last week, "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Musie Box (H-E) (350; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Casanova (H-E) and "Smugglers" (WB) (24 wk) (reissues), \$4,000.

Third of the Brides (WB) (24 wk) (reissues), \$4,000.

High (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Liberty (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Clayton (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Clayton (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Clayton (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

'Arch' Solid \$22,500, 'Scudda' Hep 17G, Prov.

Providence, May 25. With 11 consecutive days of rain there hasn't been much else to do except go to the movies and all stands are pretty much dead the whole thing. Hitting the high spots are Loews' State's "Arch of Triumph" (UA) and "Scudda-Hoo, Scudda-Hay" (RKO-Albee's holdover of "Berlin Express" is en route.

Estimates for This Week
Albee (RKO) (2,200; 44-65) - "Berlin Express" (RKO) (24 wk) (reissues), \$17,000.

Blonde Savage (RKO) (24 wk) Very nice \$14,000. First week \$8,000.

Carlton (Fay) (1,400; 44-65) - "Iron Curtain" (20th) and "Let's Live Again" (20th). Strong \$12,000. Last week, "Ideal Husband" (20th) and "Whispering City" (EL), good \$8,000.

Fay's (Fay) (1,400; 44-65) - "Furnace Creek" (20th) (reissue), \$12,000. Last week, \$12,000.

Farmer's Daughter (RKO) (reissue), \$12,000. Last week, \$12,000.

Strawberry Blonde (Col) and vaude, very good \$7,500. Last week, \$7,500.

Scudda-Hoo (20th) and "Arthur Takes Over" (20th). Fairly hep \$7,500. Last week, \$7,500.

Let's Live Again (20th) and "Let's Live Again" (20th). Fair \$7,500.

State (Loews) (2,400; 44-65) - "Arch of Triumph" (UA) (m.o.). Fair \$22,500. Last week, \$22,500.

Turnover helping to solid \$22,500. Last week, \$22,500.

Devil Ship (M-G) (24 wk) (reissues), \$17,000.

St. Francis (2,200; 44-65) - "Sainted Sinners" (Par) and "Speed to Spare" (Par). Second \$17,000. Last week, \$17,000.

Chinese (Grauman-WC) (2,048; 60-81) - "Iron Curtain" (20th) and "Best Man Wins" (Col) (24 wk) (reissues), \$15,100.

Cutler (FVC) (1,145; 60-81) - "Raw Deal" (EL) and "Assigned to Danger" (EL). Good \$5,500. Last week, \$5,500.

Best Man Wins (Col) (24 wk) (reissues), \$5,500.

Light \$4,700.

Light \$4,700.

Light \$4,700.

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Light \$4,700.

New Pix Perk Blah L.A., 'Silver River' (Flynn-Sheridan) Sturdy \$56,000; 'Sons' 4G, Daughter' NSG 5G, Faces 21G

Los Angeles, May 25. First runs are continuing on the main side although several new entries are registering pleasing big. Top coin is going to "Silver River" (Flynn-Sheridan) (FC) and "Sons of a Gun" (20th) for a sturdy \$56,000 for its first week in three situations. "All My Love" (20th) is strong at \$28,000, making \$40,000 in five sites, mostly small theaters. Some coming up for "Raw Deal" in five houses.

On the light side is "B. F. S. Daughter" with \$34,000 in three situations. Also way down is the "Four Faces West" (FC) (9 days), only \$2,500.

"Silver River" (20th) (24 wk) (reissues), \$56,000. Last week, \$56,000.

"Sons of a Gun" (20th) (24 wk) (reissues), \$56,000. Last week, \$56,000.

"All My Love" (20th) (24 wk) (reissues), \$28,000. Last week, \$28,000.

"Raw Deal" (EL) (10 days), \$28,000. Last week, \$28,000.

"Assigned to Danger" (EL) (10 days), \$28,000. Last week, \$28,000.

"Best Man Wins" (Col) (24 wk) (reissues), \$28,000. Last week, \$28,000.

"Light" \$4,700.

Estimates for This Week
Belmont (FVC) (1,532; 60-81) - "Raw Deal" (EL) and "Assigned to Danger" (EL). Good \$5,500. Last week, \$5,500.

Noose Hangs High (EL) and "Cobra Strikes" (EL) (10 days), \$5,500. Last week, \$5,500.

Beverly Hills Music Hall (G&S-Blumenfeld) (228; 65-81) - "Four Faces West" (FC) (9 days), \$2,500. Last week, \$2,500.

Light \$4,700.

Light \$4,700.

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Light \$4,700.

Light \$4,700.

'13 Lead Soldiers' (20th) (m.o.) Mid \$3,500. Last week, 'Fury' (RKO) (24 wk) (reissues), \$17,000.

Los Angeles, May 25. First runs are continuing on the main side although several new entries are registering pleasing big. Top coin is going to "Silver River" (Flynn-Sheridan) (FC) and "Sons of a Gun" (20th) for a sturdy \$56,000 for its first week in three situations. "All My Love" (20th) is strong at \$28,000, making \$40,000 in five sites, mostly small theaters. Some coming up for "Raw Deal" in five houses.

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"Sons of a Gun" (20th) (24 wk) (reissues), \$56,000. Last week, \$56,000.

"All My Love" (20th) (24 wk) (reissues), \$28,000. Last week, \$28,000.

"Raw Deal" (EL) (10 days), \$28,000. Last week, \$28,000.

"Assigned to Danger" (EL) (10 days), \$28,000. Last week, \$28,000.

"Best Man Wins" (Col) (24 wk) (reissues), \$28,000. Last week, \$28,000.

"Light" \$4,700.

Estimates for This Week
Belmont (FVC) (1,532; 60-81) - "Raw Deal" (EL) and "Assigned to Danger" (EL). Good \$5,500. Last week, \$5,500.

Noose Hangs High (EL) and "Cobra Strikes" (EL) (10 days), \$5,500. Last week, \$5,500.

Beverly Hills Music Hall (G&S-Blumenfeld) (228; 65-81) - "Four Faces West" (FC) (9 days), \$2,500. Last week, \$2,500.

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Light \$4,700.

'Bride' Whams K.C., 18G; 'Apache' Fancy \$15,000

Kansas City, May 25. "Lineup of films is fairly good this week and grosses are good though not hot. "Bride Goes Wild" at the Midland, looks as the leader. "Woman in the Tower" (WB) is a fair take. "Weather" warming up and houses getting cooling systems in operation.

Estimates for This Week
Amex (Fox Midwest) (320; 45-65) - "Bride Goes Wild" (WB) and "Song of Frankenstein" (U) good for only \$15,000. Last week, "Belle Starr" (20th) and "The Marching Men" (reissues) little better, \$3,500.

Midland (Loews) (3,500; 45-65) - "Bride Goes Wild" (WB) and "Port Said" (Col) one of the best weeks here, \$18,000, and could go a second in a week. Last week, "The Iron Curtain" (20th) (24 wk) (reissues), \$11,000.

Port Said (Col) (24 wk) (reissues), \$11,000.

My Gal (Rep) (1,500; 45-65) - "My Gal" (Rep), \$15,000 and holds.

Port Said (Col) (24 wk) (reissues), \$11,000.

Paramount (1,500; 45-65) - "Bride Goes Wild" (WB) and "Port Said" (Col) one of the best weeks here, \$18,000, and could go a second in a week. Last week, "The Iron Curtain" (20th) (24 wk) (reissues), \$11,000.

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'HAZARD '86, 'SHANGHAI' \$6,000 IN SEATTLE

Seattle, May 25. Seattle has decided on daylight saving starting June 1 despite existing "Hazard" at Fifth Ave. and "Lady from Shanghai" at Liberty are only fair takes.

Blue Moon (H-E) (40; 45-80) - "Noose Hangs High" (EL) and "The Great Dictator" (Col) on nine days. Last week, second stanza, \$6,000.

Bankers (H-E) (40; 45-80) - "The Great Dictator" (Col) and "Docks of New Orleans" (Mono), \$5,000, slow.

Clayton (H-E) (2,349; 45-80) - "Hazard" (Par) and "Port Said" (Col). Fair \$5,000. Last week, "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Liberty (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "Best Man Wins" (Col). Mild \$4,000. Last week, "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Musie Box (H-E) (350; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Casanova (H-E) and "Smugglers" (WB) (24 wk) (reissues), \$4,000.

Third of the Brides (WB) (24 wk) (reissues), \$4,000.

High (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Liberty (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Clayton (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

'Arch' Good 17G, 'Duel' Fair 18G

San Francisco, May 25. Cloudy weather Sunday (23) helped big some but newcomers aren't faring too well, not are the h.o.s. with exception of "Port Said" at Golden Gate. "Arch of Triumph" is doing fairly well at the St. Francis, while the poppered "Duel in Sun" is under exception at the Paramount. "Curtain" also slipped in its second week.

Estimates for This Week
Golden Gate (RKO) (2,844; 65-81) - "Fort Apache" (RKO) (24 wk) (reissues), \$18,000. Last week, \$18,000.

Clayton (H-E) (2,349; 45-80) - "Hazard" (Par) and "Port Said" (Col). Fair \$5,000. Last week, "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Liberty (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "Best Man Wins" (Col). Mild \$4,000. Last week, "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Musie Box (H-E) (350; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Casanova (H-E) and "Smugglers" (WB) (24 wk) (reissues), \$4,000.

Third of the Brides (WB) (24 wk) (reissues), \$4,000.

High (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Liberty (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Clayton (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

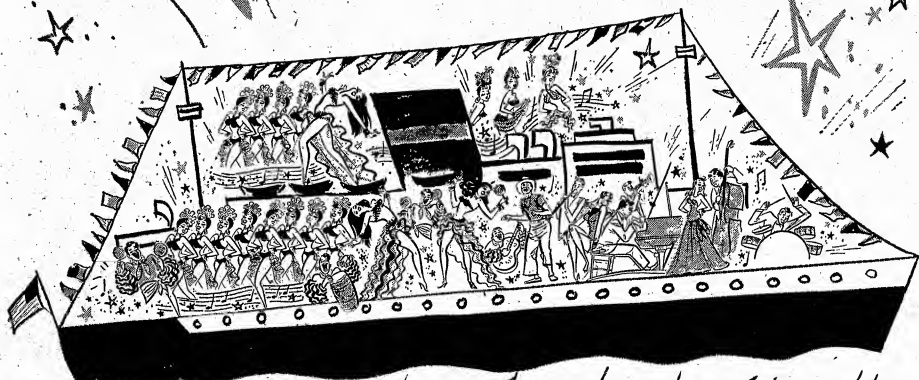
Clayton (H-E) (2,349; 45-80) - "The Great Dictator" (Col) and "The Great Dictator" (Col), \$4,000.

Newcomers Not So Frisky in Frisco.

San Francisco, May 25. Cloudy weather Sunday (23) helped big some but newcomers aren't faring too well, not are the h.o.s. with exception of "Port Said" at Golden Gate. "Arch of Triumph" is doing fairly well at the St. Francis, while the poppered "Duel in Sun" is under exception at the Paramount. "Curtain" also slipped in its second week.

Estimates for This Week
Golden Gate (RKO) (2,844; 65-81) -

From
the Atlantic
to
the Pacific
no musical
ever
so
terrific !!!



Warner Bros.
**ROMANCE ON
THE HIGH SEAS**

Entertainment that's fresh as a sea breeze—in color by **TECHNICOLOR!**

JACK CARSON • JANIS PAIGE • DON DEFORE • DORIS DAY in "ROMANCE ON THE HIGH SEAS"

with OSCAR LEVANT • S. Z. SAKALL • FORTUNIO BONADIVA
DIRECTED BY MICHAEL CURTIZ PRODUCED BY ALEX GOTTILIEB
A MICHAEL CURTIZ PRODUCTION
Screen Play by Julius J. & Philip G. Epstein • Additional Dialogue by L. A. L. Blumend



Paris, May 23. Though remaining in the incorporation, France-Melodie, local music publishing Metro subside, ceasing operations and Metro's French rights will be collected by France-Melodie, a new company for the pic company in London, Belgium, Luxembourg, Holland, Switzerland and Portugal. Jack Denton is in charge of operations while George Denton, mainly in charge of Melodie manager, will represent Metro in the new organization.

Understood here that move is partly due to Day having been able more easily than before to home to the records collected from local musical rights for its catalog.

Engagement has attracted unusual attention. Boxoffice opened Thursday (20) and for first time in history of ballet locally, people lined up and slept all Wednesday night on sidewalk, waiting for box-office to open.

REMEMBER



Father Duffy in "The Fighting 69th"

REMEMBER...



Knute Rockne in "Knute Rockne—All American"

REMEMBER...



Frank Cavanaugh in "The Iron Major"

NOW... His Greatest

Role of All!

True Story of a real life Pied Piper... Father Dunne of St. Louis... who led his gang of roughneck kids right into the hearts and homes of the best people in town. A great guy who bet on boys—and won!



FIGHTING FATHER DUNNE

PAT O'BRIEN

as FATHER DUNNE

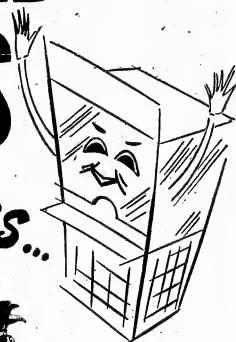
DARRYL HICKMAN • CHARLES KEMPER • UNA O'CONNOR • ARTHUR SHIELD
JOE SAWYER • HARRY SHANNON • MYRNA DELL • RUTH DONNELLY



Produced by PHIL L. RYAN • Directed by TED TETZLAFF
Screen Play by MARTIN RACKIN and FRANK DAVIS • Story by WILLIAM RANKIN

GOOD BOX OFFICE PICTURES BUILD GOOD GROSSES

*Here are some good ones...
...from Republic, of course!*



TRAIN TO
ALCATRAZ

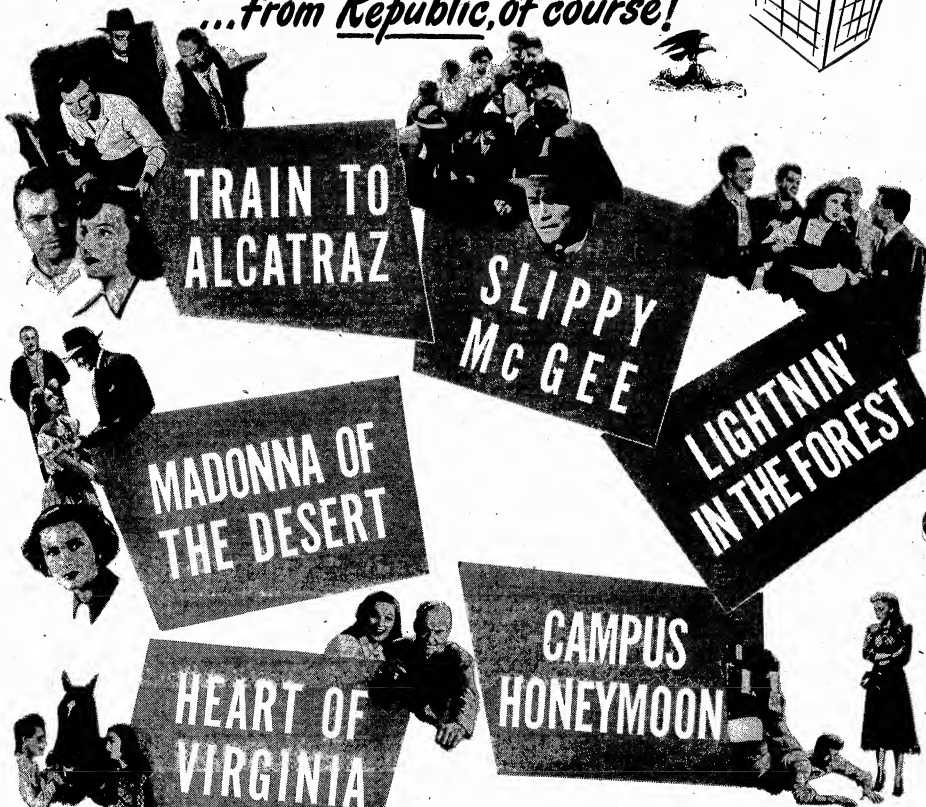
SLIPPY
Mc GEE

LIGHTNIN'
IN THE FOREST

MADONNA OF
THE DESERT

CAMPUS
HONEYMOON

HEART OF
VIRGINIA



Jensen-von Herberg NW Theatres

In \$2,000,000 Sale; Other Briefs

Seattle. Properties of the Pioneer Securities Co., which include the Liberty and several other theatres operated by Jensen & von Herberg, were acquired by William Edna, local capitalist and hotel owner. Purchase price reportedly is \$2,000,000.

Included in the sale, besides the Liberty, are Roxy, Venetian and Reginald, Seattle; Royal, Tacoma; and Grand, Great Falls. Not included in the deal are Yakima Valley houses with the name of the company, jointly with the Mercy interests. Personnel of all theatres, however, destroyed, will remain unchanged. Restaurant and other real estate holdings of Pioneer also tossed into the transaction. Pioneer stock is entirely owned by the Jensen & von Herberg estate.

Settos Buys Indpls. House
Indianapolis. Truman Rembusch's Syndicate Theatres took over Storm Theatre, Oakland City, from Mrs. Foster.

Settos Theaters will acquire
Howard, local land from there. Bell June 1. Settos group then will include 15 houses in Indiana, Kentucky and Ohio. Herbert Gaines, head booker Warner Bros. here, is expected to Buffalo, N. Y., as salesman. Succeeded in booker berth by Ned Tillman.

Gene Ford Monored
Washington. Gene Ford, manager-director of the Capitol, Low show here, will be honored June 15 for service to patients at Walter Reed Army Hospital.

Ford will receive a plaque from
Maj. Gen. George C. Beach, commanding general of the hospital, in the name of the Armed Forces Radio Service. Citation is in appreciation for his "excellent entertainment for vets and Army personnel."

Kansas, Mo. Indies Elect
Kansas City. Recent convention of independent Theatre Owners of Kansas and Missouri held here resulted in election of new members to the board of directors. Named board members for

three-year terms are Don Phillips, Ben Adams, O. F. Sullivan, W. R. Stamm, Larry Larson. Two-year office holders are O. C. Alexander, A. K. Smith, William Blair, A. J. Sosna and J. M. Commons. Those elected for one-year are F. L. Norton, C. A. Smith, Louis Sosa and T. G. Goshen.

New board would follow the following office slate: O. F. Sullivan, Civic Theatre, Wichita, president; Larry Larson, Civic Theatre, Webb City, Mo. vicepres.; and W. R. Stamm, Strand Theatre, Kansas City, secretary.

Buying and bookkeeping service
for members of Kan-Mo Allied has been set up here as a result of convention action recently. Subject proved to be one of the most important items on the agenda.

Jack Stewart, organization's general manager, announced a non-profit basis, beginning with \$10 charge per exhibitor. Stewart said the office agrees to buy films at no more than exhibitors are presently paying, but book theatre six weeks in advance.

Allied's Sweet Flyer
Denver. Net results of a two-day Allied R. P. O. meeting, including the Theatre convention was the formation of a buying unit for candy, popcorn and theatre goods for members; and members were advised to sign up for the unit. Most of time was spent in open forum discussions. Members of national Allied board members. Meeting closed with dinner.

Officers, most of them reelected are: John Wolfberg, president; Joe Kelly, general manager; Fred H. Smith, secretary; Walter Hild, treasurer; and directors: Fred H. Smith, J. K. Powell, Colorado; Tom Knight, Lloyd, Brown; C. A. Smith, Martin; Fred H. Smith, Nebraska; Chas. Flower, A. J. Sosna, and Robert Gates, S. D.

Tom Holland named west coast
district manager for Confidential Reports, replacing Bill Hahner, who died last month. Holland was formerly manager of Confidential's Pittsburgh office.

Al Witlike's Pic Spot
Miami. Al Witlike, former New York indie office publicity manager for Paramount Pictures, has been named publicity and advertising director for Paramount Theatres in Greater Miami. George C. Hoover, general manager of the Paramount theatre group, announced this week.

Witlike resigned from his post with the national Paramount organization over a year ago and has been vacationing in Europe for the last four months. He succeeds Tom Jefferson, who resigned recently to open his own agency.

Merge Mann-Lippert Chains
Portland, Ore. The merger of the two circuits bearing their names was announced by George Mann and Richard Lippert. Some 61 theatres are involved in the deal. Mann's theatres include a number in Klamath Falls, Eureka, Fortuna, Bly, and Medford, and others, while Lipperts are in Portland, Medford, Sacramento and Fresno.

Silverman Joins Co.
Walter Silverman, appointed New Haven branch manager for Columbia Pictures, succeeding T. J. O'Doole, who remains with company in an advisory capacity.

Marty Schwartz Resigns
Hollywood. Marty Schwartz, former Egyptian (F-W-C), resigned after 16 years in circuit. Plans a long vacation before becoming active in other business interests.

Warners' Pitt Switches
Pittsburgh. James Totten, who for seven years pub-head for Warners' Pittsburgh zone, has been promoted to district manager for the Northern Pennsylvania territory (Erie) which late Tom Ford-

Sacrifice
Minneapolis, May 25. As a publicity stunt for "Sitting Pretty" at Radio City, Bill Blake, assistant manager, ran an ad on the Star's want ads offering to donate his services as a baby sitter as a prize for the first moviegoer to 100 words or less letter on "Why I Would Like to Have Mr. Belvedere." The winner, Charles Belvedere, is the character played by Clinton Webb in the picture. Blake's baby-sitting offer, he explained, would permit the winning parents to attend the film.

Clinton Webb's two-screen picture spread in the Star. The four pictures used demonstrated that Blake would apply Belvedere's baby sitting principles at the winning parent's home.

ham had for long time. Latter
few weeks ago after a long illness. Henry Burger, 27-year-old assistant, gets his job and Jack Kahn comes back to town from Baltimore where he's been doing radio work to assist Burger. Kahn was formerly with Warner Bros. and was supposed to be of the service was with UA as an exploitation man. He is now with Warner Bros. as manager of Enright, who becomes personnel director for WB, replacing Fred LaBelle, on extended leave of absence because of his health.

Par's New Omaha Mgr.
Omaha.

M. E. Anderson, sales manager for Paramount's Kansas City exchange, arrived to take over management of the exchange from Don Hicks, sent to the Des Moines exchange as manager.

RKO's Net

Continued from page 4
sale of certain theatre properties and its newswire. In effect, one balances the other, actually leaving RKO a \$250,000 loss. The netting transactions of both nature, the company netted \$4,835,947 on its ordinary business for the year.

Significant factor in the deal which involved the transfer of theatres in Albany, Schenectady and Westport, N. Y., to the circuit was the wide difference between the book value of the houses and the actual sale price. Fabian paid \$2,300,000 for theatres docketed in RKO's books at \$700,000. It's regarded as another step toward the wind as to the vast sums that will accrue to the Fabi group which they are forced to sell some or all of their theatres because of an adverse decision in the Government anti-trust suit.

Theatres Again to the Rescue
Actually, RKO's gross income for '47, scored at \$123,100,047 representing 10.5 per cent of the \$1,200,125,633 which the outfit garnered in the banner year of '46. Nonetheless, Rathvon noted, a "rising cost spiral" forced a "substantial loss" by the distributing end of the company. Only \$11,000,000, or 9 per cent, was slightly less than the year before, bailed the company out. So far, in the current year, the distributor group has shown "a small profit," Rathvon stated.

Because of the system of amortization on pic costs, RKO prey said, economies will not be generally reflected in 1948 results. For RKO's debt position, outstanding theatre debentures totalled \$30,000,000 at the year's close. This reflects the issuance of an additional \$1,000,000 in debentures during '47 and retirement of \$800,000.

By the close of 1947, production company owed \$9,000,000 on a five year revolving credit line. Total capital increased some \$4,000,000 in the course of '47, hitting \$83,000,000.

Because of an increased backlog built up during 1947, company plans a somewhat restricted production program for 1948. Rathvon said. Total backlog hit \$32,000,000 at the close of 1947. On completed films was deducted against \$29,753,204 in the year preceding.

Amortization of film costs climbed terrifically to \$32,769,824 compared to a 1946 \$21,571,807. Royalties and participation fees totalled \$24,148,584 against \$28,637,430. Operating and general expenses were totalling \$20,553,871, only slightly up from 1946's \$49,026,687.

Pix Logjammed

Continued from page 3

making up for the lost time. The theatres are committed on one picture per reissues and any attempt to call them off would result in litigation from indie producers employed by Rank, have a continuing financial interest in the films. "The Rank office isn't anxious to play strong new York product during the summer," he said, "but what brings on a boxoffice slump."

Motion Picture Assn. of America, it earned, took up the question of making up the backlog with British film. "Rank office," he explained, "has made no headway. Theatre chains offered to double-feature top York product for one week, but what brings on a boxoffice slump, however, wouldn't go for that idea since it sets longer-range losses on watching from the current policy of playing one A pic with a low-bill pic."

Slowing down the prospects of any cancellation of the oldies is the unpalatable fact that British reissues have done very well since they have been made. They haven't been sensational but their take compares well with run-of-the-mill product, and since the rental is almost pure profit, the temptation to continue them is strong.

No Reprisal
Rank officials discount reports that insistence on playing the reissues is a form of reprisal against American majors who've noticeably cut their bookings of British film. "If U. S. circuits do not plan to take on any large block of reissues after those now booked play off, it's all right," he said. "If intended, odds would be continued to be played in these houses."

British finities assert that entirely too many American films are shown in the U. S. over and over in theatres cannot possibly absorb them. "It's suggested that these shorts be cut sharply. Rank's British product will continue to get full bookings and that number is being used this year to 40 from a previous 30."

FDR Pic Yarn

Continued from page 3

First, it's the political angle. Picture is frankly a pro-Roosevelt affair and exhibs feel less in an election year especially, they may create ill-will in communities by seemingly taking sides. A further angle is the fact that the picture is a document to which the theatre's habitually exhibitor opposition.

Olympics Also a Toughie
Another picture on which UA is having considerable trouble getting dates is "King of the Olympics." It's likewise a documentary, commemorating the 1928 Olympic games in Berlin taken by 600 cameramen under direction of Riller's friend, Leni Riefmester. Film has received excellent reviews, but there are still few theatres willing to play it. The result is the producer, Leonid Kipnis, of Westport International Films, has made a deal with Asa Bunker Church, secretary of the United States Olympic Committee, to contribute part of the gross toward the deficit for sending athletes to London for the games this summer. In return for this contribution, the Olympic organization's interest is some 600 U. S. cities is going to visit local exhibs, asking them to book the film and promising support in selling tickets.

Pix Censor

Continued from page 3

organization involving credit and funds. Test will be initiated by the exhib announcing to the licensing board that he intends to show the picture without obtaining a license.

Meanwhile, regulatory powers of communities were strengthened at the State New York, when the latest Court of Appeals last week upheld the power of the U. S. State license Commissioner to bar a film as obscene despite a state license. Ruling was made in the suit against Howard Hughes for the banning of his "The Outlaw" in the city by County Officers Benjamin F. Davis and William J. Davis. Highest court in the state without opinion unanimously affirmed a lower court ruling that a state license was no bar to action by local authorities.

Rank Doesn't Think This One, Anyway, Will Tickle

Continued from page 3

Yank Fans' Risibilities
London, May 25. Those who've been asked to divide British from American tastes in film fare are spotlighted in the latest decision of the Arthur Rank organization. Brain-trusters for the Rank office have ruled against shipping "It Always Rains on Sundays" overseas for U. S. distribution after deciding that the picture would not catch on among Yank audiences.

This film was the top grosser of 1946, having taken over \$1,000,000 in Britain alone. It garnered well over 400,000 pounds (\$1,600,000) in Britain alone. Featuring Google Withers and many other thespians well known in England but carrying no name in the U. S., film is thought to depend entirely too much on cockney humor for Yanks.

Eastern SDG

Continued from page 5

125 leading directors in the east, has already signed up with a dozen indie distributors in the weeks with contractual provisions for minimum salary scales and credit billing for all films.

Gene Martel, eastern SDG prez, stated that non-theatrical producers were generally looking with favor upon the G.O.P.'s move to establish uniform standards for the industry. Leading producers of industrial, educational and advertising films especially favor SDG's efforts to rid the industry of fly-night operators and under "sweet-shop" conditions who turn out inferior pic.

SDG's cooperative attitude towards the producers, Martel said, is indicated by its willingness to take a 20% cut in minimum rates for all theatrical exhibitors. "We don't want to throttle a young industry which is currently finding it difficult to stay afloat due to high production costs and low rentals," he said. SDG, however, is running the 20% cut clause only until May 30, 1948.



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Blue Skies Fading, NAB Delegates Warned; Many Cashing in Chips

Los Angeles, May 25. — A warning that the days of the blue sky in radio are fast disappearing into a lovely and rosy past was sounded at the NAB convocation here by Kenneth H. Baker, NAB director of research, who told the nation's broadcasters that he is "laid out on their competitive face so you weren't warned."

"Radio exists today," Baker remarked, "because of the fact of factual demonstrations of its coverage, its impact and its power. I believe that the radio will continue to be great only as the philosophy of fact-finding pervades its management."

"Everyone seems to think," said Baker, "that 1949 is going to be an AM of television's big years, and we all wonder what the effect of the NAB Look in 1949 will be. It is certainly true that 1949 will bring changes in the picture which we can't even dream of now. All we can be sure of is that their feet will be different and that isn't much assurance especially if you're looking for a sure return on your investment."

Baker declared that many broadcasters are taking an alarming view of the future and cashing in their chips. To support his view he gave figures to prove many withdrawals from station ownership. During 1947 they pulled out \$100 million at the rate of three million and FM about two million. In the first four months of this year there have been drops of \$100 million at the rate of six a month, and FM about eight a month.

Although there are over 100 AM authorizations, only 1,650 of these are on the air. Since the majority of these that are authorized on these days are holders of construction permits, it is not likely that the number of 2,000 AM stations operating by the end of 1948 were a little high, he added. "The fact that television is a different story," Baker declared, "and I won't even try to tell you what the situation is. However, I must be heavily scolded by the statements that we are on the threshold of a big experience in tele. There are a number of stations for TV stations and 25 of these have developed in the last few months. Two hundred new television applications are pending."

No More Tele In Mullen's Vision?

Los Angeles, May 25. — One of the facets of the Frank Mullen switch-over from radio to command at NBC to the presidency of the G. A. (Dick) Richards three-station operation, which previously went unnoticed, stirred up considerable comment last week when the NAB delegates met.

During the past year Mullen projected himself as one of the key men in the advancement of television, plugging 24 hours a day for the TV future in giving the NAB a commanding position on the video front.

The Richards affiliation, however, ended Mullen's return back to a standard broadcasting philosophy, with the TV future of the radio radio empire in a somewhat static and nebulous state.

NAB delegates were wondering out loud how the Mullen reaction from an "everything-will-be-television-in-the-future" stance to propagating AM radio will work out.

"CHRIS WELLS' FADES AS DESOTO VAMPS"

Desoto dealers, as has been expected for several weeks, have been the exact opposite of the Wells. It'll fade off CBS the last week in June.

The newspaperman adventure stanza, packaged by Ed Byron, has been in difficulties most of the year. Several times it has been recently elimination of the femme scene on the grounds that "women don't like it as it is debated. But the main factor in the race to drop it was the fact that it is its failure to garner a Hooper satisfactory to the Desoto dealers. Agency is BBDO's.

Service Wanted

Los Angeles, May 25. — Charles C. Carlson, the New Orleans radio station manager (WJNB) who's on the spot with the FCC, figures that he's left on his own. "I'm not a FCC's got a right to demand his money's worth."

Carlson, whose station permit the FCC refuses to renew because of alleged repeated violation of the FCC regulations, put in a request at the NAB meet, that really had prey Justin Miller stumbled.

It was smack in the white heat of the convention's most provocative discussion—on the newly-promulgated NAB Code when Miller, invited to deliver a reaction to the document, found Carlson rising to his feet.

"What he wanted to know, was the NAB going to do about preventing the FCC from taking his station away and turning it over to his ex-wife, Mrs. Louise Calverton Carlson."

Miller's conference, he didn't have an answer.

FM Forgotten Medium Despite Coy's NAB Pitch

Los Angeles, May 25. — The FM boys were in the NAB convention with flags flying, determined to make a place for FM in radio. But, after the convention's end, not a few of the delegates were taking the position that the FM radio is being forgotten.

The Walters were on their side. One of the principal convention speakers, the advertising and trade union, called to FM's attention, and it was one of the most bullish presentations yet made on behalf of standard broadcasting's new baby.

Apparently the broadcasters themselves weren't convinced. The session on "Broadcasting—Horizons Unlimited" was primarily designed to embrace FM and facsimile, as well as tele, in the whole picture of what is to come for tomorrow, but tele stole the show completely and those isolated references to FM were a little too dubious character as to its future potential.

Learning how many convention delegates with both AM and FM operations were of the opinion that the FM radio is being forgotten. Only one in 10 shared that view.

Take What You Want For FM, Kobak Tells His Mutual Affiliates

Hollywood, May 25. — Affiliates of Mutual will be free to duplicate any or all of its network programs on their own stations. It was announced last week by Pres. Ed Kobak following his lecture on the revised policy on duplication.

"Mutual does not believe there is any necessity for forcing affiliates with FM stations to carry every commercial AM program or none at all," declared Kobak. "In some instances I am sure that any such restriction would work a hardship on the affiliate who is operating so if their FM facilities are operating on a shorter schedule than the AM."

Kobak reasoned that each individual station will voluntarily give up the program if it is a break and station managers will be able to program their FM schedule more advantageously if allowed greater latitude. Mutual's policy, he said, would be subject to review from time to time but he feels that better balanced programming will be helpful in furthering the development of FM.

KLZ Farm Program Publisher

LEWIS THOMAS
The activities, coinings and goings of KLZ's Farm Reporter are important news to farmers and ranchers in the Desert region. Lewis Thomas directs publicity and assists with arrangements for KLZ's farm program.

KLZ, Denver

Many 'Knights' In NAB Resolutions

Los Angeles, May 25. — A flock of resolutions up before the NAB board of directors was strictly an Alphonse-Gaston affair, with everybody from pres. Justin Miller down coming in for a salvo of kudos.

One or two could be called significant, as the protest against a change in the copyright laws to include an interest or right in performance, reflecting the new radio descriptions. Such a change, it was contended, "would be contrary to the public interest."

Also deemed significant was a resolution paying tribute to Judge Miller's leadership and pointing to his "outstanding contribution to the American system of broadcasting." The author was a radio industry front and a growing recognition that in Miller the industry has public interest.

Resolution expresses the NAB membership's "complete confidence" in Miller's leadership on the basis that he's brought greater prestige and understanding to the industry and cites his "unrelenting efforts to secure the complete guarantees of freedom of speech."

Resolution is interpreted as the membership's approval of Miller's all-out campaign to effect a reversal of the Mayflower Decision banning editorializing on the air.

Atwater Kent, who parted the delegates on his 14th St. Air Force headquarters, was a member of the Southern California Broadcasters Assn., host to the delegates, were among others "knights" by the NAB.

Lever in Rayve Switch

Hollywood, May 25. — In a sudden switch, Lever Bros. has taken the newly-acquired Rayve champagne and the permanent account away from Roche, Williams & Co.

Rayve champagne, which is marketed by the Los Angeles firm of Roche, Williams & Co., is being handled by the Los Angeles firm of Roche, Williams & Co., is being handled by the Los Angeles firm of Roche, Williams & Co.

ABC.

Sentimental VIP's

Hollywood, May 25. — While here for the NAB convention, 11 of the 15 VIP's who participated in Task Force (K) Kirby—Broadcasting Mission of '45, returned in the summer of '45, elected to make the organization permanent. From VIP's it's now the Last Man Club.

Judge Justin Miller, NAB president, was the first of the champagne given each visiting VIP in Reims by the Pomme d'Or. The Kirby—Broadcasting Mission of '45, returned in the summer of '45, elected to make the organization permanent. From VIP's it's now the Last Man Club.

IN NEW YORK CITY

Emerson Foose, seriously ill from blood poisoning following an infection while vacationing at Carmel, N. Y., checks out of Doctors Hospital this week, having passed crisis. He returns to Carmel for a couple of weeks' rest. ... Bob Merrill, London, taking a break from his current assignment of comedy-mystery series, "Mr. Merryfield," which he and Sid Renwick have scripted.

CBS will add its upcoming "Amsterdam co-op" show, along with a summer commercial circuit this morning (Wed.) at 11 a.m. ... Dan McCullough, WOR announcer-producer, and Jack Barry are launching a summer theatre at Trenton, N. J. ... BBDO's Al Duffy headed the N.Y. contingent that stepped at the door for an Allyn Phil Harris shindig Monday (24) celebrating Reckall's clinching of the "bandwagon" ... Jack Lazare, WNTV club director, moved over to WJXZ as a staff announcer. ... CBS' Vic Hunter and Lou Hausman moved their desks from the 19th to 11th floor at 485 Madison in order to consolidate promotion offices. ... Robert Sosman, night production manager at NBC, was promoted to executive producer and sales days now.

Henry Morgan will vacation at Cape Cod again. ... Head writer and executive producer of "The Lassie" series, Lesley Gore and Jack, leaving Friday (28) for a month in Hollywood to wrap up a pic deal. He'll be a.l.s. for his all-night and Saturday afternoon shows. ... Net Healey to sub about radio weekly on Martha Deane's show next Tuesday (31). ... Paul Roberts, NBC staffer, and Adelaide Sorenson of the same net's production dept., engaged. Roberts is co-author of a new kind of a musical comedy, "The Winner With Red Hating," to be produced in the fall by Leonard Field. ... John Griggs ticketed to do a ghost-chasing act for 10,000 Boy Scouts encephalitis in the Pocomo area.

General Foods repeatedly interested in the new "Joe DiMaggio Show." ... Daughter born to WNTV gaffer, Kevin Kennedy. ... "Young Wildcat" starts its 12th season on the CBS radio network at 11 a.m. ... Day (31) on NBC. ... Elaine Roth and Scott McKay added to "Our Gal Sunday." ... Doris Dalton joined "Evelyn Young." ... Leon Janney will direct the new series "The Winner With Red Hating" (31) on NBC. ... "Radio Book Letter," a weekly report on book mentions, author guests, etc., on N. Y. and network shows, starting publication. ... "The Winner With Red Hating" (31) on NBC. ... "Radio Book Letter," a weekly report on book mentions, author guests, etc., on N. Y. and network shows, starting publication. ... "The Winner With Red Hating" (31) on NBC. ... "Radio Book Letter," a weekly report on book mentions, author guests, etc., on N. Y. and network shows, starting publication.

New daughter at the home of Clarence de Bruyn, announcer-producer in CBS Shortwave.

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TELEVISION

S. America Takes It (Give) Away

A sudden order, given by General Peron himself, last week axed all cash prizes to participants in quiz programs on Argentine network, seriously affecting the Kolynos and Colgate shows on Radio 10 Mundo.

Surprise move stemmed from Peron's intention to encourage the people in postal savings banks, and in future all radio activity for participants in quiz programs must be made in the form of postal saving stamps. Oscar Nicolini, Administrator General of Posts and Telegraphs, is also chairman of the Postal Savings Bank, and as postal administrator, is also in control of all radio matters.

Nevertheless the Postal Savings Bank was also taken unaware and had no facilities available to furnish the broadcasting outlets with the necessary stamps. The Kolynos programs give away prizes up to \$5,000 pesos (\$1,000 U.S.) in each broadcast, while Colgate runs up to \$100 per broadcast in an "all or nothing" scam. Sponsors and advertisers had to put over stark switch in program format to conform to the new Peron-imposed regulations.

Showdown Fight on Rating Blackout Looms as Tenn. Station Sues Hooper

Knoxville, May 25.

Showdown fight over C. E. Hooper's right to blackout a radio station ratings by the Federal Bureau of Investigation has been cut off by the City Reports may be in the offing here as a result of court order that instituted by WOL, Knoxville's NBC affiliate.

Cut out of Hooper's December-through-April survey of the Knoxville area because of a telephone contest it has been running, WOL obtained a chancery court injunction to prevent release of Hooper's City Report on other stations here.

Suit has far-reaching implications. It challenges action Hooper has taken in several instances against stations conducting phone contests. Most recent was in New Orleans, where Hooper cut off WNOE, charging the station with allegedly inflicting rating and distorting statistics figures with "Don't Say Hello" contest. Hooper at first ranked his City Report, then re-instituted it, minus WNOE's ratings.

Hooper also is faced with possible Tennessee state action as a result of disclosure that the agency has been doing business here for a number of years without having qualified as a foreign corporation. Tennessee Secretary of State Joe C. Carr has written Hooper that Section 412B of the Code of Tennessee provides a fine not less than \$100 nor more than \$500 for each day a corporation.

(Continued on page 34)

Weiss, Kobak All CBS Board Stays

Hollywood, May 25.

Mutual stockholders and 12 directors for another year, and will give them all a vote of confidence by reelecting them at the first meeting of the network's board and ever held in Hollywood. Louis Allen Weiss, executive manager of Don Lee, continues as board chairman, and Ed Kobak carries on as president.

Theodore Streibart of WOR, New York, was retained as vice chairman and others voted another board term were C. M. Antin, Don Lee, Cleveland, H. Carpenter, W. H. K. O'Neill, Yankee network, Bell, WGN, J. R. Poppo, WOR, Boston; Benedict Gimble, WIP, Philadelphia; J. E. Campana, CBN, Detroit; Linus Travers, Yankee network.

Lewis, Martin Summer Deal With CBS Mutual

Jerry Lewis and Dean Martin currently at the Copacabana, N. Y., may tie up in CBS for an eight-week series of radio shows with a take over one of the summer hiatus spots.

Idea is still in the planning stage, with consummation of a deal dependent on mutual satisfaction with a proposed program format.

Montevideo, May 18.

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Gal 'B' casters in Hub Meet

Boston, May 25.

James L. Cadogan, program manager of DuMont video, is set as top speaker in third annual conference of women broadcasters of the NAB, First District, scheduled for June 4-5.

This is first time gal broadcasters have met in Hub. Other events include panel discussions on women's role in daily radio, women as salesmen, etc.

Fitch Scratched, Rexall Chained To Sunday Time

Hollywood, May 25.

Fitch peddled its last bottle of scalp rub on Sunday in NBC's blue ribbon time slot. Rexall moves in next Sabbath with its Summer of '48 "Fitch" starring "Fitch" and Virginia Bruce as a warmap for the fall return of Phil Harris and Alice Faye. NBC reported that Fitch "cancelled" although the trade's inner circle is of the opinion that some mighty power politics were played.

Rexall will have two shows on its Sunday June 28, until Jimmy Durkin moves up his drug line. Establishing the Harris-Faye combo in the Sunday spot is in line with Niles Trammell's recent decision to give first consideration to the program over the protests of sponsors in radio and TV for the good of the network," declared the net's pressy.

Barnum, Entrikin Join R&R Exodus

Minor exodus has developed in the Ruthrauff & Ryan ad agency, with vicepres Pete Barnum, co-director of the radio department (with Willson Tuttle), and Knowles Entrikin, script supervisor, disclosing plans to check out in late July 1, as R&R's Coast radio agency. It's denied, however, that the series of exits stems from one cause, such as a sag in R&R air billings or reported difficulties in connection with the auto-labor bankrolling of "Suspense."

Barnum's exit involves salary differences and his insistence on being shifted to the agency's Hollywood office. There is no specific date for his departure, but he says it will be about Sept. 1. He has no definite plans, but intends making a move to home town, the Coast, preferably as a freelance producer. Ironically, Barnum left Young & Rubicam some years ago rather than be shifted to Hollywood.

Entrikin, another R&R long-

(Continued on page 34)

FEELING APPT SURPRISES D.C.

Washington, May 25.

President Truman yesterday (24) nominated Frieda E. Hennock, New York attorney and active in New York democratic circles, for a seven-year term on the Federal Communications Commission, starting July 1. The nomination came as a surprise, both to Capitol Hill solons and the FCC. It is Pres. Truman's first appointment of a woman to a major job since Frances Perkins was placed on the Civil Service Commission two years ago.

G.O.P. solons hailed the move as an "outright political appointment" and a Truman bid for the female vote. Although White House circles refused comment, it's generally believed that Miss Hennock was endorsed by Demo boss Ed Flynn and Pres. Eleanor Roosevelt.

Pres. Truman reached a decision on the nomination late last week. It was learned, after Miss Hennock had been an off-the-record visit last Tuesday.

Observers here dubbed President Truman's choice of a woman as "social political move inasmuch as the GOP senators may be reluctant to back the appointment on that count."

Miss Hennock is an attractive, brown-eyed blonde, looks thirtyish years, and is a woman who wears a dress as she apparently is an attorney. As a trial lawyer, she has handled everything from murder to divorce cases. The first year she practiced she won seven acquittals. Since switching to civil law, her clients have included insurance companies, banks and trust firms whose legal entanglements she has taken her to Washington. She's regarded definitely as Wall St.'s glamor gal.

Although she's a Democrat, Miss Hennock is associated with the venerable, staid, Republican law firm of Choate, Mitchell & Ely. She is well known in New York's Tammanyite. But she admits the title (Continued on page 34)

Star System, Giveaways Get Audiences Exec Rap

Chicago, May 25.

Sponsor dissatisfaction with the star system in radio and the multiplicity of giveaways was sounded last week by Oliver B. Capelle, executive producer, chief of Radio Laboratories, one of the top 10 users of air time. Beers were made radio producers to combine with the Chl Radio Management Club.

Said Capelle: "The tendency of radio to give away too much, favored artists on numerous radio shows, while equally talented actors whose voices are deprived of livelihood by closed corporation methods of selection, contribute to the high cost of radio. Talent costs could often be lowered by spreading the word instead of handing prizes to cast. A few of who are doing well on other programs. There is neither justice nor wisdom in permitting lucky insiders to make from \$50,000 up per year, while 80% of American radio listeners and radio-listeners members earn less than \$2,000."

Turning to giveaways Capelle said: "The high listener rate, sometimes be a snare and a delusion. A good example is found in audience participation shows, which are popular now, but in which so much mention is made by name in the articles given away that the audience gets no clear picture of what the sponsor himself is trying to sell."

"We have a good example in this a show called 'Queen for a Day,' which we co-sponsor with the Philip Morris Co.

Straus Pays 500G for Davaga's 40% Giving Him Full WMCA Ownership

GM's Corn Kix Switch

General Mills is slated to switch its Corn Kix brand from Danco-Fitzgerald-Sample and assign another brand to that agency around July 1. The choice of the designation for Kix will be between William Esty Agency and Tatham-Land, Inc., of Chicago. The change, if it goes through, will be made Sept. 1.

D-F-S will get another \$200,000 of billings from Whitehall Drug in the transference of "Front Page Farrell," which carries the Kolynos tag, from Duane Jones. The move will reduce the Whitehall agency alliance to two, the other being SSC&B.

Yankee Net Preps Big FM Spread; Adjustment Era

Boston, May 25.

Yankee Network is going through a period of adjustment in preparation for an enhanced FM operation coming up this summer.

The net has been faced with falling Hoopers in recent months, plus a heavy burden of wire charging, holding the net together and increased expenditures on video, which is about set for a sharp increase on June 1. All this tied up with record personnel trials in various outlets, especially WMTW, Portland, where the four news shifts were dropped, and got the rumor going locally that the net was retrenching.

Fact is, however, the net is getting set to establish three key FM outlets instead of the one currently reading along with video in Medford (Boston area). These other two outlets will be from W. Washington, N. H., through WMTW, Portland, and from Paxton, Mass., through WABR, Worcester.

Sites are eventually planned as video outlets via boosters to the Hub. Results of the planned now, a tap in the rich outlying sections of New England, but this is well in the future.

Yankee net, long emphasizing the home-town angle in its outlets, plans additional emphasis along those lines throughout the net. Trim and shift in personnel in the key outlets will be made in design in long run to strengthen staff to handle original strings, and in hiring standbys for future when the stations hit the air on FM basis. This figures to be about 60 days away.

CBS' 4G All-Pro Giveaway Stanza

CBS' new giveaway, "Sing It Now," debuts this week on Tuesday night (26), will be different from its category in one respect at least: it will carry a staff of professional lyric writers. They are Hy Zaret, who wrote "One Meatball," Bernie Hanighy, who wrote the lyrics for "Lute Song," Albert Sillman, staff lyricist for the Radio City Music Hall, and Bill Stein, who's on several pop tunes.

The cash giveaway will average \$2,000 and the talent lineup for the show will consist of Alan Dale, Pat Clayton, Ray Bloch and a mixed vocal group. Don Seybold, Leonard Gottlieb, producer, and Rocco Tito, direct. It indicates a total talent-production cost of approximately \$4,000 a week.

Nathan Straus is believed to have paid Davaga Stores Corp. approximately \$500,000 in the deal announced Monday (24), giving him full ownership of WMCA, N. Y. indie. Davaga owned 40% interest in the station, which the corporation and Straus bought from Edward J. Noble in 1943 for \$125,000.

Deal not only terminated the association of Straus and Herman M. Stein, Davaga proxy who has been WMCA's treasurer, but also resulted in the checkout of Charles Stark, vicepres and general manager, who has been with the indie since 1936. Stark says the only reason for his simultaneous resignation is that he has other plans, "which he's not ready to announce except that they are in radio."

In the resulting reshuffle of top personnel, Harry Solow, who was with the indie for a long time as a sales exec, is returning next Tuesday (31) as sales director, and Leon Goldstein, vicepres over public service programming, has been given responsibility over all programming. Solow, who has been operating in radio since he turned it over to his sons.

Stark won't be replaced, his duties will be divided between Straus, Solow and a Goldstein. Although Straus says no major policy changes are being made at this time, it's reported a new accent will be placed on sales of live programming in radio, and a new policy of advertising is being turned over to his sons.

Incidentally, will increase its time billings on WMCA.

AFRA Likely To Win

Election to determine the bargaining representative for network radio performers will be held the week of June 1-16, Chicago, 8 p.m. daily, in New York, Chicago, Los Angeles and San Francisco. Whichever balloted will be held in other cities or conducted by mail for them will depend on the number eligible voters is estimated.

The election will take place under NAB supervision, and is provided for in the recent agreement of the networks, agencies, sponsors and package and transcription companies will be selected existing code of the American Federation of Radio Artists two more

If AFRA is voted the bargaining agent it will be the first time the network radio artists combined status under the sustaining, commercial and transcription codes. Therefore, AFRA has been bargaining rep for performers under the three codes separately.

Since AFRA has had a union shop in both sustainer and commercial network since 1938, the unionists will be empowered during the month of March, 1948, are eligible to vote, it's assumed the unionists will be elected easily, provided there is a heavy turnout. That is because, in order to be eligible to vote, a performer, agent, AFRA must receive a majority of the eligible vote, rather than the unionists. That is the reason, union representatives in the various cities are making a strenuous effort to get their eligible members vote.

Femme Playwrights

Script Comedy Show

CBS is gauding a situation comedy, which consists of a script by Jacqueline Sussman (wife of producer Irving Mansfield) and Leonard Gottlieb, producer, to be cut Friday (28).

Two females penned a play, "Long Day's Journey into Night," Broadway run last year.

How important are 25 years?

ONE LONG-TERM MEASURE of an advertising agency is its ability both to change and to resist change.

In striving ever to improve the quality of its work, it must be party to the myriad inventions—intellectual and material—by which progress is measured.

But in preserving the character and integrity of its work, an agency must resist all efforts to change those basic qualities on which its reputation and its inspiration are founded.

If, by preserving the latter, it impels the former, each year becomes more useful than the last.

In the year of our twenty fifth anniversary—which we celebrate this May—Young & Rubicam publicly restates some of the beliefs we live by.

Y&R's philosophy



1. An agency must excel in ingenuity, thoroughness, restlessness

Ingenuity—the resourcefulness to command a larger proportion of the public's attention for a client's advertising than his competitors are getting for theirs.

Thoroughness—the ability to completely surround and penetrate a selling problem.

Restlessness—a state of mind that compels an advertising agency to seek a still better way to do a job, after a good way has been found.



2. A job must satisfy not only the client—but Young & Rubicam

Good advertising cannot thrive in an atmosphere of "pleasing the client at any cost."

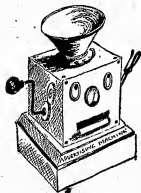
We want the client to believe in the advertising we prepare for him. But—equally important—we must believe in it ourselves.



3. "Brass hat" doesn't mean brass knuckles

Any executive of Young & Rubicam can lose an argument to a subordinate.

For it is Young & Rubicam's belief that problems are solved better with reason than by coercion; that the agency will profit most from a man's mind if he feels free to express his honest convictions in any situation.



4. There is no such thing as an "all-round" advertising man

It is our belief that an outstanding advertising man may be capable in many phases of advertising, but that he will excel in one.

Letting each man devote his entire ability to the thing he does best has proved to be one good form of insurance against undernourished thinking.



5. "Formula" is another name for "rut"

We believe that the sales problems of products are as individual as eyesight, and that advertising should be fitted to them as carefully as glasses are fitted to the eyes.

Any attempt to formalize advertising places too much responsibility on experience, and too little on original thought.



6. An agency should be alive to the world outside of advertising and business

It should study the things that appeal to people in the field of politics, news columns, movies, the stage, the pulpit or fiction.

And it should be able to apply its findings to the constant improvement of the advertising it prepares.



7. It is more important to develop present business than to get new business

The reward of ownership in Young & Rubicam has been given for the ability to serve business rather than to get business.

In each Young & Rubicam office, one man devotes part of his time to soliciting new accounts.

The inference

25 YEARS AGO THIS MONTH, Young & Rubicam was an advertising agency which had some definite convictions—but no business.

We still have the convictions. And we believe sincerely that because we still have them, the following businesses have chosen to advertise through Young & Rubicam, Inc.

Clients of Young & Rubicam, Inc.

Following is a list of companies whose advertising is handled—in whole or in part—by Young & Rubicam. The companies are listed in chronological order.

1924

General Foods Corporation

1926

International Silver Company

1927

The Borden Company
Johnson & Johnson

1930

The Travelers Insurance Company

1931

American Home Foods, Inc.
Cluett, Peabody & Co., Inc.

1932

Gulf Oil Corporation
The Rath Packing Company
The Personal Products Corporation
Packard-Motor Car Company
Parke, Davis & Company
Northern Paper Mills
The Centaur-Goldwell Division
of Sterling Drug, Inc.

1933

Bissell Carpet Sweeper Company
Frankfort Distillers Corporation

1935

General Aniline & Film Corporation
The National Sugar Refining Company
Bristol-Myers Company

1936

Life Savers Corporation
Drake Bakeries, Incorporated

1937

Motor Wheel Corporation
The Singer Sewing Machine Company
Metropolitan Life Insurance Company

1938

Thomas J. Lipton, Inc.
Tune, Inc.
The Drackett Company

1938 (Continued)

Sanitized Division of Cluett,
Peabody & Co., Inc.
Cannon Mills, Inc.

1939

Simmom Company

1940

Hotels Statler Company, Inc.
American Can Company
Royal Typewriter Company, Inc.
Lever Brothers Company
John F. Jelke Company

1941

The Pullman Company
Celanese Corporation of America

1942

Consolidated Valtee Aircraft
Corporation

1943

Good Housekeeping Magazine
Petri Wine Company
The Goodyear Tire & Rubber
Company, Inc.
General Electric Company

1945

Duffy-Mott Company, Inc.
Hunt Foods Inc.
Purity Bakeries
Hammond Instrument Company

1946

Pepsi-Cola Company
(Evervees Sparkling Water)
O'Gard Corp.
Chester H. Roth Co., Inc.
Dictaphone Corporation
Northan Warren Corporation

1947

The Permanente Metals Corporation
and Permanente Products
Company
Bigelow-Sanford Carpet Co., Inc.
Sevill Manufacturing Company
Jos. Schlitz Brewing Company

YOUNG & RUBICAM, INC.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

New Biz Windfall To Utilities Seen; Con-Edison Due for \$1,000,000 Gross

Electric power utility companies foresee a windfall of new business in the steady growth of the television industry. The Consolidated Edison of N. Y. alone standing to gross at least \$1,000,000 annually. Figure is based on an estimated average increase in the electric rate of 8% annually.

According to tele technicians, the average video rate is more than \$200-300-watt bulb. Cost to the viewer, of course, is dependent on how much he uses the set. Fact that most sets are operated in darkened rooms, with most of the lights in the room turned off, also, compensates for the increased cost as far as the setowner is concerned. Cost to him, consequently, runs no more than \$1 on his light bill every two hours. But multi-channel sets, by the 186,000-odd sets now in circulation in the greater N. Y. area means tremendous increase in demand for Consolidated Edison.

In line with that, NBC tele chief, program manager Raymond L. Tamm, cited in a recent speech before the Edison Electric Institute the new business available to power companies on a national scale. If 10,000,000 families buy video sets during the next five years, he estimates them an average of three hours per day, there will be an additional demand of 100 million watts of power per day, or 5,485,000 kilowatt hours per year, all of due time. Multiplying this by the rate of 8% per hour, charged by each power company brings their new business up into the millions of dollars.

TOTS, TWEENS' TO PLEGE TEENAGERS' FASHIONS

Following success of its "Television Fashions on Parade" show, the designers of the new series are working out a half-hour program which will carry the same format, but with a different emphasis on teens and teenagers. Titled "Tots, Tweens N' Teens," the new series is scheduled to air on DuMont week Aug. 18, with Macy's serving as "program host" for the first seven weeks.

Participating sponsors will be designers and manufacturers whose products are sold at Macy's. The series, former fashion editor of *Child Life* mag, originated the idea and has been signed as associate producer of the series. Package outfit, under the name of Television Fashions on Parade, is headed up by Leon Roth, as presy. Current show is aired in the 7:30-8 to 8:30 slot by WJW (DuMont, N. Y.).

Fairbanks Winds First

NBC Television Series

Hollywood, May 25. "Public Prosecutor" package, a 26-week series of 30-minute mystery thrillers for radio and television has been completed by Jerry Fairbanks Productions. Fairbanks is said to wrap up the first ten, directed, enacted and photographed exclusively for video.

Fairbanks shot and wrote episodes in 11 weeks starting March 1, and averaging two and one-half programs per week. The series includes almost nine-one-hour films and makes use of more than 500,000 feet of film.

Lead Landers directed the series which headlines John Howard, Anne Brynne and Walter Reed, with 103 supporting players including Mary Beth Hughes, Evelyn Keyes, Beulah Bondi, Robert Montgomery, Tony Caruso, Rita Adriani, Marjorie Lord, Barbara Brown, George Chesebrough, Dan Seymour, Dick Rick, Cy Kendall and Jane Fraze. Fairbanks averaged eight sets per program and totaling 12,000 probe changes and 12,000 prop changes. Editing, by Art Seid, with three weeks to go, is being musical scoring will be held out into James C. Petrillo sets musical video rates for film.

New York—Ted Hudson, freelance radio and television producer, joined the McCann-Erickson ad agency as assistant to TV chief Harry Hudson. Hudson was previously with Rutherford & Ryan, same agency for which Cooley formerly worked.

Pepsi Uses Owner Status On Any Video Reel

In its shopping around for a television reel, among film producers Pepsi-Cola has advanced the stipulation that any deal would be based on an outright ownership basis. The beverage might be free to use any reel any way as long as it is circulating it among clubs, both adult and juvenile.

Price it has offered is \$5,000 for the right sports reel and \$3,000 for a five-minute subject and \$5,000 for a 15-minute series.

Authors to Check Prices on Deals

As the first actual step in dealing with the television market for written material, the Authors Guild of America has set up a video desk to check prices on all deals. This is the first time the League, television committee. Both New York and Hollywood sections are working on the situation, but all price information is clearing through the New York office of the League.

As a preliminary step, the League contacted members of its affiliate Guilds (Dramatists, Authors, Screen Writers and Radio Writers) to be sure not to include any rights in their deals for any other rights to the material and, in particular, not to dispose of movie single-performance television rights to any property. It is now asking members to check with the price desk, which will attempt to keep a file of prevailing fees paid by various tele works. Thus, authors will be able to keep the set the full market rate and, gradually, the price level could be raised.

The effectiveness of a clearing house for tele prices obviously depends on the degree of cooperation of the members, so the League's video committee plans continuous efforts to keep the members aware of the setup. Besides periodic circular letters, the committee will attempt to publish prices on all notable deals in the League Bulletin, as an impetus to the members to keep in touch with the office.

DuMont Pacts 'Newsreel' Over Philly ABC Outlet

Chalking up another instance of the television network's cooperation with another for the benefit of both, DuMont this week signed a pact to publish his broadcast "Television Newsreel" over WFIL-TV, Philadelphia outlet of ABC Television.

Commercials are to plug DuMont telecasts, with DuMont's sponsorship (teasing of Monday 2:30 p.m. for a 15-minute newscast at 7:30 p.m. across the board and a repeat at the station's signoff daily. In addition, a half-hour review of the week's news highlights will be shown on the station's newscast.

By the news staff of the Philly Inquirer, which owns WFIL-TV.

Vallee Sets Release Deal For 7 Telepic Producers

Hollywood, May 25. Rudy Vallee is setting up seven independent production units which will reign with a free hand but release through him. Vallee already has his own tele productions, Vallee Video, is financing the venture and will set up his producers and directors and thereafter act only in a supervisory capacity.

Joe Kaye and Stan Kramer have been to head two of the units. Kaye will film a "shaggy dog" series in initial effort and Kramer will do a Joe Diggs series. Vallee has signed Buddy Lester to do a radio series and a feature after the current "College" film is completed.

New Method On Hearings

Washington, May 25.

A new procedure for scheduling competitive video hearings, was decided by the national reallocation of tele channels, was announced by the Federal Communications Commission last Friday (21).

In towns whose channel assignments are not yet set, the FCC Blueprint, hearings will go on as scheduled unless FCC receives specific requests to add or subtract slots by May 28. Same procedure will apply to towns slated to lose channels. Hearings will be held themselves seek a postponement.

Next procedure will be followed after the Commission gets out its decision on the new allocation as the result of its overall hearing on the plan, scheduled for June 14. FCC will then advise the channels are being added, but which channels are being deleted for 30 days thereafter, to permit new holders to get their papers on file.

FCC said it will undertake on its own behalf to postpone hearings now planned in towns where it is proposed to substitute channels. The FCC will also slot which tele has lost or where specific requests are received to change the metropolitan for a community slot.

Biow's Tele. Pix Dept.

Blow agency yesterday (Tues.) set up a television and motion picture department, naming William G. Morris as supervisor. He moves from BBD&O, where he had a similar position. Previously he was in charge of the motion picture department of the same agency.

Morris will report to John Hammon, Milton Biow's assistant on radio and television.

Inside Television

If there's any longer any doubt about the way television's caught hold of the public fancy, industry officials point to the 15 special programs scheduled for the week of May 26, either already on the air, or pressed or planned for the near future. Latest hit will be the newstands Time Magazine's current issue featuring a five-page spread on tele in the place of the usual magazine.

Times (June 13), being prepared by radio editor Jack Gould, and the New York Republic, now being lined up by radio editor Sam Carson for June 14 publication.

Next to the recent history and prognostication on tele in *Fortune*, *Time* is probably the most complete and factual, although some of its findings were hardly welcomed by the industry. It was accompanied by a diagrammed sketch of how TV works today and a current program fare. Time concluded: "But the best tele is the one that looks the most like the old-time radio." And since radio and Hollywood are television's godfathers, the industry and their creative vice.

Mass of criticism raised against radio's current gateway career apparently hasn't fazed television broadcasters, who see in the fact the same chance for amazing top Hooperatings with little extra cost. Ratings in the tele industry is "It's a Hill," predicted by the indie production company of RKO and Co., which announced May 13 over KSD-TV, St. Louis.

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WHAT'S IT WORTH?

With Gil Fates, Slimmed Rothstein, and other TV stars. Director: Frances Busa. 30 mins; Fri., 9:30 p.m.

After a long and successful run on CBS-TV, from N. Y. and after a long and successful run on WJW-N. Y. indie, "What's It Worth?" has been picked up by CBS television and taping video package, that should attract many of the CBS video web. Successful adaptation of the show to tele points up the fact that the program may yet find a wealth of material for their medium in standard radio formats.

As with the radio version, the most appealing attribute of "What's It" is its human interest angle, and CBS director Frances Busa plays up that angle for maximum audience satisfaction. Format is basically a simple one, with ratings and other odds and ends brought into the studio by the show's own experts.

For that extra show-viewing dressing, the owners first tell the ratings and other odds and ends brought into the studio by the show's own experts. For that extra show-viewing dressing, the owners first tell the ratings and other odds and ends brought into the studio by the show's own experts. For that extra show-viewing dressing, the owners first tell the ratings and other odds and ends brought into the studio by the show's own experts.

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WPX, WATV Antennas Need Reorienting For N. Y. Metropolitan Area

Difficulties encountered by many television set owners in the N. Y. metropolitan area in picking up the signal from WATV (Newark) has pointed up anew the value in suggestions of N. Y. broadcasters that they all locate their transmitters on the central site.

In addition to the fact that most home TV antennas are oriented for the Empire State building, not for WATV's channel 13 in the Hudson River, the location of WATV's transmitter across the Hudson River in New Jersey has also been a factor in the failure of sets to pick up the station's signal.

Manner in which transmitters of other channels are spread across the city has also meant that many set owners have had to settle for the Empire State building stations at the expense of the others.

If all stations were to transmit from one central site, it is claimed, that difficulty could be overcome. Most of the broadcasters putting the idea have located their eyes on the Empire State Bldg., but NBC, now the sole occupant of the building, has been persistently nixed the idea. Broadcasters have also suggested the idea of building in Radio City a suitable site, but NBC has turned them down on that bid also.

In some cases where antennas are oriented for the lower-band channels, according to tele men, the Empire State building is oriented for both WATV and WPX. The N. Y. Daily News outlet, which has been claiming for 15 on channel 11. Latter outlet would be operating in the higher band.

Tele engineers point out that all antennas are basically directional, which makes it necessary to get alignment whenever a station opens its range. Most set owners, however, have the religiously formed grates as part of their standard year's service guarantee. RCA, the Empire State Corp. would try to reorient antennas whenever possible, but set up both in the Empire State building, it is possible, though set owners will be required to have supplemental antennae.

(Continued on page 30)

Television Reviews

appearance help dress the show. He's assisted by guest appraisers.

Production-wise, "Worth" was well staged, with the objects spotlighted in a regular rotation, the center of the studio. Only mistake was in the lighting, which cast a glow on the studio, like a boom as it moved from person to person among the studio guests.

Host, John H. Johnson.

OPEN HOUSE
With Gil Fates, Edward R. Murrow, Robert Benedict, Hollace Sharr, Pauline Kefauver, Shave Moran, Johnny Desmond, Tony Metolla, John, others.

Producer: Jerry Diamond. Directors: Aches, Dickie Writers: Ochs, Dazig.

68 min. CBS, 5 p. m. Sustaining.

CBS broadcast a full-hour "Open House" salute from its N. Y. studio last night. A regular program of TV, Philadelphia, first affiliated station of CBS, as WCAU formalized its affiliation with the network. The one-hour variety show was service. Everybody took part, from CBS presy Frank Stanton down. And it was a usual in most cases, everybody was a little bit of everything. The program turned out to be somewhat talky and dull. As entertainment, it was not much more than a program with programming and camera work both falling down badly.

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 N GENERAL ARTISTS CORPORATION • MANAGEMENT MICHAEL NIDORF • RCA
 MICHAEL NIDORF • RCA VICTOR RECORDS • DIRECTION GENERAL ARTISTS COR
 GENERAL ARTISTS CORPORATION • MANAGEMENT MICHAEL NIDORF • RCA

Lots of Spec on D. C. Radio Picture In 900G Transfer of WTOP Stock

Washington, May 25.

Formal sales application filing a price between \$850-\$900,000 for a 5% controlling block of WTOP-CBS is expected to reach the FCC this week. Meanwhile, WTOP and WINX staffers here are currently in a bitter over what the Washington Post's acquisition of the CBS outlet will mean to them personally and to the Washington program operation.

Application is expected to show some staffing plans, with biggest speculation centered on likelihood that WTOP manager Maurice Mitchell will be recalled to New York by CBS and WINX' top man John Hayes moved in to assume control of the Washington Post-CBS operation. CBS net shows out of Washington will not be affected by the transaction. It was learned, but no decision has been made on what local airers are to be scrapped in favor of WINX and Washington Post presentations. Earl Gammons, CBS' Washington v.p., is not expected to be affected by the move.

Post publisher Philip Graham, meanwhile, has reported several purchase offers for WINX and WYNY-FM but "no deal has been made." Although WINX coverage has been boosted 200% in nighttime hours by addition of two 250-watt boosters, radio men here speculate that the stations will not rate much more than a \$250,000 sales ticket in the present market. Post paid around \$550,000 for the AM property in 1943 and has not recouped that investment from the radio operation. Absence of an accompanying tele permit is expected to shave bids for the stations, along with the fact that several other D. C. outlets "can be had" for the asking. The Cowles Broadcasting Co.'s WOL-Mutual has had a "for sale" sign out for some time, according to reports here, but the \$750,000 asking price has brought forth no firm offers. WOL has no video permit although some Mutual programs may be aired via Baltimore's D.C. tele operation ex-

pected to get underway in late summer.

Situation is complicated by the fact that Washington Post must show "full control" of the operation to FCC's satisfaction. WTOP claims a lead over WRC and all other D.C. stations on local airers before 9 p.m., with the latest Hooper giving it a 24% bite of the D.C. audience to WRC's 17% in the daytime hours.

The Washington Daily News' government reporter John Cramer, who has a top 7.1 Hooper on his WTOP daily ailer at 6:25-6:30 p.m., and the Evening Star's drama critic Jay Carmody are expected to be dropped by the Post management and substitutions made from the present Post-WINX staff. Carmody has a Sunday quarter-hour on WTOP. The daily papers in town all of whom have a healthy block of time on the CBS outlet are also likely to take their business elsewhere.

Radio observers here believe FCC will interpose no objections to the AM-FM sale but consensus is that the CBS-Post combo will have a tougher time persuading the Commission to give them the No. 12 video slot now assigned Fredericksburg, Va. Bid for Tele is expected to be filed simultaneously with the AM-FM transfer.

MODERNAIRES BACK

TO 'CLUB 15' IN AUG.

Campbell Soup is washing up its 10-week deal with the Pied Pipers on CBS' "Club 15" and has paced the Modernaires to return to the five-a-week stanza when it returns to the other Aug. 2 following an eight-week hiatus.

Summer replacement for "Club 15" will be a CBS-packaged musical variety show starring Jerry Wayne and a femme chirper yet to be selected, with Alvy West's arch. Title of the stanza hasn't been chosen. Lester Gottlieb will produce, with Oliver Daniel directing.

Texaco Into Bing Spot

For playing on through the summer, Texaco's "Star Theatre" will get the Bingaday spot starting June 9.

"Comedy Writers' Show," the sustainer initially slated to fill the Philco time at 10 p.m. Wednesdays, will be off instead in Texaco's 10:30 segment, then move two weeks later to the 8 o'clock slot being vacated by "Mayor of the Town."

Wire Recording Comes To Aid of Law in Kaycee

Prosecutor's Setup

Kansas City, May 25. Techniques of radio now are being employed on the side of the law through the office of James G. Kimbrell, Jackson County prosecutor. Wire recording equipment has been made a part of the office's standard equipment, and already has brought some unusual twists in cases before the court. Kimbrell intends to use the gadget to take criminal case statements and make them part of the permanent record.

It may be possible to introduce telephone conversations as evidence through this device, but just how much the recorder can be used is still being studied by the prosecutor.

The next step to be borrowed from the entertainment world will be to synchronize films with the wire recording, according to Kimbrell. This is only in the speculative stage as yet, however, he said.

'Cabin B-13' Series Due As 'Talent' Standin

"Cabin B-13," dramatic series scripted by John Dickson Cary, is tentatively tabbed for a CBS preem July 5 as eight-week straw-but replacement for Arthur Godfrey's "Talent Scouts."

Series was developed from a mystery story originally presented on "Suspense." Stanza will be directed by John Dietz and produced by Harry Ackerman.

'Wretched Situation' of FM's Kick Upstairs Next Target for Sen. Tobey

Washington, May 25.

Circumstances surrounding the FCC's decision to shift FM upstairs after the war will be the next target of his investigations, acting Senate Commerce Committee chairman Charles Tobey (R., N.H.) revealed Friday (21). The senator indicated he will call for testimony from Paul A. Porter, FCC chairman in 1945, then Commission chairman George A. Smith, Dr. Kenneth Norton and "all other FCC employees involved in this wretched situation." No date was set for the new probe other than that it will take place "during this session."

Tobey made the announcement as he recessed what was to have been the final round of his one-man probe of RCA's treatment of FM in the '30's and its current FM-tele licensing policies. Friday's hearing followed the pattern of earlier sessions with Tobey dining and Senator Homer Capehart (R., Ind.) defending RCA's FM and video policies.

Capehart insisted on hearing from FCC witnesses when Tobey charged that the radio agency had "deliberately falsified" a report by Dr. K. A. Norton purporting to show intolerable interference in low-band FM transmissions. Tobey said he had evidence from an FCC employee who admitted he altered the report but "couldn't remember who told him to do it." As a result, Tobey added, the agency overrode the advice of 12 or 13 industry experts and kicked FM upstairs where it is subject to a new type of crippling interference. This led Capehart to remark that neither he nor any other committee members had evidence on this point and "these FCC people should be given an opportunity to clear themselves."

These were the other developments: "1. FM inventor Edwin Armstrong and Paul DeMars, consulting engineer, lambasted RCA for trying to stop FM development in the

prewar years. Armstrong said of \$500,000 prewar FM sets on the market, not one was manufactured by RCA and during the war the company furnished no FM equipment to the armed forces. Under quizzing from Capehart he admitted it would have been difficult at the time for RCA to turn out sets without infringing on his patents, although the company is now a substantial FM manufacturer. He hinted the company may even now be infringing his FM patents.

2. DeMars pointed to "serious interference" in high-band FM and cited two occasions in which he said NBC-RCA had blocked FM's early progress. RCA engineers, meeting with him in Columbus, O., in 1937, had tried to "unsell me on FM." Later in 1940, more pressure was used, DeMars said, and NBC staged a New York demonstration showing all sorts of noise on FM. The company, was merely using "defective equipment," he asserted.

NAB Launches \$100,000 Campaign for Radio Sets In U. S. Zone in Germany

Los Angeles, May 25.

The NAB is launching a public campaign to raise \$100,000 in order to provide radio sets for schools in the American occupation zone of Germany.

NAB presy Justin Miller, in announcing the campaign for funds, led to convention delegates that Russia and Great Britain confiscated receivers in their sector and distributed them to schools, but the U. S. did not and the State Dept. lacks funds to provide them.

Broadcasts from the American station in Berlin fail to reach German classrooms and the 100G fund will be raised to equip each with a "Voice of Democracy" radio set, Miller said.

no body can "buy" the boys but they're for sale on WOR



FULTON LEWIS, Jr.; For sale now,
Mondays through Fridays at 7 PM

ROBERT S. ALLEN; For sale now,
Sundays, 7:45 PM

FOR FEARLESS NEWS broadcasting, take a look at the boys from Washington: Fulton Lewis, Jr. and Robert S. Allen. Nobody can muffle them. Their incisive WOR commentaries on Capitol doings make some men appoplectic — make millions of others rush to their radios.

AN ADVERTISER can nab either of these famous men, to expose his sales message to the largest single-station audience in America. And the time is NOW. The Dewey-Stassen debate started things steaming; the Republican Convention is next. News-listening is reaching a high pitch.

The advertiser who moves in with Lewis or Allen, gets a priceless "in" for his product, on a limited ad budget. Call LONGacre 4-8000 and ask for Sales.

mutual

heard by the most people where the most people are

WOR

MEET YOUR LUCKY PARTNERS

With Paul Brenner
Producer: Ed Wolf
Director: Jack Rubin
30 Mins., Thurs., 8 p.m.
Sustaining
Mutual from New York

The giveaway sweepstakes has another entry hole which seems to embody most, if not all, of the ingredients necessary to success, so long as the public continues gobbling up this sort of air fare. The latest gimmick—sting in listeners as contestants via long-distance phone—is fully utilized. (It's too bad, though, that other listeners must depend on the emcee to learn why listeners-contestants are saying, "Can't they be plugged into the mike?")

Format in this case teams a studio contestant with a phone contestant. They both answer each question and get duplicate prizes if they come up with the right answer. (If they don't, they get prizes anyway.) If they are correct three times in a row, they're eligible for the "Big Prize." In return, they've got to identify a capsule drama depicting a "hidden moment in history." Cast of the stanza is completed by an announcer and an organist.

John Reed King, old hand at audience participations, who has again spreading his services around with the upsurge of the giveaway fever (he's also doing ABC's new "Go for a House"), was initially slated to emcee. But "Lucky Partners" has been shifted to another upcoming Mutual long-tossing session, "Talent Jackpot." For the "Lucky Partners" preem last week (20), we tried out Paul Brenner, Newark jazz jockey. A permanent conference is yet to be chosen. Net could do worse than choosing Brenner; he kept the giveaway stanza moving fast.

Since the real "stars" of these giveaway orgies are the giveaways themselves, however, "Lucky Partners" suffers slightly from comparatively mediocre billings in the merchandise department.

The stanza is competing with some whopping loads of loot on other ahrs and mouth-watering descriptions of the booty won't make up for the fact that it's no small farce. (After all, nearly every jackpot on the air these days offers an adbreakback log cabin.)

Doon.

Harold Arlen's CBS Show?

Hollywood, May 25.
Harold Arlen-CBS deal, which was a hot a year ago, is cooking again.

The songsmith and net officials are adding on a format in which Arlen would sing.

ARROWS IN THE DUST

With Gary Merrill, Ruth Swanson
Producer: Robert Heller
Director: Robert Sutton
Writers: Ralph Andrist, Ralph Bakula
60 Mins., Sat. (22.5), 8 p.m.
Sustaining
CBS from New York

Applying itself to a redress of ancient grievances, CBS' documentary unit last Saturday night (22) turned in a case for some 400,000 American Indians that was quite eloquent and persuasive. The program may not have carried the same force and conviction as the urgency of other works by the unit, but it must have served its primary objective, the awakening of a social conscience.

Concededly, the program has just returned from the war as the protagonist, "Arrows in the Dust" reveals the plight for survival that the American Indian is going through. It told of the prejudices and encounters in trying to merge himself into the white-wool world. It showed the Indian people to provide him with proper health service, job-training and education. It was a powerful plea for the American Indian to be treated as second-class citizens. The documentary kept recalling the promises which the United States made to the Indians many years to Indian tribes but rarely kept.

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The narrative and the dialog of the time seemed to be the scripter apparently yielding to a notion commonly inherited from primary school days that the Indian speaks in poetic prose. Gary Merrill as the young Navajo, Gato, handled the narrative with the consummate command and effectiveness, chalking up a performance that rates him among the best in that field. Ruth Swanson got a lot of appeal in her role of the young Indian woman who was fearful about the future of the white community. Colin McFee's score lent an air of authenticity to the dramatic elements and the background of Alfred Antonini, who had gone to Minneapolis for the event, his usual polished job with the baton.

P&G's Tide Blurb

Cincinnati, May 25.
Starting July 5, Procter & Gamble's Tide blurb will air 10 weeks on WLW's musical series featuring Ernie Lee, balladeer, 10 p.m., Monday through Friday. Contract, closed last week, is through Benton & Bales.

TOMORROW'S TOPS

With Margio Whitman, Jimmy H. Burns
Producer: Walter Oser
Director: George Weist
30 Mins., Mon. 9 p.m.
Sustaining
ABC from New York

Miss Margio Paul Whitman has distributed his talents fairly evenly among the many fields of variety. Paul Whitman, Jr., recently broke into bandleader ranks, and presented a nationwide touring network talent showcasing just as her father is doing with "On the Border." Miss Whitman's instance, the network has a good idea of what to do only. According to preem indications, it's a good spot to watch for continued activity.

Miss Whitman's part of the layout is almost secondary. While she requires a pleasant personality and a fine speaking voice, she also needs to be of the material to be done, at least in the initial stages, by Jimmy Blaine who imports the necessary quality of a hopeful demeanor necessary for this type show.

Miss Whitman for the preem stanza lined up a fine group of the world's foremost professionals who need an added push to hit the big time. For example, she has the "Mystery of the Cadiz" and the Paulette Sisters' "What Can I Say." Indeed they can't say anything. Miss Whitman stepped out of the preem stanza to the 10-year old Bobby White for some warbling of "Little Bit of Soul." The Irish tenor if his pipes don't settle too deeply. Sour note was the "Mystery of the Cadiz."

Muplin.
It's a worthwhile effort, not only for the entertainment the session affords, but as a means of drawing attention to social worth while talent.

BIG LEAGUE BALL ON KALL

With Mal Wyman
Participating.
KALL, Salt Lake City
Participating.
KALL, Salt Lake City
Participating.

Wyman handles his chore with bigtime assurance and ease. He does a nice job of building up the feeling of an exciting selection, cast, using a crowd noise disk as his sound effect. Wyman isn't a serious athlete, but he gets zip into the hot spots of the game, and is particularly good at telling his chatter to match the usual pace of a fast game.

Wyman is usually pipped in the third or fourth inning, and he is in the game every pitch, and also takes in such a variety of color as descriptions of a batter being a "called strike" or "what's going on, and sets up a pitcher's as good as actual eye witness account of a game.

League Ball is sold to different sponsors each day. The stanza caught (21) had Sears Roebuck picking up the tale. Commercials were pleasantly short, and plugged a special Sears deal on the ball game. The game was handled the commercials in a straight, no-nonsense manner and didn't beat the air out trying for far-fetched leads from the ball game to the Sears.

NEWS CONFERENCE

30 Mins., Thurs., 8:30 p.m.
Sustaining
KJR, Seattle

This newsy, top sustainer for the local NBC station, which features interviews with all types of celebrities at Press Club with varying degrees of interest, is getting duller and duller. Since with Ralph Robey, chief economist for the National Assn. of Manufacturers, clearly reveals the reason for the dullness. Courtesy to the guest is carried much too far so that questions with even the slightest touch of controversy are almost entirely losing appeal of newsmen and celebrity on the air.

On this session questions were asked by two Univ. of Washington professors, an advertising agent and an officer of the Press Club. Ad agent was the only one who asked into questions on prices and the "leveling off" of prices after the death of the OPA; on what the N.A.M. planned to do to combat increasing inflation, etc. Reed.

SALUTE TO CLASS OF '48

With Trygve Lie, Dean C. Mildred
Producer: William L. Marston
Director: George Weist
30 Mins., Mon. (22), 10:30 p.m.
Sustaining
ABC from N. Y., Boston, Chicago

This was an "unseasonal" but well presented, a nationwide interservice public service, constituting as it did the first time a national webcast was presented. The program, a commemorative program for the country's million high school graduates who have just completed their education with the Assn. for Education by mail, with invites being broadcast to all units in their graduation exercises.

Program's participants were well chosen. Dean Mildred Thompson, of Vassar College, and Secretary General Trygve Lie, of the United Nations, gave listening cap and gown the counsel, respectively, of one of America's most distinguished women educators and one of the world's foremost internationalists. For their own view on the matter, the program switched to Chicago to pick up Patricia Pillard, winner of national scholarship, and to Boston to bring in Maurice Ray, contest runner-up. Approximately 100,000 by the time the concert orch were interspersed between the two cities.

Aside from its late-hour slotting, the stanza well met a need for such an annual salute.

Follow-up Comment

Don't those comedians know they're on the air when doing a benefit from Madison Square Garden? The lesser station mikes must stare them in the face just as they were one of the major net pickups, but apparently some off-sponsorship to speak, because those damn and bells sure come out. And they don't make a lot of laughs! It happened again last week from the Garden, by a top comedian. Fred Allen did a Jack Benny, running overtime with Groucho Marx for the first time in a yeoman if not over effective manner, more the victim of circumstance and material than anything else.

"My Favorite Story" the Fred Ziv transcribed show, preem in New York via WJZ Sunday (23) with "The Mystery of Room 222," which provides Janet Waldo with an opportunity for a virtuoso performance. Miss Waldo gave a high-keyed interpretation of a girl who finds another disappears out of a hotel room.

The yarn is one of the classic short mystery stories which tells of the daughter returning to the hotel room to find her mother gone and the door completely closed. She's told her mother never checked in and she's out of her mind until a sympathetic consul attaché helps her solve the riddle.

Ronald Colman is the confederer giving a well-groomed face and story to the yarn. Miss Waldo's performance was a notch and reminiscence of Agnes Moorehead's enactment of "The Wrong Number." Musical backing by Claude Sweeten band aided the mood of the tale.

Sindlinger Teeing Off

3-Way Radio-TV Research
Setup, With Philly Heds
Albert E. Sindlinger, former GPO research exec who has been running a pilot test of a radio-listening measurement system in Philadelphia for the past six months, has decided on a three-pronged plunge into the radio research field. Two new companies, Sindlinger & Co., Inc. and Electronic Radox Corp., have been formed to promote the ventures, he announced.

After operations involving techniques which he has labelled "radio-reading," he has expanded to set up to units in New York, Chicago, Los Angeles, Detroit and other cities.

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Telox, "the Employment Determinator of 'X,'" will be employed to process radio and television shows. Sindlinger didn't elaborate on the system evolved. Preem again it will be a combination of the Schwerin and Stanzfeld techniques.

Records, "Records of 'X'" is a system of interviewing discarding written ballots in favor of reported interviews. Clients, says Sindlinger, will be supplied with record albums of "carefully selected, pertinent interviews which make the familiar hard-to-interpret research reports unnecessary."

Sindlinger has been operating out of Hopewell, N. J., but will move into Philly with the start of new operations. Work of his end, "Radio-reading Workshop" near Hopewell will be continued, however, under the direction of Walter H. Sindlinger.

Philo Pays Off

Philo Corp. last week declared a regular quarterly dividend of 50¢ per share on common stock payable on June 12, the same amount paid on March 12.

Board also declared a 50¢ per share regular quarterly dividend on preferred stock, 3 3/4% Series A, payable July 1.

LOVE THAT F.M.

Becomes on WBAM-F.M. in New York You can Hear

CHARLIE SLOCUM

He's also On A.M.

WICC-BRIDGEPORT

400 Kcs. on Your Dial

4:15 P. M., Ed., Saturdays

COMPARABLE
WILDEGARD

...wanta leap all over a 14,000 square mile sales area?
PHILADELPHIA'S PIONEER VOICE
BASIC MUTUAL
Represented by EDWARD PETRY & CO., INC.

In Utah -
— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KIDYI is the popular station.

National Representative
John Blair & Co.
SALT LAKE CITY
UTAH'S NBC STATION

Inside Stuff—Radio

Several protests have been filed with the New York City civil service commission by applicants who took a written exam recently for 10 openings on the announcer staff of WNYC, a city-owned radio. They say that a dozen situation problems incorporated in the quiz (such as argue that an announcer should "chide" himself for a fluff) are questions of judgment and they disagree emphatically with the choice of solutions rated as correct. One of the protesting applicants, the ALH, also filed a reply from the commission stating the challenged questions would be reviewed. In the meantime, however, the applicants feel the damage to their chances of landing WNYC jobs is done.

Exam is the first in 10 years, vacancies at the station having been filled by "provisionals," who also were required to take the tests. It's not true, however, as recent reports stated, that none of the 203 who took the exam passed. A certain percentage of them will be qualified, following auditions yet to be held, and WNYC director Seymour Siegel will recommend permanent announcers from the resulting list of qualified applicants.

Elaine Carrington has a unique parlay in the new Hooperatings. The series' three serials, "Rosemary," "When a Girl Marries" and "Pepper Young's Family," are among the first 10 daytime shows. As far as known, it's the first time any writer has had such a position.

"Rosemary," on CBS at 11:45 a.m. for Procter & Gamble, is in third place in the ratings. When a Girl Marries, on NBC at 5 p.m. for General Foods, is fifth. And "Pepper Young," on NBC at 3:30 p.m., for PKG, is 10th.

In addition, Miss Carrington has just been notified that for the second consecutive year "Pepper" will receive an award from the United Council of Church Women as the show that has "done most for family life in America."

Inside tip is that radio dealers are hearing words of wisdom from RCA salesmen to unload their expensive AM-FM consoles now and to concentrate on RCA's new package deal of 100 sets, 50 AM and FM and tele. Advice is alarming the dealers and also larking them on another count. Markup on the AM-FM units runs as high as 38 or 40%, while the average markup on RCA tele sets has been 22-25%. Seems the RCA men claimed they lost money on the first-run video sets, but now the dealers are burned because RCA common stock on the Big Board is topping 13 and the company credits the bonanza to tele sales.

The RCA strategy isn't sitting well with the FMers, either. That point out that the pressure to concentrate on cheaper table model FM units will mean inferior FM reception, which will further hurt their bid. Latest Radio Manufacturers Assn. figures showing a record production of 11,500 tele sets a week in April to bring total postwar output past the 350,000 mark may heighten the FMers' gloom. For FM-AM units turned out last month slumped to 90,533.

Recent exit of a radio exec from an ad agency stems from an inadvertent quotation which a mike man tossed off during a conversation with his sponsor. The talent in justifying an increase in salary remarked that even the people in the agency agreed with him on that score, and he went on to mention one of the latter's executives. The client passed on the gist of the colloquy to the executive on the account and the upshot was the request for the radio man's resignation.

Black George B. Evans contrived a novel exploitation stunt to puff Alvin Courtney's forthcoming disk jockey stint for WGBR, Freeport, L. I. "Frozen" records and tapeons to eat 'em were distributed on the trade last week by way of announcing that Courtney's "Radio Restaurant" opens Friday (28). He'll pilot the platters Monday through Friday noon to 1 p.m. and 5 to 6 p.m.

Tommy Harmon, former all-American last season member of the Los Angeles professional team, would like a year-round job broadcasting football, baseball and basketball. So he told Roy Shutt in a Coast interview transcribed for Shutt's sports program, via WROW, Albany. Harmon said that if he obtained a job airing midweek college games he, next fall, he wouldn't play pro football. He added that he could live happily "anywhere," but that his wife, Elyse Knox, screen actress, preferred California.

Teletelens

Continued from page 37

charts and diagrams, use it to build man-in-the-street programs, to background public events or for any purpose it desires. Footage is to comprise all Teletelens material, both domestic and foreign. Teletelens has a tie-in with Internat'l News Service for this unit cut reel and its weekly reel.

In addition to the material it takes from INS, the outfit also signed a contract recently with Palestine Films, a local newsreel in Israel, from which it receives exclusive coverage of the Arab-Jewish conflict. Teletelens scored a beat on the major reels with the first footage on the establishment of the Jewish state, which used first in its TV reels before

selling to the majors for use teleatrically.

In addition to CBS, the "Teletelens" unit's reel is now run on the Don Lee station on the Coast (WBKB (Chicago) and WBBN-TV (Buffalo) and is slated for WBZZ-TV (Boston), when that station takes the air. Weekly reel is sponsored by Chevrolet over WABD (N.Y.), WJLA-TV (Washington), WFIL-TV (Philadelphia), WRBK, WJW-TV (Detroit), KSD-TV (St. Louis), KTLA-TV (Los Angeles) and by other sponsors on WTMM-TV (Milwaukee) and WLWT (Cincinnati). Teletelens has also been sold to WBZZ-TV.

Keesely in Jaffe Bowout

Nick Keesely, who left Mutual's sales staff and a tieup with "American Forum of the Air" several months ago to become radio director of Sam Jaffe's talent outfit on the Coast, is back in New York, with indefinite plans. He said he did not want to give up 20 years' experience on the N.Y. radio scene (where, after agency, CBS, he worked) until unless he could get a long-term deal with Jaffe, and he may take a couple of months' vacation before deciding on anything.

Pittsburgh—Harold Goldstein, who was with WCAE's continuity department for years, has been named head of publicity for indie station WWSW. He replaces Jimmie Spanos, who resigned a month ago after over press relations for WWSW in Chicago. Ruth Speranza on WWSW sales staff for years, resigned to go with WBOI, new station in Elyria, O.

Drinks on the House

Hollywood, May 25. Broadcasters revealed a "not-for-the-public-but-however-lowly" attitude at the NAB convention banquet Tuesday (18) when they clamored for "Run and Get-Cola."

Tune has been banned from all airwaves since it first became popular.

CBS Erases '\$ Discounts'

In Rate Cards for Four Of Seven Owned Stations

CBS has knocked out "dollar volume discounts" in its new rate cards, effective June 1, for four of the seven Columbia-owned stations. Outlets involved are WCBN, N.Y.; WTOP, Washington; WBEI, Boston, and WCCO, Minneapolis. Rates on Class "A" evening hours aren't changed, but "adjustments" have been made to reflect more realistically the potential circulation available in certain other periods. Effect will be to raise some rates and lower others.

Web exec said the dollar volume discounts, which were a station factory device and claimed its discontinuance would have little effect on advertising on the network. New rate cards reduce the discount structure to a two-way affair, based on days per week and consecutive weeks. Rate changes are not uniform, being altered differently in each station's case.

'NEW FACES' IN DRESS REHEARSAL FOR TRADE

More than two weeks in advance of its NBC prime as summer stand-in for Burns and Allen, legit producer Leonard Sillman's "New Faces" will stage a dress rehearsal for the trade press. The innovation is Benton & Bowles veepee Walter Craig's idea, aimed at giving the critics a crash course in the Maxwell House replacement before it hits the kiloycles.

Studios also will have studio audience (as it will when it takes to the air) at the "dry run," which starts Tuesday (24) at 8:30 p.m. in NBC's Radio City studio 6-B. Sillman will emcee the show, built around original revue sketches in "New Faces" is about to fill in for B&A from June 17 to Sept. 23.

City of Brothly

Continued from page 27

ed the supplement section, which was left largely to the direct advertising of the trade.

The public was requested to tune in on Channel 10 if they had sets, and if they hadn't they were welcome to WCAU's auditorium, where they could see everything over a nine-by-seven foot Teletelens. In addition to specific Sunday section, there were thousands of streetcars, table tents and poster boards, and posters, and trailers and radio plugs. The initial day's broadcast ran 11 hours and while in the air (as it did) the floor to the station) was constant. Special tieups were arranged with the Retail Electric Merchants Assn. and the Philadelphia Retail Liquor Dealers Assn. The merchandise was to be sold in 1,500 member stores set open Sunday.

Main events on the opening day program besides the ballgame, were the Horn and Hardart "Children's Hour," conducted by Stan Lee and the WCAU-Unit of Pennsylvania, from an "Shouldn't we know more about the Outlaws," with Arthur Garfield Hays, Rep. Charles J. Kersten (R. Wis.) and Dwight Cooke, of CBS, as moderator.

Joscelyn to KNX Post

Hollywood, May 25. Austin E. Joscelyn has been named to a newly created post of director of operations of KNX, Columbia-owned outlet. Joscelyn formerly was manager of WFTB, CBS affiliate in Charlotte, N.C. C. K. KEX, Columbia-owned station in Minneapolis. New KNX position was set up as a result of increased activities in CBS' western division.

Effect of Commercial-Fax on FM Feared as FCC Mulls Bid for Okay

Washington, May 25.

The Federal Communications Commission has before it a staff recommendation to permit limited commercialization of facsimile broadcasting, including both simplex and multiplex operation. This would enable facsimile transmitters to turn off their FM sound transmitters to permit a radio newspaper or to multiplex fax while FM sound programs are on the air. The Commission is scheduled to act on the staff recommendations within the next few weeks.

Tentative recommendation calls for three hours of day of commercial simplex and one hour daily on multiplex operation up to midnight. Facsimile transmitters have a free hand on doing either after 12 midnight. Same proposal also would give an FCC greenlight to use of either the 4.1 inch or larger 8.2 fax scanners. Majority of the dozen or so active fax operators on the day of the probably use the superior four-column or 8.2 inch fax printers.

Big question is what effect commercial fax will have on FM sound broadcasting, since simplex operation means silencing of FM trans-

mitters and multiplex cuts fidelity of the sound airers down to 10,000 cycles. Full fidelity FM broadcasting uses 15,000 cycles.

Blow to FMA

Decision, in any event, will come as a blow to the FM Assn., which appeared at the FCC's fax hearings this spring to oppose use of any FM channels for fax transmissions. FCC asst. general counsel Harry Plotkin was upset at the time because the FMers presented no evidence on what commercial fax would do to the revenue-poor FM sound operators, beyond submission of the FMA resolution. Over 60% of the FMers are newspaper publishers which leads to speculation that they might concentrate on development of fax to supplement their news operation at the expense of aural FM programming.

If FCC goes along with the staff proposals, fax standards will represent a compromise on conflicting testimony from the industry this spring. John V. L. Hopan, prez of Pacific Int. Pub. Inc., publisher of WFL and the Miami Herald fathers, took the view that multiplexing is premature. But the Philadelphia Bulletin and some of the fax manufacturers' plugged for immediate multiplex operation.



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"HIRES TO YA"
FOR THIRD YEAR
ON CBS

ROCK RAINBOW

Oberstein Quits RCA, Has Wall St. Co. Behind New English Recording Co.

El Oberstein quits Monday (24) as director of RCA-Victor's artist and repertoire division, effective June 1. His move was not unexpected despite the fact that RCA-Victor had been known in the trade for months that he was preparing to quit. Oberstein is a very certain who will make his place. Steve Sholes, head of the label's hillbilly and race series, and Walt Hestner, Hollywood rep, are possibilities from within the company.

Oberstein for some time has been busy setting up, with prominent Wall Street backing (plus the interest of several men within the Electrical industry), a firm called Atlantic Sound, Inc. This outfit, according to Oberstein, is planning to bring into an unusual activity. It will supply musical backgrounds, on order, for U. S. recording companies prevented from cutting by the American Federation of Musicians disking ban. These backgrounds will be made in England, Oberstein reveals, and they will be tailored from arrangements of songs that the fingers selected by the recording artists ordering them. Prices quoted are based on U. S. recording scales, which are higher than English rates.

Oberstein eventually intends going back into the disk business himself, however, is unlikely to deal here with RCA-Victor, Sonora Records. His Victor resignation, incidentally, availed word that the disk ban was being lifted; since there is no assurance of that, he apparently is going his way with Sonora, and not the piano. There are those who believe that Oberstein purchased Sonora stock and is planning to take it, he denies. He states that his deal with Sonora calls for the latter to produce 50 records, and a portion of its production to his recordings. This plant now has

(Continued on page 38)

'Nature Boy' Suit Filed in N.Y.

A. Edward Masters, attorney for J. J. Kammern, filed suit in N. Y. federal court, Monday, May 24, against various parties involved in the "Nature Boy" suit. The suit charges that the tune is an infringement of "Schweig Heart" ("The Calm My Mind") written by Sylvia Hertz, sister Herman Yablonsky and used in the opera "Papageno." Suit names Edward Masters, attorney for View Music (owned by Carlos Gaspar, manager of King Cole, whose Capitol recording "Nature Boy" is owned by Burke-Van Heusen and Morris Music, latter the song's original agent on Capitol Records). Masters asks that Alberz and the blues publishers turn over to his client all earnings from "Nature Boy" plus the copyright itself. "It's perhaps the first time in music history that a copyright infringement suit asked for 100% of the income from an alleged infringement."

THORNHILL HIRES P.A. TO KEEP NAME ALIVE

Claude Thornhill, who breaks up his band June 7, prepares to take a three-month rest, has hired a unique move. Currently without a press agent, he has hired Curt Weinberg to begin promoting his name as of June 1 to keep his name alive as possible during his layoff.

Thornhill intends composing and rearranging his third album, "I Rest, He Goes to Hawaii, June 28, then will spend his entire layoff rest."

Fabian Storey band opens Friday (26) at the Floridian hotel, Tampa, for an eight stand.

TV Theme Song

It had to happen. Television now has a theme song. Tune is tagged "I Tell-A-Vision."

Published by Paul Specht, song's words and music are by Paul Reber.

Rose Murphy Set With RCA-Victor; Cites Maj. Breach

RCA-Victor has signed Rose Murphy to a term contract to record if and when the American Federation of Musicians disking ban is lifted. Miss Murphy has been with Majestic Records, getting her start via a disk of "But Can't Get You Anytime but Love, Baby," late last fall. Majestic is now involved in Chapter 11 of the bankruptcy act, and when Miss Murphy can break her pact with the company is questioned by recording people. She claims Majestic breached their agreement before the company got into difficulty and before the AFM ban.

Beside being the first move by an artist from one company to another since the ban was clamped on, it is also the first move by Miss Murphy has been. It's quite probable that the event will have some bearing on Majestic's pact with Decca Records, in the works for weeks. A fair side of Majestic's artists, including the one she had with Eddy Howard and Miss Murphy, its best record-sellers in the AFM ban, are now being debarred to get loose, and Biggie Levin, his manager, has repeatedly stated the maestro's contract is null and void, having been breached. But nothing is official.

Miss Murphy's move to Victor smacks another angle. She is a member of the AFM, and when the union threw its disk ban at recording companies it was also said that as of Jan. 1, when the contract between the two factions expired, all artists of the companies would thereafter be free agents.

Court Reduces 608G

Judgment Vs. Trifles
Et Al. to \$175,000

Judgment of \$608,877 recently awarded to plaintiffs J. Foster Symes to plaintiffs in a stockholders' suit brought against Ben J. Orlow, president of the Majestic Radio & Television Corp.; Edward A. Otis, and others as defendants, was originally set at \$1,000,000. The U. S. Circuit Court of Appeals, in a decision handed down last week, held that the defendants' liability should be limited to approximately \$175,000.

Circuit Court agreed there was misappropriation of corporate funds and an unjust enrichment by Judge Augustus N. Hand pointed out that "these funds have been paid with the decision there has been no damage to the corporation, but the wrongdoers should be made to pay back so that they will not be permitted to benefit in any manner by their wrong."

Circuit court agreed the court is to order to appoint a special master to fix the actual amount of recovery. Motion was originally set for June 1, but was postponed by four years ago by Abraham Marcus, ancillary executor of the estate of George A. Otis, and George A. Miller and Lillian Smigel. They charged the defendants with illegally converting some 115,000 shares of the stock which Automatic acquired from Allen B. DuMont Laboratories for \$175,000.

MAJOR LOSERS IN HIPPIE MAN

Music Publishers Contact Employees union in hoping that major music publishers will agree with its contention that the music industry would be better off without "sheets" which count and measure radio performances of pop songs. Union's idea is to institute a six-month or full-year trial period of exploiting tunes without adhering to the measuring sheet compiled by Dr. John Peatman, or any other, and to induce trade papers to drop the weekly publication of such compilations.

Members of the MPCE council last week, for example, will Herman Starr, head of the Warner Bros. music firms, to discuss the situation. Lester Santly, president of the M.C. Publishers Protective Assn., was also present. Starr told the MPCE men that he was completely in favor of dropping the lists which spotlight the number of times a pop tune is performed by radio. Santly also was in agreement.

Claim of the MPCE men is that the dropping of the sheets would be to the business as the payola racket, and, as a matter of fact, tend to lead toward payola. It's argued that the exclusion of publishers' material from the radio performance tabulations places the music industry completely at the mercy of exclusive publishers' material. These producers don't even attempt to publish their own material. When a plug is sought by an MPCE man the producer simply says "is it on the sheet?" It's not the chances are the producer won't even look at a copy.

But the radio producers have bewailed the Peatman sheet and, lately, so have the majors, for a recent reason. Small ones point out that they can't achieve commercial radio performances unless the song is on the sheet. And they cannot get on the sheet, according to Peatman's methods of rating plugs on the basis of a broadcaster's rating unless they get high-rated plugs. Major buys have developed an aversion to the Peatman list and, unless the computer refuses to divulge which radio shows in his measuring scheme are more important than others, they angrily point out that the men who supply the nation with its constant flow of fresh melodies are kept completely in the dark concerning the best avenues of exploitation for a multi-million dollar industry.

For these reasons the MPCE is anxious to try running a music business and exploiting the union without the constant spectre of the "sheet." They feel that radio will be forced to select new tunes on the basis of quality, the same as recording companies.

Pluggers Look To New Pop Deal

Current contract between music publishers and the Music Publishers' Contact Employees union expires Dec. 31, and the MPCE council already is turning attention to terms of a new deal. MPCE men are considering a number of changes in the renewal and, in order to be fully prepared with proposals when the time comes to begin negotiations, is starting now.

Two points the MPCE expects to ask in a new pact have already been decided. First and most important, the elimination of clauses eight and nine, both of which prohibit participation in payola deals with performers, songs, one relating to publishers themselves and the other to composers. Another change being sought is that instead of a five-year deal (length of the expiring contract) they'll ask for a two-year deal with options.

CRC Develops Innovation in Disks Expected to Deeply Affect Industry

Sheet-Seller Tipsters

Pittsburgh, May 25. — About sales promotion. Local music store has this sign in its window:
The name of the mystery tune on "Stop the Music" feature with every purchase."

N.Y. Local 802's Pre-Election Pot Begins to Boil

Biennial election pot is already simmering at New York Local 802 of the American Federation of Musicians. Last week three job-holders at 802 were booted out of their positions following a membership meeting skirmish at Palm Garden, N. Y., where all 802 cardholders are held.

It seems the meeting was about the dropping of the 802's dues. Richard McCann, a Blue ticket man, decided there was no quorum then on May 19. McCann, president of the Unity ticket, which has for years tried to depose the Blues, was not permitted to enter the meeting until after 4 p.m. for the quorum. Instead, McCann left the hall immediately, taking all Blue executives, delegates, etc., with him. When they were gone a checkup made by four non-Blue members of the 802, who had been elected temporary officer-holders by the membership, found that a quorum was on tap from the beginning. The decision was made to adjourn the meeting to Monday (24) at 802's headquarters.

Next day after the upset meeting, the four of the men who took over the illegally dispersed meeting were fired from their jobs. Max Aarons, a former Blue man, now a member all 802 cardholders, was bounced from supervision of the Recording and Transcription Fund, Henry Macario, who recently resigned from the Blues, was let out of the theatre department, and Al Mamuti, a Unity man, "Toby" Tyvin, a former member of the executive board, was the fourth.

Orlob Doesn't Want 'Kissing' Coin, Only Co-Authorship Credit

Long fight waged by Harold Orlob for co-authorship credit on "Who's Who's Kissing Her Now" ended in victory for him last week when songwriter Joe Howard agreed to let him joint in the song. All future copies of the number printed in return for Howard's concession contained in a stipulation filed in N. Y. supreme court, Orlob discontinued a suit he had brought against the composer.

In settling the case, Orlob abandoned any interest or claim to the current Royalty Return in the song's copyright. Other defendants in the action were 20th-Fox, Edward B. Marks, Minsky, Chas. K. Harnett, Publishing Co., and Jerry Vogel Music Co. Inc. Plaintiff's suit did not seek damages but asked a permanent judgment to decide the tune's authorship.

No dancing will be allowed, which eliminates the 20% tax.

Columbia Records is readying to market an innovation in recording that will make a deep impression on the disk industry. It has taken the invention of a man who developed a method of recording under which regular 10- and 12-inch disks, now giving up only approximately five minutes of music, can carry as much as 30 minutes of material. Effect of such a development on the album business, for example, is obvious. One of the things the recording industry has for years been endeavoring to eliminate is the necessity for changing records when disks at an album are arranged in any sort of continuity.

As an adjunct of the innovation, Columbia is shuffling its executive staff. Ben Shavin, until now assistant to Manie Sachs, will move over as head of an expanded Kiddie-disk division, which will benefit from the new process, and as head of an expanded record division, will become Sachs' assistant on pop material.

New disk Columbia is working on, and which will be announced by the company's forthcoming Atlantic division, has been called "one flow." They say it's 33 rpm's, which means changes in equipment for virtually all houses to hold record-players. To take care of this, Columbia will market a player unit, designed to be hooked up to any player to operate at the required speed. It will sell for \$30 in retail record stores. New disks, incidentally, will be of unbreakable vinylite.

Columbia has been working on the new disk for some time, and succeeded until last week in keeping it quiet. Its executives, however, are now being asked to keep the idea under cover until the convention. They expect the disk to be ready for the transcription business, too.

ASCAP's Jukebox Coin Bill Deferred

Washington, May 25. — House bill No. 2570, which would draw performance royalties from use of recorded and copyrighted songs in coin machines, was due to the house floor twice last week but, for an unexplained reason, didn't move. Judiciary committee was expected to spill the bill into the lap of the House the first time on Tuesday, but it was again on Tuesday (20), but failed to do so.

No. 2570 is backed by the American Music Publishers Association and Publishers and was given a green light several weeks ago by the House Committee on Patents and Copyrights subcommittee.

John O'Connor, ASCAP rep., was here last week in anticipation that the bill would hit the house floor.

RAINBOW RANDEVU RAZED IN 400G FIRE

Salt Lake City, May 25. — Jerry Jones' Rainbow Randevu, local dance spot, was destroyed by fire last Saturday (22). The blaze, of undetermined origin, started at 4 a.m. in 15 minutes was completely out of control.

Fire was spotted by a passing motorist who saw the flames and had three explosions.

No definite figure has been released on the loss, but it's estimated at being near \$600,000. The fire destroyed the entire structure of the Randevu says he's fully covered by insurance.

Plans are being made to find a new location. Meanwhile, agencies are busy filling in dates left open by the fire. The new location is Spivak, San Kenton, King Cole Trio and Henry Busse.

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

**WEEK
ENDING
MAY 22**

Recording Ban Cues Unusual Interest In AFM Convention at Asbury

Recording companies, their distributors and salesmen, music publishers, talent agencies and talent itself, along with all others involved in any way with the making and sale of recordings, are facing in the direction of Asbury Park, N.J., with their fingers crossed. Having listened for weeks to the rambling of radio and newspaper columnists who predict that the American Federation of Musicians recording ban will be lifted, the June 7 opening of the AFM's Asbury convention has become a mecca.

It's hoped, against hope in many quarters that someone among the predictors of a settlement, has the right dope. So far, however, the expectations of a settlement are not bright, unless the AFM's James C. Petrillo and his executives have privately concluded to call off the dog in the face of the statemate that exists.

During recent weeks, the industry committee headed by James Murray, head of RCA-Victor's recording division, has been meeting on the subject. They have talked with Milton Diamond, AFM counselor, and the net result is that so far there is no reason to believe the ban will be lifted. These men feel that there is a mellow attitude by the AFM toward the disk impasse, as exemplified by Diamond's conversation, but they are not certain whether Diamond is talking for Petrillo or expressing thoughts of his own.

It's no secret that the recording companies would like to pay the AFM the royalty-per-disc-sold, the arrangement the AFM press secured several years ago during the previous strike but which the Taft-Hartley Act outlawed. They have even endeavored, and are continuing to try, to devise a means whereby the AFM can collect this coin, or some substitute, without violating the T-H law. But no al-

(Continued on page 42)

School Graduates Eye 'Now Is Hour' as Theme

Leeds Music has received numerous requests for permission to use its current top hit, "Now Is the Hour," as a class song of groups graduating this term from schools all over the country. As a result, it has assigned Dorothy Stewart, writer of the original lyric, to compose new lines more applicable to the situation.

Many of the schools, however, will use the current lyric, which retains the original flavor of the Maori (New Zealand) version, known as "the farwell song." Number of requests received has convinced Leeds that the tune will become a standard.

Berne Convention Amendment Would Nip U. S. Protection on Foreign Rights

Fishe's 'Kisses' Hot in Chi

Chicago, May 25. Kansas City Music Sales here will distribute Radio Artists Records as result of local success of "Your Kisses Made a Mrs. Out of Me," Charley Fishe recording, caught on in this area due to plugging by disk jocks.

K. C. is also outlet for Damon label.

U. S. music publishers and the American Society of Composers, Authors and Publishers are deeply perturbed about the forthcoming annual Berne Convention, which opens in Brussels June 2. An amendment to the Convention's copyright laws is on the fire, and ASCAP and its pub members are anxious to defeat it. To fight the legislation, Herman Finckelstein, ASCAP resident counsel, left Saturday (22) for Belgium.

Berne Convention consists of performance societies of the majority of the countries of the world—except the U. S. Due to the fact this country is not a member, U. S. publishers are obliged, whenever they publish a new tune in this country, to issue it also in a country that's party to the Convention, as a means of protecting the tune in areas governed by the Convention. Simple publication suffices to achieve that protection and, usually, U. S. firms do that by simultaneously issuing sheets in England or Canada.

However, Berne members seek to amend that protection rule and extend the meaning of the word "publication" to films, records or any other medium. It would mean, for example, that unpublished background music used in a U. S. film would automatically go into public domain in Berne Convention countries unless the film was simultaneously released in a Berne territory. Same would be true of unpublished music on a recording, which frequently happens.

ASCAP and the Music Publishers Protective Assn. are afraid that the passing of the amendment would have a harmful effect on U. S. rights in many ways. One would be that if the unpublished music that might be involved in such a situation is thereafter taken for publication, then the foreign rights would already have been dissipated by the fact the melody would be public domain in Berne countries.

RETAIL SHEET BEST SELLERS

VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 12 cities, and showing comparative sales rating for this and last week.

National Rating				Week Ending MAY 22												CITIES	TOTAL
This Last wk.		wk.		Title and Publisher												PUBLISHERS	
1	1			"Nature Boy" (Burke-VH)	8	1	1	1	1	1	2	2	2	1	1		2
2	2			"Now Is the Hour" (Leeds)	1	2	5	2	2	2	3	1	3	6	1	93	
3	3			"Dixie Bird Song" (Robbins)	3	6	6	3	4	6	3	5	4	8	7	72	
4	4			"Baby Face" (Remick)	2	4	5	4	5	6	7	9	5	5	5	58	
5	5			"You Can't Be True" (Biltmore)	3	3	3	3	1	3	1	3	10	3	53		
6	5			"Laroo Loo Belero" (Shapiro-B)	5	9	3	4	3	4	7	5	5	5	52		
7	7	13		"Foolie Goolie Doolie" (G.K.Harris)	4	4	7	6	7	6	9	5	6	45			
8	8			"Sabre Dance" (Leeds)	6	9	8	8	4	8	6	7	9	34			
9A	8			"Haunted Heart" (Williamson)	7	7	2	10	5	9	9	2	26				
9B	7			"Manana" (Barbour-Lee)	6	9	9	9	10	8	2	4	26				
10	9			"Little White Lies" (BYO)	10	10	10	10	10	10	2	3	8	22			
11	13			"My Happiness" (Damon)	8	7	7	7	7	7	4	4	14				

"YOURS" for the asking...and YOU'RE asking for it!

INDEX

TITLE	NUMBER	ARTIST
Yours	Victor 26384	X. Cugat
Yours	Decca 25121	J. Dorsey
Yours	Columbia 36067	B. Goodman
Yours	Columbia 37995	Eddy Howard
Yours	Victor	V. Morrow
Yours	Capitol 10112	Andy Russell
Yours	Victor 27410	Tito Guizar
Yours	Decca 3913	H. Brandwynne
Yours	Decca 25205	E. Le Barou
Yours	Black & White 3005	L. Carter
Yours	Tempo 598	B. Light
Yours	Decca 3790	Roy Amick
Yours	Decca 18159	R. Armstrong
Yours	Dance-Tone T7	Phil Keed
Yours	Coda 5004	Cuba Libre 6



They're all YOURS — Get YOURS now!

Jocks, Jukes and Disks

By Ben Bodec

Mills Bros.—"Baby, Don't Be Mad at Me," "I Couldn't Call My Baby" (Decca). Mills boys cook these with the old flavor and it's going to be tough for juke ops to decide which is the side; they're both commercial. Edge is probably with "Mad," but the harmony that features the Henry Nemo item on reverse hews closely to the cur-

genity here that deserves some sort of merit badge. In "Confess" she departed from the cut-and-dried technique of a torch and patched up an idea that tickles both ear and imagination. She actually sings two lyrics, one the solo lyric, and the other, a fill-in later while listening to herself through earphones. Fill-in lyrics was fed through an echo chamber and the effect of the singer's conscience answering back, faultlessly executed, enhances the song's appeal immeasurably. It gives the jocks something to chuckle at and hence it's due for lots of play.

Mantovani Orch.—"Nature Boy," "Ritual Fire Dance" (London). A concert version that brings out the full melodic richness of the current top song, with Art Young matching his piano against a brilliant background of strings. Musically, several notches above even the Frank DeVol conception, "Fire Dance" makes a delightful premi-

um. Peggy Lee—"Baby Don't Be Mad at Me," "Caramba! It's the Samba" (Capitol). Lacks the suavity and heart appeal of the Mills Bros. version but since Miss Lee's on the crest it will probably be hers that

will get the heavier call. Dave Barbour's backgrounding, as usual, helps. Latin-American coupling is more his than hers.

Jack Smith—"Tea Leaves," "Highways are Happy Ways" (Capitol). Each simple sentiment is performed with maximum emphasis on melody and, since the current temper of the buyer seems to be leaning back to the 20's, this combination will pile up likely the biggest sale Smith has had in some time. Besides the Clark Sisters he's supported by a uke and harmonicas.

Charlie Spivak Orch.—"Inner Sanctum" (Victor). There may be a surprise for Victor in this release. Apparently the label needed someone to back up a vocal quartet version of "Heartbreaker" that it had hurriedly imported from England and the Spivak number, one of his final batch for Victor, was elected. Import, billing the group as "The Merry Melody Makers," may be forgotten, but it's possible that "Inner Sanctum" will awaken interest in Spivak's wax career. There's a haunting quality about the thing that demands a second spinning and Irene Day's vocal blends in smoothly.

Mary Osborne—"Please Don't Kiss Me," "Funny Funny Funny" (Decca). What a Dime Can Do (Decca). This plaintive-voiced stylist seems still to be in search of that one sound that will peg her among the top liners. "Kiss" is clothed with all those throaty nuances that mark

an Osborne ballad but the over-all effect isn't particularly impressive. Her excitement over the "Funny" record lifts the lyric far beyond its worth.

Art Mooney—"Blue Bird of Paradise," "Sunset to Sunrise" (Decca). "Paradise" is the tune the band has been getting over on stage appearances with sock effect and that effect is pretty well captured in this waxing. It's the sort of tune that works itself into a standby for programmers and becomes a steady item around the counter. A spirited instrumental with the emphasis on the brass section is the second feature.

Sammy Kaye—"Spring Came," "At a Sidewalk Penny Arcade" (Victor). Performance in the sweet tradition of the Kaye conception with nary a note or beat out of place. Don Cornell and Laura Leslie do their customary duet, word-perfect but uninspired, on "Arcade," and Cornell solos the lyric of the other surface with like preciseness.

Platter Pointers

Highlight of Raymond Scott's work on "You're Going to Make a Wonderful Sweetheart" (Decca) is the Dorothy Collins vocal. . . . Jack Fina (M-G-M) isn't up to his best on either "Needles and Pins" or "Bubble-Loo," but Charlie Martin's treatment of the words in "Needles and Pins" is a gem. Macrae (Capitol) with Macrae in "Steppin Out with My Baby" that he is with "Everyday." Latter suggests Buddy Clark. But the rhythm side is exceptionally invigorating. . . . Radio Revelers (Columbia) have contrived a catchy novelty out of "Shoemaker's Serenade," especially the whistling touches, and establish themselves as a solid close harmony group for the jukes with "I'm Afraid to Love You" . . . Two swell mood pieces are packaged on Decca's latest of Carmen Cavallaro, "Summer Moon" and "Beyond the Sea."

Albums

Irving Berlin Songs Played by Paul Whiteman: Released as it were, to coincide with Berlin's 60th birthday, this batch of eight sides represents a pleasurable jaunt among his lushly melodious works. Nostalgic impact is further heightened by woodwind accents in the arrangements.

Larry Adler, Volume II: Another treat for those who get a kick out of sheer virtuoso brilliance, regardless of the instrument. The compositional choice and instrumental range provide an unalloyed lift, especially "Malaguena," the "Reguile" and the "Toucanman Rhapsody" (in two parts).

Leeds Has Patience

Leeds Music last week took a new tack in following the trend of major music publishers toward buying songs that show as territorial hits on indie disk labels. Firm last week bought the copyright to "Between You and Me," which made a stir in Cleveland, Cincinnati and Toledo on the Acorn label.

Instead of immediately going to work on the tune, Leeds took its good enough to hold until the disk ban is lifted, so that all recording companies can get in musical versions, rather a cappella, harmonica, etc.

AFM Nixes One-Niters

For Bob Crosby Air Crew on Work Role

Hollywood, May 23. Bob Crosby and the band he leads on Campbell Soup airshow (CBS) have been nixed by American Federation of Musicians Local 47 for weekend one-niters, imposed by MCA, in ballrooms hereabouts. Crew Crosby fronts is actually Jerry Gray's and its members come under AFM's quota system, where one evening of airshows cannot do spare-time gig work. They are considered fully employed and Local 47 system is designed to spread work evenly among its members.

Specifically, union quashed deal whereby MCA would sell Crosby and crew for series of Saturday nights at Avondon terrace. Local, in explaining its stand to agency, suggested putting Crosby, rated a singer and hence not covered by union quota regulations, at least a pickup band for ballroom dates.

Oberstein

Continued from page 35

approximately 40 automatic machines available.

Some weeks ago, when Oberstein was on vacation from his Victor job, he actually was in England preparing the way for Atlantic Sound. He'll return there within the next month or two.

Cutting musical backgrounds on order is an angle arising out of the disk ban that has been growing larger in recent weeks. Approximately 75% of the major and minor companies have been following that course or checking into its possibilities. Columbia, Capitol, Victor, Mercury and others have been getting musical-accompanied disks from England, or have ordered them. At the same time some among them have been importing English-label recordings of songs they missed before the ban in order to compete with rivals in the U. S. market.

Before rejoining Victor, Oberstein and two partners had hit Hit Records from the ground up at a time when pressing and production materials were at a premium. This company was sold to Majestic Radio and Television for approximately \$500,000 after having established Louis Prima's orchestra and the T. T. Brownie as top-line disk sellers. Both artists are now with Victor.

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(SHLOOF MEIN KIND)

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on the DENNIS DAY SHOW

WEDNESDAY, MAY 26

and the JACK BENNY SHOW

SUNDAY, MAY 30

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CHICAGO HOLLYWOOD

WATCH for the Victor Record of

"SLEEP MY CHILD"

by DENNIS DAY

other releases soon to follow

Bands at Hotel B.O.'s

Band	Hotel	Weeks	Covers	Total
Emil Coleman*	Waldorf (400; \$2)	33	2,650	74,225
Larry Clinton*	Waldorf (400; \$2)	33	1,425	4,375
Ray Charles*	New Yorker (400; \$1-\$1.50)	3	1,300	3,825
Johnny Pineapple	Lexington (300; \$1-\$1.50)	80	875	72,425
Lawrence Welk	Waldorf (400; \$1-\$1.50)	40	1,625	14,475
Boys Rhythm	Commodore (400; \$1-\$1.50)	1	950	950
Carmen Cavallaro*	Astor (700; \$1-\$1.50)	1	3,425	3,425

* Donald Richards at Waldorf; Ice Show at New Yorker.

Chicago

Chuck Foster (Boulevard Room, Stevens; 650; \$3.50 min-\$1 cover). Fine weather, curtains and pro sessions put all sides back in the lead. Ice show-Foster improved 3,100.
Jazz at Philharmonic (College Inn, Sherman; 650; \$3.50 min.). Helen Humes and Norman Grant crew, opening Biltmore; 650; \$1.50-\$2.50 min.).
Ray Morton (Mayfair Room, Blackstone; 300; \$3.50 min-\$1 cover). Carl Brisson before Friday (21) following Durr lives. Together, heavy 2,000.
Eddie Oliver (Empire Room, Palmer House; 530; \$3.50 min-\$1 cover). Haggagie garnered rich 6,900.
Orin Tucker (Marine Room, Edgewater Beach; 700; \$1.50-\$2.50 min.). Neat 3,600.

Los Angeles

Frankie Carle (Ambassador; 900; \$1.50-\$2). Fair 2,650 tabs.
Jan Garber (Biltmore; 900; \$1-\$1.50). Good 2,700 covers.

Location Jobs, Not in Hotels

Chicago

Eddy Howard (Argos; \$1-\$1.15 adm.). Final week drew hefty 17,700.
Henry King in Sunday (23).
Art Kassel (Blackhawk; 500; \$2.50 min.). Kassel finished Sunday (25) with neat 1,700. Gay Clardes followed.
Teddy Phillips (Trianon; \$1-\$1.15 adm.). Fancy 16,900.

Los Angeles

Henry Busse (Palladium B., Hollywood, 4th wk.). Poor 5,800 callers.

BBC Dance and Variety Depts. Reorganized; British Times Favored

London, May 25.

A complete reorganization of British Broadcasting Corp.'s variety and dance music departments is under way, and a number of top radio producers will be involved in new appointment changes.
Reorganization mainly stems from the appointment of 45-year-old Australian ex-bandleader Jim Davidson as assistant head of Variety (music section). This puts him in charge of all radio dance orchestras, and of all the music in the BBC variety programs.

Although he started work May 3, the news was kept secret until now. Post of organizer of the department which is now Davidson's concern has been held during the past five years by Tawny Neilson. Mrs. Neilson, whose position will in future be that of a producer in the Variety section, was one of the departmental heads interviewed by Sir Valentine Holmes, K.C., in his "BBC bribes" inquiry last year. Holmes claims new arrangement will relieve bar of administration prob-

lems and leave more time for ideas presentation.

For months past critics have said dance music is sliding fast. "I have heard playing recently, and I speak as a musician, which would be laughed out of any self-respecting American studio," said Jonah Harrington. "Small wonder that the public have a prejudice, or time to the American Forces Network for better standards of playing."

Davidson's first assignment is the holding of high level discussions on time allocations to dance bands. He agrees that some of the times at present allotted to the bands are not entirely suitable and intends to revise these schedules. He is also investigating the problem of trying to sell bands that are bad radio from a listening figure point of view, but are not necessarily bad dance music. He intends to find new presentation methods for these bands.

Davidson will also be responsible for giving better airing time to British songs. This is now a definite BBC policy. Producers are to be officially instructed to highlight British songs as much as possible.

LIUZZI REJECTED AS PHILLY AFM PREZ

Philadelphia, May 25.

Frank Liuzzi was renamed president of Local 77, American Federation of Musicians, in one of the hottest elections ever staged by local tooters. No less than four complete tickets competed and the electioneering and pamphleteering kept local musical interest at a high pitch for weeks.

Liuzzi has headed 77 for the past nine years. Jimmy Perri is his new vice-president. More than 1,800 votes were cast, and the winner topped his nearest rival, Romeo Cella, former president of the local (38-35), by only 57 votes. Cella's running-mate was Charles Abrams, better known as Roger Kottland, local bandleader.

In the place position was the ticket headed by Charles J. McConnell, Jr., former contractor for the Earle theatre, and Edward Winkelman, Eddie Springman, incumbent vice-president, who aspired to the presidency, and A. A. Tomei, Philadelphia Orchestra hornist and former president of the local, wound up a bad fourth.

Guy Scola was unanimously re-elected secretary and was one of the two men named as delegates to the AFM convention (off is Perri).

John Riccardi, brother of Rex Riccardi, James C. Pettilio's assistant; Fred Calabrese, John Messa, Frank Nicolazzi, William Klais, Sr., and Louis Inger, were named to 77's executive board.

Ken Delaney's orchestra, recently at Clover Club, Miami, opens Saturday (26) at Fan and Bill's, on Glens Falls-Lake George, N. Y., road.

San Diego Resort Hotel Books First Name Band

Hollywood, May 25.

Del Coronado, near San Diego, booked a name band for the first time in the resort hotel's more than 50 years of operation. Henry Busse currently at Palladium here, will play June 1-2 on experiment by spot's new owner, Barney Goodman. If it sticks clicks with clientele, name policy will be installed through summer.

In order to edge in on what may be a big account, William Morris agency inked in Busse at flat \$1,500 for the two nights.

GAC TRUES UP 'TRUE,' GRIFFIN FOR DATES

Chicago, May 25.

General Artists Corp. last week signed Ken Griffin. Organizer, although not tied with anyone, had been booking through Consolidated Radio Artists.

Agency is now working on theatre and merry dates for Griffin to cash in on popularity of his disk, "You Can't Be True, Dear," made with Jerry Wayne.

Wayne King's one-night concert engagement at 2,900-seater RKO, Orpheum, Minneapolis, last week drew near-capacity at \$3 top Gross hit \$5,000.

Cole Trio's Ciro's Date At \$3,500 Per Defers Vaudette at L. A. House

Hollywood, May 25.

King Cole Trio's booking at downtown Million Dollar theatre has been moved back from July 6 to Aug. 10 at insistence of Herman Hovver, Ciro's operator, who has Cole booked for three weeks, starting July 16, at \$3,500 weekly.

However, it is understood, would pay Cole only if he got outfit first. Theatre agreed, and will give combo same terms for week of Aug. 10, a 50-50 split on gross from first dollar.

IT'S A MOST **UNUSUAL** SONG*
IT'S A MOST **UNUSUAL** COLUMBIA RECORD*

Listen to **RAY NOBLE**

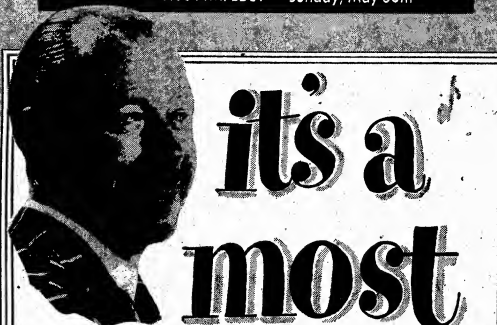
Introduce his COLUMBIA RECORD version of
IT'S A MOST UNUSUAL DAY

(from M-G-M's "A Date With Judy")

Vocal featuring ANITA GORDON

on "THE CHARLIE MCCARTHY SHOW"

N.B.C. • 8:00 P.M. EDT • Sunday, May 30th



25TH ANNIVERSARY
MAY IS
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MONTH
PLAY 'EM! DISK 'EM!
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America's New Instrumental Hit!
★ **fiddle** ★
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Lyric by
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Novel Legal Ruling May Cut 'Rum' Damages Down to a Nominal \$100

An unprecedented decision by the Special Master on May 21 in the Mohamed H. Khan vs. Leo Feist, Inc. case ("Rum and Coca-Cola") has apparently blasted the plaintiff's bonanza prospects. After judgment of infringement of the lyrics, rendered by the N. Y. federal district court was affirmed by the Appellate Court, it seemed certain Khan was in for a windfall. Plaintiff's attorney, Emil K. Ellis, had estimated that the damages would be around \$100,000 at the time. In fact, the Special Master had to take since it held that there could be no question of the infringement.

Rupert Grant, whose novel deplume is "Lord Invader," a calypso singer, had written the song in Trinidad in 1943. Plaintiff Khan conducted a calypso tent in Trinidad, wherein Grant performed. In 1943, Khan published and copyrighted a booklet in Trinidad entitled "Victory Calypso 1943 Souvenir Collection" containing the lyrics of Grant's and other calypso songs. The Court ruled that Morey Amsterdam, one of the "Rum and Coke" collaborators, heard and copied the song when he headed a USO unit visiting Trinidad the latter part of 1943. The evidence established that the lyric of one verse and the chorus of the Amsterdam version were the same as Grant's. Under the judgment, Percy W. Williamson, titled the firm of Nina, Verdi & Martin, was appointed Special Master to ascertain the amount of all profits derived by Feist, Amsterdam and

Paul Baron (who appeared as the composer of the music of the Amsterdam version) from the infringement. Julian T. Abeles and Arnold J. Bernstein appeared for Feist.

Feist's Legal Wrinkles

At the first hearing before the Master, plaintiff's attorney Ellis forfeited the customary procedure of calling upon Feist to render an accounting of the returns received by him from the song. Then came the surprise move of Feist's attorneys. They raised two novel contentions to defeat plaintiff's recovery. Attorney Bernstein, who appeared for his firm before the court, intended that as plaintiff's work had been copyrighted as a book rather than a musical composition, there could be no infringement prior to the deposit of plaintiff's work in the U. S. Copyright Office on April 25, 1945, and interim registration (required only of books under Section 21 of the U. S. Copyright Act). Bernstein likewise argued that as the lyrics of plaintiff's song had been published without music (as a poem), the only act of infringement could be in the sale of copies (i.e., not mechanicals, synchronization or performances). Attorney Ellis contended that Helen V. Universal Pictures, recently decided by the Circuit Court of Appeals (N. Y.) refuted defendant's argument that plaintiff did not obtain a U. S. copyright until the U. S. registration. In that case (which attorney Abeles, by coincidence, had successfully defended by Feist, Amsterdam and

(Continued on page 42)

New Rights Contract

Harry Fox, trustee for music publishers' royalties, has devised a new contract covering the disposal of transcription rights to copyrighted songs, with an eye on their use by television.

New agreement boosts the per-tenure use for transcriptions from \$10- to \$12.50, for which price—song or group of them on one disk can be used in any medium desired.

RAVEN-SALE OF SIDES BRINGS HENRY BEEF

Don Henry Trio, harmonica group, is arguing with DeLuxe Records over six masters the latter firm bought from the Raven label, indie outfit for which they first recorded. Four of the six disks, under by Raven months before last Jan. 1, were done under a guarantee-plus-royalty arrangement, but two were cut hurriedly without being covered by a financial deal, and even the guarantee was never paid.

Some weeks back, DeLuxe talked with the Trio about making a deal for the unpaid two. This was during conversations between DeLuxe and Raven over the purchase of the paid-for four. Henry trio went out of town without completing talks, and when they came back DeLuxe had all six sides and had released one of the paid sides coupled to one of the unpaid sides. Henry wants to know how come, and wants to get paid, having attorneys working on the problem.

Henry Trio now records for Regal and their "Sabre Dance" arrangement is a bestseller.

Songs with Largest Radio Audience

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

Survey Week of May 14-20, 1948

A Bed Of Roses	Joanstone-M
Alone With An Angel	Feist
Baby Face	Remick
Better Luck Next Time—"Easter Parade"	Feist
Blue Shades On The Trail—"Meadow Time"	Leeds
But Beautiful—"Road to Rio"	Burke-VH
Crying For Joy	Monaco
Early Bird Song—"Meadow Time"	Warren
Don't Blame Me	Miller
Encore Cherie	Williamson
Haunted Heart—"Inside USA"	Melrose
Heartbreaker	Advanced
Hoosier For Love—"Casbah"	Berlin
I May Be Wrong	Shapiro-B
Happens When Dance With You—"Easter Parade"	T. B. Harris
Largo Laro Lilli Belero	Monaco
Love Of My Life	Burke-VH
Martinis	Leeds
Nature Boy	Leeds
Now Is the Hour	Leeds
Put On a Box Tie "En With Ribbon"	Leeds
Sabre Dance	Duchess
Serenade (Music Played On a Heartstring)	Duchess
Singin' in December (Singin' in May)	Berlin
Steppin' Out With My Baby	Leeds
Tell Me a Story	Leeds
You Can't Be Smiling	I. Harris
When You're Smiling	Miller
You Can't Be True, Dear	Biltmore
You've Meant For Me—"You Were Meant"	Miller
You're Too Dangerous Cherie	Harris

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

Beyond the Sea	Chappell
Bride And Groom Party	Simon
Dream Girl—"Dream Girl"	Famous
Fool That I Am	Mutual
I Wish I Knew the Name of the Flower	Witmark
I'd Give a Million Tommorrow	Oxford
I'm Looking Over a Four Leaf Clover	Remick
It's Magic—"Romance On High Seas"	Simon
It's You Or No One—"Romance On High Seas"	Remick
Little White Lies	BVC
Loveliness Of You	Simon
Manana	Barbour-L
My Fair Lady	United
My Gal Is Mine One More	Crawford
My Sin	Chappell
Rhode Island Is Famous For You	Crawford
Serenade Of The Bells	Melrose
Sensone Cares	Campbell-P
Thoughtless	Feist
Thousand Islands Song—"Angel In Wings"	Morris
We Just Couldn't Say Goodbye	Words-Music
What Do I Have To Do—"Are You With It"	BVC
What's Good About Goodbye—"Casbah"	Melrose

* Legit Musical. * Film Musical.

TED STEELE

RECORDS

THE OVERNIGHT

SENSATION

"SCHOENE MAEDEL"

(PRETTY GIRL)

BACKED BY

"DON'T EVER LEAVE ME AGAIN"

on SAKS RECORD #5012

Read what THE CASH BOX says—

Orders Pouring in from New York, Philadelphia, Hollywood. Write — Wire — Phone Your Orders for Immediate Delivery—

SAKS RECORDS

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JERSEY CITY NEW JERSEY

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● Powerfully laden with the stuff that makes for coin winners is this bit by Ted Steele, titled "Schoene Maedel." Ted's soothing and charming voice plays this beautiful piece immensely adding to its success. Ways. Wax is full of romance and the like with the beautiful wordage flowing free and easy throughout the disk. Flip is another feather in Steele's cap and another first rate performance. In the top deck that we go for. "Schoene Maedel" rates your avid listening attention.

Best British Sheet Sellers

(Week Ending May 20)

London, May 21.	
Galway Bay	Box & Cox
Garden Earrings	Victoria
Teresa	Leeds
Silver Wedding Waltz	Unit
It's in Meadow	Connelly
Civilization	Morris
Near You	Wood
Serenade of Bells	Morris
Wishing Waltz	Noel Gay
Dream of Olwen	L. Wright
Wonder Who's Kissing Her	Now
Once Upon a Wintertime	Feldman
Now Once Upon a Wintertime	Cinephone

Second 12

Time May Change	Connelly
Tell Me a Story	Dash
West 16	Connelly
Reflections	Maurice
My Achin' Heart	Connelly
Cousin Louella	F. D. H.
Wood How Soon	Wood
You Do	Chappell
Put Me Up	Chappell
Apple Blossom Wed	Connelly
After All	Cinephone
Shoemakers Se'nade	Kasner

Music Notes

Les Baxter, who got back 12 Jerry Sullivan sides following bankruptcy of United Artist Records, peddled the wax to Signature Records. Johnny White combo backed Mrs. Sullivan on the disks. Irving Friedman, music head at Eagle-Lion, scores four films within next three weeks; films include "It's Live a Little," "28 Clues," "Born to Fight" and "Hollow Triumph." Lewis Music shattered its West coast doors.

The Nation's
Biggest Request Song

I'd Give A Million Tommorrows

(For Just One Yesterday)

OXFORD MUSIC CORPORATION

1619 Broadway, New York

They're Calling For More and More of

More & More of

Lyric by Alice D. Simms • Music by J. Fred Coots

MILLER MUSIC CORPORATION

1619 Broadway N.Y. 19

NORMAN FOLEY Gen. Prod. Mgr.

Lower Admish At Dancery Cues Stew on Bookings

New England one-night dance promoters are up in arms against the recently established King Philip ballroom at Lake Pearl Park, Wrentham, Mass. Spot is using top name bands (Tony Dorsey) and charges only 75c admission for a four-day run Saturday (22) as a result, ballroom promoters in the territory do not want to buy for their own promotions bands which play Lake Pearl. They feel that many of their customers are being drawn to the spot and, having paid 75c for combos of the calibre of Dorsey, won't pay higher admission prices when those same combos set out on New England one-nighters thereafter.

As a result, Music Corp. of America, which helped develop Lake Pearl by making its top names available, in opposition to the Totten Pole Ballroom, Auburn, Mass., is having difficulty selling such bands. If they play Lake Pearl other promoters get their backs up and refuse to buy the same combos. This situation extends even to other agencies. Salesmen for the latter are being told not to submit a leader for one-night dates if he plays Lake Pearl first.

Krasny to AFM Meet

Will Krasny, vicepres. of General Artists and head of its Hollywood office, is due in New York next week to attend the American Federation of Musicians annual convention in Asbury Park, opening June 7. Little, however, is expected to arise at the meet that will involve agency operations.

Krasny in the past has always attended AFM meets with the backing of all band agencies, Music Corp. of America, William Morris, G.A.C., etc., split his expenses. It's understood that arrangement has been eliminated.

VARIETY 10 Best Sellers on Coin-Machines Week of May 22

1. YOU CAN'T BE TRUE DEAR (7) (Billmore)	Jerry Wayne	K. Griffin
2. NATURE BOY (6) (Burke-VH)	King Cole	Capitol
3. TOOTIE OOLIE DOOLIE (5) (Chas. K. Harris)	Andrew Sisters	Decca
4. LITTLE WHITE LIES (11) (BVC)	Van Horton	Continental
5. NOW IS THE HOUR (17) (Leeds)	Dick Haymes	Decca
6. MY HAPPINESS (2) (Blasco)	Gracie Field	London
7. BECAUSE (3) (Chappel)	Bing Crosby	Decca
8. SABRE DANCE (13) (Leeds)	Jon & Sandra Steele	Damon
9. BABY FACE (1) (Harms)	Perry Como	Victor
10. MANANA (16) (Barbour-Lee)	Woody Herman	Columbia
	Freddy Martin	Victor
	Art Mooney	M-G-M
	Peggy Lee	Capitol
	Mills Bros.	Decca

Coming Up

DICKIEY BIRD SONG (Robbins)	Freddy Martin	Victor
LAROO LILLI BOLERO (Shapiro)	Larry Clinton	Decca
HEARTBREAKER (Leeds)	Peggy Lee	Capitol
FOR EVERY MAN A WOMAN (Hefrose)	Perry Como	Victor
HAUNTED HEART (Williamson)	Andrew Sisters	Decca
ST. LOUIS BLUES MARCH (W. C. Handy)	Perko String Band	Palda
WE JUST COULDN'T SAY GOODBYE (W&M)	Tony Martin	Victor
WOODY WOODPECKER (Leeds)	Perry Como	Victor
PUR EM IN BOX (Rensick)	Jo Stafford	Capitol
I'VE GOT CRUSH ON YOU (New World)	Tex Beneke	Victor
THAT AIN'T RIGHT (Am. Academy)	Frank Sinatra	Columbia
TELL ME A STORY (Laurel)	Kay Kyser	Columbia
	King Cole	Capitol
	Frank Sinatra	Columbia
	Frankie Laine	Mercury
	Sammy Kaye	Victor
	Ames Bros.	Decca

(Figures in parentheses indicate number of weeks song has been in the Top 10.)

Kenton Nixes Concert

Telecast as Nuisance

Hollywood, May 25. Stan Kenton nixed deal for televising his jazz concert at the Hollywood Bowl, June 12.

K.T.L.A. was willing to bring in equipment, but turned thumbs down on laying out \$100 needed for additional lighting. Kenton said he didn't object to the \$100 but that he didn't want video cameras, television lines and additional microphones cluttering up the stage.

Disk Data

Regent Record's newly named sales mgr., Patric F. Cruise, has designated as the label's distributer Penn Midland Sales, Inc., Pittsburgh; General Distributing Co., Baltimore; Kayman Distributing Co., Cincinnati; ABC Distributors, Buffalo.

Columbia Record is testing out four types of newspaper ads in four different markets.

Signature is working on an arrangement for "Reflections in the Water" for Alan Dale with a harmonica-choral background.

AFL, CIO Heads Nod To

AFM's Free D.C. Music

Washington, May 25. AFM Prexy William Green; Philip Murray, CIO prez, and John L. Lewis, boss of mine workers, will be boxholders tonight (25) at the American Federation of Musicians free concert at Constitution Hall, for which President Truman had accepted an invitation from James C. Petrillo.

Concert given by the National Symphony Orch, which is paid out of the AFM fund from the union's tax on records.

Cap. Records Sets Firm For Pub-Free Rights

Capitol Records will beat Columbia Records to the punch in setting up a music publishing firm into which will be thrown numerous publisher-free copyrights it has picked up during the past few years of recording. Firm, which has not been named, will be run for Cap by Mickey Goldsen, who moves headquarters for his Capitol, Criterion, Barbour-Lee and other pub firms to Hollywood next month. Columbia Records has for months been trying to decide what established publishing house it might "ally" itself.

Goldsen's deal with Capitol is for five years and it will be his duty to advise Cap in music matters, take care of licensing, etc. He's on an annual guarantee-plus-percentage of the firm's earnings. This sort of a deal leaves him fairly free to continue with his own firms.

Ever since Goldsen set up Capitol Music in New York, and subsequently added Criterion and the others, many in the music biz have felt that Capitol Records owned the major share of his operation. This has been consistently denied. As a matter of fact, the Criterion firm was established as a means of shoving the comotation of the Capitol Music firm title into the background.

Herb Marks Wed

Mrs. Beatrice Landeck and Herbert E. Marks, head of Marks Music, were married in Great Neck, L. I., Monday (25) by Justice Nathan Miller.

Marks is the son of the late Edward B. Marks, founder of the music firm. He became president of the company upon the death of his father several years ago. His bride is a specialist in folk music and consultant in music education.

Listen to **RAY NOBLE** and His Orchestra on "The Charlie McCarthy Show"
National Broadcasting Company — 8:00 P. M. E. D. S. T. — Sunday, May 30th

Introduce

JUDALINE

Words and Music by DON RAYE and GENE DE PAUL

Featured Importantly in the M-G-M Technicolor Picture "A Date With Judy", starring Wallace Beery, Jane Powell, Elizabeth Taylor, Carmen Miranda, Xavier Cugat and Robert Stack

With These Great Records

JOHNNIE JOHNSTON	M-G-M
RAY MCKINLEY	Victor
RAY NOBLE	Columbia
GEORGE PAXTON	M-G-M
THE PIED PIPERS	Capitol

VARIETY

Week End!
MAY 22

5
KING COLE TRIO
Volume No. 3

Kansas City 6, Mo.

Published by
TOBEY MUSIC CORP., 1650 Broadway, Suite 604

RESTRICTED !!
at picture and now
a song . . .

ER MAMA

Henry Tobias
(with John Van Druten)

ed by
LUDE THORNHILL—COLUMBIA

RALPH YOUNG—JUBILEE

ed by
50 Broadway, Suite 606

VAUDE'S 'COMEBACK' VIA VAUDE

Canada's Repeal of 25% Cabaret Tax Cues U.S. Spots to Renew Pitch Here

U.S. niteries are watching results of last week's repeal of the 25% cabaret tax in Canada. Expected upswing in niteries attendance in Canadian cabarets are expected to provide a potent argument for American hotel and cafe men who have been seeking repeal of the 20% levy now in effect.

One immediate effect of the Canadian tax repeal is the hiring of more performers. Niteries that have been using a few acts are now seeking to augment entertainment by installing lines and additional performers.

Until the tax repeal some operators had been considering selling the spots or shuttering completely. Now they're expecting to survive the crisis that's prevalent in the cafe field.

Results of the Canadian repeal will be carefully studied for presentation to Congress next session. It's felt that by that time Canadian business will have picked up sufficiently to provide some impressive figures for presentation to U.S. legislators.

There is some danger that, with the Canadian levy off, local governments will apply a tax. However, that's felt to be unlikely until at least the cafes have a chance to reap the benefits of repeal.

Barrett Truanting 'Shoes' To Attend AGVA Confab

Chicago, May 25. Marj Barrett, of the cast of "High Button Shoes," current at the Great Northern theatre, has declared he will take time off to attend the American Guild of Variety Artists convention slated for the Park Central hotel, N. Y., three days starting June 3.

Barrett's intention to attend ends a snafu situation in which he initially wrote AGVA headquarters in New York that he would be unable to appear at the confab, and delegated Dewey Barto as his proxy. Inasmuch as he could not delegate his vote without having actually received his credentials, he withdrew his letter, and asked that credentials be sent.

They're being forwarded to him following his promise to appear.

TALENT, AGENTS HOPPING ON TV

By JOE COHEN

The "comeback" of vaudeville is television's hottest development. Both talent agencies and networks foresee nearly as many variety turns used in this medium as in the days when the Kiehl-Albee, Panatiers, Orpheum and Gus Sun circuits flourished.

First major indication of vaude's return is seen in the Texaco Star theatre set to preem June 8 on the NBC video web. CBS is also set to do a variety show angled from vaudeville's sister field, the cabaret. Latter show, "You're the Top," starts June 20 with N.Y. Daily News columnist Ed Sullivan as emcee with top cafe performers in a one-hour layout. Sullivan is also slated to emcee a WPIX niteries show, from the Latin Quarter, N.Y. Danton Walker, also of the Daily News, will speak a show from the Versailles, N.Y. In addition, Joe Laurie, Jr., is packaging a variety layout, as is Lou Goldberg, who managed the amateur units for the late Major Bowes. Romo Vincent

(Continued on page 44)

AGVA Okays Segal Housing Setup To Nullify Last Year's Court Scrap

Famous Door, Miami,

Closed on Tax Rap

Miami Beach, May 25.

Famous Door was shuttered this week by Treasury Department agents, who are seeking payment of some \$16,000 in back niteries taxes held out by the former operators of the all-niteries room.

Owner of the property, who had to send the operators \$20,000 on a mortgage, had intended taking over and reopening to recoup until he found out about the government lien. After mulling things over he changed his mind.

Spot originally was called the Wit's End in pre-war years, then Winnie's Riptide Club. After Beach was turned back to civilian owners, in 1943, a group took over, with Don Richards, local orch leader, heading and with room known as Don Richards's Famous Door.

Every type of show had been tried but room still failed to draw any consistent biz.

One of the bitterest court fights by the American Guild of Variety Artists last year was nullified last week when AGVA gave agent Jack Segal permission to house performers in a hotel he bought in the borscht belt to house actors employed by him.

Last week, an agreement was reached which permitted Segal to operate the Inn labeled Home of Pop Shows, at White Sulphur Springs, N. Y., to house all performers booked by him in that area. Segal agreed to provide transportation for entertainers to and from the place of employment.

The waiver given Segal nullifies a court fight of last summer in which Segal sought to enjoin the union from interfering in his activities. Injunction was denied and Segal was put on the unfair list for 90 days and was fined \$250. Fine was remitted and suspension was lifted at end of one month.

AGVA since that fight learned that it would be more convenient for acts to get room and board in one spot. Present AGVA rule requires that if the inn employing an

(Continued on page 46)

ADAMS, NEWARK, TO SHUTTER FOR SUMMER

The Adams theatre, Newark, will close for the summer, June 17. Last show to play there will be the Louis Prima band.

House had had two-months of shows lined up for the months of June and July. However, a siege of bad business caused the operators to reconsider. The acts and bands that had been set will probably be given dates in the fall.

Jane Froman Pacted For Riviera, N. J., Aug. 10

Jane Froman has been signed for the Riviera, Ft. Lee, N. J., starting Aug. 10. Surrounding show is yet to be set although bistro is negotiating with Benny Youngman, Harvey Stone and George Price for comedy spot.

This is Miss Froman's first niteries date near New York since playing the Copacabana, two years ago.

Civic, Oshkosh, Goes Vaude After 10-yr. Lapse

Chicago, May 25. After an absence of 10 years, vaude is returning to Oshkosh, Wis., via weekend bills at the Civic theatre, starting Friday (28). Renowned house will offer five acts Thursday through Sunday, with straight films on other days. Al Dvorin Agency, Chi, is booking the shows.

A Star Reborn



"Lillian Roth's big comeback at Ciro's is heartwarming. She looks not a day over 25 and her singing is packing them in nightly." **Louella Parsons**

"Lillian Roth took another big step along comeback trail last night at Ciro's where she had the audience cheering; she's definitely back on top." **Lloyd Sloan**

"The film colony gave Lillian Roth a warm welcome at Ciro's hit." **Daily Variety**

"Lillian Roth has really surprised Hollywood with a great comeback." **Erskine Johnson**

LILLIAN ROTH

Currently

AT CIRO'S IN HOLLYWOOD

"Lillian Roth is back in the topflight class of cafe entertainers." **Irving Kupcinet**

"Lillian Roth is making new friends at Ciro's nightly. The girl is good—damn good." **Hedda Hopper**

"Hats off to Lillian Roth for a great comeback performance at Ciro's. The girl is show business and she looks wonderful. The people who came to pay sentimental tribute opening night remained to do some honest cheering!" **Harrison Carroll**

"Sure Fire To Go To The Top." **Allen Morse**

"Lillian Roth has really skipped the years. On Ciro's stage she opening as blooming at the gala days as she did in other days as a Fox star." **Flora Muir**

"First Nighers went overboard for the songs by Lillian Roth." **Hollywood Reporter**

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PAUL C. ROSS

Fete 'Bojangles' On 70th Birthday

The Bill Robinson celebration of his 70th birthday yesterday (Tuesday) produced one of the hottest press accolades given a performer in recent times. The enconiums include the christening of a Hudson River excursion boat, the Bojangles, a full-length article in the N. Y. Times magazine section, the untitled Ed Sullivan devoting the entire Monday (24) column to him, etc.

At his 70th milestone, Robinson is one of the most venerable hoopers in the business.

Other honors accorded him include the presidency of the Negro Guild and an honorarium membership in the American Guild of Variety Artists.

Bojangles has played virtually every field in show business, including films, leg, the plush cafes and appeared for a brief time in radio.

Around 1940, Robinson operated a Harlem niter, Club Nemo, but ultimately gave up the venture when it became less fashionable for heavy spenders to go to Harlem.

Lester in Condos Split To Make Telefilms

Philadelphia, May 25. Buddy Lester will leave for the Coast at the end of his Latin Casper run to make a series of telefilm comedy shorts for Rudy Vallee's new producing outfit.

Currently doubling with Steve Cooney, the comedian and dancer are breaking up as of next Saturday. Although the act has been well received, the boys still want to split. Condos is planning to go into a new Broadway musical.

Lovely Lady of Song
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Sherman Regains Interest In 'Follies' Will Restage It

Sam Snyder, producer of "Water Folies of 1943," and Noel Sherman, partner-producer of last season's version of the aquatic revue, have settled their differences. Sherman regains his interest in the show and planned out last week to restage the display prior to its opening at the Auditorium, Norfolk, Va., next week.

Enroute Sherman will stop off in Cleveland to stage a new show for the Alpine Village titled "Broadway Fantasies of 1943," starring Buster West, which also carries Sherman's current production, "The Manhattan Follies."

Maryland, Balto. Last of Kernan Chain, Being Sold at Auction

Baltimore, May 25. The Maryland Theatre, last remaining unit of the amusement interest built by James E. Kernan, will be auctioned to the highest bidder, Thursday (27). Acquired by C. H. Hays, a Baltimore real estate operator just before his death two years ago, the 1,200 seat former Coliseum, built by Kernan, was sold with and legit has been vacant most of the time since then.

Built in 1903, the Maryland was added to the Kernan interests which included the Auditorium, legit stand Monmouth and the Lywood Park in Baltimore; the Lafayette Square Theatre, Buffalo, and the Lafayette Square and Empire theatres in Washington. Kernan's hotel, another enterprise was a famous rendezvous for the greats in the theatre and sports world.

Kernan died in 1912 leaving most of his fortune to the Kernan Hospital for Crippled Children and other local charities. Leonard B. McLaughlin, former manager of the Maryland has been engaged in the real estate business here since its auction by Hicks.

Trenet's Reentry Snarled, Cancels Montreal Date

Immigration hearings on the admissibility of chanteur Charles Trenet into the U. S. have been held up pending receipt of further information from France. Singer is being held by immigration officials on the charge of "questionable transit."

According to Trenet's attorney, Joseph L. Greenberg, charge can apply to anything from coming to the U. S. on uncharted paper, to sing irregularly.

Singer flew to the U. S. May 14 and has been held at Ellis Island since.

Snafuls Montreal Date
Montreal, May 25. The Gayette theatre, local vaudeur, has been placed in an embarrassing position because of the inability of Charles Trenet to play his date here. Management invested in a big ad-campaign which included streetcar plaques. Due to Trenet's inability to appear, the publicity is a total loss. Pictures of a streetcar were published in the dailies gave prominent reproduction of the Trenet posters on the tramways.

Theatre is also being ribbed by the dailies. Trenet's name is pronounced the same way as "tresnet," meaning very clean, has brought forth the crack from Le Petit Journal to the effect that with strips subbing for Trenet, "The Gayette" is not very clean this week.

Mitzi Green goes into the Biltmore, Lake Tahoe, July 21.

Lido Sets Bands, Acts

Lido Hotel, Long Beach, N. Y., will open for the season June 25. It will have Dick Gasparre's band for the season and will use a rumba band as well. Name bands will be used Wednesdays and Saturdays.

Spot is being booked by Abner Greshler.

A.C. Pier Ogling Convention Biz

Atlantic City, May 25. Steel Pier opens Saturday (29) for the season. George Hamid hoping to take advantage of lush June convention biz.

Steel Pier will be the only one operating along the resort's venerable beachfront. Hamid's other pier, the old Million Dollar, will house an International Exposition. A small pier next to the Steel has attractions for youngsters.

Steel Pier will operate much the same as last year. An entire lower deck has been erected to make three decks in all. On this deck six new amusement features will be for children. They include a Funland, Jugglers and Fantasy.

Larry Clinton and his orch will headline in the Marine ballroom on June 5. Alex Bartha will be the alternate band.

Yaupe bill will feature Vivian Blaine, Thos. Sun and other acts and a motion picture. Other amusements include a second film theatre, a water show and a new midway.

Bands signed for this year include Maura, Benny Goodman, Tex Beneke, Charlie Spivak, Sammy Kaye, and others.

Niter Dates

Andrea Dancers have been booked at the Shoreham hotel, Washington, May 31, to be followed by the Edgewater Beach hotel, Chicago, June 1.

Jane Harvey and Park & Clifford done for the June 11 bill at the Chez Paree, Chicago.

Phyllis Carnegie signed for the Club, Charles, Baltimore, June 1.

Larry Adler pacted for the Fairmont hotel, San Francisco, June 22. Beatrice Kay due at the Carrousel, Pittsburgh, June 6.

Barton Bros. into the Latin Casino, Philadelphia, June 3.

Penna. Liquor Bd. Sloughs Amateur Shows; Claims Law Violations

Striptease Claim Strips Cleve Niter of Liquor

Columbus, O., May 25. Liquor license of Eleanor's Show Bar, Cleveland night club, was revoked last week (19) by the Ohio Board of Liquor Control, after hearing Cleveland detectives testify that striptease dances staged on a runway overlooking the bar.

The Board renewed its threat to revoke permits of all night clubs permitting lewd and indecent entertainment.

Showmen Protest Utah Fair Bld. Risking State Coin on Opposish Shows

Salt Lake City, May 25. Opening of "Holiday On Ice," set for the Coliseum June 11, brought on the second round in the battle between the entertainment industry here, and the State Fair board, in a letter to Grover Glies, attorney general, Louis H. Callister, Beverly S. Clendenin, and James Ingelbrecht, lawyers representing theatres and niteries, again protested that Fair board was violating the state constitution by risking state money on commercial shows.

The letter charged the board with promoting "Holiday" with public funds, with no "guarantee of remuneration" if the show is a flop.

Letter was a followup to the one sent outlining virtually the same charges several weeks ago, when the board rode along with "Water Folies of 1942."

Sheldon R. Brewster, Fair board sec-ngr., answered the accusations by stating the law provides for the rental of the Coliseum for various stock shows and the like, and "for other legitimate purposes, upon terms and conditions to be prescribed by the board of directors."

The letter to Glies requested an early hearing on the legality of the contracts written by the board with traveling shows.

Kay Thompson and the Williams Bros. open at the Mayfair Room, Hotel Blackstone, Chicago, June 18.

Philadelphia, May 25. The "amateur night" revival, which has hyped business lately in a dozen night clubs, came to an abrupt end this week under orders from the State Liquor Control Board.

The action, according to the word from Harrisburg, was brought on by a number of complaints, and nitermen who sponsored the "amateurs," speculated freely about the source of complaints.

Liquor board officials said the State law strictly prohibits the offering of prizes for any form of entertainment in connection with the sale of alcoholic beverages. The amateur contests violate the law in another respect. The winner is frequently selected by audience applause and in Pennsylvania the audience is not allowed to participate in the shows.


J. D. Garreau, supervisor of local enforcement warned 15 clubs in the city to slough the free entertainment. No charges were preferred in any of the cases, because the promoters of the show and the licensees were violating the law unknowingly.

Carny Worker Fatally Shot in Street Brawl

Des Moines, May 25. Willie Olson, Negro worker with the Home State Shows, now playing in Fort Des Moines here, was wounded fatally yesterday morning in a sidewalk shooting, under investigation by police. The shooting was allegedly done by Alva Gaskin of Des Moines, also a Negro.

Olson, whose home is believed to be Shreveport, La., died at Broadlawn General hospital.

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Night Club Reviews

Mayfair Room, Chi
(BLACKSTONE HOTEL)
Chicago, May 21.
Carl Brisson, Roy Morton Orch
(8); \$3.50 minimum, 1st cover.

Carl Brisson's return brought this room the biggest hit so far this year. It also brought out the full impact of his ability to make an audience extend itself. "Bravo" isn't the readiest word on the lips of tableholders in these parts, but it's the word that went up from some quarters on opening night.

Brisson launched his robust set of standing music, then came to a full-musik that tended to go to a full volume. Movements necessary to his song style forced him to keep using the faulty gadget, but it was a minor handicap overcome by the total effect. Roy also lacks a moving spot to point up his ring-side roving.

Ginger draws a warm-up with heavily drenched "Serenade of the Bell," then does a glad-in-livin' job on "Ring Around Rosie's Finger." Pensive "When I Smoke a Cigarette" is a "Cocktails for a Blue Lady" score in the nostalgic zone.

"Fun and Fancy Free" has him hand-dancing ringdancers, followed by sequels to "Why Did I Get This Optimistic Guy?" and a set of Danish madrigals that ends with him perched on the piano. From this stance he sucks over the roguish ballad of the Texas equestrian and the "marquis" apprehensive daughter.

"Double Martini, Please" calls up a very portrait of a young lass crunching olives because of frustrated love. "Lullaby" then does "Paris" serves for a reprise on the nostalgia. Bow off after "My Best to You" brought sustained applause that overflowed to his accompanist and the orch.

Ray Morton turns in a first-rate vocal on "Because" and fronts in good form, grabbing up a sax for dance sets.

Chandler, Balto

Baltimore, May 20...
Baron Bros. (3), Ben Seaton, Roy Rose, Daniel & Danice, Donny Dancers (6), Pink Hobbs Orch (7), Raul De Castro Rumba Band (4), with Anita; \$2 Minimum.

Booked in dancing recent opposition appearance of Hildegarde, Barton Bros. (New Act) ev-



HELENE and HOWARD

"Comedy Dance Artist"

STEEL PIER

ATLANTIC CITY

By: MATTY ROSEN

denced such potent pulling power, current quick repeat is to answer. Supporting bill is smartly selected and routinized in line with the continued strong name and policy which has made this boogie the lone major minimum charging and remaining hereabouts — Joe E. Lewis preceded and Harvey Stone is set to follow June 3, with Sophie Tucker booked in after her current stint abroad. Trade has been constant.

Daniel & Danice are youthful couple who feature solid spins in varied routines best of which are a diversion to "Meditation" from various. The boogie number which sends them off to roost returns. A can-can and musical comedy whirlwind are included in the total of six contrbs. too much for any layout. Would do well to drop a couple.

Miss Saxton is an experienced songstress with good voice, equipment and good change of pace. She can beat out compelling rhythm and give words the best stuff, as well as make a lyric count on the sweet stuff. Miss sleek arrangements of "Sinner's Band," "Melancholy Baby" and "You May." "I'm So Right Tonight" and "World On a String," all groove and well thought out.

Bartons take hold next for extended seek of solid clowning to a be-fo-fo and to set things for the line number. Should really close, as anything behind them is strictly anticlimax. Swell backing of show by Leonard Hobbs and his orch a big, big help. Burn.

Normandie Room, Mont'l

Montreal, May 21.
Landra & Verna, Frankson, Ed Roeker, Neil Golden Orch; cover \$3; minimum \$2.

Class dance team of Landra & Verna with show when reviewed because of illness, but it served to prove the other two acts as strong and headliners on their own. Magic Frankson is an old hand at the mystifying routines. Cigaret holders are run of the mill, but rest of tricks are different. Applause for the disappearing and radio stunts. His card tricks are also very neatly performed and register all the way.

Baritone Ed Roeker is solid and has to be off after hefty snarl, giving a new type of personality, coming from the operatic stage, and his experience shows well all the time. Roeker's best is "Blue Bird of Happiness," when his voice is at its excellent and perfect. Also neatly done are "Dickie Bird Song" melody from "Naughty Marietta," "Golden Barrings," "Makusha" and "Great Day."

Neil Golden's orchestra provides usual excellent show-boogie.

Marc.

Oval Room, Boston

(COXLEY PLAZA HOTEL)
Boston, May 20.

Myrus, Geland & Leonardie, Ray Merriard's orch; \$2 minimum weekdays, \$3 Saturdays.

Following a three-week tash with Hildegarde, who came in at the filage price of \$6,500 a week, it was a new act, the reading minds of the customers. Pulls some astonishing questions of a personal nature written on the inside of cards which he tears up, and keeps up a running line of talk that though never comic is always mildly amusing. Moreover, never embarrasses the customers or pulls any flip gags. A sock with a ball, which holds attention throughout.

Geland and Leonardie do a nice sort of ballroom routine, and a little acro thrown in. Very attractive couple maintain refreshing mood throughout. Hildegarde and Leonardie dances with customers and sings. Hildegarde's song, "Act is brief, but nicely paced. Music for the show is supplied by the house orchestra. Holds attention right touch for this sort of a spot. Big touch when caught. Ellie.

Walnut Room, Chi

(BISMARCK HOTEL)
Chicago, May 18.

Florence & Frederic, Billy Bishop Orch; \$2 minimum, 1st cover \$2.

Improved lighting plus ingenuity in staging and a boost in the band department make this the best bill in town. Many more numbers, not smash, only satisfying, but compared with predecessors an improvement.

Orech opens with Billy Bishop up front, keyboarding "Polka" for next return. Songstress Alice Mann puts over a novelty in brik style with "The Girl Who Sings," turns in an okay account of "Man I Love." Session gains impact from the setting of the standards, together by separate instruments.

Federic, recent addition to the lic import, halved their expected tempo stanza, following a wardrobe mishap. Femme develops in her ankle-length gown shortly after their entry. Rupt continued to widen, lowering the hemline to a hazardous point for fast footling, and, nevertheless, worked nicely as a novelty in foot style.

Paul's three ballroom acro turns into a long waltz with gliding steps while the femme's hoisted off the floor. Single hand catches her and she is hoisted up, brings ready returns. Waltz has an anomaly in coordinating the under-arm catches and easy-flowing lines.

Bishop orch backs properly and fills the floor with dancers. Baz.

Hotel St. Moritz, N. Y.

(SKY GARDENS)
(POLOVANS)

Getting set for warm weather biz, the St. Moritz has shifted Alfred Menconi's orch and songstress Betty George from the Club Continental on the main floor of the hotel to the Sky Gardens on the roof. This summer spot, which overlooks Central Park, with panoramic view, is a small, natively upholstered room with excellent cuisine and intimate, classy atmosphere.

Menconi's combo is delivering the same brand of solid, basic music and light entertainment as formerly, with Miss George contributing the vocals in foot style, though only a five-man orch, this aggregation delivers with a full and varied beat, giving plenty of emphasis to the chile numbers for the rumbaists. Several of the sidemen also vocalize handily besides indulging in some mild jacks-

Hern.

Samovar, Montreal

Montreal, May 20.

Imogene Coca, Don Dennis, Rozzino & Rita, Bill Schinner Orch; minimum \$2.

Imogene Coca's first Montreal engagement is plenty successful, and she has to be at every show. They are still laughing at her delightful sketches long after she has performed them. First there is her "Cavalcade of Glamor" satire, when she imper-

sonates Pola Negri, Clara Bow and the modern Swoosh Girl with past fad props to bring hefty salvos. She follows with "Jim," another sketch of a woman who develops a torch singer. She then picks up tempo and triumphs with "Slush Puppie" and her version of "Fur Fashion Show." Both are sock satires and with broken down trombone and fur coats, in turn. Miss Coca gets sock response. Encores with "Sinner's Band" and "Coke Porter," a satire on the arrangement of "Night and Day" for a beg-off.

Don Dennis was a hit here less than two months ago and was back in Montreal last night. He delivers soundly in his agreement with "Sinner's Band" and "So Terrific," melody of "Do It the Hard" and "What'll I Nov" and a special arrangement of "Faggioli." Encores with a new version of "Bye Bye Blackbird" and "Come Back to Sorrento." Last was splendid, smooth delivery and spenside voice.

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College Inn, Chi

(HOTEL SHERMAN)
Chicago, May 21.

Norman Grant Jazz and the Philharmonic, with Helen Humes; \$3.50 minimum.

Not on the trail of the hepers and crew-out crowd, this room has anchored Norman Grant's clefters for two so-called concerts nightly. Next few weeks will bring a lot of post-promoters Loopward for the second show and a nightclub coke.

Group of six musicians is not-to-bopish as Grant's recent Charley Parker assemblage; but it's still far removed from the commercial big-band lineup has Flip Phigge on tenor sax, Roy Eldridge, trumpet, Tommy Turk, trombone; Al McKibbon, bass; Davey Tough, drums; and Mickey Crane, piano. Numbers follow the usual jazz concert pattern of theme tunes, ensemble, solo improvisation against the rhythm, and return to the theme.

Sextet takes off via "Perdido," with Phillips a standout in his break. Hildegarde weaves in changes on "I Surrender" and power-drives through "College Inn Blues." Tough's drumming is expert throughout.

Helen Humes rides the rhythm in good returns on "Somebody Loves Me" and gets smoky messaging in "Scared to Call His Name." Songstress, in sequins making gown, tosses off her disk fave, "Be Bop Leba," in choice style, and returns after good hand to put the plaintive on "I Cover the Waterfront."

Sextet ends set with "How High the Moon," following the outline recorded by an earlier Jazz at the Philharmonic group. Grant stays in need of far more personal showmanship. As is, his role is reduced to the incidental necessity of announcing numbers. Even this got the go-by at one point when the musicians took the downbeat while he was halfway to the mike, looking him with an awkward eye-treat.

Baz.

AGVA Okays

Continued from page 45

act is unable to provide first-class accommodations at the spot, board is to be provided within a five-mile radius with transportation furnished. Frequently, this meant that acts had to return to the place of employment for meals after boarding elsewhere.

Union also learned that many performers preferred a small setup. With so many performers housed under one roof, the actors found it difficult to get away from the bull-sessions, lasting frequently into the morning.

Matt Shielley, former AGVA national director, under whose direction the court litigation proceeded, had felt that with a wedge opened toward boarders away from place of employment, a loophole would have permitted return to the old days of sleeping performers in attics and garages would have been opened. Case was fought on that basis.

Phillips' Write-In Delegates

Chicago, May 25.
A "write-in" vote was instrumental in electing three delegates to the AGVA convention in convention. Alan Gale, Eddie White and Frank Arena were named to represent the Quaker City branch.

The compilation was accomplished with considerable difficulty. Gale and White were chosen for first and second places. Third place, however, was taken by Alan Gale, who was ruled ineligible inasmuch as he's registered as a member of the Chicago branch. Next in line was Dick Jones, executive secretary of the local who was similarly ruled out because of being a paid employee. Even if Jones declared himself to be a member of the Philly branch, he would be ineligible because of not having paid dues for seven years. Frank Arena, next in line, was consequently given credentials.

Jones, prior to the balloting, had objected to the method of voting, consequently refused to allow the Philly membership to participate in the election. AGVA national officers, however, recognized the write-in votes.

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Acknowledging an enthusiasm for the curtain reception, Leslie Henson does not dismiss much criticism by speaking of his farce with music as "a little bit of a farce for a farce writer." With that description few would argue since this show is much the same mixture as before, and dates back to the time of *My Darling Clementine*, those who like Henson and those who are many—this is a good entertainment. To others the show will seem antiquated and antiquated. Marvel at the road of laughter which great ancient situations are made into musty gags.

Nonsensical tale deals with three people, and the attempt to prevent a young bridegroom spending his wedding night with his

wages and hours. If I don't mind
grade it costs you nothing. Box 216,
Variety, 154 W. 40th St., New York N.Y.

May OK Sunday Shows for Jersey Theatre; Other Strawhat News

Clinton, N. J., May 25. Eddie Rich's Music Hall strawhat opens its third season June 7 with "John Loves Mary," with Dean Harens and Sara Anderson in the title roles. Booked to follow are Jean Parker in "Candlelight," Sidney Blackmer in "All My Sons" and "Anna Lucasta." Dan Lewis is directing the 14-week season, with Scott Jackson stage-managing, and Jess Beers and Sanford Tillis doing the scenery. The town council, which recently let down the bars against Sunday baseball after presentation of the argument that jukeboxes, pinball machines, gasoline, comic supplements and the nearby hay-mows from blue law restrictions, is considering an ordinance legalizing Sunday night light. Public hearing on the proposal is advertised for June 8. Its passage would give Rich a better break in a community where spending is practiced more freely by the weekends. Music Hall has been operating on a six-show weekday-night basis. If Sunday gets the okay, Monday shows will be cut.

Rich's resident troupe will include John Sherwood Clunbey, Reginald Robb and Stuart Reed. "John Loves Mary" also will feature Mrs. Belle Taylor Tierney, making her first venture into daughter Gene's field.

16-Week Season
Pittsburgh, May 25. Long strawhat season gets under way June 12, at Mountain Playhouse in Jennerstown, Pa., going 18 weeks and closing Oct. 2. Getaway play is "John Loves Mary" and repertoire includes "A Gentle and Old Lady," "Ten Little Indians," "What A Life," "Duke," "All My Sons," "Dark of Moon," "Chickens Every Sunday," "Ghost Train," "Petrified Forest," "Petticoat Fever," "Made in Heaven" and couple yet to be picked. James McAllen is returning as director with James Sloughton producing.

White Barn theatre, town's first Equity strawhat, looking around for a new director after agreeing to let Robert Emhardt out of his

contract. Latter had been signed for summer season but Clay Flagg and other Equity White Barn producers, cancelled deal when Emhardt had a chance to go into new Howard Langley-Russell Crouse play, "Life With Mother." Since play opens trout engagement June 8 for couple of weeks and playhouse gets going June 19, there was inevitable a conflict.

However, Emhardt has promised to do a couple of character roles at White Barn during season, made possible by fact that after Detroit "Mother" will close down until October, when it preems on Broadway.

Detroit's Will-O-Way

Detroit, May 25. Will-O-Way playhouse will re-open for a 10-week strawhat season beginning June 28.

The theatre, now enlarged to seat 300, is an air-conditioned ex-apple-storage warehouse.

Hilltop's Shift

Baltimore, May 25. Hilltop Theatre, vet strawhat aggregation in these parts headed up by Don Swann, Jr., has been moved to nearby Green Spring Road in a rebuilt barn on the estate of the late Col. Isaac Emerson. Bromo Seitzer king. Stuart Warrington will direct.

Named Pitt Dance Soloist

Pittsburgh, May 25. Shirley Eckl, local ballet dancer who was with the Ballet Theatre for several seasons, has been engaged as principal dance soloist for third year of summer operettas at Pitt Stadium.

Husband-Wife Team for Legit
Hollywood, May 25. Michael and Marcella Cimey, husband-wife team currently making their film bows in "Undercover Man" at Columbia, were signed as executive directors of the Youngstown (O) Civic Playhouse, starting in September.

Peggy Wood will open the summer session of the Wellesley College theatre, Wellesley, Mass., July 13 with "First Lady."

CHARLOT MAPS REVUE FOR FRISCO OPENING

Hollywood, May 25.

Andre Charlot, whose revues were internationally known for 35 years, is rounding up a new troupe to open in San Francisco before moving on to New York.

For 10 years Charlot has been playing character roles on the screen.

Revue is contingent on financing new being directed.

Harry Green Back For N. Y. Visit from London

Harry Green, American comedian who scored in London, is back for a brief visit to see the season's Broadway hits. His last appearance on Broadway was several seasons ago in "All for All," in which he co-starred with Jack Pearl. Play, usually called "Give and Take," was written by the late Aaron Hoffman and while its revival did not score at the Bijou (now in films), the laugh show clicked for a run in London with Green, Pearl not going abroad.

Green will sail back soon and next season will revive "Poison and Perilment" in London. He tried it for six weeks and recently closed that comedy in Brighton, near London.

New Atlanta Stock Co.

Atlanta, May 25. New resident stock company, set for fall delivery, is in prospect for Atlanta.

To be presented by The Stage, project will be sponsored by Young Matrons Circle of Tallulah Falls School.

"The Stage" will be a training ground for thespian aspirants and also will work with writers, prizes will be offered to play wrights in Georgia.

Shows in Rehearsal

"Railroads On Parade" — (Chicago).

"Skating Revue" — Oscar Serlin.

Skating Revue — Sonja Henie and Arthur M. Wirtz.

Rodgers-Hammerstein Dickering Their First Self-Production Setup

ST. L. MUNY TO TRY OUT 'LANG SYNE' MUSICAL

St. Louis, May 25. Two new faces, Walter Burke and Tim Herbert, comedians, are scheduled to p.a. during the forthcoming season of the Municipal Theatre Assn. in the al fresco theatre in Forest Park that tees off June 3 with the world premiere of "Auld Lang Syne." Burke will appear in "Up in Central Park," while Herbert will make his bow in "The Three Musketeers" and will follow in "Hit the Deck" and "Rio Rita."

Other faces, in comedy roles, to return are Billy Lynn, Jack Sheehan, Doris Patton, Ollie Franke, Helen Raymond, Sue Ryan, Hal LeRoy and Bobby Jarvis. Improvements at the open-air house, including the addition of 2,000 seats to bring the capacity to 12,000, are nearing completion.

Martini Personal at First Brit. Pic S. Africa Preem

Cape Town, May 15. Nine Martini is booked, following his South African tour, for appearance in Bulawayo and Salisbury (Rhodesia), Nairobi (Kenya), and then Cairo. A three month holiday in Italy follows, with his future engagements uncertain although an opera season in Canada is probable.

Singer's new film, "One Night With You," just completed by Rank Organization, was rushed here and given world premiere in Johannesburg. Occasion was first time any British film premeed in South Africa and also first time a star made personal appearance at premiere. Sir Michael and Lady Balcon, on vacation here, were also present in audience, which included many notables.

Lamar Clark, teacher of English at Mercersburg Academy, appointed Assistant to Richard Skinner, general manager of Olney Theatre, Olney, Md.

Richard Rodgers and Oscar Hammerstein 2d, who have never been officially associated in the production of shows they've written, will probably be co-producers of their forthcoming "Tales of the South Pacific." Pair are dickering with Leland Hayward and Joshua Logan to have co-billing in the presentation and share in the ownership.

Under the proposed deal, the composer-lyricist duo would be partners and get the regular coproducer share of the profits, for which they'd bring in half the financing (none of which would be their own money, however). They would also split the author royalties with James Mitchellner, who wrote the original "South Pacific" novel. Logan, of course, would get a director fee as well as his coproducer share.

This will be the first time R & H have been associated in a production with Hayward. They were teamed with Logan in the presentation of "John Loves Mary," which he staged. Logan also had a percentage of "Annie Get Your Gun," which he staged for them, although he didn't get billing in that instance. On their first production, "I Remember Mama," John van Druten received a small share in addition to his adaptor-director fees, but he didn't have coproducer status.

All the shows previously co-authored by R & H have been produced by the Theatre Guild. They have included "Oklahoma," "Carousel" and "Allegro."

Columbus Spreads

Columbus, O., May 25. Columbus Philharmonic Orchestra, which has hitherto restricted its touring to central Ohio, plans to branch out with a twin tour this coming season covering eight states in at least 20 concerts.

Isidor Solomon will conduct. Orchestra is now in its third season.

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Broadway

Harry Adler, Myron Cohen's manager, signed comic Alvin Karpis Green, vaude and light comedian, in from London last week.

Trudy Losh planned to England for her first trip there in eight years.

Pierre Duxbury, French composer, here and will probably set a Hollywood deal.

Elaine Forester, 18th stage Monday (24).

Jack Forester, former stage jukebox now quite the Wall St. boy player.

Harold Lloyd in from the Coast on a visit, with no definite film or picture plans.

Frank P. Rosenberg, former Columbia public cost turned producer, in N. Y.

Wolfe Gilbert motoring back to the Coast with his wife and young daughter late this week.

Charles Cohen, formerly with Metro's ad-copy and joined Universal's advertising wing.

Mervin M. Newell appointed sales manager for the new American theatrical fabric house.

Michel Emer, French songsmith, back to Paris today (Wed.) on a sabbatical after a several months' stay.

Joe Mankiewicz, 20th Fox writer-director in N. Y., to Coast to work on "A Letter to Four Wives."

Howard Dietz, wife of Metro's ad-publicity veepee, due back this week from a trip to England and France.

Franklin Heller to be resident stage director at Bucks County Theatre, starting June 15, the 15 plays this summer.

Roger Lewis, chief of Monogram central ad publicity, named chairman of film division of Professional Citizens of America.

Rex Harrison says he wants to do a film with a G.B.S. play, "Arc and the Man," for Gabriel Pascal in Italy this summer.

George A. Rattey and Milton M. Rosenbloom admitted to partnership in the law firm O'Brien, Dietz, Rattey & Co.

Joan Harrison, ex-Universal producer, new to London for a three-week visit with her two young sons. Paris is also on her agenda.

Mother of Arena Managers Assn. executive director Norman Asch, died on the same day he married his assistant, Edna Benjamin.

President of the producing unit of Frederick Brigg, Rosalind Russell and Dudley Nichols, has taken on Samuel Hucker as eastern rep.

Ralph Bellamy handed out diploma at graduation exercises of the Professional Children's School at Town Hall, N. Y., yesterday.

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for a Hollywood film before she leaves.

Al Jolson back to the Coast last night, returning a few days before the Louis-Walcott bout on June 23.

Jimmy Doyle, former RKO flack and writer, back to the Coast on a visit, with no definite film or picture plans.

Robert Brotherton, theatrical attorney, has turned his entire collection of approximately 100 films over to Syracuse U., his alma mater. It is now being sold for \$50,000.

Charles M. Reagan, Paramount's distribution veepee, elected advisory council of Notre Dame University, where he and his wife, Jean, are now living.

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London

Viola Tilly celebrated her 84th birthday May 13.

Hannah Swaffer, the South of France flack, is back in London.

Sacha Galsperin, executive producer of Two Cities Films, hospitalized by radio.

Rudy Starita and his all-girl band left for a 12-week tour of the Continent.

John Greenwood ill and out of "Trenzy" for a month. Gabrielle Blum, his wife, is back.

Mal. Arthur Gale, exhibitor of the cinematograph, founders of the film industry, died.

Laurence Irving writing life of his father, Sir Henry Irving, and interested in any documents or information.

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production of "Lady Windermere's Fan," with Dolores del Rio, ready to proceed.

Imperio Argentina back in Argentina for renewed film contracts and warbling over Belgrano net for Federal Spies.

Italian pop singer Rodolfo de Angelis, liked by Radio Mundo for two months of broadcasts sponsored by the Italian government.

Enrique Suriano Co. producing another musical at Astral theatre.

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Hollywood

Don Davis hospitalized for surgery at Cedars of Lebanon.

Barney Balaban in from NY for 10 days.

Nancy Weinger in from Miami on vacation.

Dame Mary Whitby reported serious ill.

Al Kingston joining the Nat. College agency.

Felix Flay at the Mayo Clinic, Rochester, Minn.

Nancy Flay and Walter MacEwen in Chicago.

Jack Gross out of the hospital to convalesce at home.

Margaret O'Brien returned from her European vacation.

John H. Hays returned to his desk after a hospital checkup.

Lew Shelleys opened their Mallory Park for the summer.

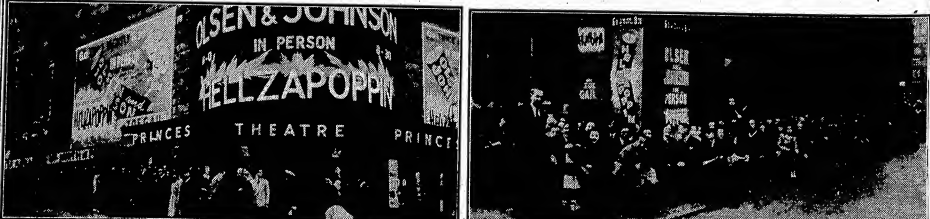
Gravdell Sears in town for conferences with the Howard Hughes.

Wally Matney presented with a bronze plaque by the Foreign Trade Association of California.

Olsen and Johnson

the Olsen and Johnson...
...is excellent. In fact it is
...per craziness. It is of the stuff
...of nightmares but of nightmares
...to which such adjectives as
...ataclysmic, stupendous and gi-
...antic apply."

MANCHESTER NEWS.



HARRY FOSTER, London

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